Better than ever now to be a Brunswick Dealer

see pages 5 and 7
The Talking Machine World, New York, January, 1928

1928 PRODUCTS

For the new year, we introduce to our good trade the finest new products ever offered.

See the new Toman No. 3 Reproducer, with its many exclusive features. Note the new beauty in design. The positive locking back—no screws to come loose and cause blasting. The triple suspended duraluminum diaphragm 10/1000 thick—four times as substantial as the ordinary 2½/1000 diaphragm, and hand lacquered to protect it against climatic changes. The special double grip screws, securely holding reproducer to tone arm always in proper position. Hear now the excellent volume and full deep rich tone quality of this remarkable reproducer.

See the new Model E Tone Arm, embodying all the best features of the famous Toman Helical Arm. A full exponential taper plus a full S curve. This arm does not infringe upon any existing patent. Its features are individual and complete.

These excellent new products are most favorably priced. Toman guaranteed quality inside and out. We invite inquiry from Manufacturers, Jobbers and Dealers. Samples sent promptly upon request!

All Products Fully Guaranteed

E. TOMAN & CO.

2621 W. 21st PLACE
Chicago

Export Office
189 W. Madison Street
Chicago, Ill.
Cable—SI VAD
Building a Profit-Producing Sales Organization

T he first thing to be considered in any specialty merchandising business such as the phonograph and radio business is the sales organization—for upon the ability and success of the sales organization depends the success of the business as a whole. Therefore, much care should be taken in its selection.

I believe that there are several sales managers who can look at and talk to a man and tell whether or not he will make a successful salesman—I know I certainly cannot, and I have interviewed hundreds and employed scores. There are, of course, certain qualifications—basic ones—that are essential to successful salesmanship and should be looked for, but sometimes some man will come along apparently utterly devoid of most of these qualifications and yet rise to outstanding success. In selecting new men I have found that the following characteristics are highly desirable and should be looked for—placed in the order of their importance:

1. Personality
2. Enthusiasm
3. Intelligence
4. Ambition
5. Appearance
6. Desire to work
7. Specialty Selling Experience

There are also drawbacks which are just as important to look for which I will list here:

1. Laziness
2. Cruelness of Manner
3. Slovenly Appearance
4. Lack of Intelligence
5. Lack of Specialty Selling Experience

It is very hard to find any man who possesses most of the good characteristics without some of the undesirable ones—but when you find a man who measures minus on the five undesirable points then the chances are that you have a man worth trying. In this connection I find it safer and easier to measure his drawbacks first, rather than his good qualifications. Often if the drawbacks are not too great, then you may take a chance on the good qualifications of the applicant for the position.

Process of Elimination

In building up a sales organization the sales manager must always bear in mind that, as a rule, he must try out thoroughly three or four men to get one or two good men—and as every promising man should have a trial of at least one month, it can readily be seen that it is a slow, tedious process of elimination. Some of the best salesmen I have known are complete failures their first month or two of service.

One qualification, the value of which is often over-exaggerated, is phonograph selling experience. Many organizations do not grow very rapidly because the sales manager is loath to hire anyone without experience. As the applicants with experience are few, consequently he has few men from whom to pick. It is part of the sales manager's job to teach and train inexperienced salesmen and thus build up the organization.

It is interesting to note that some of the most successful phonograph and radio salesmen I have ever known never had previous selling experience of any kind. One was even a professional prize-fighter—some were bookkeepers—others were actors—some bank clerks—and still others newspaper exporters. Yet these particular men—who had no previous selling experience, all made outstanding successes selling phonographs and radios.

In analyzing them, however, I find they all possess one outstanding attribute—personality—hence I rate this as the most desirable qualification.

Now I do not want to minimize the importance of previous selling experience. If I had my choice between two men—one without experience, but who had all the good qualifications, and a man who had had considerable experience, but lacked some of the good qualifications, I'd choose the man with experience. But I have always made it a rule to take both men when I have the two to choose between, and after a try-out period select the best man of the two.

Getting in Touch With the Right Men

The question that seems to bother many sales managers is how to get in touch with these prospective salesmen. That is simple enough and can be answered in one word—advertise.

Advertise in the employment want columns of the newspapers as well as in display space and word your want with a dizzled manner as to attract the type of man you wish. Here is the type of advertisement that I have found effective:

"WANTED: By a high class music store—Salesman to sell Radios and the new type Phonographs, Throphonic Victorias and Brunswick Panatropes. A permanent position with excellent opportunity for advancement in a business that is growing phenomenally. The work is pleasant—educational—interesting—and highly remunerative to the successful salesman. No previous experience necessary. We will give complete sales training to man of right caliber. Apply in person to Mr. Blank, Blasey Music Co., 227 South Hill Street.

Another effective means of getting in touch with the right sort of young men is to send a letter, such as you will find reproduced here, to prominent business and professional men, college professors and high school principals. The results from this letter will surprise you, and you will also note that we have not forgotten to incorporate a little selling point in this letter about the new phonographs for the benefit of the recipient:

"Dear Sir:

"Perhaps you know of some bright young man—someone whom you think possesses fundamental qualifications of a good salesman—who would like to become connected with our business. We offer the best of Radios and the new Orthophonic Victorias and Brunswick Panatropes.

"To such a young man we offer a permanent connection with excellent opportunities for advancement in a business that is growing phenomenally.

"Particularly do these new musical instruments, developed by both the Brunswick and Victor companies, offer a fertile field for the salesman. These marvelous new instruments are taking the country by storm. They reproduce music from both records and radio with realism that is positively astounding. You can readily understand what a tremendous field there is for such sensational instruments.

"The young man we refer to need have no previous experience, for we offer an intensive sales training that will soon put him in a position—if he is different, applies himself, and possesses ability—to earn an income much in excess of what might be his possibilities elsewhere. The work is pleasant—educational and interesting.

"Any such man whom you may refer to us will receive our earnest consideration and in doing so you will not only do us a great favor, but undoubtedly you will be instrumental in giving some young man an opportunity for which he will ever be grateful.

"Sincerely yours,

C. H. Mansfield

-needless phonograph and radio salesmen I have ever known never had previous selling experience of any kind. One was even a professional prize-fighter—some were bookkeepers—others were actors—some bank clerks—and still others newspaper exporters. Yet these particular men—who had no previous selling experience, all made outstanding successes selling phonographs and radios.

In analyzing them, however, I find they all possess one outstanding attribute—personality—hence, I rate this as the most desirable qualification.

Now I do not want to minimize the importance of previous selling experience. If I had my choice between two men—one without experience, but who had all the good qualifications, and a man who had had considerable experience, but lacked some of the good qualifications, I'd choose the man with experience. But I have always made it a rule to take both men when I have the two to choose between, and after a try-out period select the best man of the two.

Getting in Touch With the Right Men

The question that seems to bother many sales managers is how to get in touch with these prospective salesmen. That is simple enough and can be answered in one word—advertise.
February Holidays

Afford Opportunities for Tie-ups

CO-OPERATIVE advertising is becoming more popular each year, and when a group of merchants in either similar or diverse lines join to get their goods before the public the big splash they are able to make will naturally draw more attention than individual advertising—at a far less cost per capita. One of the best methods of calling attention to their lines in February was adopted by a group of eight of the leading merchants of Council Bluffs, Ia. They took an entire page in the paper, across the top of which they printed, in letters an inch high, "February Is Short on Days." Beneath this was the outline drawing of a short, fat man walking between two tall, stunning-looking girls. On the man's vest was printed the word "February" while on the skirts of the girls were the words: "January," and "March" respectively, thus carrying out in an amusing fashion the idea of a short month between two long ones. Beneath the figures was printed: "What Are You Short On? If short on any of the articles advertised on this page, these concerns will supply you." The balance of the page was divided into eight squares in each of which was a clever drawing and the advertisement of one of the merchants. All of them played up the word "short" by substituting "February" for it. For example, one said, "Are you February on new records? If so, March right in and inspect our latest arrivals!" A "Lincoln" Sales Drive

Strain Bros., Great Falls, Mont., had a special Lincoln Sale running for twelve days and terminating on February 12, Lincoln's Birthday, when small red, white and blue souvenirs were distributed. They used a big double-page spread to announce their sale, which included many slow sellers they desired to move before the new Spring stocks were received. A large number of extras were struck off and used as circulars, being sent to patrons in the country and adjoining towns. One of the features of the sale which made it talked about all over town was the impersonation of Abraham Lincoln by a moving picture actor. One of the windows was fitted up as a reproduction of the living room of Lincoln's home in Springfield, Ill., and twice a day, morning and afternoon, the actor appeared in the window and gave a short talk which was conveyed to the crowd outside by means of a loud speaker.

Tie-Up With Washington's Birthday

When it comes to Washington's Birthday, the famous hatchet is always recalled, and this was made the basis of a special advertisement by Montgomery Bros. It was embellished with an outline drawing of the bust of Washington, and suggested:

George Washington Could Not Tell a Lie

We Can, But Won't

It is not difficult to stick to the truth when you have much good merchandise to talk about as we have. Handling only the best in all our lines, we are safe in extolling their merits. The truth about our musical instruments and phonographs is sufficient.

Realizing that Washington's Birthday is a time for much entertaining, they arranged a window featuring their patriotic records. It was backed with a large flag, while at either end were tall silver vases holding sprays of fruit blossoms. On a mound in the center was a picture of Washington, and in front of it a number of patriotic records. Arranged amid bowers of red, white and blue silk at either end were a number of the latest releases with a card saying: "Lay in a stock of new records for the Washington's Birthday Party." A row of phonograph needles, on the white silk-covered floor formed the words "February 22nd.

A Valentine Campaign

"Say It With Music," one of the popular songs of the past season, suggested to the Ralph Wurlitzer Co., St. Louis, Mo., the idea for a Valentine music campaign. They announced through the papers a special Valentine concert, and to all their patrons who had purchased records or phonographs from them the past year special heart-shaped invitations were extended. The invitation in gold letters was printed on the red cover and inside was the very carefully planned program reproduced below:

- Roses of Picardy, McCormack; A Dream, Carnos; Call Me Other Ones, Garstien; Kiss Me Again, Gartien; For You Alone, Carnos; Little Grey Home in the West, Ulick; Last Rose of Summer, Tetrazzini; Mighty Lak's Rose, Farrar; Sunshine of Your Smile, McCormack; When You Look in the Heart of a Rose.

The newspaper invitation took the form of a big lace paper valentine, and after extending an invitation the balance of the ad read:

Real Love Messages of all Sweethearts

Victor Love Records in Valentines Envelopes

Come hear these tender songs by the world's greatest artists and then pick out one or more of them and let it be your Valentine's gift. "Say It With Music"

The concert lasted for an hour, with an intermission of fifteen minutes, during which time special demonstrations were given and any questions about the records answered. No one was asked or expected to buy, but many availed themselves of the opportunity nevertheless.

Special interest centered about the Valentine records, which were displayed on a table where all could see them. All of the records played at the concert and fully a hundred more of the sweetest ballads, ancient and modern, were included in the list. Each was enclosed in a strong manilla envelope, with a little verse in the manner:

With this record I send this note,

If you are there at my side,

I wish you'd be my Valentine, but haven't words to say.

So I'm sending you this record—please put it on and play it.

Praeger, San Antonio, featured Radiolas as Valentine gifts. The window was gaily trimmed with red crepe paper, which fell in waterfalls in the rear, while big stone urns held clusters of crimson paper roses. On a stand in the center was a Radiola, while lower stands at each side held other sets. A card of gold, bordered with red and lettered in black, suggested "A Radio Makes a Splendid Valentine for the Home."

"NYACCO" Manufactured Products

<table>
<thead>
<tr>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYACCO Record Albums</td>
</tr>
<tr>
<td>NYACCO Radio Sets</td>
</tr>
<tr>
<td>NYACCO Portable Phonographs</td>
</tr>
<tr>
<td>NYACCO Photograph Albums</td>
</tr>
<tr>
<td>NYACCO Autograph Albums</td>
</tr>
</tbody>
</table>

Twenty years' manufacturing experience enables us to offer the trade a line that is tried and proven. Jobbers and Dealers: Write us for full information.

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

Note New Address - 64-68 Wooster Street, New York
You Asked for it... Here it is!

A lower-priced full electrical type Brunswick Panatrope with Radiola

Model PR 17-8 • To list at $550 • Light socket operation—no batteries Cone reproducer combined with special reflector

AGAIN Brunswick has succeeded where success seemed impossible. Fully aware of the tremendous demand for an electrical type Brunswick Panatrope combination that would sell at a low price, our laboratories have for months put all their energies into perfecting such an instrument.

Now we have it. Here, combined so compactly that the instrument is a marvel of ingenuity, is the Brunswick Panatrope—electrical type—and the newest model Radiola known to everybody as No. 17.

A model which increases the field of your sales many times. It will appeal at once to the great middle class.

Its remarkable features include equal excellency in recorded and broadcast music over entire audible frequency range; compact and convenient assembly; beautiful design; superior construction; minimum space requirement and lid concealing all operating parts.

The appeal of this newest Brunswick combination is irresistible. Its profit-making opportunity enormous. Make the most of it!
Carl J. Miller Accepts Post With Sherman, Clay & Co.

Seattle, Wash., January 3—Carl J. Miller, formerly manager of the phonograph and radio departments of the Standard Furniture Co., recently accepted a position with Sherman, Clay & Co., in the Tacoma store. Mr. Miller is well known in the trade and has been active in the affairs of the Radio and Music Trades Association, for the past year serving as director of the Phonograph Group. He is succeeded in the Standard establishment by Lloyd Chase, who has been with the company for a long time, is well known in this section, and is thoroughly familiar with the work.

The Dragner Music Shoppe, Inc., Pulisades Park, N. J., was recently incorporated to deal in musical instruments with an authorized capital of $25,000. Henry Dragner, Philip A. Dragner and May V. Dragner are the incorporators.

Vic. Meyers and Orchestra Recording for Columbia Co.

Seattle, Wash., January 5.—Vic. Meyers and His Orchestra, of this city, recently signed a long-time contract to record for the Columbia Phonograph Co. catalog. The first release couple: “Now That You’re Gone” and “Whether It Rains—Whether It Shines.” Vic Meyers and His Orchestra have long been favorites with Seattle dance lovers, and for the past two years they have been featured in the Rose Room of the Butler Hotel. Radio fans have also enjoyed the programs broadcast nightly over station KJR.

Immediately following the release of the record several prominent music houses arranged to have the orchestra give concerts in their record departments. The University Music Stores, Inc., and the Renick Song Shop were two houses reporting successful results from this method of effecting a tie-up with record artists.

O. P. Harris of Brunswick Co. Addresses Seattle Trade

Seattle, Wash., January 4.—A meeting of all the Brunswick phonograph dealers in this territory was recently held at the New Washington Hotel. O. P. Harris, special traveling representative of the Brunswick Co., addressed the dealers and gave a forceful talk on the development of the new Panatropes and outlined the modern methods of recording, stating that with the new processes it is possible to capture musical vibrations so slow that they can almost be counted.

The Rosso Music Shop recently held its formal opening in new quarters at 33 North Walnut street, Mt. Clemens, Mich., having discontinued its former quarters at 10 Walnut street. The new location affords far more display space for the Victor and Columbia lines which are carried and plans are under way for an aggressive sales promotion drive.

Peerless Introduces the Extraordinary Portable for 1928

The Ultimate in Portables at $25.00 List

A 4-foot concealed tone chamber
Serpentine tone-arm
Special matched reproducer
Covered with genuine DuPont Fabrikoid of the heaviest quality
Elaborately decorated in multi-color effects
Genuine Heinemann motor

Appearance — Quality — Tone

Samples and attractive discounts submitted on request.
Our complete line of Portables lists from $12 to $30.

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album
Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album
Removable Pockets for Records

Peerless Album Co.

Phil. Ravis, President

636-638 Broadway, New York
Brunswick Scores Again
With New Record Policy

Again Brunswick Leadership is Demonstrated

Brunswick is known in the industry for the many new policies and improvements that it has inaugurated. Some of these have changed the whole trend of the music business. To mention just a few—
—Brunswick was first to offer double-faced classical records.
—Brunswick was first to adopt the present popular console type of cabinet.
—Brunswick was first to offer a combined radio receiving set and phonograph in one cabinet.
—Brunswick was first to offer a purely electrical reproducing musical instrument, the Brunswick Panatrope.

Brunswick's New Policy—Briefly Stated

Brunswick will no longer penalize the public's musical taste by charging more for great symphonic, operatic, and other standard recordings by world-famous artists and musical organizations. We therefore have inaugurated a one-price-for-all policy covering every record in our catalog. From now on, all 10-inch Brunswick Records, formerly $1.50, $1.25 and $1, will be 75c. All 12-inch Brunswick Records, formerly $2, $1.75, $1.50 and $1.25, will be $1.

Enduring music—the beautiful ballads, inspiring symphonies and operas—is growing tremendously in public demand, and to foster this growth in musical appreciation we take this action.

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO - NEW YORK - IN CANADA: TORONTO
Branches in All Principal Cities
Store-Door Playing Built this Business

By Clarence J. O'Neil

THIS is the era of publicity. The more publicity the better, and the more you get the more prominent you become. It's the age of advertising. Not necessarily paid advertising, or newspaper advertising, or billboard advertising, but advertising that keeps men and affairs—and their products and personalities—constantly before the public eye.

85 Per Cent of Sales From Simple Plan

All last summer and fall W. C. Morrison, owner of the Morrison Radiophone Co., Inc., of Bridgeport, Conn., made his storefront broadcasting pay and pay until 85 per cent of the seasons' sales were actually traced to this simple advertising method. He didn't, however, just turn on his sidewalk loudspeaker and trust to luck in getting business. Instead, he studied the demands of his radio fans and paved the way for a big attendance with advance newspaper announcements.

What Programs Are Favored?

Despite the fact that he is located on a busy traffic thoroughfare, Mr. Morrison managed to draw a couple of hundred residents and pedes-

By Clarence J. O'Neil

trians regularly by tuning in on popular programs. By personal investigation and observation he soon learned that his patrons preferred programs as follows, and in their order of preference: (1) Fight announcements, (2) Football games, (3) Baseball returns, (4) Popular musical programs.

With this tabulation of the most popular programs Mr. Morrison was guided accordingly in his newspaper appropriations. Coming prize fights get the most newspaper advertising space. Other programs were allotted advertising space according to their demand rating.

Plug-up Window

A fresh window setting was always made the day before an advertised program was to be broadcast over the sidewalk. Several attractive posters announcing a variety of sets and parts were conspicuously displayed in the store window. By far the most attractive poster was always hung directly above the heads of the spectators and in direct view of the loudspeaker. It read: "It pays to buy the better radio. This is the best you can buy Radiola 104."

Mr. Morrison claims he is satisfied if his sidewalk broadcasting puts over just this one message. So far it has given him ample sales results. It is interesting to note that his sales of loudspeakers, tubes and batteries, via the sidewalk audience, have equalled the total sales of complete sets.

Pulling Power of Publicity

With the closing of his outdoor broadcasting accommodation, Mr. Morrison says that results have shown that his entire volume of sales for the past six months, ending November 15, were traced directly to the following sources: 85 per cent Sidewalk Broadcasting, 10 per cent Through Old Customers, 5 per cent Newspaper Advertising. It may be the simplest, cheapest and oldest way of advertising, yet this dealer finds the front door still has pulling power as a most effective publicity stunt.

Broadcasters' Association

Issues the NAB News

"Official Publication of the National Association of Broadcasters, Inc., Contains Much Interesting and Informative Material"

The NAB News, the official publication of the National Association of Broadcasters, Inc., made its initial bow last month and contained a wealth of interesting and informative material pertaining to broadcasting and kindred matters. Among the articles featured in the issue were "Win Friends and Sell Time by Truth and Frankness," by Gordon Lathrop; a report of the progress being made in the Association's program of expansion, and a listing of the various committees appointed by Earl C. Anthony, of station KFI, president of the Association.

A brief résumé of the work done in behalf of radio by Admiral Bullard and the loss felt by the industry in his sudden passing was also featured. The NAB News will be issued regularly and will contain items of interest to broadcasting stations and to the radio industry in general.

Cornelius N. Bliss was recently elected a member of the board of directors of the Radio Corp. of America.
Superb Receivers for Your Discriminating Trade

People of culture—people who love fine things—people whose patronage a dealer encourages—are attracted by Stromberg-Carlson A.C. Receivers.

The tone quality of these magnificent instruments is unsurpassed—the result of scientific shielding and superlative design of audio system and Cone Speaker. Operation is simplicity itself—all power being taken direct from the A.C. house lighting circuit; without the use of batteries or liquids, and tuning being with a single dial.

Their cabinetry is exquisite—Console models in American Walnut, some with panels of inverse French marquetry; Table models in mahogany.

A.C. Stromberg-Carlson range in price as follows: East of Rockies, Radio Sets equipped with phonograph input jack, $235 to $235; Radio and Phonograph Combined $375; Rocky and West, $375 to $635—Canada, $350 to $1050.

Stromberg-Carlson Telephone Mfg. Co.
Rochester, New York
Minimize Repossessions by Remedyng the Causes

An Analysis of the Repossession Problem Will Determine Causes and Pave Way for Solution

By R. J. Cassell

R. J. Cassell, formerly collection manager of Grinnell Bros., Detroit, the author of this interesting article on repossession, is the author of "The Art of Collecting." Other articles by him on various phases of collection work will appear in forthcoming issues of The Talking Machine World—(Editors).

NOW I don't guarantee to solve this problem of doing away with repossession; in fact if I could do so, I would make the radio and talking machine industry could and would pay me a fabulous compensation, but I do believe that if we analyze the subject carefully we can get at the cause and then it is up to each one of you to apply the remedy. If we can do this we have at least made a step in the right direction, for this is truly the big leak in the business, and one that should be held down to a minimum.

This problem involves every department of the business to a greater or less extent, so I believe it is logical to begin this discussion from the standpoint of departments. The prime offender we will take first, the sales department.

The salesman, in his great desire to make the sale, may think only of closing the deal when it might have been better to have kept the goods in the store. Why? The customer may be a crook or some other undesirable character the salesman encountered in this phase of the matter and thinks only of getting the name on the dotted line. Such sales are repossessions in their inception.

Then, too, the salesman knows anything about the customer's financial ability to pay for the goods purchased? I believe that the radio and talking machine business take longer chances in this direction than most other lines of business. The more knowledgeable the salesman has and the better the class of customer to whom he sells will surely cut down his repossession.

This has at least been my observation in studying the work of a large number of salesmen.

Effect of Side Promises

Another method of some salesmen is to make side promises, which cannot be kept by the house. I have in mind one where the customer was told he would be given an unlimited guarantee. This sale stood at a standstill for months until a special adjutant with tact and salesmanship resold it. This was in reality a repossession, as it cost the firm time and money to resell the goods.

I could illustrate at greater length, but space will not permit. Don't make side promises and don't let your salesmen do so if you want to avoid repossession.

Then there is the customer who is not properly sold in the first place. We might call it a forced sale. The salesman is too anxious to close without creating sufficient desire in the customer's mind for the goods. The customer may not fully realize that he has bought something until the collection department begins to insist on payment.

I have known customers to say they never signed a contract. They didn't know that they had purchased an instrument, as they supposed they were only renting. This leads to the remedy of explaining your contract fully before you have completed your sale. Do so and avoid any chance of such an experience with the interest clause. Don't be afraid to give the customer a clear understanding of this part of the contract. It means thousands of dollars to the house, and if the customer is not properly sold on the interest and discovers the fact in the early stage of the sale it may lead to repossession.

Then there is the direct misrepresentation by the salesman with the intent to deceive. This is a boomerang when the customer discovers that he has been deceived. He loses confidence in the house and lets the instrument come back. Yes, and not only is it a repossession, but he tells his friends not to deal with such a house. The loss cannot be estimated. While no reputable house would in such a situation do business, they must see that none of their salesmen do, so to prevent repossessions.

False Financial Reports

Then there are false financial reports sent in by some salesmen who try to put over expensive sets in the house. A merchant may turn out to be a peanut vendor or a street musician. A farmer may be a day laborer, and I have known of cases where the customer was actually one town and yet expected to pay for an instrument. This kind of business is sure to result in repossession.

In most businesses musical instruments are sold to foreigners. There are some foreigners who are all right and pay without any trouble, but there are a large number who do not know their own music. English and when they move they change their names or spell them differently so that it is very difficult to locate them. You should have a pretty good knowledge of who are they before you sell them.

Some go back to their native land and they will take radios, or talking machines, and such accounts must be regarded carefully. Know the foreigner to whom you sell and his ability to pay before you make the sale.

The Collector's Job

So much for the sales department. Now let us take a survey of the collection department and its effect on repossessions.

I have demonstrated that business houses that keep up their collections to the letters of the contract have the smallest number of repossessions. Therefore, I recommended that the manager and collector should see that the customers pay exactly according to the contract. The old idea that it is best to coax them along does not prove to save sales, but results in repossessions.

The manager must co-operate with his collector and not take collection cards from him and lay them on his desk and say he will attend to that account and then let it go from day to day without attention. If the manager takes collection cards out of the collector's hands he will do more harm than good and the sale may be a repossession. Co-operate with your collector and encourage him in his arduous task to stop repossessions. The collector must use tact and judgment in getting the money or he will antagonize the customer, who may not say anything but will let the instrument come back.

There is a custom of some houses to sell almost any one who can make a down-payment without regard to who the person is. This practice prevents it to an extent in every business. Then is it any wonder that quite a percentage of instruments are repossessed?

You cannot blame the firm entirely; although they are very lenient, for they rely on the manager and salesmen to get a good class of businessness, and the directors cannot see the customer or his home, but have to rely on the report of the salesman. It is to the best interests of the house and the salesman himself that he tell the truth about his customer—to the one end of a less number of repossessions.

Over and over again the customer causes his contracts to be turned in, but the customer cannot keep up the contract, and unless a new contract is taken the instrument is repossessed, after having been used for several months, and the manager is himself possibly convinced by his own collector that the goods should be brought in or payment made immediately.

This family merchandise may cause dissatisfaction in the mind of the customer and he will judge the house from the experience he has had with it. I recall one instance where it was necessary to give the customer a large discount and also an agreement to put the instrument in good condition. Be careful of the goods in good condition before delivery, if you want the sale to remain sound.

The accounting department can keep customers satisfied by avoiding errors in accounts, statements and notices.

The death of the customer, over which we of course have no control, may cause a repossesion. In such cases investigate at once the heir's circumstances, and by prompt action the estate may be able to pay off the account or pay cash and prevent a repossession.

Divorces frequently cause repossessions. A good plan is to act too hastily, as often the parties become reconciled and will continue. So make haste slowly in such cases, but keep in touch with conditions, and avoid repossessions.

The problem of service is a big one and many lines of merchandise nowadays are sold largely on the service the house gives. This is one of the leading sales arguments of the Ford Automobile Company. In your business see that the customer gets all that is promised him. These small matters may lead to dissatisfaction, and this is the mother of repossessions.

To sum up, as the lawyers say: All departments have a duty to perform to prevent repossession. Service and courteous treatment by all employees will go a long way towards keeping the goods sold. A properly sold to a reliable customer with a good down payment and followed closely by the collection department in a tactful way is pretty sure to pay off.

All salesmen and business owners as well as me in a desire to cut down repossessions. They spoil your good work and lessen your showing, tie up merchandise in poor sales, and are a continual source of worry to everyone.

R. J. Cassell
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 Only
RADIOTRON UX-222  Heavy Duty Radio Frequency Amplifier
RADIOTRON UX-112-A  Power Amplifier
RADIOTRON UX-171  Power Amplifier Only
RADIOTRON UX-210  Power Amplifier Only
RADIOTRON UX-210  Heavy Duty Amplifier for Broadcast-Recorded Material
RADIOTRON UX-213  Full-Wave Rectifier
RADIOTRON UX-226  A.C. Filaments
RADIOTRON UX-227  A.C. Hazes
RADIOTRON UX-280  Full-Wave Rectifier
RADIOTRON UX-281  Half-Wave Rectifier
RADIOTRON UX-874  VIbertion Rectifier Tube
RADIOTRON UX-875  Ballast Tube
RADIOTRON UV-886  Ballast Tube

The standard by which other vacuum tubes are rated

Public approval has put the stamp of preference on RCA Radiotrons. Their quality is evidenced by the fact that they lead all other tubes in volume of sales. That is because they are the perfected product of the expert engineers of RCA—the same skilled scientists who designed and built the country’s leading broadcasting stations. There is a Radiotron for every purpose. It will pay you to carry the complete line.
RCA newspaper and magazine advertising in 1928 will be the most extensive ever undertaken. Saturday Evening Post, Liberty, Colliers, Literary Digest, and other magazines will be used through the year. Leading newspapers throughout the country will give RCA Dealers effective local support. And there will be more and better Sales Helps, Window Displays and other business getters. The Saturday night RCA Hour will be another big advertising feature in 1928.

Here is the greatest advance in radio since the beginning of broadcasting.

The simplified socket power Radiola that electrical engineers declared of has now been added to the Radiola line—made by the inventors of the modern radio: RCA, General Electric and Westinghouse. This unit makes of your Radiola an electrical machine of the most modern. It also makes of itself a modern electrical machine.

RCA, General Electric and Westinghouse have designed these perfected Radiolans.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

This sign marks the leading dealer in every community.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON
NEW SETS FOR OLD

More old radio sets will be replaced by new and better sets in 1928 than ever before

Most radio buyers want simplified lighting circuit operation, and most of them want one of the new RCA RADIOLAS.

And a great number of people will come into the market as first buyers, who have been holding off buying a radio set until they could get one that would run off the light circuit as simply as an electric fan.

By carrying the RCA complete line RCA Authorized Dealers will be able to meet the public demand.

RCA Dealers will get the cream of the replacement business, as well as the cream of the big, new business this year.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON
RCA-LOUDSPEAKER 100-A

Unrivalled in tone quality among loudspeakers in its price range, the "100A" is the easiest selling radio instrument ever put on the market. It's bread-and-butter merchandise for RCA Authorized Dealers.
Building a Profit-Producing Sales Organization

(Continued from page 3)

sizing up an applicant he, too, is sizing you up, as well as the business, and it is just as essential that you sell him your business as it is that he sell you himself.

Do not become discouraged when you find that a large percentage of the men you employ do not "stick" or make good. Just figure that the law of averages will give you about one good man out of every two or three.

Size of the Organization

How large should your sales organization be? That depends somewhat on the population of the territory you serve—up to a certain point. Of course, a town of two or three thousand people could hardly support a large sales organization, but when a city reaches a population of 100,000 or over, a radio and phonograph sales organization need be limited only by the sales-promotion work of the dealer.

Do not think that simply by putting on a large force of men you are going to increase business. The business territory must be cultivated by the sales manager, and the men must be properly trained to successfully reap the harvest.

Remember, too, that the building of a large sales organization is a slow, continuous process. Your work is never finished, for while your "turnover" of salesmen may be small, in a large organization it is certain and continuous, and the sales manager must be always adding new material, so that they will be filling the gaps left by those who leave. You should add new material whenever possible. In no department of business is there such a large turnover of employees at the present time as in the sales end, particularly where men are employed on a straight commission basis. Straight commission men are naturally more apt to become discouraged quickly—and quit—offices before they have actually proved that they are failures. But at any rate, the turnover of salesmen is not as serious as might be imagined, for the large part of the turnover comes in the untrained men or failures, and very seldom among the better salesmen.

New Blood Needed

But the point to which to make is this, there are not enough salesmen in the business of selling phonographs. We in the industry must realize that, and begin to take on inexperienced men from outside our industry and train them. Until we do this we will not begin to even scratch the surface of the possible volume. New men will serve as new blood—and give new inspiration and new enthusiasm to your present organization.

Frank Dorian of Columbia Phonograph Co. in Accident

Assistant to the President of Columbia Organization Suffers Rare and Painful Accident in Form of a Fractured Heel—Back at Desk

Frank Dorian, assistant to the president of the Columbia Phonograph Co., and one of Columbia's most widely known executives, recently sustained a fractured heel, a rare and painful accident, while stepping from a bus in New York City to St. Luke's Hospital, where Mr. Dorian was treated, the doctor said that this type of fracture happened so infrequently that he was going to look up the records to see the date when the last one occurred.

Mr. Dorian, after but two days at home, returned to his office on crutches. This devotion to the interests of Columbia is typical of Mr. Dorian's long record of distinguished and unerring service for Columbia. He became associated with the Columbia Co. as the private secretary to Columbia's first president, E. D. Easton.

It was Mr. Dorian who wrote Columbia's first advertisement, one which appeared in a Washington paper. In those early days he was Columbia's first branch manager, at the Washington branch, the first to be established. This position carried with it the duties of sales manager. After this he came yet greater achievement, when, as Columbia's first European general manager, he established the company's European branches, living abroad for a number of years at all the chief continental music capitals.

Mr. Dorian's many friends in the industry and the trade, both in America and abroad, wish him a speedy recovery.

L. A. Nixon Now Eastern Secretary of the R. P. A.

L. A. Nixon, widely known in the music-radio industry, was elected Eastern secretary of the Radio Protective Association at a recent meeting of the board of directors held in New York, according to an announcement by Owald F. Schulte, executive secretary. Mr. Nixon was formerly secretary of the National Radio Trade Association and has been affiliated with other radio trade bodies for a number of years. He will take up his new duties at once, maintaining offices in New York City.

Shirley Walker Is Making Series of Radio Addresses

SAN FRANCISCO, CAL., January 5—Thousands of prospective musical instrument buyers are being reached through the medium of a series of radio talks being given over station KGO by Shirley Walker, of Sherman, Clay & Co., president of the Music Trades Association of Northern California. Each talk lasts six minutes. Thus far the talks have been on "Music in the Home," "Teaching the School Children to Play Musical Instruments" and "Music Contests in the Public Schools."

New Store Opened

A new music store, the Radio-Brunswick Shop, was recently opened at 364 Central avenue, Highland Park, Ill., by Alex Smith and Robert U. Slabyback.

The Best Music Store, 631 Second street, La Salle, Ill., is now operated by Arthur Groves.

Buys Brunswick Products by the Truckloads

Live Retail Merchant of Coffeyville, Kans., Is Doing an Excellent Business—Volume Is Reflected in the Large Orders Placed

That Brunswick business is very good in Coffeyville, Kans., is demonstrated by the fact that the Ross-Workman Music Co., of that city, is ordering truckloads of Brunswick mer-

A Large Brunswick Delivery

chandise. The accompanying photograph shows a truck loaded with new Brunswick instruments, just about to be unloaded at the Ross-Workman warehouse. After having paraded through the streets of Coffeyville, the sign on the truck tells the populace of that city where Brunswick merchandise is obtainable.

Schubert Contest Prize Moneys Placed in Escrow

As a guarantee of good faith to composers who are competing in the International Schubert Centennial Contest the Columbia Phonograph Co. has deposited with J. P. Morgan & Co. the sum of $20,000 in escrow. This is the total amount of the prize moneys.

New Music Store Opens

Formal opening of the Hazard Radio & Music Co., Hazard, Ky., was held last month with an appropriate program. The Kentucky Ramblers Orchestra furnished the music, entertaining a large crowd of visitors. Victor Orthophonic talking machines and records and the Crosley radio line are carried by this enterprising concern, and plans are being formulated for an extensive sales drive.

Complete dealer protection is just part of our plan. We offer helpful selling suggestions, favorable terms, and fully guaranteed products only. Actually aiding the dealer in making his full legitimate profit, and giving him complete protection.

Write today for samples, and catalog of Allen Portables, the finest line ever presented to the trade, and nationally advertised.
Windows That “Sell”

Pointers on Window Displays—Profiting Through Plate Glass

By P. A. Ware
Merchandising and Sales Promotion Manager, Atwater Kent Mfg. Co.

It is generally conceded that the music merchants, or merchants who successfully sell radio, phonographs, pianos and other musical merchandise, are what the “Babbits” would term “Go-getters,” but it is the writer’s experience that these same merchants, as a class, have consistently neglected over a long period one of the most important “come hither” gestures in selling—window displays that sell.

Even the progressive butcher, not to stress the alert druggist and able grocery man, is invariably more of an artist in window-selling appeal than is the average merchant who handles musical instruments.

Cast your memory back to the window with rows of paper-frilled lamb chops surrounded with decorative parsley and appropriate vegetables, and in memory compare that window with the pineboard-backed display of a few musical instruments in a dusty window as shown by some otherwise successful music man you know.

At a recent convention of window-display advocates from all lines of selling the writer heard discussed window display lore from men representing the drug trade, the grocery trade, the furniture trade and the general department store, but regardless of the fact that this country has some wonderful retail music selling organizations, it was not on record that a music retail representative was in attendance at this important event.

The consequence is that while nearly every specialized branch of selling is giving thought to “selling windows” many music men are, to use a hackneyed phrase, following the line of least resistance.

Just how they are doing this can be best summed up by what the legal fraternity calls a “hypothetical question.” Assuming that the reader is a dealer, may I ask that if you were to sell some product bought by a purchasing agent and that agent advised you to advertise it, would you join the Tower of Babel conclave?

All right! pass the answer, but now look around your town or neighborhood and see if some music merchant is not by “window appeal” trying to sell a phonograph, a radio, a piano, an assortment of brass instruments, some banjos and “ukes” and a saxophone or two to every passing pedestrian’s single pair of eyes.

If there is not a lesson in the above for many music men a great deal of thought and work on the part of myself and my business associates has gone to waste.

However, it would be unfair if the reader accepted this indictment against the music man’s lack of window-display knowledge as relating to the trade as a whole. It does not.

(Continued on page 14)
STARTLING NEW PRODUCTS FOR - YOUR - 1928 - PROFITS

RIGHT now! As the new year opens! Comes your big opportunity to set your lines for sure profit during 1928.

New reproducers, with startling ability in tone-definition-volume. New tone-arms, which scientifically develop the sound waves to broadest limits. New products—perfected for your profit.

Manufactured completely in one factory, largest of its kind in the entire world, offering you natural price advantages, and better product. Write today for samples and illustrated catalog!

We cheerfully cater to Manufacturers, Jobbers, and selected Dealers. Send now for complete free catalog.

1000-1010 GEORGE ST. CHICAGO, ILLINOIS
Windows That "Sell"—Creating Sales Through More Effective Display Methods

(Continued from page 12)

The great thoroughfare, are only a few houses where artistry in window decorating is combined with the selling appeal.

But, oh, the horrible examples; not only in the provinces but within a stone's throw of every house mentioned above.

There's no doubt that a musical saw, or any other jazz band adjunct, belongs in a complete musical store, but surely its place is on display with a company of its mates rather than leaning against a truly great grand piano of national fame. And yet I have seen just that sort of a display, as I have also seen all the appurtenances of the trap drummer's art backed by a great internationally known phonograph, which was surrounded by pictures of great operatic singers.

And yet when put to the test the average music man can produce windows with a selling appeal, but for some occult reason it seems that he must be "spurred" to that business-building and business-bringing action.

My first real interest in good windows from a crusader's point of view occurred about two years ago when I helped promote a window display contest among Atwater Kent dealers in Philadelphia.

Cups were offered as trophies, and there resulted sixty-three windows which competent merchandising authorities said were perhaps the greatest concerted display of a specialty product ever shown in an American city.

Moreover, many of the windows were pictured in trade journals as unusual examples of "selling windows." The chief prizes were won by neighborhood music stores not previously interested to a great extent in the selling possibilities of intelligently arranged windows. Since then the department I conduct has carried out in New York and in Chicago demonstrations of one hundred dealers' windows in a given week; a rather unusual accomplishment for a musical specialty line and excelled, perhaps, only by drug store or grocery-store package demonstrations conducted by manufacturers of nationally distributed products.

The company I represent now has on the road crews of expert window decorators who are spreading the gospel of good windows chiefly among the dealers.

However, any shop selling crepe paper can produce samples of soft-toned decorative paper, which is quite appropriate to the average music window. Moreover, the manufacturers of this decorative paper hand out, for the asking, booklets explaining its use and in the absence of more expensive draping good crepe paper properly used forms a most effective trio.

Our window trimmers have proved this by making use of crepe paper in some of the most exclusive music stores in the country, although I will admit that in such windows the use of crepe paper was somewhat restrained and was supplemented by window cards and our own effective dealer helps.

To the merchant who has paid no attention whatever to his window, however, this form of decoration can be recommended as "better than nothing," and even that merchant should take heed of the much-needed reform in the music trade, which is that of using some one piece of merchandise in an effective setting.

Radio Table of Spanish Design Introduced to Trade

A new radio table of Spanish design, finished in mahogany to match the model 17 RCA Radiola, and equipped with model 100A RCA speaker, has been announced to the trade by the Stettner Phonograph Corp., New York, one of the pioneer manufacturers of radio cabinets. A unique feature of this new product is the slope of the cabinet, which permits the sound to be thrown upward from the speaker. An attractive grille envelope the speaker, which is insulated with rubber to prevent distortion and adds to the attractiveness.

Two Fine Examples of Artistic Atwater Kent Window Displays

who think that expensive plush draperies and artistic special settings are necessary to make an effective selling window.

In behalf of the merchandise I represent, I frequently tell dealers that I would rather see, for good results, an exclusive display of our product once a week than a two-weeks' showing surrounded by merchandise with a diversified appeal.

Crepe paper has been extensively used in the drug store and grocery store trade in a manner that would offend the eye of the average music lover or music prospect. The use of varied strips of yellow and red crepe paper in the window, drawn fan-wise to a common center where a tube of tooth paste or a can of beans is on display, is appropriate perhaps for selling merchandise costing a quarter or less.

H. C. Phillips in New Post

H. C. Phillips, formerly with the Radio Sales Corp., Seattle, Wash., is now a member of the sales staff of the Spokane, Wash., branch of Sherman, Clay & Co. Mr. Phillips has been identified with the Seattle trade for a number of years and has been active in association activities.

The M. & M. Music Shop, Durango, Colo., recently moved to new and larger quarters in the Maytag building on Main street.

Welcome to Our

New York Office and Display Room

It is with pleasure we announce the opening, early in December, of a New York City office and display room—Suite 607, Brunswick Building, 225 Fifth Avenue—in charge of Mr. James H. Wilcox, widely known in the Record Album field.

A new patented type of Record Album will be on display in attractive bindings.

Write for a 1928 National Record Album price list—it will pay you.

for 1928
a new
FRESHMAN EQUAPHASE

The cabinet of Model G-10, illustrated, is designed in such proportions that it conforms with the furniture in the average home. The panels are of genuine mahogany, attractively inlaid.

A large cone speaker of great volume and superb tone—screened attractively with silk—is built right in the cabinet. A desk-type drop lid encloses the panel of the set when not in use.

Freshman Electric Radios are free from bother—there are no batteries to replace or to charge. Not even an eliminator that needs watering or that requires periodic changes of acid. The power is supplied direct from the light socket. Every Freshman Equaphase is mechanically and electrically right—and embodies refinements which are not found in sets selling at much higher prices.

MODEL G-10, Illustrated

$195
COMPLETE
Ready to operate

The entire line of Freshman battery and electric radios are sold only to Authorized Freshman Dealers. They range in price from $54.50 to $500.00

Complete Information On Request

CHAS. FRESHMAN CO., Inc.

Freshman Building, New York, N. Y.

2626 W. Washington Blvd., Chicago, Ill.
Atmosphere in the Store
People Like to Visit Fox Music Store Because of the Homelike Surroundings
By L. C. Smith

H OW it is possible to combine the advantages of a "homelike" atmosphere in a phonograph shop and yet not permit the customers to forget what they come for is well illustrated in the furnishings and equipment of the Alfred Fox Music Store in Bridgeport, Conn.

When a customer enters the richly appointed salesroom of the Alfred Fox Music Store he is immediately impressed with the roany floor space inviting him to promenade the full 100 feet length of the store. His interest is doubly held by the elaborate assortment of talking machines on both sides of the store. One of the first objects he sees is a businesslike, flat-top desk placed in the center of a group of comfortable-looking wicker chairs. This desk is located directly in the path of a niche in the wall housing six listening booths. Several flower plants and a small but beautiful carpet occupy the center of this valuable space.

"But will the 'homelike' atmosphere detract from the business angle when it comes time to 'close'?' asked Alfred Fox, the owner.

"That's just the reason I put the desk where it is," Mr. Fox replied. "I want the people to feel that this is a business institution, and that we are here to sell talking machines and to get the 'signature' on the dotted line. I have often observed," Mr. Fox continued, "that it is much easier to persuade a prospect to 'sign up' if this prospect sees someone else signing for a set right under his eyes. That is why we believe in transacting the final step in the sale right out in front for the whole world to see.

In addition to the psychological effect of having a business desk in the reception space, this location also permits the salesman to be in a definite place to answer all the inquiries regarding talking machines and recordings. Needless to say, Mr. Fox has the usual counter and cash register combination in the front of his store, but when it comes to closing the talking machine sale he prefers to divert from the strictly commercial surroundings and make the sale more inviting with a little "homelike" atmosphere.

Music Merchants' President Addresses RMA Luncheon
C. J. Roberts, President of National Association of Music Merchants, Tells of Advantages of Selling Radio in Music Stores

New York and other members of the radio and music trades met recently at the Hotel Commodore, New York City, at the monthly membership luncheon of the Radio Manufacturers' Association and heard C. J. Roberts of Baltimore, president of the National Association of Music Merchants, on the advantages and also the difficulties of selling radio through the music merchants. To-day the music dealer, Mr. Roberts told his audience, is the natural distributor of radio and he predicted that the music merchant would become the predominant factor in the retailing of radio.

"In the public consciousness," said Mr. Roberts, "radio is music. About ninety-five per cent of broadcasting programs consist of music and if it wasn't for the music on the air the interest in radio would be comparatively small. The price range of radio makes it possible for every home to have a receiving set and there should be one in every home in the country.

"Radio is doing more to establish the American can home and build up home life than possibly any other commercial instrument. The sale of pianos and radio goes together. The radio stimulates the desire for the use of all other forms of musical instruments."

The troubles of the music merchant in handling radio in the early years of the industry were detailed by Mr. Roberts, who said that many music dealers had been "stung" in handling radio because of many factors attendant upon the development of a new industry. Sets became obsoletant quickly, trade discounts were not stabilized, and there were many other unfortunate trade practices which had operated to the discouragement of the music merchant in the handling of radio some years ago. But to-day, according to Mr. Roberts, virtually all of these early major difficulties have passed with the improvements in the radio industry, the reliability of the modern receiving set and apparatus making less demands for service. Mr. Roberts stated that while trade discounts still caused some hesitancy and complaints on the part of music merchants, the question of servicing radio to-day was "almost non-existent."

"The music merchant is the natural outlet for radio," continued Mr. Roberts. "When people think of radio they think of music, and when they think of music they think of their music merchant. The latter is an experienced installment collector and has an experienced sales force, together with surroundings equipped for the demonstration of the most modern receiving set. Radio is so greatly improved that service is no longer the problem it once was."

Mr. Roberts also suggested that piano tuners, including high-grade men for the most part, presented a field of recruits for radio service work. An invitation to radio dealers to join the National Association of Music Merchants was presented by Mr. Roberts, who outlined plans for the June National Convention of his Association in which radio will have a prominent part.

Major H. H. Frost, first vice-president of the RMA, presided at the luncheon and among the guests were Edward Ingraham, a director of the Federated Radio Trade Association, Irwin Kurtz, another director of that Association and also president of the Talking Machine and Radio Men, Inc., of New York City, and Delbert L. Loomis, executive secretary of the National Association of Music Merchants.

Udell Line to Be Shown in New York April 5 to 17

INDIANAPOLIS, Ind., January 4.—The Udell Works of this city, makers of radio receiving sets, will exhibit at the New York Furniture Exchange, space 314, 200 Lexington avenue, New York, from April 5 to April 17. The Udell organization has not shown its line in New York for several years, but repeated requests from Eastern salesmen and dealers brought about a decision to do so.

Radiotron Prices Reduced

Reductions in list price of several standard types of Radiotron tube amplifiers were announced by the Radio Corp. of America. These new prices, which were effective on December 17, are as follows: UX-201-A, reduced to $1.50; UX-112 and 112-A, to $3.50; UX-171-A, to $3.50; UX-240, 240-A, to $2, and UX-744, to $4.75.

G. M. Reese, Jr., in New Post

George M. Reese, Jr., formerly with the Gewehr Piano Co., Wilmington, Del., is now connected with the Robelen Piano Co. of the same city. Mr. Reese was with the Udell Radio Machine Co. for a number of years and has a thorough understanding of merchandising problems of music retailing.
Easier Sales—Big Profits—More Turnover

NEW ELECTROPHONIC PHONOGRAPH NEEDLES

Made Especially for Playing Electrically Recorded Records

These needles are made by a new process of special tempered steel to play the new electric records without blasting or vibration. These needles will bring out perfectly the bass notes as well as the high notes.

This is the finest needle display stand on the market. Made of attractively colored heavy metal, very compact and revolves. All tones on the stand.

Needles packed perfectly. The needles are packed in envelopes (50 needles to an envelope) and the envelopes are inserted in small packages. Each package is a different color for different tones.

This is the fastest selling needle on the market.

Each Needle Plays 10 Records

No. 1 COMPLETE OUTFIT
1 Metal revolving stand, 100 packages of needles (50 loud, 25 X loud, 25 medium).

Retail Value $15.00
Dealers’ Price Complete $6.00

Metal Revolving Stand
Takes only 5 inches of Counter Space
RED AND WHITE
Size: 16¾ inches high
4¾ inches wide
4¾ inches deep

Refill Cartons
Loud, extra loud and medium, 100 packages of a tone to a carton.

Retail Value $15.00
Dealers’ Price Per Carton $5.00

Jobbers—Write today for Free Examination Offer

ELECTRO-PHONIC NEEDLE COMPANY
506 SOUTH WABASH AVENUE
CHICAGO, ILLINOIS
Dealer Education Program Responsible for the Success of Farrand Methods

David F. Goldman, Sales Manager of North American Radio Corp., Tells How Farrand Co. Protects Dealers and Has Maintained Products as One-Priced Merchandise

A program of education to dealers selling radio apparatus is the main reason of our success in distributing Farrand speakers in the Greater New York market. Three years ago, when we were appointed to distribute Farrand products, the dealer's had created an "upset market." Prices were being cut galore, whether or not apparatus was new or old, good or bad, advertised or unadvertised.

Invading "Cut-Price" District

With the Farrand speaker, a new type of speaker at that time, theoretically and practically correct, and with a fine program of sensible advertising, we set out to show radio dealers that here was an item that was going to show a clean profit at the end of the year. Our biggest problem was convincing dealers that the only profitable manner in which they could expect to remain in business for a period of time was to quit cutting prices and make the substantial legitimate profit allowed by the manufacturer. And as to be expected, we met our strongest opposition in Cortlandt street, noted then more than now for its cut prices. We were very anxious to break into this market, with its enormous sales for such a small, restricted area. But, nevertheless, we were not going to change our policy of price maintenance, nor would we go back on our words to other Farrand dealers in the city.

In the Cortlandt street section we originally opened up with but one retailer, knowing that he would permit no price-cutting on Farrand speakers. At first the neighboring dealers were skeptical about this retailer's success in selling a radio accessory at full list price where the practice of cutting prices is just the opposite. The stock he has to the skepticism of these dealers at that time is found in the fact that at the present time there are about fifteen dealers in the Cortlandt street section selling Farrand apparatus and none of them advertising their Farrand speakers or eliminators at prices lower than those advertised the Farrand manufacturers.

Getting Away From Price Appeal

Another phase of our educational campaign to dealers in proper merchandising was in the manner of advertising nationally known apparatus. The main appeal in the retailers' advertisements at that time was price. The various other sales appeals were hardly ever used. Neither were art work, fine engravings, real sales slogans, etc. Moreover, we realized that dealers would be anxious for a departure from the conventional price-cutting advertisements of three years ago. To meet this desire we furnished our Farrand dealers with mats of varying sizes, advertising the Farrand speakers with a quality appeal in a different and attractive manner. The result has been that retailers have never advertised Farrand speakers at prices lower than the nationally advertised list price.

No Dumping Policy

Another reason that Farrand products have never been cut is that the Farrand policy has never permitted "close-cuts" or dumping. When a new model is decided upon, dealers are notified approximately one month ahead. They are advised to buy only what they could immediately sell within the notified time. In fact, during this notification period we have sometimes run low on our merchandise in our own warehouse and have shipped Farrand apparatus from one dealer to another. The result has been that when Farrand announced its models no dealers found themselves with an appreciable stock of the older models. Hence no reason at all for price-cutting.

Dealers Protected From Loss

One of the best policies ever adopted by any radio manufacturer, in our opinion, has been that of the Farrand Mfg. Co., which protects dealers from loss through price reductions. Although Farrand never has, with no intention of reducing its prices, the dealer is assured that should prices be reduced at any time he will be rebated on any stock on hand, whether it be 15, 30, 60, 90 days or more. With this guarantee and the assurance of a month's notice before the introduction of new Farrand models, retailers are safe in stocking Farrand merchandise. If other radio manufacturers were to adopt similar policies we would see cleaner and more profitable merchandising in the radio business.

Kolster Radio Selected by Blindfolded Committee

A novel test for selecting a radio receiving set was used by the Amherst, Mass. Radio Club in choosing the equipment which the club is giving to the Amherst Hospital as a means of entertaining convalescent patients. A committee of nine club members were blindfolded and several sets were tested, on the basis of quality of reception, volume and selectivity. The unanimous choice of the committee proved to be a Kolster receiver. Each receiver in the hospital is equipped with radio outlets and a set of earphones will be installed at every bed, so that each patient will have an opportunity to listen in.

Immediately upon the announcement of the release of parts 5 and 6 of "Two Black Crows," by the Columbia Phonograph Co., William Hicks, of the Melody Shoppe, Elmira, N. Y., dispatched an aviator to Binghamton to pick up a shipment in that city and rush the records back to the store.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS


DOehler Die-Casting 100,000,000 parts for combination Radio and Phonographs.


IF you could see the multitudinous sizes and forms of Die Castings produced in our four great plants each day... C, If you could see the engineering and metallurgical problems involved in their production... C, If you could see how our organization meets unusual demands with a willing readiness... C, That would quickly convince you of Doehler capability for producing YOUR die-casting—with certain satisfaction. C, Our booklet is interesting and informative. Your copy is free.

DOehler DIE-CASTINGS


You can measure the quality of all Columbia Records by the outstanding Columbia Successes.
Remember this—that Moran and Mack, the outstanding record success of 1927, and, in fact, of all time, was Columbia's. Columbia dealers cashed in on three attributes of their company:

—Columbia's sense of sale values in knowing what to record.

—Columbia's skill in recording perfectly every slightest inflexion, even of the speaking voice.

—Columbia's consumer acceptance up through steady and consistent advertising.

Watch Columbia in 1928 for the same hitherto undreamed of opportunities for profit.
MORAN & MACK

"TWO BLACK CROWS"

"Boy, behave yourself."
"Yes? What she doing now?"
"Yes, we got thousands and thousands of news..."
"What kind of news?"
"Don't know."

"I can't pronounce Harry."
"But, you did pronounce it."
"Yes, but I didn't mean to."

"We're on a black bit and we call him 'Joe,' because he was out of the pen."

"Do you know Aunt Lorraine?"
"Yes."

The Talking Machine World, New York, January, 1928
Columbia

Viva-tonal Records

Masterworks Album
Sets of Great Composers

Celebrity Series

Dance Records

Vocal Records

Southern Series

Race Records

Foreign Language Records

Columbia Phonograph Company, 1819 Broadway,
New York City

Canada: Columbia Phonograph Company, Ltd., Toronto
W. F. Wirges Appointed to Important Brunswick Post

Is Now Recording Director of the Brunswick Laboratories in New York—Musical and Practical Knowledge Fit Him for Work

Wm. F. Wirges (popularly known as Bill) has recently been appointed as recording director of the Brunswick Laboratories in New York, and is the unusual combination of a real musician and a man who can thoroughly appre- ciate the practical or sales angles of records.

Mr. Wirges operates between New York and Chicago, directing the recording of the Brunswick artists, and in the comparatively short time in which he has been at the post has shown an exceptional aptitude to appreciate the needs of the music dealers and the desires of the public. He tempers his musical knowledge with the realization that he must appeal to an audience of many and varied tastes.

He is enthusiasm personified, and has the ability to radiate and convey that same enthusiasm to the artists when they are recording, and in that way he can bring out the best qualities in those artists. He also has the tact and discernment of character necessary in the intelligent handling of stars, a trait most necessary to one in this important post.

G. R. Nennstiel Opens New Phonograph and Radio Shop

KNOXVILLE, TENN., January 5—The formal opening of Mr.'s Phonograph & Radio Shop, 618 South Gay street, owned and operated by G. R. Nennstiel, took place last month with a large attendance. Included in the merchandise carried are the complete Zenith and Atwater Kent radio lines, Victor Orthophonic talking machines and records, Brunswick Panatropes and records and Columbia records.

Mr. Nennstiel is well known in Knoxville and has had wide experience in the retail music field, and for the past few years has been manager of the phonograph and radio departments of Storchi Bros.

Appointed Distributor of the Allen Portable Line


The Bayonne Maennerchor Singing Society recently made two recordings for the Victor Talking Machine Co. catalog.

Ed Lowry Now Exclusive Columbia Record Artist

Master of Ceremonies at Ambassador Theatre, St. Louis, Repeated American Successes in England a Year Ago—Is Radio Favorite

Ed Lowry, new and exclusive Columbia artist, is master of ceremonies at the Ambassador Theatre, St. Louis, Mo., where he fills that post in a manner that is keeping the house playing to capacity.

Mr. Lowry has long been a favorite with American theatregoers, and a year ago he went to England, where he scored an outstanding hit. He was in vaudeville there in the London production, "Whitebirds," sang frequently on the radio and also recorded for Columbia. At one time he was playing in five different places. His latest releases for Columbia are "She Don't Wanna" and "I Can't Believe That You're in Love With Me."

Helycon Tone Arm No. 509

The continuous taper of Helycon Tone Arm No. 509 is acoustically correct. It is particularly adapted to phonographs equipped with new type reproducers and new long air column amplifiers with enlarged bell-opening.

Made of heavy seamless drawn brass, nickel plated; black enamelled bracket, that ensures free sensitive swing and prevents tipping or binding; all joints air-tight, felt-bushed to prevent metallic vibration.

Helycon Tone Arm No. 509 is the outcome of unceasing research, plus precision manufacturing, a worthy representative of the Pollock-Welker line of Helycon precision-built phonograph equipment.

Pollock-Welker, Limited

Established 1907—Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Here are 3

These three new models have been created to fill a definite niche in the great Victor line of instruments.

In the new Ten-seventy, the Automatic feature and the recently developed cone-type Electrola have been housed in a cabinet of exquisite classic Renaissance design. It is intended for those who want an instrument that takes care of its own records and, at the same time, permits the user to regulate volume to suit particular occasions. A twenty-piece orchestra for the house-dance, or the faintest thread of melody as background for dinner-conversation.
new models
to fit particular markets

The Twelve-fifteen is, likewise, a new cone-type Electrola, with the special Victor acoustic stabilizer... smooth reproduction at every volume. The instrument is also a remarkable loud-speaker for an independent radio set—switch provided for changing from record to radio. Its cabinet, representative of the charming Georgian period, is particularly attractive to customers whose homes are furnished in Colonial style.

In size, reproduction and list-price, the new Eight-twelve comes between the standard Credenza and the smaller console model, the Four-forty. In quality of music, the new model offers the nearest approach to the full-toned Credenza reproduction. Its cabinet, in French Renaissance style, is striking proof that an impressive appearance is a matter of proportion rather than size alone.

There is evidence that these three new models will satisfy a very real need, fitting particular markets that are particular in their choice.

Order at least one of each for demonstration purposes. As new Victor models, they have strong window display value. Push their sales. You will find they open up a new field that, with careful cultivation, can be turned into a rich harvest of profit.
Sales Possibilities in the Finest Records

Phonograph Record Dealers Not Keeping Pace With Manufacturers in Their Efforts to Bring the Music of the Masters to the Masses

By W. Braid White

The ending of another year sees the talking machine trade in a condition which the most pessimistic would be obliged to call healthy. No one will think of denying that the phonograph staged a complete comeback two years since, nor that the wise, farsighted and courageous policy of the manufacturers has been thoroughly justified. Retail merchants—or such of them as think beyond the needs or the exigencies of the moment—are quite commonly willing to admit all this; and to that extent it may be said that all parties are in agreement. When, however, we come to deal with the big questions of salesmanship we are obliged to say that the practice of retailing still lags far behind the principles on which the manufacturers acted when they scrapped the old machines and the old methods of recording, adopted revolutionary new methods, and set out to conquer their territories afresh.

For, strange as it may seem to the outsider, there is every good reason for saying that many retail merchants in the phonograph trade have as yet shown little sign that they understand the principles on which rests their future prosperity. When the manufacturers acted so drastically and courageously three years ago, this was because they realized clearly what had happened. The merchants in their turn must come to this realization and then acquire the courage to act upon it.

What They Learned

What was it that the manufacturers realized? Why, simply that the talking machine as an individual piece of salable material could only withstand competition by giving something that other instruments could not give, and giving it actually in a more satisfactory way. In other words, if the phonograph could be made to excel in the matter of reproduction, while preserving its unique ability to record the finest of performances and store them up for use whenever and wherever wanted, then the phonograph could continue to exist, and even to become steadily a greater factor in the enjoyment of the nation. Failing this, the phonograph was doomed.

Now the phonograph has been brought to the point where its reproduction is evidently perfect. This has been accomplished mainly through the development of electrical recording systems which have by now become universal, for the reproducing mechanism contained in the machine needed only incidental and not fundamental alteration. Even the electrical pick-up is of far less importance than the electrical record. It is in this latter which to-day actually dominates the phonograph situation. The wise merchant will be he who can see this, and act accordingly.

The Deliberate Policy

The manufacturers indeed have seen this. They have seen clearly that no development of reproducing machinery would be worth talking about so long as the recording was not brought up to date. While recognizing the demand for dance and popular music generally, it is clear that manufacturers deliberately began a policy of building up a library of high-class recordings so splendid in choice of title and in reproduction as to bring the phonograph, in the ears of music lovers everywhere, to a position of exaltation which five years ago could never have been anticipated. In a word, the record rules the roost; and the manufacturers know it.

For that very reason it is absolutely necessary that phonograph merchants should make up their minds to take the high-class electrically-recorded form as the basis of all sales in the community, and develop those possibilities up to a point of profitability. All this is neither difficult nor unpractical. It is merely a matter of recognizing that the high-class record is to-day the basis on which phonograph recording willy-nilly must stand.

The Stock Objection

I am well acquainted with the stock answer to any such statement. It will be said that the record buyer who wants a piece of dance music will come in, say what he wants, pay for his purchase and leave within ten minutes; whereas the prospective buyer of a high-class record demands consideration, peruses titles of a salesman for demonstrating, and the trying of half a dozen pieces. The objection is sound enough so far as it goes, but it does not alter the facts of the situation. If buyers of high-class records do not know what they want and must be attended to assiduously and at much expenditure of valuable time, that is because the phonograph merchants are not yet reaching those who do know what they want. And that is the only rebuttal needed.

Many Lovers of Music

At least it is the only one needed if and when its implications are grasped. For the fact is that the music-loving population of this country is already large, and that classification all those men and women who are interested directly and indirectly in good music, who go to concerts, who play some musical instrument or who sing. There are some millions of these people; yet one would make not the least mistake in saying that the vastly greater number of them are simply not aware that phonograph recording makes the very best of orchestral, ensemble and solo music, vocal and instrumental, into their possession, at very low cost, and that the modern machine reproduces all that in all its beauty and power of the original. I wonder how many of the music lovers of this country know that the symphonies of Beethoven are available in the new recording or the piano quintet of Brahms, the Beethoven piano trio of Schubert, and a whole stack of string quartets, piano and violin sonatas, piano and violin concertos with orchestra, and even specimens of out-of-the-way delightful music hardly ever performed in public? How many know that it is possible to have at home every opportunity of every kind to provide a musical atmosphere such as hardly a professional musician can dream of enjoying?

In fact, how many dealers know anything about these things? And if dealers don't, how can it be expected that they shall sell good high-class records in large quantities? If the blind lead the blind...-

A Program

It is quite evident to me that a lot of work needs to be done to bring before the dealers the existing facts, especially in the way of removing the absurd notion that there is something exotic, hard to understand, indeed almost foreign (thankful thought) and un-American about trying to become interested in pulping good music? It is evident that the phonograph dealers have a lot to learn about high-class records, and especially have to do their best to overcome their apparent reluctance to make themselves personally acquainted with these things. And to these ends I propose to go forward during 1928 with considerably more emphasis than ever before, in the work of bringing before dealers mouth by mouth all that I can find out about the best classes of records, and how to handle them, how to demonstrate them, how to sell them at a profit and how to build a business in them. If I can succeed to any extent in building up dealers' interest in high-class records, I shall be doing the best service I can do for all concerned.

The 1928 program, so far as I am concerned, then, is to run along these lines. And I think that some good for all concerned is likely to be accomplished.
Sounding as it does the very depths of the sublime, reception with the Utah Speaker brings into being those mystic qualities of reproduction for which so many strive but so few ever attain.

The most complete line—ranging from $10 to $100

UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., Chicago
Dramatizing Radio
Through the Medium of Displays

IT is hardly proper that the merchandising of radio should be considered more difficult than the average product, but I am inclined to believe many dealers consider it such, thinking that because it is comparatively a new industry time has not allowed principles of selling to become thoroughly developed. In the main, I personally believe that radio should be one of the most interesting products to merchandise and yet from general observation its presentation to the public has been abused.

Ask the average retailer—what’s wrong with the radio business? and the chances are he will reply with one or all of the following five points as the major reasons:

1. The public continues to look for “something new,” feeling sure radio is yet undeveloped.
2. There is a belief among people that radio is something to be enjoyed only a very few months of the year.
3. The market is flooded with “Cut-Price” radio merchandise.
4. And the cost of rendering service is too great to allow a reasonable profit on the sale.
5. Or the radio manufacturer has not produced the set to meet requirements of this locality. (Never assuming that his installation could be anything but correct.)

And yet how many dealers assume that they are responsible to a great extent for the condition which may exist—usually the buck is passed to where it is thought it would meet the least resistance. Would it not seem wise as dealers to study the why of such a condition—is it local—is it individual—what is the care? If it is decided that the condition does lie within the province of the music-radio dealer, how best can it be remedied?

That’s the first question to answer—when you have done this to your satisfaction, then decide for yourself if such points of interest are properly conveyed to your public. Radio can never be sold merely as “radio”—it must be sold for just what it gives to the listener—in brief—Entertainment, Education, News, Sports, Music, greatest engineering achievements—not as an experiment; as a year ‘round source of enjoyment—not as a comfort for winter months; as a standard product of standard price—not as a piece of merchandise of fluctuating value; as a mechanical device that requires service such as does the automobile, for which there is a regular charge—not as a mechanical perfection that can resist all wear and all abuse; as an instrument suited to local conditions—and by study and radio engineering experience you are qualified to meet them—not as a delicate instrument only intended for use under favorable conditions and circumstances.

The American public are great believers of what they read and see—they have been taught to believe by “truth in advertising” and “seeing is believing.” Knowing this let us begin planning how to present radio to the public.

Advertising in the newspapers is essential and should be carefully executed by those experienced so as to bring back the best results possible on the investment made. On advertising you expect to draw business to your store, but are you prepared to “follow through?” When the customer reaches your store does the picture you painted in his mind by words remain the same? Is the radio itself shown in the proper surroundings—does it picture “entertainment” or does it just appear as a piece of furniture, and does it look as though it was worth the price? Unless you have prepared to more vividly portray that picture, which was painted in words in your ad—the customer reaches your store and the enthusiasm is dampened, a greater resistance is set up for the salesman to meet, and this is one of the greatest reasons for “cut prices.” If it looked the value and the initial enthusiasm was followed through—it would also be worth the price—provided of course that the performance was as described.

Your window displays are important, and I will venture to say that 85 per cent of the merchants selling radio have not yet capitalized by dramatizing radio to the thousands who pass their windows. It is a fact that display window circulation is the least expensive advertising medium the average merchant has. Display window advertising is likened unto the national or newspaper advertising—it is not the (Continued on page 27)

VAN VEEN SOUNDPROOF BOOTHs
The standard for successful Talking Machine demonstration for years. Radio dealers are losing sales without them.

Write for particulars and catalogue.

VAN VEEN & COMPANY, Inc.,
313-315 East 31st Street, N. Y. City
Telephone: Lexington 9952-3941

24
Here's Why the Junior Makes Any Portable Better—

THE new improved Junior Motor is the smaller edition of the famous Flyer Motor. It is the ideal motor for smaller, lighter portable phonographs because—

Made Like a Watch

Every part is made of the finest materials, as precisely made and as carefully inspected as though it were for a fine watch. Gears are cut on special gear-hobbing machines. These machines make gears so much better, so much more true than has ever before been possible that large concerns in many lines are asking us to cut gears for them. This is cited only as an example—every part of the Junior is made with the same unusual care and precision.

Noiseless

Before it can come to you in a portable, a Junior must pass the Listening Test. It is run without a record, on a special sound box which magnifies any sound many times. If either of two experts can notice the slightest sound, the entire motor is rejected.

Exclusive Design

The Junior is the result of 12 years' experience in motor design and manufacture. Only the Junior (and its bigger brother, the Flyer) can offer the sturdy construction, the freedom from vibration and noise, the long life which these motors assure.

No wonder the great majority of all portables sold are equipped with Junior or Flyer Motors. Dealers know that these motors mean easier sales, more satisfied customers and no returns.

The General Industries Co.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century
Profit Winning Sales Wrinkles

United Music Co. in Adv. Lists Satisfied Customers—Plan Your Promotion Campaign Now for Coming Year—Photographs of Recording Artists Used in Display—Personal Touch Used in Announcing Record Releases—Include Quality of Radio Talent in Sales Talk

Nearly every dealer will admit that one of the most satisfactory means of increasing business is through the recommendations of satisfied customers. This word-of-mouth advertising counts for far more than does the printed word, and there are many music stores which give a major share of the reasons for success to this method. Another method of utilizing the good will which your customers bear toward you was recently illustrated by the United Music Co., of Brockton, Mass., and other cities in New England. This company used a two-page advertisement in the Brockton leading newspaper to tell the merits of the Stromberg-Carlson line of radio receivers; the headline read: "Over $200,000 worth of Stromberg-Carlsons in Brockton and vicinity purchased from the United Music Co. Through the kind permission of these happy friends we list their names as members of the great Stromberg-Carlson family." Then followed a list of between 375 and 400 owners of Stromberg-Carlson sets. Publishing names in this manner is certain to attract attention. The readers of the newspapers, with average human curiosity, will look to see if any of their friends are listed, and a certain amount of human interest appeal is engendered.

Plan Now for 1928

Now that the holiday season is past and the new year is well under way, the time is ripe for the dealer to get busy on some follow-up sales promotion. Those people who purchased talking machines of various kinds just preceding the holidays are excellent prospects for records. This is the kind of repeat business that sells prosperity for the merchant. It keeps the cash rolling in, and what dealer cannot make use of ready cash? Then, too, there are the prospects developed during the holiday shopping period. Intensive cultivation at this time should prove fruitful in making the early months of the present year very satisfactory from a business standpoint. Advertise, circulate and get your men out in the field to make the most of every sales possibility. There is no sound reason why the retail merchant should sit back simply because the holiday period—the peak of business during the year—is past. Because there is a natural tendency on the part of the public to refrain from making purchases immediately after Christmas the need for increased aggressiveness by the dealer becomes more imperative.

Photos for Display

The advantage of having photographs of recording artists is demonstrated by the Tollier Music Store, of Amarillo, Tex. The accused

Unusual Brunswick Window

compiling photography shows how effectively this aggressive music dealer has used artists' photographs to make a most attractive window display. His order of arrangement is well balanced, as it shows almost every class of artist, from the dance orchestra to the concert violinist. Then, too, his display of the Panatrope is attractive. The stage of display with the artist, the finished record and then the Panatrope for reproduction, is very complete. The

DEALERS—

All the signs point to a BIG SALE of radio instruments in 1928

B E-ALLOCATION of wave-lengths, synchronization of stations and clearing of broadcasting channels forecast abalanced sales picture for reliable radio instruments.

The rapidly increasing sale of Weston instruments over all other makes indicates a wider extension of radio knowledge and the required need for instruments of the highest quality and the most dependable performance. Professional and home set builders, service experts, manufacturers and laboratory engineers and amateur station operators have all agreed by experience that "Westons" give the best service for maximum sub-stitutes, at whatever price, are generally unreliable and useless.

Tie in with Weston Service and enjoy the profit-making, quick turnover, that is inherent in the Weston line—for forty years the world's precision standard. We suggest your consideration of the Weston line for your store and we urge you to get in touch with us. Your order will bring in more business and the full facilities of our service department will be at your service.

WESTON ELECTRICAL INSTRUMENT CORPORATION
100 Feedinghust Ave. Newark, N. J.

Tollier Music Store reports a large increase in its record and instrument sales, due to this attractive display.

Re: Record Releases

In announcing the latest releases to your customers you do simply send them the booklet provided by the manufacturers, or do you send a personal or semi-personal letter suggesting these releases in the belief that it is usually desirable? A suggested record or two might help quicken the interest of the customer and offer an attractive sales which might not materialize from the mere reading of a printed list. The following letter sent out to the mailing list of the Eberhardt Music Co., of Wichita, Kan., by John Burch, of the store, is an excellent example of this point. It reads:

Dear Customer:

"Thinking," No. 768-D, by Art Gilliam, one of the most remarkable records ever recorded. Get this record, put it on your phonograph some evening, and as you listen to it, a beautiful picture will come to mind. A lonely man is sitting by the fireside smoking his pipe and gazing dreamily into the flame. It is raining outside, and he is sitting there thinking, just thinking, that's all. Do you think when you're homesick? Do you hear Art Gilliam in "Thinking" and you will have heard a record never to be forgotten. It will always linger in your memory.

We are featuring a few other new Columbia records that we think you will like to have. No. 936-D, "When I'm Done," pipe argus, by Milton Charles.

No. 1107-D, "You Won't Away Too Far," by the Sunflower Girl of WBAP—She's fine.

No. 1109-D, "Cob, Maybe It's You" (Arh, Pondo Queen Tub), (Zingfold Folkies of 1897), by Harry River and His Syncopators.

No. 930-D, "Just Once Again," by Paul Ash and His Orchestra.

No. 129-D, "Don'ter Than All" by Rudebeaver and Doc.

This is a beautiful sacred dunt. No. 140-D, "For Here," soprano, by Barbara Marcel.

We are enclosing our November bulletin and feel sure there will be some records among this list you will like to hear, and we are looking forward to the pleasure of playing your favorites for you. We appreciate your patronage and are always glad to please.

You are welcome at Eberhardt's. Just a few steps north of the Kansas Hotel.

Sell Entertainment

During the past few months the broadcast programs from practically every station have shown continued improvement. Great corporations such as General Motors, Standard Oil and a host of others have added radio broadcasting to their mediums of advertising and publicity, and they are sponsoring programs of international known artists. How many dealers have incorporated into their selling talks reference to the new arrivals on the air? When you are telling a prospect do you merely refer vaguely to the great entertainment features, or can you mention several of the artists who are being heard? Also remember that the two companies to select candidates for the presidency of the United States will be held within the next five months and both promise to be exciting and of interest to radio listeners everywhere. Use foresight, prepare a direct-mail communication telling of the good things in store during 1928, and see if selling entertainment will not prove a better argument than merely selling a radio receiver without visualizing its capabilities.

Plan Store Concerts

During this month talking machines and radio dealers should plan a definite program of exploitation and promotion for the coming year. The mediums which have proved most effective in stimulating business during the past should be given greater consideration. One thing you should try should be an opportunity of proving their worth. Store concerts of record releases is a method which in the past proved profitable. For dealers anywhere, should be given a trial. At intervals of between two or three weeks invite a number of your customers to the store for a record concert. Select the program carefully, vary the types of music so that the entertainment will be neither too heavy nor too light, and see if the increase in record sales will not be more than offset the time, trouble and money expended.
A Fast Seller

The Improved Val-Phonic Reproducer

THIS reproducer was and is offered to merchants who know good products, and who could be convinced only by distinctly superior performance, quality of materials used, and workmanship. Our master Val-Phonic meets the most exacting taste, and the more fastidious choosers become enthusiastic boosters, broadcasting its merits everywhere. There must be a reason why it has gone over the top in such a sweeping fashion, and it is only because we never cease our efforts to improve this already perfect Val-Phonic reproducer.

The Val-Phonic has made good! It will do good for you! Try it out. You have all to gain, in offering merchandise that will withstand the iron test, and bring satisfied trade back to you.

Another item you cannot afford to slight. VALLEY FORGE non-jump main springs. Each spring individually wrapped in Mocolene, a special wrapper which protects it from foreign elements, and double polished and sprayed with lubrill to prevent rust and corrosion. Each spring comes to you in a separate carton, clearly labeled with its number, dimensions and resale price. Our reputation was made on the VALLEY FORGE main springs. Here's a chance to share it with us.

J.A. FISCHER COMPANY

PHILADELPHIA - U.S.A.
The PAL Family
Nationally Recognized as the Industry's Greatest
PORTABLE PHONOGRAPH LINE!

PLAZA MUSIC COMPANY
Fifteen New Models. Consoles, Uprights and Consolettes. Here's the phonograph, artistically designed, with new tone quality. And is specially low-priced, quality considered. Write us today for booklet and prices.

SOME TERRITORY OPEN FOR LIVE, WIDE-AWAKE, EXPERIENCED SALESMEN

Player-Tone Talking Machine Company
Office and Sales Rooms: 632 Grant St.
PITTSBURGH, PA.
Dramatize Radio Through Better Window Displays

(Continued from page 24)

space alone, but what enters into it that decides the sales-producing power. The mere placing of merchandise behind the glass is not sufficient, but it seems to satisfy too many.

Mr. Radio Dealer, I cannot too strongly emphasize the importance of your making a reasonable investment in your windows. Show radio in a setting that tells the passer-by in picture form of "entertainment, enjoyment, sports, news"—there's no limit. When you sell them—just as you expect the manufacturer to develop a radio that you can sell so does the public expect you to create within them a desire for the radio. Dramatize, change your windows often, let each display be good—don't be satisfied with hit and miss. The larger the retail institutions, the more

An Attractive Showroom

can be made of most any room, and this sketch illustrates one for a small dealer. As a radio display, just as we placed a damask draped in that end of the room and a tapestry on the opposite wall. On top of a slab on which was displayed a radio and receiver. In front of this was an apparatus in which an attractive screen was placed and modern lighting installed. This being a attractive in the room and the large-sized papers. The increase in sales was made after the changes important are their display windows—they know their value, and make an investment in equal proportion to their value. In speaking of display to none other than D. F. Kelly, general manager of The Fair, one of America's largest department stores, located in Chicago, he said: "The eye of the passer-by is focused on the show windows, and they should be made as attractive as possible. We consider the show windows the most important feature of our store." The secretary of the Davenport, Iowa, Retail Merchants' Association, and, by the way, one of the most successful music dealers of that state, wrote me: "In my opinion, to neglect one window display, if not commercial suicide, means at the very least the establishing of a handicap which it will take many times the required window investment to attempt to counteract through print publicity or other mediums."

I could go on quoting hundreds of such interesting remarks on the value of a store's display but the important thing for the retailer to remember—regardless of size—is that his display windows are just as valuable to him as they are to the greatest store in the world.

Too often have I noticed hundreds of radio displays that were very injurious to the dealer even though it appeared as if considerable time and thought, but little money had entered into it. Remember, it is easier to detract than attract; also that just to attract is not sufficient, the display must first attract the passer-by to stop.

Second—create within the party who stopped a desire to possess.

Third—bring him into the store, where the display and the good should be on a par with that seen outside.

A display to be good must express the character of the store, be alive with human interest appeal, exert utmost sales influence through salient salesmanship, and be a builder of good will.

A cat chasing a mouse through a grocery store window will attract, but those who watch will hardly be impressed to point of purchase of any grocery shown. A fan blowing paper strips or ribbons may attract, but it certainly denotes only motion, it has not created a desire to possess for "comfort" sake such as would be the case were the fan shown in use with a painted cut-out picturing a man seated at his desk in comfort, and on the other side a cut-out of a messenger just entering the sweep from his face. Again I say, dramatize—so as to create a desire so strong it is hard to resist. Good windows will cost you some money, and they will pay you dividends, a liberal one if properly invested.

I have seen radio shown on a tile floor, a dirty floor, a crepe paper floor—in each case the value of the product shown was easily decreased 10 per cent to 20 per cent. Would you expect the radio to be used on a tile floor? If it were placed in the bathroom it might be, but it is not a bathroom.

A window display should be a feature, not an afterthought, a detail. A large manufacturer or a small one, it is an absolutely necessary expense. The article, an investment in small rugs, to set the radio on, would help increase its appearance or "value apparent," we might say, cye value. I have seen bright-colored crepe paper used to form a background for a beautiful walnut cabinet. Why? I don't think the dealer who used it even knew; perhaps he thought the colors were bright and pretty. That's why I say it is easier to detract from the radio than to attract it. The colorings of the paper were so bright the radio was secondary—anyway can crepe paper increase the beauty of walnut? Would not a tapestry, a wall paper panel, a window effect or curtain make the radio appear of greater value? Do you associate any value with crepe paper? Everybody knows it is ten cents the roll. Did you ever see crepe paper used about the radio in the home? These are all small details, I know, but they are what go to make a productive or non-productive display, and when we try to analyze why we are not producing sales we must analyze it in detail. The fact of the matter is that it is just as easy to put in a good display as a poor one, if we, understand the ingredients. A good display may require slightly more on the initial expenditure, but has always proved to be cheaper than a poor display by reason of the fact that the good display produces and the poor display continues to be an expense, not an investment. If you are a small dealer and do not have in your store an experienced displayman, go to one of the better non-competitive stores and endeavor to have that displayman install a display for you some evening—prove it to yourself. Just as a highly trained advertising man makes your copy productive, so can a seasoned display executive transform your "non-stop" displays to sales producers.

Now suppose that you have created the desire through your newspaper and the customer has come to your store, the window display has created a further interest and the customer is ready to go inside. But first also remember that hundreds or thousands pass your store front each day, you consider it the most valuable space of your store—a large percentage of those who may not see your newspaper ads so as a tie-up for those who do, and for all those who pass your store front, good window displays play a big part in your merchandising picture.

The greater percentage of customers come into

(Continued on page 28)
Dale Wimbrow Records
Novelty Songs for Columbia

Singing Comedian Tells of "Oshkosh" and of Golfing Troubles in "Roll Right Offa My Green" in Recent Columbia Release

Dale Wimbrow, ukulele artist and singer of original comedy songs, recently recorded two numbers for the Columbia Phonograph Co.'s catalog which are scheduled for quick release.

They are "Oshkosh" and "Roll Right Offa My Green," two highly novel songs.

"Oshkosh" celebrates the Wisconsin City of that name instead of the well-known Southern localities. "Roll Right Offa My Green" is about Anastasia Brown, a golf club assistant, and her boy friend, whose hazard was great. Addicts of "the green" will get a kick out of this record.

Book on "The Romance of the Gramophone"

"The Romance of the Gramophone" is the title of a book just published in Wellington, N. Z. The book, which was written by T. Lindsay Buick, is extremely interesting and entertaining, tracing the earliest attempts to reproduce the voice of man and going into considerable detail regarding the actual invention of the phonograph by Thos. A. Edison, as well as the development of public interest in the instrument. Space is given to the work of other men in the development of the phonograph, notably that of Emile Berliner. The history of the large companies who entered the field in the early days is also briefly recorded and the book concludes with a description of the improved models that during the past year or so have superseded the old style instruments and the new electric recordings. The volume is a valuable contribution to the literature on the gramophone.

Permanent Injunction Is Granted Zenith Radio Corp.

The Hon. Charles C. Simonds, judge of the Federal District Court of Detroit, has granted the Zenith Radio Corp. a permanent injunction against Mark's Auto Accessories, Inc., Dave's Auto Accessories and the John Ross Sales Co. and each of them, and their representatives, agents, servants and employees are perpetually enjoined and restrained from directly or indirectly representing, claiming, stating or implying, either verbally or in writing, or by published advertisements, or in any other manner whatsoever, that the radio apparatus known as "MacMillan," sold and offered for sale by them, or either of them, is the radio apparatus used by Lieutenant-Commander Donald B. MacMillan on any of his Arctic expeditions, or that he took said apparatus with him to the North Pole, or into the Arctic regions, or that "MacMillan" apparatus was ever used by any explorer named "MacMillan" or "MacMillan" in the Arctic regions, or by any member of any Arctic expeditions, or commanded by any person named "MacMillan" or "MacMillan," or from designating the said radio apparatus sold or offered for sale by them or either of them at the North Pole MacMillan, or by any other designation having a tendency to create the impression that said apparatus was used by any person named "MacMillan" or "MacMillan" at or near the North Pole or in the Arctic regions. Commander MacMillan used Zenith Radio in the Arctic, exclusively.

In addition to the permanent injunction the Zenith Radio Corp. of Chicago was granted the damages it claimed against the plaintiffs. It will be recalled that on November 21 a preliminary injunction was granted Zenith against the above defendants.

Leaders in all branches of the industry are optimistic over the outlook for business.

Dramatize Radio Through Better Window Displays

(Continued from page 27) the store by interest either from newspaper or window, both of which, as before, radio must have even more interest—remember "that follow through" of your program.

When the customer comes to inspect the radio closely, it should be presented under the most favorable conditions. In the department especially it should be presented in as near the atmosphere in which the average home would use it as possible. Home-like appearance should prevail. Let me suggest, just as an experiment, in some part of your radio department, that you put up a window effect, that you put a radio in a window seat, or near drapes, or hang a velour drape about eight feet high, five feet wide. Set a console in front of the drape, set a good-looking photograph on the cooperative, and have the window display so arranged that the listener, who, having been invited by the radio that invites the customer to sit right down and imagine herself at home with this radio. Then turn on the radio and you have immediately overcome a great resistance otherwise to be done by talk and talk—too often not effective. The customer sells herself to leave the department as it is, sets here and there, no thought to arrangement or eye value or comfort—is now with the setting in one end of your department that at described displays or otherwise. Set up your equipment, and draw your customers from the other parts of the department.

I have enjoyed fifteen years with retailers and manufacturers in just such work, and it is my sur- prising why and how they can remain so ignorant on details such as these. Once they are demonstrated they can hardly imagine how they could possibly have overlooked their value for so long, and still be in business. The details are so simple when we actually think of them, yet so neglected. But have you ever wondered why some sales are lost? Did it ever occur to you that a mental picture had been painted in the customer's mind of what you had to offer, and then when they came to your store they were disappointed, and you are offered some excuse as such as "I'll come back" or "We weren't ready to buy." Make your presentation of the merchandise so sure that there can be no disappointment, and so the product shown looks "worth more" than the price asked. People don't buy an article when they think they are asked to pay more than it looks like it's worth. It's easy to sell if you employ true and tried principles and have that "follow through" in your merchandising program. When you lose a sale try and analyze why: don't always blame the prospective customer, and too, remember that there is no way of knowing how much business you are losing, but that it is easy enough to know what a customer is getting. Take no chances, go after all of it.

The selling forces that you command are not only the human element, that of the salesman, but the physical presentation of the product, the advertising, the atmosphere, the sales—co-ordinate all of these and more, synchronize them to work as one and the will be an in- crease in your radio sales. But remember dram- atize, entertainment, education, sports, music, fun, holidays' hours, those are the reasons for radio, when you sell these you sell radio. This radio business isn't so hard after all—is it? Just the way we go at it.

Lists Service Equipment

The service department of Fada Radio has prepared a list of items which are classed as standard equipment for every service man. The list was prepared by an expert as a special guide for Fada dealer service departments.

It was recently reported that the phonograph audiometer has been found to be the best medium for use in educating hard-of-hearing pupils.
In the **EVEREADY**

**LAYERBILT**

we have put the holes to work

Radio is better with **Battery Power**

There is a kind of radio reception that is radio at its very best. Clear. Hum-free. True in tone, faithful. Reliable. Reception from a receiver that is working under exactly the conditions for which it was designed. For such reception, use batteries. For batteries provide pure D.C., Direct Current, the only kind of current that is silent and unnoticeable in radio. For utmost delight, undisturbed enjoyment, and unalloyed delight, use Battery Power.

The ordinary dry cell "B" battery is full of useless holes—waste space between the cylindrical cells. In a battery using large-size cells the wasted space may amount to as much as 30 per cent of the total.

A number of years ago we set about correcting this state of affairs. Dry battery traditions were dropped. An entirely new kind of dry cell was developed. It was flat and square like a book instead of cylindrical. Such cells were pressed together into a solid battery block with no waste spaces. The new invention was patented, thus making it exclusively Eveready. Such, briefly, is the history of the Eveready Layerbilt "B" Battery that embodies the first radical changes and improvements ever made in the dry cell.

But before this remarkable battery was ever sold, it was tested and retested for several years in the laboratory. Then it was put on trial in home service in all parts of the country. Several remarkable things were discovered in this way. The battery contains more active materials than a cylindrical cell battery of the same outside dimensions—and it gives over 30 per cent more service! The Layerbilt construction puts the active materials in closer contact with each other, and makes them produce considerably more electricity.

This is why the Eveready Layerbilt "B" Battery No. 486 is the longest lasting of all Evereadys. It is a heavy-duty battery for use on all loud-speaker receivers. Hundreds of thousands of people have found it to be the most economical radio battery they ever used.

You give a new degree of satisfaction to your customers when you sell them the Eveready Layerbilt. Order from your jobber.

**NATIONAL CARBON COMPANY, INC.**

New York **NCC** San Francisco

Atlanta Chicago Kansas City

Eveready Radio Batteries

—they sell faster
ANNOUNCING
A MIGHTY
MERGER OF
MEN AND
RESOURCES

SONORA ANNOUNCES to all Sonora dealers and representatives the merger of four great companies—the Sonora Phonograph Company, the Bidhamson Company, the Premier Laboratories, and the Liberty Electric Company.

With this merger of brains, men, money, resources and experience has been born a new and progressive force in the music industry.


The Premier Laboratories, headed by well-known scientists, holds patents covering loud speakers, electrical recording apparatus and electrical phonographs. These patents have never been divulged to the public or the trade and constitute in themselves new and major advancements in the acoustic field.
The new corporation, incorporated in New York State and entirely financed by its board of directors and present stockholders, has been named the Acoustics Products Company. P. L. Deutsch of Chicago, who developed the phonograph division of the Brunswick-Balke-Collender Company, is president.

Backed by this amalgamation of interests, the Sonora Phonograph Company retains its name and identity as a separate corporate structure, with P. L. Deutsch as its new executive head.

New things are in store for Sonora and Sonora dealers — new and greater things.

Early in the New Year, Sonora will contribute to the realm of music important new and epochal achievements destined to create worldwide attention.

Watch for further announcements on a matter which may profoundly affect the policies of the music industry and trade. During the intervening months before the appearance of the new Sonora products, distribution and sale of the present popular Sonora line of radios and phonographs will be energetically prosecuted and all Sonora distributors and dealers may remain confident in the assurance of a sustained effort and a constructive policy.

The fact that in 1927 Sonora sales were more than double those of the preceding twelve months, lends stability to the immediate situation.

With this new merger so triumphantly consummated, the year 1928 and those to follow will be known as Sonora years — years in which the high records of 1927 will sink into comparative insignificance. Many of the foresighted are now finding it wise to secure more information about Sonora, its products and its prospects.

SONORA PHONOGRAPH COMPANY
64 East Jackson Blvd., Chicago, Ill.
Money-Making Suggestions for Ambitious Merchants

Association Activities Merit the Support of Every Dealer—70 Per Cent of Sales Are Emotional Rather Than Logical—Varie the Instrument You Tie Up With Local Happenings—The Personal Touch Is a Big Factor

If there has ever been a time when talking machine and radio dealers should take an active interest in their local associations it is the present. During 1927 the radio trade benefited from the remodelling of many undesirable features of merchandising which ate into profits and caused dealers to bemoan the difficult circumstances connected with the selling of a set. The bugaboo of service has to a great extent been cleaned up, due to a number of reasons, mainly the improvement in radio receivers, the education of the public and of the dealers but there are a number of factors that a group of dealers working as a unit can remedy, whereas as the individual dealer would be unable to help. The Northwest Radio Association has done much to improve listening and selling conditions; the New York Talking Machine and Radio Merchants Association during that same period that many sets were returned for exchanges, limiting the time a set will be left in a home on approval to one evening. The activities of these organizations have done much to help radio merchandising conditions. Every dealer in every locality should give his support, attention and efforts to further the work of his association. He benefits by appealing to the emotions and he is a member or not, so it is just that he should pay in return for the value received.

Logie and the Emotions

In addressing Brunswick dealers throughout the country, O. P. Harris, special traveling representative of the Brunswick Corp., makes the statement that 70 per cent of all sales are emotional, while only 30 per cent are logical. In other words, the dealer or salesman who is content to sell a customer just what he or she enters the store to buy is getting 30 per cent of what might be sold with proper salesman- ship. The average record collector who mentions a record case in ninety-nine cases out of a hundred increase the purchase many times. And so, too, with window displays. Create them with a definite purpose, having in mind some point which will cause a desire for ownership in the minds of the passers-by. If sales generally are but 30 per cent logical and the balance emotional, then music and things musical, the latter percentage must be even greater, for music is primarily an emotional art. Don't be content with the 30 per cent that logic dictates; appeal to the emotions and see how much you can increase each purchase.

Feature All in Turn

The days of the exclusive talking machine, piano and radio store are past or are fast passing. With very few exceptions the music store of the present day is a general music store, and not only are kindred musical instruments carried, but in many instances competing lines of merchandise are displayed side by side. It follows, therefore, if many talking machine and phonograph companies and radio manufacturers, making instruments for almost identical prices, are successful, there must be something about the instruments that is different, some individual point which has its own appeal. With this condition prevailing, the policy that has been put into effect by many dealers of featuring a different make or type instrument each week seems to be a good one. If your store is one that follows the practice of playing an instrument at the display of each different instrument occasionally; if you depend on indoor demonstrations, use different models more frequently. Even though you are sold on a certain type of instrument, give the customer a chance to decide.

A Successful Display

It is the unusual in merchandising which attracts attention and, consequently, makes for more sales and greater profits. Are you con- tent to go along as you did for the past five, ten or fifteen years, or are you modernized? The instruments you are selling have changed, but how about your display? In the present day, to reap the possible profits, must be awake to every opportunity. He must take advantage of every situation. An instance which might perhaps be illuminating was that of a dealer in Schenectady, N. Y. A new hotel had opened, built on a modern style with stores occupying the street floor. As often happens the hotel was ready to open with the store still unoccupied. The owner, taking advantage of the situation and with the holiday season at hand, got in touch with the renting agents, and at a price secured the window display space of the unopened store for display purposes. Each of the store windows was utilized to present to the public one or more of the latest in musical instruments in appro- priate sizes appropriate to the location. The result, sales far in advance of the expected were made if the dealer depended entirely on his own limited display space. "It pays to advertise" has been said so often that it has become a bromide, yet it is true. Where and how you advertise can mean entirely upon circumstances in each community and the ingenuity and foresight of each indi- vidual retail music dealer.

The Personal Touch

The personal touch in salesmanship is undeniably the difference between a mediocre salesman and a live wire who sells above the average competitor at all times—good, bad and indifferent. In the December 1927 Issue of The Talking Machine World appeared a story of a salesman who has built up a following of customers, and averages $30,000 a year in record sales and $2000 a year in radio sales. The method he has followed is to treat everyone who entered the store as a friend, and the personal equation has played a major part in his successful career. Another interesting example of the personal touch was that utilized by the salesmen of the Music Rooms of the Lion Store, Toledo, Ohio, when they sent folders to prospects, illustrating and de- scribing the service offered the customer, with the cover in pen and ink—"there is a model for you pictured here—won't you permit me to show it to you?" Just a few words, but they make all the difference between establishing the customer's attention or losing it. It is surpris- ing to anyone who is in close contact with the music and radio retail trade to realize just how often the little things, the insignificant de- tails so liable to be overlooked, are responsible for the building up of successful businesses. Do the little things right, extend yourself to be more friendly to your trade, and the big things will come along of their own volition. No one will attempt to belittle the value of hard work, yet it is built up by apparently trival and unimportant courtesies.

Advancement of Music

Music dealers, regardless of the instruments they carry, should make it a point to thor- oughly informed of the work being done by the National Bureau for the Advancement of Music. This organization has for many years been active in furthering the cause of music, and it is carried on at all times through the efforts and experience to assist dealers in their pro- motion plans. Among the activities it has sponsored and is sponsoring which make for the advancement of the retail music business are the organization of school bands and orches- tras, the school music memory contests and a host of others equally important. If you have done nothing to encourage or help the development of school musical organizations, or if you have failed to co-operate with the educational au- thorities in their music memory contests, you have overlooked a big market for the good will and profits. If you are at all hesi- tant, as to ways of helping to boost musical activities in your community, write to the Bureau for the Advancement of Music, 45 West Forty-fifth street, New York. C. M. Tre- mine, director of the organization, is at all times willing and anxious to hear from dealers and to profit his good advice.

"Here's the best aerial to use with that set you've bought"

Just connect it to your set and plug into the nearest light socket. This little device uses absolutely no current, requires no lightning arrester, and cuts static down to almost zero. You will get the same perfect reception as you've just listened to here—because we always demonstrate with the Dubilier Light-Socket Aerial, Expenses. No, sir! Only $1.50."

"More dealers than you can count are show- ing off their receivers to best advantage with this unique aerial, and then selling them at good profit with every set. Others are in- cluding the Dubilier Light Socket Aerial in the purchase price of equipped sets as an added inducement. Have you tried out either of these plans? If you're not equipped to collect on this nationally advertised aerial, phone your jobber today for a trial supply. Packed individually in attractive counter display cartons of ten. They are available through any good radio distributor.

DUBLIHER CONDENSER CORP.
4377 Bronx Blvd. New York
DUBLIHER LIGHT-socket AERIAL

32
The clearest and truest Electric Radio

Is a standard radio set equipped with Balkite Electric "AB"

Now you can give your customers an AC electric receiver and still keep your sales in tried and proved devices.

Simply by equipping the sets you sell with Balkite Electric "AB." Balkite Electric "AB" replaces both "A" and "B" batteries and supplies radio power from the light socket. It contains no battery in any form. It operates only during reception. It makes any receiver an electric set.

This method makes possible the use in electric reception of standard sets and standard type tubes. Both are tried and proved, and give by far the clearest and truest reproduction — the same high standard of reception to which set owners are accustomed.

In this method there is nothing experimental, nothing untried. It consists of two of the most dependable products in radio — a standard set and Balkite.

By all means sell electric operation. As shown by Balkite sales figures, that's where the volume is in radio today. But let the AC sets you sell be standard radio sets equipped with Balkite Electric "AB." Then the profit on each sale will be clean.

Two models — $64.50 and $74.50. Ask your jobber. Fansteel Products Co., Inc., North Chicago, Illinois.

Balkite ELECTRIC AB

{contains no battery}
Barbara Maurel and Felix Salmond on Columbia Hour

Concert Mezzo-Soprano and Noted 'Cellist Featured in Columbia Celebrity Radio Hour
—Symphony Orchestra Under Bowers Assists

Barbara Maurel, concert mezzo-soprano, and Felix Salmond, noted 'cellist, were the featured artists in the Columbia Phonograph Co. Celeb-

by popular request. All three artists record exclusively for the Columbia catalog.

Miss Maurel is known as one of the best belter singers of the day, with a voice marked especially by sympathy and finished phrasing.

Mr. Salmond has a world-wide reputation as a solo 'cellist of the first rank. The number of stellar artists performing on the 'cello who

have won wide following are so few that the playing of Mr. Salmond was an unusual treat, and listeners-in gave full vent to their pleasure by sending in hundreds of letters of commendation to the Columbia Phonograph Co.

Splitaldorf-Bethlehem Elec.
Co. Enters Aviation Field

Company Is Sponsoring the Endurance Flight of Bert Acosta in an Attempt to Recapture World Record—Splitaldorf Parts to be Used

A dramatic re-entry into the aviation industry is being made by the Splitaldorf-Bethlehem Electrical Co., of Newark, N. J., maker of the Splitaldorf radio receiving set and radio accessories. The company is sponsoring the endurance flight of Bert Acosta, trans-Atlantic flier, in an attempt to recapture the world record now held in Germany.

Acosta, who has Emile Burgin as co-pilot, will use Splitaldorf spark plugs and the new Splitaldorf NS-9 lightweight magneto on the Wright whirwind engine which powers his new single

motor Fokker monoplane. The plane is now being groomed for the flight and has been christened "The Splitaldorfu". Acosta and Burgin expect to remain in the air sixty hours. The present record is 22 hours, 21 minutes.

The Splitaldorf-Bethlehem Electrical Co. is said to be the oldest electrical concern in the country, and was one of the chief suppliers of aircraft magnetos to the Allied forces during the war. While its manufacturing efforts have been concentrated mainly in the radio, electric, and automotive fields during the post-war period, the Splitaldorfs laboratory staff has con-

tinued experimental work on aircraft magnetos.

Robert W. Porter, vice-president of Splital- dorf, states that the company will shortly go into active production on the new magneto, in line with the policy of expansion announced a year ago.

Artistic French Phonograph

From E. Philippeau, 7 Rue de Blois, Chateau-
dun, France, manufacturer of case work for phonographs, we are in receipt of a photograph of a very artistic phonograph designed and ex-
cuted by M. Philippeau, who suffered the loss of his two hands during the recent war. This instrument and its creator have been honored

at various expositions, and have also won a prize offered by the President of the Republic. This production is in every respect a great

honor to M. Philippeau.

Youngjohn's Music Store, 162 West Main
street, Norristown, Pa., featured the Stewart-
Warner matched-unit radio receivers during the holiday season with much success, a marked gain in sales being noted.

"La Parisian" Portable
Makes Bow to Trade


The Allen-Hough Mfg. Co., Milwaukee, Wis., has just introduced to the trade a portable named "La Parisian." The instrument is small, compact and most cleverly arranged. Has a sliding tone arm, which is in proper position when the portable is played, and slides quickly into the tone chamber when the top is closed. The tone arm is in attractive color harmony with the Fabrikoid used to cover the entire case.

"La Parisian" is in every way a musical instrument with practical playing value, and not in any sense a toy or novelty.

Frangipane & Co. Move
Offices to Lyndhurst Plant

Andrew P. Frangipane & Co., Inc., have moved their offices from 32 Union Square, New York City, to the factory of the company, at 261 Warren street, Lyndhurst, N. J. The re-
cent additions to the Frangipane factory build-
ing have provided space for housing the office and manufacturing divisions of the company under one roof.

Takes Over Victor Stock

Kinney Bros. & Sipprell, of Bellingham, Wash., have sold their stock of Victor mer-
chandise to the Stark Piano Co., Bellingham. Mr. Stark is enthusiastic over the possibilities of the new line.
A New Portable Motor

The only one with easy, smooth, noiseless worm-gear wind

This new United Portable Motor is worthy of the increasingly popular type of Phonograph in which it will be used. It refines the mechanism of the machine in keeping with the refinement leading portable manufacturers have brought about in their cases. It is "quality throughout." The Worm Gear makes it wind quietly, smoothly, easily. You don't have to "lean on it" to wind it. The winding shaft is at top of motor—hand does not strike table top when winding. It is a smooth-running machine with the same driving mechanism and the same Governor as the famous United No. 5. Bearings are of bronze. It is very sturdy, light and extremely compact.

A STARTLING VALUE!

The exclusive features and finer construction of this new Motor commend it to your attention. It has been slowly and carefully worked out in every detail and is a worthy companion of the famous United Motor No. 5.

Order one for testing. See how this New United Portable Motor will improve the performance and increase the worth of your product.

Phonograph Motor Division
UNITED AIR CLEANER CO.
9702 COTTAGE GROVE AVENUE
CHICAGO, ILL.
The world moves on. Hand power gives way to motor power. Automobile succeeds pack-mule and aeroplane succeeds automobile. New inventions become obsolete almost before they can be patented. The pace of progress is swift—nowhere more so than in the realm of sound reproducers, where AUDAK has set the pace for more than ten years.

Leaders in their field by sheer merit, AUDAK Reproducers have successively outstripped each other. Each new model has achieved superiority over its older brethren. Comes now the latest AUDAK development—evolution, I would better say. A marvelous new Reproducer that outstrips anything heretofore achieved.

New Heights of Acoustical Excellence Attained by Audachrome
You have heard renditions that gave back the low bass elements. You have heard renditions that gave back the high, shrill notes. But did you ever hear reproduction that was absolutely life-like and devoid of mechanical intrusion at both ends of the scale? Did you? That is AUDACHROME’S remarkable triumph.

Reproduces Lowest Notes, Highest Notes and Chromatic Shades, However Slight
 Anyone who ever heard mechanically unsatisfactory music played by a talking machine knows that the marring, jarring inaccuracies come at the top and at the bottom of the scale. Thin, strident violin music. Shrilling, trilling soprano notes. Low drum and bullfiddle vibrations. Deep chest tones from the male basso. These are the elements wherein reproduction has hitherto been incomplete. And here is where AUDACHROME gives new meaning to the term “reproduction.”

Yes, it is true, as a demonstration will prove. For the first time dealers have now a reproducer that gives back highest and lowest notes as naturally, as humanly, as perfectly as it reproduces the easier middle range. Moreover, AUDACHROME reaches a new standard in the important matter of chromatic shadings or color-tones, so impossible for average reproducers to attain. With AUDACHROME you can play the most difficult orchestral or vocal selection from your stock—and invariably the listening customer will be enthralled. Every piece in the
ensemble will be heard. Every note will register. Every syllable and eccentricity of the human voice will be given back with the naturalness of life itself. For AUDACHROME is "FAITHFUL TO THE ECHO."

Whatever Went Into the Record

Audachrome Reproduces—Exactly!

It is not claimed that AUDACHROME will do black magic. It cannot give back what never went into the record. But, take my word for this! AUDACHROME interprets as never before. Each and every value of voice or instrument which materialized at the original cutting of the record is reproduced perfectly.

That you may realize how faithfully AUDACHROME reproduces—it actually reincarnates the scene! Acoustical characteristics are reproduced so minutely that I am not exaggerating when I say that AUDACHROME "takes you there." And if the new AUDAK masterpiece is so faithful, so entirely natural and life-like in interpreting the physical properties of the scene, judge for yourself how completely it must reproduce music and voices!

What of it? you ask! Why all this detail? How will the new AUDAK Reproducer help us make more sales and profits? By showing your customers a new conception of talking machine realism. By rendering any and all records in so life-like and natural a manner that AUDACHROME will be wanted and more of your records will be wanted—as never before! This is where you come in.

Demonstrate with AUDACHROME—for the sake of sales and prestige! Give your trade the best interpretation of the wonderful new electrical records. Tie up with quality and progress! Make the most of AUDACHROME! Communicate with your jobber today.

The AUDAK COMPANY

565 Fifth Ave., New York, N.Y.

"Makers of Electrical and Acoustical Apparatus for More than 10 Years."
The VERAPHÔNIC
Vincennes Phonographs

There has been added to the Vincennes group of high-grade Phonographs the Automatic, carrying a retail price of only

$485.00

This newly developed instrument operates a battery of ten records, which may be played over and over again—without attention, as long as desired; or, by means of the selector, a predetermined number of records will be played and the machine will automatically cut off.

This automatic record-changing device is incorporated into the Vincennes Veraphônic.

The phonograph that 9 people out of 10—blindfolded—will choose over any other make.

Other models in the Veraphônic Line—$80.00 to $225.00
Models in the RIVOLI Line—$65.00 to $180.00

Vincennes Phonograph Manufacturing Company
Vincennes, Indiana

See our display in the American Furniture Mart, Space 917, January 3-24, 1928
Last-Minute News of the Trade

E. E. Shumaker Finds Europe Enthusiastic
Over New Type Victrolas and Records

Reception Accorded "His Master's Voice" Instruments and Records Points to 1928 Being the Best Year on Continent, Says President of the Victor Talking Machine Co.

With all of Europe enthusiastic about the new types of "His Master's Voice" instruments and the new "His Master's Voice" electrically recorded records, the talking machine business through our recordings. I visited a good many cities during my trip and I do not remember one in which I did not hear American music played, both by orchestras and talking machines. There is no question in my mind that the Victor Company and its associated companies have ahead of them the greatest business they have ever experienced."

In addition to his enthusiasm for the foreign market, Mr. Shumaker expressed himself as exceedingly pleased with the results accomplished by the Victor Company during his absence.

"It is most gratifying," he said, "to return to find that our sales of records during the period of my absence have been beyond our expectations. Instruments, too, have had a remarkable sale and we experienced a shortage in most models. Our line of de luxe models and high-priced radio combinations was practically exhausted even before the usual holiday gift buying."

C. D. MacKinnon and C. T. McKelvy Occupy Important Posts With Sonora Phonograph Co.

Both Executives Have Been Identified With Phonograph Industry for Many Years—Mr. MacKinnon Is Sales Manager of Record Division and Mr. McKelvy Is Sales Promotion Manager

P. L. Deutsch, president of the Acoustic Products Co., Inc., and the Sonora Phonograph Co., which it controls, announced this week the appointment of C. D. MacKinnon as general sales manager of the Sonora record division and C. T. McKelvy as sales promotion manager of the Sonora Co. Both of these popular executives have already assumed their new duties, Mr MacKinnon making his headquarters at the Sonora Eastern offices in New York and Mr. McKelvy at the Sonora general offices in Chicago.

C. D. MacKinnon and C. T. McKelvy will need no introduction to talking machine dealers and jobbers throughout the country, for they have both been identified with the phonograph industry for many years and have hosts of friends among retailers and wholesalers from coast to coast. Mr. MacKinnon was for seven years assistant general sales manager of the Vocalion division of the Aeolian Co. and for three years served as manager of record sales for the Brunswick-Balke-Collender Co. More recently he was Eastern sales manager for the H. T. Roberts Co. and he brings to his new post an intimate familiarity with every phase of record merchandising.

C. T. McKelvy was associated with the Brunswick-Balke-Collender Co. for several years, occupying, respectively, the posts of territorial salesman, special representative and sales promotion manager, and more recently general manager of the H. T. Roberts Co. He achieved outstanding success in the preparation of sales promotion campaigns and is generally recognized as one of the most capable executives in the development of profitable and productive sales ideas.

Gold Seal Electrical Co.
Takes Over Appliance Firm

The Gold Seal Electrical Co., New York, manufacturer of Gold Seal tubes, has announced the acquisition of the business of the Gold Seal Electric Co., of Cleveland, Ohio, manufacturer of household electrical appliances. This is the first step in an extensive program of expansion. Factories will be maintained at Cleveland, Ohio, and Newark, N. J., with executive and sales offices in New York.
A Glance Into the Trade Future

The year 1928 is now with us, bringing the hopes and expectations of twelve months of business that will prove distinctly satisfying, both to those who manufacture and those who distribute talking machines and radio apparatus, together with their accessories. There is a distinct inclination among the far-seeing members of the industry to play the business cards during the year as they see them, without making any extensive prophecies as to any noteworthy stimulation of activity, nor yet of any noticeable backsliding.

The role of prophet under any conditions is a thankless one, but it does not require a prophetic sense to view conditions as they exist, or consider the happenings of the past year in retrospect, and then gauge with a certain measure of exactness at least what may normally be expected during the months to come. At the present time the past performance chart is of particular value, for it indicates that there have been over the past year or two many amusing problems, the elimination of which will mean clearer sailing in the future.

So far as the talking machine trade is concerned, there are those, and they are in the majority, who believe that the peak of the revival is yet to come, and there is every good reason to believe that this is so; for 1927 saw in many cases a volume of orders that could not be filled and in certain lines and certain products it is likely that a similar condition will exist during a part of 1928 at least.

The public has been going through a period of education as to the actual value of the new instrument. It has been more or less of a slow process, with so many factors to attract attention, but it has been quite evident that a large proportion of the public is constantly becoming better acquainted with what may be properly termed a new medium for musical enjoyment. This process of education has rested largely on the shoulders of dealers, for the widespread printed word of the manufacturer has to be backed up with physical demonstrations to prove finally convincing. That an increasing number of dealers are realizing their obligations under these conditions is one of the encouraging signs for the future. As one prominent manufacturer put it, the new type of talking machine is “not a lusty infant but a revived giant.”

Again it is pertinent to call attention to the increasing sales of records of the better type, an outstanding feature of the 1927 business, and which promises to show strongest progress in 1928. The production of complete symphonies, operas, choral works and the like, and the ready sale of these record collections at substantial prices, is one of the best evidences that talking machine owners will buy good records if they are properly presented. This fact has been further emphasized by the response to the action of one manufacturer in reducing prices of records by noted artists to a level comparable to prices asked for popular numbers. The rapid increase in sales almost immediately was evidence of the fact that the widespread distribution of good music—the sort that remains interesting—is possible and profitable.

In radio there is every indication that the progress made during the past year will continue during 1928, with a number of disappointments of last year eliminated. The progress of stabilization in the industry has been remarkable, and although there was some upset of schedules during 1927, due chiefly to the introduction and demand for socket power receivers, the situation has been handled apparently as well as possible under the conditions and has been ironed out to a degree where it is not likely to present any serious matters during 1928, particularly as the field for new sets continues active and replacement opportunities continue to increase.

As one prominent radio official puts it, the public has become “radio-wise” and insect in a measure definite preferences with sufficient strength to offer a distinct guide for manufacturers who are desirous of meeting market demands rather than forcing their own ideas on a resisting market. Certain it is that the public is demanding stability of product, ease of operation, coupled with attractive appearance. Despite the changes that have come into radio during the past couple of years, it is significant that the tendency is toward receivers that are attractively encased, as well as efficient in operation. In other words, radio has progressed to a point where it is accepted as substantial and wear and attention is being directed towards general appearance, and at retail prices that are calculated to put real dollars in the dealer’s pocket.

A bright spot in radio during 1928 will be the soundness of the broadcasting situation. The activities of the Federal Radio Commission during the past year in clearing up the broadcasting tangle by eliminating numerous stations and dividing the wave lengths of the remaining ones so that there would be minimum of interference, has proved a boon to those desirous of receiving only one program at a time. This possibility of clear reception, due not only to the Commission’s action but to radical improvements in broadcasting apparatus and procedure, has served to arouse the buying interest of thousands of people who heretofore have been more or less skeptical of radio’s value. The increasing number of people who will be convinced during the coming year points to an expanding market of no mean dimensions.

There is to be considered, too, the marked improvement and elaboration of broadcasting programs. Only the other night some 30,000,000 people had an opportunity of listening to an hour’s program that cost the sponsors $67,000 and utilized the services of entertainers and speakers in five widely separated cities, namely, New York, Detroit, Chicago, New Orleans and Los Angeles. We find prominent factors in the motor car field, piano manufacturers, talking machine and record manufacturers, and those interested in the marketing of a variety of products sending out over the air, often through a chain of from twelve to twenty stations, programs that are distinctly meritorious and would not be available to the average listener-in except at a cost far beyond his means. In short, there is no longer any uncertainty regarding radio entertainment, and we enter the new year with this assurance and with the further pleasure that there will be still further improvements during the coming twelve months.

As to the trade itself, it is optimistic. There are some things, of course, to be ironed out, but through the medium of associated effort these matters are being taken care of gradually and satisfactorily. Exaggerated claims and cut-throat methods are fast giving place to sensible business policies, which is one of the best
indications of the actual stability of the trade. The only fly in the ointment is the patent situation, which, too, is being cleared up gradually through licensing arrangements and by other methods. There will probably be, of course, certain legal activities in this line, but it must be considered that no industry of the size and scope of radio has ever reached its full growth without such entanglements. It is one of the penalties of success.

Gettig All the Record Business

For the dealer who is interested in his business on a permanent basis and who realizes the importance and profit possibilities of record sales, the new year should see a strong concentration on the pushing of records of the sort that may be deemed to hold permanent interest, that is, records of high-class compositions by artists of recognized standing.

For a quarter of a century dealers have been urged to devote efforts to the merchandising of the better class of records, and for a quarter of a century there have been those who have been satisfied to take the easy money that comes with little effort in the selling of popular selections and let the better records remain on the shelves until called for, thus putting a burden on the stock overhead that has not always been appreciated.

However, the advice to give thought to the better-class selections is as pertinent to-day as it was ten, fifteen or twenty years ago, and those who have really given thought to the matter and have put that thought into execution have realized the soundness of the suggestion. Particularly now, with the marked improvement in recording and the notable offerings of symphonies, great orchestral and choral works in album form, there has been made available to the public a tremendous volume of tuneful music that will be just as live in the record library five years from now as it is to-day.

This does not mean that the popular end of the business is to be neglected, for, as a matter of fact, the sales of popular records can generally take care of themselves. That, however, is only part of the business, and the appeal of such records, although wide, is in no sense general. It is by gaining a sound understanding of good music and its possibilities that the dealer can realize 100 per cent on his record market.

During the year it is the intention of The World to present a series of pertinent articles on the selling possibilities of fine records. There is nothing heavy or mysterious about it. It is simply a recognition of opportunities that actually exist but sometimes remain unseen.

Realizing Two Profits on Music

Despite the widespread use of mechanical mediums for the reproduction of music, there still remains and is constantly being developed a desire on the part of a large portion of the public to enjoy music through personal performance. This means that there are some millions of American citizens who gain great satisfaction through their ability to perform on some particular musical instrument, whether it be a grand piano or harmonica.

To consider this portion of the public only from the angle of its interest in talking machine or radio reproduction of music often means that a substantial opportunity for additional sales is being overlooked. Being able to perform, it is but natural that these people are not only interested in various types of musical instruments, but are likewise interested in sheet music, and there are a substantial number of dealers who have found it distinctly to their advantage to carry stocks of sheet music for the convenience of patrons.

The radio and talking machine have served to make the public distinctly familiar with selections of the better class, as well as those of the popular brand, and a diversified stock of music from which a purchaser may select a desired number, perhaps while he is hearing it reproduced over the air or through the record, means that the dealer is in a position to capture a sale that might ordinarily go to some other store. It is true that the units are small, but they are many and they count.

Self-Protection in Installment Selling

In addressing the American Economic Association in St. Louis recently on the question of installment selling, John C. Lonsdale, president of the National Bank of Commerce of St. Louis, defended the practice provided it was carried out along the correct lines. He declared that one manner in which the dealer who sold on time could protect himself was to see to it that the unpaid balance on any merchandise at any time should not exceed its reclaim value. In short, what is needed to keep installment selling on a sound, safe basis is to demand and insist upon larger down payments and shorter terms. It might be well for many retailers of talking machines and radio receivers to give thought to the advice of this particular banker, who appears to be one of the few in financial circles who have not seen fit to attack installment selling without qualification.

On the basis of cold figuring a $300 phonograph upon which only 10 per cent payment has been made can not easily be resold for $270 in case of repossession, but there is a chance that it would bring the $240 that would remain unpaid after a 20 per cent initial deposit had been made. If the dealer will stop to think just how much he can get for a talking machine or radio should the customer renege on his contract he will be strongly inclined to see that the first payment is sufficiently large to give him a certain amount of protection.

They Came, Saw and Were Conquered

In Seattle recently talking machine dealers came to the conclusion that sales were not more active for the reason that the public was not properly acquainted with the new products that were available for its entertainment. The result was that the dealers appointed a committee, and in co-operation held an "open-house week." The occasion was widely advertised, and the public was advised that visitors would be welcome at every talking machine store where they might inspect and listen to the new instruments without obligation and without fear of solicitation. The result was that the public came and saw, in great numbers, and business improved. So far as we know the idea is not patented, and it might be well for dealers in other localities, who find public interest lagging, to make a similar move.

WE START THE NEW YEAR BY GIVING YOU
A BETTER QUALITY, IMPROVED RECORDING,
GREATER VOLUME AND CLARITY IN THE
BELL RECORDS
Let us assist you in merchandising these records and from our long experience increase your selling

THE BELL RECORD CORPORATION
38 CLINTON STREET
NEWARK, N. J.
Carryola Co. of America Is Planning Extensive Advertising Drive for 1928

Geyer Co., of Dayton, O., One of Leading Agencies in Middle West, Directing the Largest Advertising Campaign Ever Undertaken by Well-Known Portable Manufacturer

One of the most extensive national advertising campaigns ever attempted in the portable phonograph industry has been planned for 1928 by the Carryola Co. of America, Milwaukee manufacturer, according to a recent announcement.

The account has been placed with The Geyer Co., of Dayton, O., national advertising agency, which is directing the advertising for Frigidaire Corp. and the Delco-Light Co., two General Motors subsidiaries now holding commanding positions in their respective fields. It also places advertising for a score of other nationally known firms.

In naming The Geyer Co. as advertising counsel, Carryola executives have obtained the services of an agency, clients of which have achieved outstanding success in their respective fields. Frigidaire Corp. is the recognized leader in the electric refrigeration industry, and has risen to a high position in the General Motors group within the past five years. The Delco-Light Co., manufacturer of farm lighting plants and pumps, likewise leads its field by a wide margin. Among other accounts of The Geyer Co. are the Dayton Rubber Mfg. Co., the American Seeding Machine Co., and many other well known concerns throughout the country. By obtaining the services of a large agency, the Carryola Co. will have access to the combined experience of a large staff of advertising specialists who have gained national recognition.

A special staff under direct supervision of B. B. Geyer, president and general manager of The Geyer Co., has been placed at the disposal of Carryola and is in charge of copy for the projected campaign. Constant contact between the company and the Geyer agency will be maintained by A. J. Foote who was specially assigned to this account, and by copy writers who will concentrate their entire efforts on Carryola advertising. Advertising now in the course of preparation will be placed with several of the country's leading weekly magazines, as well as in foremost trade journals of the industry.

Important improvements in the Carryola, announced recently, will be brought to public notice by means of this enlarged advertising schedule, according to present plans. New markets will be opened for this type of phonograph through this program, designed to still further strengthen the position of the company in the industry in which it is a leader.

Noel S. Dunbar Announces Audachrome Reproducer

"Chromatic Reproducer Built on Entirely New Principle," Says Maximilian Well

At this issue of The Talking Machine World reaches the trade, on January 15, to be exact, Maximilian Well, president of the Audachrome Co., New York City, will present to the trade his newest and most startling achievement, the Audachrome reproducer. It is a secret during its long period of development it was shown and demonstrated for the first time to a representative of The Talking Machine World just prior to its general release. In describing the new product Mr. Well stated in part: "The Audachrome, as its name implies, is a chromatic reproducer. It is entirely different from any other reproducer. It is built on an entirely new principle. Every part of it is new and different, even to the set screw for the needle. The Polyphase reproducer has represented our acme of achievement in the past. Improvements were constantly made so that it seemed as though the pinnacle of achievement in reproducers had been reached. The Audachrome, however, far exceeds the Polyphase in its performance.

"In the new electrically recorded type of record there are many notes and frequencies recorded that have hitherto been impossible. With the average reproducer many of these notes are not heard. With the peculiar construction of this Audachrome everything that has been put into the record is reproduced. It reproduces not only the complete musical register, but every chromatic shading characteristic of the various instruments of the orchestra."

A new feature of The Talking Machine World each month is a section devoted to "The Newest in Radio Phonographs" to be of especial value to radio manufacturers and agents. A few of the latest innovations in portable phonographs, manufactured and advertised are illustrated and described. This is a valuable directory for dealers. Also in this issue is a symposium expressing the views of leaders in the industry regarding the outlook for the new year in the talking machine and radio field. 

34/
Aluminum Specialty Co.
Appointed an Allen Jobber
Will Distribute Allen Portable Phonographs in
North and South Carolina, Florida, Georgia
and Alabama—Has Wide Reputation

The Aluminum Specialty Co., Atlanta, Ga., has
been appointed exclusive distributor in the
Southeast of Allen portable phonographs. The
territory covered includes North Carolina, South
Carolina, Georgia, Florida and Alabama.

Dealers in this area of the United States have
long been familiar with the Aluminum Specialty
Co., which is the largest distributing organiza-
tion in this particular section of the country.
It is affiliated with the Aluminum Specialty Co.,
Dallas, Tex., and with the Southern Aluminum
Co., New Orleans, forming the largest portable
distributing corporation in the entire world.

Charles Miller Jones, active head of the
Aluminum Specialty Co., states that every
dealer to whom he and his organization have
shown the Allen line is enthusiastic over
the sales possibilities.

The Aluminum Specialty Co. is extremely
well regarded by dealers throughout the terri-
tory for a most constructive policy of dealer
protection. Through co-operation with this dis-
tributor, a great many accounts in the South-
east have prospered handsomely, and have had
their profits protected by the exclusive method
of distributing which has been part of the com-
pany's plan of action. Hundreds of dealers
have taken full advantage of the excellent sales
promotional helps that have been issued by
Mr. Jones and his organization, and also have
been aided by co-operative terms, and excep-
tionally prompt shipments. The Aluminum
Specialty Co. supplies its trade with a full
coterie of advertising helps, and by the assist-
ance of trained salesmen who are regularly in
contact with the trade throughout the extensive
territory covered.

Featuring Single Record in Window and
Street Displays Builds Gillespie's Sales

Window and Street Displays Which Illustrate the Title of the Selection Sell Thousands of
Single Featured Records—Carnival Ballyhoo Methods Successful

This is a jazz age in which we are living,
and so the jazz methods of advertising the
new records are frequently the best methods to
use. For proof of that one need but go to
Jacksonville, Fla., and look at the Radio Phono-
graph Shop run by William C. Gillespie. Mr.
Gillespie is a live wire when it comes to mer-
chandising. He always is doing something new
that gets the attention of those who pass his
store.

Recently he has been having quite a run on
Gillespie’s Eye-Arresting Window

spirituals and blues, and in order to put the
new numbers over big he has adopted regu-
lar carnival ballyhoo methods. The accompany-
ing photos show two examples of this bally-
ho method. The one was a sidewalk display,
whereas the other was a full window trim with
all the fixings. But in both cases the central
idea of the number was ballyhoo in the good
old style, in each case sales of the number
featured increased to a marked degree, accord-
ing to reports at this establishment.

Frequently the crowd is so thick that it is
almost impossible to get past the store. And
the people are not alllookers either. In three
days he will sell as many as five hundred to a
thousand records of a new number, which is
certainly selling them in a city with about a
100,000 population. When it is borne in mind
that there are other shops in addition to the
Radio Phonograph Shop this would appear to
be a record of which to be proud. Mr. Gilles-
pie makes it a rule to get a run out of a record
while it is new, and as soon as another new
one comes along that is good he ballyhoos that
and cashes in on it before the fade dies out.
That is one of the secrets of his success.

TABLES for MODEL 17 RADIOLA
and
New Model 37 Atwater Kent
Equipped with Model 100A
RCA Speaker

Finished in mahogany to match the
fast-selling Model 17 Radiola and
Model 37 Atwater Kent in both
design and finish.

Attractive slope of cabinet permits
the sound to be thrown upward
from speaker.

Neat grille covers speaker which is
insulated with rubber to prevent
distortion.

Manufactured by
STETTNER PHONOGRAPH CORP.
Telephone: Butterfield 4717-2932
"Pioneers in Radio Cabinets"
Factory and Show Rooms—314-322 E. 75th St., New York

Model No. 60 and No. 55—Pat. App. For
Symphonic Continues to Lead

SYMPHONIC—the First, Original, and still by far, the most widely accepted independent reproducer in the world.

Without exception, all other independent "phonie" type reproducers were patterned after SYMPHONIC.

SYMPHONIC does perform best in comparison.

When better reproducers are built, SYMPHONIC will build them. (Apologies to Buick.)
An acoustical gem in a magnificent setting—Each SYMPHONIC and LOW-LOSS REPRODUCER is beautifully encased in a gold embossed silken container commanding attention and bespeaking its quality.

There can be no substitute for SYMPHONIC REPRODUCERS. If your jobber does not stock genuine SYMPHONIC REPRODUCERS, write us.

The Proof of the Pudding

Symphonic product is way past the embryonic stage. However, SYMPHONIC goes steadily on, giving to the trade, as a matter of course, the benefit of every improvement which results from our constant research and experiments. That is why SYMPHONIC has earned its reputation for dependability and excellence. That is why the Symphonic trade mark on a reproducer is of more importance than the price tag.

SYMPHONIC performs best in comparison. Convince yourself.

SYMPHONIC SALES CORPORATION
370 SEVENTH AVE. NEW YORK
Creating a Record Demand for Finest Music

By W. Braid White

Intelligent promotion of sales of good music must result in substantial success for the retailer.

The question is sometimes asked: what sort of high-class music is most easily digested by the greatest number of possible consumers?

In other words, if we go out after those members of the community whom we think of as being the most likely to take an interest in high-class recordings, with what music is it best to start them?

A good deal hangs upon the answer to this apparently trite question. Some months ago, Compton McKenzie, the brilliant novelist who founded and continues to conduct that attractive little magazine The Gramophone, offered a prize for the best short essay on a reader on the subject "Why I don't like Chamber Music."

The prize was awarded to a coal miner, who stated his preferences and his antipathies so simply and well that there was no doubt of his eligibility for first prize. It does not matter in the least, for our purposes, what he said, save that he showed he thought chamber music to be dull and pointless, but what is important is that his prize consisted of a set of records of Schubert's so-called "Trout" quintet, for two violins, viola, cello and contra-bass.

What the Winner Learned

The winner got his prize and presumably tried the records over a few times, for the following issue of the magazine carried a letter from him in which he said that if all chamber music was like that, he was glad he had learned how wrong his opinion had been. And he wanted to be in touch with other chamber music records, so that he might improve the acquaintance thus accidentally begun.

All of which simply illustrates the difficulty of dealing with a subject like this. Music appreciation has two sides to it. The world is simply full of men and women who laconically are ready to absorb sweet sounds through every pore of their being. But this instinctive desire for the healing and inspiring influence of fine music is sometimes weak amid the rush and noise of the modern world, needing to be built up by cultivation and experience. Yet, in point of fact, there is no such thing as a music either obscure or uninspiring to the open mind. Theodore Thomas was very right when years ago he said "popular music is familiar music." For this aphiornism is just as true when it is rendered in the form "any music which is familiar is popular." In other words, virtually all the barriers which are supposed to stand between the average person and the understanding of high-class music vanish into nothingness, just as soon as there comes the opportunity to hear a great deal of this music. So that it is absurd to say that any of this or that type, class or kind of music is easier or harder to sell than any other.

How About These

Of course there are certain pieces which capture the attention of the most ignorant mind, if so be any feeling at all for musical line and capacity later to develop that one were so under- take to pick out a few titles which could be absolutely depended on to sell to the most unlikely customers, one should have no difficulty in making up a very respectable list. Thus, for instance, taking some of the simplest, shortest things first, and omitting vocal music altogether, there are:

Minuet in G—Beethoven, violin arrangement.

Gypsy Rondo—Haydn, string trio.

Minuet from Don Juan—Mozart, string orchestra.

Air on the G string—Bach, violin solo.

Hommage a No. 7—Debussy, violin.

Prince Song from "Meistersinger"—Wagner, violin solo.

Evening Star Song (Tannhaeuser)—Wagner, "cello solo.

On Wings of Song—Mendelssohn, violin solo.

Spinning Song—Mendelssohn, piano solo.

Fifth Hungarian Dance— Brahms, violin solo.

Nocturne in E flat—Chopin, piano solo.

Maiden's Wish—Chopin, piano solo.

Capriccios from quartet op. 12—Mendelssohn, string quartet.

Andante Cantabile from Quartet—Tchaikowski, string quartet.

The list could be extended much further, but enough has been given to show what is meant. All the above-mentioned pieces are instantly attractive. After long experience in trying all of them on persons of every kind of receptive capacity, I can safely say that I have never yet found one of them fail to make a hit.

Trumpets and Drums

If now one goes on from these simple solo and small ensemble pieces to larger works of the orchestral style, there are quite a few which may be recommended and demonstrated without fear of consequences to any person. Such are:

Tambourines Overture—Wagner.

Introduction to Third Act, Lobengrin—Wagner.

Magic Fire Scene, Valkyrie—Wagner.

Theme and Variations, Rustic Wedding Symphony—Glinka.

Marriage of Figaro, Overture—Mozart.

Zampa, Overture—Herold.

William Tell, Overture—Rossini.

And so on. All are guaranteed to be painless, and it may be said with complete confidence that not one of them will be dismissed as dull.

Some of them, like the first and the third on the list, almost overwhelm the hearer with their magnificence. Others like the fourth and the fifth are charmingly gay and lightsome. The last appeals to all those immature adult minds by whom the rendering of an imitation thunder-storm on a movie theatre organ is regarded as the summit of musical achievement.

With Bated Breath

With bated breath now, let us approach chamber music, which we are told is so terribly unintelligible. Well, here is something which is anything at all save unintelligible, but which, on the contrary, will make a hit with any group of business men and women anywhere:

Trios in D Minor—Mendelssohn—piano, violin, 'cello.

"Harp" Quintet op. 74—Beethoven, two violins, viola, 'cello and piano.

Clarinet Quintet— Mozart, clarinet, two violins, viola, 'cello.

Again there are plenty more. But one will begin with a try, a hit at a time. Most of these last-named pieces come on two to four records, usually set up in an album. To work up a trade in records of this kind is an achievement which many dealers already have found possible, and extremely profitable to boot.

Of course I have only skimmed lightly over the surface of a very large subject in mentioning the titles listed above. But my object has been to give the dealer who wishes to investi- gate the possibilities and of selling high-class records profitably some general ideas which he may use to guide him until he feels that he can go on by himself. It will be noted that I have entirely omitted vocal records. This was simply because there has been too much past insistence upon the names of operatic stars, which has in fact not led to steady purchases of even good vocal records by other singers. For every owner of a talking machine to have one or two records by one or two well-advertised singers may in the aggregate mean large output of these one or two numbers; but does nothing to help along general buying of the thousands of other fine records by the same people or by other artists, of which the general public knows nothing and the dealers appar- ently not much more. Voice records I shall come to in due time. Let us meanwhile cul- tivate a more profitable field and one as yet almost untouched.

A safe, snug pack—quickly handled!

With Jiffycases you get a safe snug pack which can be handled in a fraction of the time required via the wholesale wrapping and cutting method.

Jiffycases are quickly assembled from light, tough, pliable plastic wood panels which come to you cut to size and knock down.

Jiffycase panels occupy minimum storage space and can be assembled in minutes, time, while their lightweight assure minimum freight cost.

Dealers like these nifty modern packs because they completely protect shipments and at the same time provide boxes which can be used again. Ask for full particulars.

Northwestern Cooperative & Lumber Company

Gladstone, Mich.
A good product is the prime factor in retail success

Federal is a wonderful product!

Here is radio recognized the world over for its tonal superiority and its beauty — every set a precision instrument — and built up to a standard, not down to a price.

Federal Ortho-sonic Radio is designed and built by responsible manufacturers with a reputation to protect — by manufacturers with more than a quarter of a century's specialization in fine electrical communication apparatus behind them — and here to stay.


Federal AC radio sets give the same remarkable results as the famous Federal battery operated machines. No hum or distortion. No batteries, liquids or adjustments. Simple — safe — quiet — always ready to go!

Many models — for loop or aerial, battery or socket operation. Priced from $100 to $1250 (higher in Canada).

Here is a product that with the right kind of co-operation DOES insure a retail success! Don't wait for demand to prompt an investigation. Anticipate the demand. Write your wholesaler — or us — today.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Federation of The Federal Telephone Manufacturing Corp.) Operating Broadcast Station WGR at Buffalo

FEDERAL ORTHO-SONIC RADIO, Ltd., Bridgeburg, Ont.
Music Dealer Is Equipped to Profit From Radio

Stabilization of Industry and Quality of Product Fit Merchandising Plan of Trade

By Chas. Freshman
President Chas. Freshman Co., Inc.

The fact that so great a number of first-class music dealers in every section of the country have installed radio departments is ample proof of the stabilization of the radio industry. It is recognized that the music trade comprises the most substantial group of merchants in the country. To sell radio these merchants must be definitely convinced of the salability and utility of an instrument before handling it.

Naturally, the music trade demands a musical instrument. To-day good radio receivers are musical instruments of the highest calibre. Not only are they musical instruments, but they provide varied other entertainment features which cannot be supplied by any other instrument or machine.

The Electric Radio

With the advent of the electric radio which operates from the same electric socket that supplies ordinary home requirements, without the necessity of batteries, liquids of any kind, eliminators, or other accessories, the last objection of the musical trade to radio has been done away with—that of service, and the necessity of carrying an assortment of small and large parts.

The electric set of to-day has reached that stage of development where it is practically fool-proof. After being installed there should be no need for service on the part of the dealer. All that is necessary to turn it on is to snap or pull a simple switch similar to that used on ordinary lamps. Turn the dial to the station desired—no other operation is necessary to secure the most desirable results.

Manufacturers of electric radio receivers today offer the public an assortment of cabinet work equal to any other line of musical merchandise. There are many styles, period and other console designs. These handsome consoles contain everything necessary to operate the radio—the set itself, power unit and a loud speaker, which is built right in the cabinet so that there isn't a wire visible to mar the appearance of any room.

The benefit of the electric set, the ultimate in radio, is easily perceived. It assures the dealer of the sale of a complete unit at an established, complete price, assuring fair profits with little if any responsibility for installation.

The only thing the dealer usually has to do with the installation of an electric radio is to put up an aerial and make a few simple connections and adjustments before the set is functioning to the entire satisfaction of the purchaser.

Great Strides in Radio

Let us also consider the great strides that radio has made in its short history of scarcely five years. Only in this short time has the general public realized its countless benefits. During this period there has been more news and publicity on radio matters given by the press of the country than any other subject. Every newspaper of any consequence publishes daily a list of the programs which are being broadcast in all parts of the country. Newspapers devote column upon column of space to the artists who are on the air and their programs. Not only that, but a great number of papers and magazines publish large sections devoted to nothing but radio so that every person in the entire country who is able to read is well acquainted with radio. The public has demanded this information. The days of technical mystery regarding radio are past. Radio is as much a necessity for the home today as practically any other piece of furniture.

Music Dealer Is Equipped for Radio

The music dealer is probably better equipped than any other type of merchant to handle radio. About 90 per cent of all radios are sold on the instalment basis, a reasonable down payment and monthly instalments carried up to twelve months before the final payment is made. And, there is no type of merchant better equipped or better versed in the instalment method of selling than the music dealer. However, the music dealer should be most careful in the selection of the radio manufacturers he represents. From the experience of a good many large music dealers with whom the Freshman Co. has close contact, it is advisable to carry the lines of not more than three large manufacturers. These manufacturers who support their dealers with sufficient national and co-operative dealer advertising to create consumer interest in their products. Thus, the dealer is assured of a manufacturer who is making standard, well-inspected merchandise can do. It is up to the retail merchant to capitalize on the advertising of the manufacturer to the best of his ability.

Considering all factors, radio fits might well into the operating plan of a good music dealer, and it is gratifying indeed to see the enthusiasm and action that these merchants are putting behind the world's newest industry—Radio.

A. Atwater Kent Gives Fund to University of Vermont

A new application of the practical bent of "Green Mountain" boys is seen in an award provided by A. Atwater Kent, himself a Vermonter by birth and education, to the engineering school of the University of Vermont. This award—the income from a fund of $5,000—is to be made annually, not to the boy who stands highest in his classes or who can show the best general average of academic scholarship, but to that student who best shows "excellence of judgment and general grasp of the principles of electrical engineering." A bronze tablet commemorating the award, on which the names of the first twenty students to win the prize will be inscribed, has been placed in the engineering hall of the college.

U. S. Exempts Batteries From "Poison" Labeling

Storage batteries and electrolyte rectifiers are not "poison" and need not be so labeled, according to a U. S. Government decision. This ruling will relieve radio and other manufacturers who feared that a new law would require a "poison" label, possibly with skull and crossbones, on harmless radio batteries and rectifiers. In some quarters it was even feared that the "poison sign" might have to be placed on a receiving set shipped in interstate or foreign commerce.

The Tonkawa Radio & Music Co. was recently opened in the San Building, Tonkawa, Okla., with a complete line of phonographs, radios and other musical instruments. W. W. Reser is manager of the establishment.
Shipping radios and phonographs in Atlas Cases is the one sure way of knowing that your beautifully finished cabinets with their delicate inside parts will reach your customers without a single travel injury.

By saving your instruments, by saving you labor, by saving you freight—in fact, any way you look at it, Atlas Plywood Cases are the most economical shipping containers you can use.
Music is hailed as the universal language, for although various nationalities and various races may have their own particular ideas as to what constitutes acceptable music, nevertheless, they all use music as a medium for the expression of their emotions and their temperaments. The international character of the demand for musical instruments of American make alone may be accepted as proof of the universality of the art.

But beyond the simple catering to the musical desires of the peoples of the world, there is to be found an abundance of romance not only in supplying the means for the production and reproduction of that music, but in making permanent records of the songs of the peoples in far distant places. It is in this dual role of benefactor and historian that the Edison phonograph has found its way into the far corners of the world, and there is hardly a country, civilized or uncivilized, in which that instrument is not widely known.

Not so long ago there appeared in the newspapers the thrilling adventures of the Dutch-American-New Guinea Expedition in exploring new and unknown territories in the East Indies, and in this work of exploration the Edison phonograph played a most interesting and exceedingly important part.

The Dutch members of the expedition were primarily interested in mapping out the unknown district, while the American members of the party were chiefly concerned in collecting anthropological and other data regarding the pigmy and other tribes of which little was known. Part of the equipment of the expedition was an Edison phonograph which not only gave relaxation to members of the party, but was used in interesting experiments in observing the reaction of the half-wild native tribes to modern music. Rather curious, according to Dr. Leroux, a member of the party, was the fact that "coon" songs made a greater impression on these people than instrumental music or foot-trots. Eyes would light up in wonderment, and smiles would appear as some popular Broadway ragtime singer would render a negro ditty.

The instrument and records were furnished by the Batavia branch of Messrs. Larson, DuVrey & Co., Edison distributors for the Dutch East Indies. A recording outfit made possible over 200 records of native songs and dialects recorded by the expedition. The Edison distributors were quick to give publicity to the choice of the expedition for the Edison phonograph by publishing rather unique advertisements featuring the fact in the local newspapers. One of the ads is sufficiently interesting to reproduce as an example of the up-to-date publicity employed in a tropical country situated right under the Equator.

From the jungle of New Guinea to South Africa is not a long jump in the minds of many, for Africa has always been associated with stories of mysterious wilderness; despite the fact that there has developed in many quarters of the continent a high standard of civilization. There is Johannesburg, for instance, associated in history with the Boer War, and to a certain extent with the diamond mines. Here one is led to think of London because of many similar characteristics in the layout and construction of the city, and among the reminders are the buses of the London type, carrying on the front the Edison phonograph advertisement.

Those who regard the Philippine Islands more or less in the light of a great jungle will re-
Built Up to a Standard

Thirteen years of tone-arm and sound box manufacture have given us an opportunity to know—not merely guess at—the requirements of manufacturers and their dealers.

EMPIRE Tone Arms and Sound Boxes represent, therefore, a standard quality product that has been perfected in our laboratories and needs no further development after reaching the consumer.

EMPIRE Tone Arm No. 75
An all brass, continuous taper, all-curve arm equipped with ball-bearing base

The PREMIER Sound Box
Equipped with a specially treated all metal diaphragm, it is particularly adapted to machines having the new amplifying chambers and tone arms.

Empire Reproducers
A line of sound boxes that bring out the best tones in the new electrically recorded records.

What are your requirements? Let us send you samples and quotations.

The Empire Phono Parts Co.
(Founded in 1914)
WM. J. McNAMARA, President

10316 Madison Avenue Cleveland, Ohio
These build

As a Carryola Dealer you have something to offer everyone who likes music. And each product is a leader in its field.

EVERY item in the Carryola line is a money-maker for you—fast selling and profitable. Each is the kind of a product that sells on demonstration. Each answers a public demand—a demand for high-grade home entertainment at low cost.

THESE BRING NEW CUSTOMERS TO YOUR STORE: First, portable phonographs with improved tone quality that set a new standard for portable phonographs, yet at ordinary portable phonograph prices. Second, a compact unit complete with handsome carrying case, motor, turntable, and electric pick-up for utilizing a radio set to play and amplify phonograph

Carryola Master
A fine phonograph—portable—with features usually found only on expensive cabinet models: Audak Ultra (phonics) reproducer—curved, throwback tone arm of Bakelite—tone chamber of improved design, fitted with new-type metal grill, carrying case for 15 records. Motor designed, built and backed by the Carryola Company of America—the only portable manufacturers to make their own motors. The Master is furnished in black, brown, blue, green or red heavy plaid with embossing and air brushing to harmonize handsome nickel fittings.

$25.00 LIST
East of the Rockies

Carryola Lassie
Flat-type portable, furnished in black, blue or brown fabric. Both case and record album are embossed and air-brushed.Latest design curved, throwback, die-cast tone arm. Equipped with Audak reproducer. This Carryola model is the only portable phonograph in its price class that has all those exclusive quality features.

$15.00 LIST
East of the Rockies

WORLD'S LARGEST MAKERS OF PORTABLE PHONOGRAPHs
carryola

profits fast!

records. Third, an inexpensive, fast-selling electric pick-up to attach to any phonograph and radio set, for reproducing and amplifying phonograph records.

How Carryola Helps You Sell Records: And your profits do not end when you have sold a Carryola Master, a Carryola Lassie, a Carryola Pick-Up or a Carryola Porto Pick-Up. Every one of these items will help you build record sales! Every one will bring about a demand for records in homes where you have never sold records before.

Big National Advertising Campaign to Speed Sales: Even that isn’t all that Carryola is doing for you. Not only do we offer you fast-selling merchandise—products that sell themselves and then go out and sell records for you—we go further than that. We back you up with a big, nation-wide campaign of advertising. Such magazines as the Saturday Evening Post and Liberty will carry advertisements of Carryola products. When your customers see the name Carryola displayed in your store, they will remember having seen it before—having read about Carryola in their favorite magazines—not once, but many times. They will be already more than half sold on Carryola. It will pay you to tie in with this advertising by prominently displaying Carryolas.

Let Carryola Help You Make 1928 a Big Year: Write today for specific information about Carryola—the name of your nearest distributor—details of our selling plan. 1928 is going to be a big year for dealers who handle the Carryola line. Now is the time for you to make this valuable connection. Write or wire today.

The Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin

Carryola Electric Pick-Up

The pick-up itself replaces the reproducer of the phonograph. Then by simply removing the detector tube of the radio set and inserting adaptor plug in its place, records may be played on the phonograph and electrically amplified. Volume may be controlled by merely turning the volume control knob. Packed in an attractive and colorful counter display box.

$10.50 LIST
East of the Rockies

Carryola Porto Pick-Up

To attach, simply replace the detector tube of radio set with adaptor plug. That’s all. Play records in usual way—hear them from loud speaker with all the added volume and richness of tone that is characteristic of electric reproduction.

The pick-up or electric reproducer is attached to a curved throw-back arm which makes it easy to change needles. Volume control conveniently located on motor board enables operator to regulate volume anywhere within limits of receiving set and speaker. Case is beautifully finished in neat, durable finish with nickel-plated fittings.

$23.50 LIST
East of the Rockies

The Talking Machine World, New York, January, 1928
A NEW FARRAND SPEAKER

Again a Farrand advancement in speaker design... the Farrand Concert Speaker. Greater tonal depth than ever before... richer, clearer bass tones, with all the pleasing treble retained. Exquisite in design and finish. Already a "best seller". Don't wait. Place your order now with your nearest Farrand distributor.

$35.00
Slightly higher in Far West and Canada

Farrand
CONCERT
 SPEAKER

FARRAND MANUFACTURING CO., INC., LONG ISLAND CITY, NEW YORK
Edison Phonograph in the Far Corners of the World

(Continued from page 42)

ments being known as "Kunstraal Edison." The decorations and furnishings of the headquarters building both inside and out are in what is known as L'Art Nouveau style with stained glass in profusion, delicately tinted decorations, unusual lighting effects, and a profusion of flowery plants. Here music is presented in a distinctly appropriate harmonious atmosphere.

Corner of Edison Demonstration Rooms of Compania Harris, Havana.

Elsewhere about the world also are found Edison distributors with establishments that in themselves reflect the substantial character of the demand and the wide appreciation for that

De EERSTE GRAMPHOON in het hartje van Nieuw-Guinea.

KUNT U ZICH EEN BEETU BEAANDELLING VOOR HET EDISON-PRODUCT VOORSLAGEN??
EN DAAROM GEF MEN DE VOORKEUR AAN DE NIEUW EDISON.

KUNSTZAL EDISON

Advertising the Edison in New Guinea musical instrument. They represent proof positive of the international character of music.

St. Louis Radio Association Opposes Direct Advertising

Trades Association Asks Members Not to Harm Broadcasting by Announcement of Sales and Prices, But to Limit Themselves to Names of Companies and the Lion Being Featured

The St. Louis Radio Trades Association has gone on record as opposing direct advertising over the air. According to announcement by Robert W. Bennett, president, the fifty members of the Association who sponsor programs will in the future be limited to the announcement of their firm name and business. All direct advertising will be entirely eliminated.

Under the sponsorship system the announcer of the station carrying the dealer's program will say: "This program is sponsored by Blank & Co., dealers in radio sets and supplies, a member of the St. Louis Radio Trades Association." If the wholesaler desires to use his firm name, mention of the equipment he distributes is prohibited.

The first action on elimination of direct advertising was taken at a meeting of the Association directors on November 1. The formula for the announcements was drawn up by Mr. Bennett, Wm. P. Mackle, secretary of the Association, and Harold J. Wrabe, former president of the St. Louis group and now president of the Federated Radio Trade Association.

Letters have been sent to all members of the Association informing them of the action of the board and asking their co-operation. The Association hopes by its action to influence other radio advertisers throughout the country to eliminate long lists of articles for sale, prices, etc. It is felt by several members of the Association that lengthy announcements in reality harm the broadcast advertiser, as it is believed the average fan will dial away to another station before the announcement is completed by the advertiser.

Channel Number Plan

Not Approved by R.M.A.

The Federal Radio Commission has been advised by the Radio Manufacturers' Association, Engineering Division, that to avoid confusing the public, it is not ready to approve a proposal for identification of broadcast channels by numbers, necessitating radical changes in the dials of receiving sets. The Federal Commission has been advised by H. B. Richmond, director of the R. M. A. Engineering Division, that the engineers of the R. M. A. for the past three months have been studying the channel-numbering proposal and are giving it further careful consideration, but so far are unwilling to endorse the plan.

Sonatron Tube Prices Cut

The Sonatron Tube Co., Chicago, Ill., recently announced a reduction in the list price on the following types of tubes: Sonatron type X-201A has a new list price of $1.50; type X-171 $3.50; type X-112 $3.50; type X-240 $2.00.

Atwater Kent Distributors are now in a position to supply dealers with Red Lion cabinets to fit the new Atwater Kent Model No. 37 A.C. Radio. This includes the entire line, desk type, console, and chest type cabinets. This will in no way interfere with the regular line of cabinets for Atwater Kent Model 35, 30, 33 Radio.

The Red Lion Atwater Kent combination, which supplies cabinet, A.C. Set and built-in speaker to retail at $133, is an ideal outfit to meet the demand.
leaders in almost every industry are laying plans for bigger production, finer production and a swelling volume of sales.

All signs point to 1928 as the biggest radio year.

Careful surveys in the past forty days in many markets reveal the name Kolster as prominent in millions of minds. The star of Kolster Radio is firmly in the ascendancy.

In markets where battery sets will still dominate, and in markets where electric sets will lead, the name Kolster has a new and powerful selling authority.

_Enjoy the KOLSTER FAMOUS COMPOSERS HOUR_
_over the nation-wide Columbia Broadcasting System._
_Every Wednesday 9 to 10 P.M., Eastern Time_
The most salable radio merchandise in 1928 will be Kolster. The keenest dealers will have Kolster, talk Kolster and use the Kolster Advertising and Merchandising Plan to the limit. The reason is quicker turnover and the evidence is coming.

**Use the coupon.**
Music Shoppe in Town of 1025 Population Wins Success Through Store-door Playing

Brunswick Panatrope Dealer of Goose Creek, Tex., Tells How Constant Demonstration Has Proved to Be Big Factor in Its Success—$14,263.53 Business in Five and a Half Months

IT is generally recognized that one of the best methods of increasing record sales is by continuous demonstration at the store door, so that passers-by will be attracted, provided, of course, that the location of the store lends itself to this type of exploitation. Too many dealers believe that it is necessary for an establishment to be located in a big city on a thoroughfare with many thousands of transients. This is not so, as is proved by a recent communication received from the Brunswick Co., announcing its outdoor record demonstration equipment. This equipment consists of two types, one a Panatrope cone mounted on a transom baffle board with all necessary accessories for connecting the cone to any P-3 type instrument in the store, the other is a complete unit for transom use over the doorway.

Accompanying this announcement was a reproduction of a letter from the Music Shoppe, Brunswick dealer of Goose Creek, Tex., a town of 1,825 population. The Music Shoppe has in five months built up a business of $14,263.53, and attributes a great deal of its success to the use of the P-13 Panatrope demonstrator. T. J. Fendren, proprietor of the establishment, tells of its growth as follows:

"From the middle of February to the first of March we did business to the amount of $1,153.19 in machines and records. During the month of March our volume was $2,340.78. For this period we averaged about six records a day and sold about sixteen machines. The remaining business was a small amount of sheet music and phonograph needles. Our total record sales were around three hundred, but not until we installed the remarkable P-13 Panatrope demonstrator did our record and machine volume show much improvement. The first month (April) we had the P-13 going; we sold several hundred records and we still keep very vivid the activity of one day when we sold 150 records. For April, May, June and July we have averaged around twenty-five records per day."

"Since the first of April, the time the P-13 has been going, we have sold twenty-nine portables, fifty-six expanont Panatropes ranging from the $125 to the $325 models, and five P-13 Panatropes at $575 each.

"It might be interesting to some of our brother dealers to look over some figures that we have gotten together from the ledger."

Total for February (13 days) $1,153.19
March 2,340.78
April 2,645.92
May 3,485.85
June 1,896.53
July 1,081.25

Total for five and one-half months $14,263.53

You will notice how the sales began to improve and 'stay there' after the P-13 was installed. It might be advisable to make an explanation here in regard to the decrease in business volume in June. A number of men were discharged from a local industrial plant about that time. We did not feel their loss so much, but others were afraid they would be discharged and naturally held on to their pay checks. We were also about this time reorganizing our business, planning for a big Fall business and improving our methods, in any manner that we could. It was about this time that J. E. Echols joined the firm, succeeding Mr. Robinson.

"You will notice by the figures that as soon as the discharging of men stopped the sales figures went right back to normal. From February 15 to the end of March we averaged $89.95 per day. We did not have the P-13 during this time. From the first of April to the end of July, a period of four months, we did a total of $10,769.56. Taking out the Sundays and holidays we were closed we averaged over $106 per day, an improvement of around $16 per day. We are located thirty miles from Houston, Tex., a city of over 300,000 population."

The demand for quality never ceases.

To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

CLAREMONT WASTE MFG. CO.
Claremont, N. H.
YOU'RE as safe as the Bank of England when you sell a portable phonograph equipped with a Flyer Motor. Every part and every operation—77 in all—in the making of the Flyer is inspected and guaranteed perfect by the inspector—every Flyer must be 100% perfect before it can come to you in any portable at any price.

Cast iron frame, sinewy, athletic spring, bronze bearings, specially cut precision governors and gears—every part of the Flyer is designed and made by experts to stand years of hard use and deliver years of satisfaction.

The Flyer plays two 10 inch selections, is absolutely noiseless, and weighs but 44 pounds. It improves the value and helps the sale of any portable, and portables equipped with the Flyer are the safe, profitable portables for you to sell.

The General Industries Co.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for 25 Years.
Plans for R. M. A. Show and Convention Are Completed

R. M. A. Directors Meet in Cleveland to Complete Plans for Annual Convention and Trade Show in Chicago the Week of June 11

At a meeting of the Radio Manufacturers Association's board of directors at Cleveland, last month, plans for the fourth annual R. M. A. convention and second annual trade show at the Stevens Hotel, Chicago, during the week of June 11th, were completed. A change of the dates for the R. M. A. convention and trade show was considered seriously, because the annual convention of music dealers is to be held in New York the previous week and that of the hardware dealers the subsequent week, but it was found impossible to arrange any other dates for the R. M. A. affair, as duplicate hotel and other accommodations could not be secured for any other week that originally selected by the R. M. A.

The R. M. A. board tried to change the dates for its events to the last week in May and also to other weeks in June, in response to suggestions that the R. M. A. dates might make it difficult for music dealers and those in the hardware trade distributing radio to make engagements at all conventions. Another factor for the R. M. A. board's consideration was the fact that the National Republican Convention will be held at Kansas City during the week of the R. M. A.'s events in Chicago. But after careful consideration of all possibilities of changing dates, with a desire to meet the conditions presented by the music and hardware dealers, it was found utterly impossible to arrange any other dates for the R. M. A. affairs.

The R. M. A. board, therefore, proceeded with the program for the week of June 11th, receiving a detailed report from H. H. Frost, chairman of the R. M. A. Show Committee. Also, the R. M. A. board ratified arrangements for the annual public radio shows during 1928 in New York and Chicago.


A meeting of the R. M. A. membership in New York on January 24th was called by President C. C. Colby of the R. M. A., by direction of the board, to receive a more detailed report regarding the patent interchange enterprise. Also in New York on January 25 the Engineering Division of the R. M. A. will gather to consider the question of uniform radio standards and other engineering problems. On the following day, January 26, the R. M. A. board of directors will meet, also in New York.

To extend the activities of the R. M. A. and increase the services rendered to its members, and also to the public and other units of the industry, the R. M. A. board authorized an increased budget and arranged to have its credit information service operated through a privately conducted credit corporation at a considerable saving to R. M. A. members for credit service.

Action on changes in the constitution and by-laws of the R. M. A. suggested because of the Association's growth and broadening activities, was deferred for further consideration by the board.

The R. M. A. board adopted a resolution, declaring the loss to the radio public and the industry by the death of Rear-Admiral Bullard, late chairman of the Federal Radio Commission.

The R. M. A. manual on cures for homemade static has been so well received by the public that another edition, amplified and revised after consultation with the National Electric Light Association, was planned by the R. M. A. board. Engineers of the N. E. L. A. will cooperate with the R. M. A. engineers in improving the R. M. A. interference manual, Better Radio Reception, and prepare for larger distribution to listeners-in. More than $2,000 of the interference manuals already have reached the public through the R. M. A. and with the very active assistance of the National Association of Broadcasters and the Federated Radio Trade Association.

The Legislative Committee of the R. M. A., headed by Morris Metcalf, Springfield, Mass., also met at Cleveland, but deferred any action. The R. M. A. at present has no legislative program, being satisfied with the initial results of the Federal Radio Law and the work done by the Federal Radio Commission. It has no legislative program to urge at this time and none is in preparation, but it will hold itself in readiness to act through its joint legislative committee with the National Association of Broadcasters on any national legislation which may concern the interests of both in the future.

New Reproducer for the Allen Portable Phonographs

E. Toman & Co., Chicago, Makers of Reproducers and Tone Arms, announce New Product Exclusively for Allen Portables

E. Toman & Co., prominent Chicago manufacturer of reproducers and tone arms, recently announced a new reproducer which will be used exclusively on Allen portable phonographs, made by the Allen-Hough Mfg. Co., Milwaukee, Wis., and which are rapidly gaining in popularity with both the wholesale and retail trade throughout the country.

The reproducer has many new and interesting features in its general construction. The diaphragm is constructed of duralbum, 10/1000 thick, triple suspended, and lacquered to protect it against climatic variations, a feature which is said to bring about a tremendous difference in volume, depth of tone, definition, and in actual reproduction.

E. Toman & Co. have also conceived in this reproducer a splendid development in a positive locking back, eliminating the need for screws which often become loose and cause blasting. Live-rubber gaskets are used to cushion the diaphragm and double-grip tone arm screws securely hold the reproducer in perfect position.

The Allen-Hough Mfg. Co., for which this reproducer has been created, is planning an extensive program to properly introduce it as one of the break-through portable lines. As Don Allen, president of this company, puts it, "This is the one logical reproducer for portables."
SANDAR will make it so!

HERE'S another year and here's SANDAR still riding successfully along on a wave of popularity, making new sales and new friends every day, making 1928 even happier for the dealers who handle SANDAR and for the fans who purchase it.

Lower priced than any other licensed speaker of its size—$27.50—attractive in appearance, perfect in performance, the Sandar Senior now has a popular, healthy running-mate in the Junior model, retailing at $16.50. Both of them, from all reports, are destined to build up even better records during the current year.

Sandar franchises are valuable assets these days—they mean prestige and profits. Why not seize a real opportunity by signing up Sandar! Write TODAY for terms and full information.

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York
High Priced Talking Machines and Radio Receivers Selling in Milwaukee Territory

Electrically Operated Sets Prove Popular—Federalized Radio Trade Association to Meet in February—Oshkosh and Madison Units Join Wisconsin Radio Trade Association

MILWAUKEE, Wis., January 7—Extremely favorable reports from Milwaukee retail establishments and jobbers have been received with regard to the recent holiday business on radios and phonographs. Electrically operated sets have been exceptionally popular. Vernon H. Maurer, president of the Badger Radio Corp., jobbing house, stated that within two weeks during the Christmas selling season this company distributed four carloads of the new A. C. sets.

High-priced phonographs sold extremely well in Milwaukee during the holidays, according to Harry Goldsmith, of the Badger Sales Co., Victor jobber in Wisconsin.

Yahr-Lange, Inc., reported an excellent sale of their Super-Ball antenna during the holiday season and the company has shown a 30 per cent gain over last year, according to Fred Yahrl. The concern is receiving hundreds of pictures showing excellent window displays of the Super-Ball antenna by dealers. Judging from the number of photos which have made their appearance the campaign to get the Super-Ball properly displayed has not been in vain. Efforts of the individual dealers will not have been in vain either, as general reports indicate that their window displays have brought in additional sales.

The meeting of the Federated Radio Trade Association in Milwaukee February 14 and 15 is expected to stimulate business to a great extent. An elaborate program of entertainment is being arranged. Registration will begin at 9 a.m. the first day. A luncheon will be held at 12:15. Immediately following the luncheon the business session will open and run through until 5:30. The entire second day will be given over to business session with a big stag banquet to close the session. On the first night there will be a theatre party and dance.

Two new units have been added to the Wisconsin Radio Trade Association, the Oshkosh unit and the Madison unit. A recent meeting of dealers at the Atbeam Hotel at Oshkosh brought out a number of men in the field who listened to a talk by W. B. Arvin, assistant secretary. Another meeting will be held some time this month.

Appointed Distributor of the Allen Portable Line

The Aluminum Specialty Co., Dallas, Tex., has been appointed distributor of Allen portables in the territory they cover, according to an announcement by the Allen-Hough Mfg. Co.

This distributorship is headed by Al Le- maire, a very live, capable, experienced merchandiser. His plan of cooperation to the trade extends along broad lines and includes selling assistance plus unusual support to the dealer in the promotion of business.

The Aluminum Specialty Co. offers its dealers only guaranteed merchandise of publicly accepted value. It accords the trade advertising and merchandising aid, and introduces business-producing plans of thoroughly tested value.

In introducing Allen portables Mr. Lemaitre states that in his opinion he is now offering his dealers the finest profit opportunity, and with a nationally advertised line of unquestioned selling value.

Victor Features Among My Souvenirs in Car-Card Ads

Because of the popular demand two records of "Among My Souvenirs" were advanced in release to dealers by several weeks. The vocal recording was made by the Revelers, and Paul Whiteman and His Orchestra played it in concert style. The dance recording of "Among My Souvenirs," by Roger Wolfe Kahn and His Orchestra, was issued some weeks in advance of the others. The Victor Co. featured the three recordings of the selection in its car-card advertising starting January 6.

Rochester Show in September

ROCHESTER, N.Y., January 7—The fourth annual Rochester Radio Show, sponsored and managed by the Rochester Radio Trades, Inc., will be held during the period from September 17 to 22, inclusive, at Convention Hall here.

JEWEL TONE ARM AND REPRODUCER No. 60

A continuous tapered brass tone arm with the latest phonic type of reproducer. Made to meet the demand for a good S Shape brass tone arm with the new type of reproducer at a reasonable price.

Gives an excellent reproduction. List price — $11.00. Write for discount.

JEWEL PHONOPARTS CO.
510 No. Dearborn Street
CHICAGO, ILL.

Length, 9 1/4 in.
List price in Nickel Plate, $8.00

We are now ready to offer to manufacturers of large cabinet phonographs our No 55 Special Brass Tone Arm. This is an extreme S Shape with 21 in. for column; length from center of base to needle point—10 1/2 in. Diameter of base—1 3/8 in. Very loud and

The Talking Machine World, New York, January, 1928
Interesting Events of the Trade in Pictures

Above—Miss Bradley King, Metro-Goldwyn-Mayer scenarist, with her Brunswick Panatrope. Miss King, who always plays to the accompaniment of music, purchased the instrument from the Young Music Co., of Venice, Cal.

Above—David Sarnoff, vice-president and general manager, Radio Corp. of America, has been elected to the RCA directorate.

Above—Mr. and Mrs. Louis Sterling and officials of the Nipponophone Co., Japan and their wives.

Above—Charles Sale, comedian of "Gay Paree," and girls of cast listening to an Allen Portable.

Above—W. H. Richardson, new president of Music Trades Ass'n of Southern California.

Above—Miss Madeline Cameron, specialty dancer in "Hit the Deck," now playing on Broadway, enjoys the Kolster radio receiving set in her dressing room while "making up" for her next dance.

Left—The annual banquet of the Chicago Representatives Association at the Electric Club in Chicago was one of the most enjoyable trade events of the season.

Below—Attractive window display of the Wisconsin Gas & Electric Co., Stromberg-Carlson dealer of Waukesha, Wis. This concern finds artistically arranged windows a most effective stimulator of sales.

Above—Executives and salesmen of Trilling & Montague, Philadelphia radio wholesalers. Seated, left to right: D. M. Trilling, J. A. Cahill, J. P. Kelly, H. Montague. Mr. Kelly is local RCA representative and was present to award to Mr. Cahill the RCA prize for selling the most Radiotron Display Outfits in one month.
To insure even greater profit for our Dealers, through speedy stock turnover, we have secured the one logical reproducer for portables.

This reproducer has been created exclusively for Allen Portables. It is perfect for its purpose—made to give you maximum volume and purest tone quality—and is in no sense just a stock reproducer converted for portable use.

By all means, hear the Allen Portables today. Three splendid models, in attractive colors, built to bring you a fine continuous profit. A complete line entirely covering the accepted range of prices. Plus a guarantee policy which protects our Dealer’s profits! Just ask the best Jobber near you for samples!

Allen Portables Are Now Nationally Advertised in The Saturday Evening Post and Other Magazines—Creating Public Demand and Direct Business for Active Dealers.
Created for
ALLEN PORTABLES

Dealers taught us all we know about portables. Told us what they needed to make real profit. And that's why we have the greatest line ever presented to the public.

For there's no substitute for actual experience in this business. Only with full appreciation of the trade's needs can merchandise, in actual demand, be produced.

Now take your profit. Start today to sell Allen Portables. Call upon the best Jobber near you for samples. Or, write us direct for local Jobber's address, and attractive catalog. Act now—you built this profitable new line!

Model 5
HAVING developed the one logical reproducer for portable phonographs, we were faced with the problem of selecting that manufacturer who could give it broadest use. Looking over the entire field carefully, we chose the Allen Hough Manufacturing Company, Milwaukee. Their constructive policy of dealer development, and their long experience in portable manufacturing, convinced us that an exclusive contract with them was the ideal arrangement for us and for the trade.

This reproducer has a duraluminum diaphragm 10/1000 thick, triple suspended, and lacquered to protect it against climatic changes. Compare this with the ordinary diaphragm of one-fourth its thickness, note the difference in volume, in tonal depth, in actual reproduction. Note the positive, foolproof locking back, the live rubber gaskets, the double grip tone-arm screws, and other exclusive features.

E. TOMAN & CO.
2621 W. 21st PLACE - CHICAGO, ILLINOIS
Record Wholesale Shipment Made by Ernest Ingold, Inc.

San Francisco Atwater Kent Jobber Shipped Merchandise Valued at $150,000 to 374 Accounts in 141 Cities in One Day

A shipment of 4,756 packages in one day, December 8, 1927, made by eleven men and one redheaded boy in six hours and twenty-five minutes is claimed to be a world's record by Ernest Ingold, Inc., of San Francisco.

The shipment consisted of 821 Atwater Kent receivers, 782 Atwater Kent speakers, $164 Cunning tubes, 524 Atwater Kent power units, 1,381 Eveready batteries and 86 Pooley cabinets.

In addition to the sidewalk space used for this shipment, the entire shipping floor of the establishment was similarly crowded. The result: the value of the shipments for the day was over $150,000 and it went to 141 cities and to 374 accounts. Ernest Ingold is shown congenerating F. N. Cassell, head shipper. To the right of him is H. C. Webb, Melvin DeLyon, and H. S. Hinze.

Eddy Thomas Is Signed as Exclusive Brunswick Artist

An announcement was recently received from the general offices of the Brunswick-Balke-Collender Co., Chicago, to the effect that Edward Francis Thomas, popularly known as Eddy Thomas, has been signed as an exclusive Brunswick recording artist. Mr. Thomas is a member of the Yacht Club Boys, one of the popular Brunswick recording organizations. Mr. Thomas was born in Philadelphia and received his early education in that city. After winning several amateur theatrical contests he decided to go to New York with the intention of making the best of his musical talent. Being quite proficient on several musical instruments, he became affiliated with various orchestras entertaining the "400." His tenor voice is of the intimate type, with a style that is extremely popular, and he plays the guitar, banjo and violin. His first Brunswick record release will be on sale February 2.

William A. Carroll, Inc., Is Allen Portable Jobber

The Allen-Hough Mfg. Co., Milwaukee, recently announced that William A. Carroll, Inc., of Detroit, has taken over the exclusive distribution of Allen portable phonographs in Detroit and adjacent territory. William A. Carroll, Inc., was recently reorganized. Located very favorably in relation to the Ford plant and with a capable and aggressive personnel, the firm is laying ambitious sales plans for 1928 in the distribution of Allen portables.

Jannaco Bros. Music Stores at 167 Main street and 77 Northern Boulevard, Flushing, N. Y., featured the Columbia-Kolster Electric Reproducing phonograph during the holiday season with great success.

Part of Huge Atwater Kent Shipment

Eddy Thomas is shown recording a selection for the Brunswick-Balke-Collender Co.'s "Music Memory Contest." The National Bureau for the Advancement of Music has marked the completion of its tenth year of active promotion of the School Music Memory Contest with the publication of a new booklet on the subject entitled "Adaptations of the Music Memory Contest." The booklet is available free to music educators who received advance proofs have expressed their hearty approval of the booklet.

F. R. Williamson With Edison Distributing Branch

Frank R. Williamson has joined forces with the Edison Phonograph Distributing Co. at its Kansas City, Mo. branch, and will henceforth travel in that territory. He was formerly in the employ of Harger & Blish, former Edison jobber at Des Moines, Ia., maintaining this connection for nine years, and later was district manager of the Maytag Co., in Miami, Fl. He has a wide merchandising knowledge.

"Something wrong with the set? Sure, I'll send our service man over right away"

Your Service Man's Time is Money — money made or lost!

YOUR service man can also sell. But, the best service man is only as efficient as the instruments he uses. Equip your service men and your store with complete portable special-purpose testing equipment that is designed for rapid servicing on all models of radio sets and power units, including the new electrically operated sets.

Sterling Universal "B" Tester

A complete portable testing labereot for Power Units and all D-C circuits up to 300 volts. Voltmeter (0-100 scale) and milli-ammeter (0-100 scale) are independent or in combination. Light complete with plugs and adapters. R-410-List price $36.00

Sterling "Universal Service" Tube and Set Tester

Used with batteries or Power Units. Tests large and small tubes including 1211 type. Milliammeter shows amplifying strength of tube. Combination voltmeter tests both the "A" and "B" voltages, also has detec- tive circuits, testing, open transformers. Poor contacts in speakers, etc. Voltmeter shows resistance and wires R-412-List price $26.00

Sterling "B" Power Tester

A high resistance, low priced meter for checking the output of any Power Unit or B batteries and other D-C circuits up to 300 volts. A necessary unit in the radio service men's equipment. R-413 D-C Model, List price $6.50

Sterling "Metered" Tube Reactivator

For large and small tubes, including 12A-1, 1211 and all tubes having shorted filaments. Emission meter shows tube needs reactivator, also improvement after reactivation. Handle on back. Complete with adapters. R-403-List prices: 50-60 cycle $11.50 25-40 cycle $12.00

THE STERLING MANUFACTURING COMPANY
2831 Prospect Avenue
Cleveland, Ohio
James P. Quam Aided in the Development of the Industry

One of the outstanding individuals in the music-radio industry from the standpoint of creative genius is James P. Quam, who has been active in the trade for over ten years. Mr. Quam designed the complete line of United phonograph motors manufactured by the United Air Cleaner Co., of Chicago, and when the company became one of the pioneers in the manufacture of radio parts in 1920, each part was a result of the inventive genius of Mr. Quam. One of his products which has been an outstanding success in the automotive field is the United air cleaner, now standard equipment upon the automobiles, trucks and tractors of over one hundred and fifty American manufacturers. A similar product is the Quam vacuum system used in cleaning large hotels and office buildings.

One of the most recently designed products to come from the hands of Mr. Quam is the United pick-up and amplifier for phonographs, which has met with a nation-wide response since it appeared upon the market a few months ago. At the present time he is experimenting on a new development which he believes will top all past achievements. It is expected that an important announcement regarding this product will be made to the trade in the near future.

After graduating from college, where he specialized in engineering, Mr. Quam became associated with Westinghouse Electric & Mfg. Co. In 1915, with L. D. Rudolph, he founded the United Manufacturing & Distributing Co., now known as the United Air Cleaner Co., and during the World War his services and the facilities of the plant were taken over by the government for the manufacture of French fuses. The manufacture of fuses is a delicate process and the United plant was one of the two factories in the United States which successfully made these important devices.

Mr. Quam also designed the Quam radio loud speaker which is now merchandised by the Quam Radio Corp., a subsidiary of the United Air Cleaner Co.

1928 Numerical List of Victor Records Issued

The Victor Talking Machine Co. recently issued to its dealers the "1928 Numerical List of Victor Records," containing a complete list in numerical order of all records, in all languages, that are sold by dealers in the United States. This book is supplied dealers to provide them with a proved method of keeping track of their stock of records. This is a valuable reference book for dealers.

Bonus to Fada Employes

A holiday bonus to all Fada Radio employes in proportion to the amount drawn in annual pay was declared by F. A. D. Andrews, Inc., Long Island City. Employees in foreign branches shared in the distribution as well as those in this country. In announcing the bonus, Frank A. D. Andrews, president, voiced his pleasure in sharing Fada Radio's prosperity with every one in the organization.

James P. Quam

Lyrephonic
Junior

LYREPHONIC PRODUCTS

Will provide increased profits for 1928

Write for full details

ANDREW P. FRANGIPANE & CO., Inc.

Factory and offices: 261 Warren St., Lyndhurst, N. J.
Western factory representative: Max Targ, 229 W. Randolph St., Chicago, Ill.

Berliner's Achievements

Make Interesting Volume

Frederic W. Wile Tells of His Labors in Telephone, Graphophone and Microphone Fields

"Emile Berliner, Maker of the Microphone," is the title of a volume of some 353 pages, published by Bobbs-Merrill Co., Indianapolis, and written by Frederic William Wile, with a preface by Herbert C. Hoover, Secretary of Commerce. The book is an amazingly interesting story of an immigrant boy who by his inventions and tireless efforts in this great land of opportunity made history in the telephone, graphophone and microphone fields.

Mr. Wile tells of Mr. Berliner's many contributions which are backed by authoritative data. Particularly interesting are the chapters devoted to the telephone, the graphophone, the invention of the lateral-cut record, and the important part Mr. Berliner has played in the radio industry through his contribution of the microphone, which has made possible broadcasting and the modern system of recording for talking machines; Mr. Berliner's contribution to public health through his labor which led to the general patentization of milk on Government standards—unknown side of Berliner's work—is a great tribute to the man who, now in his seventy-fifth year, is still discovering and inventing. Incidentally, the author of this volume pays a great tribute to the Victor Talking Machine Co. and its achievements.

In keeping with his early explorations in the field of acoustics which led to his successful work in the telephone and talking machine fields, Mr. Berliner is to-day keenly interested in ball acoustics; in other words, the production of acoustic tiles or a similar process that can be applied to the interior of halls, churches or public buildings, whereby improper hearing facilities so common now in public buildings may be obliterated.

This is only one of the many subjects which are taking up the time of this tireless worker, whose name is world-wide and whose achievements are properly set forth in this volume as a tribute that will be stimulative to young men of ambition who are given such a wide field of opportunity in the United States.

TEST IT. OUR VICTOR

Record Service

has a reputation for efficiency. Suppose you try it.

E. F. DROOP & SONS CO.

1006 G. STREET, WASHINGTON, D. C.
231-33 CLAY ST., BALTIMORE, MD.
An Amazing Record of "A" Power Reliability

THE original Gould Unipower was the first complete radio "A" power unit in the market. Early experience proved to Gould engineers that no ordinary flat plate battery element could ever stand up under trickle charge conditions and the strenuous power demands of the modern set.

That is the real reason why ordinary "A" power units have so frequently turned out costly failures.

A New Invention
To meet these conditions, an entirely new type of battery construction, first developed for submarine service, was built into the new Gould Unipower. It is called the Gould Kathanode assembly (patented). Kathanode is the battery assembly with the protected positive plate—protected by the use of a patented glass mat which assures long plate life under trickle charge operation. With the new Gould Kathanode Unipower, care is reduced to a minimum. Service expense has been practically eliminated. The actual record is amazing.

Out of the first 4000 Gould Kathanode Unipowers placed in service only 4 have ever required attention—and these 4 cases were due to minor mechanical defects.

Your Protection
The new Gould Kathanode Unipower pays you a full profit. And it is a clean profit, safe from later service expense. Dealers everywhere say that this new unit at last brings a real solution of the vexing "A" power problem. It will pay you too to investigate. Write direct today or get in touch with your nearest Gould jobber. Gould Storage Battery Co., Inc., Depew, N. Y.

The new KATHANODE Unipower

A GOULD PRODUCT

IMPORTANT NOTE: Authorized Gould Unipower Service Stations located at strategic points are now equipped to repair the old type Gould Unipower with the new Kathanode elements at special reduced prices. Full details on request.
Crosley and Brunswick Representatives
Hold Sales Conventions in Cincinnati

Cincinnati, O., January 7—The usual post-holiday hull is disappearing rapidly and the demand for talking machines and records is increasing day by day. Taking the year 1927 as a whole, and taking the trade as a whole, the past year's business is regarded as being satisfactory. There was a good volume of holiday business and as a consequence stocks reached a very low point. Enthusiastic over business prospects for the coming year, twenty division and district managers of the Crosley Radio Corp. arrived in Cincinnati December 29 for their semi-annual conference at the Crosley factory. They represented Eastern and central Western territories.

Visiting salesmen were addressed by Powell Crosley, Jr., president of the corporation. Mr. Crosley referred to 1927 as the biggest year in the history of the company, but optimistically predicted even a larger volume of sales in 1928. He gave assurance of the company's ability to successfully meet competition and maintain its reputation for giving the radio public the best possible product at the lowest possible price. Carrying out such a policy, Mr. Crosley said, he is thoroughly convinced will mean a continuation of its remarkable position in the radio field.

Plans for carrying on a gigantic selling campaign during the next year were discussed, preliminary to the annual convention, which is to be held later on.

Just before the first of the year representatives of the Brunswick-Balke-Collier Co. assembled in Cincinnati for their annual meetings. Plans were made for a vigorous campaign in 1928 and the various details were explained to the men. There were, of course, the usual social affairs, including a banquet. "Although we had just announced the new 17-8 Panatrope-Radiola combination instrument, there was a wonderful holiday demand for it, and this demand is increasing rapidly," explained H. H. Sellers, assistant manager.

"The past year has been the most successful one we have had," stated C. H. North, vice-president of the Ohio Talking Machine Co., Victor jobber. "With respect to record sales, the return in 1928, but we realize that the 'easy' days are gone and knowledge that intensive sales efforts will be necessary to make the gain," he commented.

"We have had splendid results from the broadcasting of Columbia records by Station WKN, which takes place over WKN between 9:30 and 11:30, the Columbia-Kolster machine being employed," said Miss Rose Hethger, manager of the local branch of the Columbia Phonograph Co.

"Taking the year 1927 as a whole, our talking machine sales were very satisfactory in our downtown store and in our Norwood store," stated Otto Gros, manager of the Cincinnati Co.

"We did two and one-half times more business in 1927 than we did in the preceding year, and it is hardly necessary for me to explain that we are more than well satisfied with our volume of sales," stated Morris Fante, of the M. W. Fante Co. At Steinway Hall, where a good-sized stock of the more expensive talking machines and records is carried in a special department, it was reported by A. W. Schu, who recently became manager of the store, that business in this line has been very satisfactory.

With its recent additions, the store of the Starr Piano Co., which is Gennett headquarters, has taken on the appearance of a combined art gallery and bazaar. The walls are covered with fine paintings, due to the fact that it is now the home of the Cincinnati art center, and in showcases there are to be seen the beautiful goods of the Gift Shop, which is operated by Miss Ruth Drayn, a Widener girl. Another department which has just been opened up in the store is known as Biddle-Brunswick Shop, which also carries a full line of RCA sets. This department is along the west side of the room. At the rear is the Starr phonograph and Gennett record department, where complete stocks of these products are maintained.

Richmond Music Trade
Optimistic Regarding 1928

RICHMOND, VA., January 9—Outlook for a good volume of business in the phonograph line in this territory during the new year is bright, the opinion of representative jobbers and dealers.

Expressing himself as highly pleased at results in 1927, C. E. Tischer, manager of the local branch of Steiff's, which has a wide line, is laying plans for a systematic and thorough canvass of the countryside around Richmond with a view of increasing his volume of business during the current year. Several motor trucks have been requisitioned for the purpose of carrying talking machines to homes in the rural districts to be left on trial or delivered, as the case may be. Mr. Tischer believes that this canvassing work is going to produce extra good results.

Godbrough Bros., Lyric jobbers, announce that they have been working overtime bringing out some new Consolee models in this line so that they might be exhibited at the High Point, N. C., show in January.

Work is proceeding apace on the new home of the Corley Co. here, which is being erected on the site of the one destroyed by fire last Fall, and the indications are that it will be ready for occupancy the latter part of the Spring or early Summer. Meanwhile the firm is doing business in temporary quarters a few doors removed from the site on Broad street. Sterchi Bros. & White, of Salem, Va., are new Victor dealers appointed by the Corley Co., distributor of this line.

Joseph H. Steinbrecher, Jr., formerly manager of the retail record department of the Corley Co., is back again with this firm. He resigned last summer to become manager of the phonograph department of Steiff's.

Joe Ramos, formerly manager of Steiff's at Roanoke, is now associated with the local music store of Manly B. Ramos, operated for many years by his father, the late Manly B. Ramos. His mother, Mrs. Alb. Bargess Ramos, has been carrying on the business since her husband's death.

Charles J. Rey, manager of the Richmond branch of James K. Polk, Inc., distributor of Polphones, spent the Christmas holidays at his old home in Atlanta, returning to Richmond in time to attend a conference of the sales force in the Richmond territory. The firm has introduced a new line of portables that promises to be very popular.

John Cowan, who has charge of the North Carolina and South Carolina for the James Cowan Co., of this city, is just back from a trip through that territory, reporting that business is opening up well for the new year in both States.

E. W. Feltner, formerly manager of the Martin Music Store, which went out of business about a year ago, has just opened a business of his own at 325 North Adams street, known as the Adams Street Music Co. He is handling the Victor machines and several lines of records.

Chicago Dealers Using the “Abox Girl” Window Display

Display Stand Provided by Abox Co., Maker of Abox Eliminator, Used by Eighty-six Chicago Retailers in Less Than a Month

"The Abox Girl," shown in a display stand which has played an important part in the campaign of the Abox Co., Chicago, appeared in the window displays of eighty-six dealers.

Using the “Abox Girl" in a Window

display in the City of Chicago in less than one month. "The Abox Girl," which replaces the "A" and "A Box" battery eliminators, taking cognizance of the fact that eleven seconds is the average time a passer-by will devote to stopping and looking at a window display, has been most helpful which has proved its value in a very short period of time.

The "Abox Girl" is posed in the act of putting the Abox "A" eliminator in the battery compartment of the radio cabinet, suggesting convenience and simplicity of operation and dramatizing the entire story of the Abox product. In co-operation with the Tay Sales Co., Abox distributor in Chicago, eighty-six dealer window displays were designed and placed on display within eight weeks, utilizing different ideas and display schemes. In the accompanying illustration the Abox Girl is shown placing the Abox eliminator in a Steiff's receiving set. The reproducer unit is like the one pictured herewith appeared in many Chicago stores, including the Witzel Music House, O. R. Martin Co., the Benson Music Shop and Shalok's Music Shop. The display has also been used as an "overnight" display, just inside the store door, with a spotlight playing upon the "Abox Girl," eliminator and radio.

New Store in Omaha

A new music store was recently opened at 1415 Farnam street, Omaha, by Mr. L. V. Bolin. A complete line of Brunswick Panatrope, records and Radiolas is carried. Mr. Bolin was formerly connected with several of the leading music stores in Omaha.
Rola’s Superb Performance
Is Still Further Improved!

Rola was first in the development of the modern, high-quality cone reproducer—a speaker which re-created the entire tone-range of modern broadcasting.

The advent of AC sets and the newer power tubes with high voltages, created a need for greater loudspeaker capabilities. Rola engineering now meets these new requirements with a new Rola reproducer, giving a performance far surpassing former Rola achievements. We offer in these improved instruments a performance that sets new standards in the industry.

Tone Quality has been markedly improved by extending the response range in the bass register, and by eliminating all periodic resonances. The new bass response greatly enhances the illusion of reality. Resonance-free reproduction brings new delights to the listener.

Power Capacity is practically unlimited and the new Rola can be used with any power amplifier at any output volume. The new Rola cannot be rattled or blasted.

Stability is a new word in connection with loudspeakers. We apply it to these new Rola Speakers because of their ruggedness and dependability. The new Rola is positive in adjustment and foolproof in use. It can be depended upon for continuous, trouble-free performance—with any radio set and under all conditions.

The new Rola offers a loudspeaker merchandising opportunity of tremendous potential value to the better class of distributors and dealers. It is a line at once beautiful in appearance, outstanding in performance, and remarkably free from service requirements.

No other combination so surely makes for profit! Write our nearest office.

The Rola Company
612 North Michigan Avenue, Chicago, Illinois
Forty-Fifth and Hollis Streets, Oakland, California
New Principle in Acoustic Development
Using Two Diaphragms Is Announced

New Principle of Reproduction Claimed by Instrument Employing Two Separate Diaphragms and Two Separate Air Columns—Compactness of Machine Is One of Its Features

A new patented principle in acoustic development has just made its appearance. The machine is based on a new and different principle of reproduction, it is claimed.

First, two diaphragms are used, one being Acoustical experimenters who have sought to amplify the lower frequencies have been faced with the fact that an extremely long air column was an absolute necessity, and after giving it due consideration from the commercial angle of both cost and housing space, have decided that rather than amplify the fundamental frequency, to call it a day and let the harmonic of the desired frequency serve instead. In most cases it is rather a poor substitute for the fundamental.

As an alternative, there has been tried a lower-pitched reproducer, which, while greatly assisting the horn in the lower range, has also the drawback of lowering the entire tonal register, so that a violin reproduces as a cello, etc. The problem has been accomplished in this instrument as follows: Two separate air columns playing simultaneously, each emphasizing its own characteristic tone. While the bass is dominant, it does not overshadow the treble, so that the blend of tone which only occurs at the horn openings is rich in tone and depth, and with greatly augmented volume. The bass viol which has a range of about forty cycles to two hundred and fifty cycles is now apparent, together with bassoon, kettle drums, trombone, and yet the wind instruments as the oboe, flute, piccolo, which cover a range of two hundred and fifty to about forty-five hundred cycles, are not sighted in the least.

Needle and diaphragm noise is practically eliminated, due to design of stylus mounting and the cushioning effect of the opposed diaphragms. In test with respect to record wear no difference could be noted over standard types of reproducers, the playing of the electrically recorded orchestral records using this system of reproduction are a revelation Instruments whose identity heretofore were questionable, now positively identify themselves; organ selections, with the high reed pipes and down to the lowest note which it is now possible to record, are reproduced faithfully and with full resonance.

Friedman Records Liszt's "Campanella" for Columbia

Ignaz Friedman, Columbia exclusive artist, has recorded for Columbia's latest celebrity list a piano selection which, since its composition by Franz Liszt, has probably been more used as encore number by concert pianists than any other. Its various interpretations certainly arouse more interest than any other short piano solo. This is Liszt's celebrated "Campanella," a tone picture of the bells of the Campanile at Venice.

Friedman's rendition of this difficult air has long been the delight of critics and public, and the new recording preserves amazingly his familiar bright delicacy of attack and rare singing legato. The production of this number should insure large sales of the record.

THE LINE OF PROFIT

Excel Phonographs and Radio Cabinets

Excel phonographs, radio cabinets and combination instruments have been designed to meet every exacting taste. They are produced in all popular finishes and styles, including Upright, Console and Wall Cabinets and complete line. Our centrally located factory and excellent shipping facilities insure prompt deliveries and attractive trade prices.

The models illustrated show several products of the EXCEL line, mechanically and acoustically up-to-the-minute in every detail. The EXCEL line is appealing to the decisioner's eye, ear and purse. Your request for a catalog and price list will be given prompt attention. Enterprising dealers will find the EXCEL line well worth investigating.

Excels Electronic and High-Power Models

The Talking Machine World, New York, January, 1928
Molded Wood

Dealers—Demonstrate
SETS, TUBES AND OTHER ACCESSORIES, BY “HOOKING UP” WITH MOLDED WOOD TONE CHAMBERS

Make Sales!

REPRODUCTION UNEXCELLED MAKES MEDIocre SETS AND APPARATUS SOUND GOOD

A Graceful, Compact, Non-Vibrating, Molded Wood Tone Chamber, sweet and mellow as a violin, scientifically constructed to reproduce naturally all notes, high and low, without distortion or over-tone—this is our proud contribution to radio enjoyment.

We save you cost and trouble of mounting. Both of these Tone Chambers come to you already mounted in this box. Just shove it into the cabinet, block and it is ready to ship. Takes any standard size unit.

Manufacturers!

We make a full line of tone chambers for every style and size of cabinet.

Molded Wood tone chambers will help sell your cabinets.

Let us show you how to save money and improve the quality of your 1928 products.

A wire at our expense will bring full details.

Send for Catalogue

MOLDED WOOD PRODUCTS, Inc.

219 West Chicago Avenue

CHICAGO, ILLINOIS
Southern Aluminum Co. to Distribute Allen Portables

Large Distributor in New Orleans Now Represents Allen Line of Portable Phonographs Exclusively in Its Extensive Territory

The Southern Aluminum Co., New Orleans, La., world's largest distributor of portable phonographs, now represents Allen portables by the point of merely stocking the trade. It offers only merchandise which is fully guaranteed, and at prices which afford the dealer a real and legitimate profit. Operating with ample capital they extend terms which relieve the burdens of the trade and assist the dealer to expand.

They create inauspicious suggestions for their customers; supply useful advertising material, and in many cases furnish salesmen for sales promotional aid. By these methods the Southern Aluminum Co. has developed many comparatively small concerns into considerably larger ones, and large concerns into really great ones. The files of the company disclose hundreds of testimonials from merchants whose books show thousands of new accounts built up through these business-getting methods.

The addition of Allen portables is being heralded to the trade in a big way by the Southern Aluminum Co.

L. P. Naylor Joins Staff of the Arcturus Radio Co.

L. P. Naylor, a well-known figure in radio engineering circles, is the latest addition to the executive staff of the Arcturus Radio Co., Newark, N. J., manufacturer of A-C tubes. Mr. Naylor has been appointed sales manager of the Arcturus organization. He was formerly associated with the Amrad Corp., Forest Electric Co. and the Cooper Ritter Co. His experience includes intimate knowledge of the gaseous rectifier type of tube. Mr. Naylor was the manufacturer of the Roylan B battery eliminator, and is an active member of several technical societies.

Sherman, Clay & Co. Make Large Profit on Building

SAN FRANCISCO, CAL., January 4—Sherman, Clay & Co. will realize half a million dollars through the sale of the large office building at Post and Stockton streets, which they have owned for several years, as an investment. In the itemized, audited report of Sherman, Clay & Co., as of December 31, 1923, they showed the building to have a value of $502,581.44 net. The structure was acquired in 1919 to become the future home of the company, but has appreciated so much in value that it was sold for approximately a million dollars.

James Melton, Tenor, Now Exclusive Columbia Artist

First Introduced to Metropolitan Audiences as a Member of Roxy's Gang—Has Joined the Singing Sophomores and Is Radio Feature

One of the most recent additions to the Columbia Phonograph Co.'s list of exclusive popular recording artists is James Melton, young Southern tenor, who first sang to New Yorkers as a member of Roxy's Gang. This young artist is a native of Florida and attended the University of Florida, University of Georgia and Vanderbilt University, paying his way by singing and orchestral directing.

In addition to his engagement with Roxy, Mr. Melton has received a number of offers from Broadway producers and is now featured in several radio broadcast hours. He recently became a member of the Singing Sophomores, Columbia's famous male quintet. Mr. Melton was one of the assisting artists at the Columbia Phonograph Co. Radio Hour on December 21 when the "Two Black Crows" entertained.

Polymet Officials Abroad

Otto Paschkes, president, and Mat C. Greene, vice-president of the Polymet Mfg. Co., sailed recently for Europe on a business and pleasure trip. They plan to study the European situation so as to be in a position to extend to European radio manufacturers and distributors the most effective service and cooperation. It is expected that they will return to the Polymet headquarters in New York the latter part of February.

Fine Atwater Kent Publicity

NASHVILLE, TENN., January 3—Upon the occasion of the recent Nashville radio show the Nashville Banner published a special Atwater Kent section devoted entirely to news and Atwater Kent advertising. President Kent's picture appeared on the first page together with an interesting story on the growth of the Braid Electric Co., local Atwater Kent distributor.

Wall-Kane Christmas Gifts

N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., greeted his many friends in the talking machine trade at the holiday season with two useful as well as ornamental gifts. One was an attractive metal desk calendar simulating the familiar display card of Wall-Kane needles, attached to which was a daily calendar pad. The other was a combined letter opener and magnifying glass.

The Mahaffey Music Co. recently opened a store in Cameron, Mo., with a complete line of talking machines, records, radio and other musical instruments.

"Electrified"

That's the magic word that moves radio sets today. You can electrify every radio set in your town with Majestic

"A" and "B" Electric Power Units

NO Acids or Liquids
Concealed Batteries

Majestic Units Improve Radio Reception

Write us for name of your nearest jobber.

Grisby-Grunow-Hinds Co.
4540 Armitage Ave. Chicago
A motor nation's reliance—Heineman Motor No. 77

Okeh Phonograph Corporation
Sole Sales Agents
OTTO HEINEMAN, President and General Manager
25 West 45th Street
New York, N.Y.
Pipe Organ Solo with Vocal Refrain
No. 40944
10 in. 75c.
“YESTERDAY”
Organ Solo with Refrain
By Seger Ellis

“MY BLUE HEAVEN”
Pipe Organ Solos by Sigmund Krumgold

The music lovers’ choice….
No. 40904
10 in. 75c.
“INDIAN LOVE CALL”
and
“GYPSY LOVE SONG”
Pipe Organ Solos by Sigmund Krumgold

SIGMUND KRUMGOLD
OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

NEW YORK, N.Y.
Edith Lorand—

Europe’s greatest contribution to music.

Music so exquisitely pure in technic and tone that Edith Lorand is now, by her Odeon Records, named in America as

the great violinist and conductor

ODEON
ELÉCTRICO
RECORDS

No. 3217—12 inch $1.25
RIGOLETTO (Verdi) Selections, Part 1 and 2
Played by EDITH LORAND and Her Orchestra

3215
MINUET IN G (Beethoven),
FAIR ROSEMARY (Kreisler),
TRIO IN G FINALE (Haydn),
12 in. $1.25
Edith Lorand, Violin Solo
Edith Lorand Trio

3212
TRIO NO. 1 IN D MINOR (Mendelssohn) Andante con moto and Scherzo,
12 in. $1.25
Edith Lorand Trio

3216
FRIEHLINGSTIMMEN WALTZ
(Voices of Spring) Part 1 and 2
12 in. $1.25
(Joh. Strauss),
Karol Szreter, Piano

3214
FORGET-ME-NOT (Waldteufel),
Part 1 and 2,
12 in. $1.25
Edith Lorand and Her Orchestra

3209
LA BOHEME (Puccini), Selections,
Part 1 and 2,
12 in. $1.25
Edith Lorand and Her Orchestra

5133
MONDNACHT (Schumann),
12 in. $1.50
DER LINDENBAUM (Schubert),
Emmy Bettendorf, Soprano

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

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.'
YOU Can Get Your Product Into 1,000,000 Homes When You—

"Give it to Schilling!"

Manufacturers of Syndicated Blotters

Schilling Syndicated Blotters handsomely printed in 4 colors featuring your product, and resold to dealers with their names imprinted, bring results. Write for samples, prices and how to increase your dealers' business by the simple method of sales promotion.

Made only by
The SCHILLING PRESS, Inc.
Direct Mail Headquarters
Schilling Building New York City

Sample Blotter Showing Style for Envelopes
With Bills and Correspondence—Printed in 4 Colors.

Master-Phonic Portable Is Announced by Peerless Co.

New Portable Phonograph Being Marketed by Peerless Album Co. Possesses Several New Features—Designed to Please Eye and Ear

The Master-Phonic, a new portable phonograph, described as "the extraordinary portable for 1928," has been announced to the trade by the Peerless Album Co., New York. This new portable, which is illustrated herewith, was designed to appeal to the eye as well as to the ear, according to Phil Ravis, president of the Peerless Co.

A four-foot concealed tone arm, serpentine tone arm, special matched reproducer, record album with ten individual pockets and Heinemann motor are among the features of the Master-Phonic. It is covered with genuine DuPont fabrikoid, and is elaborately decorated in multi-color effects. Appearance, quality and tone are stressed by the manufacturer. The Master-Phonic lists at $25, and has been added to the line of Peerless portables which cover a range of list prices from $12 to $30.

In a chat with a representative of The Talking Machine World, Mr. Ravis stated that 1927 was the best year which the Peerless Co. had enjoyed since 1921, and all indications are that 1928 will be the best year in the history of the organization, judging from advance orders and new merchandising outlets. Mr. Ravis said that the Peerless Co. is rapidly outgrowing its present commodious quarters embracing 12,000 square feet, and plans are being made to obtain still larger manufacturing space which he expects will become necessary early in 1928.

Victor Educational Catalog and Graded List Issued

The Victor Talking Machine Co. recently announced a revised issue of the "Educational Catalog and Graded List," which has a complete listing of all records issued in the Educational Specials Nos. 1, 2, 3 and 4.

The catalog is divided into four parts: Lists graded for particular grades, classifications for use in teaching Music Appreciation, lists of correlations of Victor records with the teaching of other subjects, and a comprehensive list of composers and alphabetical and numerical indices. It is a necessary volume for dealers.

Perryman Tube Prices Cut

Lower list prices on several types of Perryman tubes have been announced to the trade by H. B. Foster, general sales manager of the Perryman Electric Co., Inc. The new prices are as follows: RH-201A, reduced to $1.50; PA-112 and 112A, to $3.50; PA-171 and 171A, to $3.50, and PA-240, to $2.

An Unusual Christmas Card From S. L. Scheer

The unusually effective Christmas card illustrated herewith was sent to his many friends by Sam L. Scheer, Long Island representative of the North American Radio Corp., New York, prominent distributor of leading radio lines. The products distributed by the North American organization in its territory include Farrand speakers, Zenith receivers, Eveready batteries, Cunningham and Raytheon tubes, etc.

New Store Opened

A new music store was recently opened in Plainview, Tex., by Jesse Jones and his son, Maxwell. The store will operate under the name of Plainview Music Co. and will carry a full line of Starr phonographs, Gennett records and other musical instruments.
J. C. Frye Made Freshman Assistant Sales Manager

Will Work Under Direction of Harry A. Beach, With Whom He Was Long Associated in the Victor Talking Machine Co.

James C. Frye, who has been associated with the merchandising end of the music industry for many years, has been appointed assistant sales manager of the Charles Freshman Co., Inc., New York. Much of Mr. Frye's earlier experience was gained in association with Harry A. Breh, general sales manager of the Freshman organization, who was in those days a field executive of the Victor Talking Machine Co. Mr. Frye's new connection brings him in close contact again with Mr. Beach, under whose immediate direction he will serve in an executive capacity with the Freshman Co.

Until recently, Mr. Frye was New England representative of the Victor Talking Machine Co., following his activities for many years with the Victor Co. in various Eastern territories. He was at one time manager of the Victor department of the Knit-Campbell Music Co., distributor, of Denver, Colo.

W. P. Hamilton Elected Houck Co. Vice-President

LITTLE ROCK, ARK., January 3—W. P. Hamilton, manager of the local store of the O. K. Houck Piano Co., which has its headquarters in Memphis, was elected vice-president of the company at a meeting of the stockholders recently. Mr. Hamilton has been with the O. K. Houck Co. for twenty-two years, and was connected with the Nashville and Chattanooga stores before coming to Little Rock as bookkeeper in 1918. He was made manager in 1919, and his recent promotion is in recognition of his proven ability. The officers of the Houck Co. are J. F. Houck, president; W. C. Sutherland, vice-president and general manager; W. P. Hamilton, vice-president; J. C. McConnell, treasurer, and Jesse F. Houck, Jr., secretary.

Delores Cassinelli Starred in Columbia Studio Party

Delores Cassinelli, film star and lyric soprano, was starred in the Studio Party of the Columbia Phonograph Co. Hour of December 28. Miss Cassinelli combines fame in two fields. She has starred in thirty-two cinema pictures, including "The Unguarded Hour," and is also warmly praised on the concert stage. She has just been engaged as an exclusive Columbia recording artist.

Other Columbia artists in this broadcast were Julian Oliver, Spanish tenor; Frank Harris, tenor; the American Singers, male quartet; the California Ramblers, orchestra; Ben Selvin and his Orchestra; Eddie Thomas Collegians, orchestra, and the Ideal Serenaders, orchestra.

Important Executive Changes in Oro-Tone Co.

Leigh Hunt Relinquishes Active Management of Company—Remains a Director—T. A. Galt, General Manager and Treasurer

Leigh Hunt, actively identified for the past ten years as general manager of the Oro-Tone Co., Chicago, world's largest exclusive makers of reproducers, tone arms and amplifiers, has taken permanent headquarters on the Pacific Coast. Mr. Hunt has enjoyed a signal success with this important manufacturer, and, although he relinquishes active management, will continue on the directorate, handling the Coast business and export contact in the Far East and British Columbia.

Succeeding Mr. Hunt as general manager and treasurer is Thomas A. Galt, who has recently acquired substantial stock holdings in this successful corporation. Mr. Galt is a dynamic, energetic man of excellent personality. He is an experienced manufacturer, having been connected in an executive capacity with the Adams & Westlake Co. for the past twenty years. In taking over the reins of Oro-Tone Mr. Galt is planning an active program of continued development in both engineering research and sales promotion.

He will be ably assisted by Ray Hunt, who is well known to the trade for his energetic cooperation during recent years with this same company.

Announcements of new plans will be released from time to time as developments are intro-
The Talking Machine World, New York, January, 1928

The Spirit of the Dance!

Reproduced "With the Golden Tone"

You will be amazed at the living tone and reality of the Sun reproducer on any make phonograph. Every note is faithfully reproduced, free from excessive surface noise, blasting and metallic shrill, and yet gives a powerful volume. No longer is recorded music indistinct and unreal.

Over six years ago the United States granted a patent on the Willett diaphragm. This was the beginning of the Sun reproducer, which is so universally recognized as the ultimate. The fact we now have more than five hundred Dealers and several Manufacturers is evidence of the truth in this statement. We are still selling Dealers who started when the Sun reproducer was introduced.

The year 1928 holds much in store for the Sun Dealer. Quick sales and larger profits are made possible through our many advertising and Dealer helps. We have compiled an interesting report for the Dealer who wants to sell the best. This report conclusively proves the Sun reproducer will increase the sale of records and new phonographs.

Write for Catalog Today

THE GOLDEN SUN CO., 2829-31 Grand Avenue, Louisville, Ky.
Allen-Hough Mfg. Co. Has Developed a Successful Business in Four Months

H. Don Leopold, Vice-President of the Dearborn

Months Old Has Blossomed—Present Portable Production More Than 700 a Day

In these days of intense competition, giant consolidation, and the rush of living, the romance in new business created is often over-

To secure distribution for an unknown product is a "man-sized job," and particularly so if you do not propose to underbid the market. The first few calls upon jobbers were fruitless. At the end of the first fortnight the only receipts were in advice and suggestions.

Then came the first glimmer of hope. A New York distributor was interested in securing a portable line for his exclusive use in the metropolitan area, and was finally persuaded that this new product would serve his purpose. One week later another jobber was added; and then two more.

Even for this small production, the original manufacturing facilities were inadequate, and the Racine plant space was doubled. Commitments were made for the output of a manufact-

Don T. Allen

looked. But the romance is there; and if one chooses to look, he sees much beyond the pyramiding of hard dollars.

just four months ago two enterprising young men, in Milwaukee, carefully made plans for the manufacture of portable phonographs. They had before them small but adequate capital, and behind them a store of experience built by three years' association with the industry. Most important—they had the will to build a business plus the ability to proceed logically in so doing.

Arrangements were made for modest factory space in a small Racine box manufacturing plant. Negotiations were opened for supply of necessary materials, and after much experimenting first samples were designed and developed.

Employees

Allen Portable Window Display for Dealers

turing operation of similar nature in New York City. All of these moves were taken with just a few scattered orders on hand and almost entirely upon anticipation of what the future might hold. It takes grim determination and real courage to invest the savings of a lifetime upon this basis. Just four months ago, however, such was the inception of the Allen-Hough Mfg. Co., Milwaukee.

To-day their production is in excess of 700 portable phonographs every twenty-four hours. Distribution extends from coast to coast and includes the largest portable jobbing outlet in the world. At the present rate the new company will enjoy a million-dollar volume in the first year of operation. In view of the low unit price of these machines ranging from $7 to $12 wholesale, the creation of this business in so short a time is truly remarkable.

A mere idea, four months old, has blossomed into a profitable business. A new product has come to bring joy and entertainment to the public, and a consistent campaign to announce it has started in the Saturday Evening Post, "The Talking Machine World" and through displays in dealers' windows everywhere.

Radio Industry Offers Aid in Aviation Development

Radio Manufacturers' Association in Letter to Aeronautical Conference Offers Help in Bettering Radio Equipment for Airplanes

The helping hand of one so-called infant industry, radio, was extended to another, the aviation industry, recently at the Aeronautical Conference at Washington called by Secretary of Commerce Hoover and conducted by William P. MacCracken, Jr., Assistant Secretary of Commerce for Aeronautics.

The Radio Manufacturers Association, in a letter from President C. C. Colby, presented by Assistant Secretary MacCracken to the Washington Aeronautical Conference, composed of the leaders of the aviation industry, offered the aid of the radio industry in developing better radio equipment for the aviation industry, commercial and military. A similar offer of the R. M. A. engineering, technical and other resources has been made to the Aeronautical Chamber of Commerce of America, which has headquarters in New York.

At a preliminary conference of the aeronauti-

cal industry leaders, held in New York, Presi-

dent Colby, of the R. M. A. appointed George

H. Kiley, vice-president of the Farrand Mfg.

Co., Long Island City, as the R. M. A. represen-
tative. For the discussion of technical en-
ingineering questions, H. C. Leuteritz, of the

Radio Corp. of America, a member of the Aeronautical Chamber of Commerce, also

was appointed by President Colby for the Radio

Manufacturers' Association.

As practical measures for development of radio for aviation purposes, Federal Govern-

ment authorities advised the R. M. A. that im-

provement of beam signals, short wave high frequency radio transmission, and development of fixed aerials for airplanes were among the immediate needs of the aviation industry. The appointment of contact committees between the R. M. A., representing the radio industry, and the aeronautical interests, for a thorough study of radio needs in aeronautics, was another step suggested. Installation of experimental radio apparatus on airplanes by members of the R. M. A. is another suggestion made.

The responsibility fell to the Radio Manu-

facturers Association to aid development of aeronautical radio also was expressed to the

War Department, the Navy Department, and the Post Office Department and tenders of assistance were made. For the War Depart-

ment, F. G. Trumbull Davison, Assistant Secretary of War for Aeronautics, wrote President Colby of the R. M. A. that: "when any radio prob-

lems arise in the Air Corps, we shall certainly take advantage of your very kind offer and explain them to you and ask your assistance."

Eldridge R. Johnson, former president of the Victor Talking Machine Co., was recently elected a life trustee of the University of Pennsylvania.
The New A. C. Set

$88

Model 37

Operates wholly from house-current (110 to 115 volt, 60-cycle, A. C.) Self-contained. Three stages of R. F. A., detector, two stages of A. F. A. 7\frac{1}{2} inches high, 17\frac{1}{2} inches deep. New all-satin finish—upper panel in antique gold, rest of cabinet in rich brown or golden bronze (optional). Price, without tubes... $68

Now all in one!

A TRULY electric set, using A. C. tubes, with the power supply built in.

COMPACT—actually smaller than many old sets of the battery type—can be placed anywhere.

TONE—exquisite—no disturbing power noises—the hardest problem of A. C. operation is SOLVED.

VOLUME—can be reduced to a whisper or raised to the fortissimo of a brass band.

SELECTIVITY—a highly selective set.

FULL VISION ONE DIAL—read at a glance—programs instantly selected or changed.

DESIGN—cabinet is shielded against outside electrical interference. Built-in power supply, a new marvel of engineering, doubly shielded.

ACCURACY—every working part of every receiver matched for that particular receiver. All parts true—some of them to two thousandths of an inch—and protected from deterioration.

FINISH—new satin finish. Your customer's choice of rich brown and antique gold or golden bronze and antique gold.

MANY EXCLUSIVE FEATURES which cannot be copied without infringing on Atwater Kent patents.

PRICE—startling, until you remember the 15-acre factory where we have learned to make many sets as carefully as we could make one.

Phonograph Repair & Accessories Co.,
Appointed Vocalion St. Louis Jobber

Will Operate in Missouri and Illinois—Koefer-Brenner Co. organizes Record Club Among Victor Dealers’ Sales Forces—Artists’ Appearances Stimulate Record Sales

St. Louis, Mo., January 7—Given the impetus of the past year, which was one of the best in the history of the talking machine and allied trades, St. Louis dealers are looking to 1928 with confidence, if not eagerness.

To insure the continued development of the business, the Koefer-Brenner Co., local distributor of the Victor products, has embarked upon a unique idea. It has organized a record club among the sales forces of the various dealers of the city, the purpose of which is to discuss Victor record releases and to pass on sales ideas. The initial meeting of the club was held at the Coronado Hotel this month and Miss Helen Moore, of the Kieselhorst Piano Co., was elected president.

This month, at the New Grand Central Theatre by the Victor Corp.

Mr. Lowry recently made two personal appearances at stores, the first at Scruggs, Van-dervoort & Barney’s, and the other at Nugent & Bros., during the noon hour, personally meeting the customers and autographing many records for purchasers.

The new Columbia-Kolster Viva-tonal electric reproducing phonograph and the new Brunswick Panatrope combination model PR 17-18, both of which were recently introduced to the trade, are meeting with considerable success in the city.

Additional impetus was given to Brunswick business through the recent announcement of price changes on the better-class records. The changes, which affect all gold and purple label records, as well as album sets and foreign records, have met with a response beyond the hopes of the local dealers of the local dealers of the local dealers.

The “Two Black Crows,” the Columbia release, continued to set new high sales records. The latest releases, parts five and six, are another which is now used and is short supply.

The former releases of this pair of artists a short time ago.

The local branch of the Brunswick Co. recently announced that the complete radio set manufactured by the company has been turned over for distribution, effective January 1, to the Phonograph Repair & Accessory Co., of St. Louis, which will operate in Missouri and Illinois. At the same time it was announced that the Arphone Corp. will officially open a branch office in Kansas City for the promotion of its Okeh records. Howard E. Fleming, formerly connected with Arphone’s Okeh record force, has been placed in charge of the new branch.

To adequately provide for the continued demand for portable sets, the Arphone Corp. has just completed the installation of a greatly augmented daylight portable plant, which will enable the concern to increase the production of these instruments to treble its former maximum capacity.

Plans for the coming year were outlined at a sales conference held at the St. Louis branch of the Columbia Co. during the past week, while similar action was taken at a meeting of the Arphone Corp.’s sales force held shortly before the first of the year. The Brunswick Co. also is planning a similar meeting.

The regular monthly meeting of the St. Louis Radio Trades Association was held Wednesday, December 21, at the downtown Y. M. C. A. In the absence of President Bennett the meeting was presided over by Harold J. Wrasle, past-president.

The entertainment feature of the meeting was presented by the Ray-O-Vac Battery Twins. The boys were appearing at Station KMOX all week and took time to come to the radio men’s gathering.

General Sales Co. Is Now an Arborphone Distributor

The General Sales Co., Detroit, Mich., was recently appointed distributor for Arborphone radio products in Detroit and vicinity, according to an announcement from the Arborphone headquarters in Ann Arbor. According to Louis Ingram, sales manager of the General Sales Co., the new Arborphone A.C. operated models are moving rapidly and with the re-opening of the Ford motor plants and the prospects of a banner year in other motor car factories, a gratifying increase in radio sales is expected.

Loftin-White Circuit Booklet

A twenty-four-page booklet explaining the Loftin-White circuit in principle and construction has been prepared by the Arborphone Division of the Consolidated Radio Corp., Ann Arbor, Mich. The booklet describes the application of the Loftin-White circuit to the two lines of Arborphone radio receivers in which it is now used and it should prove of value to dealers and salesmen.
"TALK-BACK"
Phonograph Recorder

This little device makes records on any phonograph

Its records can be played on any phonograph

Now, at last, is a device that gives every phonograph owner the thrill of recording—right at home—voice, music, radio. Not only records it, but plays it back true as life.

LIST: "Talk-Back" $7.50
3 Records $1.00
COST DEALER: For "Talk-Back", $4.50
For 3 Records .60

A pleasant pastime of Sophie Tucker, popular OKeh record artist.
Singing or talking into the "TALK-BACK", the home recorder, which also reproduces its own recordings. Enjoyed immensely by Sophie Tucker and her friends.

The "TALK-BACK"
The new musical sensation for easy home recording doubles the pleasure of owning a phonograph

Consolidated Talking Machine Co.

CONSOLIDATED BUILDING
227-229 W. Washington Blvd., Chicago
New Atwater Kent Receiver
Model 37 Placed on Market

Six-Tube A. C. Receiver Has Single-Dial Control and Volume Control—Presented at Dinner in the Hotel Commodore

At a gathering composed of representatives of the newspapers and trade press and executives of various distributing organizations, the Atwater Kent Mfg. Co. presented its newest contribution to the field of radio receiving sets, known as Model 37. The occasion was a dinner tendered by the Atwater Kent Mfg. Co. of Philadelphia, Pa., at the Hotel Commodore, New York, on Wednesday evening, December 21. The dinner was presided over by Vernon W. Collamore, sales manager of the organization. Two short speeches were made at the close of the dinner by P. A. Ware and K. E. Smiley, of the Atwater Kent Co., relative to the new set that was to be shown.

The Model 37 is a six-tube A. C. receiver comprising three stages of radio frequency amplification, a detector and two stages of audio frequency amplification. It has a single-dial control, and provision is made for increasing or decreasing the volume by means of a control knob. The set is self-contained in a metal cabinet which completely shields the electrical assembly inside, including the power supply, which in turn is surrounded by metal shields. A choice of two color combinations is available with the new metal cabinet, either brown and gold or bronze and gold. In both combinations a departure has been made from the crystalline finish to a satin finish. The cabinet is surrounded by a gold-plated name plate, in low relief, picturing a full-rigged vessel of the old Spanish galleon type. The set is listed at $88.

This new set is illustrated in "The Newest in Radio" section in this issue of The Talking Machine World.

Electro-Phonic Needle
Announced to the Trade

Recently Formed Chicago Firm, Headed by J. C. Hart and Nat Golden, Planning Campaign in Interest of Electro-Phonic Needle

Considerable interest has been aroused in the trade by the activities and products of the new Electro-Phonic Needle Co. of Chicago.
H. C. Schultz, Inc., Has Had Amazing Growth in 2 Years

Mid-West Sonora Distributor Has in Brief Period Grown to Be One of the Leading Musical Instrument Jobbers in Country

In May of the past year H. C. Schultz, Inc., well known in mid-West musical and radio circles, organized a corporation which promptly became the Michigan interest of Yahr-Lange, Inc., Milwaukee, and the Cleveland branch of the Pennsylvania Phonograph Distributing Co.

Enlarged quarters were engaged in a prominent downtown building and in six months' time three additional floors were taken over by this progressive organization. A branch was opened in Cleveland immediately under the management of H. C. Price.

The H. C. Schultz organization is one of the outstanding Sonora distributors in the United States. The sales increases made by this organization on Sonora products have amazed even Sonora officials. The entire sales organization is made up of men well known in the music and radio industry, most of them having spent a number of years in this business and they know dealer problems.

C. J. Doser, who has had eighteen years' experience in the musical instrument and accessory business, has charge of the musical merchandise department. He has completed a catalog of this line, which is second to none in the music industry. That it is the most complete and finest offered is the consensus of opinion of those who have received it.

How well the policies and merchandising of this organization are being received by the trade in the Middle West is evidenced by the fact that in six months 685 new accounts—which never before purchased merchandise from the predecessors of this company—were procured. Two hundred and six of these new accounts were awarded the franchise for the Sonora line.

The growth of this organization has been phenomenal—from a "two-man" operation to one of the country's leading musical supply houses—all of which was accomplished in two years' time. The organization now numbers forty-four employees and Mr. Schultz, president, predicts this year's sales will run well over $1,000,000.

When asked how it is done, Mr. Schultz's reply was: "We handle only dependable merchandise that we can guarantee absolutely—at a fair fixed price regardless of cost, and give the dealers the kind of service they cannot help but like."

The accompanying illustration shows the sales organization, as follows: Rear row, left to right: Forrest Bunker, field service manager; C. J. Doser, manager musical instrument department; F. L. Wheistles, Detroit; C. C. Price, manager Cleveland branch; William H. Oaten, general sales manager; H. H. Rosenberg, southern Ohio and West Virginia; Jack Cullen, Detroit; H. J. Sundberg, Detroit. Front row: E. N. Quarters, Michigan; Phil R. Lang, Michigan and western Pennsylvania; A. Semple, Cleveland; H. C. Schultz, president; Orville Eley, Michigan; J. L. Wellman, Michigan. C. H. Alsaak, northern Ohio representative, was too busy to attend the meeting.

J. W. Jenkins Joins the Arborphone Sales Division

J. W. Jenkins has joined the national sales organization of the Arborphone Division, Consolidated Radio Corp., Ann Arbor, Mich., as special sales representative. Mr. Jenkins will co-operate with a selected list of Arborphone distributors, helping them apply to their own territories the Arborphone plan of merchandising. His headquarters will be in Ann Arbor, Mich., in care of Sanford Bros., the national sales representatives for the Arborphone line of radio products.

E. A. McMurtry, Canada, Visits Columbia Offices

E. A. McMurtry, general manager of the Columbia Phonograph Co., Ltd., of Canada, with headquarters in Toronto, was a recent visitor to New York, calling at the Columbia executive offices. Mr. McMurtry stated that Columbia business in Canada during 1927 had been very satisfactory, record sales being double the figures for the preceding year. Columbia dealers generally are very enthusiastic regarding the sales outlook for 1928, basing their optimism upon the steady growth in Columbia sales and prestige throughout Canada.

DECA-DISC

The Full Automatic With Electric Amplification

The Deca-Disc Full Automatic Orchestral Entertainer with isolated speakers by which orchestral music may be furnished in two or more rooms at one time, controlled in each room independent of the others. These extensions may be carried to the upper floors or to the pool room in the basement. Each unit operating independent of the others, and all from the one amplifying instrument which may be in the house or any out of the way place ready to supply music all day or night without attention.

Being amplified thru a power speaker gives it a wonderful range of volume and the tone is an exact reproduction. Think of having Paul Whiteman's Orchestra, Sousa's Band, Wurlitzer's Pipe Organ, John Charles Thomas, Marion Talley and others at your command at all times.

With a volume control you can turn it on full and it is as loud as the band or orchestra itself. Turn it down low and a conversation or card game may be held without interruption. For dancing it is a perfect substitute for the orchestra.

The Deca-Disc Full Automatic Orchestral Entertainer makes available for the first time at reasonable cost an entertaining system that meets the requirements of hotels and restaurants, large or small.

It is equally as satisfactory in the home, occupying little space, furnishing perfect entertainment.

Manufactured by

The Deca-Disc Phonograph Co.
Waynesboro, Pa.
Prosper with
Kellogg Radio
in 1928

Talking Machine and Radio Dealers in Toledo Report Satisfactory Sales Volume

Talking Machines, Radio Receivers, Combination in Holiday Buying—Toledo Radio Co. to Toledo, O., January 7—At the Lion Store Music Rooms, Manager Lawson S. Talbert reported that during the two weeks preceding Christmas buying was heavy in talking machines. While a considerable number were delivered to patrons, many machine customers preferred combinations. In the radio division, a great gain was made. Buyers purchased sets liberally. They demanded merchandise of quality and of standard makes. Unknown names were a drug on the market.

At the J. W. Greene Co., December proved a successful month. Machine and record sales were slightly ahead of a year ago and radio sales were much better, according to W. W. Smith, president. A campaign of advertising which embraced newspaper, billboard, direct mail and windows is given credit for much of the showing. Buying centered around new merchandise—people asked for the latest in phonographs, radio and records.

The Toledo Radio Co. on January 12 will hold sales and service meetings for Sparten dealers in this territory. Harry Sparks, sales manager of the Sparks-Withington Co., Jackson, Mich., will have an important place on the program. Executives and members of the engineering stuff will also be present. The purpose of the gathering, Chas. H. Womeldorff, president, stated, is to better inform dealers and service men so that they may extend their efforts. The meetings will be held in the auditorium of the J. W. Greene Co.

The new LaSalle & Koch Co., Brunswick Shop, according to Wilbur F. Cooper, manager, closed a very satisfactory holiday business. This fine shop caters to a class of buyers who prefer combinations. Miss M. Plotkin has joined the firm as manager of the record section of the enterprise.

The Whitney-Blaine-Wildermuth Co., Brunswick and Victor dealer, experienced a renewed demand for machines during the two weeks preceding Christmas, according to Henry C. Wildermuth, treasurer. The call for radio sets was greater this year than in the past. Sparten and Atwater Kent lines are featured. Prospects for the new year are extremely bright, Mr. Wildermuth believes.

The United Music Store experienced an increase in Panatrope and Victor sales, both for December and for the year 1927, according to the department manager.

Acoustical Development Corp. Has New Product

Producing Stock Model Tone Chamber to Be Used in Mechanical or Electrical Reproducing Phonographs and in Radio Cabinets

The Acoustical Development Corp., Chicago, has announced the addition of a stock model tone chamber which may be used in mechanical or electrical reproducing phonographs and also in radio cabinets. This tone chamber, known as Model M-14, has an air column measuring sixty inches in length, and is said to faithfully amplify and reproduce the entire musical scale. This tone chamber is adaptable to practically all standard cabinets, is light in weight, yet sturdy built, and the material is such that it greatly aids the low scale notes. In addition to Model M-14, the firm is adding a number of tone chambers to its regular stock models. The Acoustical Development Corp. maintains its general offices at 230 East Ohio street, Chicago, and its factory in Racine, Wis.

W. C. Fuhri, Columbia Executive, on Trade Trip

W. C. Fuhri, vice-president and general manager of the Columbia Phonograph Co., New York, will leave on January 15 for a Pacific Coast trip, visiting as usual Columbia branches and wherever possible Columbia dealers in the important trade centers throughout the West. Before leaving on this trip Mr. Fuhri stated that December Columbia sales had been considerably ahead of last December, with the record volume particularly gratifying, and over 30 per cent in advance of November sales, an excellent showing.
Kellogg Radio was the outstanding success of the 1927 season.
Kellogg's A-C operation made it the ideal line for the musical instrument house.
Kellogg has no batteries to worry the user — or to cause service expense to the dealer.
Kellogg is true A-C radio, using Kellogg's own A-C tubes.
Limited production restricted the territory that could be opened up last fall.
Increased production for 1928 creates Money-Making opportunities for new distributors and dealers.
Applications are now being considered.

Kellogg Switchboard & Supply Company, Dept. 25-91, Chicago

Trade Activities in the Akron-Canton Territory

AKRON-CANTON, O., January 7.—Talking machine and record business has slowed up considerably with the advent of the new year, after one of the most active holiday seasons in recent years. Trading was slow in getting started, but from ten days to two weeks before Christmas dealers in this area had all they could do. There was not only much activity in talking machines, records and radios, but the accessory trade was unusually good.
C. J. Russell has been made manager of the talking machine department of the Klein-Heffelman-Zollars Co. department store, Canton, now controlled by the Ross Stores, Inc., and the department, located on the mezzanine floor, has been enlarged and additional floor space given over to talking machines, records and other accessories.
The D. W. Lerch Co., one of Canton's oldest music houses, has just concluded observing thirty-two years of business existence.
There has been an unprecedented demand for the newest Columbia phonographs, the model 7-20, retailing at $125, where it recently was introduced. Dealers both in Akron and Canton have been successfully disposing of this attractive model.
That the next four months will see much activity in radio was the prediction made by George C. Willie, head of the music house at Canton bearing his name.
Johnny Marvin, well-known Brunswick recording artist, appeared in person at a Canton theatre for four days and drew capacity audiences. While in Canton Mr. Marvin was at the talking machine departments of the William R. Zollinger Co., where he autographed many of his records for the store's customers.
Repairs have been made to the Haloock music store in Medina, which was badly damaged when a water heater, operated by gas, in the basement exploded.
Talking machines and records in the future will be merchandised in the basement at the store of the George S. Dales Co., Akron, with entrance on Howard street.

Golden Sun Co. Announces New Reproducer Sales Plan

Object of Campaign Is to Prove to the Dealer That Sun Reproducer Will Boost Sales

The Golden Sun Co., of Louisville, Ky., has introduced a new sales plan on the Sun reproducer. This plan has been experimented with for several months and proved highly successful. The object of this new plan is to prove to the dealer the Sun reproducer will increase record sales as well as create prospects for new phonographs.
F. A. Sunderhauf, sales manager of the Golden Sun Co., has compiled the results of the new selling plan and states that he found most dealers sell reproducers because their customers ask for them. In only a few cases was the reproducer sold as a sales promotion for records and new phonographs. He further states that a good many dealers are selling reproducers and giving their customers the impression that it will make a new-style phonograph out of an old one. This misrepresentation is very dangerous and may cause the loss of a prospect for other musical merchandise.
Sun reproducers are sold with the understanding they will improve any old or new phonograph, but will not make a new phonograph out of an old one. The Golden Sun Co. now has over five hundred satisfied dealers. Some of these dealers started when the Sun reproducer was introduced. They also have several large manufacturers using the Sun reproducer.

National Assn. of Music Merchants Board to Meet

Board of Control of National Association of Music Merchants to Meet at Hotel Commodore on Thursday, January 26

The Board of Control of the National Association of Music Merchants will hold its annual mid-year meeting at the Hotel Commodore, New York, on Thursday, January 26. It is probable that the amount of business which is to be transacted at the meeting will necessitate at least one session on Friday, January 27. The Board of Control includes the Executive Board, Advisory Board, Auxiliary board, including chartered State Association representatives and State commissioners from States where no chartered associations exist.
President C. J. Roberts is desirous of having a large attendance as matters of great importance will be presented for discussion. It is possible that suggestions looking toward important changes in the by-laws will be presented. A luncheon for members of the Board of Control will be held Thursday at the Commodore and it is probable that the New York Piano Merchants' Association will arrange for a dinner for Thursday night.

A. B. Cornell Proves Prowess as Hunter

A. B. Cornell, formerly identified with several prominent manufacturers of phonograph parts and widely known throughout the phonograph industry, is proving to be a hunter of considerable skill. A few weeks ago while running near Valley View Farm, which he owns, Mr. Cornell shot a very beautiful red fox measuring over forty inches from tip to tip. He is naturally quite proud of his prowess.
Below Zero Weather and Snow Fails to Cool Optimism of Twin Cities Dealers

Interest in New Panatrope Combination Is Marked—H. L. Davies Now Covering Choice Territory—Advertising Campaigns on Phonographs and Radio Featured Month

MINNEAPOLIS AND ST. PAUL, MINN., January 9.—The Northwest is under some few feet of snow and the thermometer hovers below zero, but prospects are warming. The prognosticators are of one mind, that though Winter has come and with a vengeance, Spring cannot be far away and all is well for 1928.

The wonderful increase over 1926 that the Brunswick books showed in November was continued to and through December. The record business was excellent. S. C. Schulz, manager of the Brunswick offices, is highly pleased over the response made since record prices were reduced.

Keen interest is felt in the debut of the new model Panatrope combination. A triple larger than the former console type, it is a very compact instrument. The Eddie Dunstedder records continue immensely popular, nationally as well as locally. Real compliments have come from dealers not handling Brunswick records, who praise the organ recordings most highly. Two new Dunstedder records will be ready early in the new year. There has been an unusual sale on the Nick Lucas records.

Mrs. Eggers, who has been the head of the Minneapolis office of the Consolidated Talking Machine Co., is kept busy by the added duties of the Detroit business and spends her time between the two.

H. L. Davies, who has been connected with the Minneapolis branch of the Brunswick-Balle-Collender Co. since 1920 and has traveled into every territory covered by the branch, is now covering the city where the branch is located and is winning as many friends among the Minneapolis dealers as he did through the State. This appointment is a part of the program inaugurated by Selman Schulz since his transfer from the Chicago Loop territory to district management of the Brunswick Minneapolis branch. Mr. Schulz is surround-

H. L. Davies

Radio Cabinets
By UDELL

A beautiful new 32-page catalog illustrating and describing the greatest line of Radio Cabinets in the country is ready.

Write for your copy today

No. 368-16. With panel cut for Radiola 16.


The UDELL WORKS

28th St. at Barnes Ave.
Indianapolis, Ind.

Vocalion Race Record
Demand Is Phenomenal

Jack Kapp, manager of the Vocalion record department of the Brunswick-Balle-Collender Co., personally unearthed the biggest selling record in the history of that company. "Jim Jackson's Kansas City Blues." The most phenomenal part of this sale is that there is no particular territorial demand, as the orders are rolling in from all parts of the country. The indications of its possibilities are evidenced in the sales of the Watson Co. of Memphis, which sold 10,000 records in ten days.
Free to Dealers

Life-Size Display—the Most Famous Girl in Radio!

Send For Yours Today

The Abox Girl has been adjudged the most beautiful and effective window and store display ever offered by a radio accessory manufacturer. She is known to millions of readers of the leading metropolitan newspapers and radio magazines through the nation-wide Abox advertising campaign, and is used as a sales feature by hundreds of prominent dealers from coast to coast.

The Abox Girl is life-sized, 59½ inches high; is the creation of one of America's most celebrated artists, and is lithographed in ten colors. At a short distance she is easily mistaken for a real person.

There is only a limited supply left. Therefore, requests must be filled in the order in which they are received. Clip the coupon to your letterhead, mail it today and learn how you can add this expert sales-lady to your staff.

The Abox Company

6-Volt Abox Eliminator
This model will operate any set using eight or less standard 6-volt tubes. Not necessary to change wiring set. Over 100,000 of this type in use. List $32.50.

4-Volt Abox Eliminator
A new model for sets using 4-volt tubes. Fits Radiola battery compartment. Size, 8¾ inches long, 4 inches wide, 6½ inches high. Output—6 amperes, 4 volts D.C. List $27.50.

THE ABOX COMPANY,
215 N. Michigan Ave., Chicago
I can use one of the beautiful Abox Girl Displays. Please tell me how I can secure one.

Name: ____________________________
Address: __________________________
City: ____________________________ State: __________

I buy Abox Eliminators from _______ (jobber)

☐ Check here if you want free circulars.
THAT IS WHY
YOU WILL SELL

Berg Artone
PORTABLE PHONOGRAPHs
in 1928

The most complete line.

MODEL NO. 728, $16.50
Suitcase shape with 26" tone column and throwback tonearm.

MODEL NO. 828, $15
New appearance and performance.

MODEL NO. 14, $12.50
Compact model, weight only 8½ lbs.

Berg A. T. & S. Co. Inc.,
Startling Portable News!

You know that long horns or tone chambers produce fine music. After months of experimenting and considerable investment in special dies and machines, we are happy to announce four new portables for 1928 with tone columns varying in length from 26 inches to 44 inches! Listen to their performance and you will be amazed that such fine portables can be produced at such reasonable prices.

Write for samples to-day

Also—

Two New Electrical Pickup Portables

Interest in electrical pickup portables is growing rapidly. We have produced two models that serve double purpose. Play them as regular portables or with the pickup through the detector tube on any good radio set!

MODEL NO. 30
$30.00

MODEL NO. 42
$42.50

Long Island City, N. Y.

Prominent Residents of Boston Form the Music Lovers’ Phonograph Society

Boston, Mass., January 7.—The year’s business with the wholesale houses in the talking machine line has been a fairly satisfactory nature in most cases. This much, however, is certain: the demand, and this was especially true approaching the holiday season, was for the high-priced instruments, and of course a dealer would rather sell a few of these than a greater number of the low-priced ones. The record business has been uniformly large. As for the radio business jobbers and dealers appear to have had a good year.

Quite outstanding are the reports from some companies which have been pushing new models which the public have grasped eagerly; and this has greatly accentuated sales and made both November and December stand out conspicuously.

Outlook Bright for Columbia

New England Manager Bill Parks, of the Columbia Co., says that his department wound up the year with a very substantial increase of business over 1926, and he adds that altogether he considers it the most satisfactory year in Columbia history, in part because so many new friends and customers were made. That the business was not forced but was the natural result of a good product and fair policies is the way he puts it. “With this kind of foundation on which to build and with the new phonograph and radio combinations soon to be announced we expect that this year’s business will reach and possibly top some of our wartime figures,” added Manager Parks.

The local stock of the Columbia-Koehler model was entirely exhausted before Christmas and the many unfilled orders cannot be filled until the next shipment arrives this month.

Photograph Society Formed

A new organization formed during December in this city is called the Music Lovers’ Phonograph Society and is made up of prominent men and women. The first concert of the season was held on December 16 at the Fenway School Centre, Teachers’ College Building, and was well attended. It is planned to hold these concerts monthly and the program will be made up of the recordings of symphonies, sonatas, quartets, etc., of the new and old masters.

James A. Frye in New Post

One of the important announcements in the way of news is that James A. Frye, familiarly known to the Victor trade as “Jimmy,” has said “good-bye” to the Victor, with which he has been affiliated for a number of years and has identified himself with the Chas. Franklin Co. Inc. “Jimmy” was widely known to the New England Victor trade and had many warm friends.

R. A. Drake Represents Victor Line

Succeeding Mr. Frye in this field is Robert A. Drake, who in other territories is well-known to the Victor people, as he has been traveling for the factory for the last six years, and has been in the South and Middle West. Lately Mr. Drake has been making his headquarters at Syracuse, N. Y. Mr. Drake, whom local Victor folk know fairly well, has already found himself a home in West Newton, and has changed into the work with the greatest enthusiasm.

Big Holiday Sales of Kellogg Radio

The F. D. Pitts Co., at 219 Columbus avenue, this city, reports a very large holiday business, and there were several models of the Kellogg’s line, notably 510 and 511, for which there was a big demand. The all-electric no-battery radio receiver seems to be the thing that the Pitts Co.’s patrons find especially desirable, and the product that is sent from the Kellogg Co. in Chicago to the Boston warerooms is disposed of as soon as it gets here.

Strong Demand for Atwater Kent

January business for the J. H. Burke Co. kept the staff on the jump right up to the eve of Christmas. Most of this demand was for the Atwater Kent product, especially the 37 A. C. model which has only lately been on the market, and it seems to be the thing that the customers are after. This was more or less concentrated toward the end of the month, and even then there was not anything like the number of machines to supply the demand.

And speaking of Joe, the popular head of the concern bearing his name was the surprise recipient of a very handsome Christmas gift from all his employees, who gave him a handsome mahogany clock with aluminum face and with a plate on the back on which is inscribed: “Presented to J. H. Burke by the Happy Family of the J. H. Burke Company, Christmas, 1927.”

There was a jolly Christmas party at the J. H. Burke Co.’s showroom on Christmas eve. In one corner was a tall tree from which small gifts were distributed and refreshments served.

M. Steinert & Sons Co. Christmas Party

M. Steinert & Sons Co., Victor distributors, entertained their staff at a Christmas party on the Saturday before, and not only did Alexander Steinert, the head of the Boston business, take an active part in the affair, but also his son Robert Steinert, as well as Alan Steinert, his nephew, who supervises the business of the Eastern Talking Machine Co., at its Essex street quarters. Business of the Eastern (wholesale) and the Steinert warerooms (retail) was unusually large before Christmas, and of the sum total much was due in no small degree to the surprisingly large number of high-priced instruments that were disposed of.

New England Ads to Elect

The annual meeting of the New England Music Trade Association is scheduled for the second week in January and already there is interest as to who the next president is to be.


A new service manual has been issued by the Federal Radio Corp., Buffalo, N. Y., for the benefit of Federal Ortho-sonic wholesalers and retailers. It is a loose-leaf book, furnished with index tabs for easy reference and supplements can be inserted when necessary. Notes and sketches pertaining to the general text have been printed in the margin of various pages.

Featuring Victor Line

The Cullen Music Store, Rawlins, Wyo., is featuring the new electrical Orthophonic Victor Radio.

SITTING PRETTY

for

1928

When have Victor dealers been in a better position to build up great sales totals? Never.

The Victor line offers—and has available—instruments to meet every demand and every purse—whether it be the portable or the great combinations—while to go with them are records of surpassing excellence.

Ditson Service will keep that varied line complete

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK
Fada Sales Plans for 1928
Made at Conclave in Place
Various Department Heads of F. A. D. Andrea, Inc., Discuss Advertising, Sales Promotion, Production and Service Plans

A general sales convention at the Long Island City plant of Fada Radio was held immediately following the holidays for the purpose of discussing merchandising of the Fada line in 1928. Selling plans were developed in keeping with the general policies of the company. A number of distributors attended the convention and gave first-hand information as to actual field contacts as revealed during the opening months of the 1927-28 season, with helpful interchange of selling ideas and reports on trade conditions.

Frank A. D. Andrea, president, welcomed the gathering to the New Fada factory. R. M. Klein, general manager, reviewed the company's accomplishments to date, calling attention to the excellent standing of Fada radio with the trade and public. Mr. Klein outlined ways and means by which 1928 should eclipse the 1927 business, which was the largest in the Fada history. L. J. Chatten, general sales manager; L. C. Lincoln, advertising manager, and other department heads discussed the various phases of the company's business, including advertising, sales promotion, production and service.

Following the business session, a dinner was served at the Hotel Astor, New York.

The Trade Sends Holiday Greetings to The World
Holiday greetings were received by The Talking Machine World from the following trade members:


List Prices of Super-Ball Antenna Reduced
The list prices of the Super-Ball antenna and the Antenna Kit were reduced early in December, according to an announcement made by Yahre-Lange, Inc., Milwaukee. Fred E. Yahre, president of the company, in making this announcement, stated that the volume production attained and the increased sale of Antenna Kits made this price reduction possible. The new price of the Super-Ball Antenna is $7.50 east of the Rocky Mountains and $8.00 west of the Rocky Mountains. The new list price of the Antenna Kit is $4.00, and $4.50 west of the Rocky Mountains. In Canada the list price of both products is 40 per cent higher.

Super-Ball antenna radio programs, sponsored by Yahre-Lange, Inc., are broadcast over station WBBM, Chicago, every Wednesday evening and early in 1928 the company plans to place other programs on the air from Lincoln, Neb., and Winnipeg, Canada.

Cheerio! Mr. & Mrs. Hawley
The many friends of Peter R. Hawley will join The Talking Machine World in extending congratulations to this well-known and popular Quaker City music-radio man on his assumption of the Benedictine role. The happy bride was Miss Anna Marjorie Schween, the marriage taking place at the home of her parents, Mr. and Mrs. Henry J. Schween, in Philadelphia on December 30. Mr. and Mrs. Peter R. Hawley will be "at home" after February 15 at Minerva Court, Super-Duffy, Poughkeepsie, N. Y., for many years manager of the Girard Phonograph Co., Edison jobber, and is now operating as Mackenzie & Hawley, in the Quaker City.

THE ABBEY—Patterson after an old good thing. Antique, warts and all. Carved ornament. Equipped with the following: Single Dial, Deluxe Type B. List price for operation $10, for all-electric operation $3.75, with $115 value not included. Splendid Period Coat Rince, $35.

SPLITDORF Radio Receivers
A series of beautiful period furniture models

Twelve models that are leading the radio world in the new swing to beauty in appearance as well as excellence of performance. Designed after period furniture, reproducing the full beauty of line and finish. Splitdorf is the one line offering the dealer complete coverage of the most profitable radio market, with a minimum investment.

List prices range from $45 to $800

SPLITDORF RADIO CORPORATION
Subsidiary of Splitdorf-Bethlehem Electrical Company

NEWARK, NEW JERSEY

Why Some Buyers Object to Plywood Cases
1st. They are constructed from poor timber.
Our mills at Houlton, Maine, are located in the heart of the finest virgin growth of Birch and Maple. We own 10,000 acres of timberland.

2nd. Worn or antiquated machinery makes poor workmanship with resulting weaknesses in the case.
Radical improvements have recently been made in plywood machinery. Our mills are equipped throughout with the latest German type of the latest available.

3rd. Inexperience of plywood box manufacturers, who furnish cases with construction weaknesses or cases improperly designed for the loads to be carried.
Our management has had 18 years successful manufacturing experience in serving the textile trade.

Timber—Equipment—Experience
With these resources, your requirements are met in every way. And our prices are right. Let us prove these statements with a trial car.

Birch and Maple Plywood, Spruce Cleats

Northern Maine Plywood Co.

Statler Building
Boston, Mass.
WHAT have the coming twelve months in store for the talking machine and radio trades? This is a question that the majority of members of the industry would like to have answered with sufficient accuracy to enable them to lay definite plans for the entire year, and although the day of the seer and the prophet is past, it is still possible for the farseeing members of the industry, particularly those in a position to keep in close touch with the situation as it exists throughout the country, to make predictions that are based on facts that may be relied upon with some degree of confidence.

In judging the business possibilities for 1928 the prominent members of the industry who are quoted here have in a large measure given full consideration to past performances, particularly the happenings of 1927, for the experiences of the year just gone have served to smooth out a number of difficulties that otherwise might have faced the trade in the future, and have opened the way for clear sailing, barring, of course, developments over which the industry has no control and which cannot readily be foreseen.

It is significant that the feeling regarding coming prospects appears to be one of sound confidence rather than of excess optimism, which in itself is a matter of satisfaction, for the opinions are premised on conditions as they have developed and exist, rather than upon mere possibilities.

In substance, it appears to be the consensus that the peak of the demand for the new types of phonographs is still to come, for the reason that the period of public education is not yet over, and there still remain many citizens who have not yet been made to appreciate the real developments in these music-reproducing devices. It does not in any sense indicate an easy year of selling, but it does indicate that those dealers who by personal endeavor back up the publicity and products of the manufacturers will reap substantial rewards commensurate with their efforts. The field is there, but it must be worked consistently.

In radio the outlook is equally bright, for although there were some set-ups in the schedules for 1927, they simply tended to iron out those problems that, left alone, would probably have made themselves felt during the coming months. The greatly increased interest in, and demand for, socket-power sets has naturally served to complicate manufacturing problems to a certain degree. These complications are being taken care of rapidly and should not in any sense prove a detriment to a successful volume of business this year.

On the other hand, broadcasting methods and programs have improved immeasurably, the work of the Federal Radio Commission has served to improve conditions for reception, and radio as a reliable entertainment has developed to a point where even the most confirmed sceptics of a few years ago must be convinced of its value. All this makes for a broader market.

The Talking Machine World is privileged to present in this issue the opinions of many prominent figures in the various branches of the trade relative to the outlook. They are sound and confident, and show real value to the trade member who seeks to keep informed regarding the status of the industry.

Victor Talking Machine Co., Camden, N. J.
By Roy A. Forbes, Manager of Sales and Merchandising.

Do the benefit of the "dubbing Thomases," we recommend a study of our figures for 1926 and 1927, which will definitely prove that the talking machine business, with its allied products, is in the infant stage, a revived giant. These figures show conclusively the public's interest in instruments which give a scientifically true reproduction of the works of the great musicians. The tremendous increase in the demand for records demonstrates the widespread general interest as nothing else can. The sales for 1926 and 1927 reached a volume that must impress even the most casual student of these figures.

While the majority of dealers appreciate the magnificent opportunity and are making the most of it, nevertheless it is surprising that a certain element remains unconvinced. Not only is there an opportunity because of the supernal musical value of the new talking machine, but also because of the great interest in the Victrola-Radiola combinations. The field of reproduced music in the home is now thoroughly covered by our various instruments. There are those who prefer the so-called straight talking machine; there are others who wish it with the automatic feature; still others who desire electrical reproduction; and yet a fourth class that wishes radio and talking machine in the home. The tastes of all these classes are provided for in the products of our company. Some of these divisions have only begun to be developed.

Were we to predict two years ago, such developments would have had very little value, but a prediction based on results of the past two years should convince dealers in our products that the results are only limited by the effort put into the business in some one or all of its phases.

Radio Corp. of America, New York City. By David Sarnoff, Vice-President and General Manager.

Out of the experience of the past year four main factors of importance to the continued prosperity of the radio industry emerge quite clearly: First is the technical progress in the art, resulting in the development of the new AC tubes, which have made possible direct and complete socket-power operation of receiving sets, as well as the very marked improvement in other types of radio receiving equipment. Because of the popular interest attaching to the art, radio receiving equipment has been sold, to a large extent, to a radio-wise public.

The latest achievements in the industry, particularly in perfecting socket power operation, confidently may be expected to bring the "waiting" public into the buying market in 1928. The improvement evident in the modern receiving sets, I believe, will not only stimulate the market for radio entertainment equipment, but also of the radio receiving sets introduced in the earlier years, so that a constantly growing replacement market may now be foreseen.

Second is the development of nation-wide broadcasting, to which the Radio Corp. of America has had the privilege to contribute more than the formation of the National Broadcasting Co. The fact is not only important for itself, but for the other network organizations stimulated thereby and the very notable improvements in radio programs which competition in service ensures.

Third, I believe, is the extraordinary public interest that will attach to radio in the coming year because of the Republican and Democratic National Conventions. Political events of this character illustrate better than anything else that radio is more than entertainment service, that it is a humanizing force which in a crisis or an important national event can draw the whole nation to the fireside.

When in number but not in importance is the splendid work of the Federal Radio Commission. The Commission has brought order out of impending chaos in the air. It is effectively policing the channels of space and is giving the radio-listening public of the country the deserved opportunity for unimpeded reception of the musical, educational and informational features which radio brings to the home.

These facts are the sign posts of a prosperous radio year in 1928. They should enable distributors and dealers to choose intelligently the lines which they can most profitably handle; to determine the best character of service that their customers require; and to make plans to tie up their sales appeals with the best program features in their prospective territories.

Brunswick - Balke - Collender Co., Panatrope Division, Chicago. By R. W. Jackson, General Sales Manager.

I believe that the opportunity for vast business volume, particularly from the best prospect class, created by the revolutionary change that electricity has brought to the phonograph industry, is hardly been scratched. Music is sold through ear appeal, and printers' ink cannot be relied upon to tell the whole story. We must find means to get ear attention. That is why buyers who are accustomed to ride in at heavy loss automobiles not half so obsolete as their old Phonograph, because they see the new styles, constantly hear of their
Profit in 1928

Developments of Past Year Have Aided in Clearing the Skies by Providing Solutions to Many Vexatious Problems

smooth power, note their beauty and are consistently pounced by dealers who know and watch their "user list" and by outside salesman, who bring the new car to the door.

The owner-to-day who thinks he has a musical instrument in his old $150 phonograph that he bought five years ago will buy a $600 to $1,250 Panatrope or Panatrope-Radiola to-day, or his wife will, if the vast change in musical performance is made known to them through the use of sales methods that insure ear appeal. More effective selling should result from greater use of "user lists" for mail and direct solicitation, special prospect lists, quick follow-up, etc.

Every record buyer is a potential instrument buyer, but vast numbers of record demonstrations are made on phonographs of ancient vintage, when the latest model of the most efficient reproducing ability should be a veritable mine of sales and prospect opportunity even if such types do require a little more in both equipment investment, the dividend should more than justify that.

Nineteen hundred and twenty-eight, as other years, will be just what we make it by good merchandising, confidence and thoughtful and vigorous work.

Zenith Radio Corp., Chicago. By Paul B. Klugh, Vice-President and General Manager.

Zenith has had a most remarkable year. Our November sales in dollars were over three times last November and our year to December 1 two and one-half times last year. Orders from our wholesale distributors for December, January, February and March delivery indicate a continuation of this prosperity. We see no reason why next year should not be the greatest year in radio production.

The public now accepts radio as a necessary equipment in the home. Manufacturers of good products have nothing to fear. Price cutting and dumping only hurts those who indulge in such practices. Zenith has always manufactured less than the market demanded. There is no surplus Zenith stock and there will not be any.

Thos. A. Edison, Inc., Orange, N. J. By Arthur Walsh, Vice-President and General Manager, Phonograph Division.

We don't bear much these days from the prophets with the "saturation point complex" who predicted the demise of the phonograph industry several years ago. As a matter of fact, this good old industry proved to be the greatest business champion of all time by its remarkable comeback.

So far as Thomas A. Edison, Inc., is concerned, sales of the new Edisonie were in excess of our optimistic expectations, as evidenced by the fact that we were unable to meet the holiday demand. Our plans for 1928 cause us to approach the new year not only with confidence but actually with elation.

Chas. Freshman Co., Inc., New York City. By Chas. Freshman, President.

It is my firm belief that the days of sensational, startling, overnight announcements of innovations which will cause radical changes in the radio industry are now past. In the future there will, in my opinion, be a steady, consistent advance forward—just a healthy, normal growth for the successful manufac-

turers. I also believe that with the advent of the electric radio using A. C. tubes and operated right from the lighting socket, radio has practically reached its ultimate point of development. There are no radical changes in sight. Of course there will be minor improve-ments and refinements both in the device itself and also in cabinet work.

As far as the dealer is concerned, I believe that there will be a general tendency on the part of the manufacturers to advertise and advertise their merchandise as a complete unit, the set and cabinet complete with tubes, amplifier—in fact, everything necessary to operate the set—with the possible exception of the aerial. This procedure should be very favorably received by the dealer, inasmuch as it assures him of the complete sale, and not, as has so often happened in the past, only the sale of the set—tubes and other accessories being bought on a price basis elsewhere. This method of merchandising will also tend to stabilize the entire industry to a very great extent.

Symphonic Sales Corp., New York City. By Lambert Fried, President.

The year 1927, just coming to an end, has proven itself to be another reassuring period in the progress of the phonograph industry. With the arrival and further development of the electrical recording process, many a phonograph was dusted off, pulled out of a corner and put into use again. It is with pardonable pride that we can point out the fact that in our own small way, through the tremendous sale of Symphonic reproducers, we have been able to help the sales of records in the stores throughout the country.

Nineteen hundred and twenty-eight promises to be a peak year in the phonograph business, and, judging by advance indications and orders in hand, we are looking forward to a very large volume of business. In a constructive way there is just one message we have for the phonograph dealers throughout the world: "Revive your mailing list and send out your monthly supplements as you did in old times; there are thousands of music-lovers eagerly waiting for them. If you only know it."


There are great things ahead for radio in 1928. From every standpoint I foresee a good radio year. In 1927 there were great strides in every division of radio. My belief in the future extends to every field of the industry, including manufacturing, improvements in broadcasting development in others. With better broadcasting, more people wish to hear programs, therefore more radio receiving sets are sold. With improved mechanical facilities for both broadcast- ing and reception, there is greater satis-

faction all around.

In 1927 radio may be said to have passed its initial period and was at its turning point. There are several things that stand out in radio de-

velopment in the last twelve months. Perhaps the most outstanding in the field of radio reception, on which the entire success of radio tests, is the introduction and general accept-

ance of the house-current set, which completely does away with batteries. The house-current set has come to stay.

Radio has added a new side to our lives, just as did the airplane and the automobile. It has passed through much the same stages of development which they encountered and it will become permanent just as they have been successfully. Just as with the automobile, there are millions more listeners and a greatly increased number of purposes for which radio is employed. There is stabilization in every field.


We are glad to say, at this time, that our company is closing a successful year. The phonograph division of our business has been more prosperous than it has been for three or four years. We are looking forward to a very prosperous year in 1928.

Realizing the increased demand for portable phonographs, our company has designed and is now going into production on a remarkable motor for portable phonographs. This motor will have many exclusive features, including a worm gear wind, and will sell at a very rea-

sonable price. The new United pick-up and amplifier are meeting with increased demands.

Our company has also perfected a new speaker unit for radio manufacturers and, all in all, we anticipate a very busy 1928.

Federal-Brandes, Inc., Newark, N. J. By D. S. Spector, General Manager, Merchandising Division, Kolster Radio.

It is generally expected that predictions about business when made by one engaged in it are as optimistic as conditions will allow, because improvement is desired and the prophet is apt to be prejudiced. But I have several definite reasons to offer why I am very optimistic about radio for 1928. First, confu-

sion in the minds of the public and the manufacturers over electric sets, which made the market suffer this year, will be settled. Second, confusion in the air because of too many broadcast stations will also be settled.

Those are two major influences.

The past year has been one of problems tending to muddle the minds of the public and the radio trade; and when confusion arises,

business is bound to reflect it. Confidence in the new design of electric sets and the im-

provements in battery sets will influence buy-

ing. Prices will be approximately the same as now, or perhaps slightly higher because of greater attention being given to better repro-

ducers rather than lowest possible prices. The broadcast situation is much better and will be improved by the Federal Radio Commission, despite the limitations imposed on it by the letter of the law. General business conditions indicate a continuation of the state of semi-prosperity which existed during 1927.

Elections during 1928 will undoubtedly in-

crease interest in radio, as the next campaign cycle is beginning. Private Radio pro-

grams will be the best we have ever had, with important business firms sponsoring the ap-

pearances of the country's best artists. The (Continued on page 78)
Trade Leaders See Prosperous 1928—(Continued from page 77)

licensing policy now being followed in the industry has freed manufacturers from troublesome patent considerations. Competitive conditions are wiping out the weaker and disturbing many new manufacturers entering the many fields. Radio trade associations are turning their attention to marketing problems. The result is appearing in better merchandise offered with greater appeal to the prospective buyer. These are reasons why we look forward to a greater volume of business and more satisfactory conditions in 1928.

Audubon Hotel, New York City. By Maximilian Weil, President.

Our outlook for 1928 will be found in the fact that during the past year we have spent a fortune—to say nothing of the tremendous amount of effort—in the development of new products for the talking machine trade. Such is our confidence in the future of the talking machine business.


Radio has passed through its most critical stages and 1928 will see a more complete understanding both within and without the industry as to its place in the sun. The result will be a far more satisfactory relationship all along the line, with more and better business.

For the first time we have reached the point where real quality exception and quality broadcasting meet on a common ground. The Federal Radio Commission’s efforts during the year and the work it is at present engaged in will ultimately—and that very soon—mean that the only excuse generally for poor radio performance will be a poor set in the hands of the listener. Technically, from the receiving angle, 1927 contributed as much to the enhancement of tonal quality of the complete outfit as the clearing of the air does to bring the programs to the listener with as little interference as possible.

In a broad sense, too, confusion was removed with the license agreements made during the year. This situation carried with it a clarification of the status of broadcasting to the extent that some definite participation has been undertaken by the licensees in the clarification of the necessity to broadcast programs—the lifeblood of the industry.

On account of the state of the country with regard to income, as revealed in the recent address of President Coolidge, it is expected that radio will share in the general prosperity for 1928. Extra special events, owing to the “president’s” help not a little in making for greater sales of radio apparatus by reason of additional broadcasts of national interest.

On the production side as related to technicalities of radio we may, of course, look for the further development of the “electric” receiver during 1928, and this type of set will undoubtedly assume an important position in radio merchandising with the advance of the new year.


Personally, I think the phonograph market ranks as one of the country’s finest activities and that each year will see newer and better products developed. Regarding prospects, will say that I really believe that the business is just as good as any manufacturer wants to make it. By that I mean—amount of effort placed behind this product. The phonograph market is well established and the manufacturers enjoying this business should not forget for one minute their obligation to the trade, and that without that loss the country will see them rapidly, and perhaps, falling away from their present taxable position.

The market for portable sets will be bigger and better than ever and the new year will see many fine new models being offered to the trade in general. These new portables will have increased volume and reproducing qualities.

Fred-Eisemann Radio Corp., Brooklyn, N. Y. By Albert Eisemann, President.

The trend is toward satisfying a wiser public. That means, in this fast-progressing art, that the engineering and research departments must be really tricked up to their toes. Receiver design must be so constructed that it will follow quickly on the heels of tube development. I know no other rule. The American public learns quickly and is no longer satisfied with mediocre performance. As for the future, I am not bold enough to vouchsafe a prophecy, but I will say that this month’s billings will almost double those of the same period last year. We expect to carry on in somewhere near that proportion for the coming months.

There are many fine makes now on the market. Every large manufacturer has improved his product to a point at which I believe competition for the consumer dollar as against other commodities will swing more and more to radio because of the performance of the many good sets now on the market.

Radio Manufacturers’ Association, Inc. By C. C. Colby, President.

To the radio public, which has so firmly adopted radio in its daily life, I wish to express, on behalf of the Radio Manufacturers’ Association, sincere appreciation of the record of radio progress in 1927, which surpassed all previous marks. Prospects for the new year give every promise of steadily increasing popularity and prosperity, and there is every reason to believe that 1928 will bring prosperity and stability for our new industry. The radio industry has “arrived.”

The era of rapid, revolutionary changes in design of radio receiving sets, accessories and parts, has passed, with its trials to the consumer as well as the manufacturer. Of course there will be changes, with new discoveries, in the future. That is the history of radio and also its promise. But with the new year the public and the manufacturer, in view of the stability of design (reached especially in those products which face a better ordered and more stable period.

The A. C. receiving set, with its popular, convenient and inexpensive “socket power” connection, unquestionably is the principal feature of radio in 1927. While it had a widespread effect upon the radio industry, it also was a force in stimulating further the public’s interest in radio and that without making obsolete the receiving set operated by battery power. With this enormous, potential market and with a large, if not the larger, part of it unequivocally claimed for the use of the newer “socket power” receiving set, there is plenty of elbow room for all manufacturers of radio.

With the assurance of improved conditions in the air for the radio public in the future, with improvements in the art of broadcasting and quality of programs presented, in the improvement of the radio product, in beauty as well as in technical progress, the public and the manufacturer both may face the new year with a feeling of confidence and satisfaction.

The development of a truly national radio activity during 1927 also promises, to the industry and to the public, a wider and more efficient service during the new year. The Radio Manufacturers’ Association, in close co-operation with the National Association of Broadcasters and the Federated Radio Trade Association of dealers, inspired with ideals of service both to the public and to the industry, will continue during the new year to forward the interests of our industry with the same deep sense of responsibility which has marked their course in the past.


The outlook for business in 1928, I believe, is generally good. Whatever doubt might be reflected in cautious and curtailed sales because of the presidential election, it would seem, might easily be offset by many other favorable factors, among which are the following: An improved condition in the great farming sections of the country is resulting in greatly increased buying power of the farmer. There is an absence of overstock because buying for some time has been largely from hand to mouth and because commodity prices have been gradually falling. Reduced taxation and little or no indication of pending labor troubles or international controversies or difficulties and relief to farmers might have far-reaching effect are also important factors.

Generally speaking, however, sales have been increased at the expense of profits because overhead has not been kept in check. In 1928 I believe the efficient concern with ample capital and courage to refuse to manufacture or sell except on a conservative basis assuring

MONEY FOR YOU—In These Power Supply Devices!

MONEY FOR YOU—In These Power Supply Devices!

TIMMONS Combination Power Amplifier and "B" Supply

List $75.00

SPECIAL AT $18.50 ea.

Both of these high quality compact units use a U. X. 248 or 249 tube for rectifying and a U. X. 240 super power audio tube as an amplifier. SWL and airband performance is equal to expensive and true natural reception. For use with either unit. Complete sets include by radio, and how to use with alternating current. For use with alternating current.

TIMMONS Power Amplifier

List $45.00

SPECIAL AT $11.50 ea.

No adjustments required and no output transformer or similar auxiliary equipment needed with either unit. SWL and airband performance is equal to expensive and true natural reception. For use with alternating current and how to use with alternating current. For use with alternating current.

American Sales Co., 19 Warren St., New York City.
Confidence in the Outlook for 1928 Justified— (Continued from page 78)

with the settlement of patent suits. The license agreements made in 1927 did much to wipe out further uncertainty in the new industry.

My belief is that radio is on the threshold of a tremendous development, not only in the realm of broadcast reception but in the field of television and certain allied branches of other industries that lean to some extent on communication of the type afforded by radio.

It is needless to forecast in detail the probable events of 1928 for many are doing this now and, so far as the instruments devoted to broadcast reception are concerned, generally with a concurrence of opinion. I should, however, like to point out just one or two things.

The public needs to exercise the same care, and this, of course, applies to the dealer, in selecting the all-electric type of set, as it is commonly sold by experience to do in the case of the battery-operated and the socket-power operated receiver of a different type. Not because we have featured the Beauty in Radio idea, but because it is sound as a fundamental appeal to the court of last resort in buying, do I believe this movement will proceed with rapid stride in 1928 and thereafter. It is a part of our time and it is firmly imbedded as a strong force within the confines of "what do the people want?" and nothing can halt it now.

Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y. By Geo. A. Scoville, Vice-President. It doesn’t take much optimism to predict a much better radio year for 1928 than that experienced in 1927 because of the following factors: The good work done by the Federal Radio Commission in lessening disturbances; the contributions to broadcasting that are being made by so many manufacturers building radio equipment; the good chain programs that the National Broadcasting Co. has produced and for which they are responsible; the rapid clearing up of patent difficulties, and the settling down of the technical side of the art.

The improvement of these factors cannot help but improve the 1928 radio business and they are going to make it much simpler for manufacturers to settle down to a good, constructive merchandising effort.

Crosety Radio Corp., Cincinnati, O. By Powel Crosety, Jr., President. There are many reasons for optimism. Here are a few of them. Confidence in the stability of your nation’s government was never more apparent. Business men have a feeling of security, based largely on the sound, economic principles which are being applied in the control of the nation’s resources. Assurance that Congress will enforce a tax reduction of a quarter billion of dollars, more or less, means financial relief and encouraging effect in all parts of the country. Immediately it will make available huge sums for business advancement.

Money will continue to be easily obtained at reasonable interest. This assurance is given by Wall Street and other large financial centers. With easy money there is little possibility of depreciation in commodity prices. Despite political preachment to the contrary, the farming industry, which is the nation’s most dependable resource, bids fair to enjoy a most prosperous period.

Steel manufacturers are preparing for large deliveries during the early months of the year and express confidence in a continuation of activities. There is no better barometer of business than the steel industry, unless it be farming.

Economic conditions are getting better almost daily in the foreign fields. This is especially true in Europe. It is a good omen for international business.

Radio Corp. of America, New York City. By J. L. Ray, General Sales Manager. The outlook for the radio industry for 1928 is extremely favorable. Indications point not only to a continuance of the popularity of lighting current operated radio receivers, but to an increase of the demand for these devices.

In addition to the market composed of homes not yet possessing radio sets, there will be a large replacement market formed by that portion of the public who will desire to purchase the new socket power operated sets to take the place of battery operated sets now in use.

The fast-setting dealers will take advantage of this replacement trend. His selling job to this market will be simpler in many ways since it will not be necessary to sell such prospects on radio itself but only on improved radio reception and the convenience of socket power operation.

Broadcasting has progressed steadily during 1927. Technical advancement and program quality have kept step in this constant advancement. This progress will undoubtedly continue throughout 1928. The most important events of the year for radio, those which will lift the valley in the sales curve, are the political conventions in June and July. Election returns in November should not be forgotten. All these factors lead me to believe that 1928 will be the most prosperous the industry has ever had.

Buckingham Radio Corp., Chicago. By Roy T. Anderson, Sales Manager. The fact that the AC set has arrived is no longer a matter of speculation. What it has done to the radio market this year is ample evidence of its popularity. Unquestionably the demand next year will be for direct AC opera-

tion and also a considerable improvement will be necessary over the present models. Aside from the demand for AC sets, it is rather difficult to predict any further than this, due to the introduction of several new types of business. All I can do is to give a promise to reveal some startling developments.

While in the developments a constant improvement is necessary in radio, we believe (Continued on page 80)
Intelligent Selling Will Be Rewarded—(Continued from page 79)

that for the stabilization of the market and the salvation of its life at this time that
the radio manufacturers agree to systematize
the introduction of new developments, for un
less they do the market will be continually
upset and not rewarded, which will mean a
repetition of the present deplorable condition
of the radio market.

Magnavox Co., Oakland, Cal. By F. R. Travers,
Vice-President and General Manager.

After being closely allied with the radio
industry since its beginning, it is safe to pre
dict that although the last few years have been
very able and difficult, 1928 has every in
dication of being the industry's healthiest. The
manufacturers of radio who have survived
done well to weather the storms of over-
production and inventory liquidation, as well
as being able to adjust themselves to a very
complicated patent situation.

Inventories of general commodities are at
a lower point than for some time, there is a
decided demand for quality merchandise and the
buying public is fast learning to discrimi
nate in the selection of standards and brand-
old on a basis of the outstanding value. It will
become every manufacturer and dealer to
watch collections with extreme caution from
now on and by doing assist greatly in pro
itable turnover.

Radio Manufacturers' Association, Inc. By H.
H. Frost, First Vice-President.

The year 1927 has seen some remarkable
developments in the process of radio. The
work of the Federal Radio Commission in
clearing the channels and bringing about better
reception to millions of listeners is something
which will continue to be of great value to
the economical and social life of the people of
the United States. Many improvements in
design and construction have been incorporated
during the past year in radio receiving sets,
the outstanding development being the design
ning of sets for operation from the house wiring
system through the use of the new A. C. tubes.

Radio in 1928 will be classed as a public
utility in the mind of the public. The new
year will see greater use of radio in the edu-
cational field and the agricultural field, and
the development of radio for industrial pur-
poses. Reception conditions will permit the
selection of the desired program and the type
of reception will not only be of the highest order and arrangement, but will also
include diversified forms of entertainment, edu-
ation and information. Ninety-three and
twenty-eight will be the greatest radio year
from every standpoint.

The successful radio set manufacturer will
build for special purpose markets. Market
analysis will be the backbone of the radio
business in 1928. There are now four distinct
markets for radio receiving sets, which may be
classed as follows:
1. 110 volt, 65 cycle current supply
2. 110 volt, D. C. current supply
3. S. W. broadcast supply
4. Universal market.

Each of the four markets requires special
analysis in order to determine the proper kind
of merchandise and the sales possibilities.

Nineteen hundred and twenty-eight will be
the first year of specialized radio sets.

Philadelphia Victor Distributors, Inc., Phila
delphia, Pa. By Louis Buchn, President.

It is always interesting to speculate on the
probable future trend of business, and while
it is almost impossible to accurately forecast
what is going to happen over a period of
two months hence, I feel quite certain that we
in the Victor business can look forward
to the year 1928 with a feeling of equanimity,
being secure in the certainty of doing a vol
ume that should exceed the figures for 1927,
which have been regarded as extraordinary.

It is needless to go into the detailed reasons
for our opinion, but anyone familiar with our
line, realizing the wonderful development of
Victor products, both instruments and records,
cannot help but know that this increase in
business is certain.

Lyon & Healy, Inc., Chicago. By W. P. Roche,
Retail Manager.

We are closing a very successful year in
radio and combination business, and it is my
candid opinion that 1928 will show a greater
increase in sales over 1927.

My opinion is based upon the enormous
demand for electric socket sets, through the wide field
which has not been touched, as well as the
wonderful possibilities on trade-ins of the old
dry and wet battery sets. We feel that in the
cities the demand for combinations should increase from 50 per cent to 75 per cent
owing to the continuance of the two instru-
mements combined as one.

Radio Manufacturers' Association, Inc. By Bond
P. Geddes, Executive Vice-President.

Fundamentally 1927 was the year of a record
breaking radio year insur, as the new year
opens, a stable future for this lusty young giant
of American industry. The American public
has enthusiastically adopted radio as a distinctly
part of its daily life, and outstanding, in review-
ing the radio year of 1927, is the stability ac
corded to the radio industry by the public.

From the manufacturing standpoint the out
standing achievements of 1927 radio history
were the improvements in quality and also in
appearance of radio products. Parallel with the
improvements in the radio products by the
manufacturer was that in broadcasting by the
more than 700 American broadcasters.

1928 will mark experimentation in short
wave, beam transmission, television, trans
scontinental telephony and other achievements of
the wireless-workers in the wireless. I trust not
tax the imagination of those seeking to envision
the future of radio.

For the last 20 years Radio Manufacturers' Association the national reception to Lindbergh, speeches of
President Coolidge, the Dempsey-Tunney fight,
the baseball World Series, football events, and
other national broadcasting events record
breaking chain hook-ups were as important
events as for the National Association of
Broadcasters. These greatly stimulated the public interest in radio. Also an outstanding show in
the Madison Square Garden and the Chicago
Coliseum Show, together with the R.M.A. Trade
Show, were other important 1927 events.

Engineering Division, Radio Manufacturers'
Association, Inc. By H. B. Richmond,
Director.

Radio has arrived at the position in the arts
where its progress must naturally be gradual,
rather than sudden and spectacular. It is this
very stability of the art that makes it difficult,
when we are still so close to 1927, to review
the preceding technical developments. There
are some items that have already proven their
value so well that they stand out notice-
able.

Particular attention should be called to the
fact that developments have not been of an
individual nature. They are the result of ac
complishments of large groups of men working
on common problems, and also the joint activities
of large bodies, such as technical societies and
trade associations.

One association that has been given us this
year by act of Congress is the Federal Radio
Commission. While not strictly an engineering
body, many of the problems before the Com
mission are of a strictly engineering nature,
and must be handled as such. The principal pro
blem that the Commission met was that of in
terference between broadcast stas
tions. The forcing by the Commission of sta
tions to adhere to their assigned wave lengths has stimulated the art in broadcast station de
velopment.

A rapidly developing art naturally becomes
involved in patent difficulties. A tremendous
advance during 1927 can be registered in the
clearing up of these patents.

Nineteen hundred and twenty-seven will go
down as the year in which alternating current
tubes were generally introduced. Practically
all new designs in radio and only the very
few for the use of these tubes. It means that the
purchaser of a set need only plug it into his
light socket, and thereafter forget about to
batteries or battery substitutes. This advance
should not be taken to mean that all other sets
have become useless and obsolete. Another
source of confusion that has been brought to
an end in 1927 is the standardization situation.

Nineteen hundred and twenty-seven has de
veloped a decided keynote of stability for the
radio art. With such an accomplishment to
start from, how can the outlook for 1928 be
anything but bright? We will not look for
startling discoveries and announcements during
the coming year. We have every reason, how
ever, to assure ourselves that the stability and
progress so well started in 1927 will make rapid
advances during 1928.

Spalding Radio Corp., Newark, N. J. By Hal
P. Shearer, General Manager.

The most important battle yet waged in radio
will be fought in 1928, in my opinion. It will
be the battle for salesmanship and for stability
within the industry under new conditions. This intensive
Peak of Demand Is Still to Come—(Continued from page 80)

Our efforts in promoting the sale of our own factory products—the Weymann Orches- tra banjos—have been most successful in creating a demand for all styles of Weymann fretted string instruments. A decided preference is shown by the musical public for high-grade instruments that will encourage per- manent interest and pleasure in music. Our national advertising in widely read magazines, coupled with our sales promotion plan, will have a very decided influence in greatly in- creasing the volume of sales for Weymann instruments this year, 1928, in which every active Weymann representative will participate.

F. A. D. Andrea, Inc., Long Island City, N. Y. By R. M. Klein, General Manager

Radio manufacturers may look with con- fidence to 1928, because some of the gravest problems that ever faced any industry were cleared up for radio in 1927. The virtual solving of the entire patent situation by the license agreements made in 1927 went far deeper than the clearing away of patent litigation that kept the trade in constant turmoil, important as that latter aspect of the matter was.

The progress on clearing of the air through the work of the Federal Radio Commission is, of course, another outstanding achievement of the radio year.

For 1928 we may, of course, look for the further development of the alternating current tube sets. The "electric" set will probably be- come an exceedingly important phase of radio merchandising as the year advances.

Extension of the musical instrument interest in radio appears to be a natural sequence for 1928, with specialized selling receiving even greater attention.

Pen Makers Are Denied the Use of Trade-Mark "Edison"

Thomas A. Edison and Thomas A. Edison, Inc., were sustained by the Patent Office in their contention that the registration of the trade-mark, "Edison," for fountain pens granted to the Edison Pen Co., Inc., should be canceled.

White's Furniture Co., Middleboro, Ky., is featuring the Columbia-Kolster electric phono- graph with success.

Three-Day Sales Conference Held at Freshman Offices

Charles Freshman President at Gathering—In- teresting Addresses Made by Myron D. Gold- soll, Harry A. Beach and P. S. Well

A three-day sales conference was recently concluded at the New York headquarters of Charles Freshman Co., Inc. Charles Freshman, president, presided, and addresses were deliv- ered by Myron D. Goldsoll, vice-president; Harry A. Beach, general sales manager; and Paul S. Well, advertising manager, as well as members of the engineering department.

A banquet at the Hotel Astor, at a theatre party concluded the convention, which was de- voted to a discussion of sales, merchandising and engineering plans for 1928.

United Air Cleaner Co. Brings Out New Motor

A new United portable phonograph motor, known as No. 2, is the latest product to be placed on the market by the phonograph division of the United Air Cleaner Co., Chicago. This motor, which is of the single spring type, has a two-record capacity, with a worm gear wind. The first showing of the new motor is in this issue of The Talking Machine World, and advance announcements were sent to port- able phonograph manufacturers late in De- cember.

The motor measures only two inches in height and is so constructed as to be adaptable to the popular "thin" model portable phonographs. The crank is located one-half inch from the top of the motor so that the handle may be turned by the user without striking the table or object upon which it is placed. In designing the No. 2 motor, the United engineers had in mind a motor of high quality which could be used in the higher priced portables, yet sufficiently reasonable in price so as to be adapted for the cheaper machines. The motor weighs about two and one-half pounds, and according to advices received from the United Air Cleaner Co., offices, a long period of time was spent in perfecting the product to the point where the firm could guar- antee that it possesses no defects.

The Dragner Music Shop, Inc., Palisades Park, N. J., was recently incorporated with a capital stock of $25,000 to deal in musical instruments. Henry, Philip and May V. Dragner are the in- corporators.

Radiola Dealers and Distributors!

Write today for special radio cabi- net catalog for RADIOLA 16 and 17 NOW READY.

Dealers handling these Pierson cabinets are reporting wonderful success.

Ask about MINUETTE at $35 List

THE PIERSON COMPANY
Rockford, Ill.
Rockford Hardware

Rockford Hardware is made to stand up under wear and tear. In beauty, workmanship and finish it is designed to give the utmost in service and satisfaction.

Actual samples of any items you use gladly sent on request. Write for the Catalog, No. 18, and keep it handy.

National Lock Co. Rockford, Ill.

U. S. A.
Cable Address: NATLOCK

Branch Sales Offices:
Chicago, III.
Cleveland, O.
St. Louis, Mo.
Indianapolis, Ind.
Evansville, Ind.
Grand Rapids, Mich.
Milwaukee, Wis.
High Point, N. C.
Shelbyville, Ind.

Trade in the Cleveland Territory Reports Satisfactory Year-end Business

Cleveland Music Trades Association to Hold Annual Banquet and Election of Officers in February—Fleming Co. Opens Radio Department—Jerry's Musical Box Opens

Cleveland, O., January 9.—The Cleveland music trade enjoyed a good business for Christmas. It was not phenomenal, but, considering general business conditions, it was very satisfactory. The demand for phonographs was fair, the demand for records was heavy, as it usually is at Christmas time.

The Fleming Furniture Co., of 13701 St. Clair avenue, formally opened its radio department to the public and celebrated the event in a unique manner by installing an audition station, known as 2 F. C. O., in its display window. A very fine program by local talent was put on in the evening and gave the public the opportunity to see the inside workings of a radio studio. At the present time the company is featuring the Argus and Crosley sets.

The Starr Piano Co., Huron road, has moved its salesrooms to the second and third floors.

The Bohon Furniture Co., of East Eighty-ninth street and Carnegie avenue, has taken space in the Prospect avenue building of the Star Furniture Co., and is featuring Sonora and other nationally known makes of radio receiving sets.

The regular monthly meeting of the Cleveland Music Trade Assn. was held at the Hotel Winton and dinner preceded the meeting. There was a fair attendance and Anthony L. Marrish presided. The matter of admitting radio jobbers to membership in the association was discussed but no action taken.

The annual banquet and election of officers will take place on February 13.

Very much different is the new music store of Jerry Goldsmith, at 1600 Euclid avenue, which was opened during the month. It is called Jerry's Musical Store. It is on a downstairs location, but the front of the store has been built up on a level with the sidewalk and the exterior presents the appearance of a box to a certain extent. Just inside the entrance there is a piano and a young lady plays the latest popular songs, which is proving quite an attraction. Phonographs, records and Okeh records and pianos are carried, as well as a full line of sheet music.

The Cleveland branch of the Brunswick Co. is putting in a very beautiful demonstration and display room. It is being built in the rear of the salesrooms. The branch has received samples of the new P. R. 17-8 combination model, and E. S. Toman, manager, reports hearty advance orders for it.

The Muchelbauer Bros. Co., located in the Guenther Building on Euclid avenue, has taken the agency for the Stromberg-Carlson line of radio receivers.

The big sensation of the month was the introduction of the Atwater Kent new model 17 to the trade through the distributor, the Cleveland Ignition Co.

T. E. Chadwick, radio sales manager of the Cleveland Ignition Co., was presented with what he termed the "most wonderful present I have ever"—a fine son and heir. Both mother and boy are doing well.

W. V. Colmane, general sales manager of the Atwater Kent Mfg. Co., was a visitor to the Cleveland Ignition Co. during the month.

The Cleveland Talking Machine Co., Victor distributor, is making a regular monthly feature of the meetings for dealers' record saleswomen. These affairs are held at one of the downtown restaurants and following the dinner there is an interesting meeting and demonstration of selling not only records but of interesting prospects in an instrument. There is invariably a full attendance as the affairs are both enjoyable and instructive.

The company received its first shipment of the new Electrola No. 1215 and this was quickly disposed of as there were many orders on hand.

A. L. Marsh, one of the pioneers in Cleveland's music trade circles, who gave up active management of his concerns on East Fifty-ninth street, near Broadway, early last year, is back again in harness, having assumed control of the business again.

The H. C. Scholz Co., distributor of the Sonora and other lines of musical merchandise, reports that Sonora now has a larger distribution in this territory than ever before and the growth of its sales for the year 1928 indicates that of being a good one for business. This distributor features a most complete line of musical instruments and radio.

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

R. W. Porter Resigns From Splitdorf Bethlehem Co.

Plans to Engage in Sales and Advertising Organization Work—Well Known to All Branches of Trade Throughout the Country

Robert W. Porter, vice-president and general sales manager of the Splitdorf-Bethlehem Music Co., of which the Splitdorf-Hadley Corp., Newark, N. J., is a subsidiary, tendered his resignation, effective January 1, to engage in sales and advertising organization work.

Mr. Porter is well known in both radio and talking machine circles. After ten years of adding machine specialty sales experience, he settled into the general field of sales management. In his early setting days he traveled much and studied the sectional buying habits of the people of the country. Thus, when he entered the employ of the Columbus Phonograph Co., he soon became known as the traveling sales manager. He operated for this company twenty-eight sales branches, organized sales meetings, satisfying the demands of the trade in directing the advertising, field salesmen, dealer and sales promotion work. Mr. Porter numbered 7,000 dealers among his personal acquaintances. This period Mr. Porter regarded as the most valuable, fitting him for the serious business of knowing how to sell goods by means of thoroughly organized selling effort.

It was while Mr. Porter was with Columbus that he developed what became known as the "Point of Sales Newspaper Advertising Plan," through an interlocking combination, which was carefully worked out on a basis of locality, covering certain prescribed space and copy appeals, over 500,000 phonographs were disposed of at a time. At present, talking machine sales were decidedly slow.

When radio had reached a point where application of fundamental merchandising ideas counted for little, Mr. Porter was a sales- man and general manager of the R. E. Thompson Mfg. Co. Mr. Porter then joined the Splitdorf Bethlehem Electric Co., and he applied his specialized sales knowledge with excellent results.

Mr. Porter, while authorizing the announcement as to his retirement from the affiliated companies, stated he did not deem it proper to reveal his new clientele at the moment.

E. Toman & Co. Announce New Phonograph Reproducer

Latest Product Introduced by Well-Known Manufacturer Embodies New Features

E. Toman & Co., Chicago, Ill., recently perfected a new reproducer, which seems destined to attract considerable attention. The new No. 3 reproducer, as it is designated, embodies, among other features, the idea of a positive-locking back, without screws, which often become loose and cause blasting.

The diaphragm is of duramulmin and hand- lanced to protect it from changes in climate. This new diaphragm is 10/1000 thick, just four times the breadth of the usual type of dia- phragm. It is cushioned by live rubber gaskets, which faithfully translate every vibration into its true tone value. Double-grip tone arm screws hold the reproducer in correct position at all times. In each of these developments E. Toman & Co. have introduced marked ad- vances in reproducer construction.
ZENITH All-Electric Radio enjoyed a spectacular success during the past year. The reason for this is plain—Zenith was ready for the sudden, overwhelming demand for All-Electric radio. Three years of steady development and research resulted in the most highly perfected line of electric instruments yet offered to the public. 1928 finds Zenith in the strongest position in its history—and Zenith will maintain the leadership it has won in the field of high grade radio.

ZENITH RADIO CORPORATION

Three different circuits—6, 8 and 10 tubes—battery or electric—some with antenna—some with loop—others without loop or antenna—16 models.

$100 to $2500

 Zenith was ready for the sudden, overwhelming demand for All-Electric radio. Three years of steady development and research resulted in the most highly perfected line of electric instruments yet offered to the public. 1928 finds Zenith in the strongest position in its history—and Zenith will maintain the leadership it has won in the field of high grade radio.

Zenith was ready for the sudden, overwhelming demand for All-Electric radio. Three years of steady development and research resulted in the most highly perfected line of electric instruments yet offered to the public. 1928 finds Zenith in the strongest position in its history—and Zenith will maintain the leadership it has won in the field of high grade radio.

Zenith was ready for the sudden, overwhelming demand for All-Electric radio. Three years of steady development and research resulted in the most highly perfected line of electric instruments yet offered to the public. 1928 finds Zenith in the strongest position in its history—and Zenith will maintain the leadership it has won in the field of high grade radio.

Zenith was ready for the sudden, overwhelming demand for All-Electric radio. Three years of steady development and research resulted in the most highly perfected line of electric instruments yet offered to the public. 1928 finds Zenith in the strongest position in its history—and Zenith will maintain the leadership it has won in the field of high grade radio.
Metropolitan Trade Activities

Talking Machine and Radio Distributors View Outlook With Unbounded Optimism

Consensus of the Wide Variety of Expressions Given by the Members of the Wholesale Music-Radio Trade Is That Coming Year Will Be Profitable for Dealer of Quality Products

Nineteen hundred and twenty-eight will be a prosperous year in talking machine and radio circles in the New York metropolitan territory, according to distributors of these products. A wide variety of expressions from wholesale distributors have been given to the talking machine World, but, briefer summed up, it can be said that the distributors are agreed that 1928 will see the decline in talking machine and radio products in an enviable and profitable position, provided he handles quality products and he merchandises aggressively.

In retrospect, the opinions of the wholesale holders that 1927 was a satisfactory year. While some felt that the maximum volume which might have been reached was not attained, the great majority expressed themselves as being satisfied.

The following expressions of opinion by distributors in New York and its vicinity indicate the feeling of optimism with which the new year is being greeted:

Paul Carlson, Chas. H. Disson & Co.
Nineteen hundred and twenty-eight will be a banner year for products of the Victor Talking Machine Co., and the talking machine business in general. The tremendous demand for electrically recorded records, particularly the complete Symphony Album sets, has been most gratifying during 1927 and we have reason to hope for an even greater demand during the coming year.

With a catalog of twenty-five different types and styles to choose from, the Victor Co. offers the public a high-grade line of Orthophonic Victrolas and radio combinations, to say nothing of Electrots, that will no doubt set a new mark in volume of sales for 1928.

At the close of 1926, which was one of the most successful years in the history of the Victor Talking Machine Co., many people were skeptical as to the outcome and the possibilities for Victor business during 1927. Everyone admitted that the year 1926 had been an unusual year in the Victor business, but it was the opinion of many that the success during that year in Victor business was due to a new product plus a wonderful publicity campaign, but that the whole thing was more or less a flash in the pan.

There were many people, on the other hand, however, who realized that there would be spent in 1927 millions of dollars for musical entertainment and that the Victrola offered a type of musical entertainment that could be secured in no other way.

Not all of the distributors and dealers who handle Victor products were optimistic enough for the future possibilities of the sale of Victor goods, but enough of them knew that they had a good product and that it could be sold, with the result that 1927 will be practically as good a year, from the standpoint of sales in the Victor industry, as 1926, in spite of the fact that general business was conceded to be of smaller volume in 1927 than the preceding year.

The year 1927 has proved conclusively that the Victor business is a big and healthy business for the man who is willing to go after it. People who a year ago were still skeptical of the possibilities to-day are bringing home the results of the business in 1927 and most optimistic as to its possibilities in 1928. To those who make the effort it is my firm belief that 1928 will be better than either 1927 or 1926.

L. E. Hildauer, Distributing Division, Okeh Phonograph Corp.
The New York Distributing Division of the Okeh Phonograph Corp. has been showing a very heavy increase in business from month to month; in fact, the last six months have been way ahead of comparative months in 1926. The public have accepted the Okeh-Odeon records as a desirable piece of merchandise and we are indeed pleased with the business we have done. As a matter of fact, it really can be called a revival of the public's interest in Okeh-Odeon records.

These conditions will permit me to say that the year of 1928 should show us additional increased business, because of the excellence of the recordings and artists who are recording for us at the present time. We firmly believe that things are looking up in Okeh-Odeon records.

The additions to our lines are True tone portable Victrolas and Vincennes phonographs, which also promote the further interest of the dealers. Sales in these items have been more than satisfactory and we are looking forward to doing a very splendid business with them in the coming year.

E. B. Ingraham, Times Appliance Co.
The interest of the public in radio has continued and strengthened during the past year. Better service in the way of better broadcast programs and better receiving equipment has stimulated this increase.

The advent of the perfected AC and DC operated radio receiver has opened new possibilities in the radio business. The public have quickly learned the tremendous advantage these receivers possess and are discarding the older types of apparatus to buy these new sets. The radio business during the past year has been exceptionally good because of this new development.

The coming year holds promise of an even increased volume of business based on AC and DC operated receiving sets. I think the big obstacle which will come up during the coming year in the best method of disposing of sets taken in trade. Every retailer has already been confronted with this problem and a complete solution has yet to be found.

Numerous sporting and political events of national importance which will be broadcast during the coming year are bound to influence the demand for all radio apparatus.

If the numerous predictions for improvement in general business that have been made recently are realized, there is every reason to believe that radio business will be even better in 1928 than in the year 1927. Henry A. Deimel, McPhilen-Keator, Inc.

McPhilen-Keator, Inc., has always believed that radio should be merchandised, so far as the distributor is concerned, in the same way as the automobile; in other words, that a distributor carry one line of sets only and build his accessories around this line.

Our theory seems to have borne fruit during 1927, as we have had the most successful year in our history. Naturally our business is built on the principle of that off the list to serve, so that we are certain our dealers are prospering with us.

For 1928 I look to see fewer manufacturers, and, as a natural consequence, fewer dis-
Another Year of Great Opportunity for Victor Dealers!

Victor dealers have ample cause for satisfaction with the year that has just closed. The sales of instruments and records were remarkably satisfactory throughout the year and reached a climax during the holiday season that established a new high level in Victor history.

There is every reason to believe that this healthy condition will continue throughout 1928 and that another year of great opportunity lies ahead for Victor dealers. While general business conditions may be termed "spotty," the demand for Victor merchandise is stable and permanent and there is plenty of money available for the purchase of standard musical products.

Look ahead now and plan to get your full share of this potential business! And remember that dependable distributor connections will mean a great deal to you in the year to come. We have been rendering dependable service to Victor dealers for more than a quarter of a century and understand their problems as only a wholesaler of such long experience can.
We are distributing Bosch radio, Stewart-Warner radio, Cunningham tubes, Eveready batteries, Powerizers, Dubilier antenna plugs, bath products, Sterling products and Melodic pioneers. All of these lines are bound to become staples in the metropolitan trade.


The past year has seen a decided public preference for the “All Electric” radio set. Farsighted radio manufacturers recognizing this trend have cashed in on this demand. As jobbers, our problem was to get deliveries. The outlook for 1928 in our opinion is a continued demand for electric sets of the better kind. The tendency in dealer distribution is the high-grade music and radio shop.

D. F. Godman, General Manager, North American Radio Corp.

The ever-increasing demand for A. C. receivers has reflected itself in our 1927 sales, which show an increase of almost 40 per cent over 1926. We are concentrating our entire sales effort on the following for 1928: Zenith, Farrand, Eveready, Cunningham.

Specialization, we believe, is the keynote to real success in the distribution field. Fewer lines, less inventory, less investment, no obsolete stocks and greater concentration by our sales force—these are the advantages of specialization.

We expect 1928 to be our biggest year, as the new, the up-to-date, where it was three or four years ago.

Carl Kaufman, Auto Hardware & Equipment Co., Inc.

Radio business for 1927 has shown a remarkable increase over the previous year. The A. C. set has stimulated the buying, and will keep the trade busy, no doubt, very late into 1928, as the demand for this type of set is still exceeding the supply.

The year closed with very small inventories in the hands of factories, distributors and re-
tailers, and 1928 must show an increased turn-
over for the whole industry.

Our own experience for 1927 shows an in-
crease of 50 per cent daily over last year.

George Ollendorf, National Light & Electric Co., Newark, N. J.

Inasmuch as we have had our Indian "Sum-
mer" up to this present writing, it is quite evident that the big buying in radio has not yet come. People are not in the habit of buying things unless they actually feel the need, and it took our share of a lot of snow and win-
ter weather to make these people feel the need of radio in the home. It is logical then to assume that from January, 1928, the big radio business will be at hand. We are, therefore, looking for larger radio sales in the first half of 1928 than what we have enjoyed at any other period.

As for the second half of the year, we do not feel qualified to say; but we have every reason to believe that a healthy radio business should be enjoyed all. In any event, it is a year for the go-getter.

M. Salzman, Wholesale Radio Equipment Co.

We think that 1927 has seen the greatest change in the radio industry that it has yet seen in one season. The industry is changed considerably, with certain manufacturers, job-
bers and retailers standing out as leaders in the trade. For those jobbers who watched their inventories and sought to do business with the better class of accounts, radio for 1927 has been a success.

In 1928 we can see a reduction in the num-
ber of manufacturers, jobbers and dealers, and once again those concerns will be satisfied to do business with a limited number of good dealers, even with a limited number of business, due to the fact that all dealers will not be able to get that merchandise, and those manufacturers will be building something for the future.

Fred Wilson, E. M. Wilson & Son, New-
ark, N. J.

Radio sales, as far as our observation is concerned, have been very disappointing dur-
ning the past year to all concerned in the trade.

Many opinions have been expressed to us as to the cause of this recession in buying, but none of these opinions seems more logical than our belief that the average consumer interested in buying a radio set this past season has been very much confused as to the true meaning of A. C. sets.

Many manufacturers and dealers have in our opinion injured the market with their ads of electrical sets, socket powerizers, plug sets and other such phrases which have in many instances misled the final purchaser. We believe that many owners of three and four-
year-old sets who were logical prospects for new sets this season have stayed out of the market until they feel more nearly satisfied with the products that are being offered by retail dealers.

We feel that next season with the A. C. situation more clearly understood and the mar-
ket generally more stabilized and betterness may be expected. We believe that all trade journals and other publications who devote any space to the interest of the radio industry will do well to advocate more honest advertis-
ing in this industry.

An Interesting Treatise

The Dubilier Condenser Corp., New York City, manufacturer of the Ducon, which is plugged into the house wiring system and which makes that system an aerial for the radio set, has issued an interesting treatise upon “The Evolution of the Light Socket Aerial.” This treatise should prove of value to talking machine dealers who operate radio departments.

The Great Line

for 1928

More and more jobbers and dealers are finding that the Gold Seal proposition includes EVERYTHING to assure a profitable business—

(A) Highest quality tubes in a full range of types to meet all requirements. (B) A Policy that builds success on giving satisfaction in all dealings. (C) The largest factory in America making tubes exclusively. (D) Most complete selling helps for dealers and jobbers. (E) Effective advertising—national and local.

Write today for full information.

Gold Seal Electrical Co.,
Inc.

250 Park Ave., NEW YORK
All Standard Types

The Great Line

for 1928

More and more jobbers and dealers are finding that the Gold Seal proposition includes EVERYTHING to assure a profitable business—

(A) Highest quality tubes in a full range of types to meet all requirements. (B) A Policy that builds success on giving satisfaction in all dealings. (C) The largest factory in America making tubes exclusively. (D) Most complete selling helps for dealers and jobbers. (E) Effective advertising—national and local.

Write today for full information.

Gold Seal Electrical Co.,
Inc.

250 Park Ave., NEW YORK
All Standard Types
The Crosley Bandbox is the leading radio of today—because

NOW $90.

IN POPULAR DIVIDED UNIT for SMALL SPACE and CONSOLE INSTALLATION and $95 FOR SELF CONTAINED SINGLE UNIT TABLE MODEL

The Crosley Bandbox is now supplied in two models—the 602 in which the power department is separate from the receiver and the 704 in which it is housed in the same case. The two models are identical—there being no difference in the amazing performance which so definitely marks the Bandbox 1928 greatest radio.

180 volts on the plate of the output tube! AC sets selling up to $130, do not begin to deliver such voltage! Complete shielding of every element, no set on the market offering such a feature sells for less than $150.


The amazing new RCA alternating current tubes—the UX-226 and UX-321—utilize for their filaments and their heating resistor high-pitching current. Current heating allows for much transformers. Rectifiers are not used.

The radio patents of these industries

and the amazing capacity of this MERSHON Electrolytic CONDENSER

This is the 402. The 704 is half again as deep

This is one of Crosley's great features. It is an exclusive Crosley device. It is self-sealing—will last indefinitely—never needs attention and eliminates the danger of blown out paper condensers which are causing so much trouble in electrically operated sets.

GROSLEY RADIO

THE CROSLEY RADIO CORP.
Powel Crosley, Jr., Pres.
Cincinnati, Ohio

Muncie, Wyoming, Colorado, New Mexico and West, prices slightly higher.
Irving J. Westphal Appointed Manager of Los Angeles Brunswick Headquarters

New Executive Formerly Connected With Lyon & Healy, Chicago, and Southern California Music Co.—Dealers Report Holiday Business Was Good—Other News of the Trade

LOS ANGELES, Cal., January 3.—The general reports from the various phonograph and radio departments indicate that the holiday business was generally good; although, all claim

George E. Morton, southern California representative of the Victor Talking Machine Co., is treading on air these days, filled with enthusiasm over the success of the new Electrola models. The 9-55 Combination Automatic-Electrola-Radiola, which sells for $1,550, has met with a ready and remarkable sale during the few weeks since its introduction, and, in the opinion of Victor dealers, it hit the market at the psychological moment. The models 10-70 and 9-25, selling for $1,100 and $1,150, respectively, have also enjoyed brisk sales.

Irving Westphal, southern California manager phonograph division of Brunswick-Balke-Collender Co., reports very satisfactory sales for the last quarter of the year. The month of November was especially good and December followed with excellent volume. The models 138-C and 148-C, selling for $1,175 and $1,275, respectively, have been very good in Los Angeles, while in the country the sale of the medium-priced instruments, including the $160 model, have been exceedingly satisfactory. Since the change in the prices of Brunswick records last November, the volume of sales has shown an increase of over 100 per cent, and at the same time reflects to the credit of J. Littel, special record field salesman, J. T. Jenkins, city salesman, is resting a little after his strenuous holiday rush, and John P. Murphy is in town for a change after making a final tour over his extensive territory.

F. B. Simpson, general manager of the Brunswick Co. in southern California, expressed himself pleased with the showing of the phonograph division.

C. P. McGregor, manager of the phonograph division in San Francisco and northern California, visited Los Angeles during the last week of December. He reported excellent business in his territory.

W. H. Lawton, southern California and Arizona branch manager of the Columbia Phonograph Co., is much pleased with the final results for 1927 and feels extremely optimistic in regard to the prospects for 1928. He declared that his salesmen have been "fishing on all six" and have won the goodwill of dealers in their respective territories and been rewarded with the maximum of orders. Record sales have increased enormously during the past few months.

A very strong effort is being made to clear up the causes of interference which occur in various parts and sections of the country and which emanate from power stations, leaks in power lines, wig-wag signals, X-ray machines and other disturbances. A special committee has been formed and includes Don C. Wallace, National Co., Inc.; G. R. Walters, French Battery Co.; K. G. Ormiston, Radio Dings; Lloyd Marshall, Jr., and H. R. Harper, as well as representatives and engineers from the power companies, electric railway and telephone companies. A special form of questionnaire has been sent out and the complaints are examined by the committee at weekly get-together meetings.

Oro-Tone Co. Announces Interesting New Products

The Oro-Tone Co., Chicago, prominent manufacturer of reproducers, tone arms and amplifiers, has just announced the introduction of interesting new products.

Two attractive new type reproducers and two tone-arms of "different" design are being introduced.

According to Thomas A. Galt, the new general manager of the company, these products have unusual qualifications from the standpoint of tonal reproduction and volume. The claims for each are broad, and it will be interesting to note the reception they are accorded by the trade and manufacturers.

Dr. F. A. Kolster Tells of Direction Finding by Radio

Direction finding by radio, important to the navigator at sea and the pilot in the air, made long strides forward during the past year, according to Dr. F. A. Kolster, inventor of the Kolster radio compass and chief research engineer of Kolster Radio, manufactured by Federal-Brandes, Inc., of Newark, N. J. Dr. Kolster states that a total of 45 radio beacon stations are now in operation along the coasts of the United States and twelve more are under construction, which is an increase of 50 per cent over the total of all previous years, since the first "radio fog signal" was established near New York in 1921. In addition to a large number of naval vessels, it is estimated that more than one thousand commercial ships are now equipped with radio compasses or direction finders.

TYPE M RECORDING WAX

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

F. W. MATTHEWS

150 Prospect Street
E. ORANGE, N. J.

Oro-Tone Reproducer No. 101

four voices, has just announced the introduction of interesting new products.

Two attractive new type reproducers and two tone-arms of "different" design are being introduced.

According to Thomas A. Galt, the new general manager of the company, these products have unusual qualifications from the standpoint of tonal reproduction and volume. The claims for each are broad, and it will be interesting to note the reception they are accorded by the trade and manufacturers.

Dr. F. A. Kolster Tells of Direction Finding by Radio

Direction finding by radio, important to the navigator at sea and the pilot in the air, made long strides forward during the past year, according to Dr. F. A. Kolster, inventor of the Kolster radio compass and chief research engineer of Kolster Radio, manufactured by Federal-Brandes, Inc., of Newark, N. J. Dr. Kolster states that a total of 45 radio beacon stations are now in operation along the coasts of the United States and twelve more are under construction, which is an increase of 50 per cent over the total of all previous years, since the first "radio fog signal" was established near New York in 1921. In addition to a large number of naval vessels, it is estimated that more than one thousand commercial ships are now equipped with radio compasses or direction finders.
The Newest in Radio

All-Electric Radio

Ches. Freshman Co., Inc., New York City. All-electric Electrophone model 5-30, contained in cabinet and complete with tubes, one speaker and power unit. Illuminated dial is calibrated in wave-lengths for simplicity in tuning. Cabinet has panels of canvas mahogany attractively bonded. A disk mechanical selector switch is provided for quick selection of frequencies. The radio is at home in use and provides a convenient riot while it is being operated. Price range from $15 to $500.

Power Supply Unit

National Inc., Malden, Mass. National, type 1160, power supply unit will supply 70 callampers at 117 volts, sufficient for operating the largest radio set, equipped with the UX-11 power tube. In addition to the fixed power tube voltage of 110,


A.C. Receiving Set

Atwater Kent Mfg. Co., Philadelphia, Pa. Model 37 house current all-electric A.C. receiving set. A six-tube receiver comprising three stages of radio frequency amplification, a detector and two stages of audio frequency amplification. The set is simple in design, and in self-contained form. It is supplied complete with power supply which shields the electrical assembly, including power supply which is surrounded by metal shielding. Finished in brown and gold or bronze and gold. Dimensions: length 174 inches, depth 104 inches, height 24 inches, net weight 27 pounds; packed for shipment 49 pounds.

A.C. Tube

Atwater Radio Co., Newark, N. J. Hi-Mu tube, type A.C. 32, mounted on a standard four-prong base, plugged into the usual UX-socket. The tube is of a heater-cathode type, operating from a 6-volt source, the heater consuming 150 amperes. The amplification constant of the A.C. type tube is 50, the plate current 60,000 amperes, the plate voltage 117 volts. The tube is suitable for use with an applied amplifier voltage of 110 and higher, and a grid bias potential of minus 5 volts.

B" Battery

French Battery Co., Madison, WIs. Twelve-volt, UX-2000, 45 watt."B" battery of the vertical type. It gives a volts and has an immediate up to 225 volts. Is equipped with standardterminals for feeding power for receivers of four or more tube. Dimensions, including terminals, are 8 inches long, by 4 1/2 inches by 7 1/2 inches. Lists at $1.75.

Loud Speaker

Temple, Inc., Chicago, III. Powoks loud speaker, incorporating complete audio-frequency system, matched with the UX-2000 battery. The cabinet is a two-stage loud speaker, as it gives the most uniform audio output. Power amplifier consists of especially designed audio system, using standard UX-2000 tube as one stage with a push-pull stage of two UX-201A, 600-volt rectifying system and UX-205 tube; furnished in wood cabinet. Can also be used as complete set of tubes, ¥25, and makes it possible to add an additional conventional magnetic pickup, Power-200 high output pickup, Power-200 loud system pickup, Apex Corp. of America and associated complete pickup, and sold only with tested standard RCA tubes. Price of complete set of tubes, $17; price of Power-200, without tubes, $25, West of Rockies $32.

"A" Eliminator

The Apex Division, United States Electric Corp., Chicago. The Apex Milan electronic tube type ELT-3, receiving receiver, as all stages of radio frequency, detector and two stages of audio amplification. Single and Positive discriminator control. Equipped with one speaker and supplied in cabinet of 4J6 electrolytic capacitors and three tubes. Finish. List price, less tubes, $152.50.

The Apex Division, United States Electric Corp., Chicago. The Milan, 6-tube, shielded D.C. neutrodyne receiver with three stages of radio frequency, detector and two stages of audio amplification. The Milan Model has Single and Positive drum-drive control, illuminated dial and complete in a select walnut cabinet with a natural wood panel. Retail price, $25, less accessories.

"AB" Eliminator

Fancett Products Co., Inc., North Chicago, Ill. "AB" replacing A.T.C. type "AB" plate tubes, supplying radio current from the light-scock. Operates only while act is in use. One tube of the electrolytic type, contains no voltage controls and requires no attention other than the addition of water three or four times a year. Furnished in two models: No. 6-AB3, for receivers using six-volt "A" batteries and either 20 or 51 tubes, price at $153.50 to $175.50, or No. 6-AB4, for standard receiver using a six-volt "A" battery and either 30 or 51 tubes, at $71.50.

Other Radio Sets

For the radio enthusiast, there are still other radio sets to be found, such as the 105-odd, for receiver, which is a six-tube receiver, with either 40 or 51 tubes, available at $9.50, and the 115-odd, for receiver, with either 40 or 51 tubes, available at $9.50.

Electrical Pick-up

Radio Corp. of New York City. Radio-electric 12-11G6-microphon, designed with an adapter for use on all radio receivers. A.C. tubes, price as Catalog No. 110-AC and lists for $10.50.

Filtering Device

Navette Mfg. Co., Chicago, Ill. New filtering device or rotary converter, used for operating A.C. receivers in direct-current circuit. Furnished in two sizes: one converting direct current to 120-cycle, 110-volt alternating current with a capacity of 3 K.V.A., the larger size producing 5,000 cycles, 110-volt alternating current, and recommended for heavy-duty work, can be used to advantage in radio stores. Both machines may be obtained without filter, which is required only when machine is to be used for radio operation.

Speaker of Large-Scale Type

Whipple-type loud speakers, which may be used for radio in the larger houses, are also available, either the UX-2000, 45 watt."B" battery of the vertical type. It gives a volts and has an immediate up to 225 volts. Is equipped with standardterminals for feeding power for receivers of four or more tube. Dimensions, including terminals, are 8 inches long, by 4 1/2 inches by 7 1/2 inches. Lists at $1.75.
Northwestern Victor Co. of Seattle Presents Automatic Electrola Radiola

Series of Recitals Was Given at the Olympic Hotel to Selected Audiences of 3,500 of the City’s Leading Residents—Dealers Benefit From the Exploitation Work and Publicity

A series of recitals arranged by the Northwestern Victor Company of Seattle was given at the Olympic Hotel in presenting to the public the new model machines of which the Au-

Demonstrating the Victor Automatic Electrola-Radiola was the machine of leading interest.

Before the public inspection a dealer’s meeting and pre-showing was arranged. On one evening at a dinner given by the company the principals and officials of the three newspapers were given a demonstration. An impressive talk stressing quality, simplicity and ease of operation was given by C. B. Gilbert, president of the company. He also discussed selectivity of program.

Invitations were sent out to 3,500 of the best people of Seattle, and in the two-day public demonstration approximately 4,150 attended. Several good prospects were lined up, which were turned over to the dealers. All, however, were enthusiastic over the instruments and generous in their praise. On the day following the pre-view the dealers were supplied with the instruments, for display in their individual stores.

The machines characterize the grace and beauty of the Italian Renaissance period, and are of elegant design. During demonstrations the machines were operated at half-volume, and only once was the full power turned on. On that occasion people in far parts of the hotel were conscious of the music and thought a symphony recital was being offered. When operated at the smallest possible volume, the tones are still perfectly distinct, soft and resonant, resulting from perfection in reproduction.

One-half of the Automatic-Electrola-Radiola encloses a powerful eight-tube Radiola super-heterodyne. Shaded lights illuminate the dials, within the cabinet the loop antenna is concealed, and a beautiful radio in keeping with the Victrola is available where desired. Main offices of the Northwest Victor Distributing Company are maintained in Seattle with a branch office in Portland. G. C. Gilbert is president, Thomas T. Evans, sales manager, and Joseph Tani, factory expert.

“Talk-Back” Phonographic Recorder in Big Demand

Distributors Being Appointed in Important Trade Centers—Being Used by Musicians and Entertainers in Homes and Studios

A new product, the “Talk-Back” phonographic recorder, which was introduced to the trade a short time ago by the Talk-Back Phonographic Recorder Co., Los Angeles, Cal., is meeting with a healthy demand throughout the country, and has been received enthusiastically by distributors in various cities, including those located in Chicago, St. Louis, Detroit and other centers. The “Talk-Back” enables the user to make his own vocal, instrumental or speaking records at home on any phonograph, and it may also be utilized to preserve on records radio programs of famous entertainers, operas, musical organizations and singers.

Through its use, many musicians are improving their technique, and in Chicago the “Talk Back” is in use in the studios and homes of many stage and musical celebrities, including Benny Meroff, Al Krae, Charles Kaley, Tom Brown, Ben Pollack, Fannie Brice, Sophie Tucker and Myrtle Gordon. The instrument is also finding increasing favor in dramatic, vocal and foreign-language schools. The records made with the “Talk-Back” are said to play with plenty of volume, and may be played over and over again. The manufacturers have experimented with and perfected the product over a period of five years, and have announced that a quarter of a million dollars have been invested in experimental work, laboratory and manufacturing equipment.

E. Lindell, in charge of sales for the Talk-Back Phonographic Recorder Co., has spent the past few weeks in the Middle West, making his headquarters in Chicago. He reports that very satisfactory progress is being made in the distribution and sale of the product has been made during the past few months, and an aggressive plan of sales promotion is to be placed behind the “Talk-Back” recorder in 1928.

E. S. Schenkel Co. to Act as Manufacturers’ Agent

New Company Headed by Emil S. Schenkel, Well Known in Trade, to Specialize in Radio Merchandising in New York Area

The E. S. Schenkel Co. has been formed in New York City as a manufacturer's representa-

Emil Schenkel at His Desk

Columbia through Eye and Ear
Columbia Tells the World

Columbia products are being impressed upon the minds of the great consumer public both through the eye, by national newspaper and magazine advertising; and the ear, via radio broadcasting.

The radio programs of the Columbia Phonograph Company are attracting nation-wide attention. Featuring exclusive Columbia recording artists, the outstanding stars in their particular field of music, a great demand is being stimulated not only for their recordings, but for all Columbia Viva-tonal Records and the entire Columbia line.

Cash in with Columbia. Let us tell you how

Lincoln Fixture and Supply Company
828-834 P Street, Lincoln, Neb.

Sonora Line in Demand

St. Louis, Mo., January 5—A. B. Mayer of Mayer & Co., Inc., Sonora distributor, reports that dealers are showing much interest in the new Sonora plans and products and are enjoying a good demand for the Sonora phonograph and radio models. Territorial franchises are being granted rapidly.
Radio and Talking Machine Trade in Kansas City Reports Big December Volume

Volume of Business for Month Showed Increase Dealers Tie Up With Appearance of Nick Lucas—Columbia Record Broadcast—Other News

Kansas City, Mo., January 7—Talking machine and radio business for the month of December was most satisfactory to the retail and wholesale trade here. The volume of business compared favorably with that of last year and showed a good increase in most cases.

Radio continues to increase in favor here, and both distributors and retailers report the best activity they have ever experienced in this line.

Nick Lucas, "The Crooning Tronbourdour," exclusive Brunswick artist, is now in the midst of one of the most successful tours of the vaudeville circuit that a recording artist ever had. That is, it is successful for the dealer from the standpoint of record sales. Typical examples of successful tie-ups are the recent appearances of Lucas in Kansas City and Des Moines, where the branch in the first-named city and Harger & Blush, Brunswick distributors, in the latter, co-operated with dealers, the theatre and with Lucas when he appeared in those cities. Dealers in these two cities left no stone unturned to develop the possibilities of an appearance of this artist to the utmost. Newspapers carried large ads throughout the time of the appearance; window displays were devoted successfully to Lucas material, and the theatre lobby itself, through the co-operation of the local manager on the Orpheum circuit, had all the earmarks of a Brunswick display room, because of the evidence of Brunswick material. A Panorama playing Lucas record was in the lobby during the week prior to each appearance.

Business in records for Christmas exceeded all previous experience of the music houses here. Popular and classical recordings were both in good demand, and the dealers were ably assisted in presenting their higher-class selections by the Kansas City Star, which published an article on December 11, entitled "For a Record Christmas," and calling attention to the large number of recordings of music in the larger forms, which before the development of the electro-microphonic process was largely denied to the great majority of the public. The article then listed many of the outstanding symphonic and operatic numbers released during the year by Victor, Columbia and Brunswick.

The Chickering Ampico Studio, of this city, one of the putting music shops, reports that Christmas business in Victor machines from $335 to $1,150 had been excellent with them. Demand for combinations has been exceptionally good. The Chickering Ampico Studio finds that the Automatic Orthophonic has developed a very nice demand for Red Seal records in sets of twelve, providing an evening's entertainment of the best that music has to offer.

The Paul Music Shop had a very fine Christmas business, according to Mrs. M. M. Paul. Especially interesting to Mrs. Paul has been the success which they have had with their radio lines, which they added only last Fall.

The new Columbia-Kolster is reported as going over exceedingly well, according to the Sterling Radio Co., local distributors for the Columbia in this territory. The entire Columbia line is meeting with fine success throughout the territory, C. M. Willis, sales manager of the company, reports.

Zenith radios have been experiencing excellent demand, according to the Sterling Co. They announce two new Zenith dealers. Harris Goat's, of Topeka, Kans., and the Archer Electric Co. of Great Bend, Kans. Kolster radio also is in strong demand.

As a special advertisement feature the Sterling Radio Co. has inaugurated a regular Columbia-Kolster radio broadcasting hour from 9 to 10 daily except Sunday on KMBC.

A Kolster Dealer Club has been organized here with W. E. Miller of the Butler Music Co., as president; H. A. Spokesfield, of the radio and Brunswick department of the Kansas City Power & Light Co., vice-president, and C. M. Willis, sales manager of the Sterling Radio Co., secretary. The meetings are held as dinner meetings at the Hotel President. H. H. Southgate, of the Kolster Co., will address the next meeting.

Will of Albert M. Steinert

The will of Albert M. Steinert, who died recently, gives practically all his property to his wife, with the proviso that upon her death it will go to charity.

The KENT Company

ATTACHMENT NO. 2

KENT ATTACHMENTS

"WIN THEIR WAY BY THEIR PLAY."

With its full curved, continuously tapered goose-neck, made of seamless brass tubing, correct in principle, faultless in design, delightfully harmonized and carefully assembled, it is

The Latest and Best Device for Playing LATERAL CUT RECORDS on the EDISON DISC PHONOGRAPH

Made by F. C. KENT COMPANY, Irvington, N. J.

Manufacturers of Tone Arms and Sound Boxes
Continued Interest in Combination Units and A. C. Sets Heartens Philadelphia Trade

PHILADELPHIA, PA., January 10.—With a bright future indicated in the present continued inquiries for many of the talking machine stocks and radios and their allied accessories the Quaker City trade is facing the new year in optimistic mood. This optimistic attitude is induced by the continued interest displayed on the part of the public in the newest types of combination radio and talking machines and the straight electrical sets that were introduced this Fall. The list of orders awaiting shipments from the factory that will be filled to meet the requirements of dealers sold ahead is an assuring factor that the early 1928 is to be one of activity for those retailers handling this class of wares.

The holidays were lively in all the branches of the industry. Distributors experienced difficulty in meeting the demands for the types that recently have been introduced in electrically operated radios and combination talking machines—the important Fall innovations that have stimulated business throughout the last quarters of the old year. Both distributors and dealers were cleaned up on the new inventions of both talking machines and radios. Where these goods were not available substitutes in talking machine types of the later improvements were purchased, and one of the local distributors disposed of numerous supplies of the Victor Orthophonic for these purposes.

Records were in heavy demand, and the year's total sales among the distributors topped all records in the history of the firms.

Closes a Profitable Year

H. A. Weymann & Son, Inc., wholesale Victor distributors, report a highly gratifying holiday market for the talking machines in the Orthophonic and electrical combinations, having cleaned up on all available stocks and encountered a shortage in the electric types. Total sales of records and the year's summary of accounts in talking machines and radio combinations discloses the fact that 1927 was a most profitable year for this branch of the business than the preceding year.

Desk Calendar Holiday Gift

Philadelphia Victor Distributors, Inc., presented to their many friends in the trade at the Christmas season an attractive desk calendar of the daily memorandum type. This desk pad will well serve to present a daily reminder of P. V. D. Victor service to the many recipients.

Dealers Tie Up With Record Boys

During the appearance of the Record Boys, Brunswick recording artists, at the State Theatre in Philadelphia, the dealers in that city co-operated with their appearance in many novel and interesting ways. Prominent among the co-operative activity was a window display arranged by the Stieff Piano Co., in which were displayed three life-size figures of the Record Boys with startling effect. The theme of the window was that of a radio broadcasting station with a microphone placed before the figures, as the Record Boys are among the best known radio artists in the country. The actual results of this tie-up by the Stieff Piano Co. were realized in a healthy increase in record business and an awakened public interest in the store itself.

Advance Orders on New Victor Models

A new pinnacle in the sale of records was reached at the Philadelphia Victor Distributors, Inc., in the past year. Like other distributors there was a total clean-up on the newer electric types of combinations and talking machines, and the firm is endeavoring to replace depleted stocks at an early date in order to meet the following list of orders that already have been placed by the retailers from various sections of eastern Pennsylvania and south Jersey.

The "Four Horsemen," who comprise the quartet of sales representatives of the company, are in conference at headquarters during December preparatory to a tour of their respective sales territories with the opening of the New Year. Those who left during the current week for their 1928 initial sales trips were Albert E. Hughes, to cover eastern Pennsylvania; George A. Tatem and Frank Hovey, to tour the Ohio and Illinois cities, and Harold Cregger, who is making the round of southern New Jersey.

Brunswick Sales Conference

With the co-operation of Special Representative Sidney Schwartz, of the Chicago headquarters of the Brunswick-Balke-Collender Co., the Philadelphia manager, George A. Lyons, held joint conferences with the sales staff in this section during the first week of January. Coming to the Quaker City headquarters the ambassador from the manufacturer laid before the local men the plans for campaigning on the Brunswick in the new year. There was a bright holiday in the local branch through the demands made on it for the Brunswick Panatrope for the gift-giving season. No. 138 electric combination Panatrope was the big number for the Quaker City trade, and more orders than could be filled were placed here. Several hundred orders now in stock were depleted for the new year's early weeks. Brunswick records were among the most popular of the well-known makes for the holidays.

Columbia-Kolster Popular

Topping the list of heavily-bought holiday merchandise in the local branch of the Columbia Phonograph Co. was the Columbia-Kolster combination which was introduced to the trade six weeks ago. It proved the leader in the electric group for those retail distributors handling the new style. With the appearance of Eitel Waters, at the Gibson Theatre here, the race recordings of that artist were leading sales for the dealers along South street, where many of her race reside. The local branch of the Columbia tied up with dealers by exploitation and display where the Eitel Waters records were most in demand. Manager J. J. Doherty spent the early days of the Christmas season going through the State looking after repeat orders on the Columbia-Kolster combination, so that better service might be rendered in the early weeks of 1928.

With the return of A. A. Schlesinger, of the Philadelphia office, Foreign Sales division, from a vacation in his home city, Chicago, an announcement was made of his engagement to Miss Sylvia Riskind, daughter of Mr. and Mrs. J. K. Riskind, of the Beach View Hotel, in the Windy City, and the prospects of an early wedding to follow.

The Trade in PHILADELPHIA and Locality

Guarantee Special

Furnished in
Cobra Grain Black
Crocodile Brown
Spanish Blue
Spanish Green
Spanish Red

Made to meet the popular demand

COSTS YOU $8.00—RETAILS FOR $15.00

GUARANTEE TALKING MACHINE SUPPLY CO.
35 N. NINTH STREET
PHILADELPHIA, PA.

Write for our latest Main Spring Chart.

(Continued on page 94)
What a volume of music from Jumbo Needles—just the wallop that the young people want for dancing.

Jumbo Needles are the newest thing in the phonograph business and they’re selling without dealers using selling effort. Profits are only part of it. Records sound so much better with Jumbo’s that your customers invariably “want more records.” Send for a few samples!

Loudest Made
JUMBO NEEDLES
FOR THOSE WHO CRAVE
THE LOUDEST

BRILLIANTONE STEEL NEEDLE
COMPANY OF AMERICA INC.
370 SEVENTH AVENUE
NEW YORK CITY
a large department business in talking machines, pianos and radios. The fire originated in the cellar and spread quickly through the entire structure destroying several hundred thousand dollars' worth of merchandise and gutting the building completely. The flames for a time threatened the adjoining music store of the Behak Co., also a dealer in pianos, radios and talking machines.

**Strong Demand for New Atwater Kent**

Since the first of the current month there has been a very gratifying demand for the newly introduced Model 37, all-electric style of the Atwater Kent radio which was brought out after the holidays by the nationally known manufacturer with headquarters in this city.

The C. J. Hopp & Son Co. has been featuring this new type at $138 complete in a special drive since its introduction, and it has been the sensation of the 1928 offerings. There have been continued orders for the Victrola-Radiola combinations from those customers who were not able to secure them during Christmas week because of unprecedented demand of the gift season. Manager Leo Cromson, of the Hepper radio and talking machine department, has been placing this section of the business in the forefront ranks of the local trade within the year through his clever sales campaigning and exploitation stunts at the store, 1117 Chestnut street.

With the return to health of Florence J. Hopp, head of the company, after almost a year of illness, there was revived, this Christmas, the Yuletide custom which he instituted seven years ago of greeting his neighbors in

---

**The Storm Before the Calm**

**THE** radio industry is now going through a trying, stormy period. A readjustment is taking place which is uprooting previously held notions and policies and in the process destroying those elements which are not homogeneous to the new order. But out of the chaos can be seen emerging, as surely as day follows night, a new order of calm and stability which has always seemed to the astute to be the inevitable trend of the industry.

And among those who will weather the storm and enjoy the calm will be found inevitably the manufacturer, wholesaler and dealer who built on the foundation of SERVICE. This foundation is not composed of selfishness, avarice, disloyalty, carelessness. Its stones are inscribed

- **Sincerity**
- **Endeavor**
- **Reliability**
- **Vision**
- **Industry**
- **Cooperation**
- **Efficiency**

With contentment that is born of the knowledge of Service well rendered we enter the new year and face the new order ready to carry on and justify, as in the past, the confidence and trust of our many friends in the trade who have helped us to grow and whom we have helped to grow with us. Our hand is also outstretched to help those who, storm-bewildered, are seeking the way to safety.

---

**DISTRIBUTORS FOR**

**NEW GUARANTEE PORTABLES COMING**

With the mid-January days there will be placed on the market two new portable models by the Guarantee Talking Machine Supply Co. The new models, retailing for $25.00 and $22.50, will give a durable and attractive portable at popular prices and many improvements in tone apertures that will bring them up-to-date in line with the latest types of talking machines. The Guarantee Supply Co. is developing a wide market for its portables and repair parts and accessories in Central and Latin America, having distributors in Peru, Chile, Brazil and Colombia. There is a wide retail sale in Havana, where one of the leading dealers has made the Guarantee portable a feature in his particular class of machines. The Southern demands will be taken care of by E. Bauer, who is now traveling through the South as far as Miami, and who will make a stopping point at Havana in the wind-up of the itinerary. The early 1928 demand for Guarantee repair parts has been exceptionally good and prospects are bright for this branch of the business.

The Guarantee Talking Machine Supply Co. has been appointed a distributor for the Electrophone tone arm.

**M. Grass & Son Expand**

M. Grass & Son will open the 1928 season with a much-enlarged store through the acquisition as an addition to the present building occupied by the firm at 27 South Sixth street. The second floor of the structure has been leased by the company for the purpose of opening a music department in the present building and to the instruction in piano and other musical instruments, and the rear section to the piano department. There will be placed in charge of this musical educational section Emanuel L. Porte, who will feature the Melody Way and Shetle methods. With the transfer of the piano division to the second floor the lower store will be given over entirely to the radio and talking machine departments with larger displays and to string and brass instruments. There will be featured the Atwater Kent, RCA, Fada and Zenith sets and Victor talking machines and supplies.

**Planning a Busy 1928**

While the extension of radio sales makes possible one of the most prosperous years for the various sets distributed through the Penn Phonograph Co., of which T. W. Barnhill is head, the early days of the month and new year are being devoted to sales conferences by factory officials and executives both here and in the New York headquarters of the Fada and Zenith. Officials of the companies represented by the local distribution house entertained the sales staffs by educational and informative talks on the new set that will be featured in the current year. District Manager C. M. Sherwood held conferences at headquarters here in Arch street the week-end after Christmas when he outlined the campaign on the Fada and the 1928 policies, creating much enthusiasm among the staff. President T. W. Barnhill
PROFIT BUILDERS!

Hundreds of thousands of sets are now battery operated. For them, there’s nothing like a General Electric Battery Charger for constant power. If it is permanently connected, throwing a switch at night means fully charged batteries in the morning. Tell your customers this—and sell them a Tungar—the original bulb charger, made and guaranteed by General Electric.

East of the Rockies
2-ampere Tungar—$14
5-ampere Tungar—$24
Trickle Charger—$10
Merchandise Department
General Electric Company
Bridgeport, Connecticut

Do you know all about the THREE PUNCH PLAN?
If you don’t, ask us for the whole story—and do it now.
journeyed to the metropolis for the two-days' conferences with the Zenith and Fada manufacturers, and going over the New Year prospects for the Pathfinder, moving picture products, also distributed through this local firm. While in the metropolis he was entertained at the McAlpin Hotel, where Vice-President Paul Klugh and W. B. Gaynor, district manager of Zenith Corp., laid before the jobbers in the district, at a social and business session plans for the 1928 sales promotion work on the Zenith. Mr. Ullman, from the Boston jobbing house of the Zenith, was entertained with President Barnhill. Following the Zenith district meeting at the McAlpin Mr. Barnhill and the sales manager of the Penn Phonograph Co. were entertained at luncheon on Friday of last week. Holiday demands for the new Electric Zenith were far in excess of the manufacturers' capacity, owing to the favorable reception by the public of the newest A.C. electric sets.

New Firm Plans Expansion
While the newly opened firm of C. Raymond Rudrauf, Inc., 2014 Market street, is now featuring the Victor and RCA lines the officers of the company are planning developing the business in the coming year with branching into other lines of merchandise. The heads of the firm long have been linked with the trade, both Mr. Rudrauf and J. S. Sibel having been identified with the executive staffs of large central city dealers.

George Reese in New Post
George Reese, who formerly was identified with the talking machine department of the Gewehr Piano Co., Wilmington, Del., has become connected with the Roheben Piano Co. in the Diamond State City. He will be attached to the staff of the talking machine and radio department.

New Catalog Attracts Attention
The J. A. Fischer Co., 730 Market street, has been highly complimented by the trade on the thoroughness with which the new 1928 catalog of the Valley Forge mainspring and repair parts has been compiled. From all parts of the nation have come letters to the head of the firm, Julius A. Fischer, telling him how helpful this is to him in making selection of parts needed, and the economy in time assured by the tabulations under alphabetical arrangement and the illustrations showing clearly the articles that may be required. Dan Capid was busy in the Yuletide holiday among the staff of the Fischer Co., two benefits that were added in the month were Milton Leidner, head shipper, and Martin Krapuch, New York State traveling representative, who were united in marriage at the same time and spent their honeymoon together at Niagara Falls and Quebec, during the early weeks of the current month. Irvin Eptman, of the company, is making the rounds of the Ohio trade this week and will, throughout January, complete his itinerary of the trade in that section.

Quimby Radio Co. Renews Lease
Although the leases on the Estey Piano Co. store at Seventeenth and Walnut streets, which were terminated under the receivership sales, affected other tenants on the property who subleased from the piano manufacturer, it did not interfere with the renewal of that of the Quimby Radio Co., occupying part of the property. The head of the Quimby Co. is Gerald Quimby, whose father, Louis Quimby, was formerly manager of the Estey Co. here, and with whom the younger Quimby was associated in the management of the radio department. Since severing his connection with the Estey Co. he has continued the radio business, featuring the Zenith and Radiola, which he will continue to represent.

Walter Linton on the Job Again
Walter Linton, who is among the prominent Victor dealers long associated with the Quaker City trade and operating two stores in this city, was confined to his home for several weeks suffering from bronchitis. He has now recovered and is back at the main store, 4713 Frankford avenue, having returned to business last week.

Add New Lines
Hugh B. Dunlap, 1118 Girard avenue, has been extending his radio department, having now installed the Atwater Kent, and Mohawk and Sonora combinations in addition to his long established piano business with its history of half a century in the industry.

The C. & J. Campbell Co., 3330 S. Street, has added the Estey Radio to the RCA line which formerly was the sole feature of the radio department.

The store of Emmerts added the Zenith A.C. radio to its talking machine and radio department, one of the largest in the Germantown avenue section, and located at 2626 German-town avenue. This department was further augmented by the addition of the Steinite to the Atwater Kent and RCA lines. The new sets were made features of the holiday.

Eldridge R. Johnson Honored
Announcement was made that the member of the election of Eldridge R. Johnson, founder of the Victor Co., to a life membership on the Board of Trustees of the University of Penn. On September 20th the Johnson announced a gift of $800,000 to the university which was designated the "Eldridge R. Johnson Foundation for Research in Medical Physics." He also is trustee of the University Museum.

Stewart-Warner Get-Together Dinner
Distributors and dealers of the Stewart-Warner Speedomter Corp. radio products, coming from all parts of eastern Pennsylvania, southern New Jersey, Delaware and Maryland, comprising the Philadelphia district, attended the get-together dinner at the Penn Athletic Club held in December. J. B. Stewart, president of Stewart-Warner products for this district, presided and welcomed the retailers and their allies in the distribution trade. He announced that according to his recent investigation, with the corporation's latest alternating current radio sets in all models, and his informative discussion on latest devices met with enthusiastic and responsive participation by those assembled from the ranks of the dealers. Other notable speakers at the gathering were R. H. Woodford, radio sales manager from the factory, and J. M. Golten, radio engineer of the Stewart-Warner Corp. One of the latest of the company's sets had been hooked up in the dining-room, and radio programs, including that of the company's own station, supplied the entertainment throughout the dinner. More than 150 were present, with almost every community represented in the district sending a dealer, or its local distributor.

Installs "Talker" Department
For the first time in the history of the business in the main store of the Lang Piano Co., at 1204 West Columbia avenue, there has been installed a talking machine department complete with records and accessories. The Lang Co. conducts four other stores in its chain, all featuring talking machines, but the first stocks of this branch of the industry to be installed in the original headquarters of the firm were the Brunswick line. After the new year is well on its way the company will open another store to be announced at a later date.

Outlines Factors in 1928 Success
A few factors for success in the new year were outlined in the following article laid be-
Gross-Brennan, Inc., Organization Holds
Its Third Annual Banquet at Hotel Astor

Thirty-one Members of Staff of New York and Boston Stromberg-Carlson Representative Gather at Annual Event—Broadway Stars Entertain Diners—Interesting Talks Given

The members of Gross-Brennan, Inc., Stromberg-Carlson radio distributors, of New York, thirty-one strong, held their Third Annual Ban-
quet, on Wednesday evening, December 28th, in the Rose Room of the Hotel Astor.

The banquet this year was, to the minds of all present, the greatest which they have yet held and contained many interesting high spots.

An unusual arrangement of toastmasters was followed in the persons of three new "babies" in the organization, Messrs. A. C. Barg, Frank McClokey and P. B. Collison. This distinction was a mark of appreciation from the heads of the firm as a tribute to the success which these newer members of the organization had made in their short period of employment.

Ben Gross gave a very interesting talk on the subject of "Organization Development" and Herb Brennan talked at length on the subject of "Our Ideals of the Past—Our Aims and Ideals for 1928." Several other members of the organization were called upon and responded with interesting remarks and once again had the opportunity of referring to the happy connection which they claim with Gross-Brennan, Inc.

A very interesting group of entertainers kept the crowd happy until the wee small hours of the morning, led by Jimmie Caruso’s Orchestra, assisted by several Broadway stars, including Morton Downey, of Excess Baggage and Club Rich-

Third Annual Banquet of Gross-Brennan, Inc., Stromberg-Carlson Distributor

Boosting Radio Sales in
Direct Current Districts

Janette Rotary Converters are helping hundreds of dealers in direct current districts to boost their A.C. radio and electric phonograph sales.

Dealers who formerly were prevented from demonstrating their A.C. machines, can now give faultless demonstrations of ALL machines, grounded or ungrounded.

The New Improved Janette Rotary Converter Type CB 12-F, a heavy duty machine recommended for dealer use. It will operate either A.C. radio or electric talking machines. Smaller Converters, with or without filters, are also obtainable. Converter must be equipped with filter when intended for radio operation.

The New Improved Filtering Device assures silent operation. Janette Converters occupy an extremely small space—easily placed out of sight.

Write for low prices and full information

Janette Manufacturing Co.
554 W. Monroe St.
CHICAGO

Real Estate
Trust Building Philadelphia

Trade Activities in the
Philadelphia Territory

(Continued from page 96)

fore the dealers and the trade generally by Sydney Schwartz, special Chicago representative of the Brunswick Co., upon his recent visit to the Philadelphia offices:

"The music retailer vs. the music merchant is the designation between future success and failure. Each year since the World War the absolute necessity of being a merchant in order to survive has been forcibly proved. No longer is it possible for the retailer to sit comfortably back in his 'oldest established music store in town' and live on the laurels of a past reputation. No longer can he anticipate the manufacturer taking the obligation of advertising the customer into his front door. No longer can be say, 'I'll handle the line of least resistance.' There are no lines of least resistance.

Musical instruments must be sold. They are no longer being bought. In many ways this is a desirable condition; it will separate the chaff from the wheat; it will reduce retail competition; it will prove who are music merchants. The progressive music merchant makes his presence felt in his community, He is a factor in the social and commercial life and the townpeople recognize him as an asset in his line. He sells his goods, he sells his organization through having them thoroughly trained and in a position to represent him at all times in a manner worthy of the music merchant. He uses progressive methods of selling—antiquated mailing list, not checked up from year to year; no prospect list filled in alphabetical order for 'future reference,' no 'take them in the booth record' phone, but an 'on the job' sales force with new and modern ideas."
sell your a.c. sets by demonstrating with perryman a.c. tubes, and make that triple extra profit.

1. extra profit in the sales price.
2. extra profit because they stay sold. no replacements to eat up profits (they must make good or we do).
3. extra profits because they bring back new business on their excellent performance.

perryman electric company, inc.
33 west 60th street
new york, n. y.

plant: north bergen, new jersey
Blackman Distributing Co. Uses Demonstration Car to Try Out Mohawk Sets

Traveling Demonstration Car Is Fully Equipped to Demonstrate Mohawk Receiving Sets, Both A. C. and D. C. Operated—Appoint Many Dealers as Mohawk Representatives

The Blackman Distributing Co., Inc., wholesaler of Victor and radio products and one of the foremost jobbing organizations in the country, recently introduced a unique sales plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

The Blackman Distributing Co., Inc., wholesaler of Victor and radio products and one of the foremost jobbing organizations in the country, recently introduced a unique sales plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warerooms of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman Co.'s Demonstration Truck plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.
Six Products to Be Included in Major Merchandise Line of Sonora Phonograph Co.

Products Comprise Revolutionary Type of Mechanical Reproducing Phonograph, Electric Pick-up Instrument, Combination Electric Pick-up and Radio, Records, Radio Sets and Speakers

P. L. Deutsch, president of the Acoustic Products Co., Inc., and the Sonora Phonograph Co., Inc., which it controls, recently sent out a very interesting letter to Sonora jobbers throughout the country outlining the company's plans for manufacturing and merchandising. In his letter Mr. Deutsch called attention to the important personnel and executive appointments which have been announced in the Talking Machine World during the past few months and emphasized the fact that there will be six products in the major merchandise lines of the Sonora Co. each being developed to a point where it will be a leading factor in its particular field.

These products comprise: A revolutionary type of mechanical reproducing phonograph as applied to the low-priced field, including a portable phonograph; an entirely new type of electric pick-up instrument resembling a phonograph only in its use of a record, but not in any way like the old-fashioned phonograph or gramophone, as every feature of it will be completely modernized; a combination instrument, containing both the new type of electric pick-up phonograph as described above and a radio, both of which will use the same loud speaker which will also be of new design; a Sonora record of the highest grade possible and electrically recorded by a new process; radio receiving sets built on new designs and principles; radio loud speakers, constructed on an entirely new principle.

Mr. Deutsch points out that it will, of course, take some little time to develop all the varied interests of an enterprise with the scope of the new Sonora Co., but he expects that by the second quarter of 1928 all of them will be in operation, and merchandise available for distribution.

The first of the new products to appear will be the Sonora record which, as stated several months ago, will be manufactured under the supervision of Walter G. Haenschel, nationally prominent as one of the foremost recording directors. It is the company's intention to build up gradually a record catalog of unusual merit and unlimited sales possibilities, aided by improvements in recording methods which have been developed by the Premier Laboratories, one of the affiliated Sonora companies. Complete recording and manufacturing personnel have already been acquired by Mr. Haenschel, and the first of the Sonora records should be available in the early part of 1928. Another product to be released early in the year will be the electric pick-up instrument, entirely new in principle and capable of exceptional performance.

The general offices of the Acoustic Products Co., the Premier Laboratories, the recording laboratories and the Eastern division offices of the Sonora Co. will be located in February in the new Sonora Building, 50 West Fifty-seventh street, New York. The sales headquarters of the Sonora Co. are located at 64 East Jackson boulevard, Chicago, with A. J. Kendrick occupying the post of vice-president in charge of sales. Frank V. Goodman has been appointed vice-president and Eastern sales manager, with headquarters in New York.

In conclusion Mr. Deutsch stated: "Mr. Kendrick will shortly outline the new plans and policies governing sales and distribution which have been adopted. Meanwhile, I trust that this broadening of Sonora operations and in view of the excellent prospect presented by these developments, Sonora distributors and dealers will more actively prosecute the sale of the present Sonora product, as its well-recognized value in the current market is quite obvious to all."

Decision Will Be Appealed

The suit of the General Electric Co. against the De Forest Radio Co., in which it was sought to restrain the latter from making and using radio apparatus claiming the infringement of four basic patents, was dismissed last week by Federal Judge Morris sitting in Wilmington, Del.

The De Forest Co. was charged with infringement of patents granted to Irving Langmuir, and by him assigned to the General Electric Co. for electrical discharge apparatus and the process of manufacture and use of tubes used in radio reception and broadcasting. They are what is known in the electrical world as the "high vacuum tube patents."

The court decided that the first and main patent of the four is invalid in view of prior art and because it lacked patentable novelty and for other reasons. The court held that only the third patent, on the use of potassium in radio tubes, was valid.

It is understood that counsel for the General Electric Co. will take an appeal.

Walter J. Staats Resigns Position With Victor Co.

Will Devote Attention to Other Interests—Has Had Long Career With Victor Organization—Will Continue on Directorate

Walter J. Staats, vice-president in charge of exports and foreign trade activities of the Victor Talking Machine Co., has resigned to

Consoles for RADIOLA 17

Atwater Kent 37
Crosley
and other popular
AC Operated Receivers

Special Consoles for New
ATWATER KENT 37
and
CONOE SPEAKER

Send for complete information

Plymouth Furniture Co.
25 E. Juneau Ave.,
Milwaukee, Wis.
Blackman Launches Direct Mail Drive

Direct-mail Campaign Being Used by Blackman Distributing Co. to Interest Dealers in Products Distributed and Company's Policy

A direct-mail campaign of unusual scope and value was introduced a few weeks ago by the Blackman Distributing Co., Inc., prominent wholesaler of Victor and radio products, for the purpose of interesting dealers in the metropolitan territory in the true meaning of Blackman service and the sales value of the products merchandised by this company. This campaign, consisting of eight pieces of mailing matter, was started on December 15 and the mailing list comprises 3,000 representative music and radio dealers in the territory served by the company.

The literature in this unusual direct-mail campaign presents concretely the sales importance of the various products merchandised by the Blackman Radio Co. and emphasizes the salient features of Blackman service and co-operation. The first mailing piece featured the four well-known loud speaker lines distributed by Blackman, comprising Rola, Utah, Fada and Mohawk. The center two pages of each piece of mailing matter illustrate the complete line of products distributed by the Blackman organization with appropriate text which is varied in each brochure. For example, the text in the first folder is headed "Dependable Products," while on the reverse side is a most interesting talk under the heading of "Dependable Distribution."

The second mailing piece features Fada products with the text on the inside entitled "A Big Source of Supply" and the text on the outside "In and Near New York." The third mailing piece is a general summary of all of the products in the Blackman radio line with the text entitled "Follow the Leaders" and "Advertised Products Only." The fourth piece features Mohawk products with the text "Our Salesmen—Your Representatives" and "For Years and Years." Power units are featured in the fifth mailing piece, including the Majestic, Philco and the Powerizer, also accessories such as Brack, Einybach, Polyquist and R. C. A. Radiotrons. The sixth piece of mailing matter features the famous Victrola products; the seventh, Fada radio products, and the eighth shows a few illustrations of the Blackman headquarters, including offices, warehousing, stock and service departments.

This very interesting direct-mail campaign, prepared under the personal direction of C. L. Johnston, vice-president and general manager of the Blackman Co., is one of the most effective sales campaigns sponsored by any jobber in metropolitan territory in recent years. Its success is assured, not only on behalf of the Blackman organization itself but as a sales help for the products distributed by this well-known jobber.


Boston, Mass., January 9—The Atlas Plywood Corp. has acquired the entire capital stock of Orville Allen & Sons Co., of Lowell and Lawrence, Mass., maker of packing cases. E. I. MacPhie, president of the Allen Co., has been made general sales manager of the parent company. It is stated that the Atlas Plywood Corp. furnishes approximately half a million packing cases a year for shipping radio and talking machines.

The business of the Michel Music House, Omaha, Neb., has been purchased and is being reorganized under the name of the Will E. Michel Music Co.

Thos. A. Edison is in Florida on a Vacation

Thos. A. Edison, with Mrs. Edison, left for his Winter home at Ft. Myers, Florida, on January 12, and announced before starting that he would continue there the work on rubber experiments that have kept him busy for some time past in Orange. Before leaving Mr. Edison attended the Automobile Show.

Acolian Co. of Missouri Suffers Heavy Fire Loss

St. Louis, Mo., January 4—One of the most spectacular fires of recent years virtually wiped out the building and stock of the Aeolian Co. of Missouri yesterday and did considerable damage to the Rudolph Warlitzer Co. and other nearby buildings. Police estimated the loss to the building at approximately $350,000.

It speeds the sale to say Cabinet Work by ADLER-ROYAL

This "Jewel Casket" cabinet, fashioned from the choicest burl walnut, and exquisitely finished, has proven the season's popular choice. The front door panel opens down to form an attractive desk, and a lift top makes the chassis conveniently accessible. Height 39½ inches, width 38½ inches, depth 14½ inches.

Special Adler-Royal Console for Radiola 17 for Atwater Kent 37

Designed by Adler-Royal craftsmen especially for A.C. Sets. The leaders say Adler-Royal cabinets contribute a noticeable sales advantage to the sets which they enclose. Give your dealers this sales help.
AN INVITATION
to share our profits....

We are successful distributors of Okeh Records. Our profitable business is the result of our Okeh dealers selling Okeh Records in large quantities and at a good profit. If Okeh Records are not in your stock may we encourage you to

SELL OKEH RECORDS?

Consolidated Talking Machine Co.

227 West Washington Street


We are successful distributors of Okeh Records. Our profitable business is the result of our Okeh dealers selling Okeh Records in large quantities and at a good profit. If Okeh Records are not in your stock may we encourage you to

SELL OKEH RECORDS?

Consolidated Talking Machine Co.

227 West Washington Street

All Branches of Music-Radio Trade in Mid-West Enjoyed Satisfactory 1927

Holding of R. M. A. Convention and Trade Show in Chicago in June Started Buying Season Earlier Than Usual—Holiday Selling Season Proved Most Satisfactory—News of the Trade

CHICAGO, Ill., January 9.—While the figures for talking machine and radio sales for the year 1927 are not ready for release at this writing, it is believed by trade authorities in this section that the allied industries centered in the Mid-West have completed a very successful year. Spurred on by the music trade convention and the R. M. A. trade show and convention held in this city in June, selling, both by the manufacturer and distributor to the dealer, and by the retailer to the consumer, started at an earlier date than heretofore. This fact helps to offset the slump which occurred in late October and November, and to raise the yearly average to a satisfactory total. September sales in radio products and in talking machine records were exceedingly high, in some cases registering a great increase over those of 1926, and the demand for talking machines, while not as great in the larger cities, held up remarkably well in the smaller communities and farming districts.

Portable phonograph manufacturers report an unusually satisfactory year, and are embarking upon even more ambitious sales programs in 1928, with more attractive models and improved quality of reproduction. The rapid growth of the portable phonograph industry in the short period of four years is regarded as little short of sensational in business circles, and this division of the industry bids fair to outstrip its former achievements in 1928.

Colder weather struck the Middle West shortly before the holidays, and practically all music-radio dealers report a satisfactory Christmas selling season. The trade has found that the majority of radio prospects desire a completely equipped receiver, either A.C. operated, or electrified by the use of power units, installed in a cabinet, with a built-in speaker. Music dealers throughout the city report that displays of receivers completely equipped in this manner are productive of the greatest number of inquiries and sales. According to figures compiled by the Federal Government, radio distributors in Chicago sold, in 1926, $33,335,000 worth of receiving sets and accessories. This is more than three-fifths as much money as was paid for all the house furniture sold by Chicago wholesalers, and it is expected that the figure will be somewhat larger when the 1927 figures are compiled.

Trade leaders in this territory are confident in their belief that the first three months of 1928 will surpass those of 1927. Harried by warm weather in October and November and the early part of December, talking machine and radio sales were given a setback. Unemployment, confined mainly to Chicago and the larger cities in the Middle West, also contributed a harmful influence, but with the advent of typical winter weather, better employment conditions, which are promised early this year, it is expected that those consumers who have delayed purchasing will devote a larger part of their earnings to the buying of the reproducing instruments offered by the trade.

Jay Schwartz Represents Steinite in East

Jay Schwartz was recently appointed Eastern sales promotion manager for the Steinite laboratories, Chicago. Mr. Schwartz has had considerable experience in the radio field, having served as assistant sales manager and managed the advertising department of Charles Freshman Co., sales promotion manager of the Freed-Ellisman Radio Corp and sales manager of the Knickerbocker Talking Machine Co., New York City. He will devote his entire time in cooperation with Steinite distributors and dealers in the Eastern half of the country.

Silver Masked Tenor Enjoys Kellogg Radio

The Silver Masked Tenor, one of radio's most popular artists, has installed a new Kellogg

Famous Radio Artist Listening In

Model 510 A. C. Receiver in his sumptuous new home on Long Island. He says that he prefers a Kellogg because of its absolutely faithful reproduction of the original studio program, its distance-getting powers and the magnificent beauty of its cabinet. Also, he maintains that the Kellogg cabinet is one of the most decorative pieces of furniture in his living room.

Recently the Silver Masked Tenor wrote to the Kellogg Co., this city, to express his appreciation for what he termed "the masterpiece among radio sets," and in his letter stated that for the first time in his radio experience of six years he was able to sit in his Long Island home and bring in a Los Angeles station. He says that he is able to get out great distances all the time, despite the fact that his aerial is indoors around the picture molding. "It's a cinch for me to get Cleveland, Cincinnati, Chicago, Des Moines, Buffalo, Philadelphi, Pittsburg and Davenport," he declares.

"This popular radio entertainer certainly knows music and what its reproduction ought to be, and we are mighty proud of his hearty endorsement of the Kellogg," says Fred Oliver, of the Bolesy-Oliver Co., New York distributor of Kellogg.

Brunswick Artists Broadcast

Jules Herbeux and his orchestra, Brunswick recording artists, was the first orchestra to broadcast from Chicago over the National Broadcasting Co. chain, which recently opened its Chicago office. Frank Sylva, another Brunswick record star, did the vocal bits for the orchestra during the broadcast.

B. H. Clark With Consolidated Radio Corp.

Bayard H. Clark has joined the national sales organization of the Arbophone Division, Consolidated Radio Corp., Ann Arbor, Mich., taking charge of the Chicago territory, comprising the States of Indiana, Illinois, Wisconsin, Minnesota, North and South Dakota, Iowa, Nebraska, Kansas and Missouri. His headquarters will be at the offices of the Arbophone national representatives, Sanford Bros., 30 West Walton place, Chicago.

Mr. Clark has had long experience and is well known in the music and radio industries. He is an engineering graduate of the University of Illinois, was factory manager for

(Continued on page 104)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

the Q&R Music Co., for five years was sales and advertising manager for the Clark Orchestra Roll Co. and conducted a successful retail radio store. He also spent two years as district supervisor of the Crosley Radio Corp. and a year in the same capacity with the American Bosch Magneto Corp, working with distributors and dealers in the Chicago territory.

E. Toman & Co. Open Export Office

E. Toman & Co., Chicago, prominent manufacturers of tone arms and reproducers, have opened a new export office at 189 West Madison street, Chicago. The business at this location is under the supervision of T. J. Davis and Victor Kohl, both formerly with T. J. Davis, exporters. Both men have had wide experience in export work and are ideally equipped to handle the rapidly increasing demand for Toman products. All export inquiries for E. Toman & Co. will be handled through the new office at 189 West Madison street.

Appoint Steinite Distributors

The Campbell Iron Co., St. Louis, Mo., has secured the exclusive distribution of Steinite radio receivers in the St. Louis territory—consisting of eastern Missouri and central southern Illinois. Other distributors recently appointed by the Steinite Laboratories, Chicago, are the Salt Lake Hardware Co., Salt Lake City, Utah; Roskin Bros., Middletown, N. Y., and the McIntyre—Burlall Co., Green Bay, Wis.

Patent Issued to Temple, Inc.

Temple, Inc., Chicago, manufacturer of speaker manufacturer, on November 22, 1927, was issued patent number 1,650,307, in the name of Fred W. Temple, vice-president of the company. The title of the patent is: "Molded Articles and Methods of and Apparatus for Producing Them."

Sonotronics Launches Ad Drive

The Sonotronics Tube Co., Chicago, is inaugurating an impressive advertising campaign for the year 1928, the principal feature of which will be space in the Saturday Evening Post. The first advertisement of a series of four quarter pages and one full page will appear in the January 28th issue of the Post and the campaign will continue into March. The copy will show the completeness of the Sonotronics line, which contains 33 different types of tubes, and will list the makers of radio sets and eliminators who use Sonotronics tubes as standard equipment. The officials of the company expect the Post campaign to give considerable impetus to Sonotronics tubes for the entire year.

Kimball Co. Reports Brisk Sales

The retail department of the W. W. Kimball Co., located at 12039 and Jackson borders, during the Fall selling season with an increase over the corresponding period in 1926. Ruth C. Strickland, manager of the retail department, states the fast-selling radio equipment consists of a completely equipped unit, containing the radio receiver, power units and speaker, already installed in a cabinet, retailing for less than $300. The Kimball retail department handles Atwater Kent, Zenith, Radiola and Fredericks products.

The wholesale phonograph department of the Kimball company also reports a very profitable season, with a healthy demand for phonographs, especially in small and medium-sized cities.

Retail Store Bombed

The front of the music-radio store of Louis Eiler, 2702 West Division street, Chicago, was destroyed on the night of January 5 by the explosion of a derrymite bomb. Mr. Eiler and his son, Louis, believe that Chicago racketeers, seeking to start a radio trade association, may have been responsible, for they were approached recently by men representing themselves as organizers. The Midwest Radio Trades Association, formed by the dealers themselves, has been making every effort to keep racketeers out of the business. The explosion tore away the plate glass window of the store and damaged several radio receivers. The total loss was estimated at more than $1,000.

Housewarming at Plant of Temple, Inc.

In December Temple, Inc., manufacturer of the Temple Air Column Speaker, had a housewarming in its new plant at 1925 South Western avenue, at which time some 600 guests were present. Among the most notable and interesting tours of inspection was headed by Fred Temple, vice-president of Temple, Inc., in which he explained the many up-to-date and new processes of manufacture of reproducing units.

Temple's new factory is a three-story building with floor capacity of over 30,000 square feet. It is lighted on four sides with windows from floor to ceiling, so that every department has perfect light. It is equipped with the most modern equipment for high production and is manned by a large force of skilled workmen, experienced in the manufacture of air-column

Fibre needles, to deliver soft and mellow tones, should be repointed with the ALTO Fibre Needle Cutter.

LIST PRICE $1.00
ALTO MFG. CO.
1647 Wolfram St., Chicago, Ill.
Ten Years of Service in the Industry

Charles C. Henry With the Grigsby-Grunow-Hinds Co.

Has Assumed Duties as Sales Engineer in Interstate of Majestic Line of Radio Power Units—Widely Experienced

Charles C. Henry, for the past four years with the Sonora Photograph Co. of New York, has joined the Grigsby-Grunow-Hinds Co. of Chicago, manufacturer of Majestic electric radio power units, and has already entered upon his duties in his new location. Mr. Henry occupied the post of radio sales engineer with the Sonora Co. and will continue as sales engineer for Grigsby-Grunow-Hinds Co.

Mr. Henry's experience has been a long and varied one and it is generally conceded that he is especially well informed as to all phases of sales and technical problems relating to radio.

Before going with Sonora, Mr. Henry was with the Federal Telephone & Telegraph Co., of Buffalo, N. Y., and prior to that was an expert radio consultant in the U. S. Navy. In the early days of radio Mr. Henry operated an amateur station from Dubuque, Ia.

**Noted Artists Visit U. S.**

Sir Thomas Beecham, British conductor and world-famous musician, and Maurice Ravel, leading French composer and conductor, both Columbia artists, arrived in New York on January 4, both to go on tour as guest conductors with American orchestras. Both conductors are represented in Columbia Masterworks Series.
Eureka Phonographs

The artistry and appeal of Eureka Cabinets speak for themselves. They are built of very finest materials with painstaking care by master craftsmen of 10 years' experience in the production of Eureka Phonographs.

All mechanical parts are selected with a view to giving our customers the best and nothing but the best. The famous United Motor No. 5, known everywhere for its superior quality and satisfactory operation, is used exclusively.

Before placing your new contracts, it will pay you to find out first hand what our concentrated production for some of America's largest phonograph distributors will save you.

Write us.

Eureka Talking Machine Co. 5939 LOWE AVENUE CHICAGO, ILL., U.S.A.
Instrument for Receiving Programs Over Telephone and Power Wires Is Perfected


The sending of radio programs via telephone wires has been the subject of experiments by many different inventors during the past two years. Various difficulties have been encountered, chief of which has been the costliness of the installation to the telephone company. Also, there was trouble because the radio carrying current interfered to some extent with the use of the telephone.

Recently, General Squier, U. S. A., retired, announced the perfection of a new method for receiving radio programs over telephone and power wires. Because of its capable staff of telephone and radio engineers, and its research laboratories, General Squier joined forces with the Kellogg Switchboard & Supply Co., Chicago, in perfecting his invention. For several months trial tests of this new equipment for handling radio program service have been carried on in Freeport, Ill., but only recently General Squier and the Kellogg Co. jointly announced the perfection of the new invention.

The programs to be furnished are sent over telephone wires at audible frequencies and received in the home by specially constructed receivers that are comparatively simple in design. The method which has been developed contemplates sending three different programs over one pair of telephone wires. Programs are selected at the receiving set simply by pushing a switch button, and volume can be regulated in the same manner as on any radio receiver. As now contemplated, program service will be furnished by telephone companies at a nominal cost per month in exactly the same manner as telephone service is now sold.

A specially constructed receiver is enclosed in a small floor cabinet, standing about 2 feet high and made of highly polished walnut. The cabinet contains a heavy horn reproducer and there are three tubes which change the high frequency waves to audio frequency so that the programs can be heard. Under the overhanging cover of the cabinet are a small toggle switch, three push buttons and a small knob similar to the volume control on present day radio sets. In the lock of the reproducer run three wires, one going to the telephone line, another to a ground, which may be attached to a nearby radiator, or water pipe, and a third wire is designed to plug into the light socket. All that is necessary to receive the programs is to press a button and adjust the volume control. All the receiving equipment for this new device will be installed and serviced by local telephone companies.

At times when there is nothing of special interest to be picked up out of the air or received over chain systems, it is possible for the local telephone company to install a high grade phonograph and broadcast the latest recording. In Freeport, this is being done in Freeport at the present time.

As the service develops a group of companies probably will be organized into a network. Programs originating in a central studio can be distributed to all parts of the country over telephone wires. Thus it will be possible to secure the recreation of programs without any interference due to rain, wind, snow or any of the other causes of static.

All the practical work on General Squier’s new invention, including the Freeport installation, has been completely engineered by the Kellogg Switchboard & Supply Co., maker of Kellogg radio receivers and Kellogg A. C. radio tubes.


New Instrument Combines Exclusive Features of the Veraphonic—Changes Records Automatically—Plays Ten Records

VINCENNES, Ind., January 9.—The Vincennes Phono Mfg. Co., manufacturer of the Vaphonic phonograph, introduced to the trade with considerable success, announced recently an automatic instrument, combining all the exclusive features of the Veraphonic with the additional advantage of having a mechanism for the automatic changing of records.

The automatic will play ten records in rotation. These records are placed in the instrument in the order in which the listener wishes to hear them. A selector allows the operator to decide the number of records he wishes to hear, after which the machine will automatically stop. The Automatic, in the Model 250A, can be procured in either mahogany or walnut. It is less than four feet wide and two and a half feet deep. The new instrument is on display at the Furniture Mart, Chicago, Ill., this month.

D. R. McKinnon Western Manager for Amrad

Well Known in Middle West Radio Trade Circles—Now in Active Charge of Western Division of the Amrad Corp.

D. R. McKinnon, a well known figure in Middle West radio circles, has joined the forces of the Amrad Corp., Medford Hillside, Mass., and on January 1 took active charge of the western sales division of the company. The western division of the Amrad Corp. serves a territory extending from the western boundary of Pennsylvania to the Pacific coast and from the Canadian boundary to the Gulf of Mexico, comprising over one-half of the United States. The firm maintains warehouses in Chicago, and serves about forty distributors from this point.

Mr. McKinnon for the past three years has represented the Federal Radio Corp., Buffalo, N. Y., in the Middle West territory and numbers among his friends a host of dealers and distributors throughout the Middle West. His wide experience especially fits him for his present important post.
“1928 Will See Better Radio Merchandising”

W. L. Jacoby, President of Kellogg Switchboard & Supply Co., Discusses Necessity of Attention Being Given to Dealer Problems

W. L. Jacoby, president of Kellogg Switchboard & Supply Co., looks forward to better radio merchandising in 1928, saying:

“The radio industry has suffered the growing pains natural to an industry that has expanded at a rate unequalled. Some of these pains may have resulted from a lack of balance between the engineering and merchandising departments of given institutions. The engineering and production divisions of some radio manufacturers may have been more efficiently manned and better organized than the sales and merchandising divisions. Nineteen hundred and twenty-seven was the first year that a number of manufacturers attempted to remedy this condition.

“It seems essential that as much attention be devoted to distributor and dealer problems as to engineering and production. Only on that basis can manufacturers continue to increase their business, or even hope to survive.”

Berg Sales Representative

Starts on Mid-West Trip

A. J. Engel, special representative of the Berg A. T. & S. Co., Long Island City, N. Y., maker of Berg Artone portable and phonographs, left on his first trip of the new year during the last week in December. Mr. Engel, who is well known in portable circles, covers the entire Middle Western territory for the Berg organization and is adding new territory for 1928.

The new trip started in an auspicious manner. Mr. Engel has already reported that the Phonograph Repair & Accessory Co., St. Louis, has taken on the Artone line.

Mrs. Engel, who had been visiting her parents at Butler, Mo., joined Mr. Engel at St. Louis at a house party given at the home of Oliver Grenzbach, of the Phonograph Repair & Accessory Co.

R. F. Bensinger Abroad

R. F. Bensinger, vice-president of the Bruswick-Balke-Collender Co., accompanied by Mrs. Bensinger, sailed from New York on January 6 for a two months’ tour of Europe, on which he is planning to combine both business and pleasure.

Mr. Bensinger plans to diagnose trade conditions in Europe and visit the Bruswick offices there, to establish more definite contact and take care of any situations that might arise. Mr. and Mrs. Bensinger will take the Mediterranean Cruise and tour through Italy, stopping in Rome, Florence, Naples and other cities. They will also visit Switzerland, Paris, London and many other important points of interest in Europe.

New Display Box for the Organ-Tone Reproducers

A new display box, attractively executed in blue and gold, has been designed by the Unique Reproduction Co., New York, as a retail merchandising aid for the Organ-Tone reproducer. The display box holds six reproducers and is available to all dealers on purchases of six or more Organ-Tones. The Unique Co. is enjoying a lively demand for the Organ-Tone re-producer, which is claimed to be the only sound box on the market finished in color, thus adding the sales appeal of eye-value to its tone qualities.

Herman Segal, executive head of the Unique organization, announces that samples are now ready on a new reproducer which has many appealing features and will be given to the trade very soon. Mr. Segal states that he is looking forward to a very satisfactory volume of business in 1928 on the Unique line.

** The Valley Forge Catalog of replacement materials for the talking machine, which was announced in last month’s issue of The Talking Machine World, has been placed in the mail. The Valley Forge catalog in the past has proved a very valuable adjunct to the repair department and the demand for the new catalog is reported exceptional. The photograph to the left shows the very attractive appearance of the catalog and the minute listing, description and illustration of each part is readily referred to by means of a tabulated index. **

** Spildorf Concentrates Activities in New Plant **

Acquisition of Building With 100,000 Additional Square Feet Meets Needs for Enlarged Radio Program—Every Facility Is Provided

The Spildorf Radio Corp., of Newark, N. J., has announced the concentration of its production activities in a new plant. To meet the needs for the enlarged radio program for 1928, the Spildorf interests have acquired an additional 100,000 feet of floor space. This was accomplished by taking over the building formerly occupied by the Boyden Shoe Co., in close proximity to the other Spildorf factories. Every facility for the building of radio receivers and loud speakers is Organ-Tone reproducers.

At the same time announcement is made that the Spildorf radio activities have been placed under the direction of Hal P. Shearer, general manager; Paul Ware, director of the laboratory, and Sam Schaeffer as assistant advertising manager. Walter Rautenstrauch is president of the Spildorf Radio Corp., and E. H. Schwab is chairman of the board. In addition to his duties in the laboratory, Mr. Ware will take active part in directing certain phases of Spildorf radio production.

** SINCE 1890! **

MASTERCRAFT products are the result of long and successful experience in the manufacturing and merchandising field. Distinction of design comes from logical steps toward perfection in MASTERCRAFT cabinets and phonographs. The quality and beauty you see in MASTERCRAFT is created by extraordinary craftsmanship, the art of masters of cabinet making.

Eleven sales and distributing offices cover every section of the United States.

** THE WOLF INDUSTRIES **

KOKOMO

St. Paul
100 Midland Trust Bldg.

New Orleans
1046 Camp Street

Los Angeles, Calif.
1106 Mesdlin Ave.

INDIANA

New York City
250 W. 57th Street

Detroit
1501 Sarnoga Ave. W.

Dalla
3235 W. 29th Street

** THE WOLF INDUSTRIES **

KOKOMO

St. Paul
100 Midland Trust Bldg.

New Orleans
1046 Camp Street

Los Angeles, Calif.
1106 Mesdlin Ave.

** BRANCHES **

Boston
21 West Street

Chicago
1500 Republic Bldg.

New York City
44 Whitehall Street

(Export Dept.)
At Last—
A Practical Home Recording Instrument

THE TALK-BACK now makes it possible for anybody to make good records at any phonograph. Talk-Back makes records are full volume — long playing — permanent records. They stand up for 200 or 300 playings.

Every Phonograph Owner Wants One

The Talk-Back is a large and steady seller wherever introduced. Its price is within easy reach of all. Dealers who sell Talk-Backs have found that it increases the sales of portable and standard phonographs especially among orchestra, and band leaders, musicians, actors and actresses, and students and teachers of voice and music.

Builds Profitable Repeat Business

Every Talk-Back buyer becomes a blank record buyer. The long-playing, 8-inch, double-faced Talk-Back Record sells at $1.00 with a wide margin for the dealer.

COMPLETE OUTFIT
Nothing Else to Buy

TALK-BACK PHONOGRAPH RECORDING CO.
4703 East 50th St.
Los Angeles, Calif.

H. C. Schultz, Inc., Issues Radio and M. M. Catalog

Sonora Mid-West Distributor Prepares a Most Comprehensive Listing of Products Jobbed—Attractively Printed and Illustrated

A most complete and comprehensive catalog covering the radio and musical merchandise fields has been issued by H. C. Schultz, Inc., of Detroit, Mich., and Cleveland, O. The catalog covers 488 pages, is attractively bound in a stiff cover in black, green and gold, and describes fully and in detail colors in the wide and varied lines of instruments carried by the company. Throughout the book special inserts of model descriptions printed on heavy plate paper give line illustrations of the instruments.

Among the lines listed in the catalog and which are distributed by H. C. Schultz, Inc., exclusively in Michigan, northern Ohio and western Pennsylvania are: Sonora radios and phonographs, radio speakers and needles, portable phonographs, musical instruments and strings.

Other products distributed include: radio cabinets, console loud speakers, Timmons, Temple, Utah and Sandar speakers, a variety of power units, Abex "A" eliminator, Ellion "A" power, a wide range of other radio accessories, Con-ingham tubes, Sterlin battery chargers, Ray-O-Vac batteries and Belden products. Wall Kane and Brilliantone needles, the Bosch recre-ator and the Audak line of reproducers is also carried.

Platt Music Co. in New Home

LOS ANGELES, CAL., January 5.—The Platt Music Co. moved into its magnificent new building on Broadway between Eighth and Ninth streets on January 1. The exterior of the thirteen-story building has been designed on beautiful lines, dignified and inspirational. The six floors will be occupied by the Platt organization are finished in Gothic style.

R. L. Speicher Now Freed-Eisemann Ad. Manager

Has Background of Nine Years of Advertising, Merchandising and Publicity Experience in Silk and Electrical Industries

The appointment of Ray L. Speicher as advertising manager of the Freed-Eisemann Radio Co., Brooklyn, N.Y., by Mr. J. E. Robert Smith, has been announced. Mr. Smith resigned a few weeks ago to accept the post of advertising manager of the Geutling chain of five stores in Philadelphia, a position for which Mr. Smith’s thorough experience in mer- chandising and advertising particularly fits him.

Mr. Speicher comes to the Freed-Eisemann organization with a background of nine years of advertising, merchandising and publicity experience in the silk and electrical industries. While doing this work he has also directed the radio trade served to familiarize him with various phases of the radio business. Mr. Speicher’s head- quarters will be at the Brooklyn executive offices of the Freed-Eisemann Radio Corp.

New Columbia Record by the “Two Black Crows”

Parts 5 and 6 of Series Declared to be Even More Humorous Than Predecessors, That Have Registered Such Heavy Sales

Morgan and Mack, Columbia’s record-breaker artists, have just released Parts 5 and 6 of "Two Black Crows," and have said that the report the Crows have achieved the impossible, to wit, that they are funnier than ever.

They came through with an entirely new line of talk, yet retain the immortal mannerisms of the old, and a newly discovered animal, the "rhinohorse" makes its appearance.

R. M. A. Holds Its First Meeting of the New Year

A record attendance marked the first monthly meeting of the Radio Manufacturers’ Association held during 1928, on Thursday, January 5, at the midday luncheon at the Bismarck Hotel. The meeting was addressed by Professor Paul G. Andrews, of Temple, Inc., who spoke on the subject "The Best Reproduction in Radio and its Attainment."

Bond Parker Geddies, executive vice-president of the R. M. A., New York City, made his initial appearance at a Western meeting and gave to the members some advance information on the June Trade Show to be held at the Hotel Stevens, Chicago, the week of June 11. Plans for this annual event have practically been completed.

A. J. Carter, chairman of the Patent Interchange committee, reported the progress which had been made in securing information regard- ing patents held by R. M. A. members.

W. W. Rogers, Washington, D. C., was a guest at the R. M. A. luncheon out of town and kept company with his hosts while here.

Stewart-Warnor Corp. Expects Good Business During 1928

The January business of the Stewart-Warnor Speedometer Corp. will represent one of its best months in the history of the organization, according to W. J. Zuckert, who is in charge of the general sales manager. He stated that the company recently received some attractive orders for 1928, with more business of sizable proportions about to be closed. He further states that the branch of their business was satisfactory, with every indication of high volume operations during the new year.
Talking Machine Dealer Uses Variety of Methods in Selling Musical Merchandise

**Canvasing, Advertising, Window Displays and Free Lesson Arrangements Are All Found to Be Effective in Stimulating the Sale of Band Instruments and Musical Merchandise**

This is the third of a series of articles dealing with various phases of the merchandising of band and orchestra instruments and small goods by talking machine dealers. The facts presented are the result of a nationwide survey among the dealers recently concluded by The Talking Machine World.—Editor.

**SALES methods have a direct bearing on the volume of musical merchandise sold in the retail talking machine store, according to the replies received in answer to a questionnaire sent to dealers throughout the country by The Talking Machine World.**

This survey, as outlined in previous articles, emphasized several important points. First, a majority of the talking machine stores throughout the country handle small musical instruments. In some stores the department is exceedingly small and in others the investment runs to well over five figures. Second, that experience has proved this department to be a profitable adjunct to the business. Third, that a musical merchandise department aids sales in all departments of the business.

**Sales Promotion**

Many methods of sales promotion are being used by talking machine dealers to insure turnover of small goods. Some retailers seem to specialize in canvassing; others put their main effort on advertising and window displays; and quite a number have developed arrangements by which purchasers of a musical instrument are given a certain number of free lessons, enough so that at least the customer reaches the point where his knowledge of the instrument is sufficient to keep his interest alive. Some dealers utilize all of these efforts, and it is noteworthy that merchants who do this are the ones who apparently are the most successful and have the most profitable business.

**Sales Methods Versus Turnover**

The relation of sales methods to turnover is graphically illustrated by some of the individual reports. For example, a dealer whose investment in small musical instruments is $10,000 states that his annual gross business is $38,000. This merchant declares that he finds advertising "good," canvassing "better" and window displays "good" as business builders. Another merchant who develops sales mainly by advertising, window displays and offering free lessons has an investment of $1,500, and reports a three-time turnover. One retailer secures a four-time turnover through sales promotion with the aid of music teachers. This merchant has become friendly with the teachers in his community, and has made arrangements with them whereby they are paid a commission on sales, just as would be paid to any other salesman.

A dealer in Ohio states: "We utilize advertising, canvassing, window displays and free lessons without prejudice. We have no way of telling which method of sales promotion is most productive and we would not dispense with any, as it seems to us that the combination is most effective."

**Complete Stock Is Necessary**

One particularly important suggestion made by several of the dealers who answered the questionnaire was the necessity for an adequate stock. Certainly it is impossible for the dealer to sell what he doesn't handle, and there are many merchants throughout the country who are steadily losing business because of the incompleteness of their stocks. At best the investment in a musical merchandise section need not be large even if, from the standpoint of variety, the stock is fairly complete.

The dealer who orders fifty ukuleles at one throw and then does not stock a few other instruments of the more popular kind is making a foolish mistake. Cut down on the single item to get diversity. That is good business.

**The Ideal Sideline**

The survey brought home the fact that the musical merchandise department is without question the ideal sideline for the talking machine store. First, because it is a kindred line and the merchant remains what he essentially is, a dealer in musical instruments. Second, the investment required is comparatively small, and for this reason the small goods department should be an attractive proposition for the dealer. Last, but not least: The musical merchandise section is a profit producer of the first magnitude, if properly handled.

---

**Protecting Your Profit—**

SELLING musical merchandise demands time and energy. The dealer must go out and create business. He invests many dollars in developing prospects.

Are you getting a full and fair return on your selling effort?

The King Exclusive Franchise dealer receives absolute protection. Every inquiry is referred to him. He knows that he will get full profit on every sale in his territory.

The complete protection of the King plan and the high quality of King instruments make a good combination. Sales are easier and profits more certain.

Full information is yours for the asking. There are enough rich territories still open to make your immediate inquiry well worth while.

Write for our booklet on "The Advantages of Becoming a 'King' Dealer."

THE H. N. WHITE CO,
5215-95 Superior Avenue, Cleveland, Ohio.

Manufacturers of

**"King" Band Instruments**
IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 109)

New Weymann Catalog
Makes Its Appearance

The new catalog of Weymann banjos, manufactured by H. A. Weymann & Son, Inc., Philadelphia, Pa., made its appearance in the trade at the very beginning of the new year. It is attractively covered in orange and blue and presents through half-tone illustrations and printed descriptions the many models and distinctive merits of the Weymann line. The center spread is devoted to a graphic description of “Fourteen Points of Weymann Superiority.” Among the models presented are the Tenor Style No. 85, Orchestra Tenor Banjo Style A, Styles 1, 2 and 3 and Deluxe models 4 and 5, Tenor Banjo Style 135-A, 140-A and 130-A, Mandolin-Banjo Style 25-A, J5-A, Weymann Banjola Style 30 and 60 and Weymann Ukulele-Banjo Style 225.

The various distinctive features of the Weymann banjo also are described, including the Weymann meegapone tone amplifying rim, Weymann “fonts-to-one” pegs, Weymann patented tone resonator and banjo bridge.

BacK Announces Smeck
Stage Silver Bell Banjo

Instrument Designed by Roy Smeck, Victor and Columbia Recording Artist and Vitaphone Player, Introduced to Trade

George, Conn., January 3—In a very attractive and unusual circular the Bacon Banjo Co. is introducing the new Roy Smeck stage model Silver Bell banjo. The circular shows in full natural colors, style No. 4, in this instrument. The instrument was designed for Roy Smeck, Victor and Columbia recording artist and the famous Vitaphone “Wizard of the Strings.” It has vermillon neck, resonator and rim, goldelleur fingerboard and peghead with beautifully engraved embossed designs in black and gold. It has double resonating tone changes same as on regular styles of Silver Bell banjos. Other features are B & D super strings, web-foot bridge, Oettinger separate tension tail piece and gear pegs.

Telegraph orders for Bacon banjos have been coming in very freely, according to David L. Day, general manager of the Bacon Banjo Co., Inc. The Chicago Musical Instrument Co., Middle Western distributor, recently wired for three each of the Roy Smeck stage model gold banjos and Montana special gold banjos, selling at $270 each. Other telegrams received in one day came from the Progressive Musical Instrument Co. of New York and George A. Peate, Ltd., of Montreal for Montana Silver Bell banjos and No. 1 Silver Bell banjos.

Macaulay Joins Hanson

San Francisco, January 3—A. D. Macaulay, who for six years has been with the retail band and orchestra instrument department of Scher- man, Clay & Co., in this city, has resigned to accept a post on the staff of the H. C. Hanson Music House. After a short stay at Hanson’s main store it is expected that Mr. Macaulay will be attached to the Oakland store. Dan Coakley, drummer with Paul Kelly’s Orchestra, has been placed in charge of the drum department of the H. C. Hanson Music House.

Weyand Opens Quincy Branch

The Weyand Repairing Co., Boston, Mass., which repairs all makes of phonographs and radio receivers, has opened a branch at 21 Wa- ban road, Quincy, Mass. William J. Weyand, general manager of the company, is well known in talking machine and radio circles, having been connected with a number of leading Bos- ton music houses.

Foster Commemoration Hour

In line with its commemorations of the deaths of Beethoven and Schubert, the Columbia Phonograph Co. broadcast on January 11, a radio hour devoted to the compositions of Stephen Foster, the beloved American composer of home songs, who died on January 13, 1864.

Tommy Hill, well-known Irish entertainer, has opened a phonograph shop at 365 Willis avenue, the Bronx, New York City, where he will specialize in Irish records.
Music Publishers Demand Strict Adherence to Copyright Law From Record Makers

Forty Publishers Serve Notice That They Expect Manufacturers to Comply With Law as It Applies to Royalties for Mechanical Reproduction and in All Other Directions

Some forty music publishers, shortly before the first of the year, through the medium of E. C. Mills, served notice upon manufacturers of talking machine records and player piano rolls that on and after January 1, 1928, they would be expected to comply strictly with the provisions of the copyright law of 1909 as it applies to the payment of royalties for mechanical reproduction and in all other directions.

The notice calls attention to the fact that the law provides that when an owner of a musical copyright has himself used or permitted or knowingly allows another to use the work upon the parts of instruments serving to mechanically reproduce it, any other person might make similar use of the work upon serving notice of his intentions to do so and upon the payment of a royalty of two cents on each such part manufactured; that the copyright owner might require a report under oath each month of the number of parts of instruments manufactured during the previous month, and that royalties be due on the parts manufactured, payable within the following month; that definite penalties were provided for failure to meet the royalty provisions.

Notwithstanding the clear intention of the law, say the publishers, manufacturers of mechanically reproduced music have contrived to pay less than the law provides, through demanding a discount of 10 per cent from the legal rate to cover "breakage," "discount for prompt payment of royalties" or some other reason, and also arrange to pay royalties quarterly instead of monthly as was also provided by law.

Evasions of the provision providing for the filing of "notice of user," were also complained of, as was the practice of manufacturers securing waivers of royalties on parts manufactured in the United States but subsequently exported to foreign countries. The suspension of royalty payments in cases where compositions were involved in copyright suits and the boycotting of works of copyright owners who refused to yield to their requirements are also charged against the manufacturers, as are various other evasions of the law.

Among the complaints, too, is that the manufacturers in many instances have not reported on the parts, "manufactured" as provided by law but only upon the parts "sold," and have, at times, insisted on contracts that have given them the performing as well as the reproducing rights. It is also held that manufacturers have made adaptations and revisions of copyrighted works in direct violation of the copyright owners' interests.

The publishers declare that the laxness in the observance in the mechanical reproduction features of the copyright law has resulted in the development of numerous evils that are proving costly to copyright owners and that the cost of publishing and exploiting music has reached the point where publishers can no longer accept those losses quietly. In the notice to the manufacturers of instruments and parts for the mechanical reproduction of music it is announced that every effort will be made beginning January 1 to see that the provisions of the copyright law of 1909 are fully and completely complied with in every instance; that royalties be paid in full without discount; that reports be rendered and payments made promptly; that notice of user be filed in proper form; and that all other details be handled in strict accordance with the provisions of the law.

Following receipt of the notice it is understood that record manufacturers have held several conferences to determine the course of action. The meetings have been held behind closed doors and no announcement of the action decided upon has been made, but it is believed that some interesting developments are in the offing. It is further hinted that the approaching light on the existing copyright law will serve further to complicate the situation.

"Rosita," Sam Fox Number, Used in "Gaucho" Prologue

The prologue for the new photoplay "The Gaucho," with Douglas Fairbanks, now playing at the Liberty Theatre, New York, has won almost as many favorable comments as the picture itself. It is the creation of Boris Petroff, who with the Sam Fox Publishing Co. song "Rosita" as the musical allurement, has produced a unification of prologue and picture that can hardly be surpassed.

An exotic setting, fine voices, artistic native dancing, all produce a spirit that wins every notice in heavily increased sales. It, too, must be recognized that the qualities of "Rosita" are unusual to be selected for such an important exclusive feature. "Rosita" also is used as the theme in the picture presentation.

New Music Publishing Firm

Middle West Music Publishers, Inc., a firm which will serve the trade as a jobber of popular and classical music, and music books of all kinds, was founded in Chicago late in December and commenced active operation early in 1928. The firm is headed by Christ Serum, president, and the general manager of the business is Norris Gundersen. Mr. Gundersen has been active for a period of twelve years in the music field as manager of the jobbing department of Poster Music Publisher, Inc. The firm, whose headquarters are in the Searce Building, 226 South Wabash avenue, maintains a complete stock and has inaugurated a unique system of filling orders for the city trade. New equipment throughout the office has been installed and all of the employees of the firm have had previous experience in the music business.
De Francesco to Conduct "Wings" Coast Premiere

While in California he will confer with J. S. Zamecnik on "Wedding March" Score—Will Contribute Compositions to Fox Catalog

So important do the officials of the Paramount Co. consider the Pacific Coast premiere of "Wings," the aviation film of which the musical score was written by J. S. Zamecnik and which has had such a successful run in Eastern cities, that Luigi De Francesco, general musical director of the Paramount road show department, has taken a trip across the continent to conduct the opening at the Biltmore Theatre, Los Angeles, on January 15. The theme of the film is also entitled "Wings" and has been published by the Sam Fox Publishing Co. It has won great success in the East and the popularity of the song is expected to keep pace with that of the film in Pacific coast circles.

While in California, Mr. De Francesco will confer with Mr. Zamecnik on the final stages of the score of "The Wedding March," which Mr. Zamecnik is composing. This film, which has had an unprecedented amount of advance publicity, all of it favorable, is scheduled to open in New York late this month or early in February. Reports from the coast state that those who have heard Mr. Zamecnik's score for "The Wedding March" are enthusiastic over it and have commented most favorably on the amount of original and unusual material which is contained in it. The theme song, "Paradise," is the object of particular praise from those who have heard it. This number will be issued by the Sam Fox Publishing Co. in sheet music form when the film opens in New York.

Mr. De Francesco, it might be mentioned, recently signed a contract to contribute original compositions to the Sam Fox catalog. He has specialized in scores for motion picture films for a great number of years and has worked with leading directors.

"Singapore Sorrows" Proves Popular With Orchestras

The Broadway Music Corp. is putting on an elaborate campaign behind "Singapore Sorrows," the unusual fox-trot song which was such a decided hit with dance orchestra leaders. Will Von Tilzer, president of the Broadway Music Corp., states that requests for dance arrangements are steadily growing and while it was expected that the number would have a wide appeal to orchestra leaders, a surprising and gratifying condition has arisen in that vaudeville singing acts have included "Singapore Sorrows"

Although the selection is of but recent issue it is being heard over the radio at frequent intervals and the leading metropolitan orchestras are making it a regular feature as was the latest of the Broadway organization's hits, "Make My Cot Where the Cot-Cot-Cotton Grows."

$1,000,000 Royalties for the Music Publishers

Publishers' Protective Association Signs Contract With Electric Research Covering Royalties for Vitaphone and Movietone

A contract has been signed by E. C. Mills, chairman of the board of directors of the Music Publishers' Protective Association, in negotiation with the Electric Research Products Corp., licensors of Vitaphone and Movietone, which is expected to result in over $1,000,000 in royalties for the sixty-three publishers of the association. By the terms of the contract the licensors of Movietone and Vitaphone acquire the right to use the music issued by the publishers, for which they guarantee royalties of $100,000 for the first year and $150,000 for the second.

Mr. Mills said he expected the actual royalties to exceed the guarantees and that in the last three years of the contract the use of Movietone and Vitaphone would be so widespread that the income to the publishers would be greatly increased. Authors and composers will share in the royalties through separate agreements with their publishers.

The real significance of the contract, according to Mr. Mills, is that people in small towns all over the country will have access to the best music available in the country. With the foremost orchestras and singers appearing on the screen, and their music reproduced through the	vigoralizing machines, the man in the little movie theatre of the South or Middle West, or any where else in the country, will have the best in opera and concerts brought to his own Main Street, he said.

Forster Music Publisher, Inc., Discontinues Jobbing

Due to Rapid Growth of Its Own Catalog Forster Organization Discontinues Its Jobbing Service After Twenty-five Years

For the past twenty-five years Forster Music Publisher, Inc., Chicago, has been giving the general sheet music trade a jobbing service, but due to the rapid growth of its own catalog the Forster company officials have decided to discontinue this jobbing service and devote their time and efforts to promoting Forster publications. The stock of the jobbing department and its equipment has been disposed of to a new jobbing concern, Middle West Music Jobbers, Inc., who will confine their efforts exclusively to jobbing. Forster Music Publisher, Inc., will have no connection whatever with this new concern, but will devote all its efforts to its own publications.

Forster Music Publisher, Inc., has a varied catalog and has justly earned the reputation of being original. Its latest idea, that of increasing the number of piano players by using a popular piano method, is meeting with tremendous success. It is interesting to note that the Sheffte Rapid Course is being adopted by leading colleges, schools and individual teachers and bears the endorsement of outstanding authorities. The Forster Edition is also gaining considerable recognition in the standard field, containing as it does a song and piano number for almost every occasion and for every type and class of artist.

Because of the interest that will be revived in the playing of popular songs through the Sheffte Rapid Course, the Forster company intends to be very active in the popular field. This department will be under the supervision of A. Olman, who will establish representatives in important sections.

Forster has been responsible for some of the biggest hits in the industry, such as "Naughty Waltz," "Sweet and Low," "Hindustan," "Missouri Waltz," "Karavan," "Oh, Johnny," "It Ain't Gonna Rain No Mo," "Mellow Moon" and "Lonesome That's All," and with its renewed activity in this field, no doubt the sales of these bits will be duplicated on its newer issues.
H. A. Weymann & Sons, Philadelphia, Give Window to "Among My Souvenirs"

Great English Success. Published in This Country by DeSylva, Brown & Henderson Made Basis of Entire Window Display by Quaker City Music House

A highly effective show window, devoted exclusively to the display of the single number "Among My Souvenirs," was arranged recently by H. A. Weymann & Sons, of Philadelphia. This fox-trot song, published by DeSylva, Brown & Henderson, Inc., New York, for American and Canadian distribution, has shown unprecedented results in sales in the short time the publishers have been working on it, due to the merits of the song itself coupled with the confidence and co-operation of the trade in featuring it.

The Weymann display represented a particularly astute bit of judgment in tying up with the mechanical recordings of the number carried by the other departments of the firm. The fact that "Souvenirs" has already been recorded five ways by Victor is presented both by placard announcements and photographs of the various recording artists. These photographs include Paul Whiteman, who made a special twelve-inch concert record with his orchestra; Reinald Werrenrath, baritone, who recorded it as a vocal solo; Roger Wolfe Kahn, who recorded it for dance with his orchestra; Jesse Crawford, who made the organ recording, and the Revelers with a harmony vocal recording. The number has also been recorded on all the leading music rolls and this fact too is announced by placard. As can be observed from the accompanying illustration, sheet music copies of "Souvenirs" were attractively distributed through the window.

The success being met by DeSylva, Brown & Henderson, Inc. with the song substantiates the confidence of the Lawrence Wright Music Co., original publishers of "Souvenirs" in London, who started the whole sheet music world by running a full front page advertisement featuring the song hit in the London Daily Mail, at the expense of several thousand dollars. The campaign placed behind the number by DeSylva, Brown & Henderson, Inc. demonstrates the willingness of the writer-publishers to give any song in the catalog the plug it deserves, whether written by an outside contributor or by their own collective efforts. This policy is again evidenced in the campaign being put behind "Henry's Made a Lady Out of Lizzie."

Fred K. Steele, Inc., Places Catalog With London Firm

Lawrence Wright Music Co. Secures Steele Catalog for London Exploitation—Predicts "Every Little While" Will Be Big Hit

Fred K. Steele, Inc., which has to its credit one of the big hits of the season in "Every Little While" has placed its catalog for London exploitation with the Lawrence Wright Music Co. The number, "Every Little While," is registering very big in London, and Mr. Wright predicts it will be one of the outstanding hits of the season over there. "Bells of Hawaii," "Yip! Long About Jane," "Will You Think of Me," "Close to Your Heart" will also be exploited in London by the Lawrence Wright Music Co., which has expressed great pleasure in securing the Steele catalog.
"Watching the World Go By" Gaining in Popularity

Last Ballad of Gifted Composer, Ernest R. Ball, Has Steadily Increasing Number of Entertainers Using It, With Sales Increasing

Just before he died last May, Ernest R. Ball had turned in to his publishers, M. Witmark & Sons, the MS. of his latest and what was to prove his last ballad, "Watching the World Go By." The popular composer-entertainer had already tried out the new song in his vaudeville act out West, and had "put it over" in great shape. The song had been sent to the engravers just about the time that its composer was stricken fatally in his theatre dressing-room, and in due time the song was published. Naturally, among the countless lovers of Ball ballads, there was keen interest in and curiosity over this last song from his gifted pen. Due in some measure to this unusual condition, "Watching the World Go By" has steadily forged ahead in sales, until to-day, without any extraneous publicity campaign such as the Witmark house usually conducted on a new and promising Ernest R. Ball song, this post-mortem number shows a lively promise of equaling some of the best of the late composer's big sellers.

It stands to reason, however, that the keen interest evinced in this number by singers and singing acts all over the country is not based entirely on the facts already outlined. On all hands it is conceded that "Watching the World Go By" is not only a typical Ball ballad, done in the composer's best vein, but is actually as melodious, as simple and as singable a popular song as his famous "Let the Rest of the World Go By," which painted such tremendous popularity and sales and to which this last Ball number is indeed a fitting complement. Not a week goes by that does not see a substantial addition to the usual number of those using and featuring this song, and correspondingly, its sales have been and are steadily increasing.


First Issue of Journal of American Society of Composers, Authors and Publishers Has Many Interesting and Informative Articles

The American Society of Composers, Authors and Publishers is publishing each month a journal devoted to the interests and activities of the society and containing articles by prominent composers, lyricists, publishers and others interested in the aims and purposes of the organization. The first number of the Journal made its appearance last month and presented an attractive appearance and contained much informative and interesting reading material. The first issue was fittingly dedicated to Victor Herbert, the cover bearing a sketch portrait of the famous composer.

The first issue started with an editorial which explained the purposes and aims of the society and also included "Greetings From the President," by Gene Buck; an article on foreign relations, by George Maxwell; "Doing the Score of an Operetta," by Sigmund Romberg, and interesting articles by Jerome Kern, Siegel, Hein, Gus Kahn, Dorothy Morse and W. S. Handy. News items pertaining to the society and its individual members were also included.

Mort Bosley in New Post

Mort Bosley was recently appointed publicity manager for De Sylva, Brown & Henderson, Inc., succeeding Sam Wigler, who resigned January 1 to enter a new field. Mr. Bosley is well known in the publishing field and for the past six years was a road representative for Jerome H. Remick & Co.
Two Novel Offerings in Witmark Popular Catalog

"Mamma’s Little Baby" and "There’s Always a Way to Remember," by Well-Known Composers, Seem Certain of Winning Popularity

Among the really attractive and often novel offerings recently put out in their popular catalog by M. Witmark & Sons are two that are already outstanding favorites and seem destined to become substantial popular hits. Both of them are fox-trots, and each has a dance arrangement by two of the most adroit arrangers in the country. "Mamma’s Little Baby" is number one of this duo of successes. It’s by the two clever boys who were responsible for the same firm’s snappy seller, "Two Little Pretty Birds," and it has the same delightful, unexpected bits and twists and fancies that made its predecessor so great a favorite with the dancers. The dance arrangement of the number is by Joseph Nusbaum.

In "There’s Always a Way To Remember" Lew Pollack has handed M. Witmark & Sons a real Pollack fox-trot sizzler. He is a writer, of course, who, in the language of the day, certainly "knows his onions," otherwise he could hardly have creditted such three emphasis popular hits at one time as "Charmaine," "Diane" and "Miss Annabelle Lee." To which must certainly now be added "There’s Always a Way To Remember." The Witmark firm has a capital dance arrangement of it by Frank Skinner.

Berlin Tenor Banjo and Saxophone Folios Released

The Irving Berlin Standard Music Corp. announces that it released on January 10th, the No. 4 Tenor Banjo Folio consisting of their latest hit songs. The first three releases of their Banjo Folio have enjoyed a very substantial sale, and new editions will be released about three times a year.

They also announce the release of the No. 3 Saxophone Folio. Both of these folios will undoubtedly be received with the popular favor throughout the trade. Advance orders for the No. 4 Tenor Banjo Folio and the No. 3 Saxophone Folio are now being taken.

"Henry’s Made a Lady Out of Lizzie" a Sure-Fire Hit

De Sylva, Brown & Henderson Publish Topical Comedy Song Which Tells of the Ford’s Transition—Many Extra Choruses

What promises to be the outstanding comedy-novelty song of the present day and of many years to come is being vigorously promoted by the publishing firm of De Sylva, Brown & Henderson, Inc., who believe that "Henry’s Made a Lady Out of Lizzie" will smash all records of this type song for years to come. The timelessness of the song, coming as it does immediately after the introduction of the new Ford line, the catchiness of the melody and the humor of the innumerable choruses have made the song a big favorite with vaudeville, radio and recording artists.

Believe it or not, the Ford after its many years of jeers comes in for praise and Walter Keefe, who wrote the lyrics and music of the number, has given the trade a topical song which is certain to be sung, hummed and whistled all over the country. Dan Winkler, sales manager of De Sylva, Brown & Henderson, states that the song has been recorded 100 per cent and the recording companies are rushing releases on the number.

The song bears the O. K. of the Ford Motor Co., which is pleased with the idea of boosting a car which heretofore has been a subject for jest. Ford dealers are being requested to tie up with the song, placing copies of it in novel backgrounds of their window displays. The Champion Sparkers, representing the makers of Champion spark plugs, which are used in Ford cars, have agreed to broadcast the number every week over a chain hook-up for the next twenty weeks. Joe Cook, famous comedian, recently broadcast the song.

Fred K. Steele, Inc., Takes Over Jane Frazer Fish Songs


Fred. K. Steele, Inc., recently accepted two new numbers by Jane Frazer Fish, "Blue Idol" and "Silent Places," for publication and the organization is putting a strong campaign behind the selections. Mr. Steele feels that in taking over the numbers he exercised excellent judgment, for favorable responses from both the trade and the mechanical managers were heard immediately following the release of the numbers.

Louis Katzman first heard "Blue Idol" and thought so well of it that he made a special arrangement for the Anglo-Persians to use it in their radio broadcasts. He then brought the song to the attention of Mr. Steele, who lost no time in adding it to his catalog. The arrangement by Louis Katzman is considered by many to be the best he has ever made.

"Silent Places," the second Jane Frazer Fish number, has an arrangement by W. C. Polia. It is a beautiful waltz romance and Mr. Steele expects it will soon find a big demand both from musicians and the public.

Harry Von Tiller reports that "I’m Happy Now That You’ve Gone," which was placed on sale the first week of the year, found favor with the trade and public immediately. The song, which was released on records some time ago, is by Vic Meyers, Al Thompson and Harry Von Tiller.

[Forster Music Publisher, Inc.]

218 So. Wabash Ave., Chicago, Ill.
Bernie Grossman Is Chicago Manager for E. B. Marks Co.

Well-Known Middle Western Music Man Placed in Charge of Chicago Office—Formerly Connected With Marks Co. as Writer

The Edward B. Marks Music Co. has announced the appointment of Bernie Grossman as manager of its Chicago office. Mr. Grossman, who is one of the best known music men in the Middle West, was formerly connected with the Marks organization as a staff writer. He wrote such successes as "When a Peller Needs a Friend," "You Didn't Want Me When You Had Me" and "Let's Help the Irish Now." Of recent date Mr. Grossman, in addition to his exploitation work, has found time to write a number of hits, a few of which are "After You, Call You Sweetheart," "I Wonder If She's Lonely," "Tell Her at Twilight" and "Wherever You Go, Whatever You Do."

The new Chicago manager made a trip to New York the latter part of last month to confer with E. B. Marks and the various heads of departments. The policy of the firm—"more standard popular songs and more popular standard songs"—was impressed upon him and he started his duties on January 1 full of confidence.

The Marks concern is about to start work upon the new of the Grossman compositions, "To-morrow Is To-morrow," "Playing Hide and Go Seek" and "I'm Getting Used to It Now," written in collaboration with Arthur Siremore and Sam Kaufman.

Max Darewski to Write for the Sam Fox Catalog

Famous English Composer and Pianist Will Write Series of Compositions—First Suite, "An Eastern Garden," Now in Preparation

The Sam Fox Publishing Co. of New York and Cleveland, O., has closed arrangements with Max Darewski, the English composer and pianist, for a series of compositions. The first of these now in final preparation is an East Indian suite called "An Eastern Garden." The Fox Co. also has first call on further services of this eminent English composer, exclusive of popular or production compositions.

Max Darewski is not so well known in this country, although for years he was billed in the British Isles as "the famous boy composer and pianist." His English compositions are published by Francis Day & Hunter, Chappell & Co., Ltd., and Ascherberg, Hopwood & Crew. Sam Fox, head of the Sam Fox Publishing Co., has discovered in the modern compositions of Mr. Darewski a type and treatment of material that offers unusual promise.

Irving Berlin Week Winning Nation-wide Co-operation

Irving Berlin, Inc., announce that their Special Irving Berlin Week, January 14th to 21st, is shaping up better than any campaign they have ever attempted.

During this special week a tie-up has been effected with every leading theatre, dance orchestra, singer and vaudeville act from coast to coast, featuring Mr. Berlin's two latest songs, "The Song Is Ended (But the Melody Lingers On)" and "Together We Two." Phonograph companies are taking advantage of this unusual tie-up and have arranged window displays with all record dealers. Live-wire sheet music dealers will profit by taking advantage of this unusual Berlin week and display these two songs in their windows during this special campaign. The firm reports that "The Song Is Ended" is proving one of the greatest songs Mr. Berlin has ever written.
Baltimore Distributors Report Past Year As Being Satisfactory, With Outlook Bright

Brunswick Branch Manager States That 1927 Was Largest Year Ever Experienced by Brunswick Branch—Braco Staff Visits Fischer Plant—New Braco Catalog Ready

BALTIMORE, Md., January 9—Talking machine and radio dealers in this territory have concluded the holidays with a feeling of satisfaction because of the gratifying public demand for their products. The past year has been a good one and all join in looking forward to 1928 with feelings of unbounded optimism, which seems justified, for the public's interest in music-radio products is being sustained.

M. P. Smith, assistant manager of Cohen & Hughes, Victor distributors, states: "Victor sales for the month of December were fully up to our expectations, and the month ended a most satisfactory year for Cohen & Hughes, Inc. We are looking forward with confidence to a continuance of the prosperity experienced in 1927, and predict another banner year for Victor. In fact, we believe that the business done during the past two years, great as it has been, has only scratched the surface, and feel that as the trade in general is more thoroughly awakened with the unprecedented and tremendous sales possibilities of the Orthophonic Victrola, the Electrola and the radio combination instruments, the Victor industry will reach new heights within the near future."

I. Son Cohen, president of the organization, returned at Christmas from a trip through West Virginia and Virginia, where he spent a lot of time with each Victor dealer on his route. He reports enthusiasm on the part of practically every individual retail account with the business done during the year and with prospects for the future of Victor products.

J. G. Mullen, manager of the Panatrope division of the Brunswick Co., was elated at the sale volume of the past year, saying: "1927 proved to be the largest year in the history of the Baltimore branch of the Brunswick-Balke-Collier Co., and the outlook for 1928 is most optimistic."

A sales meeting was held between Christmas and New Year's, after which a dinner was held and prizes for the year were awarded. A gold watch, suitably engraved, was presented by J. B. Elliott, National Distributor representing Mel-O-Chord. C. E. Childs, formerly covering the State of Maryland, has resigned, effective January 1, and will become associated with M. P. Moller Music Co., Hagerstown, Md. E. M. Kriger, formerly manager of the phonograph and radio department at Brager's of Baltimore, has been appointed sales representative to succeed Mr. Childs in the State of Maryland.

The new combination model, the PR-178, containing the Radiola No. 17 in conjunction with the Panatrope, has been most enthusiastically received by dealers who have had the opportunity of seeing and hearing the sample instrument on display at the branch offices. Orders received during the first week after the new machine was announced to the trade were far in excess of the shipment of instruments which will arrive in Baltimore about the middle of January. This new model seems destined to be one of the most popular of the entire line.

During the past month, on December 27, the entire Braterman-Fedder Co. sales staff took a good-will trip to the headquarters of the J. A. Fischer Co., of Philadelphia. Those making the trip were: William Fedder, William Braterman, Lou Fedder, E. Maurice Fedder, Phil Kaufman, L. Braterman and Miss Nathanson. The entire day was consumed in a discussion of sales plans for Valley Forge merchandise for the coming year. Several effective plans were put forth by the members of the sales staff of both organizations and some of them will be put into practice in the very near future.

The new Braco catalog is now ready for distribution and will be sent to active dealers accounts who request a copy. In addition to a listing of the lines carried, including Valley Forge products, Braco portables and Mel-O-Chord, it contains many dealers sales aids, merchandising plans and sales promotion ideas.

The American Exporter holds in the esteem of leading manufacturers and business houses is to be found in the wonderful display of advertising which appears within its specially designed covers.

United Air Cleaner Co. Markets New Portable Motor

CHICAGO, I11., January 9—The United Air Cleaner Co., 9702 Cottage Grove avenue, maker of United phonograph motors, recently placed

New United Portable Motor on the market a new United portable phonograph motor. This new product has several outstanding features, chief among which are the cut spiral nickel steel winding gears and the placing of the winding crank on the motor in a position to allow free winding of the portable motor even when it rests on a table.

William H. Lyon Is Sales Manager of Amrad Corp.

MIDDLETOWN, N.J., January 9—The Amrad Corp., of this city, has announced the appointment of William H. Lyon as general sales manager of the corporation. Mr. Lyon was formerly connected with the Crown Light & Electric Co., Federal Ortho-Sonic distributor, of New Haven, Conn., and is well experienced in the radio field.

Albert B. Ayers, who was formerly sales manager of the Amrad Corp., has now been general manager of the company for several months. Mr. Lyon will cooperate with Mr. Ayers and Major Hahn, president of the company, in carrying out the policies laid down last June at their convention.

Leo B. Bernstein Made Ad Manager of Plaza Music Co.

The Advertiser, president of the Plaza Music Co., of New York City, has announced the appointment of Leo B. Bernstein as advertising manager of the Plaza Music Co. Mr. Bernstein is a competent advertising executive of many years' experience and is technically equipped to handle the many details of the advertising of this large distributing house.
Gramophone and Record Manufacturers
Reserve Space for British Industries Fair

Sixty-two Music Trade Firms Have Reserved Space in Music Section of Exposition—Electrical Reproducer and Automatic Instrument Have Scored Big Success—Sales Increasing

Loosoo, Inc., January 4—From all indications the activity in the gramophone trade, which I indicated last month as in the pre-Christmas trade, exceeded even the wonderful record of sales prior to the appearance of manufacturers last four years. It is unnecessary to search far for the cause of this, for time and again in these columns the tremendous publicity to record sales given by the one-time feared radio broadcasting programs has been mentioned. Although the extensiveness of the programs is less compared to that in these States, yet there is no question but that listeners-in have been influenced very largely by the music coming over the wire. Dealers have reported large sales with ttlie programs, and with the result that record sales have been tremendous with all the companies, according to reports.

New Gramophone Products Score
The new electrical reproducer and the new automatic magazine instruments introduced by the Gramophone Co. have scored a tremendous success. This is due to the fact that the market in this State, and the nation, has been in receipt not only of orders, but of congratulations on the wonderful merits of their latest creations.

The music sections of the British Industries Fair for 1928 have been allotted and those who are expecting to get them early will find that a large number of the first of the year will be disappointed. Among the gramophone and record firms which have taken space are: Collins, Ltd. (Gramophone motors); James Eastwood & Sons, Ltd. (accessories); Edison Bell, Ltd. (Gramophones and records); Henry Elwin, Ltd. (record carriers); Garrard Engineering Co., Ltd. (motors); C. Gilbert & Co. (Gramophones); Golden Melody, Ltd. (Gramophones); E. M. G. (hand-made Gramophones); Perophone, Ltd. (Vox Acoustic Record and Co., Ltd. (Gramophones, "Ionia"); and the Vocation Gramophone Co., Ltd. (Gramophones and records).

The fair, as usual, will be held at White City, Shepherd Bush, from February 20 to March 2. Some sixty-two music trade firms have taken space in the music section.

Celebrity Co.'s Newest
There is quite a trend both in the record tube of the past year adds greatly to the simplicity from the operating standpoint, and while it is impossible to forecast possible further developments, the public undoubtedly is coming to recognize the electric radio equipment as an efficient instrument and one developed to the point worthy of purchase. The general business predictions for the coming year are all optimistic and indications point to an increased volume of sales for 1928.

Recent Edison Records
of Particular Interest
A recent Edison release of particular interest is a set of two records by the Philharmonic String Quartet with E. Robert Schmitz at the piano in a rendition of Schubert's famous quintet in E-flat major, which makes a valuable addition to the catalog of classics.

There has also been issued the second record by the Two Dark Knights, bearing on one side the "Pullman Porters" and on the other "All at Sea." The success of the first record prompted the early release of the second.

Makes New Recording Wax
F. W. Matthews, of East Orange, N. J., well known in music as a manufacturer of recording wax, has evolved a new type of wax which he points out, greatly better conditions in the recording room. This new wax has been designated as Type M Recording Wax, and is described as a very fine, soft wax, which does not require heating and works at 70 degrees, or normal room temperature. It has been developed for electrical recording.

Brunswick Dividend
The directors of the Brunswick Co., Chicago, have authorized a dividend of 75 cents per share on the outstanding common stock, payable February 15, to holders of record as of February 5.

Some Staff Changes
Changes at the His Master's Voice London headquarters are rumored. Already has been announced in the press that A. T. Tregurtha, of Allied Newspapers, has been appointed advertising manager, and R. Swainston sales manager. Rumor has it that T. Lack is to be promoted, with consequent promotion of some high-level holding a subsidiary capacity.

Cyril Kempton's New Post
I hear that Cyril Kempton, the manager of the recently formed Associated Service Co. (formed to factor Brunswick products) and whose name has been associated with the products since the inception of the company, will this month be transferring his services to the parent company as general sales manager.

Congratulations, British Columbia, that this young man now occupies spacious offices at 15-19 Cavendish Place.

Fire Delayed Deliveries
Barrett Samuel & Son suffered a setback in the middle of the Christmas rush period through a small fire at their factory.

Super-Phonograph Automatic Demonstrated in Denver
Denver, Col., January 6—The first demonstration of a combination talking machine and radio receiver, called the Superphonograph, invented by Malcolm Ord of this city, was given at the Brown Palace Hotel on December 21. The instrument plays eighteen records in succession, reverses the records by mechanical arm, repeats selections and is heralded as "fool-proof."

Annual Columbia Party Held
The annual staff party of the Columbia Phonograph Co. was held in the recording studios at the main office at 1819 Broadway, New York, on Saturday, January 7. Practically continuous entertainment was provided by Columbia recording artists. All of the executives, heads of departments and the entire office staff of the Columbia organization attended.

Frangipane Has Good Year
Andrew P. Frangipane & Co., Inc., Lyndhurst, N. J., manufacturers of Leporephonic recorders and tone arms, reports that the new year has opened well with a bright outlook for the balance of the year. In addition to reproducer business, Mr. Frangipane reports that a number of contracts have been closed for making special parts for radio.

R. H. Canning, special representative of the Federal Radio Corp., has completed an extensive tour of every major city in the United States and Western Canada, gathering information of importance to the radio industry.

Attention Jobbers and Manufacturers
Large radio cabinet manufacturer is now open for business. Especially for cabinets of new design for jobbers or radio set manufacturers.

Superior Cabinet Corporation
206 Broadway
New York City

WANTED—SALESMAKERS, RADIO PHONOGRApH, and MUSICAL INSTRUMENTS
WE ARE WANTED BY THE PUBLISHERS OF THIS MAGAZINE DIRECT WITHOUT PRELIMINARY APPOINTMENT A CATEGORIZATION AS NATIONAL FRONTIERS OF THE TRADE, ANY SELLER OF QUANTITY WHO WILL DEED TO ASSOCIATE WITH OUR PUBLICATIONS. SPECIAL FEATURES AND COVERAGE FOLLOWING, ESPECIALLY IN LARGE TRADE CENTERS. FROM THE MACHINE WORLD, 40 LEXINGTON AVENUE, NEW YORK.
The

Latest Record Bulletins
Marietta")
Kiss

LIST FOR

21084

Among My

Souvenirs

JANUARY

— Fox-trot,

Song"

—

—

March

Selections from "Babes in Toyland,"

10
10

Selections from "Sweetheart,"

Victor Light Opera

13

Waring's Pennsylvanians 10
I Scream, You Scream, We All Scream For
Ice Cream Fox-trot. Waring's Pennsylvanians
10
21104 Miss Annabelle Lee (Who's Wonderful, Who's
Marvelous) .... Paul Whiteman's Rhythm Boys 10
Everybody Loves My Girl. The Four Aristocrats 10

—

35877

Among My

Souvenirs,
Paul Whiteman and His Concert Orch.

Washboard

—

21112
21103

—

Frank Crumit
Wake Nicodemus
I Told Them All About You. National Cavaliers
Dear, On a Night Like This. National Cavaliers
Mary (What Are You Waiting For?)— Fox-trot,

21107

12
10
10

10
10
10
10

Paul Whiteman and His Orch.

10

Jacques Renard and His Cocoanut Grove Orch.

10
10

Rain— Fox-trot,

—

Joy Bells Fox-trot
21114 'S Wonderful Fox-trot,
Victor Arden-Phil
Funny Face Fox-trot,
Victor Arden-Phil

—

—

The Troubadours

Ohman and
Ohman and

Their Orch.

Nutcracker Suite (Tschaikowsky),
Afternoon of a Faun (Debussy),
Tales from the Vienna Woods (Strauss)
Waltz,
Blue Danube (Strauss) Waltz,
Leopold Stokowski-Philadelphia Symphony Orch.
On 10 Double-Faced Records (6756-6765) in
Unit Program Carrier

Heaven When

7142-M Ay-Ay-Ay

Paul Robeson-Lawrence Brown
Witness
21144 Mother of Mine, I Still Have You,
The Silver-Masked Tenor

My

Stormy Weather

—

The Silver-Masked Tenor
Oh, Look
21145

My One

at

That Baby

and Only (What

Am

Correll-Gosden
Correll-Gosden
I

(From "Funny Face")
Mine All Mine

—

21115 The

HUMOROUS MONOLOG

Human

More Chatter
21097

10
10

Tannen
Tannen

10
10

Julius
Julius

DANCE RECORDS

The Troubadours
We Two (From "Golden Dawn"), Fox Trot,
The Troubadours
21113 Thou Swell (From "A Connecticut Yankee")

10
10

Fox-trot,

Johnny Johnson and His Statler Pennsylvanians
My One and Only (What Am I Gonna Do?)
(From "Funny Face") Fox-trot,
Johnny Johnson and His Statler Pennsylvanians
Fox-trot,
21101 Lovely Lady (From "Lovely Lady")
Johnny Johnson and His Statler Pennsylvanians
Make Believe You're Happy (From "Lovely
Lady"), Fox-trot,
Johnny Johnson and His Statler Pennsylvanians
Fox-trot,
Bungalow
of Dreams
21102
Frankie Masters and His Orch.
I'm Wlalkin' on Air Fox-trot.
Frankie Masters and His Orch.

10

—

—

10
10

—
—

—

—

(Mackenzie)

—
—

10
10

10

MUSICAL MASTERPIECES

New World"

M-l Symphony No. 5. "From the
(Dvorak, Op. 95),
Leopold Stokowski Philadelphia Symphony Orch.
Complete on 5 Double-Faced Victor Records,
6569 Inclusive
Single-Faced Lecture Record (6743),
by Leopold
to

—

— Instrumental.
New

10
10

10

10

10
12

12
12

12

1202-D America the Beautiful,
Columbia Mixed Chorus

Black

Two

Black

Crows— Part

Hymn

12
10

A. Rodeheaver

10

Parts 1 and 2 (von Suppe),
Columbia Symphony Orch. (Dir. R.H. Bowers)
50054- D Voices of Spring (Fruhlingsstimmen) (Strauss;

12

—

Homer

—

410)— Waltz,

Johann Strauss and Symphony Orch.
Enjoy Your Life (Freuet Euch Des Lebens)
(Strauss; Op. 340)— Waltz.
Johann Strauss and Symphony Orch.
1204-D Llewellyn Waltz Saxophone Solo,
Rudy Wiedoeft
Serenade Saxophone Solo ...Rudy Wiedoeft
Duet,
Piano
Fox-trot;
1211-D Dainty Miss
Constance MeringMuriel Pollock
Fox-trot; Piano Duet,
Polly
Constance MeringMuriel Pollock

—

—

—

12

12
10
10
10

Everybody Happy Now? (From "Artists
Models") Fox-trot, with Incidental
and
Singing by Ted Lewis,
Ted Lewis and His Band
Down the Old Church Aisle Fox-trot, with
Incidental Singing by Ted Lewis,
Ted Lewis and His Band
1205-D Dawn (From "Golden Dawn") Fox-trot, with
Vocal Chorus.. Leo Reisman and His Orch.
We Two (From "Golden Dawn") Fox-trot,
with Vocal Chorus,
Leo Reisman and His Orch.
1226-D Maybe I'll Baby You (From "Take the Air")
Fox-trot, with Vocal Chorus,
Max Fisher and His California Orch.

—

—

—

Fox-trot,
Lullaby (From "Take the Air")
with Vocal Chorus by Johnny Murray,
Max Fisher and His California Orch.
Dear, on a Night Like This Fox-trot, with
Vocal Chorus by Lewis James,
Cass Hagan and His Park Central Hotel Orch.
Think of You— Fox-trot, with Vocal
I'll
Al Lentz and His Orch.
Chorus
What'U You Do? Fox-trot, with Vocal Chorus,
Leo Reisman and His Orch.
There's One Little Girl Who Loves
Fox-trot,
with Vocal Chorus by Harold
Lambert,
Ipana Troubadours (S. C. Lanin, Dir.)
My Dreams—Waltz, with Vocal
Girl
of
Chorus by Kenneth Sargent),
Eddie Thomas' Collegians
Tomorrow Waltz, with Vocal Chorus by
Vincent Van Tuyl. Eddie Thomas' Collegians
Somebody Lied About Me Waltz, with Vocal
Chorus by Elliott Shaw ...The Columbians
Rose of the Lane Waltz, with Vocal Chorus

—

—

Me—

1210-D

—

1184-D

—

—

My Green— Vocal,

and His Rubeville Tuners

FAMILIAR TUNES— OLD AND NEW
15201- D A Corn Licker Still in Georgia — Parts

—

—

The Columbians
by Elliott Shaw
Wonderful (From "Funny Face") Foxtrot, with Vocal Chorus by Harold Lambert.
Ipana Troubadours (S. C. Lanin, Dir.)
My One and Only (From "Funny Face")
Tom
Chorus by
Vocal
with
Fox-trot,

—

Stacks,

Clicquot Club Eskimos (Dir. Harry Reser)

119

and

2
Featuring
Clayton
McMichen,
Riley
Puckett, Gid Tanner, Lowe Stokes, Fate
Norris, Bob Nichols and Bill Brown
Big Ball in Town,
Gid Tanner and His Skillet-Lickers. with
Riley Puckett and Clayton McMichen

Old McDonald Had a Farm,
Gid Tanner and His Skillet-Lickers. with
Riley Puckett and Clayton McMichen
15207-D When the Roll Is Called Up Yonder,
Rev. M. L. Thrasher and His Gospel Singers
What Shall We Do With Mother?,
Rev. M. L. Thrasher and His Gospel Singers
15202- D Aloha Oe (Farewell to Thee),
McMichen's Melody Men
The Missouri Waltz. McMichen's Melody Men
15203- D He Pardoned Me
Sacred Music,
Bush Brothers
Saved by His Sweet Grace Sacred Music,
Bush Brothers
15209-D Ladies on the Steamboat Dance,

—

Billy

Low

the

in

—
—
Burnett-Rutherford
Ground — Dance,

Burnett-Rutherford
Leake County Revelers

The Old Hat

Monkey

Dog

the

in

Cart,

Leake County Revelers
10

15210-D Old Aunt Betsy,

Frank Blevins and His Tar Heel Rattlers
Fly Around, My Pretty Little Miss,
Frank Blevins and His Tar Heel Ratllers

10

Waves

15208-D Gospel

He

10

15206- D

Bore

Smith's Sacred Singers
Smith's Sacred Singers

All

It

Red River Valley— Vocal Duet,

Hugh

When You Wore

10

a Tulip

Cross-Riley Puckett
Duet,
Cross-Riley Puckett

— Vocal

Hugh

IRISH RECORDS
Come Back

— Waltz,

10

33214-F Danny Boy;

10

Dublin Orch.
Those Endearing Young
Charms; Wearin' of the Green Waltz,
Dublin Orch.
33215- F Heathery Breeze Reel.
Believe

Me

Erin

to

All

If

—

—

Sullivan's

10

The Mouse

the

in

10

33216- F

Maid

The

of

the

Hedge

George

—

Kathleen Mavourneen
33218- F Ireland Is Ireland to

The Dear

Little

Darlin'

Girl

My

Love, Will

Solo,

Walter McNally

Michael Ahern

—Tenor
Solo,
Michael Ahern
Clare — Tenor Solo,
O'Doherty

Shamrock

From

Seamus

The Glen
33220- F

of

Aherlow

— Tenor

Solo,

Seamus O'Doherty

The Old Side Car— Flute
Three

with

— Baritone Solo,
Walter McNally
Me —Tenor Solo,

10

The

Band

Jig; Violin, with
—
Halpin-M. Stanford

Open the Door Softly; Kitty,
You Marry Me? Baritone

10

33219- F

Jig,

—

Lilting

33217- F

Shamrock Band

—

George Halpin-M. Stanford

The Thrush on
10

Cupboard

Sullivan's Shamrock
Reel; Violin,
Ballintra

Lilting

10

—

1213-D 'S

1

—

15205- D

—

—

1212-D

—

—

10

DANCE MUSIC

1222-D

—

15204- D

INSTRUMENTAL MUSIC

In Album C-l.

—

of the Republic.

Columbia Mixed Chorus

—

Sketch,

Moran-Mack

— Comedy Sketch,
Moran-Mack
Heaven") — Vocal,
6

James Melton
Old Guitar and an Old Refrain— Vocal,
James Melton
1208-D Blue River Vocal
Ruth Etting
Love Is Just a Little Bit of Heaven— Vocal,
Ruth Etting
1221-D There's a Rickety, Rackety Shack Vocal Duet,
Van-Schenck
Is She My Girl Friend? (How-de ow-dow!
Vocal Duet
Van-Sclienck
1199-D Did You Mean It? (From "A Night in
Spain") Vocal
Lee Morse
Old Fashioned Romance Vocal... Lee Morse
1220-D After I've Called You Sweetheart— Vocal,
Charles Kaley
A Shady Tree—Vocal
Charles Kaley
1228- D Sweetheart Memories,
The Girl Baritone (Kitty O'Connor)
Sailin' On
Vocal Harmonies,
Ethel and Dorothea Ponce
1203-D My Blue Heaven— Male Quintet,
The Singing Sophomores
When Honey Sings an Old-Time Song,
The Singing Sophomores-Vaughn de Leath
1215-D Wherever You Are (From "Sidewalks of New
York") Vocal Duet,
Vaughn de Leath-Franklyn Baur
Play-Ground in the Sky (From "Sidewalks of
New York") Vocal Duet,
Vaughn de Leath-Frank Harris
1200-D Oshkosh— Vocal,
Dale Wimbrow, the Del-Mar-Va Songster
and His Rubeville Tuners

12

1201-D The Church by the Side of the RoadVocal Duet. Homer A. Rodeheaver-Doris Doe
Sweeter as the Years Go By Vocal,

VICTOR HERBERT'S MELODIES

On 5 Double-Faced Records (9145-9149)
with Explanatory Folder
Victor Salon Orch.
Ah! Sweet Mystery of Life

VOCAL NUMBERS
Crows— Part 5— Comedv

Two

The Del-Mar-Va Songster

—

Stokowski

1198- D

Roll Right Off-a
12

SACRED MUSIC
Battle

—

—

Queen's Hall Light Orch.

(Sir Alexander Mackenzie, Con.)

1207-D Is

—

12

—


Dawn (From "Golden Dawn")— Fox-trot,

A

—

50053- D Poet and Peasant

Chatterbox Plays Golf,

Numbers 6565

—

—

7140-M

Jane Green
Jane Green

the Sun (Rimsky-KorViolin Solo.... Eddy Brown

Song of India (Sadko) (Rimsky-KorsakovEddy Brown
Brown) Violin Solo
Andrea Chenier: Improvviso Come un bel di
Parts
Spring
Day),
1 and 2
(As on a Fair
Aroldo Lindi
(Giordano) Tenor Solo
La Boheme: Musetta's Waltz Song (Puccini)
Maria Kurenko
Soprano Solo
Mignon: Connais-tu le pays? (Knowest Thou
Soprano Solo,
the Land?) (Thomas)
Maria Kurenko
Mazurka in B Minor (Chopin) Piano Solo,
Ignaz Friedman
La Campanella (Liszt-Busoni) Piano Solo,
Ignaz Friedman
Tannhauser: Song to the Evening Star (WagFraser Gange
Baritone Solo
ner)
The Fortune Teller: Gypsy Love Song (SlumMy Little Gypsy Sweetheart)
ber On,
(Herbert) Baritone Solo .... Fraser Gange
The Little Minister: Overture Parts 1 and 2

10
10
10

Gonna Do?)

—

Radiolites

—

12

to

—

2056-M

10
10
10

10
10
10

Hymn

sakov-Franko)

10

10

—

1157-D Hanohano Hanalei Hawaiian Hula Instrumental and Vocal. .... .South Sea Islanders
Liliu
E Hawaiian Hula Instrumental ana
Vocal
South Sea Islanders
1197- D An Old Guitar and an Old Refrain— Fox-trot,
with Vocal Chorus by Ralph Pollock,
Ralph Pollock and His Orch.
Why Should I Say That I'm Sorry—Waltz,
Ralph Pollock and His Orch.

—

—

143-M Coq D'Or:

10

Pal,

You Do?

21143 What'U

Co., Inc.

Schlaf ein, mein Blond-Engelein
(Perez-Freire-Beda)
Tenor Solo,
Richard C. Tauber
Song of India (Sadko) (Rimsky-Korsakov)
Richard C. Tauber
Tenor Solo

See

.

The

An

Columbia Phono.

5073-M

You Smile),
Jesse Crawford
Among My Souvenirs
Jesse Crawford
21055 Apache Dance (Offenbach) .Victor Salon Orch.
La Golondrina (The Swallow) (Serradell),
Victor Salon Orch.
Paul Robeson
21109 I Got a Home in-a Dat Rock
I

—

Must Be Somebody Else Fox-trot,
with Vocal Chorus by Harold Lambert,

1206-D Diane (From "Seventh

2055-M

JANUARY 27
VOCAL AND INSTRUMENTAL
in

—

—

LIST FOR

21146 Diane (I'm

B Minor ("Unfinished")

in

The Waltz (Weber),
Toccata and Fugue (Bach),

7141-M
Their Orch.

—

—

Invitation to

10

10

— Fox-trot,

Company

CELEBRITY SERIES
10

Paul Whiteman and His Orch.

Changes

Victor Light Opera

8,

—

Company

FOR THE AUTOMATIC ORTHOPHONIC
VICTROLA
A-7 Symphony No.
(Schubert),

—

Mill,"

12

Blues,

Paul Whiteman and His Concert Orch.
21100 Among My Souvenirs
The Revelers
Nola
The Revelers
21105 Did You Mean It? (From "A Night in Spain")
Fox-trot
The Virginians
Cobble-Stones Fox-trot,
Ted Weems and His Orch.
LIST FOR JANUARY 20
Gene Austin
21098 The Lonesome Road

Company

—

1229-D Five Pennies Fox-trot,
The Charleston Chasers (Dir. "Red" Nichols)
Feelin' No Pain
Fox-trot,
The Charleston Chasers (Dir. "Red" Nichols)
1227- D I Told Them All About You— Fox-trot, with
Vocal Chorus
The Four Aristocrats
Make My Cot Where the Cot-Cot-Cotton
Grows Fox-trot, with Vocal Chorus by
Arthur Fields
California Ramblers
1209-D The Song Is Ended (But the Melody Lingers
On) Waltz, with Vocal Chorus by James
Melton
The Columbians

There
Victor Light Opera

"The Red

Selections from

10
10
10

LIST FOR JANUARY
Walk— Fox-trot,

Toyland"),

in

10

Jim Miller-Charlie Farrell
Frank Crumit
Frank Crumit

21099 Wob-a-ly

Victor Concert Orch.
Victor Concert Orch.

Toys (From "Babes

of the

Victor Concert Orch.

10

Wooden Rocker

Life"

10

10

Miss You 'Lize

— "Romany

Badinage
Air de Ballet and Al Fresco

Jesse Crawford

I

"Gypsy Love
Victor Salon Group

from "The Fortune Teller":

10

21081 Stay Out of the South! (If You Want to Miss
a Heaven on Earth) .Jim Miller-Charlie Farrell

Joy Bells

Again (From "Mile. Modiste"),
Victor Salon Group

21093 Lonely in a Crowd Fox-trot,
Jacques Renard and His Cocoanut Grove Orch.
Beneath Venetian Skies Waltz,
Jacques Renard and His Cocoanut Grove Orch.
Jesse Crawford
21092 My Blue Heaven
The Song Is Ended (But the Melofly Lingers

21091 That Old

Me

Selections

6

Roger Wolfe Kahn and His Orch.
What'U You Do?— Fox-trot,
Johnny Hamp's Kentucky Serenaders

On)

"Naughty Marietta" (From "Naughty
Victor Light Opera Company

Selections from

Victor Talking Machine Go.

Solo,
John Griffin (The Fifth Ave. Bus Man)
Flute Solo,
Little Leaves of Irish Green
John Griffin (The Fifth Ave. Bus Man)

—

(Continued on page 120)

10


Gimbel Bros. to Operate in Philadelphia Taking Over the Kaufmann & Baeer Store

Will Continue to Operate Large Talking Machine and Radio Department—New Model Atwater Kent Receiver Impresses Trade—Faces New Year with Utmost Confidence

Pittsburgh, Pa., January 7.—Talking machine merchants and radio dealers in the Pittsburgh district are facing the new year with the utmost confidence that their firms will exceed the next twelve months both in good business for the trade here. A resume of the past year indicates that the total volume of sales for 1927 exceeded that of 1926.

Wallace Russell, of the Standard Talking Machine Co., Victor distributor, stated that the year closed for the company in a most satisfactory manner and that sales were decidedly brisk, especially of the higher-priced records of the Victrola company. The company is also distributor for the Spartan radio and found that the demand for this product far exceeded the supply.

George H. Kaufman, president, manager of the wholesale Victor department of the W. F. Frederick Co., stated that business was exceptionally brisk and that he expects the new year would be comparable to the successful one for the Victor dealers who seek business in a systematic and progressive manner. The W. F. Frederick Co., according to E. B. Heyser, vice-president, had a very large sale of the Zenith radio, the firm being distributor here.

"Sales of Brunswick Panoramas and records were very satisfactory at the end of the quarter of the year," said Manager Lewin of the Brunswick offices.

The introduction of the new style Atwater Kent radio receiving set here produced quite an impression in radio circles and the local distributor, the Enshein Co., according to H. M. Swarts, one of the officers of the company, was highly pleased with the volume of business handled within a few hours after the new model was placed on the market.

Gimbel Bros., of famous Philadelphia, on January 2 took over the Kaufmann & Baeer department store and hereafter the store will be known as "Gimbel Bros." The firm will continue to operate the large talking machine and radio department. Victor, Columbia and Brunswick lines are featured.

J. H. Troup, the Classic dealer of Harrisburg, was host at the Harrisburg Country Club to the members of the sales force of the J. H. Troup Music House, at which an elaborate turkey dinner was served.

The Superior Auto Accessories Co., of 5117 Baum Boulevard, Pittsburgh, has been appointed distributor for the Kolster radio sets.


Dr. Miller Preceded Prof. Theremin in His Invention

It appears from an article by E. S. Bisbee in the New York Sun that Prof. Leon Theremin, who recently arrived in New York from Paris, to announce his discovery and invention of producing musical sounds by waving his hands about an electrically energized apparatus, is not the original inventor of this principle, for Dr. F. Miller, who for more than forty years has made a study of acoustic and electrical phenomena, secured U. S. Patent No. 1,976,288 on April 6, 1921, for an apparatus for producing musical tones. It is essential to note that the apparatus does not reproduce, but produces, originates, creates musical tone, it is not dependent upon electricity but creates its own, thus differing from the broadcasting by radio of sounds that have been created by other devices.

Make 8-Inch Records

Through an error in the advertisement of the Talk Back Photographic Recording Co. of Los Angeles, Calif., it has been announced. Following the publication of this statement, the records manufactured by this company were listed as 6" records whereas Talk Back records are 8" double-faced records.

---

Gimbel Bros. to Operate in Philadelphia Taking Over the Kaufmann & Baeer Store

Will Continue to Operate Large Talking Machine and Radio Department—New Model Atwater Kent Receiver Impresses Trade—Faces New Year with Utmost Confidence

Pittsburgh, Pa., January 7.—Talking machine merchants and radio dealers in the Pittsburgh district are facing the new year with the utmost confidence that their firms will exceed the next twelve months both in good business for the trade here. A resume of the past year indicates that the total volume of sales for 1927 exceeded that of 1926.

Wallace Russell, of the Standard Talking Machine Co., Victor distributor, stated that the year closed for the company in a most satisfactory manner and that sales were decidedly brisk, especially of the higher-priced records of the Victrola company. The company is also distributor for the Spartan radio and found that the demand for this product far exceeded the supply.

George H. Kaufman, president, manager of the wholesale Victor department of the W. F. Frederick Co., stated that business was exceptionally brisk and that he expects the new year would be comparable to the successful one for the Victor dealers who seek business in a systematic and progressive manner. The W. F. Frederick Co., according to E. B. Heyser, vice-president, had a very large sale of the Zenith radio, the firm being distributor here.

"Sales of Brunswick Panoramas and records were very satisfactory at the end of the quarter of the year," said Manager Lewin of the Brunswick offices.

The introduction of the new style Atwater Kent radio receiving set here produced quite an impression in radio circles and the local distributor, the Enshein Co., according to H. M. Swarts, one of the officers of the company, was highly pleased with the volume of business handled within a few hours after the new model was placed on the market.

Gimbel Bros., of famous Philadelphia, on January 2 took over the Kaufmann & Baeer department store and hereafter the store will be known as "Gimbel Bros." The firm will continue to operate the large talking machine and radio department. Victor, Columbia and Brunswick lines are featured.

J. H. Troup, the Classic dealer of Harrisburg, was host at the Harrisburg Country Club to the members of the sales force of the J. H. Troup Music House, at which an elaborate turkey dinner was served.

The Superior Auto Accessories Co., of 5117 Baum Boulevard, Pittsburgh, has been appointed distributor for the Kolster radio sets.


Dr. Miller Preceded Prof. Theremin in His Invention

It appears from an article by E. S. Bisbee in the New York Sun that Prof. Leon Theremin, who recently arrived in New York from Paris, to announce his discovery and invention of producing musical sounds by waving his hands about an electrically energized apparatus, is not the original inventor of this principle, for Dr. F. Miller, who for more than forty years has made a study of acoustic and electrical phenomena, secured U. S. Patent No. 1,976,288 on April 6, 1921, for an apparatus for producing musical tones. It is essential to note that the apparatus does not reproduce, but produces, originates, creates musical tone, it is not dependent upon electricity but creates its own, thus differing from the broadcasting by radio of sounds that have been created by other devices.

Make 8-Inch Records

Through an error in the advertisement of the Talk Back Photographic Recording Co. of Los Angeles, Calif., it has been announced. Following the publication of this statement, the records manufactured by this company were listed as 6" records whereas Talk Back records are 8" double-faced records.
Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for November—General Increase Over the Year Previous

Washington, D. C., January 8.—In the summary of exports and imports of the commodoty for the month of November, 1927, the following are the figures bearing on talking machines and records.

The legitimate imports of talking machines and parts thereof for the month of November, 1927, amounted to 38,229, as compared with 30,125 worth $38,229, which were imported during the same period of 1926. The eleven months' total ended November, 1927, showed an importation value of $602,528; in the same period of 1926, $596,731, a very substantial increase.

Talking machines to the number of 11,196, valued at $49,975, were exported in November, 1927, as compared with 8,657 talking machines, valued at $27,152, sent abroad in the same period of 1926. The eleven months' total showed that we exported 127,972 talking machines, valued at $4,691,292, as against 92,822 talking machines, valued at $2,963,984, in 1926.

The total value of record supplies for November, 1927, were valued at $315,142, as compared with $304,153 in November, 1926. The eleven months ending November, 1927, show records and accessories valued at $2,757,718, as compared with $1,992,450 in 1926.

The countries to which these machines were sent during November, and their values were as follows: Europe, $13,353; Canada, $17,189; Central America, $27,945; Mexico, $35,888; Cuba, $18,928; Argentina, $54,083; Brazil, $25,191; Chile, $48,906; Colombia, $39,094; Peru, $7,901; Other South America, $39,639; British India, $310; China, Hong Kong and Kwantung, $14,222; Philippine Islands, $20,580; Australia, $19,986; New Zealand, $2,527; British South Africa, $3,580; other countries, $2,827.

Past Year One of the Best Says Salt Lake City Trade

Salt Lake City, Utah, January 4.—The year that has just come to a close will go down as one of the best, if not the best, in local phonograph sales history. Nearly every one in the business reported a big increase over last year's volume of business. Extra heavy sales were made in December. The Christmas shopping in Salt Lake City this year is reported by authorities to have been the heaviest for many years.

The popularity of phonographs and radio phonographs is growing. This, too, is local phonograph authorities, say, is because of the fact that the two instruments or pieces of equipment occupy no more space when put together than the console phonograph, which is an item worth considering in these days of small bungalows and apartment houses.

John Elliott Clark, president and manager of the John Elliott Clark Co., Victor distributor, said: "As far as we have been able to check up we had a wonderful Christmas business. All indications point to a big year in 1928. Everyone feels optimistic. I think in most places business was considerably better than last year." Mr. Clark said 1927 was the biggest year ever they had. He reports that in December the volume of "hot" radios and Victrolas. Mr. Clark reported a great deal of interest in music on the part of the schools, and said they were getting quite a lot of school business.

At the Columbia Stores Co., distributor of the Columbia, the Christmas business was described as "beyond expectations. Better than last year's business. This was said to apply to both instruments and records."

Manager George S. Spratt, of the Salt Lake City division of the Brunswick-Balke-Collender Co., Brunswick distributor, said: "Have had a splendid Christmas business. The record business was exceptionally good." Mr. Spratt said they have just received samples of the new electrically operated instrument, and that they hope to make deliveries early in the year.

Salt Lake City music stores with big phonograph departments generally reported a fine talking machine business. The Consolidated Music Co. reported a run on combination phonographs and radios and a big record business. The phonograph department was one of the leading departments in this outstanding music house of the city.

The Daynes-Bean Music Co. reported a heavy demand for radios and higher priced phonographs, and a big record business. The Glen Bros.-Roberts Piano Co., said sales of phonographs and records were "heavy."


About two and one-half feet of snow has fallen in the valleys and the Salt Lake City territory during the past month, and authorities on irrigation matters say that this means that there will be an abundant supply of moisture for the crops in 1928, something that is essential to agricultural prosperity in the Rocky Mountain territory. Other industries are in splendid shape. The Columbia Steel Corp., will enlarge its operation this year. A big building year for Salt Lake City is assured. Banks report plenty of money with interest rates steady.

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Building a Profit-Producing Sales Organization

February Holidays Afford Opportunities for Tie-ups

Store Door Playing Builds Big Business

Reduce Repossessions by Eliminating Causes

Windows that "Sell"

In the Air

Dealers Education Program Responsible for the Success of Farrant Policy

Sales Possibilities in Fine Records

Dramatizing Radio Through the Medium of Displays

Profit-Winning Sales Wrinkles

Making Money-Suggestions for Ambitious Merchants

Last Minute News of the Trade

A Glance Into the Trade Future

Getting All the Record Business

Realizing Two Profits on Music

Protection in Instalment Selling

They Came, Saw and Were Conquered

Featuring Single Record in Window and Store Displays Increased Gil-lespie's Sales

Creating a Record Demand for Finest Music

Music Dealer Is Equipped to Profit from Radio

Edison Phonograph in Far Corners of the World

Music Shop in Small Town Wins Success Through Store Door Playing

New Principle in Acoustic Development Using Two Diaphragms Is Announced


The Newest in Radio

Latest Talking Machine and Radio Patents Granted

Instruments for Repeating Programs Over Telephone and Power Wires Is Perfected

In the Musical Merchandise Field

Talking Machine Dealers Use Variety of Methods Selling Musical Merchandise

Gleanings from the World of Music

Music Publisher Demands Strict Adherence to Copyright Law from Record Makers

The Latest Record Bulletins

Atwater Kent Foreign Sales

Representative Returns


New Columbia Race Artists

Four new Race artists were signed to record exclusively for the Columbia Phonograph Co. during the recent Southern trip of Frank Walker, Columbia recording executive. They are Blind Willie Johnson, who sings sacred songs to a guitar accompaniment; Lilian Glenn, singer of blues; Washington Phillips presents gospel records; and Laughing Charley who sings blues with a laugh.

The first releases of all these artists have just been listed for Columbia's next supplement.

Otto Frankfort Bereaved

The many friends of Otto N. Frankfort, vice-president and sales manager of the Mohawk Corp., of Illinois, tender their sympathy to him for the loss of his mother, aged 74, who died recently in Boston. Intermitt was in Florida, N. Y.
HERE IT IS!

THE RECORD

WITH A PROFIT

New Electrobeam Gennett
Black Label—Seventy-five Cents

The improved Gennett Sales Plan eliminates all possibility of dead stock. New quotations guarantee larger profits.

GENNETT RECORDS
RICHMOND, INDIANA
"Close-up Music" for All-Year Prosperity!

Already amazing success has come to the new Edisonic. Already discerning music-lovers have pronounced "close-up" music matchless in purity of tone, and room-filling volume. Already impartial tests have demonstrated that Mr. Edison's new invention re-creates soloist and orchestra with surpassing realism! Your 1928 Success Plans should include thorough investigation of the new Edisonic—the product of world-famous research laboratories, backed by the greatest name in the phonograph industry, advertised extensively in a manner that is new, refreshing, and already evoking much favorable comment and action!

The astounding

EDISONIC

THOMAS A. EDISON, Inc., Orange, New Jersey

ADDRESS THE DISTRIBUTOR NEAREST YOU:

EDISON PHONOGRAPH DISTRIBUTING CO., Orange, N. J.; 155 So. Forsyth St., Atlanta, Ga.; 185 State St., Boston, Mass.; 3130 So. Michigan Ave., Chicago, III.; 500 Elm St., Dallas, Tex.; 1636 Lawrence St., Denver, Colo.; 1215 McGee St., Kansas City, Mo.; 606 First Ave., No., Minneapolis, Minn.; 128 Chartres St., New Orleans, La.; 909 Penn Ave., Pittsburgh, Pa.; 1267 Mission St., San Francisco, Calif.; St. Thomas, Ont., Canada; W. A. Myers, 761 W. Edwin St., Williamsport, Pa.; B. W. Smith, Inc., 2019 Euclid Ave., Cleveland, Ohio; Proudfit Sporting Goods Co., 2327 Grant Ave., Ogden, Utah; Girard Phonograph Co., Broad and Wallace Sts., Philadelphia; C. B. Haynes Co., Inc., 19 W. Broad St., Richmond, Va.; Silverstone Music Co., 1114 Olive St., St. Louis, Mo.
Greater Values
Broaden Sales Field
for 1928

BRUNSWICK
PANATROPE
Patented Features

These new products bring you improvements in construction which can be found only under the Toman name. Patented features—they belong exclusively to the E. Toman Company, and cannot be duplicated.

The No. 3 is the only reproducer made with a positive locking back—without a single screw to come loose and cause blasting. One of the most important advances in reproducer construction made in recent years. The No. 3 uses a triple suspended duraluminum diaphragm 10/1000 thick—four times as substantial as the ordinary 2 1/2/1000 diaphragm. It is hand lacquered to protect it against climate changes. Special double grip screws securely hold the reproducer to tone arm, always in proper position. These features combine to produce a reproducer with full, deep, rich tone quality as well as great beauty of design.

The Model E. Tone Arm embodies all of the best features of the Toman-Helical Arm. A full exponential taper with a full S curve. It does not infringe upon any existing patent. With the No. 3 reproducer, and the Model E tone arm, you have the finest possible combination from all standards of beauty or performance.

No. 3
Most beautiful reproducer ever designed.

E. TOMAN & COMPANY
2621 West 21st Place
CHICAGO, ILL.

Subs. Distributor
WONDER TONE PHONOGRAPH CO.
216 No. Michigan Ave.
Chicago, Ill.

Export Office
189 W. MADISON ST.
Chicago, Ill.
Cable SIVAD
The Talking Machine World
Vol. 24. No. 2
New York, February, 1928
Price Twenty-five Cents

Expanded Sales Field Should Boost Trade Volume

Introduction of the AC receivers and devices for converting battery operated sets into AC receivers will make the next year a profitable one for the trade. Battery set market should not be neglected

The introduction of the AC radio receiving set has brought about a condition in retail trade circles that should insure a satisfactory sales picture for the year. The strong demand for the all-electric radio, according to reports from dealers throughout the country, is an indication of the popularity of these sets. However, competition is just as keen as it was three or four or six months ago, and the dealer who expects to get volume business must hustle for it. The all-electric radio will certainly bring people into the store without any great effort on the part of the dealer. The only fly in the ointment is the fact that there is such a very great division of sales among these dealers will shorten the profit for each individual engaged in the business. There is only one solution as far as the talking machine-radio dealer is concerned, and that is he must work hard to get not only the business that would naturally come to him, but also cash in on the extra sales that can only be developed by merchandising along modern and intelligent lines.

A Broad Market

The market is there. Every home that is equipped with electricity, and where there is now no radio set, is of course a live prospect. How quickly and effectively the dealer sells this type of individual depends entirely upon the circumstances and the effort put forth. Then, too, a fair trade in replacement sales can be made without too much trouble. Many people who bought radio sets two or three years ago may be considered as prospects. There is no question about it; the performance of the modern radio set is far superior to those constructed a few years ago, and it is performance and ease of operation that the dealer must sell.

What every dealer wants when he is trying to put over a product is a good convincing "talking point," and this he has in the all-electric set. There can be no stronger argument to the man or woman interested in radio and not especially interested in fooling around with the mechanics of a set than to make clear the fact that all that is necessary to get reception is to simply plug in on the house current—a simple action that will appeal to most people. The market is there, and there is profit in this business.

Profits From Battery Operated Sets

In spite of the widespread popularity of the new all-electric set, battery operated sets are still sold. Throughout the country there are thousands of homes without electricity, and these are the logical battery operated set prospects. Perhaps the demand for battery sets may be smaller but nevertheless it is a foolish dealer who will overlook this source of business. The manager of one of the leading retail concerns in the East made the statement a short time ago that sales of battery operated sets were consistently good, although sales of all-electric receivers were more numerous.

Analysis of the Field

It is not a question of throwing out battery operated sets and concentrating on the line of all-electric, but more a matter of careful analysis of the market for each of these sets. If investigation shows that the dealer may expect a fair amount of business in battery sets he should get behind them strong, and the dealer who does this will find that it will pay him handsomely, for the very simple reason that many of his competitors will undoubtedly be neglecting this market for radio. Nor should this statement be misconstrued to mean that the all-electric set should be neglected. On the contrary the retail sales promotion campaign should include all the products the dealer handles. If the line of merchandise is not important enough to warrant sales effort, certainly it is not important enough to take space in the store.

Modern methods must be used to get profitable sales volume to-day. The department stores realize this. So do the chain stores, and they get behind every department of their business and make each department pay, otherwise it goes, and it is certain that where there is a market for a certain line of goods the department is not thrown out, but it is forced to pay. If the man in charge is unable to cope with the situation they get a new man who may. The one point in all this is, in so far as battery sets are concerned, the dealer must determine his market, base his buying accordingly, and then go out and sell. On the other hand what about the thousands of radio sets in the homes to-day? All of these people certainly are not prospects for all-electric sets. While some may buy new sets, the vast majority will not do so, however much they would like to for the convenience of all-electric operation.

New Opportunity for Sales

New devices designed to convert the battery-operated set into an AC receiver, are being introduced to the trade by various manufacturers. These devices are already arousing the interest of the trade because retailers realize that many people who now own battery-operated sets are live prospects for them.

All of these developments combined make the retail outlook for the next year eminently satisfactory. In radio alone the retailer now has three markets. First, there is the market for the all-electric set. Next, the market for all-electric sets converted into AC receivers. Third, the sales field for the devices for converting battery sets into AC receivers. In addition, the coming months should witness an excellent demand for loud speakers, AC tubes and eliminators. Another factor that should react to the profit of the dealer is the growing tendency of people who own table sets to house them in the attractive console and highboy cabinets now being placed on the market by leading cabinet makers.

Because of these facts more than ever it is necessary for merchants to be on their immediate markets. Buying the merchandise that can be sold quickly enough to give the retailer a profitable turnover will play an important part in the success of the talking machine-radio merchant in the year to come—in fact, more so than at any other time in the history of the industry.

Certainly, the dealer has diversity of merchandise with a wide appeal. He has the goods and it only is necessary that he present them in a manner calculated to create the desire on the part of the public. More intensive sales promotion campaigns, wider in scope, to include all the products featured, is the answer to more frequent turnover in the various departments of the business. Consistent effort must be made by the merchant, not only because modern merchandising and competition demand it, but because only in this way can he profit to the fullest extent.

The Battle for Business

In every community there can be only so much business. There may actually be only enough radio business to give adequate profits to two or three stores. On the other hand six or more stores may be fighting for sales, and the result is that the dealer gets the hard-est and most effectively is bound to profit most, and the more the individual gets above his quota by just so much more does some competitor fall down. The time is coming when the strongest, most intelligent dealers will be the survivors in the struggle for sales—an elimination that can only be of benefit to the trade.

See second last page for Index of Articles of Interest in this issue of The World
Promises Don't Sell Radio
Quality Line Is Best Sales Builder

"There is no way to make a dissatisfied customer to promise too much for a radio set when it is being sold," said W. F. McCarthy, manager of the radio department of Peterson's, Chicago. "We make a policy of promising much less for a radio receiving set than it is capable of accomplishing.

"When a customer asks how far a set will receive, we tell them we do not know, but that we guarantee the set will be entirely satisfactory, and if it is not we will cheerfully refund the entire purchase price. We do not make a single claim for a set except that we guarantee it to give satisfaction. This guarantee has no strings to it whatsoever. We let the customer decide what we mean by "satisfaction." As a result, the customer tunes in his set the first night and more than likely receives a dozen or more different distant stations. He finds that his set will do much more than we had led him to expect, and consequently he is thoroughly satisfied with it. On the other hand if we promised all we knew the set would do, he would not feel that same sense of delighted satisfaction. Owing to our conservative statements many of our patrons believe firmly that they have the best set the manufacturer ever turned out."

Importance of Careful Selection of Line

Four years ago, when radio was first sweeping the country, Peterson's decided to take on radio as a new department. Other firms were jumping into the radio business haphazardly, and were selling the first radios on which they could get their hands. Many of the types of radio were almost worthless, but the public was ignorant and could be sold almost anything in the shape of a radio set. "We, however, did not want easy sales and easy profits," said Mr. McCarthy. "The store's motto is "What Peterson Promises, Peterson Does" and we had no intention of making an exception of radio. We did not want to sell a single set that would make a dissatisfied customer, for we knew that satisfied patrons are the best advertising a man can have. We also felt that the first 100 sets sold by us would determine the future success of our radio department."

Petersen's, of Chicago, Have Won Confidence of Public Because Their Policy Is to Satisfy

By W. B. Stoddard

"To satisfy our old customers who were depending radio from us we had a small two-tube set designed under our own specifications. This little set was remarkable for its simplicity and clearness, and it thoroughly satisfied all of the purchasers. We then made a thorough investigation of radio, to find a set that would fulfill all our requirements, which were: The set must give satisfaction with a minimum of service from us; it must give perfect reception; it must sell at a price suited to the bulk of our trade; and it must be manufactured by a well established, reliable manufacturer who would stand back of every set we purchased. We tested every set on the market that we thought would suit our requirements, and after a year's search we found one that satisfied us."

"When we had chosen our set and were ready to sell it, the customers who had bought the small set of our own design were ready for the new one. They were so well sold on their first set they wanted to buy their new set from us. Had we rushed into the radio business with the first set we could buy, and sold it to our customers with no thought of future business, the chances are we would never have developed a good radio business. But our customers knew we had refused to sell radio on a big scale until we had the proper set, so when we were ready to begin in a big way, our customers had confidence in us and the set we had chosen to sell.

Satisfying the Customer

"The only way you can have a satisfied customer is first, to sell good merchandise, and then render real service on every set sold. Our only charge is $6.00 for installing the set when it is bought. All other service calls are rendered free. Many radio dealers say this is bad business. But we can afford to do it because the sale of accessories and renewal supplies, such as batteries and tubes, amply pays for the service calls. And because we were careful to pick out sets that require a minimum of service, we have to make very few calls. Had we been content to sell any kind of a radio set, we could not render free service, as the repair work and 'trouble calls' would very seriously eat into our profits."

The success this firm has had with the sale of battery eliminators illustrates the importance of selling only the best equipment. When eliminators first came on the market the firm made as thorough an investigation of them as they had of radio sets. When they had finally chosen what they considered the best on the market they tested out their customers. The names of 100 of the best customers that had bought radios of them were selected, and Mr. McCarthy called each of them on the telephone and explained the battery eliminator. The customers were so satisfied with their sets that the great majority of them bought eliminators simply on his suggestion.

Features Three Lines of Radio

At present the radio department carries only three makes of radio sets. "It increases the merchandising problem to sell more than three types and there is no real advantage to be gained by stocking an indefinite number of lines. The three we carry cover every pocket-book, and each in its way is the best we were able to find," said Mr. McCarthy.

"We have also found that it does not pay to make trial demonstrations. When we first entered the radio field we sent out letters to 500 of our best customers asking permission to make trial demonstrations in their homes. We received very few requests, and in most cases had to take back the sets after the demonstration. We now refuse to give them at all. We know that as long as we sell good sets and render good service, we will have no trouble in selling our radio sets right off the floor."

The Taylor Music Co., Moberly, Mo., has been purchased by J. B. Ralston, formerly manager of the store, who will reorganize the business under the name of J. B. Ralston Music Co.

“NYACCO” Manufactured Products

NYACCO Record Albums
NYACCO Radio Sets
NYACCO Portable Phonographs
NYACCO Photograph Albums
NYACCO Autograph Albums

Twenty years' manufacturing experience enables us to offer the trade a line that is tried and proven. Jobbers and Dealers: Write us for full information.

NEW YORK ALBUM & CARD CO., Inc.
Established 1907

Note New Address - - - 64-68 Wooster Street, New York
Brunswick Announces Electrical Reproduction at Lower Prices

Brunswick it was who first offered the world music electrically reproduced and thus opened up a new avenue of profit to the Brunswick dealer.

Brunswick now leads again with new low prices for 1928 on Brunswick Panatropes of both electrical and exponential types.

Coming at the outset of the year, these new prices will stimulate early-year sales. Obviously, they greatly broaden the market for Brunswick instruments. And that means more business for the Brunswick dealer!
Opportunity for Victor Dealers to Get Farm Trade

The American Farm Bureau Federation, with a membership of about $1,000,000, is circulating a six-reel film, entitled, “The Romance of Sleepy Valley” in which many effective means of making farm life congenial are presented. One section of the picture has been devoted to an interesting presentation of the pleasures of Orthophonic Victrola. The film will be shown at hundreds of meetings. The Farm Bureau has consented to permit Victor dealers to take charge of the musical entertainment whenever the picture is shown, thus affording dealers with a great sales opportunity provided effective tie-ups are arranged.

The National Association of Music Merchants recently issued an interesting booklet to members and prospective members setting forth the history, achievements and aims of the organization.

Annual Pacific Radio Exposition August 18 to 25

The Fifth Annual Pacific Radio Exposition, conducted by the Pacific Radio Trade Association, will be held in the Civic Auditorium, San Francisco, August 18 to 25, inclusive. W. E. Darden has been appointed chairman of the 1928 Show Committee, the other members being Hal King, C. L. McWhorter and C. S. Sharrah. W. J. Aschenbrenner, secretary of the Association, was appointed manager of this year’s exposition.

Long-Distance Reception

Broadcasts from Australia and Japan are received regularly on the Kolster radio receiver operated by E. F. Bauer of Nome, Alaska, according to reports reaching the headquarters of Federal-Brandes, Inc., Newark, N. J. Honolulu, Hawaii, is also listed as one of Mr. Bauer’s regulars. Reception in Alaska is excellent.

Radio in Education Is Urged by A. Atwater Kent

Definite organization for the general use of radio in schools and colleges may be effected in the near future, as the result of a suggestion made to the Federal Radio Commission by A. Atwater Kent, Philadelphia manufacturer and broadcaster. In a letter dealing with extension of the use of radio in education, Mr. Kent urges the Commission to bring together leaders in the radio and educational fields, for the purpose of working out a practical program. He also sounds a note of warning that the interests of education should be effectively considered before all the broadcasting hours are taken for entertainment.

Senator Arthur Capper and Representative Clyde Kelly recently introduced in the House and Senate at Washington the revised Fair Trade Bill to prevent misleading price manipulation and to bring about price maintenance.

Peerless Master-phonionic the Extraordinary Portable for 1928

The Ultimate in Portables at $25.00 List

A 4-foot concealed tone chamber
Serpentine tone-arm
Special matched reproducer
Covered with genuine DuPont Fabrikoid of the heaviest quality
Elaborately decorated in multi-color effects
Genuine Heineman motor

Appearance—Quality—Tone

Peerless Vanity - - - $12.00 List
Peerless Junior - - - $15.00 List
Peerless Master-phonionic - $25.00 List
Peerless All Leather - - - $30.00 List

ALL LEADERS IN THEIR FIELD

Write for Samples and Prices

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album
Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album
Removable Pockets for Records

PEERLESS ALBUM CO.
PHIL. RAVIS, President
636-638 BROADWAY, NEW YORK
Still the Big News
In Music!

Brunswick’s One-Price-for-All Policy on Records Gives New Impetus to Record Sales

FROM every section of the country continues to come dollars-and-cents approval of Brunswick’s new policy on records, which has been widely advertised in the country’s leading newspapers.

Some Brunswick dealers are realizing the opportunities of this new policy more than others. They are displaying and advertising such wonderful music values as Brunswick’s New Hall of Fame Symphony Series.

Here is classic music by great symphony orchestras, under noted conductors, available at prices 50% less in many cases than similar music can be obtained for elsewhere.

Have you stopped to consider what this new Brunswick policy means to you in profits? The increased turnover in Gold and Purple Label Records, as well as the greater interest in popular records, makes Brunswick the most desirable line to promote.

Not only has this new policy induced a remarkable response in the sale of symphonic and other classical numbers, but it has also served to emphasize Brunswick’s prestige in the field of Popular Music.

Are you, Mr. Brunswick Dealer, cashing in to the utmost on this new price policy? Remember, it is now Big News to the public. Get busy. Boost your sales of all Gold, Purple or Black Label Brunswick Records at the new prices.

Just a Few of the Rare Values Now Available on Brunswick Records

**Symphony Album Sets**
12-inch electrical recordings of symphony classics and other extended works—played by State Opera, Berlin, and Berlin Philharmonic Orchestra; direction Richard Strauss, Willem Furtwängler, etc. Formerly $1.50 each. Now $1 each. Demonstrate these to music lovers, music clubs, schools and other prospects!

**New Hall of Fame**
Electrical recordings by such world-famous artists as Leopold Godowsky, Elisabeth Rethberg, Mario Chamlee, Edith Mason, New York Philharmonic Orchestra, Cleveland Orchestra, Minneapolis Symphony Orchestra and others, many of which formerly sold for $2, are now only $1 each (10-inch records, 75c). Certainly music’s most amazing bargain.

**Songs, Ballads, etc.**
The pieces that never grow old—such as The Rosary, Schubert’s Serenade, Traumerei, At Dusk, Lost Chord—and dozens of others are now available on Brunswick Electrical Records at only 75c each. Each sung or played by an artist of national renown!

10-inch Gold, Purple and Black Label Records, formerly $1.50, $1.25 and $1, now 75c
12-inch Gold, Purple and Black Label Records, formerly $2, $1.75, $1.50 and $1.25, now $1

75c
$1

Brunswick
THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO • NEW YORK
In Canada: TORONTO
Profit Winning Sales Wrinkles

Let the Non-Selling Staff Aid in Building Volume—Increasing the Record Sales Unit—Galperin Music Being Sold in Mail Order, Record Business—Disposing of Records Taken In Trade—Tell Passers-by What Record Is Being Played—Other Stunts

Although a man or woman may be employed as a bookkeeper or stenographer or doorman or delivery clerk, it does not follow that he or she has not the capabilities of a good salesman or saleswoman. Every employee of a music-radio store should be given an opportunity to become one of the selling staff in making either direct sales or furmishing prospects, and should be rewarded for his efforts. Occasionally dealers solicit the help of their employees outside of the regular staff by sponsoring competitions with extra awards to those who secure the greatest volume of sales. In the current issue of The Voice of the Victor such a competition, as developed and used by the J. W. Jenkins' Sons Music Co., of Kansas City, is described as follows: "This sales plan does not interfere with regular business. It is designed to employ the interest and ability of those in the store organization who do not regularly sell musical instruments. The piano and Victrola salesmen make sales as usual... but do not compete in the contest. Thus it is entirely fair, each employee has the same chance. The plan is run on a system of points. A sale amounting to $100 and $30 counts 1 point; $200 to $500, 2 points; $500 to $1,000, 3 points; $1,000 or over, 4 points. The awards, after the campaign has been in operation for twelve months, are as follows: First prize, baby grand piano; second prize, Victorola No. 300; third prize, Radiola." It might be interesting to note here that at the present time the leader in the contest is a member of the sheet music department and those occupying second and third places are both doormen.

Increasing Unit of Sales
Are your record salesmen or saleswomen really selling or are they content to fill the orders of customers entering the store because of advertising or a window display or because some friend has told them of a certain record? A short time ago Parham Werlein, president of the Philip Glenn Co., New Orleans, La., found that although the store was doing a good record business the average unit of sale seemed to be low. Investigation showed that the average unit of sale had never been over $2 per sales girl. He decided to keep a definite record of the average unit sales each week and inform the salesmen of the result. This was what happened in the first two weeks:

<table>
<thead>
<tr>
<th>Week</th>
<th>First Sound</th>
<th>Second Sound</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>$2.50</td>
<td>$3.00</td>
<td>$5.50</td>
</tr>
<tr>
<td>Week 2</td>
<td>$3.05</td>
<td>$3.25</td>
<td>$6.30</td>
</tr>
</tbody>
</table>

These figures prove conclusively that the sales force was not selling to the best of its ability and that when real efforts were put into record selling a big improvement was noticed. Details, such as average unit sales in records or other small items, often escape the attention of the dealer, but careful supervision of all departments of the business, regardless of the price of the items of merchandise, is necessary if all possible profits are to be made.

Pushing Soundboxes
Many dealers are more or less actively promoting the sale of the new soundboxes designed to improve the tone of the old model phonographs. A New York dealer has secured excellent sales results by placing a small placard in each of the record demonstrating booths, reading as follows: "Tone! The new soundbox will improve your old Victrola will make a marvelous difference in the tone of it. Plays your old records better and gives that wonderful new tone to the Orthophonic recordings. Ask to hear it."

Sell Them by Mail
It will be conceded by most dealers that if talking machine owners could have the new record releases brought to their attention regularly without the necessity of making a visit to the store, they would buy more records. It sometimes happens that a record customer lives at an inconvenient distance from the dealer’s quarters and by the time he or she is in the vicinity of the store several releases have gone by and many possible record sales lost. The

Galperin Music Shop, of Charleston, W. Va., has quite a number of these customers. In order that they continue as regular record buyers despite their inability to visit the store, or distribution to do so at frequent intervals, the Galperin Music Shop has built up a mail order business through frequent advertisements. A list of record releases is published with the following order blank attached:

Out-of-town patrons may fill this ad, mark the numbers you want, mail to us with name and address, and we’ll mail them to you—C. O. D., if you wish. (Yes, sir, however, by enclosing money order and adding 15c for postage.)

Address

Dealers, especially in the smaller cities and towns, will find that mail delivery will more than repay the time and money expended in increasing sales by this means.

Trade-in Bargains
What are you doing with radio receivers taken in trade? In most cases the out-of-date instruments, because of their age or design, have but little value, and have no place on your store floor with the new and up-to-date receivers, yet they have some value, and the dealer should realize whatever profit he can. You might not set aside a corner of the store as a bargain counter and display the trade-in sets? Display the price prominently and many people would not be interested in buying a regular new set will be attracted by the low price. Incidentally, accessories will be sold and the record of the old set used when what was given in the trade-in purchase. Should the number of sets so received reach a quantity it would be well every three or four months to make a sale of used receivers, for many would be attracted by the price, having entered the store, might prove good prospects for the latest model receivers.

Letting Them Know
The Independent Radio & Electric Co., 236 Broadway, New York City, Brunssewitz and Columbia dealer, depends to some extent upon attracting record customers by playing an instrument immediately inside the store-door. In warm weather this instrument is so placed that it is visible to passers-by and can be depended upon to stop a certain percentage who, attracted by the selection being played, will purchase the record or records. With the coming of cold weather, when it became necessary to keep the store-door closed, a new stunt was tried and has proved successful. In the interests of an attractive hanger which is attached to the inside of the door and is plainly visible from the street and which reads: "Columbia (or Brunswick) record now being played!" and in an insert the record is placed. In order to secure the maximum results from store-door playing listeners should be informed of the number to which they are listening. The idea being used by the Independent store is good, as is the one used by another New York dealer, consisting of playing a copy of the sheet music of the selection being played on the phonograph.

Album Set Follow-ups
There is perhaps no better example of the benefits which can be received by an intelligent and aggressive follow-up of a customer than that of securing orders for new album record sets from those who have already purchased this class of merchandise. Record buyers who are interested in music of the better class and growing, this interest by occasional symphonies works will welcome a reminder from the dealer when a new album set is placed on the market. Metropolitan Dealag, who does a large record business, including many sales of Victor, Columbia and Brunswick album sets, makes it a point to drop a line to each of these customers upon the introduction of a new series of records and does, as a consequence, a large amount of repeat business. Special attention to sales promotion of these recordings is certain to be profitable.
Broadcasting that helps the dealer
Stromberg-Carlson broadcasting every Tuesday night at 8 o'clock over Stations of the Blue Network is definitely designed to aid the dealer in selling Stromberg-Carlson Receivers.

**Tone Quality Sells it**

The broadest appeal to the radio buyer and one to which most people respond, is the Quality of Tone which the receiver possesses.

As broadcast programs grow in splendor, Tone becomes more and more important. For true fidelity of tone only, can faithfully interpret these programs so that they may be fully appreciated to their fullest extent.

This is the reason why many buyers who want finer radio reception select the Stromberg-Carlson, and the growing demand among people of musical discrimination for these receivers is indisputable evidence of the tone quality every Stromberg-Carlson possesses.

**Stromberg-Carlson**

Makers of voice transmission and voice reception apparatus for more than 30 years
Open and Lease Accounts in Phonographs and Other Stores

Increasing the Efficiency of the Credit Department—Collecting Past Due Accounts

By R. J. Cassell

R. J. Cassell, formerly collection manager of Grinnell Bros., Detroit, the author of this interesting article on handling of open accounts, is the author of "The Art of Collecting." Other articles by him on various phases of the music business will appear in forthcoming issues of The Talking Machine Journal.

In the radio and talking machine business we find two classes of accounts, namely, open accounts and lease accounts. The first of these, open accounts, is unsecured, while the second class is protected by a lien on the goods until fully paid. While the lease accounts will make up the bulk of the business, every dealer will find it necessary to open accounts with customers and extend the usual thirty days for payment.

As the open account part of the business is not the largest part it is apt to be neglected, and yet it is practically certain that it is worth while to use careful consideration to the end that this branch of the work may be kept up to the standard.

When goods are sold in this manner they are sold with care and attention, and a good rule when collecting from customers who may have both kinds of accounts is: Open accounts first, interest on contracts second, and lease accounts last. Many customers prefer to receive this order, but if my advice is followed it will insure the collection of the unsecured accounts first, which is obviously the only safe method to see that your cashier and collector are so instructed.

Monthly Statements

It is almost the invariable rule to send the customer a statement on the first of the month following the purchase of the goods, and right here let me state that it is very important that these statements on open accounts be sent out so that they reach the customer on the first of the month of each month to insure prompt payment. Many customers will pay the first bills that come in, and then, if they have used up all the available cash, they will wait until the next billing date. Let me therefore urge you to realize the importance of getting statements on open accounts out on the first of the month following purchase.

Second Statement

We will suppose that the first statement gives the terms as cash, which usually means that payment is due on the mailing of the first statement where credit has been extended. Some houses do not send out another statement until the first of the following month. It is to be noted that the first statement and his general standing will influence the method by which the account is handled. Many customers will call or remit on receipt of the first statement. To those who do not pay by the 15th of the month a second statement is sent out. The second statement is not harrassed but gives merely the amount as per statement rendered, thus referring to the itemized first statement.

The fact that a good many houses do not send out a second statement will show the customer that you expect him to pay according to the terms under which he purchased the goods, but at the same time he cannot take exception, as you have said nothing that could be criticized. Try to make the second statement on your open accounts.

Nature of the Follow-up

At this point, that is thirty days after sending out the first statement, put the account in the hands of your collector or write a personal letter. Some houses follow the practice, which used to obtain quite generally, of placing the account in the hands of their collector soon after the first statement was sent out. The practice is, however, scarcely obsolete, and as a rule is neither economical nor advisable. Many business men of the present day are accustomed to receive statements and remit in payment by mail, and as long as they pay promptly they are inclined to receive personal collections.

Where collections can be made by mail, the economy is obvious. The letter—usually a form letter even though written to the individual, and signed—costs but a few cents to prepare and deliver to the recipient. A collection in person, on the other hand, requires the time of a collector, and is an expensive operation, and, save in the case of near-hand accounts, the expense is material. Nor are the results produced such as to justify the extra cost. Indeed, in many cases better results are produced by the use of letters.

Follow-up Letters

The nature and number of the letters sent to delinquent debtors will be governed by the condition of the particular account. Form letters are sometimes used for this purpose, with blank spaces left for the insertion of the name, amount due, and any other special data. Where, however, an account is material in amount, or the customer is a regular or important one, it is much better to have a letter written on the typewriter, even though the wording is taken from form letters, and to sign it either with the name of the collection manager or the name of the house. When this is done the letter becomes in fact a personal letter, and it will receive far more consideration than would be accorded a form letter, however excellent.

Operation of the Follow-up

When the time for an active follow-up is reached, two statements have already been sent out, and the delinquent debtor is, normally at least, thirty days overdue; and the first of the month has been reached. On this day the first letter is sent to him, and if the follow-up has been followed on the fifth and tenth of the month, or, in other words, the letters go out five days apart. The number of letters will depend on the nature of the account. The matter is then allowed to rest until the first of the following month. The debtor has now been given sixty days from the date of sending the first statement, and if neither payment nor any word of explanation has been received, the statement should be given to a collector with instructions to see the debtor and bring personal pressure to bear. The number of delinquents for the collector to look after will usually be small, as the statements, together with the follow-up letters, are effective with all but the most difficult cases.

The collector must use every effort to see the delinquent customer, and by direct request, argument, persuasion, and any other lawful methods, try to secure payment. If the custom er succeeds in eluding the collector, or the conditions are such that the collector cannot see him, a special personal letter will generally impress him with the importance of settling up or explaining why he cannot settle, or, better still, induce him to call at the store and thus give an opportunity for a personal interview. The latter is most satisfactory.

R. J. Cassell

If the debtor can be influenced to call at the store, the collection manager has him on his own ground, and before he gets away, should be able to make some adjustment of his account. It is obvious that the debtor has some income at least, that this will be spent, and that some one is going to get it, and the question is whether that some one will be your collection manager. He should keep firmly in mind the fact that the money is due; that the amount is mostly kept away from your house, and he should not allow the debtor to take an injured air or in any other way place him at a disadvantage. The collection manager has a very valuable advantage in knowing the conditions, and he should make the best of it.

In any such case the debtor is almost sure to start out with the usual hard-luck story, which may or may not be true. Whether it is true or not, the collection manager should take an interest in it, and let the debtor feel that he is sympathetic and disposed to be friendly. This will frequently lead the debtor to tell more than he had originally intended and will thus give a better idea of the actual conditions, and show whether these really stand in the way of payment.

It is usually good policy to make no offers of compromise or adjustments, but to take it for granted that the debtor will pay the full amount. There is a moral effect in this, for the debtor, feeling that the entire amount is expected, will frequently of his own accord suggest payment of a part. In such case he should be allowed to state just what he can do, and then such action should be taken as the conditions seem to indicate.

Keeping in Touch With Delinquents

Another point to be impressed on the debtor is the importance of keeping the home fully informed of his exact address, street and number, as much valuable time is lost in tracing debtors who have moved and who—though perhaps with no intention of evading payment—have failed to send their new address. It is a good plan to stamp on receipts, letters, and statements the following notice:

IMPORTANT!

Please do not move without notifying us of your new address.

This suggestion may seem simple, but in practice it will be found a great aid in keeping in touch with small debtors of the "moving" class. You want all the business you can get, but you must have the money for the goods sold; so see to it that your credit man is careful to whom he extends credit and that your collection department follows up the open accounts consistently and without loss of time.
A Radiotron for every purpose

RADIOTRON UX-201-A Detector Amplifier
RADIOTRON UX-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 Tube
Audio Stage Only
RADIOTRON UX-222 Power Amplifier Tube
RADIOTRON UX-112-A Power Amplifier
RADIOTRON UX-171 Power Amplifier Unit
RADIOTRON UX-210 Power Amplifier Unit
RADIOTRON UX-240 Power Amplifier for Broadcast-Field Amplifiers
RADIOTRON UX-273 A.C. Power Amplifier
RADIOTRON UX-226 C. Power Amplifier
RADIOTRON UX-220 Full-Wave Rectifier
RADIOTRON UX-221 Half-Wave Rectifier
RADIOTRON UX-224 Voltage Regulator Tube
RADIOTRON UV-287 Bullet Tube
RADIOTRON UV-806 Bullet Tube

The standard by which other vacuum tubes are rated.

RCA Radiotron

Every Radiotron is tested and inspected in 41 different ways before it is approved in the laboratories and factories of RCA, General Electric and Westinghouse.

The Radiotron is the joint product of RCA, Westinghouse and General Electric, developed and assembled in the same fine laboratories which gave you the Kadi set. They are the outcome of 10 years of work representing the best in the creation of a new industry. They are the new elements of your present equipment which all the great manufacturers of vacuum tubes have fought to offer you. Now they are truly equipped with RCA Radiotrons once a year or less.

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOS

The better the tube the bigger your sales. That's why it is good business to offer your customers RCA Radiotrons. Manufacturers of quality receiving sets specify them for preliminary tests, for initial equipment and for replacement. And there is an RCA Radiotron for every purpose. It will pay you to carry the complete line.

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOS
Announcing
another great RCA achievement
—The new RCA “B” Eliminator

It’s fool-proof—
1. Requires no attention or replacements.
2. Mechanism sealed in steel containers.
3. Very rugged construction.
4. Very low operating cost—less than a cent a day under average load.
5. Very compact—6½ in. high, 7½ in. wide, 10¾ in. long.
6. Very long life.
7. Sufficient current for practically any type of radio receiver up to 8 tubes with a power tube in last audio stage.

RCA “B” Eliminator
Socket Power Unit. Model AP-1080. 105 to 125 volts, 50 to 60 cycles. $48 list.

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO
The great advances in radio design are pioneered by RCA

The Incomparable SUPER-HETERODYNE to be had only in RCA RADIOLAS

The four great weeklies—Collier's, Liberty, Literary Digest and Saturday Evening Post—will carry page and double page RCA sales advertising through 1928.

This sign marks the leading dealer in every community

RCA Radiola
MADE BY THE MAKERS OF THE RADIotron
The reproducer that is the standard of comparison in the radio industry

RCA LOUDSPEAKER 100A $35 LIST.

This sign marks the leading dealer in every community

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA
Maria Kurenko and Toscha Seidel on Columbia Hour

Russian Coloratura Soprano and World-Famous Violinist, Starlets of Columbia, Recording Artists, Heard in Company’s Celebrity Hour

Maria Kurenko, the “Russian Nightingale,” coloratura soprano, and Toscha Seidel, Russian-born violinist, both exclusive Columbia record artists, were the soloists in the Columbia Phonograph Co.’s Celebrity Hour on February 1 which was broadcast over the network of the Columbia Broadcasting System.

Mme. Kurenko, born at Omsk, Siberia, has been prima donna at the Moscow and Chicago operas, and is at-present a favorite with a large following among concert-goers and is accepted as one of the leading sopranos before the American public to-day.

Toscha Seidel, world-famous violinist, was born at Otscha twenty-seven years ago and was brought to the United States by his teacher, the celebrated Auer. He achieved instant success and has since ranked as one of the foremost violinists on the concert platform. Mr. Seidel is now an American citizen.

The Russian artist hour was in line with the policy of the Columbia Phonograph Co. to maintain a cosmopolitan interest in its programs and to offer a diversity of entertainment to the army of listeners-in.

Music Store Has Advantages as Radio Outlet, Says Survey

Lawrence, Kan., February 7.—The Bureau of Business Research of the University of Kansas in its recent study of radio credit sales in Kansas summarizes the arguments favoring music and furniture stores as the main types of outlets for radio sets and accessories, saying:

“The receiving set is a drawing-room fixture and the expert advice of the furniture or music dealer adds to the external appearance and models is necessary.

“The musical instrument dealers have shown success in handling high-priced quality products and have been trained by the manufacturers for the greatest efficiency in demonstrations.”

Open Chicago Studio

The Chicago studios of the National Broadcasting Co. were opened recently as a pick-up point for the Blue Network of which WIZ, New York, is the key station. Engineering difficulties delayed the opening of this studio since last November, according to W. H. Aylesworth, president of N. B. C.

The formal opening of the studio will mark the first utilization of the company’s entire Blue Network facilities with a studio program originating in Chicago. The program will be sponsored by Montgomery Ward & Co., of Chicago.

Cashing in on St. Patrick’s Day by Staging a Tie-Up

It goes without saying that music should be featured on St. Patrick’s Day, or rather a week in advance, and an excellent sale of records for the phonograph can be achieved if appropriate selections are featured.

A good example of publicity along this line was the two-column ad of the Southern California Music Co., Los Angeles. It showed at the top a cut of an Irishman and his donkey, and also that of a Victrola. The ad was captioned: Old Irish Melodies. Songs that never grow old—Hear them now on Victorla.

Then followed a list from which to make selections; the name, the composer, price and record number all being given: “Old Irish Mother of Mine,” “Just Like a Gipsy,” “My Wild Irish Rose,” “In the Garden of My Heart,” “Where the River Shannon Flows,” “I’ll Take You Home Again, Kathleen,” “Kilmarnock,” “Kathleen Mavourneen,” “Mother Macbride,” “A Little Bit of Heaven,” “Macushla,” “Come Back to Erin,” “The Low Bock Car,” and “Wearing of the Green.”

An Irish harp was the valued possession of an Irish colossus of the city, and she brought it to the store and gave two concerts on the Saturday preceding St. Patrick’s Day. All of the selections rendered by her could be had in record form, and copies of same were hung on racks in the concert room for the inspection of all wishing to procure Irish music. The concert called anew attention to the haunting melodies, and many sales resulted therefrom.

Pay Tribute to Berlin

On January 18, the Columbia Phonograph Co. during its Radio Hour paid tribute to Irving Berlin. A brief sketch of the composer started the presentation and was followed by the playing and singing of famous Berlin numbers from “Alexander’s Ragtime Band” up to the present song success, “The Song Is Ended.”

Husk O’Hare to Record for the Vocalion Catalog

Jack Kapp, in Charge of Vocalion Division of Brunswick Co., Announces That Popular Leader Has Recorded “Hot” Numbers

Chicago, Ill., February 7.—Jack Kapp, in charge of the Vocalion department of the Brunswick-Balke-Collender Co., recently announced that Husk O’Hare and His Stage Band, now playing at the Capitol Theatre in this city, have just recorded a number of “hot” records for early release on Vocalion records.

Husk O’Hare has been a popular favorite for the past eight years for his introduction of excellent music of the “hot” type, and the announcement of his engagement as a Vocalion artist is being well received by Vocalion jobbers and dealers throughout the country who anticipate a good demand for his records.

Engineers Visit Fada Plant

Members of the Institute of Radio Engineers, attending the third annual convention in New York, recently were guests of F. A. D. Andrea, Inc., at the Fada Radio plant in Long Island City. The visiting engineers were conducted through the factory in groups, and were interested in the evolution of Fada Radio from the raw material to the finished product.

The Silver Electro-plated Needle

THE HUMAN VOICE

Especially adapted for electrically recorded records

Attractive prices for jobbers

WALL-KANE NEEDLE MFG. CO., Inc.
3922—14th Avenue, Brooklyn, N. Y.

Wall-Kane, Jazz, Concert, Best Tone, and Potsneck Phonograph Needles.
Sonora Phonograph Co. Occupies Chicago Quarters
Sonora Organization and Acoustic Products Co. Located in “Music Row” on East Jackson Boulevard—Convenient to the Trade

A. J. Kendrick, vice-president and general sales manager of the Sonora Phonograph Co., Inc., announces that space in the splendidly located

graph Co., Inc., and C. T. McKelvey, sales promotion manager. There will also be large, attractive demonstrating rooms in the center of the new building where the new product which Sonora will soon announce can be seen and heard, as well as offices for the convenience of out-of-town customers.

Off the foyer are the offices for the auditing department and general offices, and behind these the offices of the advertising and dealer service departments and the Midwest sales divisions. Other executives of the company, in addition to above, having offices on the floor are L. O. Coulter, assistant sales manager, having supervision of advertising; D. C. McKinney, record sales manager; H. D. Bibbs, in charge of Midwest sales, and Ray Reilly, district sales manager.

Passing of Wm. E. Gilmore Is Regretted by the Trade

Members of the phonograph industry, particularly those associated with its pioneer days, learned with great regret of the death recently of Wm. E. Gilmore, who for many years was general manager of Thomas A. Edison, Inc., and who had also been president and general manager of the National Phonograph Co. Mr. Gilmore died on January 19, at St. Mary’s Hospital, in Orange, N. J., after a two weeks’ illness of pneumonia, aged sixty-five years. The funeral services were held at his home, 112 South Mountain Avenue, Montclair, N. J. Mr. Gilmore is survived by his widow, a son, J. D. Gilmore, and two daughters. He was also a brother-in-law of Frank K. Dolber, at one time general sales manager of the Victor Talking Machine Co., Camden, N. J.

Mr. Gilmore entered the Edison Electric Light field when he was eighteen years of age and later graduated into the phonograph field, where for many years he was a vigorous figure in the upbuilding of the industry. When he retired from the position he became president of the Essex Press, a well-known publishing concern.

Rigoletto Quartet and Lucia Sextette on Victor Record

The Victor Talking Machine Co. recently released to its dealers a coupling of the Rigoletto Quartet and the Sextette from Lucia on record No. 13,002. The selections were made by a group of the greatest Victor artists: Galli-Curci, Homer, Gigli, De Luca, Bada and Pinza.

The Victor Co. feels that the sales possibilities of this record, which lists at $3.50, are enormous. It will be featured in the company’s national magazine advertising, will be given special treatment in the March record supplement, and window posters featuring it will be supplied all dealers.

New Fada Distributor

The Southern New York Electrical Supply Corp., Binghamton, N. Y., with a branch at Elmira, N. Y., has been appointed a Fada radio distributor for certain portions of New York and Pennsylvania, according to an announcement by L. J. Chatten, general sales manager of F. A. D. Andrea, Inc. This jobbing house was established in 1873 and is one of the best-known organizations of its kind in the entire Eastern territory.

Mr. Cameron Now General Manager of Freshman Co.

Announcement Made to Trade in Letter by Charles Freshman—Company Did Largest Volume of Business in Its History in 1927

The year 1927 brought to the Charles Freshman Co., Inc., the largest volume of business in its history, Charles Freshman, president, stated in a recent letter to the trade.

“We look for a busy and profitable year in 1928 and are strengthening every department of the company,” Mr. Freshman read. “In this connection the executive and administrative division is augmented by James Cameron, of New York, as general manager. Mr. Cameron has been active in specialty merchandising for years and is a student of economics and finance. Other than the resignation of Mr. Myron Goldsoll as vice-president, there have been no further changes in our company. It will be the policy of the company to continue its efforts to serve you, to keep abreast of developments and to pass on to you and through you to the public the results of such achievement.”

Mr. Freshman also declared that the radio business, as viewed by the Freshman organization, will reach the stabilization period much earlier in its life than has been ordinarily characteristic of a new industry.

National Carbon Co. Host at “Radio Round Table”

Metropolitan Newspaper Radio Critics Attend Dinner at Sherry-Netherland Hotel to Discuss the Bettering of Radio Programs

The National Carbon Co., sponsor of the Eveready Hour, which is broadcast each week on the New York City-Washington-Worcester radio network, invited the members of the National Carbon Club, a group of metropolitan newspaper radio critics at a dinner held the latter part of last month at the Sherry-Netherland Hotel, New York. The event was styled a “Radio Round Table” and was devoted to a broadcast program discussion. George Farnes, director of the Eveready Hour, presided and stated that a similar “Radio Round Table” would be held each year and that directors of other prominent broadcast programs would be invited for an interchange of opinion on the all-important subject of radio entertainment.

Mr. Farnes spoke and sounded the keynote of the Eveready Hour idea for imparting a stimulus to the discussion at the Round Table. Other speakers included Douglas Coulter, program director of the Eveready Hour; Paul Hiffard, vice-president and general manager of the National Carbon Co., Orin Dimlan, of the New York Times, and Eric Palmer, of the Brooklyn Times.

The consensus of opinion seemed to be that the radio program is most successful which does not strive to please all of its hearers at the same time. Specialized programs for specialized audiences, it was indicated, are the need of to-day.

RCA Dividend

At a meeting of the board of directors of the Radio Corp. of America, held on January 20, a dividend of 1¼ per cent for the first quarter of the year 1928 was declared. The dividend is payable April 1, 1928, to stockholders of record of the A preferred stock as of March 1, 1928.

ATTENTION JOBBERS AND MANUFACTURERS

Large radio cabinet manufacturer is now open for special production orders. Send your specifications and designer will submit design for jobbers or radio set manufacturers.

SUPERIOR CABINET CORPORATION

New York City

206 Broadway

Manhattan

PHONOGRAPH MOTORS

A WIDE variety of Motors made by HERMANN THORENS, Ste. Croix, Switzerland. Manufacturer of Europe’s most celebrated phonograph motor.

High quality—reasonably priced. In different capacities, playing up to 10 records.

THORENS, Inc.

Sole Distributors for U.S.A.

450 Fourth Ave. New York City

The Talking Machine World, New York, February, 1928
MADE COMPLETE UNDER ONE ROOF

VERY Oro-Tone Product is distinctive. Distinctive in appearance — in character and grace of design — in high performance standards — superior tone quality — definition and volume.

And every Oro-Tone unit is made in our own plant. From the fabrication of raw materials to the last testing, Oro-Tone products are made in one factory — under one roof — our own. This means undivided responsibility which is your insurance of quality.

By reason of manufacturing economies resulting from quantity production and by eliminating extra profits, Oro-Tone reproducers and tone arms offer greater value at no higher price than assembled products.

We cheerfully cater to manufacturers, jobbers, and selected dealers. Send now for complete free catalogue.

Oro-Tone Factory—Home of World's Largest Exclusive Makers of Tone Arms, Reproducers, and Amplifiers.

The Oro-Tone Co.
1000-1010
CHICAGO, ILL.
Specialize and Profit

Fulton Bowman's Merchandising Policy Has Made Him a Success

By D. Allen DeLong

Fulton Bowman, of the F. Bowman & Sons' store, has won trade from a wide territory in eastern Pennsylvania because he has won his customers when they entered his store by judiciously placing his specialties, and developing them and has become The Edison phonograph and radio man in this particular territory.

Fulton Bowman began by carrying many lines of musical instruments, together with a sideline of art mantels, but an analysis of his trade soon brought out the fact that the trend was mostly leading toward the phonograph and radio.

The store organization was re-aligned into a specialized group on the Edison phonograph and radio and upon that foundation has been built one of the outstandingly successful music businesses for a third-class city.

Artistic Interior as a Sales Aid

Bowman's operates under the salesman plan, as well as through his store at 938 Hamilton street, Allentown, Pa. It is the store, however, which commands attention for neatness, sales appeal and comfort. Customers come because they like to.

"Nothing brings out the striking beauty of a wonderful mahogany cabinet as does a light shade of wall, and particularly ivory," says Mr. Bowen. "Consequently, displays of phonographs and radios, I contend, are always well framed in such a background."

The full depth of the Bowman store is finished in a soft ivory color. To a height of eight feet from the floor are wood panels of the same color, one of the cleverest ideas in the store's layout. These panels act as perfect sounding boards for public demonstrations of talking machine and radio receiving sets.

Avoid Crowding Floor With Models

The F. Bowman establishment is noted for the fact that it makes much out of little. There is no crowding of models on the floor. The doorway leads into a display section, in which there is one group of phonographs to the right, and a small group of radio models to the left. The center is left bare. With a soft rug underfoot, and a wicker table and chair set invitingly in the center, the effect of mass is all, while there is a certain elegance about it that kindles a chord in every neat woman's heart.

And women are, after all, the buyers of home furnishings, although Friend Husband pays for them. Another noticeable feature is the absence of too many advertising placards and sales appeals.

Mr. Bowman contends that a finely created instrument, such as a radio, or a phonograph, has enough sales appeal in itself if it is properly displayed.

To the rear of the neat display of cabinet models are the record and radio audition booths. Part of the booth space is occupied by the offices, so that the general decorative scheme is not interfered with.

Workroom in the Rear

There is a workroom in the extreme rear which customers do not see. Here are made the phonograph and radio repairs. Tubes and radio equipment are kept there. The Bowman store does replacement radio work for its customers, but does not make any particular effort to deal in accessories.

They have striven to make the establishment a friendly one, in which they can adequately and quickly handle the needs of their patrons. By devoting their space and time and effort to the sales and upkeep of the Radiola and Atwater Kent radio, and Pooley cabinets, and the Edison phonograph, they have made an outstanding success of it.

Victor Announces the Orthophonic Model 4-20

The Victor Talking Machine Co. recently placed on the market a new attractive and compact Orthophonic Victrola, styled 4-20. The instrument is of Classical English design with blended antique mahogany finish, mahogany knobs, antique brass winding key and escutcheon with the inside finish in antique brass. It is thirty-six and one-half inches high, twenty-five and three-quarter inches wide and eighteen and a quarter inches deep.

The usual features found in all Orthophonic Victrolas are incorporated in this instrument, with a non-set automatic eccentric groove brake, a spiral drive, long running motor, and a twelve-inch turntable.

The formal opening of the Del Mar Music Shop, 5112 Market street, Hilliard, Wash., was held recently. A complete line of musical instruments, records and sheet music is carried.

Marie Shellman and Howard Carr are the proprietors.

AN IMPROVED RECORD ALBUM

For the past few years little improvement has been made in the design of albums to hold talking machine records.

Now a New Loose Leaf Album that will lie absolutely flat when opened, that has an all-metal back with protecting end pieces, making it more durable than any album heretofore made. It is handsome in appearance and will add to the beauty of any cabinet.

Made in durable cloth or in Dupont Fabrikoid binding with super-finish design.

Patent Applied For

Write for detailed information regarding this new loose-leaf album and other 1928 designs.

NATIONAL PUBLISHING CO.


Sales Room 225 Fifth Avenue New York City
FRESHMAN ELECTRIC RADIOS
Endorsed and Recommended by Outstanding Music Dealers!

The entire line of Freshman Electric Radios complete with new AC Tubes and built-in cone speaker, ranging in price from $153.00 to $500.00 complete, are sold only to Authorized Freshman Dealers. Battery operated receivers from $54.50 up.

Complete Information on request

CHAS. FRESHMAN CO., INC.
Freshman Building, New York 2626 W. Washington Blvd., Chicago
The Last Word in Acoustical

AUDACHROME
The Chromatic Reproducer

BUILT ON A NEW PRINCIPLE

This is the 1928 AUDAK Line of Reproducers

AUDACHROME to retail at $10

POLYPHASE to retail at $8.25

Also the SINGLEPHASE and our special low-priced REVELATION

JUST as surely as results speak for themselves, so surely has the unprecedented volume of orders received from the trade for the wonderful new AUDACHROME Reproducer registered its unmistakable evidence—the revolutionary new AUDAK headliner has gone "over the top" with impetus beyond our most confident predictions.

It was a simple case of testing and proving, of listening, layman-like, to ordinary reproduction—then listening to AUDACHROME—and comparing the difference. AUDAK representatives took the new product direct to leading members of the retail and wholesale trade, and, without wasting time in extravagant description, got right down to a "brass tacks" demonstration, showing how even the wonderful new records are interpreted as never before by AUDACHROME. The effect was eye-opening. Veteran, dyed-in-the-wool talking

The Demonstration with AUDACHROME is the Final Argument—
Line Up with the Progressives for a Bigger Volume and Profit in 1928

The AUDAK
565 Fifth Avenue
Makers of Acoustical and Electrical
Reproduction

"Another AUDAK Achievement"

AUDACHROME
LIST PRICE
$10

machine men expressed the liveliest praise of AUDACHROME—and followed through with quantity orders. Seldom has an acoustical improvement made its mark with the trade so swiftly, so completely, so convincingly as has AUDACHROME.

Now for the public! Wise jobbers are already booked for AUDACHROME. So are hundreds of wide-awake retailers. Aided by the illuminating consumer advertising prepared for this splendid new "interpreter of quality," dealers everywhere are beginning their drive on Mr. and Mrs. Public. Selling AUDACHROME will enable these dealers to sell more new electrical records. That means fuller appreciation of the best in modern music—which, gratifyingly, will lead to additional sales of new, scientific talking machines. Yes, there's a plot to it!

COMPANY
New York, N. Y.
Apparatus for More Than 10 Years
Here's the Simplest Way

To Change DC Receivers to AC

Absolutely No Rewiring Necessary On Standard Sets

The Eby AC Adaptor Harness can be used in practically any standard five or six tube set equipped with separate B battery and C bias feeders for the last AF stage without changing the wiring in any way.

EBY AC ADAPTOR HARNESS Cable Has Only Eight Leads

And six of them go to the transformer. It is as easy to hook up the Eby AC Adaptor Harness as it is to connect the set cable. The whole installation can be made in less than ten minutes. Made in Two Universal Models—Only Two Stocks to Carry

The Eby AC Adapter Harness is made in one universal five and one universal six tube model. The five tube model lists for nine dollars and the six tube model for ten dollars.

Designed for Use With Standard Tubes and Transformers

The Eby Harness is designed for use with R. C. A. Radiotrons UX 226, UY 227, UX 171 and UX 112-A or with tubes having the same characteristics. Standard filament supply transformers made by Acme, Bremer-Tully, Jefferson, Karas, Silver-Marshall, Thordarson, and other manufacturers can be used with the harness.

Improves Reception Without Changing Characteristics of Set

The harness automatically rewire the set for AC tubes without changing its characteristics in any way. The new tubes improve reception.

Complete, Simple Instructions Packed With Each Harness

Our instruction booklet gives complete directions and tells the whole story. Write for it.

The H. H. EBY MFG. CO., Inc.

4710 Stenton Avenue

Philadelphia

Long Cord for Cone Speaker Enables Its Proper Placing

Ray H. Manson, Chief Engineer of the Stromberg-Carlson Tel. Mfg. Co., discusses the Merits of Long Cord on the Cone Speaker

"An unusually long cord on a cone speaker has many advantages that are not apparent," said Ray H. Manson, chief engineer Stromberg-Carlson Tel. Mfg. Co., of Rochester, N. Y.

"It is a fact that the purchase of a radio receiver knows that the receiver cannot be placed as an accent in a living room, either because of its lack of harmony with the other furnishings of a room in which it is located, or because of the impossibility of bringing antenna and ground wires to that location. As a rule, the receiver must be placed where antenna and ground wires can be easily brought into the room, whereas the loud speaker is not dependent upon these limitations.

"Thus, a loud speaker that can be easily moved to whatever position produces the best entertainment is to be desired. Stromberg-Carlson engineers provide their loud speakers with thirty-foot cords for this purpose. Whether best acoustical reception comes from the corner of a room or when the loud speaker is placed in front of tapestries or window draperies, a thirty-foot cord allows the speaker to be placed in that location.

"In addition to this advantage, it is sometimes desirable to move the loud speaker out to the sun porch or to another room. A long cord enables this to be done.

"The least important of the arguments advanced by the engineers in favor of a separate loud speaker is the fact that a cone speaker can be more correctly designed when it is not embodied within the cabinet of the receiver. A cone speaker in order to reproduce faithfully all the tones of the musical scale should be at least twenty to twenty-five inches in diameter. Obviously, a speaker of such proportions would require too large a cabinet to inclose not only the speaker itself, but also the receiving mechanism and power equipment."

Announces Promotions at Buffalo Sales Conference

New Field Supervisors Named at Annual Mid-Winter Meeting of Federal Ortho-sonic Representatives at Factory in Buffalo

The annual mid-Winter conference of sales representatives of the Federal Radio Corp. at Buffalo, N. Y., was held at the factory during the week between Christmas and New Year's day. The entire week was devoted to open discussions of field problems in meetings conducted by K. E. Reed, sales manager, and C. J. Jones, assistant sales manager.

At the close of the conference Mr. Reed announced the promotion of the following representatives to the position of Field Supervisor: R. H. Caming, R. F. Lovelace, E. C. Hill, P. J. Rundall, and W. R. McAllister. These men will undertake special missions for the Federal Radio Corp. in all parts of the United States and Canada, and will assist Federal wholesalers in solving unusual problems of sales and distribution.

Growth of Radio Industry

The amazing growth of the radio industry in the past seven years was the subject of an interesting address recently by J. L. Limes, assistant sales manager of the Crosley Radio Corp., to the Rotary Club at Covington, Kentucky. In seven years the radio business went from practically nothing to sixth position among industries of the United States, he said. In 1921 the total volume of business in the entire industry was $2,000,000 and in 1927 the estimated volume was $550,000,000, concrete evidence of the industry's development.
Columbia

Glance at the three pages following. Examine the wide range of selections and artists represented in Columbia's electrical recordings on Columbia New Process Records. Note the appeal made to every taste and every purse by the Viva-tonal Columbia Phonographs and the Columbia-Kolster Viva-tonal, The Electric Reproducing Phonograph, “like life itself.”

Then you will understand some of the reasons why more and more of your customers and potential customers say “Columbia.”

Columbia Phonographs and Records

Schubert Centennial - Organized by Columbia Phonograph Company
Columbia Leadership

The Library of Masterworks*

Pioneering in the field of the world's greatest music, completely recorded and bound in albums,

THE COLUMBIA FINE ARTS LIBRARY OF MUSICAL MASTERWORKS

now comprises SEVENTY-FIVE albums, representing major compositions of the masters—from Bach, Mozart, Beethoven, Schubert, Wagner, to the greatest living Composers.

Columbia's nearest competitor in the field has a catalogue of TWENTY-THREE albums.

Columbia's second nearest competitor has a catalogue of SEVEN albums.

In scope, variety, and smoothness of recording the Columbia Library of Masterworks* records is also pre-eminent. Played on the marvelous new Columbia-Kolster Viva-tonal, The Electric Reproducing Phonograph, these reproductions are on a par with concert performances.

The Beethoven Celebration

Columbia Leadership is likewise evidenced through the sponsorship of the recent Beethoven Week—a community enterprise in more than five hundred cities—establishing contacts for the dealer, not otherwise possible.

And Now—Schubert Year

Again Columbia Leadership is shown in the sponsorship and organization of the SCHUBERT CENTENNIAL, centering in the United States, but extending its influence over twenty-six countries throughout the world, where committees have been formed, supplementing the American Advisory Body, of which Mr. Otto H. Kahn is Chairman.

Again the dealer plays the dominant role in bringing the best music to the buyer.

The program of Schubert Year will be carried out in one thousand American cities and has already contributed the greatest news item in the history of music—the International Composers Contest, organized by the Columbia Phonograph Company, for symphonic works that will capture the spirit of Schubert's Unfinished Symphony.

Write for full details
educational material, and sales helps

Columbia Phonograph Company, 1819 Broadway, New York City
Canada: Columbia Phonograph Company, Ltd., Toronto

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

Schubert Centennial—Organized by Columbia Phonograph Company

Leading Eastern Wholesalers Feature the Carryola Line

Regular Shipments of Portables and Pick-up Devices Going Forward to Recently Appointed Distributors in Eastern Territory

The rapidly growing popularity of the Carryola line of portables is indicated by the fact that some of the leading jobbers of the East have recently taken on the complete line and are featuring it in a large way, according to A. Z. Carter, Eastern sales representative of the Carryola Co. of America, Milwaukee, Wis.

Mr. Carter, who has been covering the entire Eastern district for some time, announced that the following wholesalers are now Carryola distributors: Columbia Wholesalers, Inc., of Baltimore, Md., who will cover the Virginia and North and South Carolina territory; Girard Phonograph Co., of Philadelphia, Pa., which has as its territory the City of Philadelphia, eastern Pennsylvania and southern New Jersey; Richmond Hardware Co., one of the largest distributing organizations of the South, which has twenty-one men in the field, will operate from the headquarters in Richmond, Va., covering Virginia, West Virginia, North and South Carolina and eastern Kentucky; Van Zandt & Leftwich, Huntington, W. Va., will cover the State of West Virginia; Iroquois Sales Co., Buffalo, N. Y., one of the best-known wholesalers in New York, will cover New York State, north and west of Albany; Drayton-Erinman Co., of Boston, Mass., has the New England territory.

All of these distributors have recently taken on the line and are now receiving regular shipments, according to Mr. Carter, and the extent to which they are featuring the Carryola line is indicated by the fact that an extensive tie-up is now under way with the national advertising of the Carryola Co. of America, in the Saturday Evening Post and Liberty Magazine of this month. Dealers are being circularized and the advantages of co-operative effort in this tie-up are being strongly emphasized.

The Carryola line, which consists of the Carryola Master Portable, the Carryola Lassie, Carryola Porto-Pick-up and the Carryola Electric Pick-up, has been enjoying tremendous sales throughout the Eastern territory, and reports from distributors and dealers point to a continuation of this excellent business during the remainder of the Winter and Spring seasons.

“What We Hear in Music” Issued by the Victor Co.

The Victor Talking Machine Co. recently announced to its dealers a completely revised edition of “What We Hear in Music,” the book which is widely used in the teaching of Music Appreciation and Music History. Because of the many changes which have taken place it was necessary to make six additional lessons in each of the four parts of the book, bringing the size up to 600 pages with 964 selections on 714 Victor Orthophonic records, all annotated and analyzed. The book is printed on heavy paper and is bound in an attractive red cloth cover with gold lettering. It lists at $2.75. Dealers are urged to bring the new edition before the authorities of High Schools, Colleges, Universities, Conservatories, club women and Red Seal customers.

Abox Co. Moves Service Dept.

The Abox Co., of Chicago, Ill., manufacturer of the Abox eliminator, recently moved its New York service station from 142 Liberty street to 109 Lafayette street. The new telephone number is Canal 3530. The station is under the supervision of M. J. Powers.

Perryman Radio Tubes

If the responsibility is yours—why not the profit too?

Why not make a profit on radio tubes large enough to compensate for the responsibility of stocking them, selling them and making adjustments when necessary?

When a tube goes wrong, the customer doesn’t take it back to the manufacturer. He brings it to you. You, in his mind, are the responsible party and you must make good if the tube doesn’t.

Consequently if you tell the truth, you can sell just as many Perryman tubes as you can sell less profitable tubes. Just say to your customers, “This Perryman tube is as good as or better than any other tube you can buy anywhere else at any price. I stand squarely behind this tube and if it doesn’t satisfy you in every respect, I will make good.”

There are no better tubes than Perryman tubes. The guarantee you have is unlimited. And the extra profit for selling them is easily earned. Write in today for further information.

Perryman Electric Company, Inc.
33 West 60th Street
New York, N. Y.

Plant: North Bergen, New Jersey

Perryman Radio Tubes
A Complete Line of Standard Equipment for every Radio Purpose
The Revelers
Tibbett
Lauder
Waring's
McCormack
Rachma
Martinelli
Nat Shilkret & Victorians
Gigli
Fine
Stanley

VICTOR DEALERS can
world’s most promi-

In every field of music, whether it be popular or classic, Victor admittedly has the artists. So consistently has this policy been followed, and so well has it been advertised, that the public has come to think of Victor Records and the world’s greatest artists as being almost one and the same.

As a result, the Victor Record stock in your store has great drawing-power. People go to their Victor dealer whenever they want musical entertainment for the home.

Many dealers have found the Victor
Casals
Jesse Crawford
Chicago Symphony
Geo. Olsen & His Paderewski Kreisler
Paul Whiteman
Crumit
Philadelphia Orchestra
Gene Austin
Chaliapin
Sanders
Ponselle

offer their customers the newest musical artists

ready-made advertisements very profitable. Each new release of Victor Records has strong news-value. Another attention-getter is the giant Victor Record. Changeable labels for this big record permit you to feature each hit while it is still hot.


The fact that Victor Records are the world's best music in permanent form is a powerful magnet for your store. By bringing it to the attention of your customers in every way possible, you can make this sales-point pay big dividends.
Maintaining Sales Enthusiasm

Sales Manager Is Responsible for the Efficiency of the Organization

The concern of the sales manager is not only to keep his organization intact, but also to keep each individual working at the highest point of efficiency. That, of course, is where the real worth of the sales manager is proved in a manner leaving no room for doubt.

To keep the enthusiasm of the organization up to the highest point of efficiency there should be a short, snappy, ten or fifteen minute sales meeting every morning. There should never be any deviation from this rule and attendance should be compulsory. You can be sure of interest in these meetings by making them brief and by giving the organization at each one some new idea or selling argument. The sales manager should point out the outstanding programs on the air that evening so that the salesmen may go out and talk about these events to their prospects and create desire for radio or combinations. There should also be described and played at least a part of some outstanding record, so that the salesmen may become more familiar with the recorded music, and thus be in a better position to sell the record idea.

Getting the Salesmen Out Early
I believe that this early morning meeting is the most important part in the successful handling of a large organization—for if your men all report in a body at this meeting you are sure that they are ready to go to work—whereas if you do not require such a meeting oftentimes the less energetic salesman will be sleeping through the morning hours when he should be working. Of course, he may telephone to you at about 8:30 that he must go direct to a prospect's home before coming to the store. In many cases said salesman, after hanging up the telephone receiver, crawls right back into bed and finishes his sleep. I know these things to be so, because I, too, was a phonograph salesman for a number of years.

By Clarence H. Mansfield
Fitzgerald Music Co., Los Angeles

Of course, you will have a difficult time getting 100 per cent attendance on time at these morning meetings, particularly at first, but roll second choice, etc. However, if there are, out of the organization of 25 salesmen, only twelve or fourteen men who have accomplished business the preceding week, then the balance of these positions are distributed or rather drawn for by the men who were "on time" at every morning meeting the previous week. Thus a salesman, who has earned a floor day through business consummated, has an opportunity of getting an additional day on the floor, provided he has been punctual every morning during the week and the man who has not been fortunate enough to consummate business also has an opportunity to win a floor day. Thus interest in punctuality is greatly increased.

Keeping up the Enthusiasm
Creating and keeping up enthusiasm among the salesmen is entirely up to the sales manager. He must continually praise and enthrall over the merchandise. At the morning meeting, especially, is the time to do this, when the minds of all are fresh. These meetings do more to eliminate turnover of salesmen than any other one thing. Salesmen realize they are actually part of an organization. They are made to feel a greater sense of responsibility and loyalty.

No meeting should last over fifteen minutes—otherwise it loses much of its effect. A long-drawn-out meeting takes too much of the salesman's valuable time and puts him in a bad humor. The importance of keeping him in a good humor is great. A disgruntled salesman never can sell as efficiently as when he is in good humor, so it is a matter of good business to keep him as happy as possible. Most men get up in the morning in a bad humor. By creating a cheerful atmosphere at the morning meeting—with a funny story—or the unbounded enthusiasm of the sales manager, or a pat on the back either actually or verbally—the salesman is put in the proper frame of mind. This all helps build up that valuable asset to an organization—"Esprit de corps."

Encouragement Helps
All men are more or less vain. All of us like applause. The average salesman is probably more that way than anyone else, in any other line of endeavor with the possible exception of actors. So when he puts over a good deal—when he accomplishes an unusual amount of business—or does anything else outstanding—compliment him in front of the entire organization. You'll be surprised to see how this will encourage him to do better work, and the desire for this appreciation and applause will also spur the other men to greater efforts.

Here is a suggested outline for the regular morning meeting as used in our organization.

0.15. Roll call.
0.17. Sales manager points out high lights of evening radio programs.
0.20. Sales manager plays and describes some outstanding record.
0.25. Honorable mention for those who consummated business day before.
0.28. Sales manager gives three-minute enthusiastic talk on merchandise and its advantages or gives some selling idea or argument.
0.30. Adjourn.

Weekly General Meetings
In addition to morning meetings there should be held once a week, regularly a general sales meeting lasting from one to one and a half hours. The merchandise, sales promotion plans, (Continued on page 24)
SYMPHONIC

A STANDARPRODUCT

NICKEL PLATED $10.00
GOLD PLATED $12.00

LOW LOSS
PHONOGRAPH REPRODUCER

An acoustical gem in a magnificent setting—
Each SYMPHONIC and LOW-LOSS REPRODUCER is beautifully encased in a gold embossed silken container commanding attention and bespeaking its quality.

There can be no substitute for SYMPHONIC REPRODUCERS. If your jobber does not stock genuine SYMPHONIC REPRODUCERS, write us.

It is safer to BUY a standard product.

It is safer to SELL a standard product.

That is why the Symphonic trade mark on a reproducer is of more importance than the price tag.

SYMPHONIC SALES CORPORATION

370 SEVENTH AVE. NEW YORK
L. H. White Made Managing Director Nipponophone Co.

Comptroller of Columbia Phonograph Co. and Supervisor of Seven Departments in Bridgeport Factories Promoted—Other Changes

Lester H. White, comptroller of the Columbia Phonograph Co., and supervisor of seven departments in Columbia's Bridgeport factories, has been appointed managing director of the Nipponophone Co. of Japan, recently acquired by the Columbia interests. Mr. White left America in mid-January, for an ad interim absence in his new position, from which it is hoped he can be recalled to the American field after a year.

Mr. White, who is still in his mid-thirties, is one of Columbia's ablest executives, with a remarkable record for so young a man. A graduate of New York University, he was at first in the banking business, then with a leading firm of industrial engineers, and entered Columbia's service in 1919, since which time his activities in the interest of the company have been countless and highly valued.

As a testimonial of their regard and esteem the officers of the company and representatives of the various departments gave Mr. White a farewell dinner in the State Apartment of the Waldorf Astoria.

J. W. Murray, treasurer of the Okeh Phonograph Corp., also owned by the Columbia interests, has been appointed assistant comptroller of Columbia, and has assumed charge of Mr. White's work at Bridgeport. E. Oberstein, who has been connected with the treasurer's department of Columbia, succeeded Mr. Murray as treasurer of Okeh.

Clark Music Co. Sponsors Unusual Radio Program

Presentation of Syracuse Composers' Series by Large Central New York Music House Aroused Wide Interest Among Music Lovers

SYRACUSE, N. Y., February 6—One of the most unique things which has been done in this city in recent months is the presentation of the Syracuse Composers' Series of programs, given via radio, and arranged and sponsored by the Clark Music Co., the largest music house in Central New York. These concerts were presented each Tuesday evening at 7.30 p.m. direct from the Clark Music Co. studio, by remote control, through WSYR, the Hotel Syracuse, and have been given over a period of three months. The studio is a large room on the main floor of the Clark Music Bldg., which is the phonograph and radio department of the store, and friends and customers are invited in to witness the actual broadcasting programs and the store is generally open to guests on that evening.

In many instances the composers themselves actually took part in the presentation which made it possible for the radio audience to hear the true interpretation of their works. Also many of the selections presented were given from original manuscript and would never have been presented had it not been for this opportunity. Hundreds of fine comments have come to the Clark Music Co. about the Composers' Series, thus showing an unusual interest in the fine music presented, and no doubt the series has been to the listening audience an aid in understanding and appreciating better music, which was the real object of the plan. It is the idea of the Clark Music Co. to encourage science to attend these concerts, and to endorse and encourage at all times the study, appreciation and advancement of fine music and the Composers' Series was arranged in the hope that those who followed it would be much benefited by it. The Series was concluded on January 24.

Maintaining Sales Enthusiasm in Music Store

(Continued from page 22)

and actual selling methods should be discussed and intensively studied. I believe also that at every one of these sales meetings some salesman should be called upon to actually go through the demonstration and selling of one of the instruments. These demonstrations should be freely criticized by the rest of the organization. It is often a "bitter pill" for the salesman to get up in front of the entire organization and make such a demonstration, knowing that he is to be severely criticized, but nothing will help him more—and the rest of the organization as well. This, too, will do much to get all salesmen on the same selling track. It means that if this is done consistently one man will not be telling a prospect one thing and another salesman another thing. It makes for unity of selling and helps to eliminate objectionable remarks, mannerisms, etc., of which the salesman himself may not have been conscious. It aids the sales manager in determining the sales ability of each man. Of course, you cannot expect a salesman, under the circumstances, to give as good a sales talk or demonstration as he would alone in the room with the customer, and allowance at first must be made for that; but when the salesman learns to retain his poise and put over an effective demonstration in front of the organization, then he can certainly put over an even more effective one alone with the customer.

Exchanging Ideas

There should be a period set aside at the weekly meetings for open forums—where ideas and criticisms of operating and sales promotion methods are presented and discussed. Many ideas can be improved, either written or oral. Either way, it is the idea of getting the benefit of those who may be timid about making criticisms or suggestions, a suggestion box should be installed in which written suggestions may be dropped, either signed or unsigned, and read in the meeting by the sales manager. This last plan will bring out many things that may not come to light otherwise.

Many sales managers say that one sales meeting a week is sufficient, but I contend that the short morning meeting, in addition to the long weekly sales meeting will give greater enthusiasm and better cooperation in the entire organization. A salesman can run down to a pretty low ebb of enthusiasm between the weekly meetings, but the morning meeting keeps him constantly pepped up to the highest point of efficiency. I liken the salesman to a battery—and the morning meeting to a trickle charger that keeps him constantly charged to the highest point of enthusiasm.

Leo Reisman to Give Concert

Leo Reisman and His Orchestra, exclusive Columbia artists, will give their first concert of modern jazz compositions at Symphony Hall on Sunday evening, February 19. The orchestra will be augmented by several Columbia musicians for the occasion. The program will be a varied one with special compositions, current hit numbers and a group of dance tunes recently recorded for the Columbia catalog.

Hazelinite Patent Suit

The Hazelinite Corp. announces that an order has been served by Judge Henry W. Goddard, of the United States Southern District Court, to show cause why the Electric Service Engineering Corp. should not be enjoined pending final hearing from transferring, or selling, its rights in United States Patent No. 1,605,411. The patent covers certain inventions in radio receiving apparatus and the order was issued in an action brought by the Hazelinite Corp. against the Electric Service Engineering Corp., wherein plaintiff seeks to have it declared void.
The illusion of actual presence is created when you listen through - not to - the new UTAH No. X SPEAKER. Its qualities of reproduction are expressed in the mystic spell of pleasure which they weave for you.

UTAH RADIO PRODUCTS CO.
1615 S. Michigan Ave., CHICAGO

The only complete line—
ranging from $10 to $100
Coordination of Policy Factor in Success of Edgar Music Co.

Tulsa, Okla., Dealer Has Built a Big Business on Principle That Woolworth Front and Tiffany Merchandise Don't Go Together

By Ruel McDaniel

YOU can't put up a Woolworth front and expect to sell Tiffany merchandise; you can't behave in a manner befitting a Sweeney and expect to sell to Mrs. Van der Sniff, of wealth and discrimination.

That is the basic principle back of the rapid growth of the business of the Edgar Music Co., Tulsa, Okla. As the truth is applied in the firm, it is interpreted to mean that you can't expect to aim at one policy of merchandising, permit the employees to aim at another—or aim, not at all—and hit the same spot. The firm has been built up around the owner's plan of hiring and handling his employees.

"If a chain is no stronger than its weakest link," says Tom Edgar, founder and head of the concern bearing his name, "then a musical merchandising organization is no better than the men who represent it to the public. Regardless of what our aims may be, the conduct of the men who come in contact with the public most frequently is taken as the standard of our worth. The employees of the firm are to the firm itself, from the viewpoint of the public, what the front of the store is to the store itself. Each creates the first and most lasting impression of the whole upon the prospective buyer."

Believing explicitly in the truthfulness of these ideas, Mr. Edgar has constantly borne them in mind in hiring and training the men and women who constitute the present force of eighteen employees. The favorable results from this care crop out in a number of ways.

Employees Aid in Direct Mail

For example, the company uses a personal letter now and then to send to a list of prospective customers; and Mr. Edgar believes that the reason that such letters generally have more than average pulling power is because they are prepared by the employees. The average such letter is a composite of what each employ, and Mr. Edgar himself, considers his best selling letter and this plan has proved practical.

When Mr. Edgar is ready to send out a letter featuring a certain line of phonographs, or

There is much valuable merchandising information in the accompanying article. The Edgar Music Co. has achieved a marked success by reason of its sound policies, not the least important of which is the manner in which the firm gets the co-operation of its employees in planning sales campaigns that accomplish their object — to sell the carefully selected line of instruments featured...

playing up the record department, he notifies every employee of the fact, outlines the general purpose of the advertising and asks each man and woman to write what he or she considers a good sales letter featuring the merchandise to be advertised. As a result, a variety of letters are handed in. Some are bad, some are fair, and some are good. Even though none of them may be suitable for a letter as it is, including the one Mr. Edgar prepares and hands in with the rest of them, almost always each letter contains at least one good selling idea.

At a given time the employees meet with Mr. Edgar and each letter is read, certain sentences, paragraphs or selling arguments are marked, distinguished, digested, and segregated. The letter Mr. Edgar prepares undergoes the same critical dissection as those of the employees.

How Ideas Are Utilized

"Out of this mass of data and the scores of selling points advanced, one composite letter is prepared that usually carries a full load of selling value," says Mr. Edgar. "It is only natural that such a letter is usually more appropriate than one that any one man could prepare. Every person thinks primarily along certain well-defined lines. He thinks of good selling ideas in line with his type of thinking, but he overlooks entirely good ideas that are not in keeping with his line of thinking. By not having all employees write a sales letter, we get all lines of thought developed. The mechanical-minded person dwells upon the mechanical superiority of the machine. The things he says are interesting to some prospects; but not to all. Some people don't know or care about the mechanical features of an instrument. They think of the beauty, tone or utility of the thing. So do some of our employees. Just as one idea appeals to one customer and something else entirely different catches the fancy of another, so runs the line of the different letters written by employees.

"Obviously it is impossible to put in all the good points found in each letter. That would make the composite letter too heavy. But with all this selling material massed, it is possible to form a letter out of it that is not too long, not too heavy. And at the same time broad enough and convincing enough in its appeal to catch the fancy of a wide circle of prospects."

"But in order to induce employees to cooperate in this manner, it is necessary to convince them that their services are really appreciated and to work with them as one of them. I believe that one of the biggest factors in their willingness to help in the preparation of sales letters is my preparing a letter and making it go through the same process of critical slashing and bisecting as the rest of the letters. They have come to know that I do not want them to hesitate to criticize a letter just because it happens to be mine, through my continual insistence that they consider it in exactly the same light that they do those of the other employees."

Some of the best merchandising ideas used in the store-to-day are those suggested by employees; and they make such suggestions because they were hired and trained to do so.

Training in Constructive Thinking

"The first stage in such training," declares Mr. Edgar, "is in breaking down the first timidity of the employee and inducing him to think independently, then to express his thoughts to us. But that is only a starter. We found it comparatively easy to get employees to make half-baked suggestions after we had conquered their timidity; but a suggestion for the adoption of a certain plan is of little value without a complete plan for its adoption."

"The average of our employees to-day does not come to us with a suggestion for the improvement of the business unless he also has with him a plan for adopting the suggestion. To-day

(Continued on page 27)
The Improved

VAL-PHONIC Reproducer

DEMAND the Improved VAL-PHONIC Reproducer for any machine at all, and you hit the bull's eye! A safe and sure aim, with astoundingly pleasing results.

Since its evolution, the Improved VAL-PHONIC Reproducer has been very carefully watched, and every little improvement possible added. Result, the most perfect reproducer ever yet produced. Reasons can be listed endlessly, why this and none other should be featured, but all we ask is that you give this product its merited test, and you will soon vision it, praise it, push it, display it, sell it!

We are willing to convince you. Just afford us the opportunity

All the world knows a genuine VALLEY FORGE main spring. This is a branch of our line of which our organization is justly proud. Have you ordered your requirements of this non-jump, double polished, special wrapped, individually boxed product?
“Follow the Leaders”

The leading manufacturers, the leading dealers—and the leading distributor. Here’s a combination hard to beat.

Right here, in and about New York City, over 2,000 dealers, among them many of the leaders in the industry, are using the Blackman Distributing Company as a source of supply for their radio products and accessories, because they know that the manufacturers of the Blackman products are thoroughly reliable, that Blackman as a distributing organization is dependable.

The Blackman dealers are in practically every corner of the metropolitan district—in the tenement neighborhood, the apartment house localities and in the sections in which private homes of the better class abound,—dealers who find in the Blackman line the requirements of their individual localities their individual customers.

If you would be safe in establishing a source of supply for your business, follow the leaders.

"Follow the Leaders" is an excerpt from a very important mailing campaign we have just inaugurated. Are you on our mailing list?
Outstanding Value

makes them the greatest Phonograph "buy" on the market today.

QUALITY that can be sold at a PRICE! Positive turnover. Positive PROFIT!

15 POPULAR SELLING MODELS. Consoles, Consolettes, Uprights. Beautifully designed, splendidly finished.

The New Phonic principle of tone creation at its BEST. Every tone frequency marvelously reproduced.

Many models equipped with New Type UNITED MOTOR smooth running and noiseless; playing capacity 5 records

AGENTS WANTED for choice territory still available.

WRITE FOR BOOKLET AND PRICE LIST.

Player-Tone Talking Machine Company
Office and Sales Rooms: 632 Grant St.
PITTSBURGH, PA.
What Sells Portables?
and
What Keeps Them Sold?

Fine Appearance?  
*Pal has it!*

Rugged Construction?  
*Pal has it!*

Perfect Performance?  
*Pal has it!*

Excellent Tone Quality?  
*Pal has it!*

Exceptional Mechanism?  
*Pal has it!*

Enviable Reputation?  
*Pal has it!*

Most Important of All
Will it stand the "Gaff" after your customer takes it home and uses it—and uses it—and uses it? PAL WILL! That's why PALS are so popular and easy to sell! Eight years of severe test have proved it!

8 Models for You to Choose From
Ranging in price from the smallest real phonograph made, Pal Kompact which retails at $10.00, to Pal Supreme, the sensational new model which retails at $30.00

Write for Complete Details of Our New Line!

Plaza Music Co.
10 West 20th Street  New York, N. Y.
Factor in the Success
of the Edgar Music Co.

(Continued from page 26)

a man comes to us with the assertion that he believes it would help if we would so-and-so. Then he tells exactly why he thinks it would be a good plan, and how he would put it into practice. Requiring the man to do that eliminates a lot of idle talk just to try to prove that the faker has the interest of the firm in mind, and it encourages really constructive thinking. Any average person can find flaws with a merchandising program; but it requires constructive thinking to find practical remedies for the flaws thus found."

Employees Taken From Other Fields

The reason that it is possible for the firm to have such an organization is because most of the men and women were employed from other fields of selling or endeavor and trained to function in line with the company's policy.

The assistant manager of the company was formerly a tool dresser in the oil fields. He liked musical instruments much better than wrenches and files and hack-saws. One day when Mr. Edgar mentioned to the young man's employer that he was looking for a man who could be developed into a good salesman, the employer recommended this chap. When he came in to see Mr. Edgar about the job they talked about every thing else but selling phonographs. Mr. Edgar liked the prospective salesman, but he was not certain whether or not he had as much determination as he wanted him to have. Finally he offered the young man a ridiculously low salary, to see what reaction it would create. The applicant considered the offer nothing less than an insult to his ability and intelligence, and he did not hesitate to say so. He got the job forthwith.

Another youngster who has turned out to be a good salesman formerly worked in an automobile jobbing house; but he liked musical merchandise and applied for a job. He got it because he seemed willing to learn the business.

Form of Compensation

The men work on salary, whether they sell on the floor, follow up leads, or do straight canvassing, as some of them do occasionally. They are offered no bonuses or commissions except occasionally when Mr. Edgar has a certain type of machine which he wishes to dispose of quickly; then he gives a special bonus to every man who sells one of the machines.

Reynold's Music House, 21 South Palafox street, Pensacola, Fla., which until recently carried the Victor line exclusively, has added leading makes of radio receivers and phonographs to its merchandise.

THE INSIDE BACK COVER

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

Read it
Carefully

Crosley Station Celebrates
Its Seventh Anniversary

Sixty-Two Hours of Continuous Broadcasting
Mark the Seventh Birthday Anniversary of
Station WLW—Powel Crosley Speaks

CINCINNATI, O., February 6—The seventh birthday anniversary of broadcasting station WLW, owned and operated by the Crosley Radio Corp., of this city, was fittingly celebrated by sixty-two hours of continuous broadcasting, which, it is believed, established a world's record. WLW went on the air on Friday, January 27, at 8 a.m. and there was no break in the broadcasting until Sunday, January 29, at 10 p.m.

More than 230 musicians and entertainers were heard from the studios of WLW during the celebration and 150 more were heard by remote control in chain programs. The Cincinnati Symphony Orchestra, under the direction of Fritz Reiner, was heard during the celebration program, as representatives of all other of the city's musical institutions.

Powel Crosley, Jr., president of the Crosley Radio Corp., officially dedicated the birthday program after the station had been on the air for twelve hours. He made a brief address from his home where WLW first went on the air seven years ago as an experimental station. He also spoke during the Bandbox hour on Sunday, January 29, when he reviewed the history of WLW and of broadcasting.

Possible Reception Disturbances Are Listed by Fada

Fada Service Department Gives Five Possible Causes of Reception Disturbances From Farm Lighting and Isolated Stations

Five possible causes of reception disturbances from farm lighting and isolated gasoline electric generating stations are given by the service department of Fada Radio as follows: Spark at spark plug of engine; spark at distributor; sparks in relays and governing mechanisms; sparking at commutator of generator and motors or other appliances connected to the load. These disturbances affect the receiver by producing noises, and the proper methods of eliminating this sort of interference are explained in a bulletin which is available to all Fada dealers.

Gramophone Exhibit

One of the most interesting sections of the National Museum, Washington, D. C., is that devoted to an historical exhibit of His Master's Voice gramophones, invented, designed and presented by Emile Berliner, inventor of the first disc gramophone. The exhibit contains first records and first instruments complete from 1887 to 1904, each instrument and each record showing a distinct step forward in the talking machine art.

Enjoyed Vacation in South

Paul B. Kluth, vice-president and general manager of the Zenith Radio Corp., accompanied by his family, is back in Chicago, following a two weeks' vacation in Florida. The Zenith Radio Corp. has enjoyed remarkable success under Mr. Kluth's direction, and this well-earned vacation, the first in three years, gave this popular and busy executive a much needed rest.

Suffered Fire Loss

The Conn-Portland Music Store, Portland, Ore., suffered recently from a fire that caused almost a complete loss of stock.

1928's Fastest Selling Radio Combination

Reid Lion Cabinet

with

The New Atwater Kent Model 37 A. C.

Big sales of Reid Lion-Atwater Kent combinations in 1927 proved the popularity of medium priced sets. And 1928 will be even better.

The unusual combination of a handsome, useful Reid Lion Cabinet and a famous Atwater Kent A. C. Set makes a real business-getter.

Your Atwater Kent Distributor can supply you with Reid Lion Cabinets in desk, console chest types for the new Atwater Kent Model 37 A.C. Radio.

But this will in no way interfere with the regular line of cabinets for Atwater Kent Models 35, 30, 33.

One of these ideal combinations is shown above—Reid Lion Cabinet with Red Lion Built-in Speaker using the Atwater Kent Unit and an Atwater Kent Model 37 A.C. Set—retails for $135.

Write for full particulars of our new models and our new merchandising program.
Money-Making Suggestions for Ambitious Merchants

Owners of Battery Sets Are Prospects for A.C. Receivers—Do You Record Clerks Know What Your Dealers Say?—Make Your Store a Community Center—Do You Co-operate With the Manufacturers You Represent?

There is much discussion in radio circles at the present time as to the future of the battery-operated radio receiver. There can be no doubt that sets operated from the lighting circuit are steadily winning more favor, and with new models of A.C. operated receivers being announced by the manufacturers almost daily, dealers are wondering what will happen to those sets requiring batteries which they have in stock. Reflection will show, however, that the market for battery units is far from being saturated. The same story was told some few years ago when the new-type phonograph was introduced and dealers put themselves to a lot of useless worry. Nevertheless the instruments were disposed of. There are still many homes that are not wired for electricity. There are many homes the house current of which is D.C. operated, but it can be said of people who have been sold a phonograph that they will continue to buy battery sets for reasons of their own. Forget the pessimistic angle and look on the brighter side. Think of what the manufacturer can do to power his own units. Not only do new customers but resale to those who now own battery sets. These customers know the appeal of radio, and will not be without one, and with them the dealer’s problem is half solved. He does not have to picture the delights of radio; that they already know. He must simply point out the desirable features of the electric set and the job is done. Just remember: there will still be a demand for the battery sets and the electric sets will appeal to new customers and to the old. There is nothing dismal about the outlook, it is, instead, bright and shining for the aggressive dealer.

Know Your Record Stock

A leaflet was recently sent Victor dealers by the Victor Talking Machine Company, captioned: "Is your head in the catalog or the catalog in your head?" The writer then went on to tell of two instances of record sales girls typifying the two classes, one who recognized musical titles and could supply the needs of a customer and the other who had immediate recourse to a catalog upon practically every request for a record. There can be no doubt but that the record salesman or saleswoman who has a knowledge of what he or she is selling has a decided advantage over the one who can merely fill an order. This does not mean that every record clerk must be a musician and have an exhaustive knowledge of the great composers, their lives and works. Everyone should, however, be able to classify the different types of music and if a customer asks for a certain record the clerk should be able to suggest other records of a similar nature; records should also be familiar with the titles of classical and standard selections, and with the variations of the titles. A saleswoman who inspires if the customer wants anything else has the right intention in trying to increase the sale, but how much better if instead she were able to suggest merchandise which would have an appeal. Clerks in other lines of trade do so at all times, why not the record clerk?

A Dealer Suggests

A prominent Western music dealer of many years’ experience recently made some suggestions for his fellow dealers which are well-worth reproducing here. They are: "Limit your trade-in allowance on phonographs and radio from 5 per cent to 10 per cent of the marked price of the new instrument. Pay salesmen on a fair plan that rewards for good service and penalizes for mediocre or poor service. With present "overhead" dealers selling nationally priced phonographs and radios cannot afford to pay over 8 per cent commission for first class or "par sales." Each step below a par sale should cost the salesman 1 per cent, and where two salesmen work together on a sale it should be split fifty-fifty. A "par sale" is one closed by the salesmen without permission at all. They always work at regularly marked prices, for cash within thirty days, nothing to be taken in trade, no discounts, credits, premiums or expenses allowed, no outside commissions to be paid. A "fifty-fifty" sale is one where (a) a time sale runs over thirty days, (b) over-time sales are those exceeding fifteen months on phonographs and combination units and ten months on radios, (c) trade-in or special credit allowance sales, (d) over-trade-in or over-credit allowance sales are those where the amount allowed exceeds maximum trade-in permitted amount of 10 per cent. These, together with the allowances, provided the allowance figure does not exceed one-half the resale price of the trade-in. The weekly drawing account of a salesman should be liberal, but not to two-thirds of his probable earning capacity, because surplus earnings should always be payable the tenth of the month."

Service Pays

It will be readily admitted that the public appraisal service, so naturally follows that the merchant who gives the best service will prosper the most through the public’s appreciation of what you are doing. How does your store keep up the standard of the manufacturer of giving service to the customers and prospective customers in your vicinity? Not service as regarded only with reference to caring for an instrument that has been sold, but service of all kinds. If two people are to meet in the vicinity of your store, will they select your establishment as a place of meeting? If a lecture or musical event is to take place does your store act as a ticket agency? If a customer desires some information regarding where to purchase an item of merchandise other than musical instruments, are your salespeople capable and willing to give the desired information? The music store, because of the nature of the merchandise it sells, should be more than a mere establishment where goods are bought and sold. It should be a neighborhood center where the public is always welcome, whether the customer intends to purchase anything at all the moment or not, for, rest assured, if the prospective buyer feels at home in your store he will come there when the need arises for purchasing anything musical.

Co-operate and Benefit

Practically every talking machine and radio dealer carries anywhere from six to a dozen products made by different manufacturers and, as a consequence, receives a great deal of mail matter, designed to inform him of new products, or of methods and means to help him sell the merchandise on his shelves. This material, if prepared by skilled experts—and the preparation of it costs many thousands of dollars—should merit the attention of the dealer for whom it is designed. That many dealers do not bother to read this material is well known, and proof of it is given in an item which recently appeared in the Voice of the Victor, the house organ of the Victor Talking Machine Co., which told how three organizations handling Victor products had returned consignments of a certain record to the factory with the protest that the records were undesirable and that the portion of the record they thought defective was a novelty arrangement part of the selection and really heightened the record’s effectiveness. The advance record bulletin and the regular record supplement both made special note of this effect. This is but one instance.

Tie-ups Bring Profits

Are you enjoying the maximum benefits from your tie-up with recording artists? A glance at the news letters in The Talking Machine World each month usually shows that in more than one city five dealers are profiting from having vaudeville artists make personal appearances at their stores, autographing records and perhaps signing a selection or two that they recently recorded. Have you arranged for any such personal appearances? When a popular artist appears at the theatre in your vicinity, do you send an announcement of his visit to your mailing list that the records of the artist are available at your store? Do you arrange your window display with a photograph of the artist and an announcement concerning his latest recording? Opportunities such as these should be utilized by every dealer, for it is by taking advantage of every effective avenue of advertising that the volume reaches a satisfactory total.
Why pay for waste space?

Buy the Eveready Layerbilt

—it's every inch a battery

In dry cell "B" batteries made up of cylindrical cells more than one-third of the space is wasted. That's inevitable. No matter how closely you pack a group of cylinders, there always will be spaces between them. Usually these spaces are filled in with pitch or other substances, to prevent movement of the cells during shipment and breakage of the wires connecting cell to cell.

Think of it—over a third of the space inside the ordinary battery is filled with inert packing material!

In the Eveready Layerbilt "B" Battery No. 486 there are no waste spaces between the cells and no useless materials. Instead of cylindrical cells, this extraordinary battery uses flat cells. It is built in layers and assembled under pressure into a solid block.

Electrical connection between cell and cell is automatic, by pressure of the entire side of each cell against its neighbor.

The most surprising thing about this construction is that it actually makes the active materials more efficient. A given weight of them produces more current, and lasts longer, than the same amount when put in the cylindrical cell form. This was the unexpected result of researches into methods of utilizing the hitherto waste spaces. Scientists now know that the flat shape is the most efficient form for the cells in a "B" battery. No wonder the Layerbilt is the longest lasting and therefore most convenient and economical of all the Evereadys.

Only Eveready makes the Layerbilt. In-excisive, patented construction is Eveready's greatest contribution to radio enjoyment, giving new economy and convenience to battery users. The Layerbilt, of course, provides Battery Power—silent, reliable, independent, guarantor of the best reception of which your receiver is capable. For modern sets, use the Eveready Layerbilt.

NATIONAL CARBON COMPANY, INC.
New York          San Francisco

This is the February consumer advertisement, appearing in The Saturday Evening Post, February 4th, and in many other national publications, to assist you in selling Eveready Radio Batteries.
William L. Jacoby Discusses Selection of Personnel for a Business Organization

President of the Kellogg Switchboard & Supply Co., of Chicago, Ill., Outlines Methods of Selecting Men in the Interests of Harmony and Efficiency of Operation

The selection of a personnel for an organization is, beyond a doubt, one of the most important factors in the success of a concern, whether retail, wholesale or manufacturing. The men who represent a product, whether they are in the production end, in the office or on the selling line, can to a great degree make or break the merchandise they represent. It is important, then, that in selecting men, attention should be given to ascertaining whether or not the applicants possess the proper qualifications to make them valuable members of the organization.

William L. Jacoby, president of the Kellogg Switchboard & Supply Co., of Chicago, Ill., makers of Kellogg radio, has decided opinions on this important phase of business which he has put in effect in his organization. In an article entitled “Tests for Selecting Men,” written by John L. Scott and appearing in a recent issue of Sales Management, Mr. Jacoby outlined his views.

“It has been one of my cardinal rules of business that harmony and co-operation between members of an organization are more to be sought than individual brilliance,” said Mr. Jacoby. “A company may have, as the heads of various departments, men who are leaders in their respective fields, but unless they are working together for a common cause, they are less valuable than a closely knit organization of mediocre men.”

Mr. Jacoby then explained that in building an organization he sought men who regard the progress of a business above personal gain, men who would “mash in” with other department heads and with members of their own departments. Because of this his judgment in selecting a man is affected by the other men in the department in which he is to work.

Character and force are the qualities, in addition to a desire to co-operate which Mr. Jacoby considers most important in selecting a man. Character, while a general term in this instance, means reliability and the keeping of one’s word and countless other traits which, while not easily defined, leave a deep impression. By force, Mr. Jacoby means aggressiveness, directed in the right channels.

In his business career, Mr. Jacoby has been connected with eight different companies, seven of which he has served as president. These include the Inter-Ocean Steel Co., American District Telegraph Co. and seventy other subsidiaries of the Western Union Telegraph Co. and the Mitchell Motors Co. He has been directing head of the Kellogg organization for less than a year but the soundness of his policies has been concretely demonstrated.

Praise Unit Construction of Federal Ortho-sonic

The Federal Radio Corp., Buffalo, N. Y., has received many letters of commendation on the so-called “unit construction” method practiced in the manufacture of Federal Ortho-sonic receivers. In these sets each R. F., A. P., and input unit is assembled separately, complete except for the bus system, and they are individually tested.

It is therefore a simple matter, where any one stage requires service, to replace it by another single-stage unit of similar characteristics, keeping the set in use while the defective stage is repaired. In addition, the liability of these sets to defects is greatly reduced by the fact that each stage is exhaustively tested before the complete chassis is assembled. After assembly the complete receiver is again tested, giving a double check on each unit. The resulting immunity of Federal Ortho-sonic radio to subsequent weaknesses has been praised by many well-known radio men. The following letter from Robert R. Nordstrom, service manager of Silas E. Pearssol Co., New York Federal wholesaler, is typical:

Gentlemen:

You will no doubt be pleased to know of the ease we are enjoying in our servicing of Federal Ortho-sonic receivers.

Although we are maintaining a surprisingly small force of service men, we have no difficulty in keeping the great number of Ortho-sonic receivers in our territory in good working order. I must confess I was quite surprised to find the new Electric sets required service on less than 1 per cent of all those shipped.

Allow me to congratulate you on the good engineering, sturdy construction and excellent performance of the Ortho-sonic receivers.

Cliff Edwards Is Latest Exclusive Columbia Artist

The Columbia Phonograph Co. recently announced its newest exclusive artist in the person of Cliff Edwards, the "Ukulele Ike" of radio, record, vaudeville and musical comedy fame. Mr. Edwards, who was featured in the latest Ziegfeld "Follies," is now making a twenty-six-week tour of the Orpheum circuit on the Pacific Coast. He is unexcelled as a singer of novelty songs and ballads to his own clever ukulele accompaniment. His first Columbia releases are "After My Laughter Came Tears" and "I'm Cryin' Cause I Know I'm Losing You."

Testimonial Dinner Given to Col. Henry A. Bellows

MINNEAPOLIS, Minn., February 1—A testimonial dinner in recognition of the work accomplished by Col. Henry A. Bellows as a member of the Federal Radio Commission was given Tuesday, January 24, at the Nicollet Hotel by the Northwest Radio Trade Association. Three hundred members of the Association and friends of Mr. Bellows attended. Addresses were made by prominent citizens and public officials, and R. M. Laird presented a scroll from the Northwest Radio Trade Association.

G. P. Hough on Trip

G. P. Hough, official of the Allen-Hough Manufacturing Co., is now making an extensive trip into the Eastern territories. He will spend some time in the Lifton Manufacturing Co.'s plant, which is now used for the exclusive production of Allen portables. Mr. Hough will also visit the Eastern trade with the increasingly popular line of Allen portable phonographs.
JOBBERS!

Write today for our Free Examination Offer. Line up with the fastest selling needle on the market.

DEALERS: Order from your Jobber!

Electro-Phonic Needles Made Especially for Playing New Electrical Records

“Electro-Phonic” needles are made of special composition to carry the tremendous volume of the new electrical recordings without the slightest suggestion of a blast or shiver.

“Electro-Phonic” needles produce a tone rich—full—carry the shrillest high notes, the deepest bass tones.

“Electro-Phonic” needles fill an overwhelming public demand for new needles for the new records. That’s why “Electro-Phonic” needles are a sensation—the fastest selling needle on the market!

Beautiful Colored Metal Revolving Display Stand Sells Needles Fast

The Revolving “Electro-Phonic” Needle Display Stand keeps these new needles before the eyes of the public. It is a permanent sales stimulator—the finest needle display stand ever offered to the music trades. Revolves. Made of attractively colored heavy metal. Very compact—occupies only 5 inches of counter space. Measures 16 3/4 inches high, 4 3/4 inches wide, 4 3/4 inches deep. Each stand contains complete assortment of three tones. Electro-Phonic Needles are packed in envelopes (50 needles), each envelope in a separate box, differently colored for each tone.

Complete Stand Outfit

LOUD—EXTRA LOUD—MEDIUM

$6.00

Retail Value $15.00

Refill Cartons of 100 Pkgs.

$5.00 PER CARTON

ELECTRO-PHONIC NEEDLE COMPANY

506 SOUTH WABASH AVENUE

CHICAGO, ILLINOIS
Carrying Charge Method of Financing Instalment Sales
Adding to Dealers' Profits

T

he carrying charge as a means of financ-

ing instalment sales on a profitable basis

was introduced to the music trade several

years ago but it was not until a year or so ago

that the system was adopted by dealers gen-

erally. There are many dealers who oppose

this method of having the customer pay a
definite fixed charge for the privilege of buying
on time, but it is significant that the dealers
who have adopted the plan are enthusiastic over
the results secured. The following statement
from music dealers situated in leading cities in
different parts of the country can be taken as
typical of the manner in which the carrying
charge is operated and of the results which
followed the adoption of the plan.

Association's Carrying Charge Schedule

The talking machine and radio trade in San

Francisco and Northern California generally is
using the carrying charge, following a recom-

mended plan by the Music Trades Association
of Northern California. The schedule drawn up
by the Association reads:

Five per cent to be added to the balance of account
after first payment is deducted if the contract is to
run ten months or less.

Six per cent to be added to the balance of account
after first payment is deducted if the contract is to
run eleven to twelve months.

Seven per cent to be added to the balance of account
after first payment is deducted if the contract is to
run thirteen to fourteen months.

Eight per cent to be added to the balance if account
after first payment is deducted if the contract is to
run fifteen months.

Carrying charge to be canceled if account is paid
in full within sixty days from date of sale.

Interest at 8 per cent per annum to be charged from
date of maturity of contract on any balance remain-
ing unpaid at that time.

How the Plan Is Used

James J. Black, treasurer of the Wiley B.

Allen Co., San Francisco, in speaking of how
this company regards the success of the carrying
charge said:

"We have discovered it works very satisfac-
torily, and the old argument which the salesmen
were obliged to overcome when the word inter-
est was mentioned has now become a thing of
the past. The attitude of the public as a whole
is now entirely different toward a small

charge when the instrument is bought

on time from the public's attitude toward the
salesman's statement, 'Yes, we charge interest
at the rate of 8 per cent per annum.'

"People expect to pay more when they buy
on time and have no objection whatever to a
charging charge. In fact, it seems to be under-
stood and expected on the part of the pur-
chaser. It simplifies the keeping of the instal-
ment account and is more easily understood by
the customers, who know exactly the amount
each must pay, whereas the computing of the
interest was something that many people did
not understand.

"All houses selling household appliances on

time add a carrying charge and the Music
Trades Association of Northern California in
adopting the carrying charge on talking ma
chines and small goods has merely joined the
rank and file of the progressive interests, han-
dling and selling their merchandise on monthly
instalments."

In talking with machine departments of north-
ern California dealers who are using this
method have the carrying charge computed and
added to the balance of the account after the first
payment is made. The monthly instalments are
then divided into the number of months required to complete
the contract. Should the contract not be completed
within the specified number of months, interest at
8 per cent per annum is charged on any bal-
ance remaining."

The H. C. Hanson Music House has adopted
the carrying charge method and gives it whole-
hearted endorsement. W. M. Ringen, general
manager of the H. C. Hanson Music House,
said:

"We have been operating the carrying charge
system since February, 1927. We are more
than pleased with the results. Our office force
likes it as it eliminates figuring interest. Our

customers like it. Salesmen at first objected,
particularly the men who had been in the
business for many years.

"We charge 5 per cent of the full amount on
band and string instruments for nine months
and 1 per cent per month thereafter. For
instance, if a customer buys a saxophone for cash
price at $100. The term price is $105 for nine
months, $106 for ten months, $107 for eleven
months, $108 for twelve months, and so on to
$114 for eighteen months, plus one-half of 1 per
cent on payments not made when due. We
now mark our band and string instruments with the term price for
nine months.

"In talking to the customer we say: 'That
instrument will cost you $105; no interest or
extra charges, providing you make the pay-
ments as agreed.' It makes selling easier. For
instance, one has a saxophone customer. First
he salesman gives him the price of the sax-
ophone, then sells him a case, and after that
adds an interest charge, which means selling
the same instrument over again to the customer
and very often loses the deal. Carrying charge
plan does not lose a customer. On radios,
phonographs and pianos we charge one-half of 1
per cent per month after deducting the first
payment and any trade-in.

"We have found that the carrying charge
eliminates the old argument, which is that the
customer (on the old plan), after he has re-
ceived the first month's statement, calls at the
store and says he was not informed that there
was interest to be charged, that the salesman
told him he had not to pay any interest. Then
it becomes necessary for the salesman to ex-
plain the whole transaction."

Sherman, Clay & Co. also have found the

carrying charge to be successful. George W.

Bates, comptroller of the company, explained
that a carrying charge was always made on
instalment sales of band instruments and that two years ago, a similar charge
was made on instalment sales of radio and talk-
ing machines. He said, "It was found that it works
very well and we have practically no trouble."

Ohio Dealers Adopt Carrying Charge

The Ohio Music Merchants' Association some
time ago recommended the adoption of a car-
rying charge by its members and scores of deal-
ers throughout the State are using the method.

(Continued on page 34)
The Talking Machine World, New York, February, 1928

**The NONSPILL NEEDLE CUP**

Patent Pending

is now going into even the lowest priced

**PORTABLE PHONOGRAPHs**

because

manufacturers, dealers and the buying public demand the best when the best can be had at the lowest price;

and because

they want a cup that stays closed and absolutely prevents spilling of needles when the portable’s traveling, and when it’s time to play, is ready for instant use—and stays open.

**Then besides**

they approve of its matchless, sturdy three-piece construction and simplicity of design, compact yet ample size, and its beautiful, durable nickel finish.

**Finally**

they know that a cup which meets the exacting requirements of such leaders as the Western Electric Co. and the Bell Telephone Laboratories must be the best.

Why shouldn’t you offer the best, too, now that it is available at the lowest price?

**H.K. Lorentzen**

**MFR. PHONOGRAPH HARDWARE**

155 LEONARD ST.  
NEW YORK, N. Y.

**PHONOGRAPH DEALERS EVERYWHERE**

are profiting by the large public demand for these cups for replacement in phonographs.

Packed in neat, individual boxes, and 24 of these to an attractive, self-demonstrating display container, NONSPILL Needle Cups sell on sight—at a popular price which nets you a long margin of profit. Get a display container for your counter.

EVERYBODY WANTS THIS BETTER CUP

Your jobber can supply you promptly
Order Assembled Cases

The Atlas Plywood Corporation maintains six assembling plants for the convenience of their customers, and will truck deliveries of nailed-up cases as they need them. You can be promptly serviced with assembled Atlas Plywood Cases from Lawrence, Lowell, Mass.; New Bedford, Mass.; Philadelphia, R. I.; North Adams, Mass., or with cases in shok form direct from any of five large plywood case manufacturers.

It is this unexcelled delivery service and the genuine economy effected by the use of cases which have made them the standard shipping containers of so many phonograph and radio manufacturers.

Carrying Charge on Installment Sales a Boon

(Continued from page 33)
Fred N. Goosman, president of the Goosman Piano Co., and a member of the committee which framed the carrying charge recommendations, outlined them as follows: a charge of 15 per cent per month, when on a $300 sale would amount to $45. This sum is added to the cost of the instrument when the customer agrees to pay for it in monthly payments. In some instances, particularly when large quantities are purchased by automobile dealers. Auto dealers add all of the costs entering into the safeguarding of an auto during the lifetime of the contract, and the purchaser signing the account does not realize how much easier it is to convert to the carrying charge than others who have not met this situation.

100 Per Cent for Carrying Charge

Seattle music dealers are practically 100 per cent standardized on the carrying charge system in selling phonographs and radio receivers on installments. They report that the carrying charge is working out well, and they believe that the term itself is an asset and preferable to the word interest which seems to invoke distrust and argument. The financing of automobiles has had a good deal to do with teaching the public and they accept the charge as a necessary part of a contract. The big feature which seems to hold the greatest appeal for the average customer is that the carrying charge is a fixed rate, one-half of 1 per cent per month, and they accept the fact that it is an accommodation charge and pay it willingly.

Some dealers in Seattle write a flat 5 per cent carrying charge into the contract, doing away with the monthly charge as the charge is taken into consideration with the principal. The method used by the Kansas City Power & Light Co., Kansas City, Mo., which handles radios and phonographs, is to require a certain per cent as a cash payment and then charge 6 per cent on the balance to be paid in twelve months. This is figured out for the customer on the basis of so much as a cash payment and so much a month for twelve months, this monthly amount including the interest charge. Therefore there is no possibility of a misunderstanding just what he is to pay for his machine. For example, the price is quoted thus: the cash price is $250; the time price is $264.16; the down payment is $50 and the monthly payment is $13.52. In case the customer pays up before the end of the twelve months the firm refunds the interest for the months not paid for. According to H. A. Spokesfield, manager of the department, they have had great success with this method of handling time payments.

It leaves no doubt in the mind of the customer as to just what the price of his machine is going to be, and the firm believes it is the only satisfactory way of handling the situation. They encounter no objections to this method.

In the case of radios the Kansas City Power & Light Co. requires a 25 per cent cash payment. However, in selling Brunswicks, a line which it has added to its line, it does not require as large a down payment and it lets the payments run for eighteen months in some cases. When the payments last a year and a half it is a 9 per cent payment for one year and a half. The customer is told that he is paying 9 per cent, and it is explained to him that it is 6 per cent for the first year and 3 per cent for the second six months.

This system is one devised by the Kansas City Power & Light Co. to meet the time payments problem, and it especially satisfactory because it is definite and easy to explain.

Sound Business, Says Milwaukee Dealer

A majority of the leading dealers in Milwaukee are using the carrying charge although in a few instances there are some objections to its operation. Hogh M. Holmen, vice-president and sales manager of the J. B. Bradford Piano Co., which uses the system with success, says: "It is a sound business proposition and we cannot trace a single sale which was lost because of the carrying charge. We are well satisfied with the success of our operation and we have been enforcing it regularly.

"Our selling force is well instructed on the carrying charge, and we operate it according to the general plan, charging one-half of one per cent on the balance due. The great advantage of the carrying charge over the regular interest charge lies, to my mind, in the fact that paying only the regular interest charge, the customer is in no great hurry to get through with his payments before the appointed time, but with the carrying charge he sees that it is to his great advantage to clean up the account as soon as he can possibly do so and this brings in business much more quickly."

The Laeuwot Music Co., Milwaukee, has a carrying charge of one-half of one per cent on the balance between the down payment and the cost of the instrument. The great advantage of the carrying charge over the interest charge, it was stated, is that if a person realizes that he is paying only 12 per cent interest he will come in and want to settle up.

Henry M. Steussy, vice-president and general manager of the Kesselman-O'Driscoll Co., says: "There is no question of the success of the carrying charge, and if I had to be in case without it I'd quit business. The carrying charge can be sold to the public beyond any reasonable doubt, and in a successful and satisfactory manner if the customer is thoroughly posted and informed of its existence at the time of purchase."

Crosley Radio Corp. Makes the "Icyball" Refrigerator

Portable Hand-Operated Refrigerating Unit Placed on Market as Sideline of Crosley Organization—Lists for Very Low Price

CINCINNATI, O., February 6—The Crosley Radio Corp., manufacturer of Crosley radio receivers and other radio products, recently placed on the market a new sideline, the "Icyball" refrigerator, which it is claimed, operates for two cents a day, keeps a refrigerator cold from 24 to 36 hours and provides ice cubes. "Icyball" is portable, hand-operated refrigerating unit which was given a service test of nearly two years before being placed on the market.

The unit consists of two spheres, approximately ten inches in diameter, connected by a U-shaped tube. Once a day one sphere is heated over the stove, then the unit is placed in the icebox with the heated end projecting and the refrigerator is kept cool all day. A volatile liquefied gas is compressed within the spheres, and when the outside sphere is heated the liquid is gaselled and forced into the refrigerating sphere which has been placed in cold water; here it condenses into liquid again. It is this ball which chills the icebox.

The Icyball unit, including an ice tray and a galvanized cooling tub, lists for $40. A cabinet finished in white enamel was also tested with two wire shelves for food and with a capacity of more than four cubic feet of food space may be purchased for $55.

Conditions in Sacramento Reported as Satisfactory

SACRAMENTO, CAL., February 3—Music dealers of this section are looking forward to a year of prosperity, judging from the public's demand for pianos, instruments, and other receivers and from the statements of officials of financial institutions. Ellis Marx, of the music company bearing his name, gave some opinions on the outlook for the coming year from officials of the leading banks which bear out the opinions of the dealers. They read: Clarence E. Jarvis, of the Capital National Bank: "The West will show more activity than the East for 1928. Indications point toward a prosperous year for 1928. Sacramento and the Valley should prosper more normal for 1928, and the banks in the rain and snow in the mountains. Banks have plenty of money to bolster up the needy merchants. In fact, the banks prefer the merchants' paper to reality." George W. Feltier, president of the Farmers and Mechanics Bank: "Conditions in California are very satisfactory."
HEINEMAN MOTOR OF QUALITY

no. 77

A motor nation’s reliance—Heineman Motor No. 77

Okeh Phonograph Corporation

Sole Sales Agents

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N.Y.
THEY KNOW THEIR JAZZ
AND SO CHOOSE

a modernistic splash
in harmony and dance rhythm....

40966  Frankie Trumbauer & His Orch.
   "Crying All Day"—Fox Trot
   "A Good Man Is Hard To Find"—Fox Trot

40972  Justin Ring's Okeh Orchestra
   "The Sunrise"—Fox Trot
   "My Ohio Home"—Fox Trot

40977  Sam Lanin & His Famous Players
   "The Man I Love"—Fox Trot
   "Let A Smile Be Your Umbrella"—Fox Trot

Seger Ellis sings...

40952
   "Among My Souvenirs"
   "It Was Only A Sun-Shower"

40974
   "After We Kiss"
   "Tomorrow"

LATEST Okeh RECORDS

10 INCH 75c

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street  New York, N. Y.
Giuseppe Verdi

The Great Masters on

ODEON ELECTRIC RECORDS

3217 12 Inch  $1.25  
RIGOLETTO (Verdi) Selections, Part 1 and 2
Edith Lorand and Her Orchestra

5127 12 inch  $1.50  
AIDA (Verdi) 2nd Aet, 2nd Scene:
"Gloria all' Egitto, ad Iidei," Part 1 and 2, Berlin State Opera Chorus and Orchestra, conducted by EDUARD MOERIKE, Emmy Bettendorf, Leading Soprano

5134 12 inch  $1.50  
DANSE MACABRE, Dance of Death (C. Saint-Saëns) Part 1 and 2, EDUARD MOERIKE and the Orchestra of the State Opera House, Berlin

5135 12 inch  $1.50  
DANSE MACABRE, Dance of Death (C. Saint-Saëns) Part 3, Finale, EDUARD MOERIKE and the Orchestra of the State Opera House, Berlin

3218 12 inch  $1.25  
MIKADO (Gilbert & Sullivan) Selections Part 1 and 2, DJOS BELA and His Orchestra

3204 12 inch  $1.25  
LIGHT CAVALRY (Suppe) Overture Part 1 and 2, Grand Symphony Orchestra

Okeeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street  New York, N.Y.
Points

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, N. Y.
Last-Minute News of the Trade

A. Stein, Jr., Production Mgr. of Acoustic Products Co.

New Executive Has Been Managing Engineer of Radio Department of General Electric Co.
Formerly With Marconi Co.

P. L. Deutsch, president of the Acoustic Products Co., Inc., controlling the Sonora Phonograph Co., announced this week the appointment of A. Stein, Jr., as general production manager of the organization. Mr. Stein will be in complete charge of all production and all engineering activities in connection with the various products to be manufactured by the organizations identified with the Acoustic Products Co. and he is ideally qualified to fill adequately this very important executive post.

For the past eight years Mr. Stein has been identified with the General Electric Co. as managing engineer of its radio department, with headquarters at the company's mammoth plant in Schenectady, N. Y. He was in complete charge of all engineering and manufacturing in the General Electric Co.'s radio division and he is recognized nationally as one of the foremost radio engineers in the country. Prior to joining the General Electric organization, Mr. Stein was associated with the Marconi Co. as works manager and assistant chief engineer, contributing materially to the inventive and experimental activities of this company. The Sonora organization is to be congratulated upon securing Mr. Stein's services, for during the past twelve years he has been an important factor in the tremendous growth of radio along engineering and scientific lines. Mr. Stein is a member of the American Institute of Electrical Engineers and of the Institute of Radio Engineers.

Open Three New Brunswick Branches in Middle West

W. C. Hutchings, assistant general sales manager of the Panatrope Division of the Brunswick-Balke-Collender Co., has just completed a trip to the new Middle Western branch offices of the Brunswick Co., which have been opened in the territory formerly covered by the Chicago branch office. In the cities of Indianapolis, Milwaukee and Detroit Mr. Hutchings built new organizations and started these branches in operation. In all three cases the salesmen who covered the particular territory for the Chicago branch have been made district manager of that branch and the various branch organizations will be under these heads: Indianapolis, Ind.: J. P. Booker, branch manager; W. C. Mosbarger, district manager. Milwaukee, Wis.: T. J. Kridl, branch manager; Carl Lovejoy, district manager. Detroit, Mich.: B. Gostin, branch manager; H. P. Fitzpatrick, district manager.

Mr. Hutchings reports that all three branches have started operation under the most auspicious circumstances and give indication of much activity in the Middle West. The three district managers know the territories thoroughly, are conversant with local conditions and are in excellent position to direct the sales from the branch office.

Fred W. Piper Joins the United Radio Corp.

Is Now Sales Manager in Charge of Western District of United Radio Corp., of Rochester, N. Y., Maker of Peerless Radio Speakers

ROCHESTER, N. Y., February 7—Arthur T. Haugh, general sales manager of the United Radio Corp., of this city, manufacturer of Peerless radio speaker products, has announced the appointment of Fred W. Piper as sales manager in charge of the Western district, with temporary headquarters at the Webster Hotel, in Chicago. Radio trade in the Middle West will be glad to know of Mr. Piper's connection with Peerless speakers, for he is well known throughout the radio industry and has worked in close co-operation with every factor of the trade in the Middle West.

In 1922 Mr. Piper joined the Ampion Corp. of America as sales engineer and in this post covered the entire country, being in charge of speaker installations and Ampion sales to radio receiver manufacturers. During the past year he has concentrated his activities in the Middle Western territory, where he will now sponsor the development of Peerless activities.

J. C. Hodge Appointed Okeh Sales Manager

Ottie Heineman, president of the Okeh Phonograph Corp. of New York, stated this week that his company has appointed J. C. Hodge as sales manager of the company, devoting his time to the promotion of Okeh record sales in the field. Mr. Hodge has formerly associated with the Columbia Phonograph Co., where he was very successful in the Beethoven campaign, and he is now working in close co-operation with Okeh wholesalers and retailers.
Port of the photographs is credited with having manufactured and sold over a quarter of a million of those instruments last year.

These facts are significant because they emphasize the widespread character of the present market for the modern photographs of various types, wherein the dealer has the opportunity for developing a big unit business and rapid turnover.

The dealer who is already upon his talking machine business in the same light he did ten or even five years ago cannot have the proper conception of the opportunities that are his to-day. Then sales averaged something like $100 or less, while to-day instruments ranging in retail price from $500 to $1,500 or more can be sold with surprising ease if the market is properly studied and suitable effort made. The public is evidently paying substantial sums for what it really desires, and for those not in a position naturally to gratify their desires in $500 or $1,000 chunks there still remains the large assortment of models ranging above and below $100.

The sale of the big units is in no sense automatic. It requires first, as a well-known sales manager puts it, the confidence of the dealer in the value of a product and in his ability to demonstrate it before the right people and to sell it. If he thinks in terms of $50 and $100 sales he is not going to force factory production on a group of $1,000 retailers, but if he thinks in terms of $500 or $1,000 and devotes himself to the field that can absorb those instruments, he is going to be rewarded in like proportion.

Big unit sales represent the cream of the business, and there still remain the thousands and hundreds of thousands of sales of the more moderate priced models that appeal to the man on the street, so to speak. Never in the history of the industry there has been such an opportunity to get in for big money in the talking machine business, while still profiting in the general market.

**Strengthening Public Confidence**

The move of the Engineering Division of the Radio Manufacturers' Association in defining the terms "socket power" and "electric" as applied to radio receivers for the information and protection of both the trade and the public, is distinctly in the right direction, for within the past year or so there has developed much general confusion relative to the actual meaning of these terms.

In defining what may be referred to as a "socket" power set or "electric" set the manufacturers have not only given the legitimate dealer a sound basis upon which to work, but have also opened the way for checking the activities of that element of the trade which is inclined to be a bit careless, to say the least, in adversed statements. The definitions offered by the engineers may be accepted as authoritative and final, and in the hands of the authorities should prove effective weapons in the prosecution of misleading advertisers. It represents another step in the development of public confidence in radio.

**Specializing in Home Entertainment**

The announcement made recently by Sherman, Clay & Co., the prominent music house of the Pacific Coast, of the establishment of motion picture exhibition departments in all the stores of the company's extensive chain, is particularly significant, for the reason that the company explains the move as being logical from the standpoint that it is in the business of providing home entertainment, and that the motion picture camera and projector for the use of the amateur comes under that general head. In short, the new departments have not been installed to offset deficiencies in the music business, but rather as a means for extending the company's sphere of usefulness and service.

If the new policy is carried out by the music dealers generally, or even by a fair percentage of them, it should lead to the development of a new type of emporium handling all those things which have to do with entertainment in the home. We have seen the original piano store branch out and handle phonographs, with the majority of them going further and installing stocks of wind and stringed instruments and sheet music. Then came radio and a majority of the so-called general music stores began the retailing of radio apparatus, which at the present time represents the last word in musical entertainment in the home. The amateur motion picture outfit distinctly fits itself into the family circle as a means of enter-

---

**An All-Embracing Market**

The man who orders one of the $1,000 or $1,500 models of combined talking machine and radio instruments is likely to wait a week or two more for delivery, not that he may be impressed with the importance of the deal, but because the demand for such instruments is keeping up with the supply and in some cases a little bit ahead of it. At the same time one manufacturer
Wisdom of Co-operative Effort

ALTHOUGH the radio industry is an infant comparatively, although a lusty one, forsooth, its members have seen the wisdom of co-operative effort to the extent that there exists an active and functioning national association of manufacturers and likewise a representative national federation of dealers, made up of representatives of numerous local dealer associations throughout the country. Yet we find the talking machine trade, although well past the quarter of a century mark in age, still without any national, and for that matter any sectional, organization.

It is unfortunate that there exists no association of talking machine manufacturers or of retailers to represent the industry in those matters where an organized opinion or protest carries weight, and to bring about a better understanding wherever possible on matters of trade practice and problems.

The time has arrived in American business when members of a specific industry, such as the talking machine trade, have as their competitors not men in the same line of business, but those in a hundred other lines of trade, all of them energetically seeking to get a share of the American dollar upon which there are at present so many demands.

The time that is often wasted in competition within an industry can be put to much better and more profitable use in developing ways and means for keeping that industry strongy before the public to the general advantage of all concerned.

The idea of a national association in the talking machine trade is not in any sense a new one. It has been advocated on numerous occasions and tentative but unsuccessful attempts have been made to organize. With the majority of the other industries presenting a united front to the country in the fight for business it seems that the time has arrived to give this matter of talking machine trade organizations further thought.

Regulation of Convention Exhibits

MEMBERS of the talking machine and radio industries who contemplate exhibiting at the Hotel Commodore for the conventions of the National Music Industries during the week of June 4, and who are not now affiliated with the Music Industries Chamber of Commerce, may well give heed to the restrictions that are placed against exhibits by non-members. It has been the practice in the past of some concerns to take membership in the Chamber at the last moment in order to secure exhibit privileges and then to withdraw that membership shortly after the close of the convention, and in order to check this practice it was decreed at the mid-Winter meeting of the Board of Directors of the Chamber that only concerns who were members as of March 1, 1928, would be permitted to exhibit. It will be well for those who distribute through the music dealers and are desirous of displaying their wares at the June convention to take cognizance of the new regulations and govern themselves accordingly.

Double Tax on Instalment Sales

THE talking machine dealer who sells on instalments, and that may be taken to mean every dealer, is or should be vitally interested in the attempts that are being made in various quarters to have changed that provision of the new Revenue Bill, which as at present interpreted, is calculated to place a double tax upon income from instalment sales.

The Music Industries Chamber of Commerce has been active in the fight to have this provision either eliminated from the bill or at least so changed as to lift the burden from the shoulders of thousands of dealers throughout the country, and that organization urges that dealers, either individually or in co-operation with it, enter the fight to have the Senate Finance Committee change the wording of the law. It is a matter that represents millions of dollars to the music industry and to others, and organizations in various lines of trade have moved to place their protests before the Finance Committee of the Senate.

Protests were first made when the measure was under consideration by the House Committee, but owing to protests of the Treasury Department, it is said, the provisions covering double taxes on instalment sales returns were placed in the bill after having once been eliminated. Now the matter rests with the Senate, and strong pressure is being brought to bear on the Finance Committee of that body. Among the organizations lined up in opposition to the taxing of profits on instalment sales is the National Retail Drygoods Association with a national membership of some 3,000, and every branch of the music industry is vitally interested in the fight. The time is short for effective action, and those members not thoroughly familiar with the drastic provisions of the law should get in touch with the Music Industries Chamber of Commerce or some other authoritative body in order that they may participate in organized protests or be able to take up the matter intelligently with the Senators from their respective States.

Meeting Trade Problems Fairly

MUCH of practical value to the industry in the handling of its problems is expected to result from the two-day session of the Federated Radio Trade Association being held in Milwaukee as this issue of The World goes to press. Dealers who make up the organization are earnest in their efforts to help solve the trade problem, to improve the character of advertising and to develop closer relationship between the various branches of the industry, and there is no question but that much good must develop from any movement designed to that end, for the problems are of the industry and not of the individual.

WE START THE NEW YEAR BY GIVING YOU A BETTER QUALITY, IMPROVED RECORDING, GREATER VOLUME AND CLARITY IN THE BELL RECORDS

Let us assist you in merchandising these records and from our long experience increase your selling

THE BELL RECORD CORPORATION

38 CLINTON STREET NEWARK, N. J.
Harry L. Spencer Now New England Manager of Sonora

Popular Executive Has Assumed New Duties as District Manager for the Sonora Phonograph Co., Inc.—Widely Known in the Trade

A. J. Kendrick, vice-president and general manager of the Sonora Phonograph Co., Inc., has announced the appointment of Harry L. Spencer as New England district manager of the company. Mr. Spencer assumed his new duties this week and his appointment will be welcome news to Sonora dealers throughout New England, for he is one of the most popular members of the New England sales fraternity. The J. H. Burke Co., Sonora distributor, with headquarters in Boston, Mass., will continue to function in this capacity, as heretofore.

Harry L. Spencer has been identified with phonograph activities in New England for many years, having been one of the members of the firm of Kraft, Bates & Spencer, Brunswick jobbers, and, more recently, Brunswick branch manager at Boston, Mass. During his activities in the phonograph industry since 1909 Mr. Spencer has served as president of the New England Music Trades Association and has always taken an important part in the activities of this organization.

Prior to his departure from the Brunswick Co., in Boston, Mr. Spencer was the guest of honor at a dinner given to him by the members of his former organization, and during the course of the evening was presented with a very beautiful desk pen set as a token of esteem and affection.

Indiana Electric & Mfg. Co. Acquires New Plant

MARION, Ind., February 7—Arthur E. Case, president of the Indiana Electric & Mfg. Co., of this city, manufacturer of Case receiving sets, has acquired an efficient and up-to-date plant to replace the factory which was burned down recently. The new plant gives the company the same facilities as in the past and the manufacture of Case radio products was resumed without delay. The fire caused damage estimated at $300,000, but Mr. Case lost no time in re-establishing manufacturing facilities.

Grigsby-Grunow-Hinds Co. Takes Over a Huge Plant

Addition of Large Plant of Yellow Truck & Coach Co. in Chicago Gives G-G-H. Co. Nearly Half-Million Square Feet of Space

With the acquisition, a short time ago, of the enormous plant of the Yellow Truck & Coach Mfg. Co., in Chicago, the Grigsby-Grunow-Hinds Co., maker of the famous Majestic line of radio products, has automatically become one of the largest radio manufacturing institutions in the world.

A long-time lease on the Yellow Coach property has been taken by G-G-H. Co., the deal involving nearly a million dollars. The company has just completed an addition to its original plant at 4540 Armitage avenue, which doubles the facilities of this plant. The two Armitage avenue plants will be known as Plants Nos. 1 and 2, and the Yellow Coach plants will be known as Majestic Plants Nos. 3, 4, 5 and 6. The total floor space of the Majestic organization available for manufacturing purposes now totals nearly a half-million square feet.

The accompanying photograph shows the Majestic plants Nos. 3, 4, 5 and 6 and gives a graphic idea of the tremendous facilities available for manufacturing purposes. These facilities, formerly occupied by the Yellow Coach organization, constitute an up-to-date property with every convenience and modern arrangement with which present-day factories are equipped. As will be noted, the plant stretches over many city blocks, all departments being on one floor, so that speed and efficiency in operations are always possible.

The acquisition of this immense new plant and the completion of the Armitage avenue addition tells for better than words the enormous popularity which Majestic radio products have enjoyed during the past several years. It also gives a hint as to the activities to be engaged in in the near future by G-G-H. Co.

A. W. Fritzsche Resigns as Okeh Vice-President

Will Devote Entire Time to His Duties as Vice-President of General Phonograph Corp. and General Phonograph Mfg. Co.

Allan W. Fritzsche, one of the most popular executives in the phonograph industry, has resigned as vice-president of the Okeh Phonograph Corp., and will devote all of his activities in the future to his duties as vice-president of the General Phonograph Corp. and the General Phonograph Mfg. Co. Mr. Fritzsche's family and he personally have extensive financial interests in these two organizations and according to his present plans Mr. Fritzsche will concentrate his activities on the sale of Heineman motors and needles. He is well known throughout the trade, having spent considerable time in the field, and numbers among his friends manufacturers and wholesale buyers from coast to coast.

Acm Electric & Mfg. Co. Announces Price Reduction

CLEVELAND, O., February 8—R. A. Laits, sales manager of the Acme Electric & Mfg. Co., of this city, manufacturer of Acme power unit products, has announced a reduction in price of the type A B C-S converter from $34.50 to $32.50 and the harness for the six-tube set has been priced at $7. The reduction in price of the A B C-S converter was made after the company's advertisement for this issue of The Talking Machine World went to press.

Sonora Executive Headquartes Now in New York

Executive Offices To Be Transferred From Chicago to New Sonora Building at 50 West Fifty-seventh Street, New York City

The executive headquarters of the Sonora Phonograph Co., Inc., which heretofore have been located at 64 East Jackson boulevard, Chicago, will in the future be established in New York City. The company is maintaining temporary headquarters at 16 East Fortieth street, New York, but within the next few weeks will move to the handsome Sonora Building, at 50 West Fifty-seventh street, New York, in the heart of the city's finest business section.

A. J. Kendrick, vice-president and general manager of the Sonora Phonograph Co., will make his headquarters in New York, while Harry Blibs, whose appointment as a member of the Sonora organization is announced in the Chicago section of this issue of The Talking Machine World, will be in charge of the Sonora Chicago offices in the capacity of Middle West division sales manager. The Sonora Chicago offices will continue to be located at 64 East Jackson boulevard.

A new feature of The Talking Machine World each month is a section devoted to "The Newest in Radio," which appears on page 8990 in this issue. Latest products introduced by radio manufacturers are illustrated and described. This is a valuable directory for retail dealers.
Your Customers are waiting for

Sell it to them and CASH IN on 1928's Greatest Opportunity

with

KARAS

in conjunction with the Carter, Eby and other Cable Harnesses

A HUGE VOLUME OF ORDERS HAS MADE POSSIBLE THIS NEW LOW LIST PRICE OF $8.75

for

KARAS A-C-FORMER

in conjunction with the Carter, Eby and other Cable Harnesses

The big news of the day is conversion of battery sets to AC operation! You can sell the sensational new Karas A-C-Former, together with cable harness and tubes to every man to whom you have ever sold a battery set—and many more besides! Folks don't want to sacrifice their pet sets to get AC operation—and they don't have to! Thousands of consumer inquiries which have filled our mail since our announcement of this new product, indicate the strong influence which it will have on radio throughout the year. The Karas A-C-Former will be backed by a strong, consistent advertising campaign in magazines and newspapers which will bring you quick, profitable sales!

GOOD BUSINESS ALL SPRING AND SUMMER!

A new source of business! No slump this summer for wide awake dealers who will carry a stock of Karas A-C-Formers to meet the tremendous demand! Don't delay another moment! Get in touch with your jobber at once, and write us to-day, using the coupon below to obtain further details.

KARAS ELECTRIC COMPANY
4040 N. Rockwell St., Dept. B, Chicago

The new Karas A-C-Former delivers the correct voltage for the new standard AC Tubes, types X-226 or CX-326 and Y-227 and CX-327. It does not permit the excessive voltage and current fluctuations which are ruinous to AC tubes, which is vitally important because the slightest variation in building or wiring, or any appreciable surge or overload in the AC supply line will cause trouble. The Karas A-C-Former protects AC tubes and insures long life—and there is not a hum in a trainload.

The A-C-Former needs no separate device for center tap. It has a convenient extra loop of wire for connection to the panel controlled switch. It is designed for mounting all connections beneath subpanel or may be mounted on separable feet as shown above. It is sturdy, compact, powerful, silent, never heats up and always delivers an unvarying, absolutely correct filament voltage. It has plug-in connection for "B" eliminator.

Convert Your Battery Sets, Too!

There is no longer any reason to carry a dead stock of battery operated receivers when you can quickly convert them to AC operation with the Karas A-C-Former filament supply and a converting cable harness! Then watch them sell—and watch the profits roll in! No rewiring; harness connections are available for any 4, 5, 6, or 7 tube set. So simple, a boy can make the change.

Mail this Coupon!

KARAS ELECTRIC COMPANY,
4040 N. Rockwell St., Dept. B., Chicago, Illinois.

Send me complete details and further information regarding the conversion of my customer's battery sets to AC operation with KARAS A-C-FORMER.

My Name
Address
City
State
Jobber's Name

All orders will be shipped through your jobber.
This Identifies the of Portables

Carryola Master
A fine phonograph - portable - with features usually found only on expensive cabinet models. Audak Utra phosphor reproducer - period. Draw-back tone arm of Bakelite - tone chamber of improved design, fitted with new-type metal grill, carrying case for 15 records. Motor designed, built and backed by the Carryola Company of America - the only portable manufacturers to make their own motors. The master is furnished in black, brown, blue, green or red Fabrikoid with embossing and air brushing to harmonize - handsome nickel-plated fittings.

$25.00 List
East of the Rockies

Carryola Lassie
Flat-type portable, furnished in black, blue or brown Fabrikoid. Both case and record album are embossed and air-brushed. Latest design curve, phosphor, die-cast tone arm. Equipped with Audak Ultra reproducer. The only phonograph in its price class that has all these exclusive quality features.

$15.00 List
East of the Rockies

Carryola Porto Pick-Up
To attach, simply replace the detector tube of radio set with adaptor plug. That's all. Play records in usual way - hear them from the loud speaker with all the added volume and richness of tone that is characteristic of electric reproduction.

The pickup or electric reproducer is attached to a curved, throw-back arm which makes it extra to change needles. Volume control conveniently located on motor board enables operator to regulate volume anywhere within limits of receiving set and speaker. Box is hand-finished in neat, durable Fabrikoid with nickel-plated fittings. Made for use with either D. C. or A. C. radio sets.

$23.50 List
East of the Rockies

Carryola Electric Pick-Up
The pickup itself replaces the reproducer of the phonograph. Then by simply removing the detector tube of the radio set, replacing it with the adaptor plug in its place, records may be played on the phonograph and electrically amplified. Volume may be controlled by merely turning the volume control knob. Packed in an attractive and colorful counter display box.

$10.50 List
East of the Rockies

WORLD'S LARGEST MAKERS
Trade Mark

Best and Fastest-Selling Line Ever Built

IT'S a new trade mark, but it represents the world's largest manufacturer of portable phonographs. It identifies a line of products that are fast-moving and highly profitable to you as a music or radio dealer.

See a Carryola Master or a Carryola Lassie. They look like real musical instruments. Hear them and you know they're even better than they look. Even the most casual inspection will prove to you that no portables in the price class can compare with these Carryolas.

Quick Sales to Radio Fans

Then see the new Carryola Porto Pick-Up. Try it out with any radio set. Play a record on it and see if you don't agree with us that every radio owner will want one of them on sight.

And the Carryola Electric Pick-Up—what a market there is for it! Thousands of music lovers have allowed radio to replace the phonograph in their homes although they still have their old phonographs. Show them how easily this electric pick-up enables them to use their phonograph to reproduce records electrically and the sale is practically made.

A World of New Record Business

We don't need to tell you the effect the Carryola line will have on your sales in the record department. Every time you sell an item bearing the Carryola name plate you have made a new customer for records. More sales. More profits.

National Advertising on a Big Scale

But we are not content merely to offer you a fast-selling, profitable line of merchandise and let it go at that. We help you sell it. We're backing you up with the biggest national advertising campaign the industry has ever seen. We're telling the world about Carryola portables and Carryola Pick-Ups. We're telling your customers to look for this Carryola trade mark and hear a Carryola Demonstration in the store that displays it. In short, we are doing everything possible to help you make more sales, quick sales, more profitable sales.

Get the Details Today

Learn the name of the nearest Carryola distributor and details of our selling plan. The sooner you get in touch with us, the sooner you'll be in line for big profits. Write or wire us today.

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

OF PORTABLE PHONOGRAPHS
Now Ready—

The 4-Volt Model
for Radiola Sets

Replaces Dry Cells or Storage Battery and Charger

Contains No Battery

This new model for Radiola superheterodyne receivers and all sets using 4-volt tubes now makes it possible to do away with all batteries.

It accommodates itself perfectly to the special needs of this type of set with the utmost simplicity, efficiency and satisfaction—without change in wiring or tubes and at about one-half the cost of other methods of A.C. conversion.

Extremely compact. Ideal size for any Radiola battery compartment, including table models. Will not interfere with the operation of any set regardless of how close it may be placed to the integral working parts.

This newest ABOX development is the only one of its kind in this rich, virgin market. It deserves your unqualified endorsement and will prove to be one of the feature profit articles in your stock.

ABOX is a nationally advertised name and every ABOX dealer is given intensive merchandising cooperation. Send for display material and circulars free to ABOX dealers.

The ABOX Company
215 North Michigan Avenue
Chicago, Illinois

4-Volt ABOX Eliminator
A new model for sets using 4-volt tubes. Fits Radiola battery compartment. Size 8½ inches long, 4 inches wide, 6½ inches high. Output—6 amperes, 4 volts D.C.

$27.50

6-Volt ABOX Eliminator
This model will operate any set using eight or less standard 6-volt tubes. Not necessary to change set wiring. Over 100,000 of this type in use.

$32.50
Roy S. Dunn Appointed to Important Splitdorf Post

Popular Executive Is Now Western Sales Manager of Splitdorf Radio Corp.—Hal P. Shearer Discusses the Business Outlook.

Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., has announced the appointment of Roy S. Dunn as Western radio sales manager handling all radio sales for that company in the North Central States. Roy Dunn, as he is familiarly known, has been identified with the wholesale piano business for 18 years. During that period he gained a tremendous amount of goodwill and a wide circle of acquaintances in the Western territory. For four years Mr. Dunn was with the Zenith Radio Corp. of Chicago where he secured an extensive knowledge of radio merchandising. On January 1, 1927, he joined the Brinkerhoff Piano Co. of Chicago as sales manager, and it was from this organization that Mr. Dunn resigned to become associated with Splitdorf.

The appointment of Roy Dunn to cover the Western division of Splitdorf's activities is in line with Mr. Shearer's conviction that the music industry is going to "take up" radio on a scale hitherto undreamed of even by the most ardent advocates of the music store as the most logical outlet. Mr. Shearer has devoted himself to special analysis of the situation from a countrywide angle and states that the hour has struck for the music dealer to push radio to the limit.

"It is not my idea that just because we manufacturers want as many good outlets as possible to handle radio that I am primarily interested in the music store," said Mr. Shearer announcing Mr. Dunn's appointment. "Having been a piano man myself I realize fully the problems of the music store. The time has come when the music store can make real money out of radio."

Enterprise Mfg. Co. Starts Production of Radio Kits

PHILADELPHIA, PA., February 6.—The Enterprise Mfg. Co., of this city, which recently was granted an RCA license, has engaged in the production of a complete kit of adapters, harness and transformers designed to convert battery radio sets to AC operation. The Enterprise Mfg. Co. is an old established hardware manufacturing house and has well equipped manufacturing facilities and an established sales organization.

The William R. Gallagher Co., Canton, Ohio, recently added the Atwater Kent line and is featuring Model 37 in a sales drive.

F. A. D. Andrea Comments on New Fada AC Models

States That New Sets Are the Result of Two Years Laboratory Work—Feels That Present Models Require a Minimum of Service

Commenting upon the three new models of Fada radio receivers using alternating current tubes, F. A. D. Andrea, president of F. A. D. Andrea, Inc., states that these new sets are the result of two years of laboratory work behind closed doors.

"The so-called electric receiver is by no means a novelty with Fada radio," said Mr. Andrea. "As far back as January, 1926, we had built a laboratory model for the now well-known Fada Eight, and that was an all-electric job. But we were not ready then, nor did we become ready until now to market apparatus of this type. The two-year period between the building of the first all-electric receiver by Fada engineers and the entering into production of our latest models has been occupied with much study, research, testing and development work to the end that the product might be, in trade vernacular, right. In announcing the Fada AC Seven table, the Fada AC Seven console, and the Fada AC Special, we believe we are offering receivers that not only require an absolute minimum of service, but live up fully to the standards set in our receivers through which harmonized reception was given to the world."

Alice Catherine Kester Born

E. H. Kester, statistician of the Atwater Kent Mfg. Co., Philadelphia, Pa., paused long enough from estimating Atwater Kent 1928 sales to receive the hearty congratulations of all his friends both in the Atwater Kent organization and in the trade upon the arrival on January 7 of a daughter, Alice Catherine Kester.

**DECA-DISC**

The Full Automatic With Electric Amplification

The only automatic phonograph, fool-proof and satisfactory, for either home use or public entertainment.

By turning on the switch, it plays continuously. No reloading necessary.

Simple and compact, nothing to get out of order, and the cabinet is no larger than those playing only one record, contains a complete amplifying unit, loud speaker and electric pick-up.

The panel in front contains a volume control, reject button, stop and start switch, also a switch to predetermine a definite number of records and stop automatically, should you desire to use it.

Price practically the same as others playing only one record.

**Jobbers and Dealers Should Write for Information**

Manufactured by

*Deca-Disc Phonograph Co.*

Waynesboro, Pa.
Increased production for 1928 enables us to offer real profit opportunities to distributors and dealers in new territories. Applications are now being considered.

**Music Store Steadily Gaining in Importance as Logical Outlet for Radio**

Bond P. Geddes, Executive Vice-President of the RMA, gives some thought-provoking facts regarding merchandising radio receiving sets at retail.

The increasing recognition of the music merchant as the logical outlet for radio receiving sets by the radio manufacturer and the reasons for this attitude, which in some cases is a reversal of opinion, and the tendency on the part of dealers to devote attention to radio as a staple item of merchandise, formed the basis of an interesting and instructive article by B. P. Geddes, executive vice-president of the RMA, in the RMA News under the caption "Selling Radio Through Music Merchants."

Radio is synonymous with music, at least in the public consciousness. While something more than a mere musical instrument, it has that classification in the mind of the buying public. This is a fundamental fact which neither the music merchant nor the radio manufacturer, jobber or dealer can ignore.

Therefore, in approaching a discussion of the question of music dealer merchandising of radio this primary consideration, so often lost sight of, both by the radio manufacturer and the music merchant, should be kept firmly in mind.

No oracular statements coming from the radio industry or, by the same token, from the music industry, can do more than accelerate a condition in both trades which, even the most casual analyst of the two industries must recognize, is now in progress. This is, that the radio manufacturer is availing himself more and more during each seasonal business cycle of the music merchant as an outlet for radio, and that the music merchant, in increasing numbers, is turning, either again or for the first time, to radio. This movement is more than perceptible. True, it has not taken on the proportions of a landslide, possibly, on either side of the fence, but it is an economic development whose force is increasingly evident. The results, I believe, will be beneficial, as they should be, mutually.

Water which has gone over the dam carries much debris but still contains a potential source of power and profit if utilized down stream. Any discussion of the many reasons in the early stages of the radio industry which caused the music merchant to reject or discard the radio before or after taking, causing the manufacturer to place the music merchant on his "N. G." list as a merchandising outlet, and vice versa, is something of a post mortem process. Still the comparison of the past with the present and future of radio is not barren of enlightenment.

The radio industry of to-day is far different from that of yesterday or to-morrow. In the product itself, in the development of broadcasting, in merchandising methods, trade practices, and many other respects the music dealer of a few years ago who placed radio on his "N. G." list would do well to study the new day in radio. Undoubtedly, the music dealer anti-radio prejudice, developed to a considerable extent a few years ago, has not been altogether broken down. Neither has the manufacturer prejudice against the music merchant as a radio distributor. But it is well to remember that prejudices obscure vision; also they cost money. And the circumstances which kept the radio manufacturer and the music merchant at arm's length (or more) in the past have changed vastly.

In the early stages of radio distribution there were the attendant evils of uncertain price maintenance, of "gyp" merchandise and "gyp" competition. Also there was the serious question of servicing the radio sets. The problem of service still remains, much less acute, however, while the worst evils, naturally attendant upon a new industry and which caused the music merchant to "lay off" the radio, have largely disappeared.

To-day, at least partially through the efforts of the Radio Manufacturers Association, the trade discounts and merchandising methods have been conservatively stabilized, as the whole industry has realized to a position of permanency in stronger hands, and, therefore, with greater facilities for exercising responsibility. No longer is the radio industry one for the fly-by-night and get-rich-quick profiteer. That stage, fortunately, has passed almost entirely as to the manufacturer, and to a minimum point, is gradually growing smaller, in the retail trade.

The discounts of the radio manufacturer, smaller than usually enjoyed by the dealer in pianos and some other musical lines, also have become well stabilized. Many music merchants argue that they cannot show an adequate profit at the ruling discount rate of 40 per cent. On the other hand, it is certain that the manufacturers' profits, considering invested capital, and some of it in past costly experiments from which the radio public is now benefiting, are not creating a multitude of millionaires overnight. More music dealers are beginning to realize that the radio, with its quick turnover, can be made to show an adequate and sizable margin.

The question of service largely is responsible for the increase, among the ranks of music and other radio retailers, in profitable merchandising of radio receiving sets. Demands for service charges upon radio dealers in the earlier years of development no longer exist. Servicing does not constitute a danger to the music or other merchant in marketing receiving sets. These have been perfected to a point even called "fool-proof." Concealing, for the purpose of argument only, of course, that this term may carry a slight tinge of poetic license, it is
Charm and Distinction as Furniture

Kellogg A-C Radio has them all!
It stays sold and sells others!

Kellogg Switchboard & Supply Co.
Dept. 25-92, Chicago

nevertheless undeniably true that the question of price should no longer deter the music merchant in placing the radio receiving set before his public. The receiver, complicated and delicately adjusted as it is, probably always will need some slight degree of servicing, but development has reached the stage where the service problem should not bar the radio from the music store. It is a problem with which the manufacturer has dealt and is dealing with as his primary responsibility. For the comparatively little servicing and gradually diminishing adjustment required of the radio receiving set of the new day, the music merchant can cope, with every reasonable assurance of avoiding the losses which it formerly caused. One practice widely advocated is that of engaging an outside company for the service work of the music merchant. This practice has been developed particularly among department stores.

The field of radio distribution also is narrowing as some retail agencies—unnatural and un-economic ones in many instances—are falling by the wayside. In the writer's opinion the future holds the promise that the exclusive radio dealer and the music merchant will be the big competitive forces in retail distribution. There is much foundation for the opinion widely held that the music merchant-to-day could occupy the dominant position in the retailing of radio, certainly receiving sets, if the opportunity to preempt the radio field had been seized a few years ago. Possibly as widely held is the opinion that the radio manufacturer failed to utilize the music merchant, in the early stages of the industry, to the fullest advantage. Regardless of the responsibility and without useless recriminations about conditions in the past, it seems certain now that the exclusive radio dealer and the music merchant are entering upon a new era of dual leadership in the retail market. In this predicted competition and in spite of the exclusive radio dealer's evident advantage in having technical experience behind him and experts on his staff, the music merchant has many natural offsetting advantages on his side in the distribution of receiving sets. Among these, as is well recognized, is his experience in selling tonal quality of musical instruments. No longer are receiving sets sold extensively by long-winded and technical dissertations on their interior mechanism, but instead there is increasingly persuasive sales appeal in tonal performance. Also the piano dealer is accustomed to meeting problems of acoustics in home installation, which have very parallel problems in radio installation. The piano dealer especially is backed furthermore by long experience in selling high-class merchandise which becomes a cherished furnishing of the home. In this respect, too, the radio is taking its place in the development of rich cabinet housings.

Furthermore, the music merchant is accustomed to instalment selling, which is becoming more prevalent in the marketing of radio as the quality and price of receiving instruments are increasing to meet the public demand for beauty as well as utility in their family radio. The music merchant has an established and trained organization. He has a list of prospects in every customer of the past for a piano or other musical instrument—each one-to-day being a prospect for the sale of a radio receiving set. The music merchant also has established credit lines and financing system. He, above all, is the musical merchandise mentor in his community.

It will be noticed that emphasis has been placed on the advantage which music merchants might find in the marketing of radio receiving sets. It seems to be the better opinion among radio manufacturers that the music merchant should confine himself to the handling of receiving sets. It seems to be the consensus of opinion that the handling of radio parts has too many complications. It entails the carrying of a considerable inventory of varied lines, requiring technical knowledge of radio circuits and apparatus, as well as calling for different methods of merchandising. Therefore, it appears that the music dealer should handle radio accessories only in a limited way and to such an extent as will enable him to sell a complete equipment. An exception might be the handling of a line of tubes. This has been found by many music dealers to be a successful adjunct to a receiving set business. But in the distribution of complete sets with built-in reproducers and socket power equipment (which looms as the ultimate radio product) the music merchant is well equipped to function efficiently.

The development and improvement of broadcasting has not only established the radio industry, but insures its future. Farsighted leaders among the manufacturers and broadcasters have laid well the foundation for a new and greater industry, which already is too big to be a mere adjunct of the electrical industry and also too vast for the marketing of its products under control of any one distribution agency or any one manufacturing group.

While the inevitable competition of radio with other musical instruments has caused realignments and readjustments in the music industry, the radio is not an element of injury to the music merchant—except to that music merchant who refuses to recognize the changed conditions in the radio industry.

Plaza Music Co. Aids Dealers With Advertising

The Plaza Music Co., 30 West Twentieth street, New York City, manufacturer of "Pal" portable phonographs, is co-operating with dealers in planning advertising designed to build sales. Some of the advertising very cleverly ties up with important sectional events. For example, the newspaper ad for January 19 tied up with the birthday of Robert E. Lee, of Civil War fame. This ad is, of course, of particular interest in the South. This is the kind of co-operation that is aiding dealers who handle the "Pal" line to build up a profitable sales volume.
Creating a Record Demand for Finest Music

By W. Braid White

A SHORT time ago, the Victor Talking Machine Co. announced that it was publishing a recording of the Cincinnati Symphony Orchestra, whose conductor is Leopold Stokowski, known throughout the country as one of the most interesting and skillful orchestral directors of the day. In fact it is not too much to say that the Philadelphia Orchestra is at this moment the finest body of players in the United States, quite probably equal to any similar body to be found anywhere. I shall not indulge in a lot of silly but talk about his best, because nobody knows just which orchestra is entitled to that distinction. Nor does it matter. What does matter is that the Philadelphia Orchestra is to-day the greatest of all the orchestras in the U. S. A., which means in comparison with the New York, Boston, Chicago and Cleveland orchestras, all of which are very fine.

What makes a symphony orchestra very fine? First, permanence; and second, a good conductor. It is not enough to get together a nucleus of players, whose numbers must be swelled for every unusual piece of work by the addition of outsiders hired for the occasion. The players must be hired by the year and held exclusively to this one work. Then also the conductor must be the same for a year in and year out, at least so long as he can produce results. Conditions of this kind are not easily faked, and much money is called for if they are to be realized; but in Philadelphia, in Boston and in Chicago, as well as in New York, the ideal, to a greater or lesser extent, has been translated into fact. That is why these orchestras are so good.

Stokowski

What makes the Philadelphia the best of all is probably the personality and skill of compared with the purple patches of Bryan's Cross of Gold Speech is like the quiet but penetrating and soul-moving arbor of Brahms compared with the glit- tering verbocity of Berlioz. Brahms and Lin- coln, the names fit into each other as one contemplates the two personalities. Each was slow to speak, and rough outwardly, but within was gentler than a woman. Each was gifted with that supreme power of expressing in the most direct and straightforward language the deepest and most moving thoughts. Each was succinct at smooth, each has been immortal. Lincoln used words, Brahms tones, but the analogy is extraordinarily close.

The Music Maker

Brahms died in 1897 at the age of 64. He had been composing since he was 17 years old, but he did not hasten to sound the trumpets and the drums. His first symphony was published and had its first performance only in 1876, when Brahms was already 43 years of age and had an European reputation. It is thus a quite mature work, in which Brahms must be said to have put everything which he felt, thought and knew. Accepted at first with much reserve, and even attacked in some quarters as unduly austere and obscure, it has steadily made its way into public favor and has now the favorite (or one of the few real favorite) war-horses of great virtuoso American conductors. Like Frederick Stock, in Chicago, Walter Damrosch of New York and Leopold Stokowski of Philadelphia. Chicago is said to be a hard-boiled town, but the audiences who for years have thronged Orchestra Hall during the nearly one hundred orchestral con- certs given each year under Stock's baton have learned to love this symphony so much that it is usually impossible to buy a seat on a Brahms First Symphony night, unless one goes to the box office a day or two ahead.

Composer and Orchestra

A great orchestral symphony represents an amount of thought, inspiration, labor and downright skill simply incredible to the outsider. Consider the fact that any composer takes out his musical thoughts, then roughs them out on paper, then distributes the musical ideas among first violins, second violins, violas, cellos, contrabasses, flutes, piccolos, clarinet, oboes, English horns, bassoons, contra-bassoons, French horns, trumpets, trombones, tuba, kettle drums; and even, if he wishes, harps, cornets, bass clarinet, congressional strings, small horns, kettle drums, kettledrums, and percussions. The task before him will be the more grandiose if he succeeds in simplifying the forms among those instruments so as to produce music which may be heard with and understood. The music of the orchestra, like the orchestra itself, is something that is to be heard and understood, not something that is to be discussed. The orchestra is the magnitude of music, not the expression of thought.

Intelligent promotion of sales of good music means more substantial success for the retailer.
Federal Ortho-sonic line lengthened, strengthened and made more attractive than ever

Prices $75.00 to $1250.00

Federal Announces

— in effect at once, a longer price range — prices from $75 to $1250 (higher in Canada) — instead of $100 to $1250 as heretofore.

— a sharp price-reduction on the D-10 and D-40 sets as here illustrated and priced.

Here is fresh incentive for the designated Federal retailer to renew his efforts — and for the retailers not handling Federal to investigate the line.

A sales potential that has been greatly increased. A product that is exclusive — the only Ortho-sonic radio. A quality of radio performance that is absolutely non-competitive — with a price for every purse and satisfaction for every purchaser. The foundation for a flourishing retail trade and a permanently successful business... All this is offered —

But get the whole story. Find out about the good profit margin, the protection, the freedom from red tape, the many other features going with the Federal designation. You'll say there's nothing in the industry like it — that it's just what you want. Get details at once from your wholesaler. If you don't know him, write us.

FEDERAL RADIO CORPORATION, Buffalo, N.Y.
(Division of the Federal Telephone Manufacturing Corp.)
Operating Broadcast Station WGR at Buffalo
Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.

FEDERAL ORTHO-SONIC RADIO

Licensed under patents owned and/or controlled by Radio Corporation of America, and in Canada by Canadian Radio Patents, Ltd.
Creating a Demand for Finest Recorded Music

(Continued from page 38)

it will take possession of the sympathetic hearer with an authority and power hard to describe. The result is a great piece of musical design and execution like the C minor Symphony of Brahms.

The Revolution in Recording

It is scarcely necessary to say again how much the electrical recording has altered phonograph music for the better. To-day it is not a condensed "little" orchestra that huddles round horn. The full sound of performers is placed in their ordinary concert position, and the sound waves emanating from it fall upon the microphonic receiver after they have had the full advantage of reverberation from the walls of the room. In consequence the music is reproduced, even on a small phonograph, with a sense of spaciousness, a volume of sound and an atmosphere of reality never before attainable.

The playing of the Philadelphia Orchestra throughout the Symphony is superb. Each tone color comes out with astonishing fidelity and power, while the conductor plays upon his great instrument like Paderewski at his keyboard or Kreisler at his fiddle.

How to Do It

I hope, I hope very sincerely, that merchants will make a special sales effort on this wonderful Victor album. But one thing is sure: the way to sell music of this sort in album form, with all the profitable possibilities it holds, is by demonstration, on the large scale. I should put on a store concert, some evening, inviting the muscians of the town, and should present to them this great work, taking perhaps as counter-weight the same Philadelphia Orchestra's recording of the showy and brilliant Second Hungarian Rhapsody of Liszt, which is also a Victor electrically recorded product. And if the thing were being done really right, I should wish to complete the picture by putting in the middle the Brahms' piano Quintet, with Harold Bauer and the Flesner Quartet doing the playing. There would be a program, and a way of doing things.

And in that way or in some way like it such things will have to be done--the high-class record will be the profit maker of the future.

Canadian and British Radio Men Visit Kolster Plant

Four representatives of Canadian and British radio interests were recently entertained at the Kolster Phonograph Co., plant, in Newark, N. J. They were J. B. Byers, vice-president and general manager, and J. Bacon Brodie, sales manager, of Canadian Brandes, Ltd., Toronto; W. A. Bartlett, managing director, and S. Widling Cole, director of sales, of Brandes, Ltd., of London. They reported a rapidly growing radio market in both countries.

New Columbia Artist

Richard Tauber, German tenor, will record exclusively for the Columbia Phonograph Co. catalog. Mr. Tauber is a member of the Berlin, Dresden and Vienna State operas and has sung throughout Europe with increasing success. In addition to his vocal capabilities, Mr. Tauber is an orchestral conductor and composer. His first coupling for Columbia is, "Ay-Ay-Ay! Mein Blond-Engelkönig" and "Song of India."

A Real Loud Speaker

A demonstration of the latest developments in loud speakers was given last month when the Bell Telephone Co. sponsored a program in which the human voice was heard from Hoboken in New York.

Attractive Stromberg-Carlson Window at McCoy's

No. 744 Stromberg-Carlson Combination Is Shown in Homelike Setting in Display of McCoy's, Inc., Authorized Hartford Dealer

HARTFORD, CONN., February 6—Displaying the No. 744 Stromberg-Carlson combination instrument in homelike setting in its own attractive, considered display and brought a

How McCoy's Featured Stromberg-Carlson

large amount of business to McCoy's, Inc., authorized Stromberg-Carlson dealer of this city.

The instrument occupied the center back of the display with a ship model gracing its top. Two floor lamps flanked the sides and to one side in the foreground a comfortable chair was seen with a book resting on an end table at one side and an ash receiver at hand on the other side. Attractive draperies aided in giving a true atmosphere and permitted prospective customers to visualize the instrument as it would appear in their own homes.

M. C. Rypinski Discusses International Broadcasting

The big advance that should take place in radio in 1928 is in the establishment of international broadcasting on a definite, organized basis, according to M. C. Rypinski, vice-president of Federal-Brandes, Inc., and member of the board of governors of the National Electrical Manufacturers' Association. The new year should also see more complete recognition on the part of everyone that radio is as much a necessity in the home as the daily newspaper, in Mr. Rypinski's opinion.

Viva-Tonal Used in Act

Dale Wimbrow, Columbia recording artist, is using the Columbia Viva-tonal phonograph as a regular feature of his act, which is being played in the Keith Theatres throughout the country. The popular comedian, who is appearing with Blanche Franklin, song writer and singer, finds the Columbia instrument a welcome addition which is well received by audiences wherever he appears.

E. R. Johnson Offers Gift

Eldridge R. Johnson, former president of the Victor Talking Machine Co., recently offered the Camden, N. J., Park Commission substantial financial aid in creating a recreation center along the Cooper River. He also offered to pay the salary of a consulting engineer recently dropped for reasons of economy.

RCA Subsidiary Formed

The Radiophone Corp. has been organized as a subsidiary of the Radio Corp. of America to handle the RCA wireless business with ships at sea and on the Great Lakes.

The Talking Machine World, New York, February, 1928

The TALK-BACK

Makes Full-Volume, Permanent Phonograph Records. It'll even record a whisper.

Here at last is a practical record-making outfit for home use. With a TALK-BACK, anyone can make full-volume, double-faced records that can be played indefinitely without losing original volume. The TALK-BACK can be attached to any standard or portable phonograph in two minutes, and, after recording, simply loosen thumbscrew and remove recording equipment, leaving phonograph ready for regular use. TALK-BACK Records are ready to play as soon as cut—they require no processing. Method of recording is scientifically correct. Users marvel at the simplicity of unit and especially the results obtained.

It's a HIT!—Everybody is Buying

The TALK-BACK is a Hit wherever introduced. Everybody wants one. With it, one can keep in permanent form "sound pictures" of themselves, members of the family, parties of friends, or any program broadcast over the radio. Artists, musicians, students, teachers and laymen everywhere are building extensive TALK-BACK Record libraries.

TALK-BACK Complete $7.50 LIST

Records can be Made and Played on any standard phonograph, including electrical recordographs.

TALK-BACK RECORDS Blank Double-faced $7.50 LIST

3 for $1.00 LIST

Dealers—If your Jobber can't supply you, write factory. Jobbers—Write for our proposition.

TALK-BACK PHONOGRAPH RECORD CO. 4703 East 50th Street Los Angeles, Cal.
The Champion Combination of the Entire Field

When Carryola set forth on its new expansion program, determined to add new meaning to the term "portable talking machine," it was fitting that much thought should be given to Carryola's new reproducing unit. They wanted the best reproducer on the market—proven over a period of time to excel in acoustical merit and actual performance. They wanted a reproducer that would help lift Carryola out of the class of ordinary "portables." So Carryola experimented, in detail and at great length. Hundreds of tests were made, under all sorts of conditions. From several reproducers at first considered, the choice narrowed and narrowed. The testimony of the trade, also earnestly considered, was overwhelmingly in favor of AUDAK. And finally AUDAK, leader by sheer merit, won another sensational victory over the whole field! Carryola is now AUDAK-equipped! For this progressive company with a great portable and a vigorous new policy, only AUDAK Reproducers will do!

It Is Gratifying, Yet Only Fitting, That Carryola Portable Talking Machines Should Be Equipped With Audak Reproducers—the Best by Test

The **AUDAK COMPANY**, 565 Fifth Ave., New York, N. Y. 
"Makers of Acoustical and Electrical Apparatus for more than 10 Years"
RMA Meetings Held in New York

Important Trade Matters Considered at Three-Day Sessions at the Hotel Pennsylvania, New York — Reports of the Committees

The Radio Manufacturers' Association held a three-day series of meetings at the Hotel Pennsylvania on January 24, 25 and 26, for the consideration of various problems of the industry.

Discuss Patent Interchange

At the opening session 200 members of the Association attended and discussed important matters, including broadcasting, technical engineering problems and the radio patent situation. Chief among the matters discussed was that of patents a patent interchange system among manufacturers. A. J. Carter, of Chicago, chairman of the RMA Patent Interchange Committee, has been working with his fellow Committee members and Hanch, father of the patent-pooling plan so successful in the automobile industry, for several months toward solution of the patent problem. Most of the RMA membership has submitted confidential information regarding their patent holdings to the committee with a view to the ultimate presentation of some plan for the removal of the vexatious patent situation. Mr. Carter submitted his report regarding the progress made by the committee, and after discussion by the members it was announced that the plan would be ready for formal presentation to the industry, as represented by the RMA, at the annual convention in June.

Address Features Luncheon Meeting

The regular monthly RMA luncheon followed the morning session and O. H. Caldwell, a member of the Federal Radio Commission, was the speaker. He explained the Commission's policy and details have been available on the radio of American listeners as well as the radio industry. He also sketched how the Commission's work in clearing broadcasting channels and the prospective development of short wave broadcasts opened wider markets and promised still greater benefits in the use of radio. Mr. Caldwell explained why the Commission had not summarily closed down many broadcasting stations, and also its opening of channels to chain broadcasting. He registered himself as being opposed to any taxes on radio receiving sets or apparatus as unwise. The industry has developed, he said, because radio is free.

Committee Meetings

Tuesday afternoon and Wednesday was given over to meetings of various committees, including a number of gatherings of the Engineering Division, of which H. B. Richmond is chairman; the RMA Parts Committee and the RMA Merchandising Committee, of which L. E. Noble, of Buffalo, is chairman.

The Engineering Division, in order to aid the public in purchasing radio receiving sets, and to improve advertising and merchandising of radio products, prescribed definitions for "socket power" radio operation. The definitions for "socket power" and "electric" products are:

"Socket powered as applied to a receiving set, includes any set operated from a light socket or an alternating current, a direct current, or with a self-charging battery compartment."

"The term 'electric set' to include only those sets operated from a light socket without the use of 'A' or 'B' batteries or wet cells of any description."

Merchandising Policies Considered

Important radio merchandising policies were considered by the Merchandising Committee. A survey of markets for all radio apparatus was approved by the Committee. Information from the Department of Commerce, the U. S. Chamber of Commerce and other organizations will be distributed, under the Committee's plan, to all RMA members to aid in the economic distribution of radio and the development of the wider markets opening.

Standardization of manufacturers' catalog sheets and a movement to insure orders given for radio products also were approved. Another merchandising problem, that of financing installation sales of radio, was discussed and the committee took steps to develop a uniform, economic plan for the financing of installment paper.

Board Plans Wider Activities

Measures to broaden the activities of the Association and greatly extend its service to the radio public were adopted at the meeting of the RMA Board of Directors, presided over by President C. C. Colby on Thursday. A movement toward improved advertising of radio products, to prevent confusion on the part of the public and toward correction of trade practices was ordered by the board, in cooperation with the radio retailer and jobber through the Federated Radio Trades Association. The board directed the Engineering Division to present at the next meeting definitions of the various "socket power" types of sets for the guidance of the public, in advertising and merchandising. The engineering definitions were deemed by the board to need further definition to assist the purchaser.

The suggestion of the Merchandising Committee regarding a survey of markets and its plan for standard catalog sheets were adopted by the board. Other plans adopted included the establishment of a traffic bureau for RMA members, in charge of a traffic expert, with a view to lower freight and express rates, and the establishment throughout the country of vocations courses in public, technical and other schools.

Report on June RMA Trade Show

Marked progress in plans for the Second Annual Trade Show and the Fourth Annual Convention of the RMA at Chicago next June was reported by Major H. H. Frost, Show Committee Chairman. The board of directors voted its full co-operation and support to Messrs. Hermann and Irving, managers of the Trade Show and Annual Radio World's Fair. It was reported that more than half of the 30,000 square feet of available space at the Trade Show has already been taken by RMA members.

The directors voted to hold their next meeting at Buffalo, N. Y., early in March.

Fred W. Peabody, Inc., of Newburyport Incorporated

Boston, Mass., January 17—Among the corporations registered at the State House within the last few days is that of Fred W. Peabody, Inc., of Newburyport, which plans to manufacture and import phonographs and phonographs. The capital is $20,000 and the incorporators are William K. Peabody and Lena L. Peabody, both of Haverhill, and Percy J. Simmons of Amesbury. The name of Fred W. Peabody has been identified in an active way with the music business for a number of years.

United Labs., in New Home

United Scientific Laboratories, Inc., manufacturers of radio apparatus, recently moved into new quarters at 113-19 Fourth Avenue, New York City, where they occupy the entire sixth floor. Their new home has a floor space of 13,500 square feet, about 2½ times the floor space occupied in their old place of business. This move to larger quarters was necessitated by increased demand for United Scientific and Pierce-Aro products.

Columbia Shop Chartered

The Columbia Music Shop, Buffalo, N. Y., has been incorporated by N. Roever, to engage in a general music business with a capital stock of $25,000.

The Flint & Brickett Co., Springfield, Mass., recently opened a music department, carrying a complete line of talking machines and other musical instruments.

Investigate the New

AB C CONVERTER

Leads the World in Converting Receiver Sets that Operate from B. C. Power to A. C. Power.

The Acme ABC Converter enables anyone to bring their D. C. set up-to-date and operate on ordinary house current. (A.C.) It's easy to do. Take out the present tubes, inserting the adapters on the Ame Harness. Invert the A.C. Tubes and you have the latest type receiver on the market.

The Acme ABC Converter is supplied in two models—Type ABC5 for R. C. A. Tubes or Cunningham A. C. Tubs using a voltage of 12V—25 and Type ABC15 for Arterous Tubes which require 15v.

The "A" transformer windings of Type ABC5 are designed to carry the required load. The "B" Unit delivers 40 milliamperes at 100 volts and the filter circuit employed is the double brute force type which gives maximum output with the lowest possible losses. A "C" voltage of 65 volts is furnished in this unit. If required, the Ame Transformer or Harness is supplied to make a quick and easy changerover.

Mounted in an attractive steel container, 7½ high, 11" long and 5" wide. Designed to operate on 3000 volts at 1.10 volts, any other frequency may be had upon request.

Order through your jobber today and bring your Receiving Sets up-to-date.

THE ACME ELECTRIC AND MANUFACTURING COMPANY

1434 Hamilton Avenue
Cleveland, Ohio

Type ABC5
List Price.$14.50
List Price (Additional).$.00
Net Weight (Pounds) 3.50
This unit is for Arterous Tubes—no back order.

Type ABC15
List Price.$16.50
List Price (Additional).$.00
Net Weight (Pounds) 3.50
This unit is for Artcrous Tubes—no back order.

ACME ELECTRIC AND MANUFACTURING COMPANY

1434 Hamilton Avenue
Cleveland, Ohio

42
Interesting Events of the Trade in Pictures

Above—Emile Berliner, famous inventor of the disc talking machine, standing beside a collection showing the development of the gramophone, now housed in the National Museum at Washington, D. C., and loaned to the museum by Mr. Berliner.

Above—Ship model made by W. G. Cleary, Kolster radio production department. Is to be displayed in windows. Every detail of ship correct. Represents 500 hours of labor.

Left—Gloria Caruso, daughter of late Victor artist, cutting Rosa Ponselle's birthday cake at surprise party to this famous Victor artist.

Above—One of the weekly shipments of Atwater Kent radio to Newark, N. J., and New York City distributors. This shipment totaled over one-third of a million dollars' worth of AC sets, concrete illustration of the popularity of these models.

Above—This balanced window display was arranged by C. L. Ellison, manager, dealers' service department, Brunswick-Balke-Collender Co., Chicago, a service dealers are finding valuable in their sales promotion drives.

Right—Two Black Crows and Leo Reisman and His Orchestra share honors in broadcast. Left to right—Charles Mack, W. C. Fuhri, Columbia vice-president and general sales manager; A. W. Roos, Columbia manager of distribution; George Moran, Ben Selvin, director of Columbia Radio Hour, and Leo Reisman, who has achieved fame as an orchestra leader.

Left—Famous singers of the Metropolitan Opera Company, together with the Chorus of that organization, assembled in the new studios of the National Broadcasting Co., for a recent radio concert of the Victor Talking Machine Co. Standing, in the center of the group (left to right) are Giulio Setti, conductor; Rosa Ponselle, soprano; Giovanni Martinelli, tenor, and Ezio Pinza, basso.
TELLING the

MODEL 7
This instrument represents an advance in advanced musical reproduction. With newest developments in design, tone-arm, reproducer, and tone chamber. Covered beautifully in water-proof, case, black or red. The greatest portable record player. See and hear tomorrow!

Marvelous NEW Musical features

Allen PORTABLES
Come in—and hear the Difference

Free Trade Service
Attractive business - getting Window Display, in seven colors, now being sent to Dealers. Be sure to get yours! Also, window posters, pamphlets for mail and counter distribution, free mat and electro service. If your supply hasn't arrived, write or wire your Jobber today!
HERE'S no secret about Allen Portables. We're telling the world how good we had to make them in building them to your measure.

The ad shown here just appeared in The Saturday Evening Post and is the "Opening Gun" of a consistent campaign, which will go regularly each month into 3,000,000 homes, many of them located right near you, in your city or town.

Creating actual demand for Allen Portables in your store. Helping you sell! Bringing you new business and fine, big additional profits!

Just call the "Live Wire" jobber nearest you for samples, or write us for complete free catalog.

When you want all the fun and joy of music in your home, you'll buy an Allen Portable. There's nothing like it for all 'round sport and entertainment. For Allen Portables alone have all the new musical features.

They play all records perfectly, and give you the snappiest music you've ever heard! Allen Portables exactly fit your every need. They are beautiful enough to adorn any home, and just right to take along for weekends, school, or college. Three fine models in attractive colors from which to make your choice!

Own an Allen Portable and enjoy all the world's music, at trifling cost. Ask your dealer today for free demonstration, or write for catalog.

HEAR AND SEE THE DIFFERENCE

ALLEN-HOUGH MANUFACTURING COMPANY
MILWAUKEE, WISCONSIN  Factories: New York and Racine
Psychology
—over here and over there

It has been noted by expert observers of the talking machine trade abroad that when one of the new "His Master's Voice" instruments (Orthophonic Victrolas) is shown for the first time in England or on the Continent, great crowds gather as would gather here, for example, to see a new Ford automobile or to watch a visiting motion picture star enter a hotel.

As a result of this state of the public mind—and the determination of phonograph dealers abroad to make the most of it—the talking machine business in Europe is far greater than ever in its history.

The same musical perfection and convenience in Victrola products that are holding Europe spellbound can make America marvel—if the dealer gives them the same fair chance.

The first appearance of every new Victor model and each new release of Victor records can be made to look like either an event or an accident.

It is up to you, Mr. Victor Dealer, to decide which it shall be.

C. BRUNO & SON, Inc.
Victor Distributors to the Dealer Only
351 FOURTH AVENUE
NEW YORK, N. Y.
1834—Almost a Century of Dependable Service to the Music Trade—1928
Albert A. Barnes, Pres. of
Udell Works, Passes Away

Prominent in Woodworking Industry for 46 Years—Emotion for Devotion to Educational Institutions—A Leading Citizen of Indianapolis, Was Active in Civic Affairs

One of the veterans of the woodworking industry in America passed away on January 25 in the person of Albert A. Barnes, who had been president of the Udell Works, Indianapolis, Ind., for the past forty-six years. Mr. Barnes had been confined to his home for the past two years, having suffered a fractured hip in 1925, but this did not limit his interest in business and social affairs. Even in spite of his advanced years—he reached the patriarchal age of eighty-eight—his passing has come as a distinct shock to his many friends in Indianapolis and throughout the country. Mr. Barnes, who was born in Stockbridge, Vt., on February 14, 1859, was a self-made man who gained a reputation in business circles for energy and resourcefulness and aided in the establishment of many institutions. He was always active in every movement that had to do with civic betterment and was always in the forefront in any charitable proposition that presented itself. He was a lifelong member of the First Baptist Church of Indianapolis and was a large giver of money and counsel to Franklin College, at Franklin, Ind., and was a leader in the organization of the Y.M.C.A. in his home city. His passing will be especially felt by his associates and employees at the Udell Works, which he had controlled since 1882. He knew the woodworking business from the lumber yard to the crate, and until the last few years was very active in the management of the business. While his passing is a distinct loss to the community, his memory will always be an inspiration to those who had the privilege of knowing him best.

The funeral services were held at his home on January 27, the Rev. F. E. Taylor, pastor of the First Baptist Church, officiating; the burial was in Crown Hill Cemetery. The following officers and employees of the Udell Works served as pallbearers: Howard Phillips, R. M. Madden, J. E. Petersem, Samuel Doll, J. U. Myers, C. E. Stapelkamp, A. Carll and H. T. Griffith. Honorary pallbearers were members of the board of trustees and deacons of the First Baptist Church and trustees of Franklin College.

W. L. Stensgaard Now With Montgomery Ward

W. L. Stensgaard, formerly director of the display division of the Stewart-Warner Speedometer Corp., Chicago, and also president of the International Association of Displaymen, resigned his position, effective January 15, to accept a post with the Montgomery Ward Co. as director of merchandize display for their retail chain stores. This is viewed as a definite indication that the Montgomery Ward Co. intends to establish displays above those usually seen in chain store organizations. It is understood that the Montgomery Ward chain store organization is to see a rapid growth and that they will establish stores throughout the United States. Dan Hines will succeed Mr. Stensgaard as director of the display division for the Stewart-Warner organization.

A Valuable Bulletin

The Radio Dealer Bulletin issued monthly by Harringtons, Ltd., radio distributors of Australia and New Zealand, contains in each issue a wealth of information of value to the dealer. In a recent issue the leading article was an informative and well-written paper on the subject of "Advertising in Country Papers."

---

A Full House

of Brilliantone Steel Needles

These quality needles, made by the largest and oldest manufacturers of steel needles in the world, should be in your store. When you stock this merchandise, every phonograph owner in your community is a possible customer.

You can have the nationally advertised brands—JUMBO—GILTEDGE—REFLEXO—BRILLIANTONE—or your own private brand at prices that leave room for worthwhile profits! In every size and tone now used.

Write to us TODAY for details, prices and discounts

Brilliantone
Steel Needle Co.
of America, Inc.

370 Seventh Avenue
New York City
Every morning's mail contains evidence that Kolster demand is growing stronger and stronger.

In the big cities the growth of Kolster popularity is unprecedented.

Reports from jobbers' salesmen indicate that authorized Kolster dealers are finding their protected Kolster franchises more valuable than ever before.

The evident fact is that the army of families who prefer Kolster performance to that of all other radios have started talking . . . .

Enjoy the KOLSTER FAMOUS COMPOSERS HOUR over the nation-wide Columbia Broadcasting System.
Every Wednesday 9 to 10 P. M. Eastern Time
... and the sounds they are making mean faster turnover for every dealer authorized to display the symbol of prosperity on the right!

**Use the coupon.**

---

**FEDERAL-BRANDES, Inc.**

200 MT. PLEASANT AVENUE

NEWARK, N. J.

© 1928, Federal Brandes, Inc.

Please let me know if there is room for another Kolster dealer in my locality.

Name: ..................................................

Street: ..................................................

City ................................................. State ..........................
Circus Methods Sell Radio Sets for C.D. Cheatham

Jamaica, N. Y., Dealer Aroused Interest of Public in Radio by Unusual Sales Plan

By Clarence J. O'Neil

WHEN the title of being a "big show man" is tacked on to an individual, we immediately think of P. T. Barnum and elephants and clowns. But when the residents of Jamaica, N. Y., hear of the big show man, they immediately think of C. D. Cheatham and his annual radio show. He also tells the community of his coming radio exhibit through the same ballyhoo medium that Barnum made so popular, posters—posters and more posters; eye-catching, attention-getting publicity. Posters "Tell the World!"

Not a newspaper in the city carries an advertisement of Cheatham's, nor does he resort to circulating through the mail. He is a firm believer in adding color to his appeal and therefore broadcasts through huge forty-two by thirty-six-inch, yellow and black posters pasted on every elevated station, building and fence within a radius of five miles. He pays dearly for his poster advertising hobby but he also gets a good return through radio sales.

It is too soon to tabulate how much he will realize on his Second Annual Radio Show, held in January, but on the basis of last year's performances, and broadcasting it through the same advertising program, Cheatham expects to make it another success.

Cost of Poster Advertising

The one outstanding feature of his advertising is the seemingly expensive angle of it. The cost of posting the billboards alone averages twenty cents a poster. He estimates 1,000 posters will be sufficient to cover every available blank wall space for miles about his district. The posters are printed in black type with an elaborate yellow shade background. Cheatham's printing is exclusive of the $200 for posting, amounted to $60. The posters read:

L. D. Heater Co. Opens a Branch in Seattle, Wash.

PORTLAND, Ore., February 3.—The L. D. Heater Co., jobber of phonographs, records, radios and accessories, has opened a branch department in Seattle and has placed J. E. Brown in charge. Mr. Heuter, who spent the past month in Seattle planning the opening, quietly purchased the $2,500 bankrupt stock of the Harold Weeks Brunswick Shop and distributed it to the various dealers in that city. While there he also purchased the Arbophone stock of the Globe Electric Co., and has taken over the northwestern distribution.

At the Portland headquarters Al Cooney, who has been associated with Mr. Heuter for many years, has been placed in charge of the Oreth and Odeon record department.

John N. Arnsfeld has been placed in charge of the Victrola and radio department of Sherman, Clay & Co., Portland branch, and his wife in charge of the record department of the firm. Mr. Arnsfeld takes the place occupied by R. W. Newhouse and Mrs. Arnsfeld that of Miss Cora Richie, both of whom have been transferred to California houses of the firm.

C. E. Gillett, of Seattle, and president of the Northwestern Victor Distribution Co., met the Victor dealers and salesmen at a luncheon at the Hotel Portland, January 11, at which time he gave them an excellent sales talk and demonstrated for them for the first time the new model Victor Electric No. 1254.

Emmer Hunt, in charge of the Portland branch of the Victor Distribution Co., announced that the J. K. Gill Co. has added the Victor line. When the department was opened the Brunswick and Columbia lines were installed.

Winton Balzell Drops Dead

Winton Balzell, musician, educator and author, of Brooklyn, N. Y., dropped dead from heart disease while visiting with a friend, H. L. Hunt, head of the instrument department of the Charles H. Ditson Co., at the company's quarters at 8 East Thirty-fourth street, New York.

Rappaport Files Schedule

A schedule in bankruptcy was recently filed by Morris Rappaport, proprietor of the M. Rappaport Music & Radio Shop, 880 Westchester avenue, New York City. Liabilities are listed at $36,000 with assets at $26,937.
As Silent As a Fine Watch — and As Well Made

JUNIOR Motors are small editions of the famous Flyer, with the same long life, dependability and freedom from noise that have made the Flyer the most popular and most widely used motor for portables.

The Junior has a frame of cast iron, spring of the finest steel, bearings of everlasting bronze, and specially-cut precision governors and gears. It is rigidly inspected at every stage of manufacture, and cannot come to you in a portable unless it is 100% perfect and ready to stand up under long years of hard use.

The greater part of all portables sold are equipped with Junior or Flyer Motors. Dealers insist on these better motors because they have found by experience that portables equipped with them are easier to sell, give greater satisfaction, and assure freedom from returns.

Demand portables powered by Junior or Flyer Motors—and play safe.

The General Industries Co.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century
Satisfactory Trade Conditions Reported
Throughout Entire Milwaukee Territory

New Panatrope-Radiola Combination Making a “Hit” With the Trade and Public, Brunswick Branch Reports—Value of Regular Attendance at Meetings of the Association

MILWAUKEE, Feb., 7.—Carl Lovejoy, of the Brunswick-Atlas Collender Co., Brunswick agent here, reports that the concern is having exceptional success with the new Panatrope-Radiola combination. “Our concern is looking forward to a record business this year,” said Mr. Lovejoy. “We are now handling everything in the way of shipments from our Milwaukee office, having made a district out of Milwaukee, and we are more than satisfied with the amount of business we have done during the month of January.”

Harry Goldsmith, of the Badger Talking Machine Co., also reports that he is well satisfied with the conditions in the field at this time. “We are keeping up a good sales volume on the higher priced Victrolas,” said Mr. Goldsmith, “and there is little doubt in my mind but that this condition will keep up.”

At the Interstate Sales Co., agent for the Frig-Coleman Co., Richard Leidle, manager, reports “a very fine, steady, consistent business.” The Allen-Hough Mfg. Co., at Racine, which is producing 600 portable phonographs, together with carriers each day, is finding business on portables extremely good. The company came to Racine about a year ago and began operations with a force of fifteen employees. To-day it is employing eighty-seven, and the plant is being operated night and day in an endeavor to fill orders.

“The music store is the logical place to get radios,” said Henry M. Steussy, vice-president and general manager for the Kesselman-O’Driscoll Co. here. “When radio first came out every Tom, Dick and Harry in business was installing a radio department, but it is beginning to be realized now that radio business is not a sideline but a specialty, and that it requires merchandising ability of a special kind to sell radios. That is why we find the large music houses and the exclusive radio shops prospering in radios—they have salesman who are trained to sell the particular article.

“By attending meetings of the Wisconsin Radio Trade Association regularly, a dealer learns from the experiences of other men in the field,” said Mr. Steussy. “Our Association has been active in combating merchandising evils which were prevalent in radio selling, and it behooves the individual merchant to take advantage of the opportunity to learn how to merchandize, how to sell with a carrying charge, and how to give proper service.

Among the radio retailers who are reporting an excellent demand for radios are J. B. Bradford Piano Co., Orth Music Co., Flanner-Haasoo Music Shop, Inc., and the radio department of the Boston Store. The Flanner-Haasoo Co. is having an exceptional demand for the Kellogg AC set.

The retailers are planning another “Ask ‘Em to Listen” campaign, the idea being which is to get the public interested in their home stations. Further plans with regard to the drive will be announced at a later date, as they are completed.

Record business in the city is keeping up at a good pitch. The Victor Herbert album is selling exceptionally well at the Badger Talking Machine Co., according to Miss Adele Holtz. “Another set of records that is especially popular right now is the Paul Whiteman’s concert orchestra records,” said Miss Holtz. “We are also beginning to notice a favorable reaction on records by Schubert, the ‘Unfinished Sym-phony’ being especially popular.

The Milwaukee Victor Record Girls’ Club is continuing to meet each month and at their later meetings have been inviting girls from surrounding towns. At the next meeting of the association, to be held in February, it is planned to have a famous Victor record artist present. Thirty-five members of the Reinhold Bros. Co., Minneapolis distributor of radio apparatus, attended the two-day conven- tion of the French Battery Co., of Madison. Plans for the construction of a ten-story building by the Music Arts Corp. are going forward here. This company has just completed extensive remodeling of the Kesselman Build- ing. The property last year was acquired by the corporation on a ninety-nine year lease and it is here that the new building will be constructed.

The formal opening of a new radio shop at 4087 Center street, to go under the name of Merrill J. Pace, Inc., Radio Studio, has been announced.

A new piano and radio store has been opened at the home of Henry Lorge at 406 South Cedar street, Marshall, Wis.

A new idea in music rooms has been intro-duced by the Gitrel Music Shop, 901 Kinclini- nic avenue, Milwaukee. The company has a new Japanese room as an addition to the store.

Superior Cabinet Corp.
Introduces New Models

Spanish Model 601 and Grecian 501 Adapted for Atwater Kent Model 37 and Other Popu- lar Models—Expect to Triple Production

New models of radio cabinets are being intro-duced by the Superior Cabinet Corp., New York, earlier this year than usual because of enlarged manufacturing facilities accruing to George Seiffert, sales manager of the company. The Spanish model 601 and the new Grecian model 501 are adapted for the new Atwater Kent model 37, the RCA model 17, Zenith, and other popular cabinets, the announcement states, and all of these cabinets are equipped with the RCA 100A cone speaker. Other new models will be announced shortly.

Mr. Seiffert states that the company expects to triple its production during 1928, and is now planning to take early action in making orders for cabinets of special design desired by jobbers, distributors or radio set manufacturers.

Atwater Kent AC Set and
Pooley Line in Show Tie-Up

The Atwater Kent Mfg. Co., Philadelphia, Pa., established headquarters at the Commodore Hotel during the automobile show in New York City. The new AC receiving set No. 37 was the feature of the exhibit, together with the Model E speaker in its variety of new finishes. Vernon Collumore, sales manager; T. W. MacDowell, convention manager; P. A. Ware, merchandising manager, and other members of the Atwater Kent staff were on hand to demonstrate the new model and greet their many friends.


Maurice Landay Is Ill

Maurice Landay president of the Sonora dis- tributing firm, the Greater City Phonograph Co., has been confined to his home at 111 Hotel Alden, New York, with intestinal trouble. Although his illness is in no way critical it is expected that some time will elapse before he will be able to return to his office.
The Talking Machine World, New York, February, 1928

SPARTON RADIO

"The Pathfinder of the Air"

REFINEMENT

The farsighted dealers who joined Sparton in pioneering the field of all-electric radio now reap this reward. As the entire industry swings to alternating current reception, Sparton's "richest of radio voices" sets the Sparton dealers in positions that are envied by the entire trade. There is still room for others who can meet reasonable requirements. Write

THE SPARKS-WITHINGTON CO., JACKSON, MICH.
Pioneers of Electric Radio without batteries of any kind

Sparton Radio is made by the organization that for 27 years has maintained Sparton automobile warning signals as leaders in the fine car field.
Increased Business Creates Optimism Throughout the Kansas City Territory

Dealers and Wholesalers Report Satisfactory Business as the New Year Gets Under Way—Combination and Higher-Priced Talking Machines and Radio Sets Lead the Demand

Kansas City, Mo., February 7—January closed here with the talking machine dealers reporting sales for the month ahead of January a year ago, and all dealers predict a good year for phonographs and radios during 1928. The past year was on the whole an improvement over 1926 in the experience of most of the retail houses in this city.

Paul’s Music Shop has had a nice increase in sales of machines during January over January a year ago, and believes that the volume for the month will exceed January, 1927, by a good margin. Combination Orthophonics and Radiolas are receiving the most attention at this time at Paul’s. The new Victor Herbert record set is expected by Paul’s to be the biggest thing of its kind of the year. They are already taking advance orders at $7.50 for the complete set of five records.

O. D. Standke, of Standke’s Music Shop, reports a fine Christmas business, with exceptional activity in the higher-priced Orthophonics and combinations.

January has been a very good month with the Brunswick-Balke-Collender Co.’s branch here, according to T. H. Condon, head of the phonograph division. Although there is no large demand at this time, Mr. Condon looks for a fine year in the phonograph line during 1928. The new PR 17-8 with electric operation is being well received in this territory, as well as the new prices on the Valencia at $175 and the P-11 at $550. Record business since Christmas has kept up surprisingly well, according to H. H. Dickson, of the Brunswick branch.

Radios and Columbia phonographs are enjoying a brisk demand at this time, according to the Sterling Radio Co. C. M. Willis, sales manager, stated the demand for radio is above normal for this season of the year, and they expect a good volume of business on radio until well into the Spring. The Columbia-Kolster combination is rapidly gaining ground in this territory, according to the experience of the Sterling Co., and they are stressing more than ever at this time the Columbia line, opening up several new dealer accounts. The Queen City Electric Co., of Sedalia, Mo.; Trenton Music Co., of Trenton, Mo., and the Marysville Drug Co., of Marysville, Mo., are three new Columbia accounts recently opened by the Sterling Co. The Jones Store phonograph department reports a very good Christmas business, and brisk activity in talking machines and records since the holiday season. According to Miss J. M. Poynter, head of the department, they have enjoyed a fine demand for the new Columbia-Kolster combination instrument.

At the recent meeting of the Kolster Dealer Club H. H. Southgate, sales manager of the merchandising division of Federal Brandeis, Inc., was the principal speaker, talking on the future of Kolster during 1928. W. E. Miller, of the Butler Music Co.; H. C. Bonfig, of Sterling Radio Co., and C. M. Willis, also of the Sterling Co., were speakers at the dinner meeting. More than 100 dealers from this territory were present.

The hook-up of the Columbia broadcasting chain with a Kansas City broadcasting station, KMBC, on February 1, is considered an outstanding radio event in this section.

An involuntary petition in bankruptcy was filed here in January against the American Auto & Radio Mfg. Co., which operates four stores in this city, under the name of the Big Radio Stores. E. L. Foutch, formerly of the B-R Electric Co., of this city, has been appointed receiver for the concern.


San Francisco, Cal., February 4—The largest and most important deal ever made in the music trades on the Pacific Coast was completed on February 1, when Sherman, Clay & Co. took over the northern California interests of the Wiley B. Allen Co., in a purchase that involved approximately $1,000,000. The stores which were transferred to Sherman, Clay & Co. include those in San Francisco, Oakland, Sacramento, Stockton, San Jose and Fresno. The properties were taken over with the organizations intact and are being run under the Sherman-Clay name.

Frank Anyrs, general manager of the Wiley B. Allen Co., stated regarding the company’s withdrawal from the music business in central and northern California: “Our music business is to be merged with that of Sherman, Clay & Co.” The Southern branches of the Allen Co. are not included in the sale. Sherman, Clay & Co. have branches in all the cities where they purchased Allen branches. Sherman, Clay & Co. will continue the Allen Co.’s store in San Francisco until the conclusion of the lease, the date of which has not been announced.

Many progressive retailers are resorting to outside selling to increase sales volume of radio receiving sets. Canvassing is proving a valuable business producer.

THE NEW VERAPHONIC VINCENNES PHONOGRAPHS

Instruments of rarest tonal quality, they incorporate the new Veraphonic principle and important amplifying discoveries of Vincennes engineers.

Employing its own individual reproducer, entirely developed in its own laboratories, the Veraphonic offers reproduction of music that cannot be approached by any other mechanical phonograph. The diaphragm used is specially constructed of three concentric layers of MICA, and will not crystallize under vibrations.

Housed in a new cabinet—first introduced to the trade by Vincennes—the Veraphonic model illustrated here renders lifelike reproduction and meets the most exacting requirements of music lovers.

The cabinet design is entirely new—the doors covering the tone chamber slide behind the decorative panels, overcoming the objections sometimes made to swinging doors.

The retail price of this Model is only $95.00!

Vincennes Phonographs—the Rivoli and Veraphonic lines—retail from $49.50 to $485.00

NINE PEOPLE OUT OF TEN—BLINDFOLDED—CHOOSE THE VINCENNES!

THE VINCENNES PHONOGRAPH MANUFACTURING CO.
VINCENTES, INDIANA

Your territory may be open—write for attractive dealer proposition.
NEW — brand new!

A NEW revolutionary invention in the old style phonograph field is ready for you. It has many potential sales features.

Until now no device has been produced that makes the old machine the equal of the latest models in the desired volume and tone quality.

The performance of the

ASTRAL SERPENTINE TONE ARM $12.50

is not only a superb achievement but a fundamental advance in full and exact phonograph music reproduction of surpassing beauty.

The "Serpentine" Tone Arm supplies a long felt want of 10,000,000 phonograph owners in the United States.

It has unique eye value in shape, quality of material and workmanship.

It is beautifully plated in colonial bronze with a black ball-bearing base, precisely machined and warranted not to bind.

It is indestructible in the ordinary course of usage.

It produces the heretofore much sought sound volume and faithfully and richly brings forth every note, high and low, on the phonograph record and over the radio, loud and clear.

It is unrivaled as a combination phonograph and radio attachment.

This Tone Arm, an elongated air column, approximately 27 in. in length, scientifically proportioned in Serpentine form, is at once adapted to radio with phonograph attachment. In effect, no radio loud speaker is comparable with the acoustics of a good, well seasoned tone chamber in a phonograph coupled to a Serpentine Tone Arm. Without it neither phonograph nor radio receivers are up to date.

The price. $12.50, meets the requirements of being within reach of every pocketbook. Through an error this price was announced elsewhere as $17.50. The correct price is $12.50.

Serpentine Tone Arms can be shipped promptly in 8 in. and 9 in. lengths, in any quantity.

JOBBERS and DEALERS
Write or Wire for Prices

ASTRAL RADIO CORPORATION
1812 Chestnut Street
Brunswick Co. Cleveland Branch Has Attractive Studio for Panatop Display

Cleveland, O., February 9.—With employment on the increase on account of growing production in the automobile industry, business has shown a fairly steady gain throughout the month and gives every indication of continuing, according to reports of dealers.

The annual banquet of the Cleveland Music Trades Association took place on February 8 and was well attended. This year the ladies were invited and the affair proved a very enjoyable one. A. L. Marsh presided and gave a short speech in which he thanked the members for the honor bestowed upon him of being elected to a third term of office. There were several other speakers and vocal and instrumental numbers to round out the evening.

Morris Mattlin, father of M. O. Mattlin, of the Knabe warerooms, and L. J. Mattlin, of the Reliable Music Co., passed away at his home after a short illness. He had recently returned from California where he had gone for his health. Others surviving him are his widow, and two daughters, who are the wives of Sam Mintz and M. Rosen, both in the music business.

The Cleveland branch of the Brunswick Co. has just completed a new Panatop display studio which makes a beautiful setting for the various models. The studio is finished in stucco and has stained glass windows and a very artistic lighting system. Beautiful furnishings add to the attractiveness of the room. E. S. German, district manager, states that there has been an acute shortage of the new Panatop-Radiola, combination model 17-8, and, as a result, quite a large number of back orders have accumulated. Brunswick record sales for January, 1928, were far beyond the expectations of Cleveland branch officials and show an increase of over 100 per cent as compared to January, 1927, it is declared.

The management of the Eumid Music Co.'s Superior avenue store has been placed in the hands of Randall Miller, who came here from the East, where he was well known in talking machine trade circles.

The radio and phonograph credit exchange group of the Cleveland Retail Merchants' Board is holding a meeting every two weeks for the discussion of various retail accounts, with the result that help is being extended to those in need of it, and the chronic bad account is being forced to reform or discontinue business. There has been a very marked improvement in credit conditions since the formation of this group.

The Cleveland Talking Machine Co., distributor of the Victor line, reports a heavy run on Victor Herbert records since the National Broadcasting Co. has been featuring this composer's operettas. Dealers report a considerable number of sales of album sets of these records. The company is continuing its regular monthly meetings for dealers' sales ladies which are proving more popular than ever.

The Carro Accordion Co. has been incorporated to do business in Cleveland by Jules Eshener and others.

The George Worthington Co., distributor of Fada radio, has received the three new AC models and is receiving quite a number of orders from dealers throughout the territory.

The new Atwater Kent AC receiver has proved very popular in Cleveland and northern Ohio, and the distributor, the Cleveland Ignition Co., has had considerable difficulty in securing enough sets to take care of the demand for them.

The Metropolitan Grand Opera Company is to play a week's engagement here from April 30 to May 5, according to announcement made by Robert J. Bulkey, chairman of the Cleveland committee of the opera. The visit of the Metropolitan is invariably followed by a big increase in sales of operatic records, dealers featuring them in both window displays and newspaper advertising.

Mrs. Bell, who was general manager of the Wolfe Music Co., located at the Prospect entrance of the Taylor Arcade, has resigned and is spending a few months in Florida with Mrs. Bell on a vacation.

The Columbus branch has been busy filling orders for two Black Crows records throughout the month. Moran and Mack, the originators of these dialogues, played a very successful engagement at the Ohio Theatre for two weeks. The William Taylor Co. has put on several special demonstrations of these records, and so great have been the crowds that the demonstrator and machine had to be moved into a specially prepared space on the side of the arcade so as to permit passageway.

A. L. Marsh is remodeling his store and putting in some demonstration booths.

Utah Radio Products Co. a Lektophone Licensee

The Utah Radio Products Co., Chicago, maker of Utah loud speakers, has acquired a Lektophone license, according to an announcement made a few weeks ago by Henry Forster, treasurer of the Utah organization. New models of the Utah loud speaker are now being introduced to the trade, and among the featured products are speakers equipped with both a cone and an exponential horn.

The Jackson Heights Battery & Radio Co., Long Island City, New York, was recently incorporated with a capital stock of 9,000 shares of common.

---

For America's Fastest Selling Sets

RCA Radiola 17

RCA 100-A Speaker
Built Into These Solid Mahogany Tables

No. 933 for Radiola No. 17 With 100A Speaker. Finished to Match the Set

Speakers are installed in scientifically designed compartments attached to the tables to effectively absorb all vibration.

Atwater Kent 37

No. 934 for Atwater Kent 37 With 100A Speaker. Beautiful Brown Mahogany

Already Stocked by Some of America's Greatest Stores

Watsontown Table & Furniture Company
Watsontown, Pennsylvania

Successful Furniture Manufacturers Since 1893
Milton L. Leve High Salesman in Fitzgerald Contest

Salesmanship and Sales Managerial Ability Both Tested in Contest Conducted by the Fitzgerald Music Co.—Winner Had Handicap

Los Angeles, Cal., February 4.—The Fitzgerald Music Co., one of the leading retail music houses on the Pacific Coast, conducted during 1927 a sales contest with the intention of giving its sales force an incentive and of keeping them up to their best efforts throughout the entire year.

C. H. Mansfield, manager of the phonograph and radio departments of the Fitzgerald Co., tells of the reasons for the contest and its results, saying: "During the year 1927 we conducted a sales contest with our radio and phonograph sales organization, offering as first prize a handsome gold watch, suitably inscribed. "Wishing to develop sales managerial ability, as well as sales ability, we operated the contest along the following lines: The two salesmen who were highest in point of volume in December, 1926, automatically became sales managers for the month of January, 1927. These two sales managers selected their own organization from our organization, choosing their teams as one a football or baseball team. "At the end of the month the sales manager whose team, as a whole, consummated the greatest amount of business was awarded a star. This same process was carried out the following month and each month thereafter, and the man having the greatest number of stars credited to him during the year was the man who wins the watch for the year, and the title of not only the outstanding salesman but the outstanding sales manager of the entire Fitzgerald Music Co.'s organization. "The man to win the watch in 1927 was Milton L. Leve, who deserves the utmost commendation for his success, and all in the organization agree that Mr. Leve earned the prize with consistent, unifying effort. "Without taking any glory away from Mr. Leve, in justice to Charles R. Bowen, who for five or six years has been high man in our phonograph and radio sales organization in point of volume, we want to say that Mr. Bowen, due to the fact that he occupies the position of assistant manager, was not allowed to enter the race. He still reigns supreme as the high man in point of sales. "To get back to Mr. Leve, we wish to say that he deserves additional praise because of the fact that he was only with the Fitzgerald organization for ten months during 1927, yet with this handicap won the prize."

Whitsit Co. Appointed a Distributor for Kellogg

Prominent Distributor of Columbus, O., to Cover the Territory Consisting of Parts of Ohio, Kentucky and West Virginia

The Kellogg Switchboard & Supply Co., Chicago, recently announced the appointment of the Perry B. Whitsit Co., Columbus, O., as a Kellogg radio distributor for central and southern Ohio, eastern Kentucky and southeastern West Virginia.

The Whitsit Co. has been a distributor of Victor products for many years and is a pioneer in the music business in the Central West. It has a following of aggressive music merchants in Columbus and the adjacent territory and it is expected that Kellogg radio products will become even more popular under the direction of this well-known distributor. The territory allotted to the Whitsit Co. is considered one of the richest in the Middle West.

RCA Provides Dealers With Business Cards

The advertising department of the Radio Corp. of America has made arrangements whereby RCA authorized dealers may obtain business cards bearing the Radiola dealer sign in two colors and their own store name, address, telephone number, etc., at nominal cost. Inquiries should be addressed to the nearest RCA district office.

Stewart-Warner Prosperity

The Stewart-Warner Speedometer Corp. reports for 1927 a net income of $2,201,053 after all charges and taxes, equivalent to $8.67 a share on 599,990 shares of capital stock, against $5,108,886 or $8.51 a share in 1926.

Rola Table Cabinet

ROLA has built a new and finer loudspeaker with a truly remarkable performance...a speaker specially engineered to handle the greatest power and tone-range of the new socket-power sets.

This new Rola speaker reproduces all musical tones, from the lowest to the highest, at full volume without trace of rattle or blasting...even when using "210" type power tubes with maximum plate voltage.

This instrument may be installed with any radio set with complete assurance of perfect and permanent satisfaction to your customer.

Write for the name of the nearest Rola jobber

THE ROLA COMPANY
612 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS
FORTY-FIFTH & HOLLIS STREETS, OAKLAND, CALIFORNIA

ROLLA Reproducer
Manufacturers: The new Rola Cone Reproducer Unit can be obtained for installation in your cabinets...Write or wire for samples and particulars.
Normal Demand for All Lines Featured in Opening Month of the New Year in Toledo

Sales of Combination Instruments Lead at the Lion Store Music Rooms—Sparton Dealers Gather at Meeting Sponsored by Toledo Radio Co., Distributor—News of the Month

Toledo, O., February 7.—Radio and talking machine sales are going ahead in a normal manner here, according to reports.

At the Lion Store Music Rooms the sale of combinations has been the outstanding feature of the month. The Panatrope 17-8 and Victor 7-25 are sold out and jobbers report the shortage will exist for a month, according to Lawson S. Talbert, manager. A colorful display booth featuring Columbia records, with the Ruth Etting selections as the center of attraction, has sold many numbers. The Victor Herbert album of records has been given a beautiful window setting and the several titles set out prominently through the use of separate cards.

In the radio section, Manager Talbert stated, sales are eclipsing all reports. The demand is towards electric sets and power outfits. Sparton, RCA, Atwater Kent and Crosley units are featured by the house.

The J. W. Green Co., for January experienced an increase in talking machine sales; radio volume is considerably ahead and record sales are on the climb, according to Robt. C. Elwell, manager. The 10-70 and 12-15 Electrolas as well as the 37 Atwater Kent electric are leading sellers.

The Toledo Radio Co.'s Spartan meeting, held in the middle of January, brought about 100 Spartan dealers for the purpose of discussing the possibilities of extending the radio buying season. All agreed this could and should be done. E. R. Brown, assistant sales manager of the Sparks-Withington Co., Jackson, Mich., makers of Spartan radio sets, addressed the group, as did Mr. Schuster and Mr. Wilmont of the engineering department of the factory. The visitors were guests of the Toledo Co. at luncheon and dinner.

The Whitney-Blaine-Wildermuth Co., Brunswick and Victor retailer, and Columbia record dealer, experienced a normal January trade, according to Henry C. Wildermuth. Radio sales are leaping towards electric sets, he said. The Sun reproducer is a new item of merchandise added. Geo. Hall has joined forces with the Whitney-Blaine-Wildermuth Co.

At the Cable Co. Miss Nellie Striggow declared that radio broadcasting is opening many new sales approaches for dealers. The house finds its connection with station WTAL, which features the Orphan Home, forceful in sales. Peter Avrill, formerly of the Cleveland Talking Machine Co., is a new member of the sales staff. Roy Rosenfeld has joined forces with the house.

At the United Music Store Panatrope and Orthophonic sales for the first month of the year recorded increases. Sparton, RCA and Atwater Kent radio sales are also ahead, Victor Iblis said. Miss Virginia Davis, of the record department, stated that radio broadcasting has popularized the taste for lonesome music to such an extent that everybody is now purchasing music of that type, whereas formerly merely a few persons bought it. Therefore the negro spirituals are selling in increased numbers.

The Grinnell Bros.'s forecasts, totaling about 100, were entertained by the management at dinner at the Hotel Secor the past week. This is an annual affair at which officials from the Detroit headquarters are present. Harry J. Reeves is now in charge of the Victrola and radio departments of the Toledo Grinnell store.

Chas. Hyde, of the Chicago Talking Machine Co., met with the sales staff of the Lion Store Music Rooms on Friday evening and went over with them the entire sales process of the Victrola.

W. W. Smith, president of the J. W. Greene Co., was elected a member of the executive board of the Toledo Retail Merchants Association. Mr. Smith is a leader in local activities.

The B. S. Porter Son Co., Lima, O., recently made a number of improvements in the Victrola department. The record section was rearranged and refinished, and conveniences installed for the better serving of customers. In the radio division Radiola, Atwater Kent and Spartan lines are featured. The house carries a general line of musical merchandise.

Clifford Carl has been named receiver for the John's Music House, Lima, O.

The J. W. Rowlands Co., Lima, O., furniture and music house, recently opened its enlarged and refinished store to the general public.

---

"Electrified"

That's the magic word that moves radio sets today. You can electrify every radio set in your town with Majestic "A" and "B" Electric Power Units

NO Acids or Liquids
Concealed Batteries
Majestic Units
Improve Radio Reception

Write us for name of your nearest jobber.

Grigsby-Grunow-Hinds Co.
4140 Armitage Ave. Chicago

---

ILSEY'S GRAPHITE PHONO SPRING LUBRICANT

ILSEY'S Lubricants make the Motor work good. It is prepared in the proper consistency, will not run out, dry up or become sticky or caked. Results in its original form indefinable.

Put up in 1, 3, 5, 7 and 10 pound cans for dealers. This stock will be available at 25 cents each under the trade name of EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proportion for jobbers.

ILSEY-DOUBLEDAY & CO., 228-232 Front St., New York

More than 5,000 persons visited the store from the opening of the doors at 2 p.m. until long after the scheduled closing time. The remodeling has given the firm one more floor and has increased facilities for display. The Victrola department is now located on the ground floor.

Allen-Hough Plant Doubles Its Output in Sixty Days

Increase of Orders Necessitated Gearing Plant for Large Scale Production—Tests Instruments at Four Stages in Production

The Allen-Hough plant, at Racine, Wis., has achieved the impressive record of actually doubling its portable output within a period of sixty days, a record all the more notable because sixty days ago production was going along at what would ordinarily be considered a very satisfactory rate. But orders kept piling

---

North Section of the Portable Assembling Line, Allen-Hough Plant, Racine, Wis., doubling its portable output within a period of sixty days, a record all the more notable because sixty days ago production was going along at what would ordinarily be considered a very satisfactory rate. But orders kept piling

---

East Section of Assembling Line at Allen-Hough Co.'s Plant in Racine, Wis., and it was found necessary to gear the plant for large scale production. In the Allen-Hough plant the manufacture is done progressively. Cases come up from the box shop proceed into the guining department, thence to the assembly line and finally through the final inspection department to the crating and shipping room.

Tests and inspection are made at each of the four stages in production, making it practically impossible for defective workmanship or materials to leave the plant, which is no doubt a considerable factor in the fine sales record Allen portables are now making.

New Kolster Display Card

A new window display card, executed in color, and describing the Kolster electric models, has been added to the line of dealer helps available to all Kolster retailers. A cut-out socket is provided into which the cable from the AC models is plugged. This visualizes to the observer the convenience of socket-power sets.
An Avalanche of Enthusiastic Praise!

A few hundreds of letters received

Although this letter has not been solicited in any way we feel that we must write you expressing our genuine enthusiasm and satisfaction over your Model No. 60 electric radio receiver. We have listened to hundreds of radio sets and know that we have never seen nor heard a radio until we listened to one of these. It is our intention to push the sales of this receiver to the utmost.

In our retail department we have demonstrated these models against receivers selling at double the price and we have never lost a sale yet. Our service man has cut down over fifty percent since we have decided to handle Freed-Eisemann radio exclusively.

We wish to advise that Model NR-60 has proven very satisfactory indeed to our trade, in fact, we believe it to be so good and at a price that appeals to the public that it will be practically impossible in the future to do any volume of business on D.C. Models.

We have sold these sets to practically all of our dealers, and find that their reception has been entirely successful both to the dealers and to the consumer. We are sure that in this set you have the nearest approach to perfect radio, and we are of the opinion that you will be rewarded with a large volume of sales.

We want to pass a few words of comment to you on the operation and performance of your Model No. 60 Freed-Eisemann Receiver. This is certainly one of the most wonderful receiving sets we have ever heard and our reports from all over our territory is that it far surpasses any other make of radio set regardless of price and we see no reason that with the continuance of such performance that we would lead them all before the next few months roll around.

The Model NR-60 is a "wow." We have already sold one and have wired our jobber for more. If this is possible without introducing a new model quality is a must to be much more probable to both of us after we tell the public about it through descriptive literature.

We have found the Model No. 60 Freed-Eisemann radio set not only a good radio but it is almost human. The tone quality of the set by far excels any radio that we have ever heard. While the selectivity and volume can't be beat. The Freed-Eisemann franchise is a valuable one for any dealer likewise any jobber.

Our customers tell us that they never installed a radio that gave them so little trouble, in fact, it was rare if they did not work without any attention whatever excepting to put in the tubes and connect up a few instructions given with the set. We, here at the store, certainly appreciate the handling of such quality merchandise and we cannot recommend it too highly.

FREED EISEMANN RADIO CORPORATION
BROOKLYN
NEW YORK
Active Sales Promotion Is the Road to Sales, Says Cincinnati Brunswick Manager

Direct the Sales Effort on Certain Models Toward People Who Can Afford Them and Get the Instrument in the Home—Appointed Carolla Distributor—C. J. Rist in New Post

Cincinnati, O., February 8—"The successful dealers are invariably those who take part in the manufacturing and sales promotion projects," commented H. H. Sellers, assistant manager of the local branch of the Brunswick-Balke-Collender Co. "For instance, those who have put their efforts behind the large combination models of the electrical Panatrope and Radiola have no complaint to make in regard to a dull market. The big thing, according to statements from successful dealers, is to direct the sales effort to people who can afford them. Get the instrument in such a home for demonstration, experience trade, and almost invariably it will stay there." A Profitable Panatrope Market

Another outlet for fine instruments suggested by Mr. Sellers are restaurants. As an example of this he referred to two restaurants which have just installed Panatropes, one paying a PR-138-C and the other a F-13. In both of these places the public has increased the business 150 per cent, it was stated, and this surely makes the instruments a worthwhile investment.

"We look for big things from our Panatrope Radiola 17-8, a medium-price combination that has just been brought out," stated E. B. Dailey, local manager for the Brunswick-Balke-Collender Co. "This is electrically driven and has no batteries, and we are confident that the new model will prove to be very popular." A Brunswick recording outfit was brought here last the past month, with experts from New York and Chicago, and it recorded for several days at the studio of WSAI, the numbers being furnished by Ray Miller's Orchestra and Ben Bedloe. Several prominent local musicians were present on this occasion, as well as several musicians from Indianapolis.

New Carolla Distributor

The M. W. Fante Co. has just taken over the distribution of the Carolla Portable in the Ohio Valley district. "There has been an unusually large demand for portables through the Winter," explained Morris Fante, the head of the company, "and the indications are that this type of instrument will move very rapidly in the Spring and Summer. January was a quiet month, but business is on the up-grade now. We expect a fine demand for the Carolla. It is a clean-cut franchise proposition, and the price on all models will be maintained. All models are new, and they are equipped with fine tone-reproducing units and first-class hardware."

C. J. Rist Made Gross Co. Manager

Carl J. Rist, well known to the trade of this city, has been made manager for the George P. Gross Co., which handles all varieties of musical merchandise and which has a large talking machine and record department.

Files Bankruptcy Petition

Stanley A. Morsbach, radio dealer, doing business as the Stanley A. Morsbach Co., at 132 East Court street, filed a voluntary petition in bankruptcy in the United States District Court on January 17. His liabilities were scheduled at $33,500 and assets are $26,300.

Columbia-Kolster Popular

R. J. Miller, of Cleveland, district manager for the Columbia Phonograph Co., paid a visit to the local office early in the month, after which he went to Louisville, Ky., C. E. Kraemer.

Atlanta Brunswick Dealers

Hold Series Sales Meetings

Seven Local Retail Sales Organizations Addressed by O. P. Harris of the Brunswick Co. on Modern Merchandising Methods

ATLANTA, GA., February 7—A series of sales meetings, attended by the leading local Brunswick dealers, was held here recently under the auspices of Brunswick-Balke-Collender Co., arranged by R. Hooke, district manager of the Panatrope division of the company's local branch. O. P. Harris, representing the company headquarters of the company, was the principal speaker and his talks outlined to the salesmen and department managers modern and effective methods of selling musical merchandise in general. Mr. Harris has just completed a trip covering practically all parts of the United

the worth-while
H. H. Southgate Visiting Kolster Radio Distributors

H. H. Southgate, Kolster Radio sales manager, is spending a week in the South and West, calling on distributors and taking part in sales meetings in various cities. His reports to the Federal-Brands headquarters indicated that the trade was getting on strong market for AC operated receivers between the months of January and June.

H. A. Hutchins, Jr., assistant general manager of the merchandising division, also left Newark recently for a trip around the New England territory, to be followed by a tour of the Northwest. He is attending meetings of distributors' organizations and outlining Kolster radio merchandising plans for the remainder of the year.

David Sarnoff Discusses the Future of Television

Radio is on the threshold of bringing television to the home, David Sarnoff, vice-president and general manager of the Radio Corp. of America, declared in a recent address delivered before the University Club of Boston. He expressed confidence that public interest in sight transmission would be as great eventually as it now is in sound, and he pointed out that many technical broadcasting and service problems must be solved before realistic service can be expected. He also predicted that TV would be a strong market for television by 1940.

"Within the last few weeks," Mr. Sarnoff said, "we have seen radio television emerging from the laboratory and getting ready to enter the home. Its direction is sure and its progress is inevitable. The mission of television is to bring to the home the panorama of life of the great world outside.
Your radio profit for the rest of the season must come from this accessory

Balkite “A” Contains no battery. The same as Balkite “AB,” but for the “A” circuit only. Not a battery and charger but a perfected light socket “A” power supply. One of the most remarkable developments in the entire radio field. Price $3.50.

Balkite “B” One of the longest lived devices in radio. The accepted, tried and proved light socket “B” power supply. The first Balkite “B,” after 5 years, is still rendering satisfactory service. Over 500,000 in use. Three models: “B”-W, 67-90 volts, $2.50; “B”-135, 135 volts, $3.50; “B”-180, 180 volts, $4.25. Balkite now costs no more than the ordinary “B” eliminator.

Balkite Chargers Standard for “A” batteries. Noteless. Can be used during reception. Prices drastically reduced. Model “J” rates 2.5 and .5 amperes, for both rapid and trickle charging, $1.75. Model “N”* Trickle Charger, rates .5 and .8 amperes, $3.50. Model “K” Trickle Charger, $7.50.

*Balkite “AB” Contains no battery. A complete unit, replacing both “A” and “B” batteries and supplying radio current directly from the light socket. Contains no battery in any form. Operates only while the set is in use. Two models: “AB” 6-135, 135 volts “B” current, $6.50; “AB” 6-180, 180 volts, $7.50.

After the first of the year the best sellers in radio are accessories. Particularly radio power units.

This year, however, the market for radio power units has been greatly changed by the demand for AC sets. This demand has made most radio power units obsolete.

Most, but not all. The exception is Balkite Electric “AB.” Containing no battery in any form, Balkite Electric “AB” converts any receiver into an AC set, without chargers, without “A” batteries, without “B” batteries, and operating only during reception. Instead of having been made obsolete by the demand for AC sets, it has been made more popular than ever before.

It is therefore to Balkite Electric “AB” that you must look for your sales volume and profit for the rest of the season.

The demand for AC reception is so enormous that the volume of business Balkite Electric “AB” will bring you is entirely a question of how thoroughly you go after the market.

Every owner of a good battery set is a prospect. Get before him the story that Balkite Electric “AB” will make his set a modern, up-to-date AC receiver, equal in performance to any receiver on the market. Work out a systematic method of getting in touch with set owners, and put it into effect at once. It will produce sales and profits for you.

Ask your jobber.
Federal Radio Corp., Buffalo, N. Y.,
Awards Prizes in Window Display Drive

Photographs of Many Excellent Window Displays Received by the Company an Indication of the Interest Aroused by the Contest Among Designated Federal Retailers

Prize winners in the recent window display contest for designated Federal retailers have just been announced by the Federal Radio Corp.,


lissers of New York City. Selections were based upon sales appeal, neatness of arrangement and general artistic excellence.

In addition to the cash prizes, high honorable mention was awarded to the following designated Federal retailers: Hanson & Emerson, Sank Centre, Minn.; Kelm Radio Co., Long Beach, Cal.; Whitney Sporting Goods Co., Denver, Colo.; Jarvis Tull & Co., Plainview, Tex.; Herbrick & Lawrence, Nashville, Tenn.; G. L. Sheppard Winooski, Vt.; Luke Furniture Co.,

Wolf Mfg. Industries Open Division Office in Dallas

Division Carries Stock for Immediate Deliveries and Emergency Orders—Cover Texas, Arkansas and Oklahoma Territories

The Wolf Mfg. Industries have opened a division office in Dallas, and are carrying some stock of cabinets for immediate deliveries and emergency orders. They have set out a division here under the direction of Elmon Armstrong, factory representative, embracing the territory of Texas, Arkansas and Oklahoma, and are developing business throughout that territory from their Dallas headquarters. Of course they plan the bulk of their shipments from the factory at Kokomo, Ind. They are bringing out a number of new and improved designs that are proving of great interest.

Novel Columbia Broadcast

Another of the Columbia Phonograph Co.'s picturesque broadcasts went on the air on February 8 in an hour entitled "Musical Comedy Memories." Ben Selvin, program director, chose twenty-eight selections, running the gamut from "Erminie" to "The Firefly."

Fada Working Force Is Increased to Meet Demand

Additional workers are being added to the factory personnel of F. A. D. Andrea, Inc., Long Island City, as the result of the popularity of the three new Fada AC models which have just been announced to the trade. These models, which are in addition to the Fada line of receivers for light-soilet operation with battery eliminators and battery operation, have met with immediate favor in the trade and with the radio public, according to reports reaching the Fada headquarters.
A. C.
Special
Using latest type A. C. Tubes
6 tubes, 3 radio frequency stages.
Detector, 2 audio amplification
stages. Shielded. Equalized ampli-
fication. Mahogany cabinet.
$160
Tubes Extra

A. C.
Seven Table
Using latest type A. C. Tubes
7 tubes, 4 radio frequency stages.
Detector, 2 audio amplification
stages. Individual stage shielding.
Disappearing loop antenna. Equal-
ized amplification. Walnut cabinet.
$250
Tubes Extra

A. C.
Seven Console
Using latest type A. C. Tubes
7 tubes, 4 radio frequency stages.
2 audio amplification stages. Indi-
vidual stage shielding. Equalized
amplification. Loop or antenna
operation. Movable loop on swing-
ing bracket. Matched walnut
panels.
$350
Tubes Extra

Fada
Cone Speakers
17" Table or Wall Type... $25
22" Table or Wall Type... 35
22" Pedestal Type...... 50
Free-floating cone. Permanent
Parkerized magnet. Antiquebronze-
finished trifoot or pedestal.

Worth waiting for!

New A.C.
Electric Receivers
Added to present Fada line

In announcing the New A. C. Special, the New A. C.
Seven Table and the New A. C. Seven Console, we
fulfill a definite promise to the trade. We said all along
that we would never offer an A. C. receiver until we
KNEW it paralleled in radio quality and minimum servicing
the record set by all Fada receivers.

Now Fada engineers, after two years of costly experiments
and "life tests," have overcome every drawback which char-
acterized so many of the premature types of A. C. receivers.
They were rigidly held to the requirement that "there must
be no sacrifice of Harmonated Reception tone for A. C.
operation, in order to satisfy a popular demand."

They have added to the superiority of Fada radio perform-
ance the convenience and economy of 100% house current
operation.

In this, as in all other cases, the Fada product has been
proved right before being offered to you and to the public.
The new additions to the Harmonated Reception family are
unsurpassed in tone, selectivity and general dependability
by any type of receivers at any price.

The present line of Fada receivers remains unchanged as to
price, design and construction. And with the new A. C.
Electric Receivers the Fada dealer offers a complete line of
high class receivers for every possible home condition.

FADA Radio
Mfg. Co., Amer. Tel. & Tel. Co. patents only for Radio Amateur,
Experimental and Broadcast Reception.

F. A. D. ANDREA, Inc.
Jackson Avenue, Orchard and Queens Street
Long Island City, New York
Kimball Co. Announces New Model Phonograph

Instrument Is Unusually Attractive—Cabine Is of the Louis Sixteenth Period, Finished in Art Lacquer—An Art Product

The W. W. Kimball Co., Chicago, has added to its line of Kimball phonographs a model of unusual attractiveness and quality, known as the Kimball Louis XVI Period Model Phonograph Style 275. The cabinet is of the Louis Sixteenth period and is finished in art lacquer, blended and highlighted. The top of the cabinet is finished in matched butt walnut and the phonograph stands forty-four and one-quarter inches high, twenty-nine inches wide and twenty-two and one-half inches deep. The reproducer, tone arm and turntable are gold plated and the reproducer, which contains a metal diaphragm of special metal composition, and the tone arm embody the latest developments.

A unique feature of Style 275 is a hidden compartment for used needles. The reproducer is swung to a position over a needle cup and the used needle disappears through a slot into the interior of the cabinet. The compartment for old needles is so large that it would never become entirely filled throughout the life of the phonograph.

At each side and just below the open grille are eight record albums. Another device which makes its appearance on Style 275 is a volume control, the control lever being situated near the motor crank. The principle used in this volume control is identical the same as is employed in the best pipe organ manufacture and is the result of the Kimball Co.’s many years’ experience in the building of pipe organs.

The amplifying tone chamber, tone arm and reproducer have been constructed with due regard for the exact relation of each to the other. The motor is of the double spring heavy duty type and the turntable is controlled by an automatic stop. Style 275, as well as Style 150 and Style 110 console phonographs, the last two named being well known and widely distributed products, are described and illustrated in an attractive booklet recently published by the Kimball Co. In this is found a new phonograph slogan adopted by the Kimball Co., “The best in music whenever you want it.” The booklet has been translated into Spanish and it will be extensively distributed through South America, Mexico, Cuba, Porto Rico and other Spanish-speaking countries.

B. H. H. Gade Store

B. H. Young has purchased the B. H. Gade Music & Book Store, 107-109 North Fourth street, Chicago, Ill. Mr. Gade has been engaged in business here for the past fourteen years and has completed arrangements to retire.

Bringing the Panatrope to Atlantic City Visitors

Huge Electric Sign Brings Message, “Brunswick Panatrope,” Before Thousands of Visitors to Famous Resort

The name, “Brunswick Panatrope,” shines brilliantly over the Brunswick National Exhibit at Atlantic City through the medium of an enormous electric sign of the newest type, which silently but effectively keeps the name Brunswick before the visitors to Atlantic City. The Brunswick sign is one of the most brilliant and attractive in Atlantic City and stands out like the proverbial “sore thumb” as the welcome sign to the home of Brunswick.

J. H. Brooks, manager of the exhibit, tells the

Panatrope Sign in Atlantic City

of hundreds of Panatrope sales directly traceable to the promotion work done there by himself and his capable crew of assistants. The Brunswick Building has become one of the most popular showrooms of Atlantic City. Its strategic location and beautiful halls have made it the goal of many visitors to the famous Boardwalk City, where they might hear the Panatrope under auspicious circumstances.

Trade Activities in the Richmond, Va., Territory

RICHMOND, VA., February 8—Louis Frederick Gruner, formerly manager of the Biggs Music Co., Brunswick and Columbia dealer, died recently, aged forty-seven, following a protracted illness. He retired from the business several months ago after a nervous breakdown.

New console models of Goldberg Bros. with very favorable reception at the semi-annual furniture exhibition at High Point, N. C., where they were exhibited along with other products of the firm, according to LeRoy Goldberg, who attended the show, together with Charles G. Newman and Adolphus Hutzel, two of the firm’s salesmen.

Charles J. Reyn, manager of the Richmond office of the James K. Polk Corp., distributor of Polk-Phones, also had an exhibit at the High Point exposition.

President of the company, which covers Virginia and North Carolina, experienced a substantial increase in business in January over the corresponding month of 1927, he says, and February gives promise of hitting equal, if not better, pace. C. C. Alexander, who formerly traveled Florida for the company, has been transferred to Virginia and is now traveling this territory out of Richmond. He succeeds Hugh L. Smith, recently promoted to manager of the new branch office at Memphis. T. J. Bentell, traveling out of Atlanta, is now located at the Florida field, in addition to other States.

Fred Kessnich, wholesale manager for the Corley Co., reports that he is receiving many inquiries from the trade in regard to the two new styles of Victor phonographs which are just being put on the market. One, known as the 4-20 style, is to retail at $135. The other is a combination instrument known as style 7-25, with spring and electric equipment, retailing at $385. Efforts of this company to popularize grand opera in Richmond met with unqualified success when in cooperation with a Richmond newspaper it brought the San Carlo Opera Company here in January.

Radio Cabinets

By UDELL

A beautiful new 32-page catalog illustrating and describing the greatest line of Radio Cabinets in the country is ready.

Write for your copy today

THE UDELL WORKS

28th St. at Barnes Ave.
Indianapolis, Ind.
The radio leadership of 1928

180 volts on the output tube plate! Gigantic undistorted volume from the Bandbox!

Power! Power! Power! A feature of the Crosley AC Bandbox that lifts it head and shoulders above competition!

170 to 185 volts on the plate of the power output tube! Comparative checkings of competitive radios show interesting figures. Under identical testing conditions the Bandbox shows a full 170 to 185 volts on the plate of the 171 power output tube. Other radios show from 100 to 110 and 130 to 140 volts on the plate of output tube. The 171 power tube should have around 180 volts. This better than 40% superiority in one case and 25% in another is the difference between today's radio and yesterday's.

The Bandboxes are genuine Neutrodyne receivers. Totally and completely shielded, their acute sensitivity and sharp selectivity is amazing.

They have a single illuminated dial.

Contributing much to the success of this 1928 wonder radio is the Mershon Condenser in the power element of the set. Not being paper, the danger of its blowing out is entirely removed so that the desired heavy voltage can be used to produce the acoustic and volume results so greatly desired. It is SELF HEALING. It does not have to be replaced as is the case with paper condensers.

The capacity of smoothing condensers in Crosley power units is 30 mf. Other sets use only a fraction of that condenser capacity. Undersize condensers, transformers, etc., are used in order to build down to a price. Crosley builds up to a standard.

The AC Bandbox is purposely made in two models—the 602 in a double unit—the 704 self-contained. This is to provide maximum adaptability in all sorts of surroundings and uses.

The 602 double unit provides console cabinet installation in ALL kinds of consoles.

The 704 is for those who want the entire set in one cabinet. The two sets are identical in elements, design and performance. The physical difference is solely to meet the human differences of taste, necessity and price! The size of the 704 is 171/2 inches long by 123/4 inches wide and is 61/2 inches high.

Battery Type Bandbox $55

This celebrated model needs no picture, for, in appearance it is identical to the 602 receiver pictured above. Its amazing performance has won the radio world this season and its value is as outstanding NOW as the day it was first presented!

"You're there with a Crosley"

GROSLEY RADIO
Recapitulation Plan of Crosby Corp. Arousing Widespread Interest in Trade

Corporation Has Issued 300,000 Shares of No Par Common Stock—48,000 Shares Placed on the Market—Powel Crosby, President and Founder, Retains Control

Preparing an era of even greater expansion in the radio industry, announcement of recapitulation of the Crosby Radio Corp, Cincinnati, O., has been received with widespread interest. Under the new plan the company has issued 300,000 shares of no par common stock, 48,000 shares having been placed on the market at $25 each. The bulk of the stock is retained by Powel Crosby, Jr., founder and president of the corporation.

Starting modestly some five years ago, the Crosby Radio Corp. has experienced phenomenal growth, and to-day is one of the most radio manufacturing concerns of the country. During the past year its business totaled more than $8,000,000.

A New Sales Producer CARTER AC Adapter Harness

Practically every set owner will welcome the opportunity to change his set to A.C. tube operation. Here is your opportunity for new business from old customers, and prospects. A few minutes and the job is done. No structural change in the circuit; simply slip in the adapter harness. Not even a pair of pliers required.

Made for use with all standard A.C. Filament Transformers.

In Canada:
CARTER RADIO CO., LTD., Toronto
Office in principal cities of the world.

TYPE M RECORDING WAX
Developed for Electrical Recording. Works at 70° or Normal Room Temperature
F. W. MATTHEWS
White Plains, N. Y.

Columbia Scotch Catalog
The Columbia Phonograph Co. will release in the near future a special catalog devoted exclusively to Scotch record selections. The Scotch record lists carry an imposing and comprehensive array of favorites, old and new. Announcement of the catalog was broadcast during the company's radio hour on January 30th. which marked the anniversary of the birthday of Robert Burns.

The Demand for Quality Never Ceases
To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

CLAREMONT WASTE MFG. CO.
Claremont, N. H.
For Your 1928 Portables

Be sure to USE the ONLY Motor with the Easy, Smooth, Noiseless WORM GEAR WIND

This year your product will meet in competition in the field a new and decidedly superior type of Portable Motor. It's the

New UNITED Portable

A demonstration quickly proves its greater value. The prospective purchaser will recognize instantly its smoother, easier, and more quiet wind. He will choose the United-equipped Motor, whenever he has an opportunity for comparison because there is

— No Leaning on Motor to Wind
— No Skinning of Knuckles on Table

The new cut spiral nickel steel winding gears glide into action noiselessly and with hardly more than a touch of the hand on the crank. The Winding Shaft is at top of the motor—giving plenty of winding room so the hand does not strike the table. In fact here is a Motor of the same high quality as the Famous United No. 5. It is worthy of the other improvements you have put into your 1928 product. Order one for testing today.

Phonograph Motor Division
UNITED AIR CLEANER CO.
9702 COTTAGE GROVE AVENUE
CHICAGO, ILL.
Distributors Covering the New England Field Report Increased Demand by Trade

Twenty Per Cent Gain Reported by Columbia Branch—Francis D. Pitts Looks for a Busy Year
—Business Booming at the J. H. Burke Co.—Changes in the Steinert Co.

BOSTON, Mass., February 8.—The Columbia's New England business was one of those that made as good a showing as any, the increase for January being about 30 per cent over the corresponding month last year, says Manager Bill Parks. Moreover, he says, the prospects for February are very good. The company is still shipping out from this end the Columbia-Kolsters as fast as they are received.

Assistant Manager Fleming, of the Columbia Co., has been confined to his home in Milton for several days with a severe cold and, in fact, Manager Parks himself was somewhat under the weather the latter part of January. Looks for a Good Year.

"A very substantial year" is the way Francis D. Pitts, president of the F. D. Pitts Co., refers to the accomplishments of this company for 1927, and he further expressed himself by saying that the business was 25 per cent over 1926, and as for the actual increased profit he believed that, too, was considerably in excess of the year before, all this, of course, referring specifically to the Kellogg product, which the Pitts Co. is handling in so large a way. President Pitts during January paid a flying visit to the Kellogg factory in Chicago and was much impressed with the new goods that are to be put on the market this current season.

J. H. Burke Co. Busy

Business booming—that's what one learns from the J. H. Burke Co., which is making marked progress with the Atwater Kent line. The new 27 AC, one of the specially popular models, is completely wiped out and two and sometimes three shipments a week are being received the demand continues to exceed the supply. Rather severe weather of late on the water has delayed the arrival of some of the boats, which has meant a delay in the receipt of goods, which is embarrassing because of the insistence of dealers.

A week or so ago Joe Burke and his brother, Tom, the company's sales manager, were in Philadelphia, where they found the outlook for the Atwater Kent line excellent. A visitor to the Burke Co.'s headquarters here a few days ago was Al Aaraney, the New England field representative for the Atwater Kent Co., who stayed here the better part of a week.

Rearranging Its Quarters

Because of the rapid development of its radio business, as well as the expansion of its Victor output, the Eastern Talking Machine Co. is entirely rearranging its quarters at 85 Essex street. Manager Alan Steinert is having a new and enlarged private office in the front corner especially for quiet conferences and there are to be new display rooms, as well as new repair quarters and space for parts and accessories. The record racks have been more conveniently located and when the entire interior is completed it will take on an aspect of newness.

Regret Leaving of Harry L. Spencer

There is general regret in the trade that Harry L. Spencer is quitting Boston, where for a long time he has been the New England manager of the Brunswick Co. More official announcement of Harry's change of company and scene will be found in another part of this issue. Meanwhile there will be a welcome awaiting his successor when he arrives on the scene.

Official Changes at Steinert Co.

Because of the death of Albert M. Steinert, at Providence, a few weeks ago, there has been a rearrangement of offices in the house of M. Steinert & Sons Co., which has handled the Victor product for a long time. Robert S. Steinert, his nephew, and son of Alexander Steinert, became the new manager. Alan Steinert, another nephew and at present in charge of the business of the Eastern Talking Machine Co. here, becomes secretary.

Phonograph Society Concert

The second Winter's concert of the Music Lovers' Phonograph Society was held at the Fenway School Center a week ago and the attendance numbered about fifty. Adolph Berwind presided and gave a talk on the old masters, as well as on some of the new ones; and appropriate selections were played on several makes of Victor, Columbia, Brunswick and other records. The next meeting is to be held at the same place and the date is Friday evening, February 17.

Mr. and Mrs. Steinert Sell

Alexander Steinert, of the M. Steinert Co., here, sailed a few days ago with Mrs. Steinert for a several months' visit abroad, a trip up the Nile being one of the features of the itinerary.

Message of Appreciation

The Plaza Music Co., New York City, manufacturer of Pal portable phonographs, Banner, Domino and Regal records, and other merchandise, and distributors of musical merchandise and radio, has mailed this month to the trade "An Appreciation" written in the good, short sentence style made popular by K. C. B. This appreciation calls attention to the fact that it is nineteen years since the Plaza Music Co. began to feature musical merchandise and began to grow. It voices appreciation of the cooperation of the music merchant which made this growth possible.

The Season for Victor Sales Is of the Dealer's Own Making

Every month of the twelve is one of opportunity for the dealer who has a representative stock of Orthophonic Victrolas, Records and Combinations, for public interest and demand is constantly on the increase.

Oliver Ditson Co.

BOSTON

Chas. H. Ditson & Co.

NEW YORK
Making history

THE smashing radio hit of the year—the new Atwater Kent A.C. Sets.

People who went without radio until A.C. operation could be perfected are flocking in to buy the new Atwater Kent.

People who tired of caring for batteries are buying it to replace old sets.

Sell them a second set
People who wanted a second set, for

Model E
Radio Speaker
$24
Radio's truest voice. All parts protected against moisture. Comes in a variety of beautiful color combinations.

Model 37
The astonishing price of the new six-tube, FULL-VISION Dial, self contained A.C. set includes everything except tubes and a speaker. No power accessories required—no batteries, no charger. For use only with 110-115 volt, 60-cycle, Alternating Current. Uses six A.C. tubes, and one rectifying tube.

$88
without tubes

another part of the house, so that different family groups could listen to different programs, are finding the new set exactly what they hoped for.

Here's a new market—the second set idea! It will pay Atwater Kent dealers everywhere to exploit it.

The price is so low that your customers can have two sets for what they may have expected to pay for one.

Atwater Kent Radio Hour every Sunday night on 25 associated stations

One Dial Receivers Licensed under U.S. Patent 1,414,482
Prices slightly higher West of the Rockies

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
Herbert H. Frost Is Now
With Federal-Brandes, Inc.

Elected Vice-President in Charge of Merchandising—To Assume New Duties on March 1

Herbert H. Frost, one of the outstanding executives in the radio industry, was elected vice-president in charge of merchandising of Federal-Brandes, Inc., manufacturer of Kolsker Radio, at a meeting of the board of directors held on January 23. Mr. Frost will assume his new responsibilities on March 1, his resignation as general sales manager of E. T. Cunningham, Inc., taking effect on the twenty-ninth of this month.

Mr. Frost has been one of the leaders in the radio industry since its inception, having served two terms as president of the Radio Manufacturers' Association. From 1921 to 1925 he was president of Herbert H. Frost, Inc., a successful radio manufacturer in Chicago. He resigned in 1925 to become general sales manager of E. T. Cunningham, Inc.

Under the leadership of Rudolph Spreckels, chairman of the board of directors, Federal-Brandes, Inc., has built up the sale of Kolsker Radio until it is now one of the outstanding leaders in the industry and the acquisition of Mr. Frost in an executive capacity is another forward step in building the organization's merchandising activities.

Federal-Brandes, Inc., is also linked with the Mackay system through its subsidiary, Federal Telegraph Co., and is the manufacturer for the Columbia Phonograph Co. of the electrical equipment for the Columbia-Kolster phonograph, the combination that is proving so popular with the trade and public.

RCA Makes Available Direct
Mail Campaign to Dealers

Comprises Six Mailings to Be Sent Out at the Rate of Two Each Month—Planned for the Purpose of Stimulating Business

An exceptionally effective direct-mail campaign designed to stimulate sales during what is usually considered the dull season is now available to all RCA authorized dealers. It comprises six mailings, sent out at the rate of two a month for a period of three months. Each piece of literature is imprinted with the dealer’s name, sealed, stamped and addressed, all ready for the mails. They are sent in regular instalments to the dealer, so that he may mail from his own place of business, twice a month, to the list of possible radio buyers in his section furnished by him. The dealer can then follow up the mailings by salesman’s calls.

The Radio Corp. plans the cost of the campaign with the dealer on a fifty-fifty basis, the cost to the latter working out at thirty-five cents per name, postage included, for all six mailings.

A national advertising campaign covering magazines, newspapers and broadcasting, as well as other sales promotional activities, will also be undertaken by the advertising department of the Radio Corp. during 1928, under the direction of Pierre Boucheron, advertising manager.

Brunswick Dealer Gains
Sales Through Displays

Woodrump’s of Charleston, W. Va., Brunswick dealers, are thoroughly convinced that attractive window displays are essential to the stimulation of business and have decided that the best window displays are those which attract by motion. Recently they used a miniature orchestra in action as the feature of one of their window displays, and in this manner attracted large crowds to their store. But Woodrump’s goes further than attractive window displays. They have one of the most beautiful record departments in the country, and there, under conditions and circumstances cleverly designed to impart the home atmosphere to the customer, Brunswick instruments and records are played.

The actual results of the recent window display cannot be counted, but it served to develop an unusual amount of interest in Brunswick in this West Virginia town, and Woodrump’s have traced many prospects and some sales directly to this interest.

The Hershey Music Store, Litchfield, Minn., has taken new quarters on the balcony of the Walhberg Variety store. This concern is enjoying an expanding business.

Takes Charge of Fansteel
Offices in New York

Chester “Doc” Jones, Long Prominent in Chemical Field, to Look After Company’s Interests in Eastern Territory

Chester H. (“Doc”) Jones has been appointed to take charge of the New York offices of the Fansteel Products Co., Inc., North Chicago, Ill., metalurgists and radio manufacturers. Mr. Jones will be in charge of both chemical, metalurgical and radio Balfite sales.

Mr. Jones brings the most varied practical experience to his position. He has been not only a chemical engineer but a salesman all his life. His experience includes two years in the Tellurite Gold Mine, two years with the mechanical and electrical department of the Santa Fe, five years with the General Electrical Co., developing their business with steam railways, one and one-half years with the Western Chemical Co., as superintendent of construction on their smelter plant, two years U. S. Army service at Fort Sheridan Training Camp, one year as a consulting engineer in New York, and six years with the McGraw Hill Co., in both advertising and editorial departments.

Mr. Jones joined the Fansteel Products Co. two years ago, in charge of development of technical sales of the company’s rare metals—tungsten, tantalum, molybdenum, and caesium, a position requiring thorough knowledge of the chemical and electrical fields combined with sales ability. Under Mr. Jones, this department of the Fansteel Products Co. has flourished. His new address is Fansteel Products Co., Inc., 50 Church street, New York.

Pay Tribute to Schubert

Otto H. Kahn, chairman of the American committee which is sponsoring the celebration in observance of the Schubert centenary, sent a cable of felicitation to the Mayor of Vienna on the birthday of the composer on January 31.

**Exclusive Features**

which will increase the sales value of your phonographs are incorporated in the superior line of

**KRASCO silent MOTORS**

Krasco Phonograph Motor Co.

Elkhart, Indiana, U. S. A.
Great Things are on the Road for SONORA and SONORA Dealers

NEWS about Sonora is the high-spot of interest in every gathering of music merchants in the land.

The developments, it is true, are far reaching in their scope—they are fundamental—as to policies, as to product, as to people.

It is true that Sonora has a new product to be offered early in the Spring—far exceeding in performance any known recording device, either phonograph or radio.

It is true that Sonora has gathered new and most modern plants for the economical production of its new products.

It is true that new policies and new discounts made possible by new money and resources are planned to bring more profits to every Sonora dealer.

It is true that a wonderful new record is soon to be offered.

It is true that a wonderful aggregation of the most capable men in the industry will direct the destinies of Sonora, backed by ample capital, by new research and production brains, and by a wholly new selling policy.

BUT it is also true that Sonora's present radios—7 great models—all modern A. C. products—give the dealer the greatest line of high grade radios offered to the market today.

It is also true that Sonora's line of Tonalic Phonographs gives him the highest grade of present day phonographs, set in the most beautiful cases ever offered.

The new plans...the new products...the new policies have fired the imagination of the music trades.

The new Sonora will most profoundly affect the business and the financial success of every dealer in the land. Your business will be affected. You cannot help that—neither can we.

To all prospective dealers, we have at the moment, only one thing to say. Our old dealers will get every possible advantage when the revolutionary new products are ready for delivery.

To be on the preferred list of dealers and to get the new products when ready early this Spring, get aboard right now. Learn our methods. See how our new organization works together. Enjoy our new discounts. Get yourself ready for the greatest forward step ever made in the reproduction and merchandising of music.

Sonora
CLEAR AS A BELL
RADIOS-PHONOGRAPHS
RCA and General Electric Co. Stage First Demonstration of Television Broadcasting

Moving Images and Voices Broadcast From the Laboratories of the General Electric Co. in Schenectady, N. Y.—First Television Receiving Set Made by Dr. E. F. W. Alexanderson

The first demonstration of television broadcasting, arranged by the Radio Corp. of America and the General Electric Co., was held recently at Schenectady, N. Y. At three different points in the city, including the home of E. W. Allen, vice-president of the General Electric Co., groups of engineers, scientists and newspaper men standing before the first "home television sets" ever to be demonstrated, saw the moving images and heard the voices of a man and a woman transmitted from the research laboratories of the General Electric Co. several miles away.

The first home television set is said to be of very simple construction, not unlike the familiar phonograph cabinet in size and exterior appearance. It was developed by Dr. E. F. W. Alexanderson, consulting engineer of the Radio Corp. and General Electric Co., and his assistants in the Schenectady laboratory.

"While this is a historical event comparable to the early experiments in sound broadcasting," declared David Sarnoff, vice-president and general manager of the RCA, "the greatest significance of this demonstration is in the fact that the radio art has bridged the gap between the laboratory and the home. With all that has been accomplished there are still many experimental stages to be traveled before a commercial television service can be established. The television receiver as at present developed, will supplement and not replace the modern radio receiving set in the home. Broadcasting of television will develop along parallel lines with broadcasting of sound, so that eventually not only sound but pictures will, through radio broadcasting, be available to every home throughout the country."

Important Activities Feature the Month Among Trade in Twin Cities Territory

Consistent Advertising Proved Effective in Stimulating the Demand for Brunswick Products—Victor Record Sales Gain 50 Per Cent—Crosley Dealer Meets Staged by Luckyer Co.

St. Paul and Minneapolis, Minn., February 7.—The Brunswick branch finished up 1927 very satisfactorily, considering the volume of business done in other lines. The record turnover was remarkable, passing the high marks of some former years, and this in spite of the heavy buying in radio. The Brunswick Co. carried on a consistent advertising campaign.

Eddie Dunstadder, the Northwest organist, has gone over in a manner unusual for a new artist, being among the ten "best sellers." During the week of January 22 the Brunswick offices sent the organist on a tour through southern Minnesota in a series of personal appearances at the motion picture houses of the Rothn & Finkelstein Co. Record sales were greatly stimulated when the artist autographed records at the dealers' stores. Firms assisting on the tour were the Austin Furniture Co., Austin, Minn.; Hart Co., Winona, and the Bach Piano Co., Rochester, all of whom cashed in. Maestro Alberto Bimboni, composer and conductor, who directs the Philadelphia Civic Opera, has been in Minneapolis for a month working on the production "Winona." While here, Bimboni used the new Sonora instrument at the organ in his concert. The Northwest distributor, carried a large ad with a cut of a letter from Maestro Bimboni commending the instrument. R. C. Coleman, manager of the radio division of the Geo. C. Beckwith Co., has been East for two weeks, where he stopped at the Federal factory in Buffalo and other points of interest. The Crocius and Farnan speaker has been going wonderfully.

Wm. C. Fuji, vice-president of the Columbia Phonograph Co., stopped in Minneapolis on his way to Seattle and the Coast. He visited the Kern O'Neill Co., Columbia distributor. Four full pages of Columbia advertising appeared in the St. Paul, Minneapolis and Duluth papers on January 13. Supplemented by advertising in the University "Sky-U-Mah" and foreign-language papers, the effect was very impressive.

Victor headquarters find record sales splendid, being 50 per cent greater than last year. The new Automatic Orthophonic, with a unique coin box feature, for use in restaurants, etc., is drawing a tremendous amount of attention.

January found the Luckyer Sales Co. still over-sold on some of their Sparton electric sets and speakers. The Crosley new Bandbox, Jr., selling at $35, and the electric Bandbox at $90, have made a tremendous hit with the trade and dealers are ordering enthusiastically from the samples. The Carryola pick-up machine is also a drawing card for order sheets. The Luckyer Co. had two Crosley dealer meetings in January, one in St. Paul and one in Minneapolis. They were held at the St. Paul Hotel and the Radisson, and were very well attended. New models were shown and new policies announced.

William A. Luckyer recently returned from a Crosley conference where he gave one of the addresses at Cincinnati. A. L. Torpeil, sales manager of the Luckyer Co., addressed a gathering of Sparton dealers at Jackson, Mich.

R. O. Foster, of the firm of Foster & Widnall, has returned from a visit to New York and other Eastern cities where he visited the Charles Freshman Co. as well as various other plants.

Mr. Foster reports a good January with radio still the outstanding mover in merchandise. Following an ad the company sold out in one hour thirty-four of the style 17 RCA Brunswick machines. One hundred sets of radio were sold that same day.

Plymouth Elec. Co. Now a Federal Ortho-sonic Jobber

The Federal Radio Corp., Buffalo, N. Y., announces the completion of wholesaling arrangements with the Plymouth Electric Co., 218 State street, New Haven, Conn. This wholesaler will operate in the New Haven marketing area, which comprises the States of Connecticut, western Massachusetts and a portion of Rhode Island.

The Plymouth Co. possesses the distinction of having been one of the pioneer radio wholesalers in southern New England, and since the early days of commercial radio has enjoyed an excellent reputation among retailers throughout the territory.

Radio Engineers Entertained

The Polynet Mfg. Corp., New York, recently entertained at the Polynet plant visiting members of the Institute of Radio Engineers who were in attendance at the third annual convention of the Institute.

Jewel Has This to Say—

The Jewel Reproducer No. 40 is a Cracker Jack on dance and other loud records when volume is desired.

We have never followed the policy of making exaggerated claims as to the merit of jewel reproducers and tone arms, but Jewel products are time tried and proven, over a period of 12 years. They are designed and made by men of 30 years' experience in phonograph tone reproduction. They are known by firms with whom we have dealt and supply today, stand as witnesses to their worth.

The thousands of dealers who have sold Jewel reproducers and tone arms for the past twelve years appreciate their quality appeal, and if not one of these dealers, you are missing a bet by not writing to us for information on the highest quality line of tone arms and reproducers in the industry.
Here are 2 New Superior Cabinets

Keeping abreast with the public demand for high class radio furniture, Superior has designed a variety of cabinets, tables, spinets and consoles in both walnut and decorative artistic models. Both models illustrated herewith are designed to accommodate any AC electric set.

There is a Superior cabinet for every purse. Each model represents the utmost in quality at the price.

The RCA 100-A loud speaker, one of the fastest selling radio instruments ever placed on the market, is standard equipment in all models of the Superior line. It is justly famous for its wide range and quality of tone, and the RCA national advertising campaign makes it an easy-selling feature of the Superior cabinet line.

Our enlarged production facilities enable us to make prompt deliveries on orders of any quantity.

Superior Cabinet Corporation
Executive Offices and Showrooms
206 Broadway - - - - - New York City
Executive Board of National Ass'n Music Merchants Holds Its Mid-Winter Meeting

Important Matters Come Before Members at Meeting in the Hotel Commodore in New York—
Music Advancement Discussed—Chamber Directors' Meeting—Convention Exhibits

The mid-Winter meeting of the executive board of the National Association of Music Merchants was held in the Hotel Commodore in New York, on Thursday, January 26, and by putting in a full day's work the members managed to handle all the matters coming before it in a single day. The principal discussion revolved around the question of selecting annual meeting places, considerable opposition having developed through the practice of alternating the annual conventions between New York and Chicago. The decision made at the last annual convention to select some other meeting places after the 1928 gathering in New York was reaffirmed and the committee, with Jay Grinnell, of Grinnell Bros., Detroit, as chairman, was appointed to study the matter and report back to the Association in June. It is believed that if the annual convention is held in different parts of the country and away from the big manufacturing centers it will serve to develop closer contact with dealers and build up the ranks of the Association.

Discuss Music Advancement Work

Considerable attention was devoted to a discussion of the activities of the National Bureau for the Advancement of Music, particularly with reference to group piano instruction in the schools, and other activities connected with the development of public interest in the piano. Tentative plans regarding the next annual convention were also discussed at considerable length, including the arrangements for the annual banquet, the big event of the meeting.

Between the morning and afternoon sessions of the Board of Control they attended a luncheon at the Commodore where there was a sort of round-table discussion regarding trade problems, a number of other outside guests being present.

One of the speakers was Dr. Paul V. Winelow, who suggested the abandonment of the present-day alarm clock as calculated to shock the nerves by its sudden noise in the morning and the introduction of some means for awakening American families with pleasing music. Another speaker was Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, who called attention to the clauses in the new Revenue Bill now before the Senate, which, if allowed to remain, would impose double taxation on dealers doing business on an installment basis. He urged that members of the industry protest strongly to the Finance Committee of the Senate and to Senators in general to have the bill changed in a manner to grant relief.

In the evening following the sessions the members of the Board of Control of the Merchants' Association, together with the Board of Directors of the Music Industries Chamber of Commerce, were the guests of the local pianomakers and merchants' association at a dinner at the Commodore at which Theodore F. Steinway, president of Steinway & Sons, was the principal speaker.

Chamber of Commerce Directors Meet

On Friday, January 27, there was held the mid-Winter meeting of the Board of Directors of the Music Industries Chamber of Commerce at which definite plans were made for carrying on the work of the National Bureau for the Advancement of Music on its present scale through having the National Piano Manufacturers' Association and the National Association of Music Merchants guarantee to make up the anticipated deficit in the Chamber's revenue. The associations will make equal contributions to cover any deficit, which is not expected to exceed $7,000 maximum. The Board of Directors also considered plans for the annual conventions of the national music industry at the Hotel Commodore, New York, during the week of June 4.

Relations Covering Exhibits

In connection with the convention plans it was announced that the regulations covering exhibits would be considerably tightened and the practice of non-member manufacturers joining the Chamber at the last moment for the purpose of securing exhibit privileges, only to resign soon after the convention, would no longer be tolerated. Only those concerns who hold membership in the Chamber as of March 1, 1928, will be recognized as entitled to exhibit, although it will be possible in certain cases to submit applications within a reasonable time after that date providing the necessary payments are made as of March 1.

The meeting, which was presided over by Hermann Irion, of Steinway & Sons, president of the Chamber, was one of the best attended in the history of the organization, among those present being Wm. J. Haussler, C. Bruno & Son, New York, Victor wholesalers, Walter W. Clark, of the Victor Talking Machine Co., and Raymond E. Durham, of Lyon & Healy, Chicago. Between the morning and afternoon sessions the directors were the guests of Steinway & Sons at a concert at the Steinway factory, given by an orchestra made up of employees of the company.

Other organizations whose executives held mid-Winter sessions in New York during the same week were the National Piano Manufacturers' Association and the Musical Supply Association.

Freed-Eisemann "9" and the "Radio Magnatone" Combined

The Freed-Eisemann "9" receiver has been adapted for the new "Radio Magnatone," a combination phonograph and radio instrument which is proving very popular in homes and in theatres in the British Isles, according to reports received at the executive offices of the Freed-Eisemann Radio Corp., Brooklyn, N. Y.

The "Radio Magnatone," illustrated herewith, was recently installed in the S.S. "American Banker," and Miss Anne Donahue, of Philadelphia and London, a passenger, is shown watching Captain Haakon Fjeldsen tune in. The phonograph records are "picked up" by a magnetic device, patents for which have been applied for.

Plans to Import Phonographs and Records to Honduras

"La Perla," importing and exporting firm of San Pedro Sula, Honduras, Central America, owned by Miguel J. Canahuate, is planning to add phonographs and records to the general line of merchandise carried.

This firm was established in 1914 and imports from the United States, Europe and Japan.

Gulbransen Co. Elects

The Gulbransen Co., Chicago, held its annual election Tuesday, January 31, at a meeting of stockholders and directors. Officers elected were as follows: President, treasurer and general manager, A. G. Gulbransen; vice-president, C. Gulbransen; secretary, Edward B. Healy, Directors, A. G. Gulbransen, C. Gulbransen, Edward B. Healy, A. H. Böttcher, George A. McDermott, L. W. Peterson and C. H. Berggren. President A. G. Gulbransen, in his annual report to the stockholders, was able to present a favorable showing by the Gulbransen Co. The firm met all preferred stock and bond payments in 1927 and paid 6 per cent on its outstanding common stock.

Gold Seal always keeps in front

Customers know they can count on Gold Seal—to get the finest results with the latest A. C. sets the answer is Gold Seal just as it has been with the older sets.

Gold Seal keeps abreast in everything that builds success for the jobber and dealer—with National and local Advertising, with the Gold Seal Square Deal Policy in all dealings, and with every up-to-date method of selling.

It will pay you to write for particulars.

GOLD SEAL ELECTRICAL CO.
250 Park Ave., New York

GOLD SEAL Radio Tubes

<table>
<thead>
<tr>
<th>Type</th>
<th>Full Wave Rectifier</th>
<th>List Price, $1.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSE 257</td>
<td>Full wave rectifier and amplifier heater</td>
<td>$1.60</td>
</tr>
</tbody>
</table>

Gold Seal Electrical Co.
Gold Seal always keeps in front

Customers know they can count on Gold Seal—to get the finest results with the latest A. C. sets the answer is Gold Seal just as it has been with the older sets.

Gold Seal keeps abreast in everything that builds success for the jobber and dealer—with National and local Advertising, with the Gold Seal Square Deal Policy in all dealings, and with every up-to-date method of selling.

It will pay you to write for particulars.

GOLD SEAL ELECTRICAL CO.
250 Park Ave., New York

GOLD SEAL Radio Tubes

<table>
<thead>
<tr>
<th>Type</th>
<th>Full Wave Rectifier</th>
<th>List Price, $1.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSE 257</td>
<td>Full wave rectifier and amplifier heater</td>
<td>$1.60</td>
</tr>
</tbody>
</table>
If the Portable You Sell Has a Flyer Motor
It's a Good Portable

A PORTABLE phonograph can be no better than its motor. A pretty case won't pacify a customer if the motor inside goes bad.

That's why it pays to handle Flyer-equipped portables. The Flyer is the motor with the tough athletic spring, cast iron frame, specially cut precision governors, gears and bearings, and with the fibre used in the fibre gear seasoned for over a year. The Flyer is the motor that must pass 77 inspections before it can be used. The Flyer is the motor that is noiseless, free from all vibration, and built to stand long years of hard use and abuse.

That is why the majority of all portables sold are equipped with Flyer Motors—manufacturers and dealers both know their business is safe and their profits sure with the dependable Flyer.

The General Industries Co.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for 25 Years.
Increased Demand for All Lines Reported by the Trade in the Baltimore Territory

Columbia Business More Than Satisfactory, Says William H. Swartz, Vice-President of the Columbia Wholesalers, Inc.—Brunswick Record Sales Gain—C. F. Shaw Promoted

Baltimore, Md., February 8.—Columbia business in this territory has been more than satisfactory, according to a statement by William H. Swartz, vice-president of Columbia Wholesalers, Inc., who says:

"The new Columbia-Kolster model 900 has created a real sensation in this section. By playing this machine in the doorway dealers have greatly increased their record business. One dealer sold over 150 of a $1.25 record, which he continually broadcast with this machine. Dealers elsewhere are demonstrating this machine at every possible public gathering and sales are piling in as a result. M. Budacz & Sons, located in the eastern section of Baltimore, and whose trade is chiefly a working-class of people, sold fourteen of these $475 Columbia machines within six weeks, just as a result of making demonstrations at dances, balls and concerts.

"Completed and adjusted figures for the year just past showed that Columbia Wholesalers, Inc., enjoyed a most spectacular increase in Columbia business over any previous year in their history. Final figures bring to light that the Columbia dealers in Maryland, District of Columbia, Virginia and part of North Carolina sold well over one million dollars' worth more Columbia phonographs and records than they did in the big year of 1926, which had set the previous sales record.

"This fine increase was equally distributed between both machines and records, although machine shortage the last part of the year permitted total record business to slightly exceed the year's machine sales.

"Columbia dealers are elated both over their fine business and also over the bonuses many of them are drawing down under Columbia's bonus plan. It is interesting to see how many dealers in small towns qualified for bonuses, several merchants in towns of less than 1,000 population earning bonuses whereas some dealers in big cities missed out. The ability of the dealer himself, his aggressiveness and consistent efforts seem to have been the big factor rather than either size of town or condition of local business.

"A great business stimulant was, of course, the 'Two Black Crows.' Dealers in this section have made a killing on these records. Heavy advertising has sold not only tremendous quantities of these particular records but thousands of other dance and song hits as well. Record sales in Baltimore and Washington were further aided by the personal appearances of Moran and Mack, who were the stars of the Vanities.

"Dealers' advertising on Columbia has been most spectacular not only in Baltimore but all over the territory, and on both machines and records. It is interesting to note that in the Baltimore papers, for instance, there was more advertising on Columbia records in December alone than on any other line for the whole year of 1927. Dealers inserted full page after full page, getting one or more page ads in every one of the nine local papers, including the race and foreign papers.

"Brunswick record business continues to increase in this territory. Sales were greatly augmented by the special release of a comedy dialogue by William LeMaire and John Swor entitled, "Sweet William and Bad Bill in New York." Dealers are manifesting great interest in the new Brunswick Panatrope-Radiola 178. The first carload of these instruments was sold before its arrival in Baltimore. The appearance during the month of several Brunswick artists had the effect of greatly increasing sales of their records. Nick Lucas appeared in Washington, but unfortunately had to cancel his Baltimore engagement, due to a severe cold.

"Charles F. Shaw, formerly district manager of the local branch, was recently appointed branch manager of the Brunswick headquartera in Boston. Before leaving he was presented with a handsome candelabra, the gift of the local branch employees.

"Harry M. Wagner has been appointed sales representative of the branch's record department.

"The radio section of the May Co., large department store, which formerly was operated by the R. B. Rose Co., is now under the direct supervision of the May officials, who have added the Victor line, and are featuring Radiola, Atwater Kent and Zenith receivers.

"William Braiterman, of the Braiterman-Feder Co., reports that the Brafo catalog was so well received by dealers that a second edition is necessary and it is now being prepared. This catalog is sent upon request only. Mr. Braiterman states that Oriole portables and Mel-O-Art player rolls are continuing in big demand.

Columbia Releases First Wagner Festival Records

Columbia Phonograph Co. Issues Masterworks Set No. 79, Consisting of Eleven Double Discs of Music of Famous Bayreuth Festival

The long-awaited Columbia records of the Bayreuth Wagner Festival, the first records made in the Festival's history, are now an accomplished fact. Eleven double discs, forming Columbia's Masterworks Set No. 79, just released, constitute an achievement in the phonograph industry of a distinction beyond any factual pride, and of credit to the entire trade.

The Bayreuth Wagner Festival was founded in 1876 by Richard Wagner himself, at Bayreuth, Bavaria, to give performances of his own works under the most nearly ideal conditions he could devise. He built there his own auditorium, and directed the performances which since his death have continued under his son, Siegfried. At these performances, which have occurred now twenty-five times during Summer periods, the world's best players and singers have felt honored to be asked to assist.

Columbia's contract with Siegfried Wagner for exclusive recording of the Wagner Festival over a term of years is internationally regarded as the biggest feat in phonograph-record history. The cost of rights for Columbia's exclusive recording of the Wagner Festival is given as $10,000,000, sterling.

This is considered an epoch-making event that Columbia is placing a special newspaper campaign, directed not only toward the enthusiastic Wagnerites, but also toward the larger audience of music lovers who can hear an authentic introduction to the Masterworks of Wagner through these Bayreuth recordings.

Prizes for Thos. A. Edison

Thomas A. Edison has become the champion coconut grover of Florida. At a personal exhibit at the South Florida Fair held last week in Tampa, he received two first prizes, one for the best coconut in the State, and one for the largest cluster. Mr. Edison, whose Winter home is at Port Myers, is keenly interested in fruit and plant culture, thanks to pointers received from the late Luther Burbank.

Hackett Featured on Radio

Charles Hackett, tenor of the Chicago Civic Opera Co., was the featured artist in the Atwater Kent Hour on Sunday, February 12. He was assisted by Nanette Guildford, of the Metropolitan Opera Co., and the Atwater Kent Orchestra, under the leadership of Robert Fodor Bowers.
"TALK-BACK"
Phonographic Recorder

Endless Variety of Uses

Musicians improve their technique.

Favorite radio programs can be recorded.

Singers and speakers will be greatly helped.

Record the voices of the family, parents' and children's voices preserved for years.

Every Phonograph Owner a Prospect!

Every phonograph owner can make his own vocal, instrumental and speaking records at home.

That real thrill — hearing one's own voice or those of friends on the phonograph — is furnished by the TALK-BACK. This sensational instrument is the essence of simplicity — any child can set it up. There is nothing to get out of order. Once made, the records can be played over and over again.

List: Ready to Make Records........ $7.50
3 Double Face Records............. 1.00
Cost to Dealer: "TALK-BACK,"
Complete Outfit.............. 4.50
Set of 3 Records............. .60

The "TALK-BACK"
The new musical sensation for easy home recording doubles the pleasure of owning a phonograph

Consolidated Talking Machine Co.
CONSOLIDATED BUILDING
227-229 W. Washington Blvd., Chicago
M. F. Burns to Become Cunningham Sales Manager

E. T. Cunningham Executive to Take Over New Post on March 1—at Present Is New York District Sales Manager of Firm

M. F. Burns, at the present time New York district sales manager of E. T. Cunningham, Inc., manufacturer of Cunningham tubes, will become sales manager of the organization on March 1, according to an announcement by E. T. Cunningham, president. Mr. Burns succeeds Herbert H. Frost, who has tendered his resignation, effective February 29. Mr. Burns is one of the best-known sales executives in the radio and electrical industries. Though his principal activities have been in the East, he numbers his friends from coast to coast. His experience includes sales and merchandising with the Westinghouse Electric & Mfg. Co. and the Robbins Electric Co. of Pittsburgh. When E. T. Cunningham, Inc., opened its New York office in 1923 Mr. Burns was appointed Eastern district sales manager and has been successful in that capacity.

New Jewel Reproducers
Introduced to the Trade

The new Jewel reproducers, No. 33 and No. 34, recently introduced by the Jewel Phonotube Co., Chicago, are practically the same in design and construction with one exception. The No. 34 Deluxe model is enhanced by a two-carat Saffo brilliant, and polished the same as a diamond, which adds an attractive touch to the reproducer. In mechanical construction the Jewel reproducer contains several outstanding features. The special aluminum diaphragm is hand-made by a secret process which gives it certain qualities which bring forth exceptional tone quality and volume. The diaphragm is the result of exhaustive experiments, and it is said to respond to all frequencies without exaggerating one more than another, producing as a result a solidity of tone and volume which music lovers appreciate.

The new No. 40 reproducer has been especially designed to produce volume for dance music. It is constructed in a rigid manner and, according to the manufacturer, will stand hard usage and abuse. Because of its performance, attractive price and neat design, the No. 40 is expected to be a popular product.

Robert N. Watkin, secretary of the Will A. Watkin Co., Dallas, Texas, has been re-elected a director of the Retail Merchants’ Association of Dallas.

Stromberg-Carlson Set
Installed in Sedan Car

Major M. K. Lee Has Receiver Built in Back of Front Seat for Entertainment While Touring—Speaker Mounted on Roof of Car

An interesting installation of a Stromberg-Carlson radio receiver was recently made in the back of the front seat of a $13,000 Cunningham sedan, owned by Major M. K. Lee, of the United States Air Service, who makes his home in Baltimore and New York City.

The cone speaker has been mounted on the roof of the car, the antenna being built into the top. The receiver runs off the storage battery of the car, utilizing dry cell "B" and "C" batteries. Major Lee possesses a Stromberg-Carlson receiver in his home in New York City, and is so satisfied that he chose a similar instrument for entertainment while touring.

Ad Men Plan Conclave

The annual convention of the International Advertising Association will be held at the Masonic Temple in Detroit, Mich., from July 8 to 12. Retail advertising and merchandising activities will occupy a prominent place on the convention program.

Helycon Motors
Precision Built

The use of the Helycon Motor has proven profitable to makers of phonographs because of:
—ease of installation
—its few parts
—the interchangeability of parts
—absence of trouble when installed.

No dimension of any Helycon Motor has ever been changed. Helycon Motors are precision built to furnish smooth, silent, dependable power.

Illustrated catalogue of Helycon Motors, Tone Arms and Reproducers sent on request

POLLOCK-WELKER, Limited
Kitchener, Ontario, Canada

Cable Address: Polwel, Kitchener.

Power!

Helycon Motor No. 102 provides ample power for the new electrically recorded records. Smooth, silent, dependable power.

Power!

Power to play from four to four and a half 10-inch records with unvarying speed with one winding.
Formal Opening of New Platt Building Drew Public

Event Marked by Great Campaign of Publicity
Both in Newspapers and Over the Radio—Reception Committee of More Than Hundred

LOS ANGELES, January 25—The Platt Music Co., which has occupied its new limit height building, 832 South Broadway, since the first of the year, staged its formal opening on Friday, January 27.

Great preparations were made to make this one of the most noteworthy events in Los Angeles. A complete section of twenty full-page advertisements were run in special sections of the daily newspapers, an advertising expenditure and effort without precedent by any mercantile concerns in the West—the nearest approach being a sixteen-page special advertisement by the May Co.'s department store. The Platt Music Co. also was on the air over Radio Station KNX for three hours on the evening of Thursday preceding the opening of the store, at which time it gave a travelogue of the world similar to the one given by them four years ago over KFI.

A reception was tendered to the public on a scale never attempted before with a special reception committee of a hundred or more.

W. M. Van Mante, chairman of the board of the Schumann Piano Co., left this week for the Hawaiian Islands. He will be away for a month and a half, which will give him a month's stay in the land of ukes and guitars.

Many of the leading music houses of Los Angeles have signed up for space for booths in the Pageant of Music, which will be held in Los Angeles June 18 to 30, representing several thousand dollars.

Trade Changes Feature Month in Akron-Canton

AKRON-CANTON, O., February 8—Preliminary dismantling of the radio and phonograph departments of the M. O'Neil Co. store at Akron has been started, preparatory to moving to the new twelve-story department store building nearing completion in South Main street. The radio and phonograph departments in the new store will compare favorably with those maintained by the largest department stores in the East, it is said. Occupancy of the new building will be about March 1.

The D. W. Lerch Co., one of the oldest music houses in Canton, has concluded a very successful sale observing its thirty-three years in business. There was a large volume of talking machines of the higher-priced type sold, as well as a goodly number of radio sets. Demand for records also was heavy, executives of the store declared.

In its new location uptown the Livingston Co., home outfitters, Canton, will have a complete radio and phonograph department, according to officials of the company. This concern recently acquired the former home of the David Zolars & Sons Co., in the heart of the downtown district, and will occupy four floors and basement soon after March 1.

Robert Wolfe, Ravenna, who formerly operated a music store at Newton Falls for three years, has opened a new store in the new theatre building at Kent. Phonographs and records will have a large part of the floor space, according to Mr. Wolfe.

The Stowe Piano Co., Akron, which has been in temporary quarters for several months pending alterations to its building at 268 South Main street, has moved back into its remodeled home.

A. S. Street has been made manager of the Sioux City, Iowa, branch of the Schmoller & Mueller Piano Co., and will be assisted by Andrew Condron, May Johnson, Margaret Nugent and Fred Schamp.
James E. Hahn Is Now a Director of Crosley Corp.

CINCINNATI, O., February 3.—The Crosley Radio Corp., of this city, has announced the appointment of James E. Hahn as a director. Major Hahn is president of the DeForest Crosley Corp. of Canada and president of the Amrad Corp. of Boston, Mass., of which Powel Crosley, Jr., is chairman of the board.

Huge Shipment of Steinite Electric Radio Receivers

The accompanying picture shows the fifth carload of Steinite electric radio receivers shipped to Hamburg Bros., exclusive distributors of Steinite sets in the Pittsburgh, Pa., territory, during December, 1927. Reading from left to right are Robert Gray, representative of the Baltimore & Ohio Railroad Co.; J. Harr, E. A. Hamburg and L. Hamburg, of Hamburg Bros., and W. J. Herlily, of the William R. McElroy Co., district sales manager for the Steinite Laboratories Co. This attests to the popularity achieved by Steinite sets in the Pittsburgh territory and the industrial sales promotion work done by Hamburg Bros.

Death of Clifford K. Burton

Clifford K. Burton, general sales manager of the Carryola Co. of America, died Friday, January 13, as a result of complications arising from pneumonia which he contracted a year ago. Mr. Burton had been connected with the Carryola Co. since July, having been previously with the advertising firm of Khun, Van Pieter- som, Dunlap, Younggreen, Inc., where he was an account executive. He was a member of the Milwaukee Advertising Club and the Alpha Delta Phi fraternity. He is survived by his widow and two children. While Mr. Burton had been active in the phonograph industry for only a short period of time he had made the acquaintance and gained the friendship of many people throughout the trade who were shocked to hear of his death.

H. E. Metcalf in New Post

Herbert E. Metcalf, chief engineer of the Magnavox Co. of Oakland, Cal., manufacturer of Electro-dynamic loud speakers, has resigned his position with that firm effective February 1, 1928, to become identified with the Wonder--lite Co. of America, Inc., as president and chief engineer, with headquarters in Oakland, Cal. Mr. Metcalf will continue his teaching of radio in the University of California extension division and will be available for consulting work in the field of radio, television, etc., in which fields he has had nearly forty patents granted and pending.

New Fada Distributors

F. A. D. Andrea, Inc., announces the appointment of four distributors in the West Indies, as follows: Cuba Electrical Supply Co., Havana; Dominican Trading Co., Santo Domingo, Dom- inican Republic; Compania d’Eclairage Electrico, Port au Prince, Haiti, and Gonzales Padin Co., Inc., San Juan, Porto Rico. J. W. deHaas, Fada export representative, reports considerable interest in radio in the West In- dies following a recent trip in that section of the world.

Boom Artists for President

A columnist in the New York Evening Post has started a boom in Moran and Mack for President. The idea has won the support of many of the column's readers.

Finding Shamrock Line of Radio Receivers Popular

John D. Todd, vice-president and secretary of the Missouri Valley Electric Co., Kansas City, Mo., distributor of Shamrock receivers, is a versatile individual. Witness the illustration herewith. Mr. Todd has three hobbies, golf, motor club, and selling Shamrock sets. According to reports received by Nate Hast, general sales manager of the Shamrock Mfg. Co., Newark, N. J., Mr. Todd's organization is enjoying a large measure of success with the Shamrock line throughout the Missouri Valley territory.

Louis Graveure Is Tenor

Louis Graveure, exclusive Columbia artist, admired for thirteen years as a concert baritone, appeared on Sunday, February 5, in Town Hall, New York City, as a tenor and won the unstinted praise of the press and public. He left shortly after to make his debut in grand opera in Berlin.

So wide is the fame of Moran and Mack, Columbia recordings stars, that a letter addressed to them as "comedian, New York City, the Two Black Crows," was promptly delivered to the Columbia Phonograph Co.
Startling Portable News!

You know that long horns or tone chambers produce fine music. After months of experimenting and considerable investment in special dies and machines, we are happy to announce four new portables for 1928 with tone columns varying in length from 26 inches to 44 inches! Listen to their performance and you will be amazed that such fine portables can be produced at such reasonable prices.

**Berg Artone**

**PORTABLE PHONOGRAPH**

in 1928

**THAT IS WHY YOU WILL SELL**

Two New Electrical Pickup Portables

Interest in electrical pickup portables is growing rapidly. We have produced two models that serve double purpose. Play them as regular portables or with the pickup through the detector tube on any good radio set!

MODEL NO. 14, $12.50
Compact model, weight only 3½ lbs.

MODEL NO. 28, $15
New appearance and performance.

MODEL NO. 728, $16.50
Suitcase shape with 26" tone column and throughback incrusta.

MODEL NO. 228, $20
A distinctive model at a popular price.

MODEL NO. 428, $25
Rich appearance and remarkable performance, 44" tone column

MODEL GRAND, $35
A strictly deluxe portable

MODEL NO. 30 $30.00
MODEL NO. 42 $42.50

Victor Business Shows Gratifying Expansion

Earnings of Victor Talking Machine Co. for 1927 Most Satisfactory, Thanks to Appreciation of Victor Orthophonic and Electric Instruments the World Over—Talk of Dividends on Common Stock of the Company

The Victor Talking Machine Co. operations in 1927 demonstrated return to a sound earnings basis after a period of reverses following first wave of popularity of the radio. The year 1926 also was profitable, but it was in that year that the company brought out its new Orthophonic and electric instruments and a longer period was required to establish their permanent position. The past year accomplished this in a convincing way.

Earnings for 1927 are expected to show about $7 a share on 571,086 shares of no-par common after depreciation, Federal taxes and dividends on various classes of preferred and preference stocks. For nine months ended with September net was $4,069,752, equal to $4.26 a share on common. Final three months is always the best period of the year in the talking machine business, and last quarter of 1927 is expected to show around $3 a share on common.

These figures do not take into account fully the equity in earnings of foreign subsidiaries. President Shumaker on return from Europe was very optimistic on the foreign outlook for Victor’s business. The English subsidiary in 1927 had the best year on record, earnings exceeding the $4,000,000 net of 1926. Good sales throughout 1928 are expected.

Victor’s domestic business was good throughout 1927, increasing in volume as the holiday season approached. In earlier months, when sales of radio companies were at low ebb, there was no abatement in demand for Victor products, except for the combination radio-talking machine instruments. In the final quarter Victor’s plant was working at capacity, and demand for records and instruments was the largest in history of the company. In the final quarter also there was renewed buying of the combination machines.

The year just passed has been highly important for Victor, as in that year the permanency of the modern talking machine was put to a test. When these new instruments, with marked refinements over their predecessor which had held popular favor for a quarter of a century, were introduced early in 1926 there was a rush of buying orders that set the Victor plant into capacity operations. It required more than this first flush of buying, however, to re-establish Victor instruments in a sound trade position.

Except for such seasonal variations as are characteristic of the talking machine industry demand for Victor products has gone ahead without interruption. They have again found a permanent place in the musical world and the threat held out a few years’ ago by radio appears to have been dissipated.

Recent sharp advance in Victor common reflects present strong position of the company and brings up the question of inauguration of dividends, according to a prominent financial writer in the New York Times. There has been no official intimation of the management’s intention in this connection, but, in view of the satisfactory results in 1927 and present favorable prospects, there is a strong impression the question will be taken up for consideration early this year. Policy will be conservative, it is understood, and initial payment when made is expected to be at rate of about $3 to $4 a year.

The William Taylor Co., Cleveland, O., has opened a radio shop in its arcade for patrons who do not care to go upstairs in the main building where the music department is located. All nationally advertised sets and accessories are being carried.

Announces a New Automatic Phonograph for Use in Home

American Sales Co., of Chicago, Introduces New Product in Which Are Incorporated Many New and Distinctive Features

The American Sales Co., Chicago, for many years manufacturer of automatic, coin-operated phonographs, introduced several months ago an automatic phonograph for use in the home. Since this product, which was developed by Mr. H. Emerson of the American Sales Co., was first placed upon the market, many new developments have taken place which have been incorporated in the machine. The phonograph

Daily Automatic Phonograph is equipped with four turntables, and the tone arm, revolving in a complete arc, plays four records without attention from the user. While one record is being played the other records may be reversed. When one record is finished the turntable automatically lowers and the tone arm swings forward to the next turntable, which automatically rises within eight or nine seconds.

The Daily automatic phonograph is powered with an electric motor which may be removed from the machine in ten seconds without removing so much as a screw. The latest in tone arm and sound box equipment is used in the Daily automatic phonograph and Mr. Daily recently developed a new type of sound chamber, upon which patents are now pending. The firm is also planning to introduce a phonograph with one turntable, powered with either an electric or spring motor, using the same type wood cabinet and and the sound chamber, and it is expected that new models will be released in the near future.

The coin-operated phonograph pictured here with is enclosed in a glass case with a mirror in the rear panel. The interior is electrically lighted, and this instrument retail $350 complete. The firm reports that music dealers throughout the country have shown an eager response to the initial announcement of this product, and are wide awake to the possibilities of installing automatic phonographs in cafes, billiard parlors, soda fountains, drug stores and other institutions in their locality.

W. Curtis Baker and John F. McDermott recently purchased the interest of Harry L. Spald in the Emerson Piano House of Decatur, Ill. Both of the new owners have been connected with the establishment for a number of years. The lines handled include Victor Orthophones and records.
A NEW FARRAND SPEAKER

Again a Farrand advancement in speaker design... the Farrand Concert Speaker. Greater tonal depth than ever before... richer, clearer bass tones, with all the pleasing treble retained. Exquisite in design and finish. Already a "best seller". Don't wait. Place your order now with your nearest Farrand distributor.

$35.00
Slightly higher in Far West and Canada

FARRAND MANUFACTURING CO., INC., LONG ISLAND CITY, NEW YORK
The Trade in PHILADELPHIA and its LOCALITY

Demand for Records Outstanding Feature of Sales in the Quaker City Territory

Distributors Report Heavy Reordering of Records—Retail Stocks Depleted—Miss Dorothy Martin, of the Victor Co., Scheduled to Address Record Sales Club

PHILADELPHIA, PA., February 6.—Though sales of talking machines have run true to form in the slower pace of January, there has been a widely distributed demand for the various records of the leading talking machine manufacturers throughout the past month and fairly well maintaining business for the newer electrical combination radios and talking machines. Those dealers featuring the newest of direct AC electrical radio combinations have been able to dispose of all sets that could be secured, there being a scarcity of these among the distributors of the leading manufacturers.

Records have been continuing their upward swing in sales and as the second month of the new year dawns the distributors have a long list of orders that are waiting to be filled to replace depleted shelves and counters. All the popular numbers continue to hold public favor. Supplies for the accessory and repair trade have been moving fairly well in view of the duller mid-Winter trend customary at this season.

Electrically operated radio, for the house current, continues to hold among the radio sets in popular favor and shortage of these types is the only bar to a prosperous season for the dealers handling the new inventions. Distributors are shipping out all available factory shipments just as soon as they are received at headquarters here in an effort to meet their customers’ needs and to speed up deliveries.

Service for Victor Dealers

A special service has been arranged for the dealers who are linked with the Victor talking machine retail trade by the Philadelphia Victor Distributors, Inc., 335 Arch street, for the conversion of the Orthophonic-radio combination 710 into an AC set. This service has been arranged under the direction of William Anderson, who now is prepared to accommodate the trade in the conversion of this model combination talking machine with radio into the latest popular electrical type that can be connected with the house current. President Louis Buehn, of the company, leaves in mid-February for a trip to Florida for a vacation. Dealers in the trade were able to tie up with the personal appearance of Paul Whiteman at the Stanley Theatre by broad publicity assured through window displays, streamers and floats supplied to the retailers by the Philadelphia Victor Distributors, Inc., and the head of the record department, J. Raymond Boldt.

Other artists on the Victor list who were tied up with the various attractions appearing here in conjunction with the Sunday concerts at the Stanley Theatre and the Academy of Music were Freder Chalpin and Lawrence Tibbett. Publicity was given to the Victor dealers for tie-ups with their appearance and the sale of the recordings and Orthophonics.

With the transfer of Al Hughes, of the sales staff of the Philadelphia Victor Distributors, from his former territory through Pennsylvania to the central city department store section his duties have been assumed by James Robinson, until recently with the Cohen & Hughes Co., of Baltimore, Md. V. Moore, who has been covering this section for the Victor Co. in special work during the past year, now is connected with the Cohen & Hughes Co. and will cover the State trade formerly traveled by Mr. Robinson.

To Address Record Sales Club

Miss Dorothy Martin, engaged in special promotion work for the record department of the Victor Co., will address the Record Sales Club meeting to be held in the Philadelphia Chamber of Commerce tower.

Plan Victor Meeting

Under the plans for the promotion of sales for the Victor during the coming months the wholesale Victor department of H. A. Wyman & Son, in conjunction with the factory officials of the Victor Co., will hold a meeting at the end of the current month in a local hotel. While only tentative arrangements have been made, the date and place are to be designated within the coming week. Officials among the distributors and the Victor Co. will be the speakers who will outline the sales campaign for the Spring.

Aids Sales of Brunswick Products

Sydney Schwartz, who has been assigned to cooperate with the local branch officials of the Brunswick-Balke Collender Co. in promoting the sales of the Panatrope and radio combinations, has been connected with the Philadelphia trade for its six years, during the dealers in the exploitation of the newest models. The Brunswick Co. just has released the 17-8 Panatrope combination with the Radiola No. 17 and the Electrola type of the Panatrope, this being the latest 1928 offering from the factory. Trade congratulations are extended to Manager George A. Lyons, of the Philadelphia branch, upon the advent of a new member to his family, Miss Elizabeth Alice, whose birth increased the family circle to three during the early days of January.

Co-operative Drive on A. K. AC Set

A vigorous campaign is being carried out by local Atwater Kent dealers on behalf of the new Atwater Kent AC model No. 37. Recently some fifty-five dealers, in conjunction with the Louis Buehn Co., had a full page advertisement in local newspapers, featuring the new model exclusively.

The Model No. 37 has also, during the past month, been the subject of a great number of attractive window displays. One of the most striking of these applications of the new model was by John Wanamaker store. This display has as its center piece the new Atwater Kent model. A bass violin was placed on one side and resting on a cushion was a picture of the tuba of music ranging from deep bass to high treble stood out against a dark background. On a small sign in the foreground the following message appeared: "' . . . from the deepest mellow notes of the bass violin . . . to the high treble of the silvery piccolo . . . Atwater Kent, the new all in one! A touch of the switch starts the music."

Urge Victor Herbert Album Drive

The Philadelphia Victor Distributors, Inc., are urging dealers to put every possible sales effort behind the recently released "Victor Herbert Memorial Album," containing five records of the composer’s outstanding compositions. The distributing organization points out that the Victor Co. in its series of radio broadcasts is giving great publicity to Herbert’s works, and in addition the Stanley Theatre orchestra, of this city, has agreed to play an overture of Herbert’s compositions for a long period, Photographs of Victor Herbert for window-display purposes can be procured by dealers at a nominal sum.

Columbia-Kolster Popular

A very popular talking machine and radio combination is that of the newest addition to the Columbia Phonograph Co., the Viva-tional Kolster electric reproducing instrument, introduced here last month. The new type has been so popular that it has been

(Continued on page 80)

Guarantee

Special

Furnished in

COBRA GRAIN BLACK
CROCODILE BROWN
SPANISH BLUE
SPANISH GREEN
SPANISH RED

Made to meet the popular demand

COSTS YOU $8.00—RETAILS FOR $15.00

GUARANTEE TALKING MACHINE SUPPLY CO.
35 N. NINTH STREET
PHILADELPHIA, PA.

Write for our latest Main Spring Chart
A Message
to the dealer who says:
“Show me one ‘A’ Power Unit that
stands up in modern radio service!”

The Gould Kathanode Unipower is fundamentally different from any other automatic trickle charging “A” power device in the market. And in that difference lies the secret of a new record for reliability—long life—freedom from trouble.

Practically all of your “A” power grief in the past has come from one cause—rapid disintegration of the plates in the battery element of the unit. This is definitely eliminated by Gould Kathanode construction. That is why the new Gould Kathanode Unipower stays on the job day in and day out, beyond all previous expectations.

Out of the first 4000 Gould Kathanode Unipowers in use, only 4 have ever required service. And these 4 were due to minor mechanical defects—not one battery failure has been found.

This remarkable record is primarily due to Gould Kathanode battery construction. Patented glass retainer mats protect the plates against the destructive effect of trickle charge operation.

See this new Unipower and judge for yourself. Your nearest Gould jobber will gladly show you one—at no cost and without obligation. If you have been having trouble with ordinary “A” power devices, write today for full information and descriptive literature.

Gould Storage Battery Co., Inc., Depew, N.Y.

The new Gould Kathanode Unipower

1. Kathanode Neg. Plate
2. Specially treated ribbed wood separator
3. Woven glass mat retainer
4. Special Kathanode Pos. Plate of high capacity and long life

KATHANODE CONSTRUCTION
THE SECRET OF LONG BATTERY LIFE
Note how positive plates are inclosed between porous protective retainer walls of woven glass. This is the secret of remarkable durability and long life. First developed for Gould submarine batteries, this new protected plate construction has proved equally valuable in radio and other constant trickle charge service.

IMPORTANT NOTE: Authorized Gould Unipower Service Stations located at strategic points are now equipped to repair the old type Gould Unipower with the new Kathanode elements at special reduced prices. Full details on request.
impossible for the local branch to keep stocks in hand, shipments being made to the Columbia dealers just as soon as they come from the factory. The Columbia has signed up Cliff Edwards, Ukulele Ike, as its exclusive artist. The newest of recordings on the Dempsey-Tinner fight, a comedy pianolouge, piloted by Clarence Senna, is likely to prove a big seller because of its novelty.

H. Royer Smith Expands

H. Royer Smith, head of the firm bearing his name and general dealer in talking machines and supplies, has extended his business by the addition of another store adjoining his old-established quarters at Tenth and Walnut streets. The new store property will be given over entirely to display of Victor and other talking machines, while the old home will be devoted to records and supplies.

Q R S Co. Pushing Portables

With the announcement of the latest developments in portable talking machines to be distributed through the Philadelphia branch of the Q R S Roll Co., the Quaker City trade extended a rousing welcome to the new line of talking machines to be featured by that nationally known roll company. During the first three days of February, when the first stocks of portables in the Q R S line were shown here, several hundred of the four models were immediately disposed of to the few dealers who saw them on display at headquarters of the local distributive branch, 1017 Sansom street. The machines are in three sizes and four colors of leather-finished Dupont Fabriloid.

Add “Lyball” to Line

Trilling & Montague, distributors of Crosley, Zenith and Kolster radio, have added to their line “Lyball,” the new refrigerator made by the Crosley Radio Corp., of Cincinnati, Ohio.

Gain in Oakh Record Sales

Oakh record distribution in the Philadelphia trade has increased 18 per cent since the Q R S Roll Co. took over the distribution here five months ago. There have been especially good sales of the organ recordings and since the introduction of the newest of artists to the Oakh, Billy Hayes, popular Quaker City song writer, who has been signed up exclusively by the company, further increases have been noted in the demand for his popular numbers. His first recordings which have been listed were his own songs, “Marienette,” and the recent release, “Ricky-tackey-Shack,” along with “I’m Always Smiling.”

Issues a New Catalog

Everybody’s Talking Machine Co., 810 Arch street, with their first days of this month sent out the newest and most complete catalog ever published by the company for its line of Honest Quaker Main Springs supplies and equipment. The new 1928 catalog, known as the “Forthi-sixth Catalog,” includes every new item that has been added to parts within the year and the most modern of devices that have been developed for the improved type of talking machines and accessories.

A visitor to the Everybody’s Co. during the month was O. H. Prine, president of the Carry- ola Co. of Chicago, who was entertained by the vice-president, treasurer and general manager of the Everybody’s Talking Machine Co., Samuel Fingrul, while in the city.

Charles Luedeke Transferred

Charles Luedeke, who has been manager of the Ludwig Piano Co. talking machine and radio departments in the Philadelphia office, has been transferred to the Burlington, N. J. house of the company as its manager. His successor in the Philadelphia store, at 1103 Chestnut street, is Miss Jane Kupisz, who is taking care of the Edisonic sales and the Victor department. She was formerly assistant to Manager Luedeke.

Recovered From Illness

Mrs. Margaret Macabee, proprietor of the Macabee Music Co., of Wilmington, Del., who has been confined to her home for several days with grippe, is now able to be at her duties. The Macabee store features the Columbia and other musical merchandise.

Trade associates who were participants in the annual frolic of the Poor Richard Club, the fraternity of advertising men of the Quaker City, during the 22nd anniversary of the birth of Benjamin Franklin, from January 16 to 19, and held at the Bellevoe Stratford Hotel, were B. J. Munchweiler, buyer of the piano and instrument department of Litt Bros. department store; Herbert W. Weymann, advertising manager and sales manager in the firm of H. A. Weymann & Sons, and George W. Whipple, advertising manager and secretary of the C. J. Hepp & Son Co. W. H. Marshal, of the Victor Talking Machine Co., also was among the members of the Poor Richard Club present.

Death of Mrs. Belle S. Bloominglead

Trade sympathies were extended to Henry S. Bloominglead, of the firm of the Scheurer Piano Co., 539 North Eighth street, upon the death during the month of his mother, Mrs. Belle S. Bloominglead, head of the firm.

Has Added “Talkers” and Radios

The newly remodeled store of the Base Piano Co., dealer in piano and talking machines and radio, 1115 West Girard avenue, was opened to the public during the early part of the month. The firm renovated the front portion of its music store into a modern display room, while the window has been lowered so that a full view of the latest products is to be had from the outside. The instruments are visible to the passing public.

The firm is extending its business to the radio branch of the industry and recently has become local representatives of the new talking machines and radios. The head of the firm is Jacob Rosenfeld, who long has been linked with the music trade here and in Atlantic City and other Jersey points.

Phonograph Records in Library

For the purpose of providing the public with practical scores of the various classics and popular musical comedies of the past and present the Public Library of Philadelphia has included in its files 7,800 phonograph records that are open to the patrons in a specially prepared music department. Sir Harry Lauder has contributed sixty-eight of these records, while Sousa’s Band is represented by thirty-one selections from Conway’s Band. These recordings are filed in the Music Room and are filed with the literary files and books relating to the notable of the music world and their accompaniments in the works of the first radio artists. They are housed in the handsome library recently opened in Logan Square by the city.

Vaccination in Central America

David Jacob, head of the Knabe Warehouserooms and dealer in the Victor talking machines, 1020 Walnut street, spent the early days of January on a vacation tour of Central America and Cuba. Accompanied by his brother, J. Herman Jacob, of the firm of S. Jacob & Son, 820 Columbia avenue, also linked with the piano and talking machine trade there, spent the fort- night sight-seeing in the Canal Zone, returning by way of Havana and other Cuban resorts and Florida points later in the month.

Association Plans Convention

Talking machine dealers and music houses of the State will join in the annual convention of the Pennsylvania Music Merchants’ Association, to be held this spring. The president, G. C. Ramsdell, of the Piano Dealers’ Association of Philadelphia, is now co-operating with President A. E. Moore, of the State merchants’ organization, in the planning of the coming convention, scheduled for the month of May at a date not yet decided. During the early days of the current month President Ramsdell offered the president of the State Association the services of the local body for the successful conduct of the coming convention and its co-operation for the benefit of the

Distributors for Eastern Penna. and Southern New Jersey

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 rec-
ognized 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

N W. COR. 7TH AND ARCH STREETS

PHILADELPHIA, PA.

"Grow With Us"
Sell General Electric Battery Chargers

For millions of battery-operated sets

The millions of sets which are battery-operated present a vast market for Tungars—the General Electric Battery Charger. You can give your customers freedom from all battery-charging troubles.

And you can give yourself a generous profit. More than one million Tungars have been sold. You can sell them, too.

New low prices
East of the Rockies

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC
industry. The head of the State organization is quartered in Lancaster, Pa., and the hospitality of the Quaker City industry was extended by special message from President Ramsdell in the opening days of February so that plans may be carried out in conformity with the arrangements of the State body at an early date, when announcement will be made of the details of the convention and displays held in conjunction with it.

Irish Records in Effective Tie-Up

The Orthophonic tied up with the Irish airs that were included in the musical program of the Fifty-first Annual Ball of the A. O. H., held during the month by the sons of Erin in the Elks Club. Zee Confrey and His Victor Orchestra were the features of the dance program, while the melodies of Ireland were shared between O'Connell's Orchestra and the Orthophonic recordings, as the 4,000 attendants joined in the entertainment of the evening. William Dunlevy, of H. B. Dunlevy Co., Victor dealer, supplied the Orthophonic from the talking machine department of his drug store at Fifty-eighth street and Willow avenue.

Atwater Kent Sets in Hotel

Through the achievements of V. C. Brown Hyatt, a local radio engineer, it has been possible for the Robert Morris Hotel, Sixteenth street near Arch, to supply all patrons in the hostelry with a choice of programs from three of the leading broadcasting stations of the nation at any time that they may desire to tune in. With this special engineering feat it is possible for the guest to obtain, by plugging a pair of headphones into one of the three receptacles in his rooms, a program from WJZ, WEAP or WOR at any time of the day. The apparatus consists of three Atwater Kent radio receivers and a Western Electric amplifier, all operated on the Philco socket power equipment. There are several hundred guest rooms supplied with the radio service.

News Briefs

Fire in an adjoining structure caused considerable damage to the store of Foster Bros., 4359 Main street, in the Manayunk district. The firm was devoted to the sale of Victor talking machines and supplies.

Having discontinued the sale of talking machines, the former business known as the Davidson Talking Machine Co., 4014 Haverford avenue, is now being devoted to the repairing of these instruments and pianos. The business, since the death of Arthur Davidson, a few months ago, has been conducted by J. W. Jones, who has disposed of the merchandise.

Since the opening of the store earlier in the year the proprietor of the Music Box, 309 South Broad street, has within recent weeks added the Brunswick line and a sheet music department.

Keer & Sharpe, formerly conducting the two stores at 59-61 Chesten avenue and at 2126 North Front street, have decided to discontinue the business at the Front street address. The business at the Germantown address will be continued under the name of Kenneth Keer. Mrs. Agnes Sharpe, who formerly was associated with the company and was manager of the Front street store, is retiring from the firm to return to the Wurlitzer Co. store on Chestnut street, where formerly she was employed.

Pathex Cameras and Projector

Radio Accessories

Penn Phonograph Co.
913 Arch St.
Philadelphia

Display Contest Sponsored by Pittsburgh Chamber Developed Great Dealer Interest

PITTSBURGH, PA., February 10—Awards in the display contest sponsored by the Radio Council of the Pittsburgh Chamber of Commerce were made by Wallace Russell, of the Standard Talking Machine Co., Victor distributor. The first prize of $50 was awarded to F. C. Wampler & Son, music and radio dealers, of McKeesport. The Wampers featured an attractive display of Sparton and Atwater Kent radio receiving sets. The second prize of $25 was awarded to the Immel Co., 5602 Penn avenue, East Liberty, who displayed in one of its show windows a No. 37 model Atwater Kent set and in the other window an RCA Radiola No. 17. The Mock Electric Co., of Foreland street, North Side, was given the third price of $15 for its window display, which featured the Arkophone radio receiving set, and the fourth cash prize of $10 was handed to the Shadyside Electric Co. for their fine display of Radiola No. 28 and the 104 loud speaker.

The Joseph Horne Co., O. J. Goettmann, East Ohio street, North Side, and J. Z. Yoest, of Liberty avenue, won, respectively, the first, second and third prizes, loving cups, offered by the three Pittsburgh newspapers. The presentations to the winners were made by Mr. Russell.

Representatives of radio dealers in the suburban district participated in the contest and some very fine window displays of radio receiving sets and accessories were shown to the public. A representative dealer in the talking machines and talking machines attended a meeting of the Chamber of Commerce, called at the instance of the Public Protective Bureau of Pennsylvania, at which action was taken to define the terms "All Electric" and "Electrified" in connection with radio advertising.

For advertising purposes it was decided that under "All Electric" should be included all sets now using the new AC tubes and also all sets manufactured as a unit by the manufacturers in which the necessary transformer and power elements are built in the factory to operate the set direct from an electric socket.

Under the term "Electrified" should be included all battery-operated sets which are converted into electrically operated sets by the addition of A and B units.

Sales of talking machines here are featured by the demand for high-grade machines, such as the new Orthophonic Victrola, the Brunswick Panatrope, the Edisonion, the Columbia Viva-tonal and the Sonora. Most of the local dealers are looking forward with keen interest to Easter business and feel that with judicious advertising and the application of proper sales methods there is bound to be an improved sale of talking machines, records and radio sets the next two months.

J. Goldsmith, president of the Player-Tone Talking Machine Co., stated that the outlook for Spring business for the Player-Tone line was exceptionally good. He stated that the new model consoles, uprights and consoles are meeting with a very favorable reception by the general public. The demand for these well-known products has been showing consistent gains.

Joseph Bumbera, for years engaged in the drug business in Pittsburgh and Swisshy, Pa., and one of the best-known Edison phonograph dealers, died suddenly at his home here a few days ago, aged eighty-two years.
New Recording Artists
Announced by Victor Co.

The Victor Talking Machine Co., through Walter W. Clark, head of the Artist and Repertoire Department, announces the following new list of artists who have recently been signed to record for the company: Sigrid Onegin, contralto; Giacomo Lauri-Volpi, tenor of the Metropolitan Opera Co.; Fanny Brice; Jans and Whalen; Lenniare and Van; and Johnny Johnson and his Statler Pennsylvanians.

Contracts renewed by the Victor Co. during the past three months include those with Pablo Casals, violoncellist; Giuseppe De Luca, baritone of the Metropolitan Opera Co.; Renée Chemet, violinist; Giulio Setti, chorus master of the Metropolitan Opera Co.; Franklyn Baur; Jack Smith; Waring's Pennsylvanians; Arden and Ohman; and Charles R. Crosham, organist.

Message From Edison
Broadcast in New Zealand

A particularly interesting feature of the international observance of the eighty-first birthday anniversary of Thos. A. Edison was the broadcasting of an "Edison Day" program by a New Zealand station when a personal message from the great inventor was sent out through the medium of a record on which Mr. Edison had recorded his message.

Audak Co. Reports Flood of Orders for the Audakchrome

The detailed announcement and illustration of the Audakchrome, a chromatic reproducer built on a new principle by the Audak Co., New York City, has resulted in a flood of inquiries and orders. This announcement was made on January 15 and since that time the factory has been working overtime to cope with the situation.

Maximilian Weill, president of the Audak Co., in referring to the great interest in his newest product, stated, "Tremendous interest is being manifested in sound reproduction. The trade wants a reproducer that will bring out all the merits and hidden qualities in the newly recorded record is proved by the great demand for the Audakchrome."

Two Black Crows Visit J. L. Hudson Co., Detroit

The visit to Detroit of Charles Mack and George Moran, "Two Black Crows," of record, Moran and Mack and Mrs. E. Tippin radio and vaudeville fame, was responsible for a decided increase in record sales for all Columbia dealers. The J. L. Hudson Co. was particularly fortunate in having the artists visit the phonograph department and put their signatures to a great number of records. The accompanying photograph shows Moran and Mack and Mrs. E. Tippin, record buyer and head of the record department of the J. L. Hudson stores.

Fada Console Receiving Set Is Part of Furnishing the Worcester Model Home

A Fada 8 Console was chosen for the Sawyer Model Home in Worcester, Mass. A corner of the living room showing the Fada 8 installation with Fada pedestal speaker is illustrated here; about to build or buy a house. Radio is now considered essential in the complete home.

7,700 Statler Hotel Rooms Are All Radio Equipped

Each of the 7,700 rooms in the six Statler hotels are now equipped with radio receiving apparatus, so that the guests will have at their disposal all the comforts and facilities of home. Each of the suites is equipped with a loud speaker and the other rooms with headphones. A choice of two programs is given the listeners. The cost of installing the system is placed at $1,000,000.

T. J. Clark Opens Store

T. J. Clark, formerly with the McDowell Music Co., has opened the T. J. Clark Music Co., at 119 West Maple street, Enid, Okla.

In Larger Quarters

Witham's Radio Service and Timmons' Music Shop recently moved to new and large quarters adjoining the First National Bank, Medford, Ore.

Holds Formal Opening

The Blout & Marbot Music Store, Sulphur Springs, Tex., had its formal opening the latter part of last month. The Victor and Starr lines are carried.

New Store in Wildwood

The Music Shoppe, carrying a full line of phonographs and other musical instruments, opened in Wildwood, N. J., on February 1.

New Brilliantone Display

The Brilliantone Steel Needle Co., New York City, has issued a new counter display card of Jumbo needles, which has met with much favor throughout the trade.

P. J. Murphy, Atwater Kent dealer of Niagara Falls, N. Y., recently opened an elaborately fitted demonstration parlor on the second floor of the building he occupies. The room is attractively decorated.

Appointed Ad Counselor for Stewart-Warner Co.

It was announced recently that the McJunkin Advertising Co., with headquarters at 228 North LaSalle street, Chicago, had been appointed advertising counselor for the Stewart-Warner Speedometer Corp., Chicago. This well-known agency will direct all of the Stewart-Warner advertising activities, including the radio and automotive divisions. The appointment of the McJunkin Advertising Co. as the Stewart-Warner advertising agency will be welcome news to Stewart-Warner dealers everywhere, for the McJunkin organization is one of the most efficient and successful in the advertising world. The appointment was effective February 1 and plans are now being made for a far-reaching and extensive advertising campaign on behalf of Stewart-Warner products.

New Use for Panatrope

The Brunswick Panatrope Model P-11 is here shown after having been the "barber" at the Steeplechase Pier, Atlantic City Boardwalk, in the interior of the Roller Skating Rink.

Panatrope in Steeplechase Skating Rink

where, with a special attachment including three external loud speakers, it plays the music for the skaters. There was some doubt at first as to the possibility of hearing the instrument over the din of many skates on the wooden floor, but the Panatrope performed nobly, and is now part of the regular equipment.

The Scott-Kurtzthal Co., Ashland, Ky., which carries a complete line of Orthophonic Victorolas and records, has moved to new quarters in the Camayo Arcade.
Volume of Business Causes St. Louis Columbia Branch to Increase Personnel

Record Sales Continue to Be Consistently Good—Price Revision Acts as Boon to Brunswick

Record Sales—Rhodes-Burford Co. Adds Columbia Line in Three Stores

St. Louis, Mo., February 7.—The volume of business transacted by the St. Louis-Kansas City branch of the Columbia Phonograph Co. was well ahead of the month of December, it was announced by H. A. Pope, assistant manager. He declared that the demand for Columbia products has been so great that the company has found it necessary to reappor tion its large territory and to enhance its personnel. In this connection, it was announced, C. R. Salmon, who formerly was in charge of the city of St. Louis, southern Illinois, Kentucky and Indiana, has been given supervision over the city only, while C. C. Westervelt has been placed in charge of southern Illinois, Indiana and Kentucky. The company's record business is maintaining the high standard set during the previous months. Ed Lowry, master of ceremonies at the Ambassador Theatre here, who made his first Columbia recording recently, continues to score a "big hit" in St. Louis. The Columbia Co. also announced the opening of several new accounts, including the Rhodes-Burford Co., Paducah, Ky.; Union City, Tenn., and Metropolis, III. The entire line has been installed in the three stores of the company.

Price Revision Boosts Sales

The new prices on model K-14 and Valenci phonographs and the readjustment of prices on records, coupled with the appearance in the city of artists, has acted as a boon to Brunswick, the local branch reporting that there has been a noticeable increase in sales of their products. The Yacht Club Boys, Brunswick artists, appeared at the St. Louis Theatre here and added to the interest in Brunswick lines, which was accentuated by considerable advertising in the newspapers by the theatres and dealers.

Encouraging Demand at Artophone Corp.

January also has proved an outstanding month for the Artophone Corp., Edwin Schiele, president of the company, reporting that portable phonographs, cabinet models and band-instruments are moving in encouraging volume. The company also announced the appointment of J. C. Cline as manager of the newly opened Kansas City branch, located at 203 Central Exchange Building, 804 Grand avenue. Miss Thelma Meredith has been placed in charge of the office and H. E. Flemming and H. F. Muts have been assigned as salesmen to the territory. F. S. Brown has also been added to the personnel of the company's Memphis branch, in which the Okeh Company is recording. The new local portable plant which was recently installed in St. Louis has begun the production of portables.

Propose to License Servicemen

The Board of Estimate of this city is considering an ordinance providing for every radio serviceman being licensed and required to take an examination before a board of radio authorities and technicians who would decide on license qualifications. It seems this ordinance is favored more and more by the Safety Council and fire underwriters since the increased interest in AC sets. At the January meeting of the St. Louis Radio Trade Association a general discussion concerning the move was held with a number of members expressing opposition because the ordinance would tend to increase the cost of installation to the customer. It was decided to secure further information on the proposed ordinance before taking any action.

Report Satisfactory Conditions

Meanwhile the local branches of the Victor and Edison companies report that conditions are generally satisfactory and that prospects for the coming months are highly encouraging.

News Gleanings

An innovation in store display has been conceived in St. Louis by the Sampson Co., Inc., which has incorporated the atmosphere of a broadcasting station in its new branch store, located at 4909 Delmar Boulevard. The local Radio Trade Association has gone on record as opposing direct advertising over the air. Harold G. ("Hop") Vierheller, manager of the billiard department of the local branch of the Brunswick-Balke Collender Co., died at his home here on January 28, after a brief illness from pneumonia. He was thirty-four years old and had been identified with the billiard department of the Brunswick Co. since the war.

Walter Damrosch Instructs Children by Broadcasts

Educating millions of children to musical appreciation and a knowledge of the fundamentals of music by radio is the plan of Walter Damrosch, who is giving a series of experimental broadcasts, sponsored by the National Broadcasting Co. and the Radio Corp. of America. The first two broadcasts were given on January 21 and February 10 and a third is to be given on February 17.

Big Victor Shipment From Camden to the Coast

The first shipment from the port of Camden, N. J., by the Victor Talking Machine Co. was made recently when four carbons of Victrolas and fifty tons of record compound were sent to Pacific Coast ports.
The Romance of Wood

Since the dawn of the first day, the symphony of Life has been carved on the hark of trees... Wood is nature's chosen and unsurpassed method of expressing the universal language of music.

MOLDED WOOD TONE CHAMBERS

The responsibility of a radio cabinet manufacturer is at its height when he chooses for his product the voice by which it will be recognized.

Acoustic engineers agree that there is no substitute for wood in loudspeaker construction. And molded wood is the most advanced method of utilizing this principle to best advantage.

Molded wood is non-vibrant, and in our exclusive form will reproduce a wider range of tonal frequencies, will handle a greater volume of sound without distortion—will respond to the weakest impulse, and is mechanically stronger and more compact than any tone chamber having an exponential eight feet or less in length.

This creation of molded wood speaks with an intensity and sympathy no other can produce. Its established reputation and its consistent ability to win the preference of the most critical professional ear, adds distinction and prestige to cabinets that house it.

Send for catalog and wire for full details.

MOLDED WOOD PRODUCTS, INC.
219 WEST CHICAGO AVE.
CHICAGO, ILLINOIS
Chicago Brunswick Dealers Feature Jolston Record

Effect Tie-up With Vitaphone Production of "The Jazz Singer" Featuring Al Jolson—Photos of Jolston Used in Window Displays

CHICAGO, ILL., February 7.—Brunswick dealers in this city are taking full advantage of the appearance here of the Vitaphone production of "The Jazz Singer," in which Al Jolson is featured. The motion picture with the Vitaphone presentation has proved to be one of the biggest box office attractions of the screen.

Dealers are dressing their windows with pictures of Jolson in various scenes from the play and are distributing consumer literature all tending to tie up the film with the latest Jolson Brunswick record release, "Mother of Mine, I Still Have You." This record is being played at store doors and is being amplified by loud speakers so that the passers-by are attracted to the stores.

The accompanying illustration shows one of the attractive "Jolson" window displays presented by Lyon & Healy Co., in the uptown Chicago shop.

Cohen & Hughes Appoint Two Sales Representatives

Baltimore, Md., February 10—Cohen & Hughes, Victor distributors in this territory, recently announced the appointment of two new sales representatives. A. L. Eberhard, formerly connected with the Victor Talking Machine Co., succeeds James Robinson and is covering the state of Pennsylvania, and J. T. Hutchinson, formerly with the Southern Ideal Co., replaces Mr. Robinson.

William Biel and M. P. Smith, general manager and assistant manager of the firm, have returned from a week's trip through a portion of the Pennsylvania area covered by Cohen & Hughes and report that dealers are enthusiastic over the prospects of a banner year.

Astral Radio Corp. Marketing "Serpentine" Tone Arm

Philadelphia, Pa., February 9.—The Astral Radio Corp., of this city, has placed on the market a new tone arm twenty-seven inches in length. This new arm has been aptly named the Serpentine. H. G. Caryll, president of the company, points out the improved tone that this new arm gives to the old type of phonograph and predicts a strong market among phonograph owners desiring to modernize the tone quality.

Addresses Atlanta Dealers

If H. Murray, consulting engineer of the Victor Talking Machine Co., recently addressed the Victor dealers of Atlanta, Ga., and surrounding territory at a luncheon given by the Elvey Talking Machine Co., distributor.
E. S. Riedel Joins the Utah Radio Products Co.

E. S. Riedel resigned his position as sales manager of the Raytheon Mfg. Co., Cambridge, Mass., February 1, to take charge of sales of the Utah Radio Products Co., Chicago, prominent loud speaker manufacturer. Mr. Riedel is a popular figure in the radio trade, and before joining the Raytheon organization he was director of sales for the Reichmuth Mfg. Co., radio receiver and speaker maker of Chicago.

Evidence of the Long Life of Eveready Batteries

A set of Eveready Laybiter "B" batteries have been in active use about two and one-half years, according to a letter received by the National Carbon Co., New York, from Don C. Wallace, of Long Beach, Cal. Mr. Wallace operates amateur station 9ZT.

Win Decision in Tube Suit

The contention of several independent radio tube manufacturers that the Radio Corp. of America had set up a $10,000,000 monopoly in violation of the Clayton anti-trust law was recently sustained by Federal Judge Hugh Morris at Wilmington, Del., in a decision granting a preliminary injunction to the plaintiffs.

Judge Morris further denied the motion of the RCA for a dismissal of the bill of complaint filed by the plaintiffs, and issued a preliminary injunction enjoining the defendant from enforcing Section 9 of their Licensing agreement with radio manufacturers.

It is understood that the Radio Corp. will appeal this decision.

Parties plaintiff in the action were the Des Forest Radio Co., Northern Mfg. Co., United Radio & Electric Corp., Sonatron Tube Corp., and Televocal Corp. Samuel E. Darby, Jr., was counsel for the plaintiffs.

New Deca-Disc Model

WAYNESBORO, PA., February 8.—The Deca-Disc Phonograph Co., of this city, has presented a new smaller model of its multiple record playing instrument to the trade, which retains the many refinements and characteristics of the larger cabinet.

Corley Co. to Build

The Corley Co., Victor jobber, is accepting bids for the erection of a new building to be located at 213 East Broad street and to extend through to East Grace street.

Scheiner & Son, Newark, N. J., Argus radio dealers, recently added the floor above to the space occupied by the store.

Stevens Speakers have everything

Sturdy ability to perform brilliantly always because of exclusive scientific features. Attractive beauty of design and finish. Full line of models in a range of prices to meet the needs of every buying prospect.

Made by the Pioneers in Cone Speakers

STEVENS & COMPANY, Inc.
46-48 East Houston St., New York

Model A-27
14½ in. Seamless Butten cone-covered diaphragm—substantial sounding board—jazzy tone—beautiful appearance—finish with "Golden Chinese" paper
Price $18.50
The Formal Opening of New Home of Platt Music Co. Observed on January 27

Thousands of Customers and Prospective Customers Attended Event—W. C. Fuhr Visits Local Trade—Southern California Radio Trades Association's Meeting Well Attended

LOS ANGELES, CAL., February 3.—The opening of the new store of the Platt Music Co. on Broadway, between Eighth and Ninth streets, was one of the most important events during the past month. The official opening took place on January 27 and was attended by thousands of people during the day and evening.

W. C. Fuhr, general sales manager of the Columbia Phonograph Co., arrived in Los Angeles on the last day of January, and with W. H. Lawton, local manager, he met a number of the members of the retail trade.

Irving J. Westphal, manager of the phonograph and Panatrope division of the Los Angeles branch of the Brunswick-Balke Col-lender Co., returned this week from a trip to the Imperial Valley, San Diego, Orange County, and the "Kite" in company with Pat Murphy, traveling representative.

Henry E. Gardiner, Pacific Coast representative of the Sonora Phonograph Co., left Los Angeles for Chicago in the latter part of January.

W. H. Richardson, president of Richardson's, Inc., reports excellent phonograph business during the past month, including the sale of a number of the highest-priced phono-radio combination instruments.

The general meetings of the Radio Trades Association of Southern California which are held on the first Thursday of each month at 8 a.m. at the famous Breakfast Club, were well attended both in January and in February. The former was under the chairmanship of H. E. Sherman, Jr., vice-president of the Leo J. Meyer Co., Radiola distributor, and a very attractive entertainment was provided for the members. The February meeting, which took place on the second instant, was also conducted by Mr. Sherman with a wonderful program provided by Carl Haverlin, famous announcer of KFI.

Glen Bros.-Roberts Piano Co. Has 20th Anniversary

Consolidated Music Co. Boosts Record and Sheet Music Sales by Having Orchestra Play in Window—Dealers Report Good Sales

SALT LAKE CITY, UTAH, February 6.—There is considerable activity in the record department at this time. The record business has been pushed rather strenuously during the past two or three weeks by the large music stores of the city, including Consolidated Music Co., Daines-Beebe's Music Co. and Glen Bros.-Roberts.

Wholesale phonograph men report business as good from their standpoint. The Brunswick Co. branch reports making deliveries on its new electrical model 17-18 Panatrope-Radiola.

The Consolidated Music Co. has been giving its record and sheet music departments quite a boost during the past week by broadcasting popular numbers from its window with a 10-piece orchestra.

Irving Beesley, in charge of the record department of the Beezley Music Co., has accepted a missionary call from the Mormon or Latter-day Saint Church of this city, and will go to Germany.

John Elliot Clark, of the John Elliot Clark Co., Victor distributor, has returned from Pocatello, Idaho, where he was present at a meeting of southern Idaho Victor dealers.

The Glen Bros.-Roberts Piano Co. operating stores in Salt Lake City, Ogden and Pocatello, Idaho, has just celebrated its twentieth anniversary.

Steinite Dealers' Banquet Is Held in Pittsburgh

The second annual Steinite dealers' banquet was held at the Fort Pitt Hotel, Pittsburgh, Pa., with two hundred and eight radio dealers as guests of Hamburg Bros., distributors of Steinite radio receivers in western Pennsylvania and northern West Virginia. The banquet was opened with an address of welcome by Elmer Hamburg, of Hamburg Bros., who thanked the dealers for their co-operation and efforts in behalf of the Steinite products during the past two years.

James Simpson, of the Pittsburgh Radio Show Association, addressed the dealers on the subject of merchandising, as did J. H. Phillips, a local dealer, who has been one of the most aggressive Steinite retailers during the past two years. The principal speakers of the evening were Fred W. Stein, head of the Steinite Labs., Atchison, Kans., and Oscar Getz, sales manager of the Steinite organization. Mr. Stein predicted that the demand in 1928 would be for electrically operated radio receivers to be sold at a price which would suit the average consumer's pocketbook, and that radio manufacturers would give more attention to furniture models during the coming year than ever in the past. Mr. Getz outlined the sales policies of the company and the Steinite campaign for the coming year. The new Model 900 Steinite receiver, retailing at $85, was shown for the first time at the banquet and was received very favorably by the dealers. All other models of Steinite receivers were on display in the banquet hall as well as photographs of the interior of the Steinite factory.
The Newest in Radio

**AC Ballast**
Daven Radio Corp., Newark, N. J. The new AC-26 Ballast and Daven AC-27 Ballast designed to prolong life of alternating current tubes. They compensate for any voltage or current fluctuations due to frequency in their local area. Used with any standard filament transformer. The AC-26 Ballast, operating with a twenty-volt filament, gives total variation of 117 (117/109) of a volt. The minimum is 275 volts and the maximum 134 volts. The AC-27 Ballast, operating from a Transistor-Harness delivers the same service with a minimum of 80 volts and a maximum of 171 volts. Line overhead area a total variation of 171/109 of a volt on type A. The minimum is 3.3 and the maximum 1.16 volts.

**AC Receivers**
P. A. D. Andrea, Inc., Long Island City, N. Y. Three new models of AC receivers, known as the Fada AC Seven console model, with seven tubes, listing at $220; No. 7 model, seven tubes, listing at $296; and floor cabinet, and Fada AC Special table model, each at $384. The UX-251B AC tubes and floor cabinet. The UX-237 AC tubes. Other features include: All tubes except the power-tube socket in which component parts are used. All of the AC receivers have adapters are furnished to specification for sets which vary from the standard circuit layouts. Single switch operation is made automatic by connection to receiver filament switch, or by external switch, depending upon receiver design.

**“ABC” Unit**
Acme Electric & Mfg. Co., Cleveland, O. "ABC" unit, furnished either to set manufacturer in kit form or to jobber and dealer mounted in cabinet. The "ABC" unit is designed to be used with any type AC-26 Ballast to operate with Autexia tubes and other to be used with new Fadtolite or Cunningham AC tubes. The "ABC" unit is used when used with the Arcturus tubes. The "ABC" unit is furnished. The "B" eliminator may be varied if the requirements of the power tube voltage of 45 volts is furnished, existing between the center tap of the AC transformer and the "B" eliminator terminal. Unit has six taps, uses the UX-256 full-wave filament type tube on the "B" side and will deliver 40 milliamperes at 160 volts.

**Tone Clarifier**
Dobillet Consumer Corp., New York City. Tone clarifier containing a special choke coil and a 1 Ma., condenser of 80 volt rating. Is employed as an output filter or as part of the transformer and can be used as an external filter section for additional filtering for the detector plate circuit.

**“Tri-Power” Unit**
Sterling Mfg. Co., Cleveland, 6. "Tri-Power" unit designed for "C" and "V" voltages in diode or battery sets. This AC tubes is quickly connected to set in place of battery or battery, consisting of new AC tubes are inserted and the receiver becomes a strictly AC type, containing its power direct from the electric light socket. It is applicable to practically all popular makes of five- and seven-tube sets.

**Receiving Set**
Radio Corp. of America, Radio St, with dial cabinet that harmonizes with the receiver set. Operates with batteries or with lighting socket-power device. Three three-frequency coils are mounted at right angles to the other, preventing interaction and adding to the receiving quality. Emulator 11X-233 is used in last audio tube. List price, complete with Radiotron, $85.90.

**Cone Speaker**
Parrand Mfg. Co., Long Island City, N. Y. Concert speaker of cone type enclosed in frame finished in walnut, stores in the cabinet. Height, over all, 22 inches. It is said to reproduce the bass tones perfectly while retaining all of the treble notes. Able to accept utmost volume without distortion and built to withstand all necessary high voltage. List price. $85.

**Rubber Plug**
Hollen Mfg. Co., Chicago, Ill. Soft rubber plug furnished attached to different varieties of cords in 10, 20 and 40-foot lengths. Plug is readily constructed of soft solid rubber. It is shaped to form a convenient grip for the fingers when plugging-in or pulling out.

**Console Speaker**
Tempo, Inc., Chicago, Ill. Console model No. 111, cabinet loud speaker, contains same 6-inch full-column as No. 13 speaker model. Contains compartment for "A" and "B" batteries or power-unit equipment. Cabinet finished in walnut, finish design, height, 30 inches, width, 25 inches with 11-inch speaker mounted at 83%. West of the Cascades, 80.
Transformer
Silver-Marshall, Inc., Chicago, III. Purfile transformer, Type 257, for use with adapter systems for control of AC operation. Equipment needed includes transformer, harness, power tubes type 112 or 111, one UX-222 AC detector tube and as many UX-226 AC amplifier tubes as are needed. The filament transformer is adrift, dry and has a wattage of practically any receiver. List price, $12. In addition the firm manufactures the SCR-62A, ARC power kit, $30.00 retail, for replacing all "A," "B" and "C" batteries.

Cone Speaker
Republic Radio Corp., Cincinnati, O. Husband speaker, type D, incorporating half-watt principle in metal frame and grill work enclosing the cone. Finished in treated crystalline brown and cone is of rich orange tint. New driving force is utilized and model is adapted particularly for use with Vita-Phonic tone arms, reproducers and accessories.

Vita-Phonic Products Corp. in Larger Quarters
The Vita-Phonic Products Corp., formerly located at 83 Greene street, announces its removal to new and more desirable quarters in New York City at 43 West Sixteenth street, which affords larger manufacturing space and increased facilities for service to distributors, dealers and manufacturers handling Vita-Phonic tone arms, reproducers and accessories.

Under the direction of Joseph E. Rudell, president, the Vita-Phonic Products Corp. has grown considerably since its inception and new plans and products for 1928 will shortly be announced to the trade.

Amrad Corp. Invests Over $50,000 in New Machinery
MILFORD HILLSDALE, M.I.A., February 7.—The Amrad Corp. has announced the immediate addition of over $50,000 worth of new and improved machinery to its Mershon condenser department. As sole owners of exclusive manufacturing rights in the United States for Mershon condensers, Amrad first offered these condensers to the trade less than a year ago. At that time it was looked upon largely as an auxiliary device of rather limited demand. This opinion rapidly proved erroneous, as the Mershon jumped into popularity almost from the start. The Amrad Corp. stated over 100,000 Mershon were delivered on contract during 1927, with only a single condenser having been returned for electrical defect. The Mershon condenser department is operated entirely independently, but benefits by the production economies achieved by the Amrad Corp.

L. J. Chatten Gives Details of Fada AC Radio Sets
In a recent bulletin to the trade L. J. Chatten, general sales manager of Fada Radio, gave full details on the new AC receivers, which are adapted for operation on line service from fifty cycles to sixty cycles, and announced that certain models are adapted for operation from twenty-five cycles to forty-nine cycles. Deliveries on twenty-five-cycle apparatus will be available between February 15 and March 1, according to this bulletin, which points out that the Fada line is now complete in every respect.

Has Opened More Than Fifty New Accounts Since Jan. 1
More than fifty new accounts have been operated in the metropolitan territory since the beginning of the year by the Auto Hardware & Equipment Co., wholesale distributors of New York City. The organization's sales force has been enlarged, according to a recent announcement, and a contest which is now under way has resulted in boosting sales records.

Get That Profit
With every passing month, thousands upon thousands of new customers are going into dealers' stores asking for Columbia products.

They know Columbia. They know Columbia's "Two Black Crows." They know Columbia's long list of instrumental, dance and vocal artists. They know Columbia's Fine Art Series of Musical Masterworks, the world's greatest library of recorded music.

Columbia dealers everywhere are cashing in on Columbia's popularity, on Columbia's liberal merchandising policies. Write us for details.

Get That Profit
Lincoln Fixture and Supply Company
828-834 P Street, Lincoln, Neb.
Is America going color mad?
Is America going salesmanship mad?

Aladdin himself never dreamed anything like it. The rising tide of color in merchandise is causing remarkable transformations—people want color.

Today there is no question whatever that we are in a distinctly new era of business and that selling must be modernized to the same degree that production has been modernized.

It seems that American business has gone "salesmanship-mad" in the last ten years, due to increasing economic pressure and narrowing net profits.

A great horde of salesmen are overcoming the country, trained to the last notch of slick salesmanship.

The cost of personal selling has in the meanwhile mounted, and the results per unit of effort have declined.

A great many business men have not yet understood that we must apply to selling the same principles of economy of effort and cost that we have so successfully applied to production.

Are Your Salesmen Keeping Pace With the High Cost of Traveling?
Write for Illustrated Letter—"How Did He Ever Get in There"

The SCHILLING PRESS, Inc.
137-139 E. 25th St.
New York City

Cable Piano Co. Features Allen Portables in Display

Prominent Atlanta Music House Profits From Intensive Sales Drive on Portable Instruments—Window Display Aids Sales

ATLANTA, GA., February 7—The Cable Piano Co., one of the leading music stores of the South, recently put on an intensive sales drive.

How Cable Co. Featured Allen Portables on Allen portables. E. W. Dahlberg, manager of the phonograph department, expressed himself as being highly satisfied with the results of the campaign and stated that the window display, a photograph of which is reproduced herewith, was an important factor in attracting customers to the store. The window in which the display was placed faces on one of the most prominent streets in the city in the shopping center. It is interesting to note that the Allen portable is the only instrument of its type to which an entire window display has been devoted exclusively in this store.

C. M. Jones, manager of the Aluminum Specialty Co., Southeastern distributor for the Allen-Hough Mfg. Co., manufacturer of the Allen portable, states that many dealers in the territory covered by his company are taking advantage of the attractive display material supplied by the manufacturer.

Chicago Firm Changes Name to Stewart Industries, Inc.

The Stewart Battery Co., Chicago manufacturer of automobile and radio batteries and radio power units, will henceforth be known as Stewart Industries, Inc. This change in firm name became effective early in February and the capital stock of the company has been increased from $50,000 and 500 shares at par value to $120,000 and 10,000 shares at par value.

The number of directors of the company has been increased from three to five. According to the advice of the Stewart Industries headquarters, the firm will be ready to announce in the near future new models of the Stewart Electric "A" power units, "B" power units and combination "A-B" power supplies, as well as a new "A" battery eliminator kit.

Edison Posters Arouse Interest in Recordings

The sales promotion department of Thos. A. Edison, Inc., has prepared and distributed to Edison dealers special window streamers 14 inches by 36 inches in size showing on the upper poster life-size pictures of the "Two Dark Knights," and on the lower poster life-sized views of their enormous feet. These artists have made several records for the Edison phonograph which have proved distinctly successful, and dealers report that the display of the feet particularly has served to arouse much interest and attract business.

Trade Leaders to Speak at Federated Ass'n Conclave

Two-Day Convention Under Way at Schroeder Hotel in Milwaukee—Comprehensive Program Being Presented to the Delegates

As this issue of The Talking Machine World is mailed to the trade the Federated Radio Trade Association is meeting in a two-day convention in Milwaukee, Wis., with headquarters at the new Schroeder Hotel. The dates for the Milwaukee Convention are Tuesday and Wednesday, February 14 and 15, and among the speakers scheduled to address the delegates are C. C. Colby, Bond P. Geddes and Martin F. Fanagan, of the R. M. A.; Sam Pickard, of the Federal Radio Commission, and Richard M. McClure, prominent trade association man of Chicago; Louis B. Roycroft, vice-president of the NEMA; Paul B. Klugh, L. S. Baker, of the National Broadcasters' Association.

Entertainment features for visiting dealers and distributors include a dinner and theatre party on Tuesday evening and on Wednesday evening a stag dinner.

The Federated Radio Trade Association is a national organization of dealers and distributors, and numbers among its members local associations in practically one-third of the cities in the country. The Association was organized three years ago, and works in close co-operation with the Radio Manufacturers' Association and the National Broadcasters' Association for the betterment of the industry.

Winschiff Co. Chartered

The Winschiff Piano Co., 1528 West Chicago avenue, Chicago, III., was recently incorporated to deal in musical instruments with a capital stock of $25,000.
A. Gibbons Made Manager of Loeser Music Sections

Has Had Many Years' Experience in the Music-Radio Trade—Formerly Connected With Landay Bros., Ludwig Baumann and Others

A. Gibbons assumed the management of the talking machine, radio, musical merchandise and sheet music departments of Fred. Loeser & Co., Brooklyn, N. Y., recently, succeeding A. R. Filante. Mr. Gibbons has had the past two years been connected with Landay Bros. as merchandise man and has had a wide and varied experience which fits him for his new position as manager of the music sections of the large Brooklyn department store.

Prior to his connection with the Landay organization Mr. Gibbons was buyer for the Ludwig Baumann radio departments, having introduced radio merchandise into that organization. He remained with the Ludwig Baumann Co. for two and a half years. For eight years previous he was connected with the talking machine section of the Abraham & Strauss department store, Brooklyn.

Mr. Gibbons is enthusiastic over the possibilities for a large volume of sales for the coming year. Having lived in Brooklyn all his life he is well acquainted with the position which this establishment holds and the prestige which it enjoys in the metropolitan area.

Sol Lazarus Retires from Metropolitan Music Trade

Sol Lazarus, one of the best known talking machine and radio dealers in the metropolitan territory, retired from the music-radio trade last month to devote his time to a real estate business at 2417 Sixty-eighth street, Brooklyn, N. Y. The music store at 216 East Fifty-ninth street has been taken over by Louis Seidman and his son Al who will continue the business.

Mr. Lazarus entered the music field by way of the bicycle business in which he was engaged since 1895. In 1900 upon the occasion of his opening a new store at 50th Street Avenue, he added a line of Edison phonographs and in 1904 he took on the Victor line which he has carried ever since. Mr. Lazarus has been most active in association work and has held a number of offices in the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut.

Radio Engineers Visit the Plant of the Aerovox Co.

Delegates to the 1928 convention of the Institute of Radio Engineers enjoyed a trip through the plant of the Aerovox Mfg. Co., Brooklyn, N. Y. All equipment in the Aerovox plant was

in motion while the visiting engineers were being conducted through, and the actual process of manufacturing various radio parts was on display. Following the plant inspection the guests were entertained at luncheon by Aerovox executives.

Stromberg-Carlson Window Display at Gimbel Bros.

Three Models of "Treasure Chest" Receivers Featured With a Background of Panels Furnished by Stromberg-Carlson Co.

An extremely attractive window display devoted exclusively to a showing of Stromberg-Carlson radio receivers and loud speakers recently occupied a show window at Gimbel Bros. Music Store on West Thirty-second street. Two cabinet models and a table model were shown with loud speaker occupying the forefront of the display.

The background of the window consisted of three panels furnished by the Stromberg-Carlson Telephone Manufacturing Co., informing those gazing at the display that "Stromberg-Carlson guarantees not to reduce its prices." The center panel bears the inscription "Treasure Chests." Those panels are being circulated among Stromberg-Carlson dealers by the company and they are being widely used.

Isaac Davega Left $162,639

Isaac Davega, who founded the Knickerbocker Talking Machine Co., former Victor distributor in the metropolitan territory, upon his death in 1929 left a gross estate of $427,372, but only $162,639 net, as shown by an appraisal filed recently. The estate was left to his widow, Louise Davega, and their children, Abram Davega and Mrs. Marie Forster.

E. S. Hilber With Fada

E. S. Hilber, formerly with the Federal Radio Corp. of Buffalo, is now connected with the sales department of F. A. D. Andrea, Inc. Mr. Hilber is covering a section of the metropolitan district of New York in the interest of Fada Radio.

Cotton Flocks

Air floated, all injurious foreign matter eliminated

The regular monthly meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, was held on Wednesday, February 8, and was featured by an interesting talk by Warren F. Scanlan, radio engineer, who spoke of the "Trend of AC Radio and its Application to Existing Battery Equipped Sets."

A. D. Geissler, head of the Standard Home Utilities, Inc., spoke briefly and demonstrated the Crosley Icyball refrigerator.

Irwin Kurtz, president of the association, reported that he and Al Galuchie, treasurer, would represent the organization at the annual convention of the Federal Radio Trades Association, which is being held in Milwaukee on February 14 and 15.

Ray L. Speicher, advertising manager of Freed-Eisemann Radio Corp., who is working with the entertainment committee in preparing the Association's annual journal, which is to be distributed at the banquet at the Hotel Commodore, New York, on April 23, reported that satisfactory progress is being made.

The members were entertained by representatives of Irving Radio, Inc., who played Berlin's latest hit "Sunshine," and other big sellers, including "Golden Gate" and "At Dawning." The next meeting will be held on March 7.

Sailed for England

K. L. Allardyce-Arnott, managing director of Freed-Eisemann Radio Corp., who is working with Irving Radio, Inc., recently sailed for home after spending three weeks in conference with executives at the main offices of the Freed-Eisemann Radio Corp. in Brooklyn, N. Y. Mr. Allardyce-Arnott expressed great enthusiasm over the prospect for continued success of the Freed-Eisemann radio products in the British Isles.

Recovering From Illness

Charles freshman, president of the Charles Freshman Co., Inc., who has been ill for several weeks with a severe attack of pleurisy, is now well on the road to a complete recovery. Mr. Freshman's office in New York announced that he expects to be back at his desk early in February.

Extend Schubert Contest Date

The closing date for entries in the $20,000 International Prize Contest for the Schubert Centennial, celebrated this year, has been advanced from March 31, 1928, to April 30, 1928, in response to a number of requests from American composers. This contest is being sponsored by the Columbia Phonograph Co.

Suffers Fire Loss

The Horton-Galde-Creamer building on State street, New Haven, Conn., occupied by the Victor distributing firm of that name, was destroyed by fire which did a total damage of at least $150,000.

Testing Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.,
Montvale, New Jersey
Brunswick Branch Managers Make Survey of the Trade

Optimism Regarding the Outlook for the Year 1928: Reports of Expressions of Managers From Coast to Coast

An interesting survey of conditions throughout the country was recently compiled by the Brunswick-Balke-Collender Co., from the expressions of its branch managers. Ralph Hooke, manager of the Atlanta branch, which serves South Carolina, Alabama, Georgia and Florida, states that in the first three states, business for 1927 was most satisfactory and with farmers prosperous from exceptionally good cotton and tobacco crops 1928 is most promising. Because of the unfortunate conditions in Florida this state did not show an increase in 1927 but conditions there are gradually being adjusted. R. J. Bowell, manager of the Baltimore branch, reports a sixty-five per cent increase for 1927 in the Panatrope and record division and anticipates a substantial increase in 1928.

L. E. Germain, Cleveland branch manager, feels that the production plans announced by the automotive industry, affecting his district as it does, will assure a most prosperous 1928. The operation of a broadcasting station has stimulated the sale of Brunswick instruments and records in the Cincinnati territory, states E. R. Daughton, and with the unemployment situation being bettered, conditions for 1928 are regarded as being bright. The results of a personal survey made by W. H. Humphries, manager of the Dallas, Tex. branch, point to a good year.

W. A. Haeflinger, Denver branch manager, feels that the market is bigger and better than ever but the dealer must be on the alert to secure his share of the business. T. H. Condon, Kansas City, Mo., manager, states that unseasonable weather and low crop prices retarded business in 1927 but conditions for 1928 are much brighter. I. J. Westphal, newly appointed manager of the Los Angeles branch, has made a searching survey of the territory, and says: "We will have the biggest and best year in history in 1928." Sellman C. Schultz, Minneapolis manager, after summing up conditions affecting the Northwest, says: "Should agricultural conditions be at all favorable in 1928 we will not be far wrong in saying now that next year will bring about a greater music year.

C. C. Spratt, of Salt Lake City, reports that due to the fact that farmers did not receive cash for products now being held in storage, and with the mining industry not in the best condition business for 1927 was not as good as it might be. The outlook for 1928 is good, depending, however, on the conditions referred to.

G. F. MacGregor, of the San Francisco branch, states that conditions in Northern California look brighter for the coming year than in any year of the branch's history, with high-priced instruments in greatest demand.

After reviewing general business conditions as they affect the Northwestern section of the country, A. S. Cobb, manager of the Seattle branch, states that the general outlook for 1928 is gratifying. J. H. Bennett, of the St. Louis branch, states that business conditions in the Mississippi Valley point to a most prosperous business for some time to come. George A. Lyons, Philadelphia branch manager, feels that 1928 will be even better than the good year enjoyed in 1927 because of new policies of the Brunswick Co., particularly that regarding revision of record prices. E. C. Nelson, of the Boston headquarters, in discussing the outlook for 1928, says that too much stress cannot be placed on the fact that the present type instruments have passed the experimental stage and are now standard. He feels that the dealer in 1928 will sell more high-priced units than ever.

The Okeh Phonograph Co., wholesale offices, New York, has added the Talk-Back recorder.

Zenith Dealer Features Reception Quality of Line

"Come in and enjoy the music from the Pacific Coast," is the effective advertising slogan adopted by Nace Hopple, Zenith dealer located at Forty-seventh and Cedar avenue, Philadelphia. Mr. Hopple has been particularly successful in bringing in station KFI, Los Angeles, nightly on a Zenith model 16-E. His invitation to listen in with him has resulted in sales.

Diamond Electric Corp.'s Lively Little House Organ

The Diary of Diamond Dick is a lively little house organ being published monthly by the Diamond Electric Corp., Newark, N. J., in the interest of Diamond batteries. It is filled with timely sales and merchandising suggestions, window displays and other material which are proving to be very popular with Diamond dealers.
Jack Kapp, Vocalion Sales and Recording Director, Inaugurates New Policies

Newly Appointed Executive Makes Complete Change in Development of Vocalion Line—Records to Be Merchandised in Specific Classes Which Will Be Released Separately

J. E. Henderson, record sales manager of the Brunswick-Balke-Collender Co., recently announced that Jack Kapp has been placed in complete charge of the sales and recording of Vocalion records. Mr. Kapp is known throughout the industry and is one of the most enthusiastic and energetic young executives in the business to-day. He is thoroughly conversant with the record business from every angle and his appointment to this responsible position is the logical result of the unusual success he has had with the Vocalion line since he became associated with the Brunswick Co. some time ago.

One of the first moves made by Mr. Kapp since his appointment has been the inauguration of a complete change in the development of the Vocalion line. The new plan is original with Mr. Kapp and is designed to meet existing conditions in the record industry. Vocalion records will be merchandised in specific classes. For example, he will separate the race records, the old-time tunes and the popular records into individual classes. These records will be released separately and special dealer helps and merchandising literature will be prepared for each individual class. In that way the dealer whose business is concentrated on any one or two of these classes can devote his activity to the type of records which he finds to be in greatest demand.

Mr. Kapp is also developing the new talent for the Vocalion catalog, among them, the "Tea Voiced Tenor from the South" Elmo Tanner, and Dick Powell, another tenor who is very popular in Indiana.

Mr. Kapp’s new plan of having but one monthly release of individual groups of records has already been announced to the trade and has met with enthusiastic reception, and his new artists have been immediately accepted. One of the "finds" of Mr. Kapp has been "The Original Kansas City Jim Jackson," whose first record of the "Kansas City Blues" has been one of the quickest and biggest selling "blues" records released in years. Another popular Vocalion record has been the well-known "When the Roses Bloom Again" by McFarland & Gardner, of which one Chicago State street dealer sold over 20,000.

Mr. Kapp, in addition to his qualification as a record executive, has a full knowledge of music, so that he is able to direct and arrange the routine for an orchestra in a manner that will appeal to his trade. He is responsible for the enormous popularity of "Someday Sweetheart," which he discovered and arranged, after the tune had been definitely consigned to the scrap heap, and through Mr. Kapp’s arrangement, as it was recorded, "Someday Sweetheart" became a national hit. One of the biggest-selling record dance organizations in the country to-day, Red Nichols and His Five Pennies, was brought to Brunswick by Mr. Kapp.

Mr. Kapp will direct the supervision of releasing, development of talent, directing of recording, merchandising of records and the planning of sales campaigns. Associated with him in this work is Charles Biesel, who was appointed some time ago to maintain contact with the jobbers. In contrast to Brunswick’s method of distributing records through branches, Vocalion will be handled exclusively through jobbers. Thus far, under Mr. Kapp’s direction, an imposing list of jobbers has already been developed and he is confident that before very long this list will have increased to a much greater length. The present Vocalion jobber organization includes the Cleveland Phonograph Co., Chillicothe, O.; Davit & Hansen Music Co., Cincinnati, O.; Ellen Bros. Furniture Co., El Paso, Tex.; Hasler Texas Co., Dallas, Tex.; Harbison Mfg. Co., Kansas City, Mo.; Heeb Co., Dubuque, Ia.; Northwestern Phonograph Supply Co., St. Paul, Minn.; Stewart Sales Co., Indianapolis, Ind.; Jas. K. Polk Co., Memphis, Tenn.; Forbes Piano Co., Birming- ham, Ala.; Phonograph Repair & Accessory Co., St. Louis, Mo.; Sterchi Bros., Bristol, Tenn.; Sterchi Bros., Knoxville, Tenn.; Sterchi Furniture & Carpet Co., Atlanta, Ga., and Sterchi Bros., Jacksonville, Fla.

A photograph was broadcast from Kearny, N. J., to New York City recently, in four minutes, by means of the Cooley Raylofax System, which was inaugurated at Station WOR.

Radio Cabinet for Manufacturers and Distributors

In connection with a new line of high-class radio furniture which has just been announced to the trade, the Superior Cabinet Corp., New York, has designed a special model, illustrated herewith, for manufacturers and distributors only. This is model 401, in maple overtops on genuine butt walnut. The dimensions are, height 43 3/4 inches, width 30 3/4 inches, depth 17 3/4 inches, panel overall size 25 3/4 inches wide, 10 1/4 inches high. It is equipped with the RCA 100A loud speaker, and is on exhibition at the Superior Cabinet Corp.’s New York showrooms.

The general Superior line includes a variety of cabinets, tables, spinets and consoles in both walnut and decorative artistic models, designed to accommodate any AC electric set. The RCA 100A loud speaker is standard equipment in all Superior models.

The Superior factory and production facilities were recently enlarged, according to B. J. Greenbaum, executive head of the organization, who states that prompt deliveries can be made on orders of any quantity.

Montgomery Ward & Co. to Extend Chain Stores

The Montgomery Ward & Co., through its president, C. C. Hartzell, recently announced that the principal office of the company is now located at 508 South Dearborn street, Chicago, Ill. The Hartzell organization has for the past several years maintained its headquarters in New York with a branch office in Chicago and sales representatives in twenty-one cities throughout the country.

Montgomery Ward & Co.

To Extend Chain Stores

CHICAGO, IIL, February 10—Plans for one of the largest retail chain store developments ever undertaken were announced recently by Montgomery Ward & Co., mail order house of this city. The stores will carry radio receivers, furniture, house furnishings, and other lines. The Montgomery Ward organization has been experimenting in the chain store field for the past eighteen months and now operates fifty stores. It expects to have 150 by the end of 1928. President George W. Everett states that the company plans to establish stores in the 1500 towns above 5,000 population in the United States.

BMS Home Broadcaster

The new idea for a Radio party

Everybody likes the idea of fooling a group of friends that have gathered for the purpose of listening to a special program. Just the thought of putting over an imitation program undetected sells them! List price $7.50 complete.

BROOKLYN METAL STAMPING CORP.

720 Atlantic Ave.,

Brooklyn, N. Y.
Recording Artists in Concert Appearances
Invite Record Tie-Ups

The following list of concert dates of a number of recording artists has been compiled for the benefit of dealers who wish to stimulate the sale of records of artists appearing in their cities, by the use of posters distributed through the medium of window displays or by direct mail, calling the attention of customers to the scheduled appearances and a mention that the artists are available for recording.

PORTLAND COLUMBIA DEALERS AND STAFFS
Entertained by Cole McElroy Orchestra

Celebrate Release of Orchestra's First Columbia Recordings by Holding "Columbia Nite" in Ballroom—Oregon Music Trades Association Holds Meeting—Other News of the Trade

PORTLAND, Ore., February 4—After a protracted period of inactivity the Oregon Music Trades Association met January 27 at the Elks Club. Members present decided to hold the annual meeting in the near future for the election of officers. A resolution was passed to send in a petition to the manufacturers of phonographs and radios for a better trade discount.

E. Avery, of Los Angeles, in charge of the Brunswick recording laboratories and in charge of the Los Angeles Brunswick record factory, stopped off in Portland several days on his return from Seattle where he made a group of recordings of the Herb Wiedoeft Orchestra.

The recent Victor release of the new concert series, consisting of the better-known popular selections of Victor Herbert, was introduced with the approval of the dealers, according to the Portland Victor headquarters of the Pacific Northwest Distributing Co.

"Columbia" is to present a feature of the Cole McElroy Spanish Ballroom, when Columbia dealers and Columbia people of Portland were entertained at the Cole McElroy Spanish Ballroom, Columbia artists, in honor of the release of the new Columbia records of this orchestra.

The ballroom was decorated with Columbia records, Columbia window trims and other Columbia material, making the whole a very attractive setting for the famous Columbia recording organization. One of the big features of the evening and which brought forth a great deal of comment was the playing of the new Cole McElroy recording on the Columbia Kolster.

Herman Kenin's Multinomah Hotel Band, probably the best-known dance band in the West, Victor recording artists, and very popular in Portland, will appear as a regular feature Monday nights at the Broadway Theatre, according to announcement of the Broadway management.

The Northwestern Victor Distribution Co. entertained the Victor dealers and salesmen of Portland and vicinity at a luncheon held at the Hotel Portland January 11, at which time they were addressed by C. B. Gilbert, of Seattle, and president of the Northwest Victor. The new model Victor-Electroca No. 1215 was demonstrated to them for the first time.

Elmer Hunt, in charge of the Portland office, announced that he had added the J. G. Kull Co. to their agencies.

Frank V. Goodman

Radio Sales Manager

Connected With the Sonora Phonograph Co. for Nine Years, Occupying Executive Posts—Has Had Wide Advertising Experience

Frank V. Goodman, for the past nine years associated with the Sonora Phonograph Co. and for the past several years vice-president and Eastern sales manager of that organization, has been appointed general sales manager of the radio division of the American Bosch Magneto Corp., Springfield, Mass. Mr. Goodman assumed his new duties on February 6 and is now becoming acquainted with the Bosch sales and factory executives in the different parts of the country.

Bosch wholesalers and retailers have evinced the keenest pleasure in the appointment of Mr. Goodman as radio general sales manager, for he is recognized as one of the foremost merchandising executives in the phonograph and radio industries. During his nine years with the Sonora Co. he earned and retained the respect and esteem of wholesalers and dealers throughout the country because of his intimate familiarity with their sales problems and his practical experience in every phase of selling.

In addition to his general sales knowledge, Mr. Goodman has the advantage of being a keen student of advertising in all its ramifications, having been associated with O. J. Gade in outdoor work, the Frank A. Mussey publications and with several prominent advertising agencies.

The American Bosch Magneto Co. is making plans for a very interesting sales and merchandising campaign the coming year and Mr. Goodman's many years of experience in sales activities will undoubtedly be reflected in the success of the campaign. In addition to his recognition as a sales executive, Mr. Goodman has won a host of personal friends in the radio and phonograph industries, who have sent him letters and telegrams of congratulation upon his new activities.

Tentative Show Dates Named

The directors of the St. Louis Radio Trades Association recently voted to tentatively set the dates for the Fourth Annual Southwest National Radio Show for September 17 to 22 in this city. The final decision on these dates will be made by the 1928 directorate, who will take office on March 1.

The Hyde Music Co., Jersey City, N. J., was recently incorporated at Trenton with a capital stock of $125,000.

Frank V. Goodman
Do YOU Dream?

"Your ship will never come in"... until you send one to sea. You may dream on and on of your argosy of wealth coming true.

But...

If you are a dealer in records, it is clear-headed planning that will carry you straight to the goal of more profits and still more profits!

Miss no opportunity...

It may be you do not carry Okeh Records. If so, that is missing an opportunity! There is such music on Okeh Records that other companies envy and try to copy... for instance—

Music by:

Frankie Trumbauer and His Orchestra
Miff Mole and His Little Molers
Boyd Senter    Ed Lang    Joe Venuti

Consolidated Talking Machine Co.
227 West Washington Street
Chicaco, Illinois
Home Entertainment Products Enjoying
Good Demand in Middle Western Area

Radio Sales During January and Early February Were Gratifying—Portable Demand Heavy and Cabinet Phonographs Selling Well—Record Sales Continue Consistently Good

CHICAGO, ILL., February 9.—The music-radio trade throughout the Middle West is experiencing good business in home-entertainment products. Record sales continue to be good, and one of the reasons advanced for this condition is the fact that there are now on the market so many songs and ballads of the popular type, "which one may whistle," instead of the jazz composition with little or no melody. A dozen songs have caught the popular fancy in a way which has not been witnessed for a long period, and as a result the recordings are in heavy demand. Heavy portable phonograph sales are another underlying cause, for the sale of a portable machine means, in nine cases out of ten, an enthusiastic record buyer of dance and popular selections.

The demand for cabinet phonographs is fair in the larger centers with greater interest in the smaller communities and farming sections. The interest in electrical reproducing instruments is increasing, and it is predicted that in 1928 there will be a far greater number of combination radio-phonographs on the market bidding for public favor.

Radio sales during January and the early part of February were very gratifying at a season when excessive dumping and a sharp decrease in business have been experienced in the past. Many radio manufacturers, whose plants ceased producing late in December, experienced heavy demands from the trade for radio receivers early in January, with the result that their factories are again operating. The demand for AC receivers continues, with a shortage of several popular makes, and in the smaller and un-wired communities battery-operated sets continue in good demand. A development of interest to distributors and dealers during the last few weeks was the introduction of transformers and power packs, which, when used with an adaptor harness, convert the battery-operated set to AC operation. This device has opened up new avenues of sales for converting the sets now in stock and furnishing a new product to sell old customers having battery-operated sets in their homes.

Becker Bros. Pushing Kellogg Radio

Becker Bros. Electrical Corp., Chicago, exclusive Kellogg radio distributors in northern Illinois and northern Indiana, report that the company is in the midst of a very successful radio season. B. F. Wallace, secretary of the company, and W. E. Becker, president and treasurer, after checking over results for 1927 have reported a very satisfactory year from the profit standpoint. Under the leadership of W. L. Neil, sales manager of the company, Becker Bros. have organized a very efficient sales force which covers the territory very effectively.

W. C. Fuhri a Visitor

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., spent a few days at the Chicago office of the Columbia organization late in January on his way to the Pacific Coast.

The Chicago branch office of the Columbia Phonograph Co. reports that record sales in this territory for the month of January were greater than in any January for the past six or seven years. The three releases of "The Two Black Crows" recordings were given added impetus with the opening at the Illinois Theatre of Earl Carroll's "Vanities." A few days after the show opened the Chicago Evening American carried a page of Columbia tie-up advertising.

Unusual Exhibit of Atwater Kent Radio

The process of manufacture of Atwater Kent alternating current radio receivers was recently on exhibition in Chicago. Beginning January (Continued on page 98)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 97)

16, Marshall Electric Utilities, Inc., staged one of the most unusual exhibits of an exclusive line of radio sets and speakers ever held in the industry.

The entire sixth floor of Mandel Bros. department store, totaling over 20,000 square feet of floor space, located at State and Madison streets, Chicago, was devoted to displaying the new Awater Kent all-in-one AC set and the Model "E" speakers with their variety of color combinations. Process of assembly of these sets conveyed at least a faint idea of how mass production combined with accuracy is carried on in the fifteen and one-half-acre factory at Philadelphia.

George Jaud, territory manager of the Atwater Kent Mfg. Co., together with H. H. Wolper, of Marshall Electric Utilities, Inc., and the Sampson Electric Co., Chicago distributor, were responsible for this interesting and colorful exhibit. P. A. Ware, merchandising manager of the Atwater Kent organization, provided a series of motion picture and slide films of considerable news value which were shown during the exhibition.

Temple Representative Entertained
Harold Moynelo, of Borden & Moynelo, New York and Washington, Eastern Central representative; Irving Schubot, Detroit; Franklin McDermott, St. Louis; J. L. Leban, Cleveland representative, and Frank Guppy, Minneapolis representative, were recent guests of Addison Brown, sales manager of Temple, Inc., at the company’s new factory in Chicago. These gentlemen, who are all experienced radio men, complimented Fred Temple, vice-president and general superintendent of Temple, Inc., on the new factory which was recently completed and into which Temple, Inc., moved late in 1927. Mr. Temple has built into the Temple plant a most up-to-date experimental and testing laboratory and made special tests and demonstrations that were of considerable interest to all present.

Growing Sales of Steinite AC Sets
The Campbell Iron Co., St. Louis, Mo., which took over the distribution of Steinite electric sets in the St. Louis territory November 1, up to January 1 had disposed of over 1,200 sets in that territory, according to reports from the Steinite headquarters in Chicago. The Steinite Laboratories recently announced the appointment of H. J. Gorke, Syracuse, N. Y., and the Crescent Electric Supply Co., Dubuque, la., as exclusive distributors of Steinite receivers. H. J. Gorke will cover the entire central New York State territory for the Steinite Laboratories.

Opens Chicago Sales Office
The Julian M. White Mfg. Co., power unit manufacturer, of Sioux City, IA., recently opened a Chicago sales office in the Bournham building, 160 North LaSalle street. N. D. Patti, sales manager of the company, makes his headquarters at the Chicago office, and the firm is maintaining a close contact with manufacturers of AC radio receivers, for which the White organization supplies an AC-B power pack, built to manufacturers’ specifications.

Chicago Dealers Visit A. K. Plant
The Sampson Electric Co., Atwater Kent distributor of Chicago, recently brought fifty chosen dealers for a two-day visit to the Atwater Kent plant in Philadelphia. The dealers were welcomed to the factory by A. Atwater Kent, who gave a short address after which a tour of inspection was taken. The Bellevue Stratford Hotel was the headquarters, and the dealers were entertained there during the afternoon and evening. Boxing matches at the Arena were part of the entertainment program. On Tuesday the Chicago visitors took a sightseeing trip and left for Chicago at 3:05 p.m.

To Broadcast Over “Blue Network”
As further evidence of the increasing popularity of nationwide broadcasting of select musical programs, Montgomery Ward & Co., America’s oldest mail-order house, with distributing branches covering the entire country, has closed a contract with the National Broadcasting Co. for radio broadcast a feature of the “Blue Network” of 18 stations on a scale never before attempted by any merchandising organization. It is estimated that fully 75 per cent of the entire population of the United States, east of the Rocky Mountains, lives within the areas covered by all the stations included in the Ward broadcasting schedule.

At 8 o’clock p.m., Central Standard time, every Monday, the Ward program, known as the “Riverside Hour,” was named by the firm’s well-known line of tires and automotive equipment, goes on the air. A special Ward orchestra, known as the “Riverside Trail Blazers,” and directed by Jules Herboaux, director of the world-famous Brunswick recording dance orchestras, who has made an extensive study of the presentation of popular music by radio, provides the music.

Lazar & Son Open Radio Departments
Lazar & Son, proprietors of three prominent music-radio stores on the northwest side of Chicago, recently opened radio departments in the stores of the Amber Furniture Co., at 3108 Lincoln avenue, 1620 West Chicago avenue and 2100 Milwaukee avenue. In both the Lazar & Son music stores and the Amber Furniture establishments Radiola, Atwater Kent, Freshman and Zenith receivers are handled, and in the music stores proper, in addition to the radio products, Columbia phonographs and records are featured.

Battery Manufacturers to Meet
The Winter meeting of the National Battery Manufacturers’ Association will be held February 23 and 24 at the Edgewater Beach Hotel, Chicago. Alvin E. Dodd, of the United States Chamber of Commerce, Washington, D. C.; E. L. Green, of the National Better Business Bureau of New York, and George Woodruff, vice-chairman of the National Bank of the Republic, Chicago, will deliver addresses during the convention. The rest of the program will be devoted to general and technical subjects pertaining to the battery industry.

The Lazar & Son store where the “Blue Network” was launched.

Repair Parts
For All and Every Motor That Was Ever Manufactured
We can supply any part. The largest and most complete assortment of repair parts—.in the United States—on hand for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

Lazar & Son, Who Visited Atwater Kent Plant
Chicago Dealers of Sampson Electric were welcomed to the factory by A. Atwater Kent, who gave a short address after which a tour of inspection was taken. The Bellevue Stratford Hotel was the headquarters, and the dealers were entertained there during the afternoon and evening. Boxing matches at the Arena were part of the entertainment program. On Tuesday the Chicago visitors took a sightseeing trip and left for Chicago at 3:05 p.m.

To Broadcast Over “Blue Network”
As further evidence of the increasing popularity of nationwide broadcasting of select musical programs, Montgomery Ward & Co., America’s oldest mail-order house, with distributing branches covering the entire country, has closed a contract with the National Broadcasting Co. for radio broadcast a feature of the “Blue Network” of 18 stations on a scale never before attempted by any merchandising organization. It is estimated that fully 75 per cent of the entire population of the United States, east of the Rocky Mountains, lives within the areas covered by all the stations included in the Ward broadcasting schedule.

At 8 o’clock p.m., Central Standard time, every Monday, the Ward program, known as the “Riverside Hour,” was named by the firm’s well-known line of tires and automotive equipment, goes on the air. A special Ward orchestra, known as the “Riverside Trail Blazers,” and directed by Jules Herboaux, director of the world-famous Brunswick recording dance orchestras, who has made an extensive study of the presentation of popular music by radio, provides the music.

Lazar & Son Open Radio Departments
Lazar & Son, proprietors of three prominent music-radio stores on the northwest side of Chicago, recently opened radio departments in the stores of the Amber Furniture Co., at 3108 Lincoln avenue, 1620 West Chicago avenue and 2100 Milwaukee avenue. In both the Lazar & Son music stores and the Amber Furniture establishments Radiola, Atwater Kent, Freshman and Zenith receivers are handled, and in the music stores proper, in addition to the radio products, Columbia phonographs and records are featured.

Battery Manufacturers to Meet
The Winter meeting of the National Battery Manufacturers’ Association will be held February 23 and 24 at the Edgewater Beach Hotel, Chicago. Alvin E. Dodd, of the United States Chamber of Commerce, Washington, D. C.; E. L. Green, of the National Better Business Bureau of New York, and George Woodruff, vice-chairman of the National Bank of the Republic, Chicago, will deliver addresses during the convention. The rest of the program will be devoted to general and technical subjects pertaining to the battery industry.

The Lazar & Son store where the “Blue Network” was launched.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 98)
dealers, held by the Wiswell Radio Co., Chicago distributor, on January 26 and 27, was attended by one hundred forty-four retailers from this territory. On Thursday service problems were discussed and on Friday a sales meeting was held. The two-day session was climaxd by a banquet on Friday evening at the Stevens Hotel, a most enjoyable affair.

Leslie C. Wiswell, head of the firm which bears his name; Harry Sparks, sales manager of the Sparks-Withington Co., Jackson, Mich., manufacturer of Sparton radio receivers; Earl Brower, assistant to Mr. Sparks; W. L. Krause, central manager, and other representatives of the Sparton organization addressed the gathering.

Frank Justin, of Justin Bros., Sparton dealers of this city, outlined for the benefit of his fellow merchants the plan of merchandising which had developed so many Sparton sales for his store, and J. T. Bristol, of the Bristol Finance Co., discussed the problem of financing dealer sales. Representatives of national magazines also addressed the dealers on the subject of advertising.

L. C. Wiswell on Vacation

Leslie C. Wiswell, head of the Wiswell Radio Co., Chicago, Sparton distributor, accompanied by Mrs. Wiswell, left Chicago February 11 on a three weeks' cruise to the West Indies. They sailed from New York City on the White Star liner "Acapulco." 

H. D. Schoenwald in New Post

Harry D. Schoenwald, a well-known figure in Middle West music-radio circles, and a past-president of the Chicago Piano Club, was appointed a few weeks ago as record sales promotion manager of the Consolidated Talking Machine Co., Chicago, distributor of Okeh-Odeon records, and manufacturer of the Swanport phonograph.

Karas Sales Manager Urges Dealers to Convert Sets

Robert Egalston States That Dealers Will Find Conversion of Battery-Operated Sets to AC Operation Will Bring Profits

CHICAGO, IIL., February 7.—Robert Egalston, sales manager of the Karas Electric Co., 4040 North Rockwell street, this city, in discussing the new Karas AC-Former which offers an easy method of converting any battery set to AC-tube operation said: "Conversion is the keynote to good business throughout Spring and Summer as well as the regular Fall season. Dealers who have been accustomed to taking a poor Summer for granted will find in conversion the key to prosperity. "Since our first announcement of the AC-Former we have been flooded with thousands upon thousands of inquiries. Orders piled up so fast that we have been able in a short time to cut our list price on our Type 12 from $13.50 to $8.75. We plan an aggressive newspaper and magazine campaign to take the news of our product to the public.

"In building our product we have recognized the importance of protecting the AC tubes so as to assure them long life. Sages and overwinding did not transmit to the tubes to ruin them prematurely. A smooth, steady flow is supplied and safeguarded by our methods of manufacture."

Harry Bibb Appointed Mid-West Sales Manager of Sonora Phonograph Co., Inc.

 Territory Extends From Ohio to Colorado and From Canada to the Gulf—Will Make Headquarters at Chicago—Has Had Many Years of Experience in Phonograph Field

Harry Bibb's host of friends throughout the country will welcome the news of his appointment to the important post of sales manager new plans to music dealers, and is in the midst of a comprehensive program for rebuilding the Sonora dealer organization. The new policy of appointing dealers will be directed toward the representative and more aggressive type of music merchant.

Mr. Bibb is president of the Piano Club of Chicago, and is an active figure in all organization work in the promotion of music. One of the veterans of the phonograph trade, he brings to his new position a wealth of experience and the benefit of many years of close contact with the trade.

Brunswick Co. Broadcasts Polish Hours of Music

E. J. Ackerman and M. Ritter, of Brunswick Chicago Office, Supervising Weekly Broadcasts of Brunswick Polish Hour of Music

Something new in radio programs was prepared by E. J. Ackerman and M. Ritter, of the Chicago office of the Brunswick-Balke Collender Co., who are supervising the broadcast of the Brunswick Polish Hour of Music over radio station WCFL of the Chicago Federation of Labor, and the Brunswick recording studios. This hour is broadcast every Friday night between the hours of eight and nine, central standard time, and constitutes mainly a program of artists who have recorded for Brunswick in their Polish record catalog, and other prominent Polish singers, musicians of the city of Chicago and surrounding territory.

From the time of the very first Brunswick Polish Hour, Mr. Ackerman has been receiving numerous commendatory letters from Polish people who are now having regular radio parties every week, to hear this hour, and most important of all, from the commercial angle, the sale of Polish records in Chicago has increased enormously since the inauguration of these broadcasts, and as it is announced that the records can be procured from any Brunswick dealer, it has created a very definite demand for Brunswick Polish records in Chicago, and consequently has caused the opening of several new accounts.

The announcements for this hour are made both in English and in Polish. The singing, of course, is entirely in Polish and naturally the vast Polish population of the Chicago territory tunes in every week for the concert. The programs are sponsored by the Polish Daily News, which is the most influential Polish newspaper in that locality.

Enters Field in Chicago

The Kapp Music Co., Inc., 2308 West Madison street, Chicago, has been incorporated with a capital stock of $30,000 to engage locally in the manufacture and sale of all kinds of musical instruments. The incorporators are Jacob Kapp, Frieda, Ruth and David Kapp.
Brunswick Hour of Music Features
Company's Records in Weekly Broadcasts

Latest Record Releases to Be Broadcast Every Wednesday From Station WGN, Chicago—Brunswick Hour Orchestra Engaged—Series of Programs Started on February 8

Vincent Lopez, Ben Bernie, Nick Lucas, A. Jolson, Lee Sims, and other popular recording artists, will be featured through Brunswick records, on the Brunswick Hour of Music to be broadcast over station WGN, Chicago, every Wednesday night beginning February 8, at 8:00 o'clock, Central Standard time.

That this program will be popular with radio listeners is obvious, for with the musical wealth of the Brunswick record catalog at their disposal, the program directors will be able to maintain an unusually high standard of entertainment. The programs will be essentially diversified and will bring to the radio audience the absolute latest things in music as they are played or sung by the recognized stars of the entertainment world.

Another interesting feature of the program is that, because Brunswick records are released each Thursday of the week, the broadcast program on the preceding night will feature the next day's release. In this way record fans will be able to hear all the newest records in advance, and at the same time the listeners are assured of a program that is up to the latest minute.

Even though the records alone could form an unusually interesting program, the Brunswick-Balke-Collender Co., sponsors of the Brunswick Hour, have engaged an orchestra to be directed by Mr. Sellinger, WGN musical director, to play various numbers during the introduction, the Snail, and the closing song of the hour. Whenever possible, Brunswick artists who are available will be featured as guest artists.

The record broadcast is an innovation for Chicago, and is expected to become one of the most popular hours on the WGN programs.

The first week's program is a criterion of the high standard of entertainment that will feature this Brunswick Hour of Music each week.

The program follows:

Introduction—Merry Widow Waltz—Brunswick Hour Orchestra. Under direction of Mr. Sellinger.

Vincent Lopez—A C-Former.

Ben Bernie—Dancing on the Ceiling.

Nick Lucas—(Discarded)

A. Jolson—(Discarded)

Lee Sims—(Discarded)

Other songs to be announced.

Each record will be played on the commercial program. The songs will range from the most popular to the rarest of old classics and the newest of current musical offerings.

Efficient Device to Convert DC Sets into AC Receivers

Carter AC Harness and Karas "A-C-Former" for Converting Battery-Operated Sets Is Now Available for the Retail Trade

Any set originally designed for standard 201-A DC tubes can be converted into an AC set in a few minutes, without a single change of wiring in the set or any technical knowledge of radio by the use of the new Carter AC Harness and the Karas "A-C-Former."

This apparatus consists of a series of adapters that are inserted in the tube sockets of the radio set and into which, in turn, are inserted the AC tubes. They are attached to one another by the filament leads which are an integral part of the harness, and through which the alternating current is conducted, supplying the filament voltages of the new AC tubes.

The Carter AC Harness is also equipped with the necessary resistances to create the required grid voltages or biases for the AC tubes as well as for whatever power tubes or tubes are used, of the 112 or 171 type, either of which can be illuminated with alternating current.

The Karas "A-C-Former" supplies the necessary voltages for AC tubes in conjunction with the harness, direct from the light socket. It will operate eight 226 or 227 type AC tubes and two power tubes of the 112 or 171 types. No extra connections or center taps are required and it is said to be absolutely silent, with no hum.

This is accomplished by scientific transformer construction based upon extensive experience and knowledge of the requirements for a device of this kind. It is small and compact, and sturdy built. The terminals are conveniently located and are attached to any AC set and particularly the Carter AC Harness.

These two units and a set of AC tubes are absolutely the only equipment necessary to convert any tuned radio frequency set to an AC receiver. The process of conversion is simply to remove the 201-A tubes, disconnect and discard the "A" supply, insert the Carter adapters, into which in turn are inserted the AC tubes, connect all former C negative leads to a negative or C positive lead to the Carter Harness to the Karas "A-C-Former" and plug in the light socket. The "B" eliminator or "B" powerpack is left connected exactly as before. The tunings of the set may be slightly altered, although the dials will log just as accurately as before. An efficient DC set by this conversion is made into an efficient AC set.

Thorens, Inc., of New York in More Commodious Home

The large and constantly growing business of Thorens, Inc., distributor in the United States for the well-known musical products firm of Hermann Thorens, St. Croix, Switzerland, has made necessary its removal to more commodious quarters at 450 Fourth Avenue, New York City. The organization now occupies an entire floor at that address which has been attractively and efficiently remodeled to provide the best facilities for service to Thorens customers.

R. K. Kind, general manager, under whose direction the Thorens products are enjoying a steadily increasing volume of business in this country, made the move himself with the aid of Frank Hagnuth, radio specialist, who designed a camera-shaped portable which was introduced in 1927, has become very popular. Thorens, Inc., handle a wide variety of specialties manufacturing in St. Croix, Switzerland, plant, including cigar lighters, musical novels, etc.

Frederic Hermann Thorens, son of Hermann Thorens and an executive at headquarters in St. Croix, Switzerland, plant, including cigar lighters, musical novels, etc.

Since the death of Joseph Feinblum, founder of the Feinblum Music Co., 71 Windsor street, Hartford, Conn., the business has been carried on under the management of Jack Kravitz, who has had a wide experience in talking machine trade circles.

Ellery W. Stone to Make Home in New York City

President of Federal-Brandeis and Federal Telegraph Co. of California Arrives in East—Move Made Because of Kolster Demand

Ellery W. Stone, president of Federal-Brandeis, Inc., and of Federal Telegraph Co., of California, has closed his residence in Oakland, Calif., and has arrived in the East with Mrs. Stone and their infant daughter, Patricia. They will make their home in New York City.

Commander Stone is one of the most prominent figures in the radio industry, well known as a radio engineer, executive and author of radio textbooks. His move to New York was occasioned by the increased activities of Kolster Radio products, manufactured in Newark, N.J., by Federal-Brandeis, Inc. He will keep in touch with the manufacturing operations of Federal Telegraph Co., at Palo Alto, Calif., where Marine radio equipment and Kolster radio compases are manufactured, and with the radio communication system now joined with Postal Telegraph, through Augustus Taylor, secretary of the company, who is in charge of the Western office.

Commander Stone studied radio engineering at the University of California, and in 1914 was appointed U. S. supervisor of radio of the sixth radio district. Three years later, at the close of the break of war, he was commissioned in the Navy and served as district communication superintendent. He was in command of the U. S. Naval Station at San Diego, Calif., built by the company which later made him its president. After the war he became general manager of the Moorhead Laboratories in San Francisco, made a survey of the radio situation in Southern China and returned to San Francisco to become manager of the radio department of the Pacific States Electric Co. In June, 1924, he became president of Federal Telegraph Co., and when Federal merged with Brandeis Products Corp., he was also made president of the new company. With Rudolph Spreckels, chairman of the board, he has been in constant part in negotiations which linked the radio communication system of Federal Telegraph with the Mackay Postal Telegraph System.

Commander Stone is the author of two books on radio and is a Fellow of the Institute of Radio Engineers and of the Royal Society of Arts of England.

The Southern Music Publishing Co., has been incorporated at Albany, N.Y., by J. P. Brash, 115 Broadway, New York City.
The Discount Hound Is Ever Present—
How One Manager Handled Such a Request

Professional Musicians Who Request an Instrument for Nothing and Promise to Advertise It or Who Ask a Big “Cut” Are Regular Problems—E. J. Delano Answers One

One of the situations which every musical merchandise and band instrument dealer must face at some time or another is the proposition from the professional musician who wishes to secure one of the instruments which you are selling, but who, instead of paying for it, makes the offer to reimburse by giving the instrument and your store advertising through playing in public places and by passing the good word along of how wonderful he finds the instrument. Some of the more timid professionals do not ask for an outright gift; they would be satisfied with a good discount.

Most dealers have encountered this situation so often that they have devised their own methods of handling the matter, but the following letter, which was written by E. J. Delano, manager of the retail band instrument department of Sherman, Clay & Co., San Francisco, Calif., to a traveling musician who made such a proposition in answering an advertisement, covers the matter so well that it is well worth printing. It reads:

"Dear Sir:—

"Our ad in.......sure was a success. It got us four bonus side cash sales of the new guitar from the benighted individuals who still believe that a good article is worth a fair price and have not become sophisticated enough to attempt to chisel us out of our property in return for a greater or less amount of problematical advertising. In addition to these bonus side sales, we had, by actual count, thirty-one propositions similar to yours, all offering to ‘advertise’ the new guitar.

"Now this guitar is being well advertised by Henry Santry and his orchestra, who bought and paid real money for the instrument; also by Sol Hoopii and his Hawaiians, Columbia record artists, who also bought ‘his’n’; and by Dave Kane and his Hawaiians, Victor recording artists. And I want to assure you that the writer personally contacted David from the full amount nominated in the bond, §125.

"I don’t know whether we shall give away any of these silver guitars for advertising. Certainly it is not necessary at the present time, since we have difficulty in getting enough of them to sell. However, I don’t say I won’t do it, and in order to be perfectly fair with you I hereby give you No. 32 in line, same as in a barber shop, and promise you the thirty-third steel guitar that we decide to give out for advertising purposes.

"However, it is likely to be about three years before we get around to you. Meanwhile, don’t you think it would be a wonderful thing for you and your work to possess one of these instruments, even if we had to talk about such sordid details as money in connection with it? Pleasantries aside, and I assure you that no bitterness or sarcasm is meant by my preceding preliminary remarks, your purchase of one of these new steel guitars would result in the following pleasant sensations and your enjoyment:

"No. 1—You would have the warm, comfortable feeling around the heart of having purchased a good article from a reliable firm and paid them in the same kind of money they use to pay their clerks, department managers and other low-grade help.

"2—You would have pride of possession, and I believe you would be so chesty and pleased with yourself that you actually paid out real money for the instrument that you would find your money’s worth in explaining to people that you had to do it, because the instrument is such a good one.

"3—Having provided yourself with the latest things in tools, your work, which is now good, would become immediately outstanding and superlatively good, so that theatres, radio stations, concert halls, political conventions and all other bodies that call people together and entertain them with music would bid for your services, and your daily or weekly stipend, salary or honorarium would mount as high as you care to put it without blushing.

"Now, if you would like to try one of these instruments, please disconnect from your roll, which I know is an ample one, one small, unlucky, pitiful §2 bill, and send it to us. We

(Continued on page 102)
IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 101)

How Manager Handled the Discount Seeker

(Continued from page 101)

will then send the instrument to you with instruction for the expressman to accept from you the balance of the purchase price, plus the small express charges, and allow you five days to make up your mind as to whether you would rather have the money back or the guitar. In this instance we are betting on rather a sure thing, as we have not had any return where the artist had tried them.

"Thanking you kindly for your proposition, and regretting that we cannot snap at it, owing to circumstances over which we have no control, we are,

"Yours very kindly and sincerely,

"E. J. DELANO,"

"Manager, Retail Band Instrument Dept., Sherman, Clay & Co."

Loeser Small Goods Manager Heard in Radio Broadcast

William A. Rider, manager of the musical merchandise department of Frederick Loeser & Co., Brooklyn, N. Y., presented a half-hour of entertainment over station WLTH, Brooklyn, N. Y., on Sunday, February 5. Known as "Ukulele" Bill Rider, he and his singing trio, with whom he generally appears, have become popular entertainers throughout the metropolitan district. Mr. Rider naturally brings his talent as a ukulele artist to the Loeser small goods department every day, which is in great part responsible for the splendid sales volume done by his department in these instruments.

Interesting Issue of H. N.

White Co. House Organ

The Winter number of "The White Way," recently issued by the H. N. White Co., Cleveland, O., manufacturer of King band instruments, contains a number of interesting and instructive articles. The opening story is captioned "The Illusion of the Near" and stresses the fact that although an observer can readily tell the difference between two articles, one made fifty years ago and the other of the present day, yet the same observer will be unable to detect at a glance the improvements in models made within a few years of each other. Yet, it points out, improvements have been made and the H. N. White Co. prides itself upon the part it has had in leading in the development of musical instruments. The article concludes: "The musician who allows the illusion of the near" to deprive him of the newer and better means to musical expression is burying himself with a useless handicap."

Another interesting article is: "The Progress of Music," in which is discussed the tremendous musical development that is going on, particularly in the field of self-created music. The tendency to consider music as an educational necessity and the growth of school bands and orchestras are also treated in this article. In "Thirty-Six Years of Progress" is traced the growth of the White organization from the time H. N. White built his first trombone, touching on the policies and ideals which actuate the organization.

"Forget Your Saxophone," "Goldman Is on the Air," "Exhaustus Labium" and "Building Eye Appeal" are all written in interesting fashion and contain material of great interest and value to both the dealer and musician. Editorial and news notes together with illustrations of King products with an opportunity column of situations wanted.

M. M. Manufacturers and New York Dealers Meet

The Musical Merchandise Manufacturers' Association (Eastern Zone) and the Associated Musical Instrument Dealers of New York held a joint meeting at the Fifth Avenue Hotel, New York, the latter part of last month and a number of plans for closer co-operation between the manufacturers and dealers were discussed, particularly those along promotional lines. One of the features of the meeting was an address by Kenneth Clark, of the Civic Music Division of the National Bureau for the Advancement of Music, who stressed the importance and advantages of fretted musical instruments in the development of musical ap-

preciation throughout the country.

The Associated Musical Instrument Dealers also held their annual election of officers at the meeting. Arthur J. Neumann, of the New York Band Instrument Co., who has served for two years as vice-president, was elected president, with L. H. McQueston, of Leviticus & Co., vice-president; Fred Gretsch, of the Fred Gretsch Manufacturing Co., treasurer, and Harry L. Hunt, of Chas. H. Ditson & Co., secretary. Messrs. Gretsch and Hunt were re-elected.

A Young Rooter for the Bacon in Pittsburgh

PITTSBURGH, PA. February 6.—One of the youngest Pittsburgh rooted for Bacon banjos is little Fritz Goerner, Jr., son of Fritz Goerner, Sr., cellist and banjoist with Dan's Theatre Orchestra, Pittsburgh, Pa. The younger can not help but make splendid progress under his instructor, M. J. Schieldmeyer, who is the local agent for the Bacon Banjo Co., Groton, Conn.

H. N. White Co. Announces New Silvertone Trombones

CLEVELAND, O., February 6.—The H. N. White Co., manufacturer of King band instruments, recently announced the new King Silvertone trombone, made in three models, covering every playing taste and need. Among the features of the new instrument, as described by the H. N. White Co., are "a new bell of purest sterling silver, a new proportion in slide bore that eliminates any chance of wobbling notes and makes tones in the upper register exceptionally easy to get, a mouthpiece to give an easier attack and quicker response, a bell branch and bell design to give absolute intonation from top to bottom, a slide design and bell brace giving a more comfortable grip and greater ease in holding, a proportioning of weight giving a more accurate balance, a design in mouthpiece that permits deeper seating of the mouthpiece, a design in the outer sleeve that prevents splashing of oil, a design in pistons that gives greater riding surface and easier action and a new principle of double graining to give absolute precision and smoothness in slide action."

The models are styled "Artist," "Utility" and "Symphony" Silvertone trombones. Each model is distinctly different from the others in bore, bell size and slide width.
Arkansas
Paries—The Paries Music Co., formerly of Van Buren, has moved to new quarters in the Commercial Hotel Building, this city.

California
Durango—The M. & M. Music Shop, formerly located in the Hunter Piano Co. Building, has taken new quarters in the Marting Building, this city.
San Francisco—Waters & Ross have moved their musical instrument store to Black-repair store to new, larger quarters at 1355 Market street.
Willowbrae—A. F. Zimmerman has opened a new music store, featuring small goods, in the Theatre Building, this city.
San Francisco—Irene Norton has taken over the music and furniture business of Charles W. Thomas, and has moved her business to 900 Fillmore street.
San Francisco—The Rainbow Music Co. has been incorporated with a capital stock of $28,000 to engage in a general music business.

Illinois
Chicago—The branch store of Lyon & Healy at 135, Lois Avenue has opened new quarters, and has installed a new musical merchandising department.
Chicago—The Knap Music Co., Inc., 2550 West Madison street, has been incorporated with a capital stock of $30,000 to engage in a general music business.

Frederic—A new music department, handling a full stock of instruments, has been opened in the Stabenow & Herlick music store here.

Indiana
Washington—The Johnson Music Store, formerly located at 216 West street, has moved to new quarters here.

Massachusetts
North Adams—Wood Bean, dealing in musical instruments in the Richmond Hotel Building, have taken new quarters in the building.

Plymouth—Maurice Flinkman, formerly manager of the local branch of the Universal Music Co., has resigned the position and will also supervise the Taunton branch.

Springfield—The Flint & Decker Co., has opened a music salon, handling pianos, phonographs and accessories, which is under the management of A. B. Flint.

Michigan
Detroit—The Michigan Music Co., 1650 Auvergne avenue, has been incorporated with a capital stock of $50,000 and 20,000 shares, no par, to conduct a general musical instrument and music business.

Benton Harbor—The L. B. Gordon Music Store, operating stores here and in Paw Paw, has discontinued the latter branch, moving all the merchandise to the Benton Harbor store.

Minnesota
Wells—The C. M. Wells music department has suffered considerable damage in a recent fire.

Missouri
Mobley—The Taylor Music Co., of this city, has been purchased by J. B. Ralston, former manager of the store, who has remained in charge, and has purchased the building under the name of the J. B. Ralston Music Co.

Montana
Butte—L. S. Dreibelbis, proprietor of the Dreibelbis Music Co., 77 West Park street, has announced plans for moving his music store to the Billings three story building, which he has purchased.

Nebraska
Omaha—Clarence Eames has been appointed manager of the musical merchandising department of the Selphord & Mcllroy Piano Co.

New Jersey
Jersey City—The retail store of Winters & Sons, this city, has moved to new quarters at 2601 Newark avenue, and will retain William A. Lawton as music manager, alexander 20

Pulaski—The Deurer Music Shop, Inc., has been incorporated with a capital stock of $25,000 to engage in a general music business; the officers are: Henry, Philip A. and May V. Deurer.

Plaucheville—L. J. Kenney has been appointed manager of the Mathieuk Piano Co. store at 218 West front street.

New York
Buffalo—The Columbia Music Shop, this city, has been incorporated with a capital stock of $24,000.
Brooklyn—The Silver Music Shop has filed an amendment to its charter, increasing its capital stock from $1,000 to $1,000.

Pathglen—The Pathglen L. D. & L. Corp., of this city and Bay Shore, has purchased the business of Longenburger-Smith, Inc., local music house, and the two firms have consolidated their showrooms here.

New York City—The Intermidalled Music Corp., has incorporated with a capital stock of $25,000 to deal in musical instruments.

New York City—The Intermidalled Music Corp., has incorporated with a capital stock of $25,000 to deal in musical instruments.

Ohio
Columbus—Otto B. Henton has acquired the interest of C. W. Henton in Henton’s Music Store, this city, and will operate the business as sole proprietor.
Cleveland—The Muhlenhauer Bros., Co. has opened a radio department as a result of the interest developed in the broadcasting of its” The Music of America,” by Carl Orson Lewis.

Cleveland—L. Maresch has assumed control of the Maresch Piano Co. again after an absence of nearly a year, and will operate the business assisted by his brother R. C. Maresch.

Alliance—Schools Studio, well-known local music house, has doubled its musical merchandising department and will increase its other departments.
Kent—Robert Wolfe, who operated a music store in Newton Falls for three years, has opened a new general music store here in the New Theatre Building.

Dayton—The Meredith Music Store, 109 South Ladlow street, has suffered a severe fire loss, when several thousand dollars worth of merchandise valued at more than $1,500 was destroyed.

Dayton—The Anderson-Soward Co., has opened a branch music store in the new Riverside Theatre music store on North Main street, handling pianos, phonographs and radio apparatus.

Oklahoma
Chickasaw—R. H. Young, has purchased the H. B. C. Music & Book Store, 107-109 North Fourth street, this city, with Mr. Gade’s retirement from active business.

Pennsylvania
Philadelphia—Joel J. Schmitt, who operates music stores at 540 South street and 1907 Point Breeze avenue, has acquired a third store at 2165 Ridge avenue, and has incorporated the business under the name of the J. J. Schmitt Music Co.

Philadelphia—Louis Dubrow, who conducts a general music store, 450 South street, has opened a new branch store at 653 South street with Miss D. Dubrow as manageress.

Harrisburg—S. Cho, M. & Co., Inc., retail store here, of which I. L. Chilcutt was manager, has been closed.

Lebanon—Oscar Reiker has taken over the business of the Rotherham Music & Furniture Store and is now located on Market square.

Tennessee
Knoxville—Oscar Brooks, at 116 Market Street, Knoxville, is now located on Market square.

Tennessee
Knoxville—Oscar Brooks, at 116 Market Street, Knoxville, is now located on Market square.

Texas
Houston—The owners of a music store here some years ago, have opened a new establishment, called the Rose Music Co., at 404 Union street.

West Virginia
Huntington—The music store of the Kelley Music Co., here, has been consolidated into one large store at 319 Ninth street, where three large floors will be devoted to the display of pianos, phonographs and musical merchandising.

Wichita—The New Era Music Co. has completed enlargement of its quarters at 961 Kilpatrick avenue, and now has a new Japanese display room.

Wisconsin
Madison—Ralph E. Heaton has opened a new music store, featuring pianos, phonographs and radio in his home at 406 South Cedar street.

J. O. Smith, of RCA, Talks on Causes of Interference

The principal cause of inducitive interference, or so-called man-made static, is the electrical equipment owned and operated by industrial concerns and by the average household, according to J. O. Smith, of the Radio Corp. of America, who recently addressed the Iowa section of the National Electronic Association at Cedar Rapids, la. Mr. Smith told of the nation-wide campaign to suppress inducitive interference, in cooperation with local organizations and individuals. He stated that the Radio Corp. of America has for a number of years employed a highly trained staff of men for the purpose of studying and correcting causes of broadcast interference in collaboration with power companies, railways, telephone and telegraph companies, radio clubs, broadcast associations and others, and that the extent of the campaign may be judged by the fact that during 1927 some five hundred investigations of reported cases of interference were conducted.

Radio Jobbers Ask for Rebate Information

At the monthly meeting of the Radio Jobbers’ Division of the St. Louis Radio Trade Association, the matter of RCA licensed manufacturers being rebated on changing tube prices by the manufacturers, yet refusing to rebate to the jobbers of the sets, was discussed. It was resolved that the matter be referred to the R. M. A. through the Federated Radio Trade Association merchandising committee.

Senate Passes Radio Bill

The Senate on February 6 passed the Watson bill (S. 2317), extending the administrative life of the Radio Commission until March 16, 1929, when, thereafter, commissioners must be reappointed. It is also provided in this Bill that no broadcasting license, or licenses hereafter, shall be issued by the Commission for a period of more than six months until 1930. Other licenses may be issued up to one year. Cooperation with the passing of this Bill a favorable report was made confirming O. H. Caldwell, Sam Pickard and H. A. Laoant as members of the Federal Radio Commission.
OUR SONG HITS

DID YOU MEAN IT?
The country's biggest hit — Whistled everywhere

I SCREAM—YOU SCREAM—WE ALL SCREAM FOR ICE CREAM
A great new novelty that is sweeping the country

AFTER MY LAUGHTER CAME TEARS
Wonder ballad — By the writers of "Just Another Day Wasted Away"

AWAY DOWN SOUTH IN HEAVEN
A Southern ballad with the deep touch of the Spiritual

Two big hits from Messrs. Shubert's success "Lovely Lady"

LOVELY LADY | MAKE BELIEVE YOU'RE HAPPY

WOB-A-LY WALK
New novelty dance by the writers of "I Love My Baby"

MOONLIGHT LANE | MISSISSIPPI MUD
Our wonder waltz | Great hot novelty

WHERE IN THE WORLD (Is There Someone for Me)
A beautiful waltz ballad

I'VE GOT NOTHIN'—YOU'VE GOT NOTHIN'
WE AIN'T GOT NOTHIN' TO LOSE
A new song of the same type as our "Side by Side"

HERE COMES THE SHOW BOAT
Fast novelty song — A sure winner

Published by

SHAPIRO, BERNSTEIN & CO. Inc.
Music Publishers

Cor. Broadway and 47th St. NEW YORK CITY
Artists, Theatres, Radio Stations and Dealer Tie Up With Irving Berlin Week

"Together We Two" and "The Song Is Ended (But the Melody Lingers On)" Featured During Week From Coast to Coast—Dealers Feature Numbers in Window Displays

The week of January 14 to 21 was designated by Irving Berlin, Inc., as its special Irving Berlin Week, and every factor and every avenue of exploitation was used during that period to bring before the public the products of the Berlin organization with Mr. Berlin's two latest songs, "Together We Two" and "The Song Is Ended (But the Melody Lingers On)" as the numbers especially featured.

During the week a tie-up was effected with practically every leading theatre, motion picture house, dance orchestra, singer, vaudeville act and radio station from coast to coast, and the Berlin hits were played and sung by almost every possible combination.

Talking machine record companies took advantage of the unusual tie-up to prepare and supply their dealers with window display material stressing the two Berlin numbers, and that the dealers were only too willing and anxious to co-operate was evidenced by the large number of photographs which have been received at the Berlin headquarters in New York. The Columbia Phonograph Co. paid especial tribute to Irving Berlin by broadcasting during the Columbia Hour on January 20 a solid sixty minutes of compositions by Mr. Berlin. This hour of music was broadcast from station WOR, Newark, N. J. and linked up with this station were the other sixteen stations which comprise the nation-wide network of the Columbia Broadcasting System. The program started with an instrumental presenta-

of "Alexander's Ragtime Band" and included all of the biggest Berlin hits, such as "Oh, How I Hate to Get Up in the Morning," "Everybody Step," "Say It With Music," "Blue Skies" and many others, concluding with the late compositions, "Together We Two" and "The Song Is Ended (But the Melody Lingers On)." The above example is typical of the splendid co-operation accorded by the radio broadcasting stations. Dancing and singing acts in the vaudeville and motion picture houses throughout the country were similarly disposed to put their best efforts forward to bring to everyone of the listening public the current Berlin offerings.

The branch offices of Irving Berlin, Inc., are enthusiastic in their reports of the manner in which sheet music dealers tied up with the exploitation and display material put forward by the publishing house. On this page are reproduced three photographs of displays seen in the windows of McCrory's store, No. 63, H. A.

Silver's Special Berlin Display

Weymann & Sons and Silver's. In each instance "The Song Is Ended (But the Melody Lingers On)" and "Together We Two" are shown with copies of the sheet music pictured in attractive settings. In practically every instance the dealers have stressed the tie-up with a solid sixty minutes of compositions by Mr. Berlin.

The results of the week's campaign in sales of sheet music should bring home to every dealer the benefits which can be secured from steady consistent efforts and individual tie-ups with local exploitation. It is not necessary that such an event be national in character for the dealer to secure profits from it. Every week in every city and town the local theatres feature several numbers either by the movie house, organist or by the headliner at the vaudeville theatre, whether singer or orchestra, yet dealers wait until the publisher prepares a campaign before their start to realize on what are advantages every day of the 365 days of the year.

H. A. Weymann Window Display

Use your window displays every day. Change them frequently. Tie up with visiting artists. Put photographs of visiting musicians in your windows and when featuring records either in your windows or by playing them on a demonstrating talking machine at your store-door feature the sheet music of the recorded selection.

Triangle Music Co. Hits on Recent Record Releases

During the past few weeks a number of the leading recording companies have released records of selections from the catalog of the Triangle Music Co. Among them are Victor records, "Dallas Blues" and "Mean Old Bed Bug Blues"; Okeh records, "Ev'rybody Does It Now" and "Alligator Blues"; Columbia records by Art Gillham, the "Whispering Pianist," "You'd Rather Forget Than Forgive," "In My Sweetheart's Arms" and "I'm Just a Rollin' Stone." Joe Davis, head of the Triangle Music Co., recently recorded the new ballad which he wrote in collaboration with Howard Johnson, "You'd Rather Forget Than Forgive," for the Harmony catalog.
Leo Feist, Inc., Publishes Sketch of Walter Donaldson

Wherever popular music is played there is one writer and composer sure to be represented, and wherever the subject of writing "hits" is discussed this same young man is certain to be one of the topics of conversation. He is Walter Donaldson, who has had an almost unbelievable success in producing numbers that "click" with the public. During the past year "At Sundown" and "My Blue Heaven" were among the most popular of the great number of songs that were placed on the market and both were from the pen of this prolific writer.

Recently Leo Feist, Inc., published a brief sketch of the career of Walter Donaldson, listing his outstanding successes. In part, this interesting article reads: "He was born and bred in Brooklyn and still makes his home there. His first job was in a broker's office, marking up the stock quotations from the ticker on a big blackboard, but a promising job of this kind to a boy whose head was full of tunes held no charms, and before long he was engaged as a pianist in a music publishing establishment. Once in the atmosphere of song writing, his rise, while not sensational, has been a steady one, and a span of seventeen years has brought him from the ranks of an ordinary pianist to the peak of popularity in popular music writing. "The recent sensational success of Mr. Donaldson's 'My Blue Heaven' has started his friends reminiscing over some of his past hits and in addition to his famous 'Mammy' song he has to his credit some of the outstanding hits of recent years. Among them are 'My Buddy,' 'She's the Daughter of Rosie O'Grady,' 'How Are You Going to Keep 'Em Down on the Farm?' 'Carolina in the Morning,' 'Beside a Babbling Brook,' 'Yes Sir, That's My Baby,' 'That Certain Party,' 'After I Say I'm Sorry,' 'Let's Talk About My Sweetie,' 'It Made You Happy When You Made Me Cry,' 'Where'd You Get Those Eyes?,' 'In the Middle of the Night,' 'Sam, the Old Accordion Man,' 'At Sundown' and dozens of others, which have been sung and played all over the country. "From the above titles it is apparent that versatility is one of his astonishing qualities. He writes 'hot' numbers, novelties and ballads with equal facility, and far from being 'written out,' he seems to be just now getting his stride, and his melodies are fresher than ever. Among his new songs are 'A Shady Tree,' 'That Melody of Love,' 'What Are You Waiting for, Mary?' 'Changes,' 'My Ohio Home' and 'There Must Be a Silver Lining,' all in the present Feist catalog."

Plays "Nola" on His Teeth

"Poley" McClintock, drummer, with Waring's Pennsylvanians, is offering something new to vaudeville audiences. He plays "Nola" on his teeth. How he does it is a mystery, but it is perfect and it is going over very big on the present tour of Waring's Pennsylvanians over the Keith circuit.

Stage Star Sings Ford Song in Auto Showrooms

The novelty song, "Henry's Made a Lady Out of Lizzie," published by De Sylva, Brown & Henderson, Inc., has proven popular not only with the public at large but with the Ford organization and the composition has been used by various Ford agencies throughout the country to attract the public into the display rooms.

A unique piece of publicity was recently enacted at the Ford Motor Co. showrooms at 1710 Broadway, New York City, when Zelma O'Neill, one of the stars of the musical comedy, "Good News," entertained a gathering of Ford prospects by singing the new Ford song. She received an enthusiastic reception and hundreds of passers-by were attracted into the showroom. Attention was drawn not only to the models of Ford cars but to the song as well. A general order is rumored to have issued recently from the headquarters of Henry Ford, himself, calling on the various agencies to introduce musical entertainment in their ware rooms, and most of the leading Ford dealers have secured radios and phonographs. This is said to have been suggested by the Ford song as being a suitable means of entertaining the hundreds standing in line to get a view of the new car. In the meantime, the song is being sung and played by leading acts and orchestras, among them Harry Rose at the Paramount in New York, Walt Roesner and his orchestra in their second week at the Capitol Theatre, and a special slide version at Loew's.

Triangle Has Three Hits

Joe Davis, head of the Triangle Music Co., reports that three of the numbers in his catalog are going over in a most satisfactory fashion. They are "My Blue Ridge Mountain Home," "I Ain't Got Nobody and Nobody Cares for Me," and "My Carolina Home." The new waltz ballad, "You'd Rather Forget Than Forgive," is another Triangle number that gives great promise. "Serenata," by Rufe Bloom, and the "Valye Jewel," a saxophone solo by Eugene Stanley, are also doing nicely.
Orchestra Leaders Acclaim Fox Hit "Humoreskimo"

The enlarged popular song department of the Sam Fox Publishing Co., of New York and Cleveland, O., has received over fifty favorable and enthusiastic comments from orchestra leaders in New York on the release of its new song Fox-Trotter, "Humoreskimo." The signatures of these best-known orchestra leaders were gathered together and used in advertisements in one of the orchestra papers, substantiating the Fox caption, "New York Acclaims 'Humoreskimo,'" the sub-title going further in saying, "Biggest Leaders Predict Quick Nation-Wide Success for Outstanding Fox-Trot Novelty."

Besides "Humoreskimo," which is well on its way to great popularity, the popular department of the Sam Fox organization is also energetically behind three other new numbers. These are "Starlight and Tulips," "Blueberry Lane" and "Fascinating Vamp."

Such songs as "Wings," the theme song of the Paramount photoplay of the same name; "Polly," the instrumental successor to "Nola," and the renewed activity of "Neapolitan Night," now issued in popular edition, and the old favorite, "Rosita," are all included in the early year Fox activities.

Jascha Gurewich Pleases in Saxophone Recital

Jascha Gurewich, the saxophone virtuoso, in his recital Sunday evening, January 29, at the John Golden Theatre, New York, introduced for the first time his "Saxophone Sonata." The "Sonata" was easily the most interesting feature of his varied program, due partly to the fact that it was the first time any such composition has been exclusively prepared for this instrument. It was in four movements, namely, Allegro Moderato, Romanza, Scherzo and Rondo.

The balance of the Gurewich program was made up of Brahms, Bizet, Rimsky-Korsakov, the rendition of his new "Iona" (Hungarian Dance) and several popular offerings, "Jazzima," "One Minute Waltz," and "Italian Serenade."

The critics, as usual, were not only favorable but enthusiastic in reporting Mr. Gurewich's performance. The Morning World said: "When all was said and done, an opinion endured that the saxophone has a melancholy dignity which seems to have been misunderstood. Mr. Gurewich proved that the least instrument is worthy of art in its highest sense."

The Tribune said: "Gurewich was, as before, successful in showing that the saxophone need not be necessarily associated with jazz."

Mr. Gurewich's "Saxophone Sonata" is published by the Sam Fox Publishing Co., also publisher of his popular solos, "Jazzima" and "Twilight Romance," and a large number of saxophone transcriptions.

Five New Publications Listed in Feist Class "A"

Leo Feist, Inc., in a recent announcement to the trade listed five new publications in class "A" which, up until February 29, 1928, will be available at twenty cents per copy. On and after March 1 they are listed as Class "B" or twenty-five cents per copy. The new songs are: "My Ohio Home," by Walter Donaldson and Gus Kahn; "When You're With Somebody Else," featured by Ruth Etting; "Romona," a beautiful waltz ballad by the writer of "In a Little Spanish Town;" "If I Can't Have You" (I Want to Be Lonesome—I Want to Be Blue) and "There Must Be a Silver Lining," Walter Donaldson's successor to "My Blue Heaven," with lyrics by Dolly Moran.
A Line or Two—of a Song or Two—of a Publisher or Two

Irving Berlin, Inc., recently published a new song by Benny Davis entitled "Mary Ann" and predicts that it will sweep the country. The song is of the type of Benny Davis' previous successes, "Margie," "Dearie" and "Here of There." Another song in the Berlin catalog, which is showing up well is "Havin' My Up and Downs," a follow-up song of the recent hit, "Miss Anabelle Lee."

Several of the numbers published by the A. J. Stasny Music Co., Inc., are proving popular with radio entertainers and are being heard many times nightly. Among them are "Danger, Look Out for That Gal," "I'm Always Smiling," "Sweetheart Lane," "What'll I Do If the Mississippi Goes Dry?" and "I Wonder If You Miss Me Tonight." Among the artists who are featuring these songs are Nat Martin and His Orchestra, Wright and Wrong and Billy Hays and His Orchestra.

A check of the number of requests for repeat performances from listeners-in to the Maxwell House Coffee Radio Hours revealed the fact that "Down South," published by the Edward B. Marks Music Co., was second on the list, having been requested 1,792 times.

"There Must Be Lining," one of Walter Donaldson's latest hits, published by Leo Feist, Inc., was first introduced by the composer himself, who sang it over a wide radio network during the Broadway Night of the Maxwell House Hour last month.

The first two editions of "Piano Recreations," published by the Irving Berlin Standard Music Corp., have been entirely sold out and the third is now in work. This edition contains all classes of music for motion picture and concert use.

The first production on this side of the Atlantic of Paul Lincke's operetta, "Gri Gri," took place on January 6 at the Yorkville Theatre, New York. The Edward B. Marks Music Co., publisher of Lincke's compositions, expects that several of the hits of the production will win wide and enduring popularity.

"Out of a Clear Blue Sky," the latest composition from the pen of Harry Von Tilzer was recently placed on music counters and was accorded a hearty welcome by both dealers and the public.

"Sunshine," Irving Berlin's latest song, which he sang over the radio recently while in California, is No. 1 song of the Berlin catalog. This song was featured at the Roxy Theatre, New York, for the first time on any stage and was given an elaborate presentation.

With Flags Aflame," used as the theme of the Metro-Goldwyn film, "West Point," is from the catalog of the Edward B. Marks Music Co. This stirring march tune is the work of Herman Heller and Joseph B. Strauss.

"Together," by De Syvra, Brown & Henderson, is the latest offering of the publishing house of the same name, and in the opinion of Danny Winkler, sales manager of the firm, will prove as great a success as the present-day big "hit," "Among My Souvenirs," which is also published by De Syvra, Brown & Henderson. The song is being made two or three ways on all mechanicals.

The Irving Berlin Standard Music Corp. announces that the No. 4 Tenor Banjo folio of popular hits and the No. 3 Saxophone folio of popular hits are now off the press. Orders will be filled as received.

Harry Von Tilzer reports that recordings of several of his former hits are being made by leading record companies. Among the old-time favorites to be released in new form with new arrangements are "Cubanola Glide," "When the Harvest Moon Is Shining" and "Last Night Was the End of the World."

The Edward B. Marks Music Co. has chosen two typical Chicago songs for plug numbers.

They are "To-morrow's To-morrow, To-day Is To-day," written by Bernie Grossman, Paul Ash and Sam Kaufman, and "I'm Playing Hide and Go Seek" ("Wondering Where You Are"), by Bernie Grossman, Billy Moll and Artie Streumore.

The popularity of "Just Whisper," Robbie Shoemaker's latest fox-trot song, is spreading rapidly, according to Miller & Shoemaker, Inc., New York, publishers of the number, who have just released a special orchestra arrangement of it.

Feist Features Its Hits on Unusual Order Blank

An unusual and attractive order blank was recently sent dealers by Leo Feist, Inc. Under the caption, "There's Some Good Pickin's on This 'Shady Tree,'" appeared a reproduction of a large shade tree with eleven current Feist hits hanging from it in the form of luscious fruit. The numbers listed were: "A Shady Tree," "My Blue Heaven," "I Fell Head Over Heels in Love," "Baby Your Mother," "What'll You Do?" "What Are You Waiting For, Mary?" "Kiss and Make Up," "Go Home and Tell Your Mother," "That Melody of Love," "My Ohio Home" and "Are You Thinking of Me To-night?"

Robbins Music Corp. Has "When Love Comes Stealing"

One of the biggest finds of the year has recently been made by the Robbins Music Corp. in "When Love Comes Stealing," a song which they have acquired from Erno Raker and Lew Pollack, the writers of "Chatham" and "Plant." This number bears every indication of attaining as great popularity as its forerunners.

Robbins Music Corp. is going after the song in a big way. Every avenue of exploitation is being used and the song is fast getting into its stride. It was lately staged at the Roxy Theatre in a very special way and made an instantaneous hit with the audience which accorded it a hearty welcome.

More Profits in Your Sheet Music Department

Buy your music where you can get the utmost in selection and service at the lowest possible prices!

BIG HITS OF THE DAY IN SHEET MUSIC

Quick Delivery—the same day as your order is received—and a fully itemized memo accompanies each shipment so that you can see just what each selection costs you.

Send for our new Sheet music bulletin and see for yourself the extensive variety of offerings—and the new prices!

PLAZA MUSIC COMPANY
10 West 20th St. New York
Finds E. B. Marks’ Hits Popular in Cuban Capital

Returning the middle of January from a wed-
ing trip to Havana, Herbert E. Marks, of the Robbins Music Co., found himself as well pleased with the showing made in the Cuban capital by his firm’s numbers. Wherever he went he heard the Marks’ feature songs, “Down South” and “A Kiss Before the Dawn,” played constantly, while “Slow River” was one of several other older tunes that had been riding the crest of Cuban popular-ity.

The most prominent Havana orchestra leaders, including Naddi of the Jockey Club and Simon of the Plaza, enthusiastically praised the group of numbers from Mr. Marks and declared that Marks music was always among their most popular requests.

Mr. Marks was interviewed by the Havana Post, the leading English newspaper, which stressed the fact that his father, E. B. Marks, is the publisher of the world-famous “Hot Time in the Old Town To-night,” the marching song of the British and American War and a number that is naturally of paramount interest to all Cubans and Americans living there. The article also brought out the fact that both Mr. and Mrs. Marks were delighted with the native music, and particularly the Danzon, a national Cuban dance, which is not only a graceful step but also utilizes the most en-trancing rhythms.

As a result of this interview Mr. Marks was swamped by invitations from Cuban com-pomers to listen to their music with an eye toward American publication. While some of it is not particularly commercial, according to Mr. Marks, a good percentage of it has excel-lent potentials.

Robbins Music Corp. Issues Song to Tie-up With Film

The Harold Lloyd Corp., which is releasing Harold Lloyd’s new picture, “Speedy,” has sent the following news release to all motion picture papers:

“With the release of Harold Lloyd’s new comedy production, ‘Speedy,’ by Paramount, excellent profits are being made on a song tie-up with the Lloyd picture as a part of their exploitation campaign.

‘Coincident with the release of the picture, Robbins Music Corp., which maintains an in-ternational reputation in the music world, is publishing a song called ‘Speedy Boy,’ based on the story of ‘Speedy’ and the character portrayed by Lloyd. The song will have a distribution throughout the country, not only in music stores but in department stores, drug stores and other establishments handling songs as a sideline. The publisher has representatives in several of the large cities in the United States, who will be glad to co-operate with exhibitors of ‘Speedy’ in regard to window dis-plays and other booklets.

‘Incidentally, the ‘Speedy’ song will be the third to be published on a Harold Lloyd pro-duction by Robbins Music Corp. Its number ‘Freshie,’ which was published in conjunc-tion with ‘The Freshman,’ proved one of the leading song hits of the 1929 season. The Robbins Music Corp. has the exclusive rights to all Paul Whiteman publications.”

F. A. D. Andrea on Vacation

Frank A. D. Andrea, president of Fad’s Radio, with Mrs. Andrea and a party of friends, are on a three-weeks’ trip in the West Indies. While it is primarily a pleasure jaunt, Mr. And-rea is expected to return with radio business conditions in that section, Fada having recently established new distributing connections in sev-eral cities to be visited.

R. F. Schelling Elected President of Radio Listeners of Western New York

Business in Talking Machines and Radio Fo1ly Eteets New Directors—2,000 Compete in Up to Expectations—Buffalo Radio Association Federal Ortho-sonic Slogan Contest

BUFFALO, N. Y., February 8.—Business in both talking machines and radio has been fully up to expectations of the local trade during the first six weeks of the new year. This is true both from the wholesale and retail standpoint, judging from interviews with representative members of each line.

R. F. Schelling was elected president of the Radio Listeners of Western New York at its annual meeting held here. Other new officers for 1928 are J. J. Johnson, vice-president; John R. Brinck, secretary; and E. J. Joseph, treasurer.

The Buffalo Radio Trade Association held a smoker and social in connection with its recent annual meeting. The following directors were in attendance: the Earl Carroll Vanities at a local toy store, certainly stimulated the sale of their records for Columbus dealers. In fact, the local wholesale branch had prepared for the opening of this important store, and when it was necessary to phone to Cleveland to send more records to supply the demand. While in the city Moran and Mack appeared in person at the desk of American Talking Machine Co., and were busy on business with the talking machine department of Crowley, Milner Co. Every buyer of one of their rec-ords went away with the personal autographs of Moran and Mack on the record.

Thomas Devine, manager of the Detroit branch of the Columbia Phonograph Co., smiles all over when you ask him about busi-ness. “We, certainly cannot complain,” he remarked. “Last year was a very splendid one for us in the State of Michigan. We added many new accounts and found a steady increase in the demand for both our new phonographs, as well as our New Process records.”

Talking machine business from the retail sales viewpoint was discussed at the annual convention of Grinnell Bros. branch managers, held in Detroit during the month of January. The convention lasted five days and consider-able time was given to discussing the various methods of increasing talking machine sales, advertising, window displays, etc.

Sam Lind, at one time manager of the Columbia Phonograph Co. wholesale branch in Boston, a position he held for many years, and later in business for himself in the wholesale end, is now in the retail business for himself at 9600 Grand River avenue, where he is en-deavoring to be of service in selling talking machines and radios and jewelry.

There is considerable talk that when the new additions to the J. L. Hudson Co.’s main build-ing are completed, covering the entire square block between Gratiot and Grand River avenues, the talking machine and radio depart-ments will be moved to the new building, where both departments will have more space for displays.

Grinnell Bros., with retail stores in forty cities in Michigan, Ohio and Canada, started on Sunday, February 5, to broadcast an elabor-ate musical program over Station WJR. The program is to continue after 5 p.m. each day from now on, covering the fall from 5:30 to 6:30.

Local dealers handling the Atwater Kent radio line report that the new AC 885 model is the best seller they have ever had. Not only are retailers pushing this new model, but the local and national advertising is helping immensely to popularize it.

The J. L. Hudson Music Store, through its manager, E. K. Andrew, reports that the high-priced combination outfits selling around $1,100 are extremely popular with the elite of the city, while in the lower-priced models the Credenza, is the most popular.

Personal Appearance of Moran and Mack Stimulates Detroit Columbia Business


Benjamin Gross Talks on Radio Sales and Publicity

At a luncheon meeting of the Radio Trade Group Division, in the Advertising Club, 23 Park avenue, recently, Benjamin Gross, presi-dent of Gross-Brennan, Inc., Stromberg-Carlson radio representatives in New York and New England, speaking on “Radio Merchandising and Advertising,” urged his hearers to co-operate with manufacturers and jobbers in making radio advertising “clean.” He expressed the opinion that the sales volume could be increased 100 per cent, through proper co-op-eration. Stephen Czorok, general manager of WNY, president,
Angel—Auditorium (Bell Chorus).
6755 Large (Holida). Metropolitan Opera Chorus 10.

Pugnale—Auditorium (Bell Chorus).
6755 Large (Holida). Metropolitan Opera Chorus 10.

VICTOR TALKING MACHINE CO.

LIST FOR FEBRUARY 3

2149 Chow (A Song of the Swamps)—Frost, with Vocal Chorus by Lewis James. 10.
2151 Redmond (Oh, Where Did You Go?), with Vocal Chorus by Lewis James. 10.
2154 Where You Go, I Go—Frost, with Vocal Chorus by Lewis James. 10.
2157 When We Used to Dance—Frost, with Vocal Chorus by Lewis James. 10.
2158 Rose of Missouri—Frost, with Vocal Chorus by Lewis James. 10.
2160 Billy Boy—Billy Boy, with Vocal Chorus by Lewis James. 10.
2161 My Blue Heaven—Frost, with Vocal Chorus by Lewis James. 10.
2164 The Knickerbockers—Frost, with Vocal Chorus by Lewis James. 10.
2168 Turn On the Music—Frost, with Vocal Chorus by Lewis James. 10.
2170 Someone—Frost, with Vocal Chorus by Lewis James. 10.
2171 Someone—Frost, with Vocal Chorus by Lewis James. 10.

Columbia Phono, Co., Inc.

CELEBRITY SERIES

9618 M. Munn—Le reve (The Dream) (Mauro) for Sol. and Chorus—Lámbeau. 20.
9734 M. Munn—Le reve (The Dream) (Mauro)—Lámbeau. 20.
9735 M. Munn—Le reve (The Dream) (Mauro) for Sol. and Chorus—Lámbeau. 20.

VOCAL AND INSTRUMENTAL

11669 M. Munn—Les maquis—R. H. Bowers, Orch. 10.
11670 M. Munn—Les maquis—R. H. Bowers, Orch. 10.
11671 M. Munn—Les maquis—R. H. Bowers, Orch. 10.
11672 M. Munn—Les maquis—R. H. Bowers, Orch. 10.

DANCE RECORDS

11719 White—Steedman’s Waltz—Mosse. 20.
11720 White—Steedman’s Waltz—Mosse. 20.
11721 White—Steedman’s Waltz—Mosse. 20.

RED SEAL

7813 Song of the Turtles (Muybridge)—Chadwick. 10.
1206 Bartoli (Si, Non Muto)—Pagliacci (De Nittis)—Puccini. 10.
1378 Prokoﬁev—报纸—Composer’s Society—Composer’s Society. 10.
1379 Prokoﬁev—报纸—Composer’s Society—Composer’s Society. 10.
1380 Bird Song—Scriabin—Chadwick. 10.
1381 Bird Song—Scriabin—Chadwick. 10.
1382 The Little Silver Ring—John McCormack. 10.
1383 On the Banks of the Youghiogheny—John McCormack. 10.
1384 The Man I Love (From Strike up the Band)—Chadwick. 10.
1385 Red and the Walrus—Chadwick. 10.
1386 The Days of Wine and Roses—Chadwick. 10.
1387 Who’s Sorry Now—Chadwick. 10.
1388 The Song of the Swamps—Chadwick. 10.

CELEBRITY SERIES

9618 M. Munn—Le reve (The Dream) (Mauro)—Lâmbeau. 20.
9734 M. Munn—Le reve (The Dream) (Mauro)—Lâmbeau. 20.
9735 M. Munn—Le reve (The Dream) (Mauro) for Sol. and Chorus—Lâmbeau. 20.

VOCAL AND INSTRUMENTAL

11669 M. Munn—Les maquis—R. H. Bowers, Orch. 10.
11670 M. Munn—Les maquis—R. H. Bowers, Orch. 10.
11671 M. Munn—Les maquis—R. H. Bowers, Orch. 10.
11672 M. Munn—Les maquis—R. H. Bowers, Orch. 10.

DANCE RECORDS

11719 White—Steedman’s Waltz—Mosse. 20.
11720 White—Steedman’s Waltz—Mosse. 20.
11721 White—Steedman’s Waltz—Mosse. 20.

RED SEAL

7813 Song of the Turtles (Muybridge)—Chadwick. 10.
THE LATEST RECORD BULLETINS—(Continued from page 110)

LIST FOR FEBRUARY 9

LIST FOR FEBRUARY 10

LIST FOR FEBRUARY 11

LIST FOR FEBRUARY 12

LIST FOR FEBRUARY 13

LIST FOR FEBRUARY 14

LIST FOR FEBRUARY 15

LIST FOR FEBRUARY 16

LIST FOR FEBRUARY 17

LIST FOR FEBRUARY 18

LIST FOR FEBRUARY 19

LIST FOR FEBRUARY 20

LIST FOR FEBRUARY 21

LIST FOR FEBRUARY 22

LIST FOR FEBRUARY 23

LIST FOR FEBRUARY 24

LIST FOR FEBRUARY 25

LIST FOR FEBRUARY 26

LIST FOR FEBRUARY 27

LIST FOR FEBRUARY 28

LIST FOR MARCH 1

LIST FOR MARCH 2

LIST FOR MARCH 3

LIST FOR MARCH 4

LIST FOR MARCH 5

LIST FOR MARCH 6

LIST FOR MARCH 7

LIST FOR MARCH 8

LIST FOR MARCH 9

LIST FOR MARCH 10

LIST FOR MARCH 11

LIST FOR MARCH 12

LIST FOR MARCH 13

LIST FOR MARCH 14

LIST FOR MARCH 15

LIST FOR MARCH 16

LIST FOR MARCH 17

LIST FOR MARCH 18

LIST FOR MARCH 19

LIST FOR MARCH 20

LIST FOR MARCH 21

LIST FOR MARCH 22

LIST FOR MARCH 23

LIST FOR MARCH 24

LIST FOR MARCH 25

LIST FOR MARCH 26

LIST FOR MARCH 27

LIST FOR MARCH 28

LIST FOR MARCH 29

LIST FOR MARCH 30

LIST FOR MARCH 31

LIST FOR APRIL 1

LIST FOR APRIL 2

LIST FOR APRIL 3

LIST FOR APRIL 4

LIST FOR APRIL 5

LIST FOR APRIL 6

LIST FOR APRIL 7

LIST FOR APRIL 8

LIST FOR APRIL 9

LIST FOR APRIL 10

LIST FOR APRIL 11

LIST FOR APRIL 12

LIST FOR APRIL 13

LIST FOR APRIL 14

LIST FOR APRIL 15

LIST FOR APRIL 16

LIST FOR APRIL 17

LIST FOR APRIL 18

LIST FOR APRIL 19

LIST FOR APRIL 20

LIST FOR APRIL 21

LIST FOR APRIL 22

LIST FOR APRIL 23

LIST FOR APRIL 24

LIST FOR APRIL 25

LIST FOR APRIL 26

LIST FOR APRIL 27

LIST FOR APRIL 28

LIST FOR APRIL 29

LIST FOR APRIL 30

LIST FOR MAY 1

LIST FOR MAY 2

LIST FOR MAY 3

LIST FOR MAY 4

LIST FOR MAY 5

LIST FOR MAY 6

LIST FOR MAY 7

LIST FOR MAY 8

LIST FOR MAY 9

LIST FOR MAY 10

LIST FOR MAY 11

LIST FOR MAY 12

LIST FOR MAY 13

LIST FOR MAY 14

LIST FOR MAY 15

LIST FOR MAY 16

LIST FOR MAY 17

LIST FOR MAY 18

LIST FOR MAY 19

LIST FOR MAY 20

LIST FOR MAY 21

LIST FOR MAY 22

LIST FOR MAY 23

LIST FOR MAY 24

LIST FOR MAY 25

LIST FOR MAY 26

LIST FOR MAY 27

LIST FOR MAY 28

LIST FOR MAY 29

LIST FOR MAY 30

LIST FOR MAY 31

LIST FOR JUNE 1

LIST FOR JUNE 2

LIST FOR JUNE 3

LIST FOR JUNE 4

LIST FOR JUNE 5

LIST FOR JUNE 6

LIST FOR JUNE 7

LIST FOR JUNE 8

LIST FOR JUNE 9

LIST FOR JUNE 10

LIST FOR JUNE 11

LIST FOR JUNE 12

LIST FOR JUNE 13

LIST FOR JUNE 14

LIST FOR JUNE 15

LIST FOR JUNE 16

LIST FOR JUNE 17

LIST FOR JUNE 18

LIST FOR JUNE 19

LIST FOR JUNE 20

LIST FOR JUNE 21

LIST FOR JUNE 22

LIST FOR JUNE 23

LIST FOR JUNE 24

LIST FOR JUNE 25

LIST FOR JUNE 26

LIST FOR JUNE 27

LIST FOR JUNE 28

LIST FOR JUNE 29

LIST FOR JUNE 30

LIST FOR JULY 1

LIST FOR JULY 2

LIST FOR JULY 3

LIST FOR JULY 4

LIST FOR JULY 5

LIST FOR JULY 6

LIST FOR JULY 7

LIST FOR JULY 8

LIST FOR JULY 9

LIST FOR JULY 10

LIST FOR JULY 11

LIST FOR JULY 12

LIST FOR JULY 13

LIST FOR JULY 14

LIST FOR JULY 15

LIST FOR JULY 16

LIST FOR JULY 17

LIST FOR JULY 18

LIST FOR JULY 19

LIST FOR JULY 20

LIST FOR JULY 21

LIST FOR JULY 22

LIST FOR JULY 23

LIST FOR JULY 24

LIST FOR JULY 25

LIST FOR JULY 26

LIST FOR JULY 27

LIST FOR JULY 28

LIST FOR JULY 29

LIST FOR JULY 30

LIST FOR JULY 31

LIST FOR AUGUST 1

LIST FOR AUGUST 2

LIST FOR AUGUST 3

LIST FOR AUGUST 4

LIST FOR AUGUST 5

LIST FOR AUGUST 6

LIST FOR AUGUST 7

LIST FOR AUGUST 8

LIST FOR AUGUST 9

LIST FOR AUGUST 10

LIST FOR AUGUST 11

LIST FOR AUGUST 12

LIST FOR AUGUST 13

LIST FOR AUGUST 14

LIST FOR AUGUST 15

LIST FOR AUGUST 16

LIST FOR AUGUST 17

LIST FOR AUGUST 18

LIST FOR AUGUST 19

LIST FOR AUGUST 20

LIST FOR AUGUST 21

LIST FOR AUGUST 22

LIST FOR AUGUST 23

LIST FOR AUGUST 24

LIST FOR AUGUST 25

LIST FOR AUGUST 26

LIST FOR AUGUST 27

LIST FOR AUGUST 28

LIST FOR AUGUST 29

LIST FOR AUGUST 30

LIST FOR AUGUST 31

LIST FOR SEPTEMBER 1

LIST FOR SEPTEMBER 2

LIST FOR SEPTEMBER 3

LIST FOR SEPTEMBER 4

LIST FOR SEPTEMBER 5

LIST FOR SEPTEMBER 6

LIST FOR SEPTEMBER 7

LIST FOR SEPTEMBER 8

LIST FOR SEPTEMBER 9

LIST FOR SEPTEMBER 10

LIST FOR SEPTEMBER 11

LIST FOR SEPTEMBER 12

LIST FOR SEPTEMBER 13

LIST FOR SEPTEMBER 14

LIST FOR SEPTEMBER 15

LIST FOR SEPTEMBER 16

LIST FOR SEPTEMBER 17

LIST FOR SEPTEMBER 18

LIST FOR SEPTEMBER 19

LIST FOR SEPTEMBER 20

LIST FOR SEPTEMBER 21

LIST FOR SEPTEMBER 22

LIST FOR SEPTEMBER 23

LIST FOR SEPTEMBER 24

LIST FOR SEPTEMBER 25

LIST FOR SEPTEMBER 26

LIST FOR SEPTEMBER 27

LIST FOR SEPTEMBER 28

LIST FOR SEPTEMBER 29

LIST FOR SEPTEMBER 30
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Expanded Sales Field Should Boost Trade Volume

Promises Don’t Sell Radio—Quality Line Is Best Sales Builder

Profit-Winning Sales Wrinkles

Open and Leave Accounts in Phonograph Radio Stores

Cash in on St. Patrick’s Day by Stag- ing a Tired Sale

Specialize and Profit

Maintain Sales Enthusiasm—Sales Manager Is Responsible for Efficiency of Organization

Clarence Music Co., Sponsors Unusual Radio Program

Co-ordination of Policy Is Factor in Success of Edgar Music Co.

Money-Making Suggestions for Ambitious Merchants

Mr. L. Jacoby Discusses Selection of Personnel for Record Department

Carrying Charge Method of Financ ing Installment Sales Adding to Dealer’s Profit

Last-Minute News of the Trade...32-34

Getting Refunds on Jewelry Tax...34b

An All-Embracing Market...34b

Profit-Making Suggestions for Ambitious Merchants

Specializing in Home Entertainment...34b

Wisdom of Co-Operative Effort...34c

Double Tax on Installment Sales...34c

Meeting Trade Is Fairly

Music Store Is Steadily Gaining in Importance as Local Outlet for Radio...36-37

Creating a Record Demand for the

Finest Music...38-40

RMA Mid-Winter Meeting Held in Gotham...42

Circus Methods Sell Radio Sets for C. D. Cheatham...46

Federal Radio Co. of Buffalo, N. Y., Awards Prizes in Window Display Drive...56

Advertisements for Phonograph Radio...60

RCA and General Electric Co. Stage First Demonstration of Television Broadcasting...66

Executive Board of National Association of Music Merchants Holds Its Mid-Winter Meeting...68

The Newest in Radio—A Department Devoted to Descriptions of the Latest Devices Brought Out by Radio Manufacturers...89-90

Brunswick Co. Carries Polish Plur of Music...99

Brunswick Hour of Music Features Company’s Records in Weekly Bulletin...100

In the Musical Merchandise Field...101-102

A Discount Hour Is Ever Present—How One Manager Handled Such a Request...101

New Stores and Changes Among Dealers During the Past Month...103

Gleanings From the World of Music...105-109

Artists, Theatres, Radio Stations and Dealers Tie Up With Irving Berlin Week...113

The Latest Record Bulletins...110-113

CORRESPONDENCE FROM LEADING CITIES


Amrad Corp. Announces the Appointment of Wholesalers


James Nolan, who, for the past five years has been manager of the radio department of the Hush Cycle & Auto Supply Co., Boston, has joined the Marshon Division of the Amrad Corp. in the capacity of Marshon sales engineer. Mr. Nolan’s past experience in the radio business, together with his large acquaintance throughout the trade, will prove of great value to him in his new connection with the Amrad Corp. Mr. Nolan will work with the manufacturers and distributors in the East, furthering the sale of Marshon Condensers.

The National Better Business Bureau in its annual report stated that there has been a steady improvement in radio advertising with less extravagant claims for performance and ambiguity in price statements.

Freed-Eisemann Licensed Under English Patents

A license with full protection under English copyright patents has been granted to the Freed- Eisemann Radio Corp., Brooklyn, N. Y., by Canadian Radio Patents, Ltd., according to a recent announcement. The Freed-Eisemann organization already has licenses to manufacture under the patents of the Radio Corp. of America and affiliated companies, the Halcine, and the Lautour Corp.

Columbia Foreign Hour

“I International Hour” is the title of the Columbia Phonograph Co.’s broadcast of February 15. It will feature Russian, Ukrainian, Hungarian, German and Spanish selections by unusual artists listed in Columbia’s foreign catalog. Variety dances and Spanish tangos will alternate with songs by a Russian bass and a Hungarian male soprano.

H. C. Prange Dead

SHREVEPORT, Wis., February 1—H. C. Prange, president and founder of the H. C. Prange Co., large department store with a complete music goods department, died in St. Augustine, Fla., on January 25. Mr. Prange’s death was sudden, pneumonia setting in after a severe cold. Funeral services were held on January 30.

New Exclusive Steinite Distributors Appointed

Lamb & Love Electric Co. Will Cover Central West Virginia and Ohio—Smith-Wadhco Co. to Cover Carolinas


Kellogg AC Set Tunes in on London, England

Fishing for distance isn’t so much of a hobby as it used to be. Nowadays most people are satisfied to sit down and listen straight through a good program. Fingering of the dials has lost some of its fascination. More and more radio music is being used as a background for reading, conversation, or bridge playing and, in many homes, radio sets furnish dinner music.

"However, unusual distance-getting records are still intereted for there are still many fans for whom DX is still a passion," writes Mac Harlan, advertising manager of the Kellogg Switchboard Supply Co. "Very many instances for distance-dialing power of the new Kellogg seven-tube AC set have been brought to the attention of the Kellogg Co. this year. Recently an unusual demonstration was received by a Kellogg owner in central Michigan. Not long ago this owner reported the reception of a London station on a Kellogg Model 50.”

Communicating with the London station the Kellogg owner said, "We heard the King’s Orchestra playing a group of popular dance numbers. The announcer stated that the program was an anniversary program presented by a Kellogg owner in central Michigan. Not long ago this owner reported the reception of a London station on a Kellogg Model 50.”

A branch store of the Anderson-Soward Music Co. was opened recently at 1925 North Main street, Dayton, O. A complete line of Brunswick Panatropes, Kolster, Zenith and RCA radios is carried.
Empire's New Products

In the March issue of the Talking Machine World, Empire will announce a series of new and thoroughly tested Sound Boxes and Tone Arms. These new products have been developed to meet the present-day requirements of manufacturers and are offered to the trade as a perfected and dependable line—not as experiments or laboratory ideas.

Empire Stands for Reliability

Thirteen years of tone-arm and sound box manufacture have given us an opportunity to know—not merely guess at—the requirements of manufacturers and their dealers.

Our new products will be worthy of careful attention and adequate trial. Look for them in the March issue.

The Empire Phono Parts Co.

(Established in 1914)

WM. J. McNAMARA, President

10316 Madison Avenue

Cleveland, Ohio
Dealers who have taken on the agency for the New Edisonic are daily reporting enthusiastic approval of this astounding instrument. They find that true music-lovers are quick to appreciate "close-up" music; while everyone with an eye for beauty values the decorative appeal of the Edionic Cabinets; and marvels at the prices—so low that they seem positively disproportionate.

If you haven't yet investigated the facts about the New Edisonic, you are letting a golden opportunity slip by. Think what it means to represent the phonograph backed by the greatest name in any industry, made in the world-famous Edison laboratories; the phonograph that brings music "close-up"—and gives it a new dimension!

THOMAS A. EDISON, Inc.
ORANGE, N. J.

The EDISONIC

ADDRESS THE DISTRIBUTOR NEAREST YOU:

Good Selections

On Every Brunswick Record!

(Mention It)
PRODUCTS shown here represent the newest developments in tone-arms and reproducers. Each product designed for a certain definite purpose. For instance—if you want a reproducer and tone-arm for a machine with a long horn, or a short air column—just ask us! The best possible product most recently developed will be sent you. Whatever are your needs, there is a Toman Product to do the job—well!

All Toman reproducers are made with a positive locking back—without a single screw to come loose and cause blasting. One of the most important advances in reproducer construction made in recent years. The No. 3 uses a triple suspended duraluminum diaphragm 16/1000 thick—four times as substantial as the ordinary 21/1000 diaphragm. It is hand lacquered to protect it against climatic changes. Special double grip screws securely hold the reproducer to tone arm, always in proper position. These features combine to produce a reproducer with full, deep, rich tone quality as well as great beauty of design.

The Combination E4 represents a wonderful value at a very moderate price. The tone arm has a full exponential taper and full S-curve. It does not infringe upon any existing patent. The new No. 1 reproducer is equipped with a 15/1000 duraluminum diaphragm. The combination produces a highly pleasing tone quality and is practically indestructible.

These excellent new products are most favorably priced. Toman guaranteed quality inside and out. We invite inquiry from Manufacturers, Jobbers, and Dealers. Samples sent promptly upon request.

E. TOMAN & COMPANY
2621 West 21st Place
CHICAGO, ILL.

Sales Distributor
WONDERTONE PHONOGRAPH CO.
216 No. Michigan Ave.
Chicago, Ill

Export Office
189 W. MADISON ST.
Chicago, Ill
Cable SIVAD
The Road to Stabilization

WHERE is the radio industry heading? The speed of development of radio to one of the leading industries of the country has made individual and collective analysis impossible. Weaknesses have developed and, while corrective measures have been taken in some directions, there is a vital need to-day for co-ordination of effort to bring about a greater stabilization. The future of the radio industry depends upon co-operation within the industry. The manufacturer, wholesaler and dealer all should be concerned, because each is an important part of the fabric of this industry.

When a dealer does a volume business and finds himself at the end of the year with a loss in the radio department; when a wholesaler jeopardizes the healthy progress of his industry by selling at retail; when Mr. Consumer can get the usual discount given to a retail merchant; when a gyp can sell to the consumer a price lower than that at which the average dealer can buy; when the public adopts an attitude of "waiting for improved models," there is, to put it mildly, room for improvement all along the line.

Eradication of costly merchandising "mistakes" and steps toward the general improvement of the industry must come from within. Concerted effort on the part of the three branches of the industry—manufacturer, wholesaler and retailer—in a careful study of the underlying causes of these conditions should result in ways and means of bringing about improvements that should develop healthy progress.

Fundamentally radio is sound. Anything that takes hold of the public imagination and becomes such an integral part of everyday life as has radio is essential to welfare and happiness. History repeats itself. Radio has grown too rapidly for its own good and the industry has reached the point where some definite action is necessary.

Many of the problems that face radio to-day have been successfully solved by other industries. The automobile business provides an excellent example. From production right down to the line to consumer distribution the automobile branches does, however, depend upon the successful solution of the broad problems of the industry. Thousands of dealers are finding hard sledding because of unfair competition. Service still eats into retail profits. Radio broadcasting has not entirely emerged from the chaotic state, although it has been vastly improved. Straightening the production curve is still of paramount importance from the standpoint of the manufacturer. The distributor's troubles are closely allied with those of both manufacturers and dealers. And because of this interlocking of important interests greater co-operation in providing remedies for the ills of the industry is imperative. The time has arrived when thought must be given to the elimination of harmful practices because only by such action can the industry continue to expand in a substantial manner.

Every Dealer Should Read These Articles

Slashed His Radio Service 90 Per Cent ........................................ (Page 32)
Profits From Portables ....... (Page 4)
Specialization Will Add to Your Sales Volume—By C. H. Mansfield ................................. (Page 8)
How Two Live Dealers View the Problem of Radio Trade-ins—By Clarence J. O'Neil ............................... (Page 10)
Theatre Tie-Ups Aid Sales of Records—By J. L. Simpson . (Page 16)
Tulsa Store Steps Up Record Sales—By Ruel McDaniel. (Page 32)
Collecting from Delinquent Customers Without Loss of Good Will—By R. J. Cassell .... (Page 28)

See second last page for Index of Articles of Interest in this issue of The World
Profits From Portables

A Money-Making Line for the Aggressive Retail Merchant

What is the market for portables? Reports of retailers and wholesalers indicate that there is a profitable field for sales of portable phonographs in every city, town and hamlet throughout the country. From a small adjacent to the talking machine business these instruments have now taken their place in the first rank of products that bring profits to the retailer. The swelling production reported by the manufacturers and expanded sales volumes of wholesalers indicate that there is growing realization of this among dealers.

Cash Is the Vital Retail Need

The average talking machine merchant, in most cases, suffers from lack of cash, brought about by long-term selling, waiting very often a year or more before he receives the final few payments on a sale. Consider, too, that these last payments represent the profit on the transaction. The retailer must pay for his merchandise in the usual thirty days, this period being extended, of course, by giving notes. However, in view of the fact that the bulk of the dealer’s sales is on the installment plan, the time comes when every penny of capital is thoroughly tied up in outstanding accounts.

This is a serious condition. What is the dealer to do? Should he refuse to sell except on a cash basis until he collects enough money to pay his obligations, so that his credit will again be good? This is exactly what some dealers are doing, but competition is keen and people expect the accommodation of buying on installments. If one dealer refuses this favor a competitor will be glad to make the sale on the deferred payment plan.

Happily, there is another alternative and that is to strongly get behind lines that will bring in as much cash as possible. The portable phonograph not only is easy to sell, but, most important, it brings in the much-needed cash. Sales of records to purchasers of these instruments also keep the cash rolling in, thus making it possible for the dealer to do a greater volume of installment business on the larger items and providing for a healthy expansion.

Portable Sales on "Main Street"

Within easy commuting distance of New York City, in New Rochelle, a retail store, which is the average type, because of the character of its clientele, is finding the portable market worthy of exploitation. This company, one of the most progressive retail concerns in Westchester County, sold in the past twelve months a total of approximately 500 portables, all cash sales, with an average record sale at the time of the purchase of the instrument of four recordings. This achievement is all the more remarkable because this concern is faced by more-than-average competition. Many New Rochelle residents make their purchases in New York, the local dealers losing much potential business as a consequence.

Profits Versus Portables

All the argument or theory in the world pales beside the actual experiences of dealers who are finding the portable field a rich one. For example, there is a dealer on Fifth avenue, probably the most exclusive house in the world dedicated to merchandising phonographs, records and radio, located on the world’s richest shopping street. The proprietor of this concern is authority for the statement that upwards of three hundred and fifty portables were sold by his establishment during the past year. The old argument that only the poor buy portables does not hold good here, because the clients of this store represent the wealthiest people throughout the country.

Who buys portables from this exclusive shop? Well, there are the people who go abroad. A good proportion of these three hundred and fifty portables last year were sent to travelers abroad various steamships. Then there are hotels. Many visitors to New York last year purchased portable phonographs from this retail house. The balance of sales was largely made up of shipments to private schools and the summer camps and homes of wealthy people.

(Continued on page 11)
Your Profit Opportunity

No Electrical-Type Brunswick Panatrope
Ever Before Sold for so Low a Price

$365.00

Brunswick Panatrope Model P-14

The Brunswick Panatrope first acquainted the world with the beauties of "music by electricity." This instrument set a new standard in music for the home.

Every purchaser of a reproducing musical instrument soon came to realize that electrical reproduction was the ultimate in music. It was the ideal which the music-lover longed for but which some, for financial reasons, had to forego.

So the fact that now it is possible to purchase an electrical-type Brunswick Panatrope for as low as $365; greatly widens the market for this remarkable instrument. Hundreds of prospects who "listened" but did not buy should be easily sold the P-14. Model P-14 is a magnificent instrument. From the standpoint both of music and of furniture it meets every standard set by the name "Brunswick Panatrope." A radio jack in the rear is a strong sales feature. For thus the purchaser's radio may be given a new and unequalled tone. And TONE, as we all know, is what people demand in radio today.

The alert Brunswick dealer will seize the big opportunity for profit offered by the P-14, and make this model his leader during the coming months.

NOTE: How is your supply of advertising matter on Brunswick Panatrope Model P-14? Write our Dealer Service Department for a full assortment.
Announces a New Record Exchange


The Victor Talking Machine Co. recently announced a new 20 per cent record exchange privilege on about 550 mechanically recorded Red Seal records. The terms of the exchange are: Stocks to be shipped to Camden as soon as the dealer receives definite shipping instructions, after which he will receive a certificate of credit from a designated wholesaler; dealers may use this credit at the rate of 20 per cent of their current Red Seal purchases; first credits will be applied as of April 1, 1928, in the amount of 20 per cent of their Red Seal record purchases for the previous six months, thereafter credit will be applied monthly on the same 20 per cent basis.

Beginning with the current adjustment period, covering the six months ending March 31, 1928, electrically recorded Red Seal records will be included in Part II of the July, 1926, record exchange. This plan operates entirely different from the one described above, as no records may be returned until a credit has been earned, the amount of credit being determined by the dealers’ selling activities. The rate of return on the Part II-July, 1926, record exchange has been increased from 3 to 3½ per cent. This rate applies to any desired combination of Red Seal Black Label and Blue Label records, returnable under the terms of the Victor exchange plan.

A new music store was recently opened at Delaware Avenue and West Chippewa Street, Buffalo, N. Y., by M. Lucas. The Victor line of Orthophonics and records is carried.

Aluminum Specialty Co. Toman Jobber

Will Cover Georgia, Florida, Alabama and the Carolinas—C. M. Jones Reports Enthusiastic Reception of Line by Dealers

Atlanta, Ga., March 7—Charles Miller Jones, general manager of the Aluminum Specialty Co., of this city, distributor of Allen portables, made by the Allen-Hough Mfg Co., recently announced that he had secured the distributing rights for Toman tone arms and reproducers in Georgia, Florida, Alabama and North and South Carolina. Mr. Jones reports that dealers in the territory covered by his company have received the Toman line enthusiastically and are making wide use of the attractive counter display cards and the circular material provided for consumer distribution by the Toman Co.

Peerless Master-phon the Extraordinary Portable for 1928

The Ultimate in Portables at $25.00 List

A 4-foot concealed tone chamber
Serpentine tone-arm
Special matched reproducer
Covered with genuine DuPont Fabrikoid of the heaviest quality
Elaborately decorated in multi-color effects
Genuine Heineman motor

Peerless Master-phon Portable

List Price $12.50
In Attractive Colors
3¾ inches high

Appearance—Quality—Tone

Peerless Vanity - - - $12.50 List
Peerless Junior - - - $15.00 List
Peerless Master-phonic - $25.00 List

ALL LEADERS IN THEIR FIELD

Write for Samples and Prices

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album
Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album
Removable Pockets for Records

PEERLESS ALBUM CO.
PHIL. RAVIS, President
636-638 BROADWAY, NEW YORK
3 Months Old—and Going Strong!

Brunswick's One-Price-for-All Record Policy
plus wide newspaper advertising, results in consistent
gains in record sales

NOW three months old, Brunswick's "popular price" policy on
Gold, Purple and Black Label Brunswick Electrical Records
has proved to be one of the strongest merchandising moves in the
history of the music industry.

In its first month, "popular prices" produced the biggest gain in rec-
ord sales that Brunswick has ever known. And sales continue to climb.

Consistent use of newspapers to tell the big news of the change
in Brunswick Record prices has been a potent factor in the success
of the Brunswick plan. Brunswick has long been known in the indus-
try as a large user of newspaper advertising—the kind of adver-
tising the dealer likes and knows will bring results.

The announcements of popular prices for all Brunswick Records
are appearing in more than one hundred cities throughout the
country. Everywhere Brunswick dealers report big gains in record
sales as a result.

The stimulus of "popular prices" has proved not to be a tem-
porary one. Every Brunswick dealer who aligns himself with this
merchandising effort is winning new customers who are made per-
manent by the high quality of Brunswick's merchandise.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO  NEW YORK  In Canada: Toronto  Branches in all Principal Cities
Specialization Will Add to Your Sales Volume

ONE of the biggest mistakes a phonograph and radio business can make is to have no line drawn between the radio and phonograph sales force. Many sales managers will, doubtless, disagree with me on this point, but I want to point out that the radio and phonograph are two different and distinct instruments, and each one requires specialization.

I do not mean to make the two organizations entirely separate and distinct, but there are some men who "loan" more to the radio, and others to the phonograph. Divide your organization up in this manner and let your radio men specialize on radio sets, and your phonograph men specialize on the phonographs and combinations. Turn over only radio prospects to your radio salesmen, and only phonograph and combination prospects to your phonograph men. This applies to floor men as well as outside men. Of course, a radio salesman should be privileged to sell a phonograph and receive the regular commission and a phonograph man can likewise sell a radio, but keep each organization specializing if you would get the greatest results from the entire organization. It is not necessary to have a large organization in order to divide the force into two separate organizations. Even though you have only two men, you can get the utmost from those men by having them each specialize. You'll find that by doing this each man's sales will increase, and consequently your total volume will be increased to a considerable extent.

Increasing Talking Machine Sales

Most stores that handle both phonographs and radios are doing a larger volume in radio than they are in phonographs and combinations.

By Clarence H. Mansfield
Fitzgerald Music Co., Los Angeles

If this is true of your store, then divide your organization and your phonograph volume will immediately increase, and your radio volume will also show an increase. One reason that more radios are sold than phonographs is because Mr. Average Salesman thinks radios more than phonographs—and another reason is that the public is thinking radios more than phonographs. So phonograph specialists have to be a little heavier as salesmen, for they have to either overcome or add to the radio desire which seems uppermost in the mind of the public at the present time.

When a customer does come into a store to see a phonograph the chances are ten to one that the average salesman will immediately suggest a combination—this for two reasons—the first is that the salesman's mind is naturally on radio, and the second is that he wants to make a larger sale. And nine out of ten salesmen in showing combinations demonstrate the radio considerably more than the phonograph, when the opposite should be the rule. I asked a salesman recently who had been doing this his reason. He said that people were more interested in the radio than in the phonograph. And this is the situation in most cases. The salesman rides along with the current—the old "path of least resistance"—and it never does make for high-class specialty selling.

Careful Salesmanship

When a customer asks to see a phonograph the worst thing a salesman can possibly do, at first, is to even suggest radio, even in a combination—if he does he automatically suggests that maybe radio is more desirable, and if the prospect already owns a radio no deal whatever may be consummated—or if he does not own a radio, the chances are that a radio only will be ultimately sold and not a combination or a phonograph. A great many customers come into the store and ask to see a phonograph, and when all they are trying to do is to find out if they really want a phonograph or if, as they suspect, a radio will entirely fulfill their musical needs, and most salesmen, by their attitude and actions, definitely confirm these suspicions during the first few moments of the customer's visit to the store.

Even if a customer asks to see a combination, the first thing to do is to convince him of the importance and desirability of the phonograph side of the combination. This can only be done by emphasizing the desirability of the phonograph, and touching upon the radio side later in the sales talk. Radio does not require the heavy end of the selling or demonstration; nearly everyone is more or less sold on the radio idea or at least is thinking about it. That's why I say divide your sales force into a separate radio sales organization and a separate phonograph organization. A man thinking nothing but radio all the time can't very well emphasize the importance of the phonograph, and vice versa.

Up to the Salesman

It is up to the salesman to sell the phonograph on the record idea to the prospect, and to sell it strong. Once you have sold your prospect on the record idea, then the selling of a combination is comparatively easy. But if the salesman himself thinks only radio, and has no strong sales arguments for the record, then the chances are ten to one that the customer will end up by purchasing the radio only. Result: One-half as large a sale, and less than one-half as much profit.

As before stated, since the phonograph and combination sale, as a rule, averages much (Continued on page 11)
Stromberg-Carlson 1927-1928 sales increase shows that Radio buyers are learning that no radio set is any better than it sounds; no matter how it looks or what it costs. Stromberg-Carlson complete tonal range is what all radio buyers eventually want.

At prices ranging from the $200 class to the $1250 class, with phonograph reproduction thrown in, there is nothing more economical to own than a Stromberg-Carlson, and there is nothing finer.

Dealers who turn the most prospects into Stromberg-Carlson sales are those who thoroughly appreciate and can demonstrate these facts.

Stromberg-Carlson Telephone Mfg. Co.
Rochester, New York

The Stromberg-Carlson Hour,
Tuesday Evenings at 8 o'clock,
Eastern Standard Time, through
the NBC and Associated Stations: WJZ, WBZ-WBZA,
KDKA, KYW, WJR, WBAL,
KWK, WREN and WHAM.

No. 524
Stromberg-Carlson
Price, with Audio-
Power unit and 8
R.C.A. tubes — but
not including Cone
Speaker, East of Rock-
ies $425; Rockies
and West $455;
Canada $565.
Fox Makes No Trade-In Deals Because

1. Too many sets have to be junked.
2. Too much time wasted in trading.
3. Increases risk of financial loss.
4. Endangers percentage of profit.

How Two Live Dealers View the Problem of Radio Trade-ins

The Two Bridgeport Dealers Whose Ideas Regarding the Pro and Con of Radio Trade-ins Are Presented Here Are Both Successful With the Policies They Have Adopted

By Clarence J. O'Neill

The problem of second-hand radio sets turned in as part payment for a new receiver can never be settled by ignoring it or condemning it as bad business practice. It is also apparent that it is definitely the height of folly for a dealer to use the customer, and, like it or not, the dealer must face it. One of the leading radio trade associations has revealed that 75 per cent of the merchants favor reselling trade-ins. Despite this apparent majority favoring the trade-in policy, it is interesting to note the varied, yet logical, opinions, pro and con, of two veteran dealers located in the same community. One merchant is a staunch supporter of the trade-in question, and the second is just as determined in his objections to this method. Both have been in business since the introduction of the radio, and both are equally satisfied with their sales volume of radio receivers.

Alfred Fox, of 174 Fairfield Avenue, Bridgeport, Conn., frankly admits that he makes no allowances whatsoever on used sets and arbitrarily refuses them. To substantiate his idea for ignoring trade-ins Mr. Fox has set forth four concrete reasons why he holds to this practice. On the other hand, John I. Taylor, credit manager of the Piquette Music Co., Fox's next-door neighbor, of 183 Fairfield Avenue, presents another four reasons why he believes in trade-ins. Before dissecting the business methods of these two dealers it may be well to visualize the situation; first, as to the demand for trade-ins; second, as to the ultimate profit or loss to be had by encouraging or rejecting this form of merchandising radio receivers.

As to the demand, it is generally accepted that 25 to 20 per cent of the people buying sets at present have a set which they would like to trade in, or on which they would like an allowance. And, in a fair statement to say that the average radio merchant is appraising the trade-in set for its resale value, based upon a quick turn-over, and is making an allowance of 40 to 50 per cent on such an appraisal, a plan that permits the dealer to profit. With all these apparent inducements and the immense resale demands offered in catering to the trade-in patron, Mr. Fox says, "not interested," with the following objections. Too many sets have to be junked; too much time is wasted in fleshing out too much of a financial risk; would rob himself of his normal percentage of profit.

To support his objections to handling trade-ins Mr. Fox says, "It is apparent that at least 50 per cent of trade-in sets would have to be junked because of obsolete parts and the general run-down condition of the outfit. The cost and labor to rejuvenate the set would, to my mind, eat up the eventual resale profit. I also see a considerable loss of time in making trade-in transactions. I am convinced during the time wasted in first discussing the trade-in with the customer and then the eventual consideration over the set, when the customer finally delivers it after a second or third interview, that in the meantime I could have worked up at least one new customer for a clear sale."

"Before reselling a second-hand set the dealer should check it thoroughly, should clean it up, and if necessary refinish the cabinet. These considerations are bound to affect the price allowance and profit to be made on the set. From an ethical standpoint, trading-in, I think, becomes pernicious when used by a dealer as a means of cutting prices to build sales volume."

Whether the retail talking machine dealer decides for or against the trade-in as applied to the radio department, some definite and sound policy must be worked out. In the accompanying article two concerns operating in the same city give the reasons which decided them in favor of and against radio trade-ins. Every retailer should read this informative dissertation on one of the most important phases of radio retailing that faces the trade in this day of intense competitive merchandising.

Mr. Taylor, of the Piquette Music Co., in direct contrast to Mr. Fox, is so confident in the trade-in profits that he advertises extensively in the newspapers for the exchange of old sets. His four reasons for accepting trade-ins are as follows: Trade-ins make new sales to present owners easier, the resale value of their own; can be sold profitably if allowance is 50 per cent of resale price; pave way for later sale of new set to purchaser. Mr. Taylor's method of bidding on old sets is to examine the set and quickly make an estimate of its resale value, in most cases offering its owner one-half that figure. He claims this procedure calls for an eye appraisal made promptly and a statement of the exchange offered in a manner that does not leave room for bargaining. His next step is to convince the customer that the old set has greatly depreciated in value. This means that if a set is accepted for a trade-in, and if Mr. Taylor believes he can promptly recoup it in his store for $20, the owner of the set should be offered $25, thus safeguarding the dealer against loss at time of resale. "I am perfectly aware," said Mr. Taylor, "that in making such an appraisal of a trade-in my profit will not be equivalent to a 50 per cent discount, because, after acquiring the set, I will be put through the expense of operating or repairing any mechanical defects and of making it presentable. Furthermore, some merchants will say I am assuming a hazard more or less great in putting this old set to my store and I am not, but I am willing to stand by my judgment in the belief of the time, making a little resale profit, but also pave the way for a new set sale. In closing a trade-in sale I always try to impress the customer that he is actually making a purchase, not a sale."

There is danger in accepting trade-ins is testified to by the many warnings against allowing too much for such equipment, and having it left on the dealer's hands—that it may prove a valuable means of developing business if handled properly is generally acknowledged.

The experiences of these two dealers, situated in the same community and holding opposite views on the important subject of radio trade-ins, is proof positive of the assertion, many times repeated, that no hard and fast rule regarding such a policy can be made to apply to all dealers. Each member of the radio retail trade must study the situation and put into effect that policy which will produce the best results for his own business. He will be in line with his method of dealing with his customers. Take for example a neighborhood dealer carrying a complete line of musical instruments and depending to some extent upon the repeat business of customers whom he has been dealing for a number of years. They have at different times purchased high-priced pianos, phonographs and radio receivers, in addition to music rolls, records, sheet music, and other accessories for the instruments. To refuse to accept a trade-in set as part of the purchase price of a new instrument, this dealer would be endangering the good will which he has built up over a span of years, which would, in many such cases, be a short-sighted policy. Let each dealer decide upon his own policy, remembering always, however, that each set taken in must be resold at a profit, and that to overlook or minimize this angle is to engage in a profitless transaction, or even worse, to lose money on the deal.

Piquette Co. Favors the Trade-In Because

1. Easier sales to present owners.
2. Have resale value of their own.
3. Wise allowance boosts the profit.
4. Pave way for sales of new radios.

Crosley Dividend

The Crosley Radio Corp. has declared a stock dividend of 4 per cent and an initial dividend of $1, payable in four quarterly installments during 1928.
A Radiotron for every purpose

RADIOTRON UX-201-A Detector Amplifier
RADIOTRON UX-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 and Audio Stage Only
RADIOTRON UX-222 Receiver Grid Radio Frequency Amplifier
RADIOTRON UX-112-A Power Amplifier
RADIOTRON UX-171-A Power Amplifier and Audio Stage Only
RADIOTRON UX-210 Power Amplifier Oscillator
RADIOTRON UX-210 Detector Amplifier for Radiotrons connected to Grid
RADIOTRON UX-250 Power Amplifier Oscillator
RADIOTRON UX-276 A.F. Power Amp.
RADIOTRON UX-277 A.F. Power Amp.
RADIOTRON UX-390 Push-Pull Rectifier
RADIOTRON UX-361 Push-Pull Rectifier
RADIOTRON UX-274 V-Shape Rectifier Plate
RADIOTRON UX-276 Push-Pull Plate
RADIOTRON UV-899 Receiver Plate

The standard by which other vacuum tubes are rated

RCA Radiotrons have been imitated in appearance, shape and size—in everything but the main thing—dependable performance.

RCA Radiotrons are made and handled by the engineers of RCA, Westinghouse and General Electric, on the same great lines on which the principles of radio broadcasting were developed. You can rely on Radiotrons. Never again will you depend on cheap, bad-tube reception. Give your set the complete line of RCA Radiotrons, and you will have the best.

Every Radiotron is made and handled by the engineers of RCA, Westinghouse and General Electric, on the same great lines on which the principles of radio broadcasting were developed. You can rely on Radiotrons. Never again will you depend on cheap, bad-tube reception. Give your set the complete line of RCA Radiotrons, and you will have the best.

Why experiment with your profits when RCA Radiotrons are recognized as standard by leading manufacturers of quality receiving sets? Millions of dollars and the patient skill of RCA radio engineers are back of their development and perfection. There is an RCA Radiotron for each socket in every set—tested tubes that will give finer and surer reception. It will pay you to carry the complete line.
Tried—Tested—Perfected—

Let Radiola 17 report for you the great events of the year.

Plug it into the electric outlet and you are in touch with the world.

Radiola 17 will take you to concert halls and theatrical platforms, to public meetings and political conventions, to arenas of amateur and professional sport. It will report for you the great events of the year—just as if you were there.

The programs of the bijou and just-listening stations are yours at the touch of a finger, nation-wide, for the great staff of technical engineers in the laboratories of the Radio Corporation of America and its associates, who designed and built these Radiolas, have set the standard for realism in broadcast reception and simplicity in operation.

This sign marks the leading dealer in every community.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON
-and first in public favor

RADIOLA 17—Pioneer of the new receivers employing the RCA alternating current Radiotrons. Most popular of all Radiolas. Equipped with Radiotrons $157.50

RADIOLA 32—Finest Radiola ever designed. The famous RCA Super-Heterodyne with the incomparable RCA Loudspeaker 104. For AC or DC operation from lighting circuit. Complete $895

RADIOLA 50A—Custom-built cabinet model of the super-selective RCA Super-Heterodyne, with loudspeaker. For either AC or DC operation from lighting circuit. Complete $495

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola
MADE BY THE MAKERS OF THE RADIotron
Most popular of all moderately-priced loudspeakers because of its TONE RANGE RUGGEDNESS PRICE

RCA LOUDSPEAKER 100A • $35

This sign marks the leading dealer in every community

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA Loudspeaker
MADE BY THE MAKERS OF THE RADIOLA
Specialization Will Build Sales Volume

(higher per unit basis. Better salesmanship is required. A man thinking constantly in figures of around two hundred dollars has a difficult time jump- ing his thoughts up to a thousand dollars or more. Such a figure naturally seems frighten-ingly large to him, and he shrinks from suggesting such a high-priced instrument to a customer. It is much easier to follow the beaten path and talk on the lower-priced unit and, customers, as a rule, are always anxious to believe that they can get what they want for less money than they anticipated paying. “Specializing” is merely another word for “handling.” A man can get into the habit of talking any type or price of instrument, but it is naturally harder to get into the habit of talking higher-priced units than lower-priced units. It is naturally harder to talk against popular opinion than with it. That is why I say it takes a little “heavier” salesman to sell the new type phonographs and combinations.

Now I don’t mean to be foolish and pass up any radio deals—a $200 radio sale to-day is worth more than a $1,000 combination prospect for next week, but I do believe that many a two-hundred-dollar deal is consummated where, with a little phonograph specialization and salesmanship, a $1,000 combination deal could have been made instead. There is no question but that a great deal more business and profits are lost to the dealer through the lack of ability on the part of the salesman to sell the phonograph idea than ever will be lost by overselling a prospect who can’t afford the higher-priced instrument, and who puts off buying anything because he won’t be satisfied with anything less than the better instrument.

Many a customer is mildly interested in a combination or ultimately purchases a straight radio, simply because he was not sold on the “music from records” idea strong enough to make him see the wisdom of the extra in- vestment. We have found by experience that by concentrating sales effort on the phonograph; by selling the record idea we are often able to sell a straight phonograph at, say, $600 or $700, whereas the customer might otherwise purchase only a $200 or $300 radio. These cus- tomers will buy a radio as well, but had we sold them a radio in the beginning possibly we would have been able to sell the phonograph even later. Just think that over.

Another good way to increase phonograph business is to endeavor to demonstrate the new type of phonograph whenever possible to every customer who purchases a straight radio—or who comes in to see a straight radio—this to be done, of course, after the radio man has either closed the radio deal or finished his demonstra- tion. Of course, you do not want it to appear to the prospect that you are going to try to sell him something, do it as if you merely wanted him to hear it and were only being courteous.

The higher-priced electric phonographs and combinations in the straight radio- phonograph running in price from $600 up and in the combination from $1,150 up—is where the greatest volume and the greatest profits should come from. Do not overlook the lower-priced instruments, straight or in combinations, but build your sales efforts around the higher-priced units particularly, and the volume will come in the higher-priced units as well. But the rule does not work both ways, for sales effort con- centrated on lower-priced units will not bring the higher-priced unit sales.

The whole future of the phonograph business lies in our ability to sell the record idea. I have said before that every music dealer should have two separate organizations, one specializing in the phonograph and the other in radio. H. C. Goodrich With United Radio Corp.

Appointed District Representative in Mid- dle West for United Radio Corp., Mak- er of Peerless Reproducers

To keep pace with the rapidly increasing number of its customers, the United Radio Corp., of Rochester, N. Y., maker of Peerless reproducers, has announced the appointment of H. C. Goodrich, formerly field representative for the King Manufacturing Corp., as district representative in the Middle West, covering the States of Michigan, Ohio, Indiana and Iowa.

Milton C. Bickford, also of the Peerless sales staff, will be the district representative for the South Atlantic States. These men will work with wholesalers and retailers, assisting them in increasing their sales and merchandising radio. With these increases in its executive sales force, the United Radio Corp., maker of Peerless reproducers, plans to do its share to in- crease the volume of business in 1928.

The formal opening of the M. P. Scott new store at 205 Water street, Augusta, Me., was held recently. A complete line of Edisonic phonographs and records and well known makes of radio receivers is carried.

You Take Pride in Your Quality
But—What About That Shipping Case?

You have spared no expense or effort to make your goods the finest of their kind that the market affords. You do this from pride, and for the business reason of making them so attractive to your customers that they will buy and continue to buy. BUT—what about that important first impression on the buyer when he opens your shipping case?

We Take Pride in Our Quality

Birch and Maple plywood cases with Spruce cleats carry your product to destination with complete protection. There is no weaving, all rough handling shocks are absorbed, and the strong plywood will protect your goods from damage. In addition there is neatness in appearance and a distinct saving in transportation. Our excellent timber resources, new machinery equipment throughout and 18 years’ experience in the manufacture of plywood cases enable us to produce a container of outstanding quality. And these quality cases cost no more. A trial order will convince you.

H. C. Goodrich

The Talking Machine World, New York, March, 1928

Specialization Will Build Sales Volume

Prospects is from the Sale of Portables

You Take Pride in Your Quality

But—What About That Shipping Case?

You have spared no expense or effort to make your goods the finest of their kind that the market affords. You do this from pride, and for the business reason of making them so attractive to your customers that they will buy and continue to buy.

BUT—what about that important first impression on the buyer when he opens your shipping case?

We Take Pride in Our Quality

Birch and Maple plywood cases with Spruce cleats carry your product to destination with complete protection. There is no weaving, all rough handling shocks are absorbed, and the strong plywood will protect your goods from damage. In addition there is neatness in appearance and a distinct saving in transportation. Our excellent timber resources, new machinery equipment throughout and 18 years’ experience in the manufacture of plywood cases enable us to produce a container of outstanding quality.
Brilliancy
Shrieffest of strings, clarinets, tambourines—all with their side-bands or color tones—

Low Notes
Of the voice, of drums and other deep-toned pieces—

Chromatic Notes
Including delicate color-tones and shadings whose reproduction affects the entire rendition and makes it REAL—

Enunciation
Words containing s, t and other sounds difficult of reproduction for the average reproducer—

Special Features
Tinkling bells, cymbals and other secondary interpolations which the orchestra leader adds for "local color" and individuality.

YOU are invited to select a few especially intricate records—records with many climbs and falls from the easy “middle register,” with hissing sibilants spoken by the human voice, with complicated overtones and fine nuances of tone variation, with subdued “local color” accessories—and try AUDACHROME on such records, comparing its performance with that of any other reproducer. This is the test that wins the listener and the test that helps dealers win the public!

Whenever you come across an AUDAK equipped machine—portable or cabinet—be assured that it is a QUALITY machine.

The AUDAK
565 Fifth Avenue
Makers of Acoustical and Electrical

AUDACHROME
Interprets Every Shade and Chromatic Variation of Voice and Instrument! "Faithful to the Echo"; the Most Realistic Interpreter of Acoustical Values Yet Developed!
Audachrome’s working to conquer "Hazards" of reproduction

There they are, at the left—the most difficult elements in all acoustics to reproduce accurately. No talking machine reproducer prior to Audachrome has been able to overcome three out of five of these natural stumbling-blocks. Audachrome has conquered them all, simply because it is built on a new principle that aims frankly at the roots of reproduction shortcomings. To hear a really difficult record played with this revolutionary new instrument, after you have heard it with an ordinary reproducer, is to have your eyes opened wide—and your mind closed forever to ordinary reproduction.

Audak Ultra Rays

The interest of your public in records may be passive, but that is because the trade has too long set still and permitted such a state to exist. What is needed is a definite and sustained campaign to make your customers not only record-conscious but music-conscious:

Let's look squarely at facts. A good radio program is more interesting than the average talking machine performance, and that is why most of your customers are not buying records regularly. But, set this down for truth: no listener can fail to be thrilled by Audachrome performance, or to realize that this kind of talking machine entertainment is far superior to the best radio reproduction.

The best that is in those wonderful new electric records has never before been quite so fully appreciated as Audachrome now makes it appreciated. If you will let your trade listen to an Audachrome performance, selecting records that are difficult instead of those involving only the easy "middle register" or bass alone, you will find new stimulation for record sales. This is Audachrome's biggest contribution to the trade!

From all sides the evidence is pouring in to corroborate what we prophesied. Audachrome, by the simple "listening" test, has first shown the dealers what a splendid sales weapon Audak has contributed, and then gone right out and made new record sales to those dealers' customers.

Audachrome production, despite our anticipations and preparations, is still behind the demand. This condition is working itself out, however, and we see no reason why any merchant interested in jacking up his 1928 sales and net profits should be without the assistance of Audachrome, the finest little star salesman that ever stepped into a music shop.

Order from your jobber today—we will take care of everybody as promptly as possible.

Above all, make the test with this new instrument yourself—on the smallest or the most expensive machine—so you'll know the pleasant surprise that's in store for your customers.

Company
New York, N.Y.
Apparatus for More Than 10 Years
Profit Winning Sales Wrinkles

Builds Record Sales by Pushing Early Releases—Record Girls’ Clubs a Step in Right Direction—Literature in Window Displays—Tie-up with Movie

Themes—How Davega Builds Mailing Lists

The number of records released each month makes it impossible for the dealer to adequately bring each recording to the attention of potential purchasers. It often happens that a customer fails to study the monthly record bulletins, or some circumstance arises which makes it impossible to visit the store, and the new releases are overlooked even though several of them may have had a definite appeal to the customer. For these reasons it follows that it would prove profitable for the dealer who has a number of patrons who have been dealing with the store for a long period and whose tastes are known, to prepare a suggested list of records at regular intervals and send them to customers. Miss B. B. Steele, manager of the talking machine and record department of Stern Bros., New York City, recently used this method of stimulating record sales with most satisfactory results. She found that a great number of record buyers who had been dealing with her for years and were regular record buyers had overlooked many of the records which were suggested and were happy to have them called to their attention. Try the plan and see if it is not successful.

Aiding Record Sales

The Victor Record Girls’ Club that exists in Milwaukee and similar organizations in other cities are meeting regularly every month, and from recent reports are constantly expanding. The formation of these groups is a movement that deserves only commendation and it is a movement that should be general throughout the country. Dealer associations and record distributors should take the organizing upon themselves and see that a similar body is formed in their territories, for, there is a great need for education among the thousands of record salesmen and saleswomen. This is not written to imply that there are not record salespeople who have not a thorough knowledge of their business. There are, and scarcely an issue of this publication goes to press without mention being made of the outstanding success which such a well-equipped salesman or saleswoman is achieving. The trouble is that there are not enough record salespeople with a proper knowledge and appreciation of recorded music. Through the medium of radio broadcasts, through an ever-increasing number of musical events, through more thorough musical education in the schools, the musical taste of the American public is becoming better and better and music is becoming a greater factor in the lives of the people. These conditions make it imperative that the record salesmen of today be better versed to render service than was the condition a few years ago, and the interchange of information between co-workers is one sure way of adding to the salesman’s fund of knowledge.

Booklets in Displays

The public is still curious about radio developments and likes to keep abreast of all the improvements and refinements that are being made. The Atwater Kent Mfg. Co. recently sent a bulletin to its dealers suggesting that literature be shown in the forefront of window displays. The bulletin said in part: “In decorating a number of windows, our decorating staff tried out the plan of displaying literature in the extreme front of windows. It was found that passers-by, on seeing the literature, were prompted to enter and ask for it. This gave the salesman a good opportunity. By being courteous, he often could get the prospect’s attention to the point of giving a demonstration, and in most instances he obtained the name and address so the prospect could be followed up later.” The plan is well worth trying.

Movie Tie-ups

There can be no doubt but that within the next year or two the musical score has taken a more and more important part in making successful feature motion pictures. Composers of international reputation are engaged in California throughout the entire year, composing and synchronizing their compositions to the action of the film. This development offers to the music dealer an opportunity of increasing both his record and sheet music sales. In the score of practically every film there has been a theme song that in itself has become popular and which is released in sheet music and record form. Take for example, “Chrysmaline” from “What Price Glory?” “Diane” the theme of “Seven Heavens,” and “Wings” from the film of the same name, and countless others.

Building Mail Lists

The Davega stores in New York City have a plan of building up their mail lists in the various departments that is a winner. When, for example, a customer makes a purchase in the talking machine department the clerk makes out a sales slip. At the head of the slip is placed the name and address of the customer, who then pays the cashier and is given a receipt, a duplicate of the sales slip. This is a simple and inexpensive plan of securing the names and addresses of the customer. The request of the clerk for the name and address is a natural one and there is never in any objection on the part of the patron in giving it, as there might be if the record requested this information for the “record mailing list.” This procedure is, of course, duplicated in the various departments. Thus, when the day is ended the store not only has a complete and accurate record of the business done in each department, but has a list of the names and addresses of the customers as well as the type of merchandise in which they are interested.

Music Room Furniture

The well-known music house of Lyon & Healy, Chicago, III., a year or so ago, opened a new department that was more or less an innovation in the music business. This was a furniture department, carrying a full line of fine musical furniture and accessories. While with this the great Mid-West music house the furniture is carried and advertised “to complement the piano” it offers an interesting subject for the talking machine and radio dealer to consider. Naturally every dealer is not in a position to engage in a line of business that would be more of an environment but there are many small establishments throughout the country which, undoubtedly, could start a similar department and make it pay profits. Many stores, for instance, have on their floors expensive floor lamps and period furniture in order to properly display phonograph and radio receivers that are housed in expensive cabinets. Could not these same stores carry a limited amount of this merchandise in stock and offer it for sale in the same manner and at the same time as are the instruments? It might be interesting to note here that the sales of lamps alone in the Lyon & Healy establishment gross $35,000 annually.

Send in Ideas!!

Perhaps in conducting your business you make use of some unusual method in selling radio, talking machines, records or accessories, or perhaps your method of servicing is out of the ordinary. If these ideas have proved successful, send us a note telling of them. Photographs will add interest.

AN IMPROVED RECORD ALBUM

For the past few years little improvement has been made in the design of albums to hold talking machine records.

Now a new loose leaf album that will lie absolutely flat when opened, that has an all-metal back with protecting end pieces, making it more durable than any album heretofore made. It is handsome in appearance and will add to the beauty of any cabinet.

Made in durable cloth or in Dupont Fabrikoid binding with super-finish design.

PATENT APPLIED FOR

Write for detailed information regarding this new loose leaf album and other 1928 designs.

NATIONAL PUBLISHING CO.

Sales Room
225 Fifth Avenue
New York City

Factory and Main Office
238-245 S. American Street
Eye Value is as Essential as Performance -- in Present Day Radio Selling

With the perfection of the Electric Radio, public demand is for design that has a definite meaning in the decorative plan of the home—something permanent—concealing all the mechanical aspects of radio.

FRESHMAN EQUAPHASE ELECTRIC RADIOS

fulfill every current demand. The ever increasing sales of Authorized Freshman Dealers testify to that.

In scientific exactness and efficiency, the Equaphase Radio circuit is in a class by itself—simple to operate yet accurate and sensitive to a fine point of precision—minimizing the necessity of service.

A variety of cabinet designs adequately meet the requirements of present day home decoration.

Freshman Electric Radios are sold direct to Authorized Freshman Dealers—it will pay you to investigate our dealer franchise.

$225.00

Manufactured by
CHAS. FRESHMAN CO., Inc.
NEW YORK CHICAGO LOS ANGELES

Freshman Electric Radios

Model G-4, Freshman Equaphase Electric Radio, paneled in genuine mahogany, complete, ready to operate including the new RCA, AC Tubes

ACIDS BATTERIES WATER TROUBLE
Theatre Tie-ups Aid Sales of Records

Jenkins Co.'s Ads Have a Double-Edged Appeal

By J. L. Simpson

Much of the prestige of the great Jenkins Music Co. of Kansas City, Mo., with four large stores there as well as others in surrounding cities, is built through the medium of advertising, and it is the type of this publicity, rather than its mere scope, which makes it so "humanly" effective in increasing the sales volume.

Many, even most, large music good-store operators, buy, advertise and make people think of them as the living, breathing spirit of the music master who puts his soul into the records, and the phonograph itself as the instrumentality by which the soul of song and of music is reproduced, through its action upon the records. That this sort of advertising is effective, much more so than the kind which continually burst upon bargain hunters and prices in phonographs and records, is amply obvious from the results of the advertising, the growth of this department and the tremendous volume of sales in all four stores.

The method used in presenting the musical wares along the talkingmachine line is one which is available to any dealer in phonographs in almost any large city in the United States. It is one which takes advantage of time and place and circumstance, which makes hay while the sun shines, and is effective because it hits the nail on the head at the propitious moment. It is a sales building idea.

Appearances of Artists

In any large city, as in Kansas City, for example, there is hardly a week but what some of the musical topliners of America appear at one theatre or another. In short, the people or the musical organizations which make the records are here in the flesh, usually for a week or a week's stand at one of the theatres.

The Jenkins Co. simply capitalizes this fact, in the most effective manner, thereby heightening interest in the line of phonographs, as well as in the records made by this celebrity, band, or whatever the attraction may be. The person or agency which made the records is here in the flesh, hence connecting up their line with time, and may be converted into another equally potent method the next week, when some other musical celebrity is the center of attraction in this town. This method of promotion is a continual source of record business.

A Timely Tie-up

An actual example of how this end is accomplished is presented in the accompanying ad. At the moment Gene Austin, creator or maker of popular records, is a headliner at the Orpheum Theatre. Therefore, the records of Austin are exploited properly at this particular time - the ad is even of news value, and will perhaps draw the attention of more people than the actual dramatic write-ups given by various editors or reporters.

It will be noted in the ad that Jenkins do not utilize this opportunity merely to sell more records - especially the records made by Austin. Not at all. As may be seen, the largest part of the space is given over to exploiting photographs themselves, though the suggestion of the records themselves is invariably present, a very important consideration.

In this particular case it is possible to connect up the line of phonographs with this celebrity in a very striking and unusual manner. In fact, they are introduced right into his programs, as the copy will reveal. It is a striking example of a particular instance where a current theatre programme affords the very choicest copy for the phonograph ad writer, and Jenkins have lost no iota of this spectacular value, in presenting the associated sales ideas to the readers of this paper. And yet, while this is a "beautiful instance" of ideal publicity, it would neither be ideal nor publicity unless it was utilized, fully, correctly and at the moment.

That is the point of the Jenkins policy, to utilize, in this manner, at the psychological moment, every bit of theatre or popular interest publicity which can conveniently be connected up with their retail talking machine and record business.

In this instance, this celebrity's performance happens to connect up perfectly with a line of phonographs, as well as with certain records. But, in other instances, when such a fortunate condition does not exist, the Jenkins ad writers create by artful language and illustration the suggestion which is almost as potent in interesting folks in the machines themselves as is the present happy instance of real connection between artist and the instrument.

Exploiting Records

Again Jenkins method scores, this time in selling records, more records, most records. For, as Jenkins points out, records are a bit like eggs, most

Art Gillham, Columbia Artist, in Cleveland

Jenkins Tie-Up Advertising

salable when fresh, or new. Jenkins sell more and more records monthly, annually, by exploiting their new records while they are new, and at the special times when their human creators are in Kansas City, at theatres or on other engagements. Timeliness is important in securing turnover. As will be noted here,

(Continued on page 1B)
SOUND PRODUCTS
MAKE SOUND PROFITS

In all Oro-Tone Products you will note grace and symmetry of design. In use you will quickly distinguish them by the full rich tone quality — by their superior definition and volume.

Less apparent but fully as important is the soundness of construction — the permanence — the lasting excellence built into every Oro-Tone Reproductor and Tone Arm. It has been our unchanging policy never to cheapen materials or workmanship in order to "sell at a price." To maintain this same high standard of quality, Oro-Tone Tone Arms and Reproducers are made, from the fabrication of raw materials to the last testing process, completely under one roof — our own.

This complete supervision and undivided responsibility is your guarantee of a thoroughly sound product. And production economies made possible by our large volume and by the elimination of extra profits enable us to offer Oro-Tone Tone Arms and Reproducers to the trade at no higher price than you must pay for assembled products.

We cheerfully cater to Manufacturers, Jobbers and Dealers. Send now for complete free catalog.

Oro-Tone Factory—Home of World's Largest Exclusive Makers of Tone Arms, Reproducers, and Amplifiers.
Paul Specht Opens at the Jardin Royal

Popular Orchestra Leader and Columbia Artist Appearing in New Chinese Restaurant on Broadway, New York

Paul Specht and his orchestra, Columbia recording artists, are constantly increasing their New York following, with four units simultaneously in the field.

At the Jardin Royal, Chinese restaurant at 1600 Broadway, Specht opened a regular engagement February 15th, playing daily in person, and on four days of the week broadcasting these concerts over WOR: Monday afternoon 12:15-1, Wednesday evenings 6:05-7, Thursday evenings 11:05-12, Friday evenings 12-1. For last Thursday’s broadcast, Specht played Schubert’s Unfinished Symphony, of current interest through Columbia’s sponsorship of the Schubert Centennial.

Besides this new engagement, Specht is making a ten-week tour of the Loew Theatre circuit in and about New York City, is featured at the Capitol theatre through his “Capitoliana,” and contributes a Specht unit to “Parigiana,” the new musical revue at the Edythe Totten theatre.

Developing Radio Picture Receiver

A radio picture receiver, which can be plugged into any good radio set and intercept both visual and aural entertainment, is being developed by a group of manufacturers in association with the Radio Corp. of America and in collaboration with radio specialists, according to Dr. Alfred X. Goldsmith, chief broadcast engineer of the Radio Corp. The public’s reaction to the recent photo-radio experiments is the reason for this development in the General Electric and Westinghouse laboratories.

It is said that a complete receiver to intercept both pictures and voice, as well as a unit to be plugged into existing sets, is planned.

Diplomats Join the Schubert Committee

The Advisory Body of the Schubert Centennial celebration which is being organized by the Columbia Phonograph Co. now numbers among its members the following diplomatic representatives at Washington: Sir Ernest Howard, Ambassador from England; Paul Claudel, Ambassador from France; G. de Martino, Italian Ambassador; Edgar Prochnik, Minister from Austria; Prince de Ligne, Belgian Ambassador; J. H. van Royen, Minister from the Netherlands; Jan Cechanowski, Minister of Poland; Z. Fierlinger, Minister of Czechoslovakia; H. H. Earchke, Minister of Norway, and O. Gretchman, Roumanian Minister.

H. P. Manly in an Important Post

C. H. Thordarson, president, has just announced the appointment of H. P. Manly as sales manager of the Thordarson Electric Mfg. Co., Chicago, Ill. Mr. Manly entered the Thordarson organization in the early part of 1924. His services in directing sales of Thordarson transformers to manufacturers and the trade will begin immediately.

J. C. Fisher has purchased his partner’s interest in Fisher & Zoll, and has opened the Fisher Music House, Norwalk, O.

Theatre Tie-Ups Aid Record Sales

(Continued from page 16)

the records of Gene Austin are exploited specifically in connection with the publicity of the moment. While Austin is in town, unusual interest centers upon the records he has created, and this interest is made a means of added sales in the Jenkins stores by connecting up the event with his special products. Records are advertised both by name and number, with price, for the convenience of patrons, who can clip out the ad, and call for just what they want, without racking their memories.

Jenkins usually runs an ad twice a day in this particular newspaper, and almost invariably on the editorial page. The firm’s belief is that upon the editorial page it will attract the widest interest of the best class of customers, that is, people sufficiently sophisticated and cultured to appreciate music. “Music is Essential” is the Jenkins slogan, and their customers number a large per cent of the entire population of both Kansas Cities. Advertising has made this achievement possible.

Purchases Store

George M. Heine recently purchased Hafner’s Music Store at 189 South Oak Park avenue, Oak Park, Ill., and will continue the business under the same name, carrying the same lines, which include Spartan and Crosley radio receivers and Brunswick Panatropes and records.

The United Band Instrument Co., 222 West Forty-sixth street, New York City, was visited by robbers last month who decamped with musical instruments valued at about $3,000.00.

Rola Table Cabinet

ROLA has built a new and finer loud-speaker with a truly remarkable performance... a speaker specially engineered to handle the greatest power and tone-range of the new socket-power sets.

This new Rola speaker reproduces all musical tones, from the lowest to the highest, at full volume without trace of rattle or blasting... even when using “210” type power tubes with maximum plate voltage.

This instrument may be installed with any radio set with complete assurance of perfect and permanent satisfaction to your customer.

Write for the name of the nearest Rola jobber

THE ROLA COMPANY

612 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS

FORTY-FIFTH & HOLLIS STREETS, OAKLAND, CALIFORNIA
WAGNER

Another Masterworks Triumph!

Wagner Bayreuth Festival Recordings


Two precedents have been shattered at one stroke in this promotion by the Columbia Phonograph Company.

It was said: 1. That no perfect recording was yet possible.
2. That the general public would not buy Wagner.

First Triumph: These records were recorded in the Wagner Theatre, Bayreuth, Bavaria, the most perfect acoustical theatre in the world. Columbia’s patented and exclusive scratchless recording registered mechanical perfection. When these records are played on the Columbia-Kolster Viva-tonal, The Electric Reproducing Phonograph, the effect is that of presence in the theatre—“like life itself.”

Second Triumph: Even more gratifying has been public acceptance of these records. They appeal not only to Wagnerians, but to all music lovers. Sales have already astonished even optimists.

Put This Album On Your Record Counter Because People Want It!

Get This Business Because It Is Waiting For You!

Columbia
Praise from High Quarters!

LAWRENCE GILMAN

200 West 58th St.
New York City

Feb. 15, 1928

Columbia Phonograph Company,
1819 Broadway,
New York City.

Gentlemen:

I wish to lose no time in congratulating you upon the extraordinary achievement represented by the really wonderful recordings in your Bayreuth Festival Album. As you may know, I am very familiar with the Wagner performances at Bayreuth, and remember well those that I heard under Dr. Muck, Balling, and others; so that I was able in listening to these recordings to compare them with my memory of the actual performances in Bayreuth. I am being quite conservative when I say that I was amazed at the success with which this difficult undertaking has been accomplished, and I heartily congratulate you. Aside from the immeasurable pleasure which these records will give to all lovers of Wagner—those who have been, and those who have not been in Bayreuth—their educational value for students is inestimable.

Faithfully yours,

Lawrence Gilman

The writer of the above letter, Mr. Lawrence Gilman, is the music critic of the New York Herald Tribune and a distinguished Wagnerian authority. His books on Wagner are widely known.
direct from the
Bayreuth Wagner Festival

Every Owner of Every Phonograph
will want to hear these amazing records

COLUMBIA has secured the exclusive privilege for all Wagner Festival Recordings, at Bayreuth, Germany, for a term of years. This year's recordings, just received, include selections from Parsifal, Siegfried, Rhinegold and Walküre. The artists are: The Bayreuth Festival Orchestra conducted by Dr. Karl Muck, Siegfried Wagner and Franz Von Hoetshelm; vocal parts sung by Alexander Kipnis and Fritz Wolff, with Flower Maidens, Valkyries, Rhine-daughters and Bayreuth Festival Chorus. These artists are of the greatest magnificence, and the performances are among the very best audible. No imagination is needed on the part of even the inexpert listener to recognize in these records the greatest effects ever yet achieved in recording and reproduction. They have been declared by experts throughout the world to "transcend anything previously attained in magnificence, beauty of tone, impressive singing, and absolute realism."

The series is enclosed in an eleven-pocket, handsome, gold embossed leather album suitably reinforced and is issued as Columbia Masterworks Set No. 29—$16.50, list price. Individual records may be obtained separately, $1.50 each, list price.

Columbia Phonograph Company, 1819 Broadway, New York City

Schubert Centennial—Organized by Columbia Phonograph Company

Columbia "NEW PROCESS" Records
Made the New Way - Electrically - Viva-tonal Recording - The Records without Scratch
Columbia Leadership

The Library of Masterworks*

Pioneering in the field of the world's greatest music, completely recorded and bound in albums,

THE COLUMBIA FINE ARTS LIBRARY OF MUSICAL MASTERWORKS

now comprises SEVENTY-FIVE albums, representing major compositions of the masters—from Bach, Mozart, Beethoven, Schubert, Wagner, to the greatest living Composers.

Columbia's nearest competitor in the field has a catalogue of TWENTY-THREE albums.

Columbia's second nearest competitor has a catalogue of SEVEN albums.

In scope, variety, and smoothness of recording the Columbia Library of Masterworks* records is also pre-eminent. Played on the marvelous new Columbia-Kolster Viva-tonal, The Electric Reproducing Phonograph, these reproductions are on a par with concert performances.

The Beethoven Celebration

Columbia Leadership is likewise evidenced through the sponsorship of the recent Beethoven Week—a community enterprise in more than five hundred cities—establishing contacts for the dealer, not otherwise possible.

And Now—Schubert Year

Again Columbia Leadership is shown in the sponsorship and organization of the SCHUBERT CENTENNIAL, centering in the United States, but extending its influence over twenty-six countries throughout the world, where committees have been formed, supplementing the American Advisory Body, of which Mr. Otto H. Kahn is Chairman.

Again the dealer plays the dominant role in bringing the best music to the buyer.

The program of Schubert Year will be carried out in one thousand American cities and has already contributed the greatest news item in the history of music—the International Composers Contest, organized by the Columbia Phonograph Company, for symphonic works that will capture the spirit of Schubert's Unfinished Symphony.

Write for full details educational material, and sales helps

Columbia Phonograph Company, 1819 Broadway, New York City
Canada: Columbia Phonograph Company, Ltd., Toronto

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

Schubert Centennial—Organized by Columbia Phonograph Company

Talking Machine and Radio Patents


New Freed-Eisemann Model Well Received

A striking booklet entitled "A Unanimous Verdict" has been prepared by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., filled with enthusiastic letters from distributors and dealers about the Freed-Eisemann NR-60, an all-electric radio receiver which was recently placed on the market. These letters were received from all sections of the country.

In New Home

The Continental Radio & Electric Corp., one of the oldest radio jobbing houses in New York City, has moved to more extensive quarters at 160 Varick street. The steady growth of Continental's business resulted in the need for greater floor space and more modern office, stock room and shipping facilities.

Ralph Pollock and His Orchestra, Columbia artists, headlined at the new Loew's State Theatre, Syracuse, N. Y., during the opening week of February 18.

Perryman Radio Tubes

What do they do when a tube goes wrong?

They bring it back to you, of course. They bought it from you. They know you have a local reputation to maintain. They expect you to make good no matter what the manufacturer may do about it.

If the whole transaction of selling a radio tube centers around you, the dealer, and most of the responsibility is yours, why not get the extra profit that ought to go with such responsibility?

If you will only assert yourself with your customers and tell the truth, you can sell as many Perryman tubes as you can sell less profitable tubes and get the extra profit which should be yours. Just tell your customers, "This Perryman tube is as good as or better than any other tube you can buy anywhere else at any price. I stand behind this tube and if it doesn't make good, I will."

There are no better tubes than Perryman tubes. The guarantee is unlimited. And the extra profit for selling them is easily earned. Write in today for further information.

Perryman Electric Company, Inc.
33 West 60th Street
New York, N. Y.

Plant: North Bergen, New Jersey

Perryman Radio Tubes
A Complete Line of Standard Equipment for every Radio Purpose
Here are How a great

The New Orthophonic

VICTOR TALKING MACHINE COMPANY, CAMDEN, N. J., U. S. A
The talking-machine industry is back. And by "back" we don't mean "in arrears." Look at the chart herewith. In 1922, Victor sales were $41,577,067.23. In 1923, they reached the impressive total of $44,160,210.97.

Next year, they tapered off to $36,951,879.29 and in 1925 we hit bottom with sales amounting to $20,857,953.76. In 1926, the Orthophonic Victrola was introduced and the sales-curve shot up again to $46,662,103.73. Business for the year just ended is slightly under forty-seven million dollars!

Forty-seven million dollars! What an endorsement of Victor quality; of Victor performance. What powerful testimony to the American public's interest in good music, as provided by the Victrola and Victor Records!

And yet, the limitless market opened up by the Orthophonic Victrola, Electrola and combination instruments is scarcely touched. This nearly forty-seven-million-dollar business is only a beginning . . . a running start. The sales-curve is still going up.

There is still work to be done, but there can be no doubt of continued and increasing success. There is money to be made by dealers who have the vision, and the will to succeed.
RECORDS can be made to accomplish two definite, constructive objects if the phonograph store manager devote a little thought to the cooperation he can effect through selling the two lines of merchandise—phonographs and records. Records will, first of all, produce for the store a reasonable net profit; and secondly, they will do a lot toward clinching the phonograph sale. That, at least, has been the experience of the Tulsa Music Shop, Tulsa, Okla., according to the manager, P. R. Chapman. The firm has been selling phonographs in Tulsa for more than ten years; and a concern that has been in business in Tulsa for ten years is a pioneer, because Tulsa is indeed a very new city.

"I think the average music store with a normal stock of records can depend upon selling records totaling about 15 per cent of the total phonograph business," explains Mr. Chapman. "That is, without special effort beyond diligence in keeping the stock up-to-date, the store can do about fifteen dollars' worth of record business for every hundred dollars' worth of phonographs sold. But we have found here that it is comparatively easy to step up the ratio of record sales to phonograph sales by 10 per cent and sometimes considerably more, especially if a little extra effort is exerted. That means selling twenty-five dollars' worth of records with every hundred dollars' worth of phonograph business. That, we find, represents an extra record profit that is well worth going after." That extra 10 per cent of record business is represented largely in the added effort to sell records at the time the customer buys a phonograph, Mr. Chapman declares.

"It is the natural inclination of the average person when buying a new machine to buy as few records as possible, because he feels that the machine is costing a lot—more perhaps than he had intended paying in the first place—and they do not want to spend to much money at once.

"Once the newness of the machine wears off, it is a lot more difficult to sell additional records than when it is still interesting to the purchaser. The time to sell him a good assortment of records is when he still is highly enthused over the phonograph. So when we sell a machine, rather than permit the customer to select just a few of his most favored pieces, we help him to select an assortment that represents at least 10 per cent of the cost of the machine. If he buys a hundred dollar outfit, we select about ten or eleven dollars' worth of records; if it costs two hundred dollars, we select around twenty dollars' worth of records, believing that the more a man has invested in a phonograph the more records he needs in order to get his full money's worth out of it.

"We offer to add the cost of the records to the customer's account and permit him to pay for them along with his regular payments on the machine. That is, if the total cost of machine and records is one hundred and ten dollars, we take our usual cash payment, then divide the balance into a certain number of equal payments, the same as though the customer had bought only the machine.

"The average customer is willing to invest freely in records on this basis, because it does not materially increase his cash outlay, and he sees that it adds so little to his monthly payments that he will scarcely notice it; yet the plan gives him the pleasure of a good assortment of records. He knows, too, that if he comes back a little later to buy records he will be expected to pay cash for them, or at least he must buy them on open account and settle at the end of the month. Thus the more a customer has bought his machine and has worn off his first flush of enthusiasm, his record purchases usually are limited to the new records that he especially likes, whether he buys two or three dozen records or just a half-dozen when he gets the machine. We find that selling a customer additional records at the time he purchases the phonograph does not reduce his buying in the months to come. Thus the sales are really extra. That normal 15 per cent that the music store can usually depend upon getting is represented primarily in the new records that customers buy. And they buy them, regardless of how many records they have at home."

Incidentally, in speaking of time-payment plans in the sale of phonographs, Mr. Chapman explained that his firm finds it much more satisfactory to the customer to add the interest or carrying charge on the machine at the time the sale is made, and the contract is signed, explaining to the customer, however, that the charge is being added and telling him the amount. This charge is added to the principal and the total divided into the required number of equal payments. Thus the customer knows exactly the amount of his payment each month and there is no ground for misunderstandings over interest or carrying charges.

Another manner in which the firm increases its record sales, works in the same basic idea as to selling 10 per cent of the value of the machine in records, and at the same time boosting the stock of phonographs as well, is a novel sales appeal whereby the public is told that if it will buy a certain number of records and pay cash for them, the firm will offer a choice

(Continued on page 24)
An acoustical gem in a magnificent setting—
Each SYMPHONIC and LOW-LOSS REPRODUCER is beautifully ensconced in a gold embossed silken container commanding attention and bespeaking its quality.

There can be no substitute for SYMPHONIC REPRODUCERS. If your jobber does not stock genuine SYMPHONIC REPRODUCERS, write us.

**SYMPHONIC**

A STANDARD PRODUCT

<table>
<thead>
<tr>
<th>Nickel Plated</th>
<th>Gold Plated</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8.00</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

**Symphonic**

Nickel Plated $8.00
Gold Plated . 10.00

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.

**Overture**

Nickel Plated $5.00
Gold Plated . 7.00

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

**Symphonic Radio Reproducer**

$6.50

Try this on your Orthophonic Victrola or other new-type phonographs, and you will be amazed. Booming basses,—highest trebles,—marvelous detail.

Bushings to fit SYMPHONIC RADIO REPRODUCER to the old style Victrola, or to the Orthophonic Victrola. List price, 50c.

It is safer to BUY a standard product.

It is safer to SELL a standard product.

That is why the Symphonic trade mark on a reproducer is of more importance than the price tag.

SYMPHONIC SALES CORPORATION
370 SEVENTH AVE.

Pioneers and Leaders in the Independent Reproducer Industry

NEW YORK
Donnels Features Quality Line in Artistic Setting

Los Angeles, Calif., March 5.—Does the exterior of your store give a foretaste of what will be encountered upon entering and viewing the interior? In other words are your window displays as attractive to the passer-by as the interior is to the customer or prospective customer? Quality merchandise to make its greatest appeal to the eye should be displayed in a setting which is harmonious. It is not good merchandising to show an instrument that has artistry of design, and is a member of the musical instrument family, the aim and purpose of which is to reproduce the compositions of great artists by great artists, and which commands a good price, in an atmosphere that cannot help but detract from the value of the merchandise.

The accompanying photographs of the Donnels Music Co., of this city, authorized Stromberg-Carlson dealer, showing the window display and interior arrangement of the store, are excellent examples of the manner in which merchandise can be shown with eye appeal and with a dignity that is conducive to letting the Stromberg-Carlson receivers act as their own salesmen. A prospective customer seeing these models in this homelike setting has no difficulty in visualizing any of the various models in his own home.

It is not possible for every dealer to arrange his store in the luxurious manner which is a feature of the Donnels establishment, nor is it necessary. A homelike atmosphere depends not on elaborate fittings and fixtures but on the little touches that are not a matter of money but rather of good taste. And remember the exterior as well as the interior. There is nothing elaborate about the display pictured herewith. Merely a drape on the floor but an atmosphere of simplicity and richness is engendered by the side drapes and curtains with no detracting elements.

Tulsa Store Steps Up Record Sales
(Continued from page 22)

of any machine in stock without further cash payment, the price of the machine being covered in an installment purchase contract. Although this is basically the same plan as outlined above, the appeal is just the other way around. The price of a phonograph seems terrifically large to some people who would like to own one, and when they think of the cost they shy away. But surely a few records don’t cost much. Anyone can afford to pay for a small assortment of records. The psychology of the thing makes the transaction seem a lot simpler, and as a consequence the appeal gets a lot of customers who would not come to the store otherwise.

During a dull period last summer the store had not sold a phonograph in several days. Then Mr. Chapman ran a modest advertisement, featuring this inverted appeal and as a consequence the shop sold 15 machines in 10 days, and the lowest-priced one of the lot went for $68.50.

We specify that the customer shall buy records amounting to about ten per cent of the price of the phonograph," explains Mr. Chapman. "We do not say that specifically in the advertising nor in the sales talk, but that is the basis upon which we determine how many records a customer shall buy in order to get delivery on the machine. If the phonograph costs seventy dollars, for example, we ask for the customer a supply of records costing about seven dollars; or the customer may make the selections himself, so long as he buys seven dollars’ worth of them.

"He pays us the cash for the records, then and there, and signs a purchase agreement covering the price of the machine, in which the carrying charge is added. The first payment comes due the following week or the following month, according to the way in which he wishes to pay for the machine.

"The plan does not differ materially from our method of selling ten per cent of the price of the machine in records, except that we get the cash for the records and defer the cash payment on the machine; but the appeal is different from the viewpoint of many customers, and the freshness of it is what brings in people who do not come in through the formal time-payment appeal."

Another plan by which the firm has been able to increase its record sales is through following up former phonograph sales and keeping the old machines modernized. It is not every person who can afford to trade in his old machine on a new one, but almost anyone can pay for his old phonograph on credit by the installation of certain new features, Mr. Chapman finds. "When you can do anything to create new interest in a machine the owner is an excellent prospect for more records," Mr. Chapman emphasizes. "If he is newly interested in his instrument, he is not satisfied to play his old records over and over."

Annual Banquet of Daveva Employees

The Employees’ Association of Daveva, Inc., held its third annual banquet and ball in the main ballroom of the Hotel Biltmore, New York City, on Sunday, February 19. About 500 members of the Association, their families, friends and prominent members of the music and radio industry attended.

A. Daveva, president of the chain-store organization, made a brief address, thanking the employees for their splendid co-operation and attesting the success of Daveva, Inc., to their work. Through the courtesy of H. Emerson Yorke, of the Brunswick recording laboratories, a number of Brunswick artists entertained. The event was broadcast over station WMCA.

New Phonograph Shop

Little Rock, Ark., March 7.—The Melody Shop, carrying a complete line of Victor Orthophonic, Atwater Kent radios and Victor, Columbia and Okeh records, was recently opened at 708 Main street, this city, by G. C. Moses and A. Peyton Smoot.

The interior of the shop is unique in design. The record demonstration booths are of French design, with sloping tile roofs leading the visitor’s air to the ceiling. A color scheme of Chinese red and green has been followed throughout, resulting in an interior of unusual brightness and cheerfulness. A rest room and other features have been provided.
An Ever Growing Industry

Congratulations to the company, the wholesalers and the dealers who sold a total, at list prices, of over $100,000,000 worth of Victor products in 1927.

In these stupendous figures is represented the culmination of intelligent, forceful and aggressive effort on the part of the great host of Victor adherents.

The total gives conclusive and absolute evidence of Victor dominance—ultra-superiority—clearly indicating the high promise of future possibilities with Victor products through continuous and unified work.

As 1927 passed 1926 in point of sales, let history repeat itself in 1928. “Bruno” proposes to do its share.

C. BRUNO & SON, Inc.
Victor Distributors to the Dealer Only
351 FOURTH AVENUE
NEW YORK, N. Y.
1834—Almost a Century of Dependable Service to the Music Trade—1928
Tell your sales story; then stop. The long-winded sales talk or the ad that uses up a lot of valuable white space in useless verbiage both are ineffective. Some merchants jam more language into a small space ad that a sardine packer puts into the tins. Get “your money’s worth” but cut out the “bunk.” Barnum may have been right when he said that the public liked to be fooled, or words to that effect, but so was Abe Lincoln when he said: “You can fool some of the people some of the time, but you can’t fool all of the people all of the time.” There’s a whole of a lot of sense in that last remark, as some retail merchants must realize when they stop to analyze complaints, reposessions, overdue accounts, etc. There’s a reason for the dealer’s troubles. Maybe it isn’t his fault and, then again, maybe it is. Advertising and salesmanship turn a prospect into a customer, but too much talk and too many claims in selling and advertising have the same effect—enemies instead of friends, less business and not profitable volume.

Avoiding Good Will!

At regular intervals there appear in these columns items and articles relating the methods used by retail stores to build up good will and suggestions to dealers that they use every possible method to have their stores regarded and used as the music centers of their localities. It would seem obvious that the more good-will a store attracted the more profitable would be its dealings and a wider scope and territory would be covered. Yet there are stores which, not content with sins of omission regarding this important item, go to the other extreme and deliberately institute policies which on the face of them would seem to destroy every vestige of good feeling toward the store and militate against a customer making repeat purchases. One of the instances in mind is a New York City store which does not have chairs in the record demonstration booths lest customers make themselves too comfortable and stay too long. Experience may have taught this establishment that this is a good policy but it certainly does not seem like good merchandising. The majority of people wish to hear the records before they buy and it is difficult to picture customers standing around a booth listening to music and calling for more records about which they are undecided. It might be that a potential customer has heard a record or heard of it and knows exactly what he wishes but this type of selling does not make for large unit record sales. Compare this policy with that of the best type stores in this country where every device to make the customer feel at home is used and with the stores in England where record sales are considerably higher than those in this country, where merchants outfit their demonstration booths luxuriously and provide musical magazines and even cigarettes and ash trays for the greater comfort of customers.

Album Set Possibilities

In each issue of The Talking Machine World there appears at least one article by W. Braid White outlining the sales possibilities of music of the better class, the orchestral symphonies, arias from the operas, etc. Too often, dealers are inclined to overlook and neglect the market for this type of music, feeling that the demand is limited or segregated in sections not covered by their stores. That such an attitude is costly and untrue has been told many times before, and outside of a few incidents of recent happening will best illustrate how live dealers are finding exploitation of high class records, and particularly album sets, profitable. Of comparatively recent date, the Columbia Phonograph Co. issued a special album set of eleven records of the Wagnerian Festival at Bayreuth, Germany, listing at $16.50, and at approximately the same time, the Victor Talking Machine Co. issued a special album of five records of Victor Herbert music. On the same day the writer visited a Columbia dealer and a Victor representative, and inquired as to the demands for the above-mentioned works. This was about ten days or two weeks after the release of the albums. In the first store, the Columbia dealer had sold upwards of twenty sets without any advertising other than by simply sitting down and writing to a selected list of customers, informing them that the sets were available, adding a few words of praise for the recordings and inviting the customers to hear them. The Victor dealer reported that the Herbert sets had sold in a most satisfactory manner, hundreds of dollars’ worth being sold within the first few days after customers had been told they were in stock. Cultivate and develop this market. It is profitable. And while initial sales of an album set shows a liking for this type of music, it means that future sales will be in order as album sets are released.

Push Irish Records

When this issue of The Talking Machine World is received by dealers but two days remain to make preparations to increase record business by featuring Irish records, taking advantage of the occasion of St. Patrick’s Day. Of course, to secure the greatest benefits dealers should have started their campaigns to sell these records weeks before, but if, for some reason or other, this has been neglected, repair the damage as much as possible by dressing your window in an appropriate manner with records of Irish songs, by Irish artists, featured. That there is a tremendous market for music of Ireland is well evidenced by the fact that practically every record manufacturer has a special catalog of Irish recordings and that advertisements and display matter featuring this type of music are used regularly. The music of the Gael has an appeal that is international, for the lifting strains are known and loved not only by Irish-born and their descendants but by races everywhere.

Prepare for Easter...

Appos of featuring records that have a special significance on a special day of observance, let it be borne in mind that Easter Day is but a few short weeks away and this also affords the opportunity of effecting tie-ups with a season that should help boost sales. Especially is this true of dealers whose patrons are inclined to observe the penitential season of Lent, to whom Easter Day is a real day of rejoicing and celebration. Then again, Easter Day is generally regarded as the unofficial start of the Spring season. Dress your windows in a manner that conveys this thought. Make them bright and colorful. The daff, dree days of Winter are over and the gay, light-hearted season has arrived. And what else can bring this spirit better than music. Let your windows and your mail matter tell the story.

...and Mother's Day

Dealers in practically every line of endeavor owe a debt of gratitude to the gift card industry, for through its efforts the entire year is intensified with days of observance. Perhaps two incidents of recent date, the Columbia Phonograph Co. issued a special album set of eleven records of the Wagnerian Festival at Bayreuth, Germany, listing at $16.50, and at approximately the same time, the Victor Talking Machine Co. issued a special album of five records of Victor Herbert music. On the same day the writer visited a Columbia dealer and a Victor representative, and as to the demands for the above-mentioned works. This was about ten days or two weeks after the release of the albums. In the first store, the Columbia dealer had sold upwards of twenty sets without any advertising other than by simply sitting down and writing to a selected list of customers, informing them that the sets were available, adding a few words of praise for the recordings and inviting the customers to hear them. The Victor dealer reported that the Herbert sets had sold in a most satisfactory manner, hundreds of dollars’ worth being sold within the first few days after customers had been told they were in stock. Cultivate and develop this market. It is profitable. And while initial sales of an album set shows a liking for this type of music, it means that future sales will be in order as album sets are released.
Demand the Improved VAL-PHONIC Reproducer for any machine at all, and you hit the bull’s eye! A safe and sure aim, with astoundingly pleasing results.

Since its evolution, the Improved VAL-PHONIC Reproducer has been very carefully watched, and every little improvement possible added. Result, the most perfect reproducer ever yet produced. Reasons can be listed endlessly, why this and none other should be featured, but all we ask is that you give this product its merited test, and you will soon vision it, praise it, push it, display it, sell it!

We are willing to convince you. Just afford us the opportunity.

All the world knows a genuine VALLEY FORGE mainspring. This is a branch of our line of which our organization is justly proud. Have you ordered your requirements of this non-jump, double polished, special wrapped, individually boxed product?

J.A. FISCHER COMPANY

PHILADELPHIA - U.S.A.
PAL PORTABLES
Pacemakers for the Portable Field

PLAZA scores again! For eight years Pal portables have led in appearance, performance, and value—and now once more in our new line Pals step ahead and establish new marks for the industry to shoot at. Feature Pals—display them—advertise them—use them as “leaders” to bring people into your store! They will build business for you—and PROFITS!

Send today to your nearest jobber for samples—or write to us and we will send you jobber’s address!

“PAL Standard—
The only portable in the field with a two-spring motor”

PLAZA MUSIC CO.
10 West 20th St. New York
"Nationally Recognized as the Industry's Greatest"

There is a wonderful business waiting for you on Pal Portable Phonographs—if you go after it aggressively. Write us today for our “Business Building Suggestions.”
Outstanding Value

makes them the greatest Phonograph "buy" on the market today.

QUALITY that can be sold at a PRICE! Positive turnover. Positive PROFIT!

15 POPULAR SELLING MODELS. Consoles, Consolettes, Uprights. Beautifully designed, splendidly finished.

The New Phonic principle of sound reproduction at its BEST with the world renowned Audak Reproducer.

AGENTS WANTED for choice territory still available.
WRITE FOR BOOKLET AND PRICE LIST.

The famous Audak Reproducer

PLAYER-TONE TALKING MACHINE COMPANY
Office and Salesrooms: 632 GRANT ST.
PITTSBURGH, PA.
Innovations in New Victor Record Catalog

New "Green Section" Is Devoted to Acoustically Recorded Records of Historical Interest—Other Changes

The 1928 edition of the Victor Talking Machine Co.'s record catalog is now being supplied to Victor dealers and is, in addition to being a complete listing of Victor records, an encyclopedia of music, with brief sketches of the artists, composers and musical works.

There are a number of innovations in the listing of many of the individual musical instruments, with artists' names alphabetically arranged beneath the classification. For instance, under "Organ Records" is given a list of the organists recording for the Victor catalog, with instructions to refer to these artists for the listing of the records. Other instruments are similarly treated. Furthermore, under "M" is listed the Musical Masterpieces, followed by the specially arranged programs for the Automatic Victrola. Dance Records are also listed under a new arrangement. Under the caption the records are given alphabetically under the names of the recording artists.

The 1928 catalog includes a new section printed on green paper stock and devoted to records which are retained for reasons of historic and personal interest. Most of these records have been made by the old "acoustic" method of recording and many of the records are the work of artists now dead. All of the records in the "Green Section" are of too distinguished character to be sacrificed and the public demand for them still continues.

Behning Chairman Banquet Committee

C. J. Roberts, president of the National Association of Music Merchants, has appointed Albert Behning as chairman of the Banquet Committee for the annual dinner of the Association to be held Thursday, June 7, at the Hotel Commodore, New York, during the convention of the music industries.

John G. Wolfe, who had been associated with Sanford M. Bookee, metropolitan radio distributor, for several years in an executive capacity, recently resigned from the company. Mr. Wolfe, who is well known to the trade, has made no announcement of his business plans for the future.

THE INSIDE BACK COVER OF THIS ISSUE OF THE WORLD has a very important message for phonograph manufacturers and dealers.

Read it Carefully

Louisville Music & Radio Co. Expands

Well-Known Kentucky Retail Music House Acquires 3,300 Square Feet of Space—Meeting Place for Musicians

Louisville, Ky., March 6.—The Louisville Music & Radio Co. has leased its present quarters at 57 South Fourth street, this city, and 3,300 square feet of additional space on the second floor for more than twenty years at a rental totaling $56,600, and has arranged for immediate improvements. The additional space includes not only the floor above the store now occupied but also the floor over the adjoining remodeling plans provide for improvements in the basement, first and second floors. Six more record demonstration booths will be added and the extension studio of WHAS will be moved to the second floor, the balance of which floor will be used for display rooms. An assembly room with seating capacity for fifty persons has been provided as a free meeting place for musical organizations.

Radio Considered Modern Necessity

Radio tax information, supplied by the United States Department of Commerce to the Radio Manufacturers' Association, shows that radio has become so necessary to public communication, entertainment and development that its tax classification as a necessity in modern life is almost unanimous. Of all the nations only two, France and Spain, classify radio as a luxury.

The Radio Manufacturers' Association is thoroughly investigating radio taxation of every kind and is prepared to oppose any efforts, national or local, to impose tax burdens on the radio public or industry.

New Victor Posters for Retail Dealers

The Victor Talking Machine Co. recently distributed to its dealers a number of attractive window and interior posters on recent record releases. One of the most attractive is that devoted to the new electric recording of "So Long in Oakland." (Sewar in this hour), the famous duet from the opera "Forza del Destino," sung by Beniamino Gigli and Giuseppe de Luca. The poster contains a reproduction in colors of an original oil painting depicting the battle-field scene with some arresting text matter.

Other posters included in the same mailing are: one devoted to "The Fire Bird" suite, recorded by Stokowski and the Philadelphia Orchestra; the Concerto in A Minor, by Arthur De Greef and the Royal Albert Hall Orchestra, and the Symphony No. 5 of Tchaikowsky, played by Frederick Stock and the Chicago Symphony Orchestra; a many colored poster featuring "Diane" and one on Southern tunes.

A Big Industry

Last year, this country spent $600,000,000 for radio products, machines and parts. 1928 will see the first radio presidential campaign. Radio employs 300,000 people, and broadcasting reaches 90,000,000.

Opens Store

A new and up-to-date music department has been opened at the Hopkins-Miles Music Co., 761 Main street, Riverside, Cal., under the management of Miss Alice White.

A Popular Priced Combination That's Going Over BIG!

Red Lion Cabinet with The New Atwater Kent Model 37 A. C.

Sales for the first two months of the year already prove that Red Lion-Atwater Kent combinations for A. C. operation are to be one of the best sellers for the year.

A Red Lion Cabinet and an Atwater Kent A. C. Set, at a price within the range of all your customers, has exceptional sales value—a big money maker for you.

Atwater Kent Distributors can supply you with desk, console and chest type Red Lion Cabinets to fit the new Atwater Kent Model 37 A. C. Radio. This will in no way, however, interfere with the regular line of cabinets for Atwater Kent Models 35, 30, 33.

Shown above is the Red Lion Cabinet Model 30, to accommodate Atwater Kent Model 37 A. C. Radio and Atwater Kent Model E Speaker. Combination retail for only $132.

Send for further particulars about our complete line of models and our merchandising program.

Red Lion Cabinet Company
Red Lion, Pa.
Collecting From Delinquent Customers Without the Loss of Their Valuable Good-Will

Sincere Optimism and a Pleasant Smile Often More Effective Than Threats in Collecting

By R. J. Cassell

The man who wins is the man who does, The man who makes things hum and buzz, The man who works and the man who acts, Who builds on a basis of solid facts; Who doesn’t sit down to mope and dream, Who hums along with the force of steam, Who hasn’t the time to fuss and fret, But gets there every time—you bet.

OPTIMISM

Contrast with the hypocritical smile the smile of sincerity. "The universe pays every man in his own coin. If you smile it smiles in return. If you frown, you will be frowned at. If you sing you will be invited to play company, If you think you will be entertained by thinkers. If you love the world and earnestly seek the good therein, you will be surrounded by loving friends, and nature will pour into your lap the treasures of the earth." This has been termed the law of magnetic thought, it is the smile of cordiality and it is based on sincerity. The successful man is cheerful and hopeful. He has a smile on his face and meets everybody that comes in the same way.

Get the Magnetic Smile—Be an Optimistic Collector.

Federal Radio Corp. Adopts Slogan for Ads

The slogan "Built to Exceed your Expectation" has been adopted by the Federal Radio Corp., Buffalo, N. Y., for use in newspaper and magazine advertising. It was the result of a contest recently conducted over radio station WGR at Buffalo, and was selected from several thousand entries by L. E. Noble, president of the Federal Radio Corp. and two Buffalo newspaper editors as the best expression of Federal's manufacturing policies.
YOU'VE as safe as the Bank of England when you sell a portable phonograph equipped with a Flyer Motor. Every part and every operation—77 in all—in the making of the Flyer is inspected and guaranteed perfect by the inspector—every Flyer must be 100% perfect before it can come to you in any portable at any price.

Cast iron frame, sinewy, athletic spring, bronze bearings, specially cut precision governors and gears—every part of the Flyer is designed and made by experts to stand years of hard use and deliver years of satisfaction.

The Flyer plays two 10 inch selections, is absolutely noiseless, and weighs but 4½ pounds. It improves the value and helps the sale of any portable, and portables equipped with the Flyer are the safe, profitable portables for you to sell.

The General Industries Co.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for 25 Years.
Vision Needed to Bring Radio Industry to Safe and Sane Basis

Roy S. Mowry, Sales Manager, Universal Battery Co., Advocates Bringing Our Models Once a Year and the Curtailment of Premature Announcements

THE rapid advancement of radio has made the merchandising end of the business very difficult for manufacturers and dealers. Radio is no longer an infant. It has grown from nothing to one of the most gigantic industries in the world and after seven years of marketing, greater headway should have been made in the merchandising of sets which in turn would also affect the accessory manufacturers.

In the early days of radio, six months—September to March—were considered the boom months for the sale of radio products. But with the rapid strides that have been made in the improvements of sets, and greater facilities for broadcasting, it has developed into an all year round business which can be made profitable in 1928 if good business methods are applied.

The set manufacturers are the most important factor in building up the radio market on a sound, practical basis. Their experiences in the past few years should bear fruit and impress upon them the fallacy of bringing out new models and improvements in the very height of the radio season. It would seem that they could profit by the practices of the automobile makers who come out with new models once a year and then center their efforts on the sale of these models until the new models are perfected, production schedules under control and above all in a position to make deliveries when the demand is created.

Vision Is Needed

Not so, however, in the radio industry. Shortighted manufacturers start out with a line of sets and after a high pressure sales and advertising campaign succeed in stocking up the jobber, who in turn overloads the dealer. They then take it upon themselves to place on the market a supposedly improved set, again start a great advertising campaign, flaming before the public in every conceivable advertising medium the advantages of this article over the other units.

What is the result? Curtailment of sales, due to the indecision of the consumer who is naturally skeptical and consequently the potential market has been killed. The jobber and retailer have been left with a large stock of old models which must be sold at a sacrifice to satisfy the poor and unwarranted merchandising policies of the set manufacturer. The Radio Manufacturers' Association is now in its infancy and the Dealers' Show assured each year, the above could be carried out to the betterment of the industry as a whole and at a saving of millions of dollars. Is not the thought worthy of a trial?

Premature Announcements

A second thought is the premature announcements of new developments; the desire of some leaders in the radio industry to be first in the field has encouraged them to announce new products before they have been perfected which, in turn, has worked a hardship on the dealer who has the burden of satisfying the customer, and by innumerable service calls, sacrifices his profit to help maintain the reputation of the manufacturer whose product he is distributing, as well as the invaluable asset—his own goodwill—which he has built up in his community by good honest efforts to succeed.

The manufacturers, being almost entirely dependent upon the jobber and dealer for sales, distribution, can contribute much to their financial success by cutting down on the number of models—standardization would be of material benefit.

Untruthful Advertising

Untruthful advertising has also had its ill effects. Supposedly reputable manufacturers have by the nature of their advertisements been misleading the public. This is especially true of AC sets. It is an easy matter to name six or eight of our big manufacturers who are selling sets equipped with A and B socket power units using the regular tubes, yet leading the consumer to believe he is getting AC tubes.

Federal control of radio is another subject of vital interest to every one engaged in the manufacture of radio products. Very few people appear to realize the seriousness of this situation. As things now stand, nobody knows what will happen to the Federal Control of radio after March 15th. If no action is taken by Congress before that date, all rights will revert to the Department of Commerce, which certainly under present circumstances is not able to handle it, and which would have no right to be in the business of running and very extensive regional organization in order to deal with the problems which are now pending. Here is another way in which the industry must start to work—get out organized and form a new association which will have the courage and the grit to make the industry safe and sound.

Musical Activities in Playground Work

One Hundred Sixty-two Musical Activities Initiated in the Los Angeles Playgrounds During Year—1928 Program

Los Angeles, Cal., March 6—Music is becoming more and more a part of the recreation and instruction activities of the modern playground system of this city. The annual statement, issued by the Music Division after being in operation for its first year, shows that 162 musical activities were initiated during the year.

Thirty-four of these groups are harmonica bands and twenty-three are ukulele orchestras. The groups which are within the reach of almost every child who has the desire to make music for himself. Nine adult choruses and seventeen children's choruses provide for those who would rather sing than play. Twenty-one orchestras and nine bands have been formed at various playgrounds and community centers where children and adults ensemble to express themselves through music.

The music program, which has been organized by Glenn M. Tindall, supervisor of Musical Activities for the Los Angeles Playground Department, calls for a total of 238 musical groups during the present calendar year.

Kenneth E. Reed on Long Tour of Trade

Kenneth E. Reed, sales manager of the Federal Radio Corp., Buffalo, N. Y., is now on an extended tour through the Western United States and Canada, visiting Federal Ortho- sonic wholesalers in over twenty cities. The purpose of his trip is to make a personal survey of radio conditions outside the metropolitan centers and to become acquainted with the personnel of the wholesalers who are selling Federal radio west of the Mississippi.

Mr. Reed is very well known in the music industry, having been sales manager for one of the largest talking machine wholesalers in the East, as well as special representative for the Federal Radio Corp., before his appointment to his present position.

Incorporation

Klingman & Kelsall, Louisville, Ky., were recently incorporated with a capital of $20,000 to deal in radios and phonographs.
Two Real Improvements In Portable Motors

You Will Want Them in Your New Machines
Here is the United answer to the growing demand for a Portable Motor of finer quality. The development of the Portable business justifies the installation of a motor that has, among others, these two improved features—

Easy, Smooth, Noiseless Worm Gear Wind Elevated Winding Shaft
The new cut spiral nickel steel winding gears glide into action noiselessly and with hardly more than a touch of the hand on the crank. The winding shaft is at top of the Motor—giving plenty of winding room so the hand does not strike the table. A comparison quickly demonstrates the superiority of this new

UNITED PORTABLE MOTOR

It is a worthy companion to the famous United Motor No. 5—designed and built in the same factory. It is a Quality Motor throughout. Order one for testing today.

Phonograph Motor Division
UNITED AIR CLEANER CO.
9702 COTTAGE GROVE AVENUE
CHICAGO, ILL.
As a rule the music dealer handling radio is confronted with a wide variety of comebacks from customers after the instrument has been installed. The necessary amount of free service connected with radio merchandising seems to invite still more service until the selling cost becomes entirely out of proportion to the margin of profit.

Customers will insist that the salesman "promised" so and so—often beyond rhyme or reason; that "the aerial isn't just right," that "the radio never did function properly," that "the installation was careless," etc.

The Citizens' Liberty Service has found that a well-furnished conundrum, one side of the report sheet which is shown with this article asks a series of questions, which must show satisfactory answers on the report. These questions follow:

"Instructed in care of set and accessories?"

"Gave instruction book and all other helpful literature?"

"What instruction books were left?"

"What members of the family heard program or were present when he gave instructions on how to operate and care for set?...."

"Does customer most desire long distance or good tone quality?...."

"Does customer understand that this set is not sold or guaranteed for distance reception outside of the city?"

"Does customer understand that storage battery must be recharged every week to ten days, and that water must be added as often?...."

"Were tubes and batteries tested in presence of customer?...."

"Does customer understand that the life of dry 'A' and 'B' batteries is uncertain and must be renewed at their expense?...."

"Does customer understand that by reading his instruction books that he can avoid expensive service calls?...."

"Was copy of this agreement left with customer?...."

Finally there are lines for "Other Promises made." Usually the listing is "none." But the paragraphs that take the real "sting" out of complaints, read as follows:

"It is impossible for us to guarantee this set for distance, as results vary with different locations, atmospheric conditions, local disturbances and the ability of the operator.

"It is understood that should a service man be called to my home in the future for other than service on the bare radio set and speaker, I agree to pay for all such extra service at the rate of $1.50 per hour—plus all renewals.

"Purchaser's signature on this report is evidence that the conditions of this sale are understood and that the set has been properly installed and is functioning properly, and that all representations made to him by any representative of the Liberty Music House are incorporated herein and that dealer will not be bound by any representation or agreement other than appears herein.

"An experienced service man will call at your home within 10 to 20 days from this date to thoroughly inspect the installation, answer all questions and help you in any possible manner."

When the customer signs his "John Henry" to this document, all chance of argument is eliminated.

"We will not accept the report as final until everything on it indicates that our part of the bargain has been completed to both our satisfaction and that of the purchaser," Mr. Mitchell points out.

In the event that any follow-up service calls are made, a report is attached to the original report, giving complete details. When the customer appears at the Liberty Music House to report trouble of any sort, the salesperson excuses himself for a moment and goes to the files where he can quickly look up the report. With this in hand he has a comprehensive story of the customer's installation before him. The customer does not make false claims, and no guessing as to probable length of aerials, ground wires, types of batteries, tubes and so on, is possible. It is no longer possible to say, "the salesman promised that you would do so and so." Over the customer's signature the "promise" report states that no other promises were made than those embodied in the report itself.

"I have found that in 90 per cent of all transactions handled in this new way, it has been possible to adhere strictly to the letter of the report," Mr. Mitchell declared. "The other 10 per cent are policy adjustments, which we leave to the discretion of the service manager or store manager. Most of the customers appreciate the definiteness of the report. It is something to tie to. It eliminates a lot of mystery, and most of the guessing."
Now, Six Great Majestic

Manufacturing Plants are preparing new and greater values in radio for dealers and the public.

GRIGSBY-GRUNOW-HINDS CO.
General Offices at 4540 Armitage Ave., Chicago
Brunswick Co. Has Many New Artists

The popular record catalog of the Brunswick Co. has been considerably augmented by the addition of a number of the newer established artists, according to an announcement by W. E. Morris, of the popular department of the Brunswick recording studios, located in New York City.

The following artists, prominent in various branches of the entertainment field, will in future be featured exclusively on Brunswick records: Belle Baker, singing comedienne, long a headliner favorite with vaudeville audiences; Selma O’Neal, star of the musical comedy “Good News”; Arnold Johnson’s Orchestra, now playing at the Park Central Hotel, New York; Eddy Thomas, tenor of the Yacht Club Boys; Royal Hawaiians, vocal and instrumental ensemble, a feature of the National Broadcasting Co. programs; Robert Chisholm, baritone, now featured in the musical show “Golden Dawn”; Dave Rubinoff, novelty violinist; Jessica Dragone, soprano of the National Broadcasting Co.; Joe Rines and His Orchestra, of the Elks Hotel, Boston, Mass.; Dr. Rockwell, comedy monocologist; Herbert Gordon and His Adephila Whispering Orchestra, Hotel Adelphia, Philadelphia, Pa.; Hanaop Trio, Hawaiian Instrumental Trio; Varsity Four, novelty dance combination; Galli Rini, accordionist featured in Keith vaudeville; Libby Holman, star in musical show “Merry-Go-Round,” Kentucky Jubilee Choir, one of the features of the stage presentation at the Roxy Theatre, New York, and of the weekly radio broadcasts from this temple of entertainment, and Banjo Buddy, radio and motion picture theatre favorite.

The announcement of the signing of these artists to record exclusively for Brunswick records is certain to be enthusiastically received by Brunswick dealers, for each of the artists has a wide following.

Columbia Firm Splitdorf Jobber

Exide Carolina Distributing Co. to Cover Georgia and Parts of North and South Carolina in Interest of Splitdorf Radio

Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., has announced the appointment of the Exide Carolina Distributing Co., of Columbia, S. C., as wholesale distributor of the Splitdorf radio line. The negotiations were handled for the Columbia firm by Gay M. Tarrant, president of the company, who made a special trip to the Newark factory. The Exide Carolina Distributing Co. will cover for the Splitdorf line Georgia, southeastern counties of South Carolina and southern counties of North Carolina. This firm is also distributor for Exide batteries, made by the Electric Storage Battery Co., of Philadelphia, Pa.

A Unique Program

The New York Edison Co. in preparation for its fifth series of the music of many lands, to be broadcast over station WNY, New York, has distributed an attractive booklet, entitled: “The Music Map of the World.” This work lists the programs to be given, together with brief notes on the musical developments of the countries the music of which is being featured.

Golden Sun Line Gains Popularity

National Advertising and Interest-Arousing Dealer Helps Have Made the Golden Sun Line Widely Known

The modern fireproof plant, shown herewith, is the home of the Golden Sun Co., Louisville, Ky. The plant is completely equipped to take care of the increased demand for Sun reproducers, tone arms and attachments. National advertising and special dealer help has placed the Sun reproducer in the front ranks. The Willett patent used in the type M-28 is fast becoming known as the most valuable contribution to the art of sound reproduction. The Golden Sun Co. has just prepared some very interesting sales literature which will be forwarded to any dealer on request.

Opens New Store

A new music store has been opened in Tuskegee, Ala., by A. & M. Gottlieb, featuring the Kimball phonograph line. F. M. Shelton is manager.

From Soup to Nuts in BRILLIANTONE STEEL NEEDLES

Get in on the feast of profits that progressive music store organizations are enjoying from the sale of Bagshaw needles.

You have the choice of every style and tone needle now used — JUMBO — GILTEDGE — BRILLIANTONE — REFLEXO — or we will prepare a private brand for you.

Bring the phonograph owning public to your shop and make money in your needle department.

Write us today for details, prices and discounts.

BRILLIANTONE STEEL NEEDLE COMPANY of AMERICA, Inc.

370 SEVENTH AVENUE NEW YORK CITY
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

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

Sole Sales Agents

New York, N. Y.
Music and musicians that make Okeh Records the best dance records . . .

<table>
<thead>
<tr>
<th>40990</th>
<th>TOGETHER—Waltz</th>
<th>10 in. 75c</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RAMONA—Waltz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Both played by Sam Lanin And His Famous Players with Vocal Refrains</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>40991</th>
<th>THERE MUST BE A SILVER LINING (That’s Shining For Me) Fox Trot with Vocal Refrain . . . Justin Ring’s Okeh Orchestra</th>
<th>10 in. 75c</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I STILL LOVE YOU—Fox Trot with Vocal Refrain . . . Ted Wallace And His Orchestra</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>40992</th>
<th>SUNSHINE—Fox Trot</th>
<th>10 in. 75c</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CHLOE (Song of the Swamp) Fox Trot</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Both played by The Gotham Troubadours with Vocal Refrains</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>40995</th>
<th>WHY DO I LOVE YOU? (From “The Show Boat”) Fox Trot</th>
<th>10 in. 75c</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CAN’T HELP LOVIN’ DAT MAN (From “The Show Boat”)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Both played by The Royal Music Makers with Vocal Refrains</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>40996</th>
<th>I'M ALWAYS SMILING—Fox Trot</th>
<th>10 in. 75c</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MY MIAMI MOON—Fox Trot</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Both played by Billy Hays And His Orchestra with Vocal Refrains</td>
<td></td>
</tr>
</tbody>
</table>

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 WEST 45TH STREET NEW YORK, N. Y.
Europe's popular opera singer...

Emmy

Bettendorf

No. 5133—12 Inch, $1.50

MONDNACHT, Moonnight (Schumann)

DER LINDENBAUM, The Lindentree (Schubert)

Sung by EMMY BETTENDORF, Soprano. Instrumental Accomp.

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5138</td>
<td>WILLIAM TELL Overture (Rossini) Part 1 and 2</td>
<td>12 inch</td>
<td>$1.50</td>
</tr>
<tr>
<td>5139</td>
<td>WILLIAM TELL Overture (Rossini) Part 3 and 1</td>
<td>12 inch</td>
<td>$1.50</td>
</tr>
<tr>
<td>3220</td>
<td>TRAVIATA (Verdi), Selections. Part 1 and 2</td>
<td>12 inch</td>
<td>$1.25</td>
</tr>
<tr>
<td>3221</td>
<td>TRAVIATA (Verdi), Selections. Part 1 and 2</td>
<td>12 inch</td>
<td>$1.25</td>
</tr>
</tbody>
</table>

PIETRO MASCAGNI, conducting the Orchestra of the State Opera House, Berlin

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3220</td>
<td>TRAVIATA (Verdi), Selections. Part 1 and 2</td>
<td>12 inch</td>
<td>$1.25</td>
</tr>
<tr>
<td>3221</td>
<td>TRAVIATA (Verdi), Selections. Part 1 and 2</td>
<td>12 inch</td>
<td>$1.25</td>
</tr>
</tbody>
</table>

ODEON ELECRIC RECORDS

ODEON PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 WEST 45TH STREET  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, N. Y.
Symphonic Sales Co. Sole Agent for Wasmuth-Goodrich Radio Cabinets

Line Will Be Complete With New Ideas in Design and Construction Embodied—All Cabinets Will Be Equipped With Radiola 100 A Speaker

Lambert Friedl, president of the Symphonic Sales Co., New York, and prominent throughout the phonograph and radio industries, announced this week that his organization has been appointed sole sales representative for the radio cabinet division of the Wasmuth-Goodrich Co., Peru, Ind. This will be welcome news to jobbers and dealers throughout the country, for both of these organizations are thoroughly experienced in their respective activities and their personnel is exceptionally well qualified to give the industry manufacturing and merchandising service of the highest quality.

The Wasmuth-Goodrich line of radio cabinets will be complete in every detail, embodying new designs and construction, and arrangements have been completed with the Radio Corp. of America whereby all these cabinets will be equipped with the Radiola 100 A loud speaker, one of the outstanding successes in the radio industry. It is the intention of the Symphonic Sales Co. to market these radio cabinets through jobbers and dealers, giving the line efficient and adequate representation in every part of the country.

The Wasmuth-Goodrich Co. needs no introduction to either the phonograph or radio industries, for this organization has been prominent in manufacturing service for many years. It is affiliated with the Wasmuth-Endicott Co., maker of "Kitchen-Maid" kitchen equipment, which is one of the most successful lines in the kitchen equipment industry. The secretary and general manager of the Wasmuth-Goodrich Co. is Earl V. Hughes, who has been prominent in radio and phonograph activities for many years and who has been identified with the company's activities for the past ten years. Mr. Hughes has been associated with the Wasmuth organization for fifteen years. E. M. Wasmuth, president of the company as well as head of the Wasmuth-Endicott Co., has been active in manufacturing and duties and is now engaged in developing an efficient sales staff for Eastern territory.

H. E. Haring is well known throughout the phonograph industry, for he has been identified with the trade since 1918. For a number of years he was associated with the Sonora Phonograph Co., covering the metropolitan district, and more recently was sales manager of the Okeh record division of the Okeh Phonograph Corp. Prior to joining Sonora Mr. Haring was connected with the Columbia Phonograph Corp. as branch manager at New Haven, Conn., and later branch manager at Buffalo, N.Y., subsequently serving as regional representative covering all territory east of Chicago.

RMA "Mardi Gras" for the Trade Show

The Radio Manufacturers' Association "Mardi Gras" will be the outstanding social event of the radio trade show and convention to be held in Chicago in June, and the affair, which promises to exceed in size and entertainment features anything of like nature held in the industry in the past, will take place at Fred Mann's Million-Dollar-Rainbo Gardens, on Chicago's North Side, on the evening of Flag Day, Thursday, June 14.

The Rainbow Gardens, which is famous throughout the world for its size and decorative beauty, will be completely equipped with amplifiers, and the program, which will feature celebrities of the music and the entertainment world, broadcast on a national chain of stations, will be audible in all parts of the gardens. The gardens, with seating arrangements for 3,500 persons, are to be closed to the public on that night, and the Mardi Gras will open with an elaborate dinner, followed by dancing by the guests to music by Isham Jones' orchestra. A Jai Alai game, which made its debut in Chicago two months ago has also been slated, as well as a gigantic revue. The Mardi Gras will supplant the annual banquet.

Columbia Sales Gain, Says L. S. Sterling


He states that Columbia business throughout the world is far ahead of any year in history, and in order to keep pace with trade requirements, new factories are being built in England and Germany. These extra facilities will provide for 250,000 additional square feet, devoted to the manufacture of Columbia records.

Otto Heineman Home From Rest in Havana

Otto Heineman, president of the Okeh Phonograph Corp., New York, returned to his duties last week after a well-deserved rest in Havana. Mr. Heineman who was accompanied by Mrs. Heineman on this trip, is in the best of health and spirits.
for the reproduction of music, and reflects an appreciation and
demand for music that may be taken to insure a most substantial
market for the future. In this particular case it is the language
of Messrs. for the retailer who has a proper conception of the
opportunities that are offered and the energy and willingness to
realize on those opportunities.

Capitalizing the Local Tie-up

THE opportunities for the dealer tying up with the local appear-
ances of prominent and popular record artists are continually on
the increase as the result of an addition to recording lists of a host
of those prominent in the orchestra, and vaudeville field. It is
difficult, particularly in larger cities, to find a vaudeville program,
for instance, without at least one recording artist represented upon
it, and where prominent record makers appear the theatres are
quick to capitalize the fact and to give it full prominence in the
billing, for the following that has been built up through the records
can be made to prove very profitable to the showmen.

A steadily increasing number of dealers realize the effective-
ness of the local tie-up. It is a recognized fact that having seen
an artist in person, on the stage or on the concert platform, the
customer has a more distinct personal interest in that particular
artist and his work. The tie-up can be effected through newspaper
advertising, through direct mail channels, and through window
displays, and in some cases all three media are used, generally with
results in the way of record sales that more than offset the cost of
any promotional effort.

The talking machine dealer in his home town tie-up has recently
been offered increased opportunity through the medium of those
artists who broadcast over the radio, as well as make records.
Over the radio they have made themselves known to several million
of the country's population at least, and the chance to have in
record form examples of the singing or playing of the artist is
often welcomed by talking machine owners for sentimental reasons
if for no other. The dealer who attempts to build up a big record
business cannot depend upon the price appeal but must find some
other means for interesting the buyers. Campaigns that tie up
with the artists themselves have the advantage of timeliness. They
get away from a straight business routine, and if handled properly
stimulate a record business greatly.

Important Facts on Distribution

THE retail distribution census conducted by the Department of
Commerce in cooperation with the Bureau of the Census and the
United States Chamber of Commerce, covering a score or more of
the important cities in various sections of the country, is some-
thing worthy of study by every retail merchant. It is unfortunate
that it would not be practical to expand the census to take in every
city and town of 10,000 population or more, for the wealth of
information that has been developed by the survey, limited though
it has been of necessity, should prove distinctly profitable to those
sufficiently interested in the distribution problem to study the figures
and read between the lines.

Loyalty to one's city and to its industrial activities is most
praiseworthy, but that loyalty should extend to the point of recog-
nizing deficiencies as well as advantages, to the ultimate end of
remedying conditions that compare unfavorably with those existing
in other centers. There must be some reason, for instance, why
the sale of musical instruments, excluding radios, in Baltimore
should average only $2.67 per capita, while in Denver, so situated
that it cannot enjoy to the fullest scope the income that is derived
from extensive industrial activities and shipping pursuits, reports
annual sales of $8.02 per capita, and San Francisco reported sell-
ing at the rate of $6.71 per capita, and Chicago $6.60.

It is interesting, too, to learn that the average annual sales per
store in Denver is $112,056, which, based on an average of 8.1
units per store, represents $925,052 in sales by each employee.
Compare this with Baltimore with average sales per store of
$44,004, 7.1 employees per store, and $16,020 annual sales by
each employee. Kansas City comes next, with Baltimore for the
low average, yet, in many respects it is more favorably situated
than Denver.

One city reports only 39 per cent of its staff actually engaged

The Talking Machine World, New York, March, 1928

NEW YORK, MARCH, 1928

Figures That Really Mean Something

URING the past month there have been published figures
covering 1927 sales of leading companies in the talking ma-
chine and radio field that established unquestionably the present
success and stability of those two important industries. It is true
that the figures have to do only with two companies of many, but
it is to be admitted that the progress of these two companies is
generally accepted as reflecting the status of the industries in
which they are such important factors.

Of particular interest is the report of the Victor Talking Ma-
chine Co., that gross sales during 1927 amounted to $46,886,812.11,
with a net income of $7,209,523.03. Sufficient to warrant the decla-
ration of the first dividend on the common stock of the company
and a rapid rise in quotations on the company's stock on the ex-
changes. The figures in themselves are impressive, but what they
represent is even more impressive, for the volume of sales last
year, coupled with the manner in which the orders have been piling
up thus far this year, prove most conclusively that the public is
thoroughly sold on the new and revolutionary type of talking
machine and has not only accepted it but is buying it. This re-
vival of an industry that, for a period, was decided in the dumps
is regarded generally as one of the most remarkable developments
in American business.

The Radio Corp. of America reported for its part that gross
sales for 1927 amounted to $56,651,658, representing the high point
in the company's business, and resulting in a net income of $8,472,
320. The sales figures as given, of course, do not include the
$10,000,000 or more realized by the company through its other
activities, such as the transmission of radio programs, etc.

When consideration is given to the numerous other substan-
tial concerns that are engaged in the manufacturing and market-
ing of radio apparatus it is possible to conceive in some measure
the steady progress that is being made by that industry.

The sum and substance of both reports is that when the
industries as a whole are considered, the American public last year
paid at retail close to a half-billion dollars for these two media

FEDERATED BUSINESS PUBLICATIONS, Inc.

President, Raymond Bill; Vice-Presidents, J. B. Spilman, Randolph Strong; Secre-
tary and Treasurer, Edward Lynan Bill; Assistant Secretary, L. B. McDonald;
Assistant Treasurer, Wm. A. Low.

RAYMOND BILL, Editor
B. B. WILSON, BRAINT WHITE, Associate Editors
C. R. TIGHE, Managing Editor
LEON RODINSON, Business Manager
FRANK L. AVERY, Circulation Manager

Trade Representatives: E. B. Mepce, Victor C. Gardner, V. E. Mccarthy, Royce Covey, A. J. Nickles

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone,
Walshe 5242. Leonard P. Canty, Manager.
Boston: John E. Wilson, 124 Washington Street.

Published the 15th of every month at 420 Lexington Ave., New York

SUBSCRIPTION (including postage): United States, Mexico, $2.00 per year;
Canada, $1.00; all other countries, $2.00. Single copies, 25 cents.

ADVERTISEMENTS: $6.50 per inch, single column, per insertion. Advertising
depth, $175.00. On yearly contracts for display space a special discount is allowed.

REMITTANCES should be made payable to The Talking Machine World by check
or Post Office Money Order.

NOTICE TO ADVERTISERS—Advertising copy should reach this
office before the first of each month. By following this rule
clients will greatly facilitate work at the publication headquarters.

Long Distance Telephone—Number 1760 Lexington

Address: "Elhill," New York
in selling, with 61 per cent listed as non-selling. Certainly a ratio that is calculated to increase the overhead to a dangerous point. It is significant, however, that with possibly a single exception, over 45 per cent of employees are of the non-selling class. This in itself lends emphasis to the suggestion that every employee be encouraged to make sales for his company whenever possible, and supports the logical stand of many concerns in the field who offer definite commissions to everyone in the organization from office boy up for prospects and sales, with results that stand out very plainly in the annual sales figures.

Then there is turnover. We find San Francisco, where stock is turned over at the rate of only three times annually, has a selling rate of $6.71 per capita, while Chicago with a turnover of 4.32 sells only $6.60 per capita. The question is whether this represents stronger competition and lower prices, or whether it represents a difference in the calibre of the sale. Even though the figures are based on averages, they, nevertheless, are of the sort that have real meaning for the individual who seeks to adjust his affairs so that they will measure up acceptably with those of his contemporaries in other localities.

It might be well for every music merchant to secure from the Bureau of Census or the United States Chamber of Commerce, complete copies of these various reports in connection with the census distribution, for he will find therein much food for thought. By striking averages in the various figures given relative to annual sales, inventory, number of employees, turnover, wages, etc., he will have at hand figures calculated to guide him in his business management. If national averages do not appeal then he can apply those that cover a city, which in location and population compares closely with the city in which he is located. The information is too valuable to be wasted, particularly in view of the fact that the attitude of certain governmental agencies relative to this type of survey is more or less unfavorable.

Again the Question of Copyright

Hearings are now being held before the Patents Committee of the House in Washington on the proposed new Copyright Bill in which members of the various divisions of the music industry are naturally evincing much concern, and are seeking to protect their particular interests as opposed to those of other factors. In a measure it may be said that the composers and music publishers and owners of copyrights are in direct opposition to makers of music rolls on a number of important points, and the present hearings are regarded as an opportunity for securing advantages for one side or the other such as are denied by the present copyright bill as passed in 1909.

Special hearings on the sections of the bill covering the mechanical reproduction of music are scheduled at an early date, and practically every manufacturer of records will be represented at those hearings in an effort to see that royalties and other questions are adjusted on a satisfactory basis. At the present time it appears as though there will be considerable heated discussion before any measure is passed that will prove generally satisfactory.

The average member of the retail trade may be inclined to regard the copyright situation as one that interests only the manufacturer, yet upon the scope of the bill depends the character of music he will be able to offer his customers and in some certain measure the price at which it is offered in record form. Those who watched the progress of the present bill through the Houses of Congress in 1909 will realize that any new measure cannot be passed for a considerable period, or until there have been finally ironed out the various disagreements that have developed over a period of nineteen years.

It is to be hoped that copyright owners and record makers will be able to adjust their various differences on a basis that will be fair and equitable to both sides. The record makers must depend upon the composers and publishers for their music, but on the other hand the copyright owners have in the past, and probably will in the future, realized a very substantial portion of their revenue from these same record royalties. Certainly it is no time for killing the goose that lays the golden egg.

To Trade-in or Not to Trade-in

TRADE-IN or not to trade-in, that is a question that is interesting a majority of dealers in radio to-day, particularly with the development of new receiving sets and the inclination of many worth-while customers to trade-in their old receivers for the newest outfits. Opinion is naturally divided. There are some who refuse absolutely to consider the trade-in, preferring to lose possible sales as a result of that stand while others are inclined to make certain allowances on old receivers in good condition and take a chance of making up that allowance on a resale.

Much has been said and written, of course, regarding the handling of trade-ins on a sound, businesslike basis, and it is not, therefore, necessary to discuss this phase of the question here. There will always be dealers with backbone enough to allow on a set only as much as it is worth, while there are still others also who in their anxiety to build sales volume lose all sense of proportion, and make allowances that kill any chance of profit. This situation will probably adjust itself more or less satisfactorily.

The question of whether or not to accept trade-ins, however, is one that is well worth debating. With the changes that have taken place in the radio industry and particularly in the introduction of the new types of receivers, there develops a question as to how out-of-date a set may be and still have resale value.

Elsewhere in The World this month is presented an unusually interesting article outlining the views of two competing dealers in the same city on this important question. One refuses trade-ins absolutely, while the other accepts them under certain conditions, and both tell their reasons. The article should prove interesting to other dealers who are in a quandary regarding what position to take, not-to-day, perhaps, but in the very near future.

It is generally admitted that future business in radio will depend in no small measure upon the volume of replacements. There is, and still will be, a great amount of new business, but the real profitable turnover will depend upon the patronage of those who have purchased receivers in the earlier days and now seek to exchange them for something more modern. It is this tendency that will complicate the trade-in problem of the future, and it is just as well to decide upon the answer now as later.

---

**Bell Records**

The Bell Record Corporation

38 Clinton Street

Newark, N. J.

WE START THE NEW YEAR BY GIVING YOU A BETTER QUALITY, IMPROVED RECORDING, GREATER VOLUME AND CLARITY IN THE BELL RECORDS

Let us assist you in merchandising these records and from our long experience increase your selling
Last-Minute News of the Trade

T. E. Swann Co. and H. C. Schultz, Inc., Distribute Carryola Portables

Texas and Michigan Distributing Organizations Enthusiastic Over Sales Possibilities of Line—Both Well Known in Wholesale and Retail Trade Circles

The Carryola Co. of America, of Milwaukee, Wis., recognizes that its own elaborate expansion plans demand the support and backing of distributors having the same broad viewpoint and high ideals that the company itself has. Since this principle works both ways some of the largest jobbing houses in the phonograph and radio field are applying for the Carryola distribution franchise.

Two of the most recent outstanding additions to the imposing list of Carryola distributors are the T. E. Swann Co., covering the entire State of Texas and surrounding territory, and H. C. Schultz, Inc., operating in Michigan and northern Ohio. Both of these important houses are so well known to the trade as to require no comment in this connection.

In line with the determination of the Carryola Co. to place the portable phonograph business on a new and higher plane, T. E. Swann believes that there is a definite and sizable market for high-grade portables. And he is proving it with sales. Carryola, with the Swann Co., is not just another side line. It is making this a featured line of merchandise and building up a large and profitable business on the Carryola products.

H. C. Schultz, likewise, is energetically backing the Carryola line. Mr. Schultz says, "I am particularly impressed with the sales possibilities of the Carryola Porto Pick-up during the next six months. I believe that any one of my dealers can canvass a list of old customers who have bought and paid for radio outfits, and can get these proved credit risks back on the books again by demonstrating the Porto Pick-up to them. Every live dealer will see the advantage of that. It will build up his income during the Summer months not only by the direct profit from the Carryola sale, but by stimulating the sale of records and increasing the number of hours that radio sets are used. We can get people to use their radio equipment as much in the Summer as they do in the Winter it will mean just so much more business in replacement parts and accessories."

QRS Co. Manufacturing Amateur Motion Picture Camera Apparatus

H. H. Roemer, Formerly General Sales Manager of Bell & Howell, Is Manager of Camera Division—Charles E. Philimore Is Chief Engineer

The very successful career of the QRS Co. of Chicago as manufacturer and merchandiser of music rolls, radio tubes and rectifier tubes for phonographs and radio has been influenced by the products of the amateur motion picture and projector industry. In casting about to find out just what lines would meet with the greatest public demand, and in which they could serve the public best, the QRS Co. investigated the potentialities of the amateur movie camera and projector industry. As a result, after acquiring certain novel features and developments in that line, they proceeded to organize a division for that product. Anyone knowing "Tom" Fletcher and "Albert" Page, president and vice-president and treasurer, respectively, readily understands why the various lines which they have entered into have been successful. With the financial resources of the organization and the aggressive thorough understanding of merchandise that these men possess, in each line they have secured each man to have specialized and claim success (Continued on page 83).

Thomas M. Fletcher

QRS Camera, Front View

Sonora Names Its Eastern Sales Staff

H. B. Harig, Eastern District Sales Manager of Sonora Phonograph Co., Announces Eastern Territory Sales Organization of Twelve Representatives

H. B. Harig, who on March 1 was appointed Eastern District sales manager of the Sonora Phonograph Co., Inc., has made rapid progress in the development of a sales organization in Eastern territory, having appointed twelve men during the past two weeks to co-operate with the Sonora dealers and jobbers throughout the Eastern territory.

These twelve new Sonora representatives and the territories they cover are as follows: H. M. Crane, Alabama; Charles J. Strahl, 125th street, Manhattan, New York; Poughkeepsie; A. J. Allen, northern Georgia and the southern part of the new Carolinas. In the eastern section of Pennsylvania, West to Pittsburgh; W. Von Brandt, New York City from the Battery to Forty-second street; east, the Hon. A. H. Trotter, western New York State; Paul Her- rity, eastern New York State; Joseph Graham, Philadelphia and nearby; Eugene Friedenberg, Skokie; District of Columbia and Virginia; J. A. Woodard, North Carolina and northern part of South Carolina; Jay S. Woodruff, Brooklyn and Long Island; Charles J. Hensehan, the Forty-second street district, north to 125th street, east and west.

Empire Phonoparts Has New Products

W. J. McNamara Announces Two New Empire Tone Arms, Empire No. 5 Reproducer and New Premier Reproducer—Samples Distributed to Trade

CLEVELAND, O., March 7—W. J. McNamara, president of the Empire Phonoparts Co. of this city, manufacturer of phonographs and sound boxes and widely known throughout the phonograph industry, announced on March 1 a series of new products which are presented in the company's advertising in this issue of "The Talking Machine World." These new products comprise the No. 12 and No. 15 Empire tone arms, the Empire No. 3 reproducer and a new Premier reproducer.

The new tone arms are made in three lengths, six and one-half inches, seven and one-half inches and eight and one-half inches, and with the reproducer attached measure one inch longer. They are all adaptable for use on large or portable phonographs, and judging from the comments of manufacturers who have already tried out the new products, 1928 Empire line is going to be very successful.

In announcing his new products to the trade Mr. McNamara emphasizes the fact that his company has been making tone arms and sound boxes since 1914, and that every product in its new line represents care and painstaking development in the Empire laboratories. Samples of the 1928 Empire tone arms and reproducers have already been forwarded to prominent manufacturers who are planning to specify these products in the lines of instruments for the coming season.
Seven new Bosch AC tube models, the best balanced, most popularly priced, finely designed line of AC tube Radio receivers available today. Bosch AC tube Radio is priced right and performs right for quick dealer to customer sales action.

The Bosch Dealer Franchise has definite advantages that no dealer should overlook. We can catalog these points to you by letter or personal call.

Increase your profits and expand your sales by offering your customers a selection in models to fit every home and every purse. If you are the right kind of a dealer we have something of interest to you. Write for details.

BOSCH RADIO

AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD, MASS.
THROUGH the medium of the Saturday Evening Post and Liberty the message of Carryola quality will be told and retold to nearly five million people. A campaign starting with a page and a half in Liberty will be followed by full pages in Liberty and the Saturday Evening Post at frequent intervals.

This is your advertising—your message to the millions. It tells five million people to see and hear Carryola in your store. In creating a public confidence in Carryola, it is creating confidence in you as a Carryola dealer. More important—it is building sales—profits—for you!

Carryola offers quality and the finest homes—at a price within reach of everyone. 

You have only to look at a Carryola Master to realize that here is something new, something entirely different from the ordinary portable phonograph.

It's an instrument you'll be proud to show your friends. Its colors can be chosen to harmonize with your furnishings—to reflect your own good taste.

But the real thrill comes when you hear this marvelous little phonograph. Such TONE! Such rich, mellow bass—clear ringing treble! You'll positively be astonished that such music can come from an instrument so small and so low in price.

By all means see and hear the Carryola Master! When you hear it and learn the price, you'll agree with us that there is no reason why any home should be denied the enjoyment of fine music.

If your dealer has not yet stocked the Carryola line, write us direct, giving us his name, and we'll see that you are supplied.

MADE BY THE WORLD'S LARGEST MANUFACTURERS

Carry

BEYOND THIS YOU BUY
for those who love Fine Music

Carryola offers quality and the finest homes—at a price within reach of everyone. You have only to look at Carryola to realize that here is something new, something entirely different from the ordinary phonograph. It’s an instrument you'll be proud to show your friends. Its colors can be chosen to harmonize with your furnishing— to reflect your own good taste. But the real thrill comes when you hear this marvelous little phonograph. Such TONE! Such rich, mellow bars. You’ll positively be enchanted. Such music can be an instrument so small and so low in price. By all means see and hear the Carryola Model! When you hear it and learn the price, you’ll agree that there is no reason why anyone should be denied the enjoyment of fine music. If your dealer has not yet stocked the Carryola line, write us direct, giving us his name, and we’ll see that you are supplied.

and if you have a radio... here's how you can double your enjoyment of it...

Made by the World's Largest Manufacturers of Portable Phonographs

Carryola

Beyond This You Buy Furniture

Here's how you can double your enjoyment of it...

A marvelous new Carryola development—the Carryola Ponto Pick-up—enables you to play phonograph records on any standard type of radio. Think of what that means! At very small cost you can have the kind of music that only the costliest electronic phono- graph could duplicate.

Nothing could be simpler than the Carryola Ponto Pick-up. It picks up the sound waves from the revolving disc, amplifies them through your tubes and transmits them through your loud speaker. It is complete, electric reproducer, volume control, spring motor, tone control, and adapter socket. Its operation is so simple as replacing a light bulb in a socket. And the price is low—low enough to bring the luxury of electrically reproduced music within the reach of every radio-equipped home.

If you have a phonograph as well as a radio, the same records at even lower cost... if you have the two at the same time... only Carryola offers this complete equipment that consists of including a motor and a trans-include不仅如此, it attaches to the turntable of your own phonograph.

Every radio-equipped home should have one or the other of these attachments. If your own radio dealer does not yet carry them, write to us direct, giving us his name and we’ll see that you are supplied.

The Carryola Company of America

Milwaukee, Wisconsin

Act Now!

If you haven't already stocked the Carryola Line, now is the time for action! Write or wire us today for the name of the nearest Carryola Distributor, or, to save time, send your order direct and we will see that you are taken care of.

The Carryola Co. of America

Milwaukee, Wisconsin
The "TALK-BACK"

New Phonographic Recorder
A Cleanup for Dealers!

LYON & HEALY, Chicago's largest and the world's foremost retail music store, is not the only dealer taking advantage of the "cleanup" value of the "TALK-BACK."

The remarkable device, a result of five years' experimental work, enables every phonograph owner to make his own vocal, instrumental or speaking records at home. Dealers find that it not only sells heavily because of its variety of uses—but that it is an item of real profit!

A sensational device—it is the essence of simplicity. Any child can set it up. There are no mechanical parts to get out of order. Once made, the records can be played indefinitely.

Order your supply now—"TALK-BACK" is increasing in popularity daily!

List: Ready to Make Records........$7.50
3 Double Face Records.........1.00

Cost to Dealer: "TALK-BACK."
Complete Outfit........4.50
Set of 3 Records........60

The "TALK-BACK" doubles the pleasure of owning a phonograph

Consolidated Talking Machine Co.
CONSOLIDATED BUILDING
227-229 W. Washington Blvd., Chicago

J. E. Sampson Elected President of St. Louis Radio Trade Association

Association Elected New Body of Officers at Recent Meeting—California Branch Opens Many New Accounts—Artists’ Appearances Aid Sales

St. Louis, Mo., March 6—At a recent meeting of the St. Louis Radio Trade Association held at the Claridge Hotel here, Julius E. Sampson, vice-president of the dealer group, was elected president of the Association for 1928. He succeeds Robert W. Bennett, who has headed the organization for the past year. Other officers elected are Walter E. Dyer, A. C. Brandt and George Van Sickle, vice-presidents; S. B. Singer, secretary, and W. A. Ward, treasurer. The following were elected to the Board of Directors for a term of two years: Roy Haeger, W. A. Ward, J. T. Sampson, A. C. Brandt, V. H. Dyer and E. A. Reutter. Fred Wiebe, George Van Sickle, R. A. Kissing, Samuel R. Singer, N. E. Hill and Franklin McDermott were elected to the board for one year.

Virtually the entire radio fraternity was present at the meeting. Following the election of officers the members of the Association listened to an address by Harold M. Wrape, who was recently elected for a third term as president of the Federated Radio Trades Association. Mr. Wrape discussed the recent action of the Association at the Milwaukee convention in reorganizing the body into various groups, including the jobbers, dealers, factory agents and trades associations. Robert E. Lee, secretary of the Automobile Dealers’ Association of St. Louis, also spoke, pointing out many of the advantages to be derived from organizations.

The local branch of the Columbia Phonograph Co. reported that the demand for phonographs and records during the past month had been “exceptional,” and that “sales records still continue to be shattered.” Similar optimistic statements were issued by other companies in the city.

Additional stimulus to the big demand for the “Two Black Crows” was given by a full-page feature story which appeared in the St. Louis Post-Dispatch, February 19, detailing the gradual rise to stardom of Moran and Mack.

The local Columbia branch also reported the opening of several new accounts, including the Hotel Roosevelt Co., of the R. E. Furniture Co., of Granite City, Ill., and the Elmer L. Landon store, of Overland, Mo., all of whom have installed a full line of Columbia phonographs and recording outfits.

Victor business in St. Louis is being aided considerably by the recent formation of a record club. The club recently held a dinner meeting at the Town Club, which was attended by Frank Harkgrave and Walter Hiers, Victor factory representatives. In brief addresses to the gathering they discussed ways and means of disposing of more machines and records. C. C. Rauth, vice-president of Koehler-Brenner Co., local Victor distributor, discussed general business conditions.

Victor record sales in St. Louis were given additional impetus by the appearance of Gene Austin, Victor artist, at the St. Louis Theatre, while Brunswick record business was aided by the appearance of Al Jolson at Louwe’s State Theatre in St. Louis.

The production of Artophone portables and other models has been virtually trebled by the formal opening of operations in the corporation’s new plant here. The step was necessitated by the increased demand for Artophone products; it was announced by Herbert Schiele, president of the corporation.

W. C. Fuhri, general sales manager of the Columbia Co.; R. Hahn, of the Sterling Radio Co., Columbia distributor in Kansas City, and Elie Oberschulz, treasurer of the Oehk Phonograph Corp., were recent visitors to St. Louis. District Manager R. B. Smith, of the St. Louis-Kansas City branch of the Columbia Co., recently made an extensive tour through Kansas, Oklahoma and Tennessee, while Ray C. Layer, vice-president of the Artophone Corp., visited Oklahoma and Texas in the interests of their companies.

In the radio field, announcement was made that Robert W. Bennett, retiring president of the St. Louis Radio Trades Association, has been appointed manager of the A. C. Dayton Mfg. Co., of Dayton, O., maker of the A. C. Dayton radio receivers. Koehler Wrape, his associate in the R. W. Bennett Co., is to manage that firm, which will continue as a factory representative.

Announcement also was made that the Barrett Electric Co. of St. Louis has been appointed exclusive distributor of the Fried-Eisenmann radio receivers and accessories, and that the Union House Furnishing Co. had added the Kolster AC receiver line.

More than fifty dealers attended a meeting of the St. Louis Kolster Club which was held at the Coronado Hotel here. Eugene Strauss, head of the Strauss Co., discussed Kolster prospects for the coming year, while E. C. Lowden, district sales manager for the Burgess Battery Co., discussed battery uses, possibilities and sales methods. Ways to increase Kolster set sales were detailed by E. E. Bruns, Walter Rhein, C. Lurz, V. Lats and L. J. Portell.

Bremer-Tully Jobber

Bremer-Tully Mfg. Co., Chicago, Ill, has recently appointed Frank M. Brown Co. of Portland, Me., as distributor of Counterphase receivers for that territory.

---

Good News to Dealers

Having Stocks of Battery Operated Sets!

Dealers can make their stocks of battery operated sets live merchandise by offering their customers the new SENTINEL model 32 A-B and C supply together with the new EBY Adaptor Harness. Model 32 is specially designed for use with the EBY Harness and the combination makes an efficient and compact A.C. receiver. List price of SENTINEL No. 32 with tube is $22.00.

The EBY Harness is also a live number to sell present owners of battery operated sets. It enables them to protect their investment in sets and power supplies—at the same time getting A.C. operation.

Features of the EBY A.C. Adaptor Harness

No rewiring required on standard sets—easy hook-up of only eight leads—improved reception without change of set characteristics—designed for use with standard tubes and transformers in ten minutes to do the job—are some of the unusual features of the EBY A.C. Adaptor Harness.

Only Two Universal Models

You need not carry a large stock, as there are only two universal models—

EBY A.C. Adaptor Harness for Five Tube Sets ... $ 9.00 List
EBY A.C. Adaptor Harness for Six Tube Sets ... 10.00 List

Send for a copy of our instruction booklet to get the complete story about the EBY A.C. Adaptor Harness. You can make a good profit with this Harness in more ways than one.

The H. H. EBY MFG. CO., Inc.
4710 Stenton Avenue
Philadelphia
Makers of EBY Binding Posts and Sockets
Future of Radio Broadcasting—Untold Possibilities for Improvement

Ben Selvin, Program Director of Columbia Phonograph Hour, Discusses Radio Broadcasting in Relation to Commercial Programs—Program Director’s Problem

Notwithstanding the fact that radio broadcasting in relation to commercial programs has taken rapid strides within the past two years, in my opinion the matter of direction and presentation of these programs is in its infancy. We have only scratched the surface of the untold possibilities that lie in this field of activity. Though many will consider it an exaggeration on my part, I freely predict, without fear of contradiction, that the broadcasting program director of to-morrow will come to be as important a figure in the direction of drama, as Siegfried is to the presentation of musical comedy and revues and as Cecil DeMille is to the direction of the photoplay. While the program director’s importance will vie with those mentioned above, the difficulties he will have to overcome will be greater and his task will be an exceedingly arduous one, to say the least.

It is an obvious and accepted fact that the future growth of radio will depend largely on the quality and nature of the programs that will be presented by commercial advertisers. The advertising man of to-morrow will not be the man who only creates eye-catching phrases for printed matter—but one who also evolves sufficient interest in his broadcasting to catch the ear, to please the ear and to hold the listener’s attention—and here lies the greatest difficulty for the program director to surmount—to hold the attention of his unseen audience. There are so many factors influencing this phase which combine to harass the program director that I must mention them. First, the advance publicity in connection with the program must be written and broadcast through the press, which in itself is no small ac-

Ben Selvin

complishment. The theater advertises its wares through the same medium, but once it catches its buyer, that is, when the reader decides to go to see the play or photoplay advertised, he is in the theatre and does not walk out to some other theatre. The radio listener can by a simple turn of a dial jump away from your presentation and to another. The theatre has only theatres offering competition, while the radio program director has not only the commercial program to combat, but sporting events, lectures, religious discourses, political orations, and a multitude of other interesting features.

So, not only must the program director be an advertising man, but a showman, for showmanship is the requisite that is required above all to hold the attention of the listener. To be a radio showman he must have a thorough knowledge of music, for without music commercial broadcasting cannot hope to survive.

Quoting my own experience, as a program director for the Columbia Phonograph Co., after intensive study and observation I have arrived at several conclusions regarding the essential requirements for successful commercial programs. I have laid them down as fundamental rules for myself and perhaps they may be of interest.

I deem it most important to first establish a regular hour on the air, at a given time weekly, to be qualified by a name bearing the company’s name or the article you are advertising. As an example, our first move was to instill through printed advertising and other forms of publicity, into millions of minds, as suggestive connection linking a certain hour every Wednesday evening with the name “Columbia Phonograph Hour.” It is needless for me to explain the value of this. The three words “Columbia Phonograph Hour,” I can truly say, are fast becoming a most familiar phrase from coast to coast.

Once this hour is established and becomes familiar to the radio audience, the programs given are beset with the danger of “familiarity breeding contempt,”—that is—if an audience becomes so familiar with the hour as to almost know what to expect the resultant effect will likely be disastrous. Therefore, it behoves the director to make variety the keynote of his presentation. Not weekly variety alone, but to make each single program varied enough to prevent monotony. This means varying the methods of presentation, varying the artists...
and varying the character of music presented.
A very important factor that assists the director's efforts materially is the construction of the continuity of a program. Where a program is a sort of a continuous story instead of a number of individual performances, it greatly influences the listener to give his attention to your program until its conclusion. Of course, it is highly desirable for the program director to construct his own continuity, but if he creates the ideas it is a simple matter to have the actual continuity written by a writer; but do not overlook the importance of this feature, as good interesting continuity can make or mar your programs, and continuity also gives you the opportunity to do your advertising. However, this must be done subtly and not boldly and obviously. It is self-evident that in the middle of a group of beautiful musical numbers to suddenly blurt out the virtues of an automobile tire or a brand of clothes is neither dignified nor effective. A repetition of the name you are attempting to sell is highly desirable, but it must be done in a manner that appeals to the subconscious mind of the listener, rather than the conscious. He must hear it without realizing that he is hearing it.

Of course, there are some things that the program director has no control over, and time alone will adjust these things. The quality of reception may be poor on the night he presents a most expensive program. The announcer may not always catch the spirit of the continuity that was written. The director's timing and that of the announcer and artists may not synchronize and so on. There are a thousand and one little details that are not important enough to dwell upon, always arising to thwart the director at every turn, but, as I said before, time will adjust these problems. In conclusion I wish to reiterate that I believe the program director of the future will be a most important cog in the wheel that eternally hums the song called "it pays to advertise."

---

Damrosch Records
in Columbia Series

Conductor of New York Symphony Orchestra Makes First Complete Symphony for Columbia Masterworks

The Columbia Phonograph Co. recently announced the release of the first complete symphonic recording by Walter Damrosch, conductor of the New York Symphony Orchestra, an exclusive Columbia recording artist. The recording has been issued as Masterworks Set, No. 81, and gives a finished interpretation of the Brahms Second Symphony. It is contained on five twelve-inch double-faced records, and lists complete with album, for $7.50.

---

Peerless to Introduce New Portable

Portable Phonograph That Can Be Played With Lid Closed Is Latest Development of Peerless Album Co.—Trade Interested

A new portable phonograph, with a horn which makes it possible to play the machine with the lid closed, thus eliminating surface scratch and noise, has been developed by the Peerless Album Co., New York, under the direction of Phil Ravis, president. Full details of this new portable will be announced to the trade in the April issue of The Talking Machine World. Samples, which have been shown to a few dealers and distributors, have aroused such interest that production on the new model has already started in the Peerless factory.

"We are enjoying a wonderful business," Mr. Ravis said. "The success of the Peerless Portable phonograph, introduced several months ago, has been beyond our expectations."

Harry Carrie, Brunswick dealer of Louisville, Ky., capitalized on the appearance of the Vitaphone production, "The Jazz Singer," in his city, and featured the Brunswick record of the theme song, "Mother of Mine, I Still Have You."
Panatrope Price Cut Is Announced

Three Models, P-11, P-14 and Valencia Reduced in Price—Opens New Sales Possibilities for Brunswick Dealers

A recent notice from the general offices of the Brunswick-Salkie-Collender Co., Chicago, announced that three models of the Brunswick Panatrope have been reduced in price. They are the P-11, reduced to $550, list price; the P-14, reduced to $365, list price; the Valencia (exponential type), reduced to $175, list price. This price adjustment opens new sales opportunities for Brunswick dealers throughout the country who have already taken advantage of the possibilities of this price adjustment, and are working to develop an unusual amount of business for the first quarter.

Although the price guarantee on Brunswick Panatrope expires on December 31, Brunswick dealers have been offered credit adjustments on their current stocks. Brunswick national advertising has recently featured these adjusted prices on the various models, and attractive dealer advertisements were prepared for those who wished to cooperate with the national advertising.

J. E. Thorne With Trav-Ler Mfg. Corp.

Newly Appointed Sales Manager Has Had Wide Experience—New Trav-Ler Portable Radio Set Is Placed on the Market

J. E. Thorne was recently appointed sales manager of the Trav-Ler Mfg. Corp., Chicago, marketing and manufacturer of the Trav-Ler portable radio receiver. Mr. Thorne was associated for a period of seven years with the A-C Spark Plug Co. as territorial representative, handling the automotive and hardware distribution trade. At one time he was also connected with the Stewart-Warner Speedometer Corp., as a factory representative. His past experience covers fourteen years of contact with the distributing trade.

The Trav-Ler Mfg. Corp. has placed on the market a new portable receiver listing at $77.15 complete. The receiver is equipped with an attachment for a Jones plug so that it may be used with larger batteries or a battery eliminator in the home. The Trav-Ler may also be used with an antenna and ground in case the owner so desires. The Trav-Ler Mfg. Corp., which is headed by F. A. Magee, president, is planning a unique advertising and publicity campaign to bring the new 1928 model portable receiver strikingly to the attention of distributors, dealers and the public.

Lee Morse Popular in Oklahoma Cities

Lee Morse, widely popular Columbia singer of blues and mammy ballads, was enthusiastically received in Oklahoma, her native State, on a tour to Omaha City and Tulsa. Miss Morse, whose father is a minister at Allen, Okla., made an airplane flight to her home town, between dates in Oklahoma City, to sing there. She was accompanied by her mother, whose first flight it was.

Incidentally, Miss Morse sang in Oklahoma City for the Chamber of Commerce, Rotary and that city’s Advertising Club, besides filling regular dates at the Orpheum Theatre, and autographing records at various dealers’ stores.

Foster & Waldo Ad. Features Freshman

Foster & Waldo, one of the largest radio stores in the Northwest, located at Minneapolis, Minn., recently featured the Freshman line of electric radios in a striking full-page advertisement in the Minneapolis Evening Tribune. This page pointed out that the Freshman Electric is featured by America’s great music stores, and reproduced an advertisement appearing in many national magazines.

Half-Million-Dollar Addition to Be Made to Present Quarters of Oklahoma City Retail and Columbia Jobbing Firm

Oklahoma City, Okla., March 6—Ground was recently broken for the construction of a $500,000 addition to the Harbour-Longmire Co. Building on West Main street, this city. This organization, which is one of the leading retail establishments in this section of the country, is also a distributor of Columbia Victor-tom phonographs and Columbia New Process records.

The new building is to be built in exact duplication of the present nine-story structure occupied by the company for the past three years and will join it on the West side. The West wall of the present store will be removed and the grand staircase and mezzanine floor will be extended, a second stairway duplicating the present one, the two stairs connecting.

The addition will allow the Harbour-Longmire organization 200,000 square feet of floor space, the largest and most modern plant devoted to music and furniture lines between Chicago and the Pacific Coast. The building will be ready for occupancy by December 1 of this year.

Make Records of Broadcast Programs

An innovation in radio hearings was introduced recently when phonograph records of broadcast programs were played before the Federal Radio Commission to give the commissioners an opportunity to pass on the merits of the actual programs.

New Store Opening

Miami, Okla., March 6—The formal opening of Hoffman’s Music Co., 36 North Main street, was held recently with appropriate ceremonies. Jimmy Collin’s Orchestra entertained visitors throughout the day, and a souvenir was presented to every visitor. A complete line is carried, including phonographs, radio receivers, pianos, band instruments, records and an extensive stock of sheet music.
Two New Models
announced January 1st, 1928

Here are two new leaders in the “Samuels” line — each an outstanding value. A popular low-priced Consolette and an ultra-beautiful Full Console type. You will recognize in these two numbers, style, beauty and quality that attracts. The performance of the instruments themselves and the extremely low prices at which you can retail them, assure a profitable business for you.


MELLOWTONE PHONOGRAPH

Model No. 923

The price at which we are offering this new number will interest you. Write for it today.

New catalog folder of the complete L. C. Samuels Corporation line mailed Free to any dealer.

Leon C. Samuels Corporation 209 S. State St., Chicago, Ill.

EXECUTIVE OFFICES
Permanent Exhibit: American Furniture Mart, Chicago
Creating a Record Demand for Finest Music

By W. Braid White

Intelligent promotion of sales of good music means more substantial success for the retailer.

WITH a pride quite understandable in the circumstances, the Columbia Phonograph Co. is announcing its issuance of a new album of records, containing electrically recorded excerpts from the Wagnerian music dramas, Parsifal, Siegfried, Valkyrie and the Ring cycle. When, however, I say that a tone of pride is quite understandable in the circumstances, the emphasis is on the last word. For the circumstances in which these records were made were in every way unprecedented. It is not merely that this was done electrically for that is to-day become the regular method. It is not that they were taken from an actual performance; for that too has been done over and over again. The fact is that the recording was actually done at the Wagner Theatre, in Bayreuth, during the 1927 Wagner festival and under the direct superintendence of Siegfried Wagner, the composer's only son and the present custodian of the Wagner tradition. The event thus becomes unique, a tribute, as much to the courage and far-sightedness of the Columbia Co. as to the open-mindedness of the Wagner family.

Any man who can see that the phonograph business of the present and the future will stand or fall by the success or failure of the high-class record will find it worth while to pay special attention to what I say here, for if only those who have on their hands the selling of high-class records will take the trouble to interest themselves in the knowledge necessary to their successful selling, all will be well. On the other hand, it is the most inexcusable to decline to take the slightest interest in a high-class article which is given one to sell, and then to declare that it does not sell easily. Granted that a record of dance music or of a song which has been made popular overnight by Eddie Cantor is easier to sell, yet one low-priced record must be sold to many customers, many times over at the rate of one record per person, to match the profit on the sale of one album set of high-class music to one person. What is more, the buyer of one such set will tell his or her friends who are of like mind, will advertise the merits of the thing enthusiastically and so will bring around others who so far have been ignorant of the beauties of the modern phonograph. If after how many dealers are making the slightest effort to cultivate the very rich soil which is provided by the tens of thousands who make up that intelligent minority of music lovers, growing faster than the greater earth population in point of numbers and still greater in point of taste and of willingness to gratify taste. I wonder how many dealers even know that this field for their talents exists. Until they do know and can honestly say that they have cultivated this field, they should not talk nonsense about the difficulty of selling high-class records. Most of the prospective buyers don't even know that the stuff is to be had!

Back to Bayreuth

But to go back to our Bayreuth. Let us first get a background. By far the most successful, powerful and thrilling operatic works ever composed by any man have been the operas and music dramas of Richard Wagner. The names of Tannhaeuser, Tristan, the Master-singers, Lohengrin, The Ring and Parsifal are known all over the world. The operas have been performed in almost every corner of western civilization over and over again. No opera management would dream of a season without at least some Wagnerian performances. Such set pieces as the Overture to Tannhaeuser, that beautiful Magic Fire Scene and the Ride of the Valkyries from the third Opera of the Nibelung's Ring, the Overture, the Quintet from the third set and the Prize Song from the Master-singers, The Flower Maidens' Scene from Parsifal, etc., etc., have been performed separately in concert innumerable times, and have been arranged, simply on their merits as sheer music without further action, for every imaginable instrument or combination of instruments, from symphony orchestras down to piano and cornet duos. For all I know some one has arranged the Prize Song for the mouth organ with banjo accompaniment, and I am sure it has been done for saxophone with piano on the side.

The art-loving and eccentric King Ludwig had heard Wagner's music, had fallen in love with it and with the romantic ancient German legends which form the bases of the Operas, and had determined to provide the means to make the great treasure available to the world. Wagner accepted with joy. He had indeed found indeed that political and other intrigues against Wagner tended to become irritating, and he then consented to the composer's settling down in Bayreuth, near Munich, the town where he might erect a theatre for himself, specially designed to carry out perfect performances of his works, and safely removed by distance from artistic, political or social jealousies.

The Festspielhaus

With the help of King Ludwig and through the generous aid of Wagner Societies which sprang up all over the continent of Europe, in Great Britain and in the United States, the great Festspielhaus (festival opera house) at the little village of Bayreuth was duly built, and was opened to the public for the first time some forty-three years ago, with a performance of Parsifal (just completed) only a few months before Wagner's sudden death. Ever since then, each year has seen a repetition of the Wagner performances, before audiences coming from all over the world. The Wagner family has managed the business end of the little enterprise. The present owner, the composer's only son, has been chief conductor for many years. Great artists from every country in the world have been engaged at Bayreuth for Tannhaeuser, that extremely moderate fees, knowing that the prestige of an appearance on that historic stage outweighs any matter of money. The standard of orchestra, chorus, rehearsal time, and so on, is set so high, that other accessory has always been extraordinarily

(Continued on page 42)
A real economy for Phonograph and Radio Manufacturers

Quick, dependable deliveries direct from factory or assembling plant . . . a slashing of the usual assembling time if delivered in shook . . . a protection for radios and phonographs superior to that given by any other type of container . . . a freight saving of surprising proportions . . . a handsome appearance that is a credit to any user—these are but a few of the advantages that make Atlas Cases a genuine economy for phonograph and radio shipments.

Atlas Packing Cases
CARRY THE WEIGHT—SAVE FREIGHT
ATLAS PLYWOOD CORPORATION

Park Square Building, Boston, Mass.
New York Office: Chicago Office:
30 West Broadway 601 McCormick Building
Braslaw and String Quartet Broadcast

‘New in Europe’—Wagnerian Quartet, Opus 54, and a variety of old English and American compositions. The Columbia Symphony Orchestra, under the direction of Robert Hood Bowers, was also heard. All of the participants in the broadcast are exclusively for the Columbia catalog.

Declarers Radio Is a Public Service

Interesting Addresses Featured Luncheon Meeting of the Radio Manufacturers' Association in New York City

Radio will come to a “dead end” in its progress unless research engineers direct their attention upon new angles of development, John V. L. Hogan, past president of the Institute of Radio Engineers, warned the Radio Manufacturers’ Association at their monthly luncheon meeting at the Hotel Commodore, February 24. He said that for the past five years the tendency had been to drift into the easiest way channel.

“The first twenty-five years of radio’s thirty-year life was marked by development of radical and new ideas. To-day it is not merely a business but a public service,” said Mr. Hogan. “In any line of endeavor we frequently come to a dead end or rut, but we can doudge it in radio by stressing originality and not imitation. It is not enough merely to invent or get the idea on which the Patent Office will give a ‘piece of paper.’ Radio needs more of the men who furnish the stuff to make the idea workable—put into practice and operation that which science has given.”

Irwyn Kurtz, president of the Talking Machine and Radio Men of New York, representing the Federated Radio Trades Association, whose convention in Milwaukee he had just attended, said the Federated Radio Trades Association had adopted a code of ethics similar to that of the Radio Manufacturers’ Association.

Panatrope Exhibited to South Africans

The first Brunswick Panatrope to be exhibited in South Africa was demonstrated in the Assembly Hall of the City Hall at Bloemfontein, Union of South Africa, by means of a concert given by Messrs. C. Bothen & C. Anderson, sole agents for the Orange Free State. The demonstration was complete, in that records of all classes were used, including popular dance tunes, vocal solos, instrumental solos, symphonies and many other record releases of the Brunswick Co. The story of the Panatrope was told to the assembled audience by means of attractively worded signs distributed throughout the auditorium.

The O. K. Hornick Piano Co., Nashville, Tenn., recently opened a new store at 611 Church street, carrying a full line of instruments.

Creating a Demand for Finest Music

(Continued from page 40) high, as of course might in the circumstances be expected. The profits too have been vast and made the Wagner family very rich. During the world war, however, Mme. Wagner (still living at an age exceeding ninety) invested most of her fortune in German war bonds which today are virtually worthless. Nevertheless, the 1927 festival, at which were made the Columbia records, was a brilliant success.

The “Mystic Gulf”

The architectural features of the Bayreuth theatre deserve a word of description, for they explain in part the unusual quality and character of the recording. The orchestra at Bayreuth is sunk in a deep pit in front of the stage. This pit is provided with some six narrow ledges of platform, one above the other sloping backwards from the footlights. On the top platform stands the conductor, who thus can see the stage and be seen by those on it, but who cannot be seen by the audience. A canopy covers the orchestra pit over its whole width save for a narrow gap on the footlights side, through which the music pours out into the upper air. Thus, on the one hand the music obtains a certain veil, mysterious and unearthly character, and on the other hand the audience does not have its attention distracted by the sight of waving arms and baton of a conductor, the rising and falling of violin bows or the rustlings and other noises inseparable from the ensemble when such an orchestra as is needed for a Wagnerian Opera sits up on a level with the front row of seats on the main floor.

It was in these unusually favorable conditions, under the baton of conductors trained thoroughly in the Wagnerian tradition, that the Columbia Co. recorded these selections from Parsifal and the Ring during the actual performances on the Bayreuth stage. The Bayreuth orchestra and the Bayreuth singers are here heard at their best. The achievement is unique and the results wonderful.

I should not say this, or anything like it, if I had not myself obtained and tried out the records at home under domestic conditions. Others, too, musician friends who knew the music, have heard them in the same circumstances and unite in declaring them marvelous. Others again, who would probably be annoyed at being mistaken for musicians, have listened, have been thrilled and have applauded. If these records won’t sell, in album sets, too, no records will.

Gold Seal Assets Total $1,770,945

Total assets of $1,770,945 were shown in the balance sheet of the Gold Seal Electrical Co., Gold, manufacturer of Gold Seal radio tubes and subsidiaries for the year 1927. Current assets were $629,886 and current liabilities $89,893. Surplus was $621,069.

The Lee S. Roberts Co., Zenith dealer of Oakland, Cal., has increased its floor space.
What radio will you be handling five years from now?

Many names have been born since the advent of radio. Some have grown to importance. And of those that have attained prominence, some already are on the decline or have passed entirely from the picture.

What radio will you be handling five years from now? Ten years? Fifteen years? . . . If you are a jobber, or if you are a dealer, this is something for you to think seriously about. Radio is here to stay. You, too, are in business to stay and prosper. Are you today laying a solid groundwork in radio on which you can build for the future?

The best answer to this question will be found on the name plates of the radios in your stock. Do they speak unconditionally as a guarantee of permanence?

Today more than ever before, the trade is looking to Stewart-Warner as the voice of authority in radio. Jobbers and dealers alike recognize that Stewart-Warner is in the business to stay. They know that the Stewart-Warner institution can be depended upon not only to keep abreast, but in advance of radio trends.

These same jobbers and dealers have well-grounded confidence in the fact that Stewart-Warner will be here five, ten, fifteen years hence. And they also know that Stewart-Warner permanence, Stewart-Warner leadership and Stewart-Warner stability are factors on which they can safely build, not only for today's profits but for the years to come.

What greater assurance of permanence could you ask than the long-established Stewart-Warner background—twenty years of manufacturing leadership? What greater assurance than the good will that is summed up in the name Stewart-Warner? Than the fifty million dollars of Stewart-Warner resources?

And this fact goes without saying: Stewart-Warner can be looked to with assurance to lead the way in aggressive radio advertising and merchandising. For twenty years, Stewart-Warner has stood forth preeminent in the advertising and merchandising of automotive products. And during the past four years the same progressive Stewart-Warner tendencies have been unmistakably impressed in the field of radio.

Today the Stewart-Warner Radio line comprises a complete, distinctive array of models—both A. C. and D. C.—correctly priced and representing the highest achievement in radio performance.

We want more dealers—good dealers—NOW. Stewart-Warner Radio production has been increased, and new opportunities for dealers are open in many territories. Write for details of our proposition. Don't wait, or you may be too late. Write or wire today.

STEWART-WARNER SPEEDOMETER COR'N
CHICAGO • U.S.A.
20 years in business 50 million dollars in resources 4th successful radio year

STEWART-WARNER
The voice of authority in radio
If you enjoy good lively parties in your home, with plenty of snappy dance music and fun that's real. Then, by all means, buy an Allen Portable today.

The cost is small but the pleasure it brings is big and lasting. For Allen Portables have all the new musical features. They play all records perfectly, and give you the snappiest music you've ever heard. Your choice of three fine models in attractive colors!

The Allen Portable is the modern musical instrument for the home, apartment, or hotel. And just right to take along for week ends, school or college!

Hear and see the difference!

Allen Portables
Allen Hough Mfg. Co.
Milwaukee, Wis.

The most important thing in the world to any manufacturer is Dealer acceptance of his product. This comes only when the product steadily pays the Dealer a real profit, and stays sold.

We don't say that all Dealers have as yet accepted Allen Portables. But we do know that thousands have, and each day many others are beginning to take advantage of this profit opportunity.

There's public acceptance too behind Allen Portables. People are asking Dealers about them, and those Dealers displaying the line are getting many new customers.

Allen Portables
Allen Hough Manufacturing Company
Milwaukee, Wisconsin
Factories—Racine and New York
The ad shown here is one of a series running regularly in the SATURDAY EVENING POST. Reaching 3,000,000 homes, many of them right in your own community. Creating actual demand, and profitable business for Dealers displaying Allen Portables.

Enjoy this ready business now with the one line of Portables built by experience to your measure. Just call upon the “Live-Wire” Distributor nearest you for samples and Allen Service Helps. Or write us direct for colorful free catalog and local Distributor’s address.
NOW!

Farrand

SPEAKERS

Especially designed for

CONSOLE CABINET

USE

AN ANNOUNCEMENT

OF UNUSUAL IMPORT TO

Receiver Manufacturers, Furniture

Manufacturers, Radio Jobbers and Dealers

AVAILABLE IN TWO

Attractively Priced MODELS

Complete information will

be furnished upon request.

FARRAND MANUFACTURING CO., INC.

Metropolitan Building       LONG ISLAND CITY, N.Y.
Victor T. M. Co.'s 1927
Sales Total $46,886,842

Annual Report of President E. E. Shumaker Shows Profit of $7,269,523.03—Current Assets of Company Are $29,740,664.63—Initial Dividend on Common Stock

The substantial growth of the business of the Victor Talking Machine Co. during the year 1927, the first year of operation under the new capitalization of the company, as indicated by the annual report just made public, is a tribute to the efficiency of the officials and executives of the company, as well as to the excellence of the line of Orthophonic instruments and records. E. E. Shumaker, president, pointed out that net sales were considerably in excess of those in the year preceding, and that the 1928 outlook is favorable, with the Victor Co.'s facilities amply prepared to make the most of the opportunity for maximum business in both the Victor Orthophonic line of instruments and records.

The official statement shows net income of the company for the fiscal year ended December 31, 1927, was $7,269,523.03. The net profit of $7,269,523.03, is equal, after deducting annual dividend requirements of the prior preference and convertible preferred stocks, to $8.93 per share of common stock; and after deducting also the annual prior preference stock sinking fund appropriation, to $7.83 per share of common stock.

In transmitting the report of the board of directors, E. E. Shumaker, president of the Victor Co., calls attention to the fact that net sales of $46,886,842.11 for the year exceeded those of 1926 by $224,738.38. He also states that direct export business of the company showed substantial growth during the year, and represented approximately 15 per cent of the total sales for 1927. Included in the item of "other income" (income not derived from net sales of the company) are dividends of $538,310.75 from shares owned by the Victor Co. in the Gramophone Co., Ltd., of England, and $40,008 received on shares owned in the Victor Talking Machine Co. of Canada, Ltd.

The financial position of the company, as set forth on the consolidated balance sheet, shows current assets of $29,740,664.63, against current liabilities of only $4,860,378.83. The president also points out that the investment in foreign affiliated companies of $7,714,205.98 is an increase of $3,996,205.49 over December 31, 1926.

This increased investment is represented by payments on stock owned in the Gramophone Co., Ltd., and the acquisition of additional shares in the Victor Talking Machine Co. of Canada, Ltd. It includes also an investment of $317,299.04 in the Victor Talking Machine Co. of Japan, Ltd., which was organized late in 1927. The company also adjusted through surplus its investment in the Gramaphone Co. and the Canadian Co. on a basis of their 1927 book values, this adjustment amounting to an increase of $845,283.57. Against this is an appropriation for trade adjustments and contingencies, aggregating $356,779.28. The consolidated statement of surplus shows a balance, as of December 31, 1927, of $6,142,141.70. A cash investment of $1,200,000 was made in three domestic wholesale distributing companies during the year. During 1927 the scientific research and development department of the company also was substantially strengthened.

"It is the settled policy of your management to make liberal appropriations for scientific research and development work," said Mr. Shumaker in transmitting the report. "During the year this department has been further strengthened and much important work has been undertaken. The outlook for 1928 is favorable, and your company is entering the new year with large manufacturing schedules, adequate facilities and a competent organization."

The board of directors of the Victor Talking Machine Co. on February 24 declared the following quarterly dividends to stockholders of record at the close of business on April 2, 1928: $1.75 per share on preferred stock (sixty-nine shares old stock outstanding), payable April 15, 1928; $1.75 per share on 7 per cent cumulative prior preference stock, payable May 1, 1928; $1.50 per share on $6 cumulative convertible preferred stock, payable May 1, 1928; $1 per share on the common stock, payable May 1, 1928. This is an initial dividend on the common stock, placing it on a dividend basis of $4 per year.

Helycon Motors

Precision Built

The use of the Helycon Motor has proven profitable to makers of phonographs because of:
—ease of installation
—its few parts
—the interchangeability of parts
—absence of trouble when installed.

No dimension of any Helycon Motor has ever been changed. Helycon Motors are precision built to furnish smooth, silent, dependable power.

Illustrated catalogue of Helycon Motors, Tone Arms and Reproducers sent on request

POLLOCK-WELKER, Limited
Kitchener, Ontario, Canada

Cable Address: Polwel, Kitchener.

Power!

Helycon Motor No. 102 provides ample power for the new electrically recorded records. Smooth, silent, dependable power.

Power!

Power to play from four to four and a half 10-inch records with unvarying speed with one winding.
Price means nothing by itself . . . no radio store can make good permanently with cheap merchandise . . . there are far more people trading up than trading down . . . sell something when you sell something!

Enjoy the KOLSTER FAMOUS COMPOSERS HOUR over the nation-wide Columbia Broadcasting System.
Every Wednesday 9 to 10 P. M. Eastern Time
When 1928 is over Kolster dealers will have a story to tell about the success of quality radio that will make others wish they too had foreseen the trend of the industry. Use the coupon and let us tell you more about it.

FEDERAL-BRANDES, Inc.
200 MT. PLEASANT AVENUE
NEWARK, N. J.

Please let me know if there is room for another Kolster dealer in my locality.

Name: ..........................................................

Street: ................................................................

City: ........................................................... State: 

© 1928, Federal-Brandes, Inc.
Unusual Window Displays Bring Trade to Two Retail Merchants

Dorn Music Co., of West New York, N. J., and Innes Music Co., Wichita, Kans., feature Stromberg-Carlson Radio Sets in Manner That Attracts Interest

One of the mediums which Stromberg-Carlson radio dealers throughout the country have been using with great success in stimulating sales is that of presenting the radio products in attractive settings in window displays. The Stromberg-Carlson Tel. Mfg. Co., of Rochester, N. Y., manufacturer of this popular radio line, has fostered this method of business building and has prepared and distributed among its representatives artistic aids to assist dealers in preparing window dressings that are in harmony with the beauty and quality of this increasingly popular product.

The two photographs reproduced herewith are typical of the manner in which Stromberg-Carlson radio receivers and loud speakers are being presented to the public. The display of the Dorn Music Co., of West New York, N. J., presents a single Treasure Chest receiver and the entire display stresses the atmosphere of a successful treasure hunt. The floor of the window is covered with sand and with a miscellany of articles, including broken bottles and other items which had been unearthed in the search, grouped about the receiver. To one side a spade rests against the side of the display and a tree stump occupies the other side.

The second display pictured occupied the show window of the Innes Music Co., Wichita, Kan., and emphasized the home atmosphere. Officials of the retail firm state actual observation showed that nine out of every ten persons who passed this window stopped. The extremely lifelike figure of the lady of the house listening to a program in a pose of ease and relaxation, the pillows grouped carelessly on the floor, the simple yet elegant furnishings of a room in a home of refinement, all tended to create an atmosphere that attracted.

These photographs were selected from a great number that were received at the Stromberg-Carlson Tel. Mfg. Co. offices. While the manner of display was decidedly different, the effect remained the same, that is, an effective, eye-arresting presentation of the Stromberg-Carlson receiver as an instrument of quality and distinction.

Innes Music Co.'s Fine Display

Sherman, Clay Stores Add Kolster Line of Receivers

Sherman, Clay & Co., operating a chain of forty retail stores on the Pacific Coast, with headquarters in San Francisco, have been franchised by Federal-Brandes, Inc., as authorized Kolster dealers and will in future carry a complete line of Kolster radio sets and power speakers in each of their stores. They are also retail representatives of the Columbia Phonograph Co., and handle Columbia-Kolster electric phonographs employing the electric pick-up and reproducer made by Federal-Brandes, Inc.

"This is an event of importance," said Ellery W. Stone, president of Federal-Brandes, Inc., in commenting upon the new alliance. "To have Sherman, Clay & Co, endorse Kolster radio is a source of great pride to us because it means that one of the greatest houses of America, maintaining a high standard in the selection of its goods, is recommending Kolster to its friends in forty different communities. This prominent chain of stores, developed under the personal management of the founding family for two generations and which has built an enviable reputation for musical merchandise over a period of fifty-seven years, is adding a significant guarantee to the quality of Kolster Radio which should be reflected in increased activity for Federal-Brandes. Kolster sales now rank third in volume in the American market and the outlook for the new year is particularly bright."

Freshman Co. Host to Representatives

Eighteen Philadelphia Dealers Attend Luncheon Sponsored by Freshman Co.

—Sales Policies for 1928 Discussed

Eighteen Philadelphia dealers were recently entertained at luncheon in the Ben Franklin Hotel by the Charles Freshman Co., Inc., manufacturer of the Freshman all-electric radio receivers. H. N. McMenimen, Pennsylvania representative, presided and addresses were made by James C. Frye, assistant sales manager, and W. S. Taussig, production executive. Mr. Frye spoke on the Freshman sales policy containing a many suggestions as to ways and means where-by the assembled dealers can increase sales in 1928. Mr. Taussig explained the organization's factory methods and answered technical questions asked by those present.

Appoints Merchants' Convention Group

C. J. Roberts, president of the National Association of Music Merchants, has appointed the following as members of the Convention Committee: Louis Schoenewald, chairman; Alex McDonald, Frank J. Bayley, C. E. Amor- ous, Shirley Walker and E. Paul Hamilton. The function of this committee will be to discuss and prepare plans for the business sessions of the Merchants' Association to be held during the annual convention beginning June 4, 1928, at the Hotel Commodore, New York.

Libby's Music Shop to Open March 12

Indianapolis, Ind., March 6.—The formal opening of Libby's Music Shop, Fountain Square Theatre building, this city, will take place on March 12. The Orthophonic Victor talking machine line will be carried as will Allen portables and Victor, Brunswick and Columbia records. The store is owned by Miss Elizabeth Lutheone, formerly with the record department of the Wilson Stewart Co., and Arthur G. Gresham, who has been connected with the Brunswick Co. for the past seven years.

The Columbia Phonograph Co., New York City, recently issued a bulletin giving a complete listing of Hawaiian selections on Columbia New Process records. All of the selections listed have been recorded electrically.
More Profits Under the Sun—

For the dealer who knows the type M-28 Sun Reproducer with its Willett patented diaphragm is the most valuable contribution to the art of sound reproduction. This quality reproducer is guaranteed to eliminate excessive surface noise, blasting and metallic shrill and yet gives a powerful volume, with a tone quality that is full throated and real as life itself. Nothing made will surpass this performance. Regardless of price or claims.

Sun Reproducers are real trade stimulators, they help increase record sales and secure prospects for new phonographs as well as other musical merchandise and yet the profit on the sale of the Sun Reproducer makes it well worth the effort expended.

Our Service Department will help you to get started and will gladly supply you with advertising literature, Dealer-helps and display material. Special selling plans are outlined for individual requirements without cost.

Write Today
For Catalog and Details

Type M-28
This reproducer, when applied to any old or new phonograph, will change your mind of all you thought about the reproduction of records. Every note is faithfully reproduced. No longer is recorded music indistinct and unreal.
Price Finished in Nickel ....................... $5.90
Gold or Oxidized .............................. 9.90

Willett Patented Diaphragm
This scientifically developed pure aluminum diaphragm, with its spring bronze spider, securely riveted at three points, is covered by the Willett patent.

THE GOLDEN SUN CO.
2829-31 Grand Avenue
Louisville, Ky.
Herbert H. Frost Elected Vice-President Federal-Brandes, Inc.

The election of Major Herbert H. Frost as vice-president of Federal-Brandes, Inc., an organization representing two of the oldest radio firms in the country and rapidly increasing in prominence through Kolster radio products and affiliations with the Columbia Graphophone Co. and Postal Telegraph, brings to light the story of remarkable progress made by a young lad who left a small Alabama town fourteen years ago to seek his fortune, and arrived in Chicago with $2 and a telescope suitcase filled with home-made clothing.

His rise in a short time from the obscurity of a poor unknown stranger looking for a job to the vice-presidency of a $10,000,000 corporation, in charge of marketing its products over the entire country, is a story of business-marked by a series of frequent upward steps.

Herbert Frost was born on a Dakota ranch. He began his travels early. When only three weeks old he went to Nashville, Tenn., with his family to make his home. There he attended the public schools. His family moved to Huntsville, Ala., and he took up the study of electrical engineering at Butler Institute.

It was in 1914 that he began his business career by leaving the Alabama home and striking out to Chicago. His first job was with the Illinois Public Service Co. A year later he became electrical buyer for Sears, Roebuck & Co. In 1916 he saw army service on the Mexican border as a cavalry officer. When war was declared in 1917 he immediately joined the Signal Corps. His ability was recognized and he was made a captain, assigned to radio research work in France. Frost was especially charged with testing and analyzing radio equipment captured from the German army. He prepared a "Manual for Radio Companies of the Signal Corps," which became recognized as standard army practice.

At the close of the war he was awarded a majority in the reserve corps. He is now vice-president of the American Signal Corps Association and an active member of the U. S. Cavalry Association.

Soon after his return to civilian life he organized the firm of Herbert H. Frost, Inc., for the manufacture of wireless apparatus, and he was one of the few exhibitors in the first wireless exhibit in Chicago, held at the Broadway Armony, in the Fall of 1921.

With a few other Chicago manufacturers he organized the Radio Manufacturers' Association in 1922, and was made its first president. The aim of the group was "to promote the best interests of the radio trade and listening public by the enforcement of higher standards in radio manufacture, the elimination of unfair and dishonest merchandising practices, and the establishment and maintenance of fair price levels." These were Major Frost's ideals and he has been fighting for them ever since. To-day the RMA is a real power in the industry.

When in 1925 Congress threatened to tax radio apparatus, Major Frost took a leading part in the opposition, leading the protests of the RMA and of thousands of radio fans.

The City of Chicago called upon Major Frost to represent it as a member of Hoover's Radio Conference at Washington, and as a member of the Mayor's Radio Committee in Chicago in 1923 and 1924, where he helped bring about the radio reforms. When the Dill and White bills clashed in Congress in trying to solve the tangled of Federal control over broadcasting, Major Frost as a representative of the RMA, was influential in bringing about a compromise which was favorably reported by the Congressional committee.

At the First Radio World's Fair, in New York, in 1924, he was awarded a trophy for the year's greatest development in loud-speakers construction. He had produced a horn with a die-cast aluminum throat and a molded bakelite bell, the first time that bakelite had been used in loud-speaker construction.

As the next step into greater prominence he accepted the Eastern sales management of E. Cunningham, Inc., makers of radio tubes. Now, after a successful year selling Cunningham tubes, his ability has been further recognized, and he has accepted the office of vice-president of Federal-Brandes, Inc.

Major Herbert H. Frost is president of Federal-Brandes, Inc. He will have supervision of the merchandising division. Hobbies? Yes, he has them. One is a collection of vacuum tubes dating back to the two-element Fleming valve and including the developments of every nation up to the present time. Another collection is of military weapons, beginning with the fifteenth century. Among his favorite sports are hunting and fishing in different parts of the country, and especially stalking big game. A mountain lion hunt is one of his favorite vacation trips.

He is a member of the Kenilworth Riding Club, Lake Shore Athletic Club in Chicago, the Sons of the American Revolution, the U. S. Cavalry Association and the American Signal Corps Association. He is an associate member of the Institute of Electrical Engineers and still continues his duties as committee chairman for the RMA. He has been chairman of the speakers' committee of the Radio Industries Banquet for three years, and he is in charge of the National Radio Trade Show held in Chicago early each Summer.
Localized for Economy
In your Packing and Shipping

BEFORE your product can leave your factory it must be packed to reach its last destination in perfect condition. The successful packaging of thousands of products for shipment requires a service that can be furnished only by specialists backed by long experience, ample manufacturing facilities and adequate financial resources. H & D have kept faith and pace with the shipping demands of modern business. Their facilities have expanded with the growth of the industries they serve.

Through the amalgamation of H & D with Thompson & Norris and J. M. Raffel Companies there are now 28 factories and mills grouped in twenty plants and located at 15 strategic points throughout the United States and Canada.

The twenty plants of H & D are located to bring a source of box supply nearer to your factory. This results in reduced transportation cost, a considerable saving in money and a faster delivery service.

THE HINDE & DAUCH PAPER CO. - 280 Decatur St. Sandusky, Ohio
OFFICES IN PRINCIPAL CITIES
Radio Corp.'s Gross Income Was $65,082,074.48 in 1927


Gross income from operations of $65,082,074.48 and net income of $11,799,650.28 for the year 1927 were shown in the annual report of the Radio Corp. of America recently made public. Of the net income from operations, $2,371,330 has been set aside as reserve for Federal income taxes and amortization of patents, and $950,000 as general reserve and as reserve against foreign investments and for the employees' pension fund, leaving a net sum of $8,478,320 to be transferred to surplus account.

The report shows that current assets have increased $6,595,185 and exceed current liabilities by $22,469,297; the ratio of current assets to current liabilities being slightly more than 3 to 1. The corporation has no bonded debt or notes outstanding. Plant and equipment, less reserves amounting to $7,683,634, now stands at $6,541,612. This is after the provision of a special additional reserve of $4,500,000 for this year out of surplus account. The reserve for amortization of patents, after charging off patents expired and an additional reserve of $1,000,000 provided out of surplus account, amounts to $7,155,641, reducing the book value of the patents to $5,515,432. The policy of the partly owned subsidiaries of the corporation, the report declared, is to avoid either the accumulation of an excessive surplus or the payment of excessive dividends.

The conspicuous radio development of the year has been direct, high-speed transmission by low-power, short-wave installations, according to the report, now in operation on several circuits.

The granting of licenses under the tuned radio frequency patents of the Radio Corp. to twenty-five manufacturers of radio receiving sets has done much to stabilize the radio industry and to put it on a sound and permanent basis, the report points out. No licenses have been granted under the superheterodyne patents, the exclusive right to produce and sell this type of receiver having been retained by the RCA.

The two outstanding achievements of the year in the merchandise sales field were the introduction of the new G. Radiostron, the filament of which operate from the alternating electric current, and the Radiola Model 17, operating directly from the electric light circuit without accumulators. The report states that these products met with an active public demand.

It is stated that the regulations of the Federal Radio Commission have materially improved the reception of broadcasting in all sections of the country, and this has a marked stimulating effect upon the radio industry.

In the field of international communication the year 1927 witnessed a substantial enlargement of the world-wide facilities of the Radio Corp., according to the report. New direct radio services were inaugurated with a number of foreign countries and additional radio circuits, it is expected, will be established in 1928. In the marine field, RCA extended its activities and completed its program of converting radio apparatus from ship-spark transmitters to vacuum tube continuous-wave apparatus, thereby reducing interference to radio broadcasting and greatly increasing the range of marine communication.

A substantial stock interest was acquired in the FBO Pictures Corp., in connection with RCA's development of a system for the recording and reproduction of sound in synchronization with motion pictures.

The report mentions the death of two directors, Honorable John W. Griggs and General Guy E. Trigg in 1927, and states that Paul D. Cravath, Cornelius N. Bliss, David Sarnoff and James R. Sheffield were elected to the board.

Gulbransen Co. Has Two New Directors

John S. Gorman Elected to Vice-Presidency and Directorate—Walter Kiehn, Ad Manager, Is Also Made a Director

At a special meeting of stockholders and directors of the Gulbransen Co., Chicago, held Tuesday, February 21, the number of directors was increased from seven to nine and one additional vice-president was elected. John S. Gorman, sales manager, was elected to the newly created office of vice-president and also as a director. Walter Kiehn, advertising manager, is the other new director. President A. G. Gulbransen, commenting on the moves, stated that they reflect the aggressive merchandising policy of the company, which will be along even more vigorous lines than in past years.

"With the greater resistance that is being encountered by the selling end of business in every line," said Mr. Gulbransen, "it is increasingly important that the selling and advertising divisions have proper representation in the official family of the company." Mr. Gorman has been engaged in a very extensive survey of the retail piano situation, and under his direction the Gulbransen wholesale salesmen are carrying forward the policies of the company. Mr. Kiehn has been advertising manager of the company for the past eight years, and under his direction this department of the business has extended into the many different ramifications of a modern advertising department, and to-day covers the entire range of wholesale and retail advertising activity.

Another matter of business concluded at the special meeting was the taking over of the Gulbransen Music Roll Corp., a New York company, by the Gulbransen Co. This legally carries out the action of the company, announced some time ago, in moving the business roll business to the Chicago factory. The manufacturing, purchasing, selling, advertising, credit and other departments of the roll business have been assumed by the various departments of the Gulbransen Co.

Prominent Dealers Add Freshman Line

Grinnell Bros., Detroit; Jordan Piano Co. and Kitts Piano Co., Washington, and Burhume Co., Norfolk, Franchised

A number of prominent music houses have been added to the imposing roster of Freshman authorized dealers, which is being organized by Charles Freshman Co., Inc., New York, under direction of Harry A. Beach, sales manager. Grinnell Bros., Detroit, Mich., well-known Victor distributors and one of the larger retailers of radio and musical instruments in that section of the country, operating twenty-eight stores, have taken on the complete Freshman Electric line. Mr. Beach closed the details of this transaction personally on a recent trip to Detroit. Among other houses of prominence which have become Freshman dealers are the Arthur Jordan Piano Co., Wash.; Homer Kitts Piano Co., Wash., D. C., and Burhume Co., Norfolk, Va.

Columbia Phonograph Co. Adds to Space

The Columbia Phonograph Co., New York City, has, in the past year, added floor space equivalent to an entire floor to its executive offices at 1339 Broadway. Recent enlargements of the research, general sales, distribution, sales promotion, advertising and export departments have brought the space occupied to a total of five floors in the Manufacturers Trust Co. Building on Columbus Circle, overlooking Central Park.

Harry Roehn has joined the sales staff of the Hollywood Phonograph Shop, which is located in Hollywood, Cal.

Exclusive Features

which will increase the sales value of your phonographs are incorporated in the superior line of

KRASCO silent MOVIE

Krasco Phonograph Motor Co.
Elkhart, Indiana, U. S. A.
The Talking Machine World, New York, March, 1928

Wasmuth-Goodrich Company plant, Peru, Indiana, now in production on the new perfected line of Wasmuth-Goodrich Radio Cabinets

Announcing
THE APPOINTMENT OF

Symphonic Sales Corporation
AS NATIONAL SALES REPRESENTATIVE FOR

Wasmuth-Goodrich
Radio Cabinets

A new and highly perfected line of Radio Cabinets, manufactured by this Company, is being put upon the market by the Symphonic Sales Corporation.

The line, especially adapted for A.C. operated receivers, will include a wide variety of modern styles of distinguished beauty and rich finish and will strike a distinctly new note in cabinet construction.

R. C. A. 100-A Speakers will be used as standard equipment.

We feel that the high standards which have governed the operations of this Company in the past, coupled with the merchandising experience and integrity of the executives of the Symphonic Sales Corporation, will prove a double guarantee of Radio Cabinet Service to the Radio Industry.

EARL V. HUGHES
Secretary and General Manager
Wasmuth-Goodrich Co.
Peru, Indiana

Wholesalers of proved standing are invited to write us for details of this profit-promoting merchandising plan. The coupon is for your convenience.

LAMBERT FRIEDL
President
SYMPHONIC SALES CORPORATION
370 Seventh Avenue
New York

E. H. McCARTHY
Vice-President

SYMPHONIC SALES CORPORATION
370 SEVENTH AVENUE, NEW YORK
Please give us full information on Wasmuth-Goodrich Radio Cabinets and your cooperation with jobber and dealer.

Name

Address

City
No annoying hum-m-m-m-m-m

Improved Johnson-Gordon Motor
Guaranteed Quiet for electric reproduction

Now is announced a development of great importance to all manufacturers of radio-phonograph combinations, as well as to makers of phonographs:

An improved electric motor that will not hum-m-m-m-m when used in machines having electrical reproduction and amplification; a quiet motor that briskly goes about its job of driving the turntable without fuss or "interference," a fool-proof and almost care-proof motor that serves well and lasts long. All proved, not only by laboratory tests, but by actual performance in the homes of thousands of users.

Every manufacturing precaution and craftsman's precision make the Improved Johnson-Gordon Motor sweet-running and dependable. It is a quality job clear through—and looks it.

The motor is universal, operating on either DC or AC (25 and 60 cycles), with high starting torque that gives correct turntable speed from the second the switch is turned on, with a wonderful governor that insures absolutely no change or variation in turntable r. p. m. even when the line voltage fluctuates.

As illustrated, the motor is supplied complete with turntable, speed regulator, and automatic stop. Write for detailed specifications, prices, and discounts.

NOTE: We are now in position to furnish turntables for all types of electric-drive motors. Manufacturers are invited to investigate the facilities of our turntable department.

SAAL COMPANY
1800 MONTROSE AVENUE, CHICAGO, ILL.
PERFECTLY formed notes, unblemished, natural—anywhere in the complete tonal range—now are re-created for you through the new Utah Piano Speaker. Whether from voice or instrument, you hear them in all their full, rich beauty. It is this realism—this fidelity to original tone values, that you get from the sounding board of your piano. No horn nor other speaker needed. Easily installed without danger to piano. Sold by all better dealers!

UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., CHICAGO
ANNOUNCING

Improved 1928 Model of Trav-ler

The Original "ONE-MAN"
Portable Radio

The Trav-ler has already created a new standard in portable radio receivers and is universally accepted by the trade as a profitable item. With its new features and our sound merchandising policy the Trav-ler Portable Radio will go over even bigger in 1928 as an all-season seller.

Old Features in NEW Model

Weighs only 231/2 pounds * * All in one small case—loop aerial, 5 tubes, batteries, loud speaker * * Standard parts * * Sweet tone—strong volume.

New Features

Improved appearance—rounded corners—beautiful black and gold color scheme * * Jones plug—permitting use of Trav-ler with larger batteries or eliminator * * Special attachment—permitting use of either the Trav-ler’s loop aerial or antenna and ground * * Rearranged construction eliminates service * * Lower price.

Write for complete information about the Trav-ler Portable Radio. Trav-ler Manufacturing Corporation, Dept. L., 5401 North Halsted Street, Chicago.

NOW only $57.50 without tubes and batteries, east of Rockies

$60.00, west of Rockies

Trav-ler Manufacturing Corporation, 5401 N. Halsted St., Dept. L., Chicago, Ill.

Please send me complete information about the Trav-ler Portable Radio Receiver.

Name_________________________Business concern_________________________

Address______________________My jobber’s name and address_________________________

Trav-ler Portable Radio
Talking Machine and Radio Sales in Milwaukee Area Show Increase

Expensive Type Instruments in Greatest Demand—Wisconsin Radio Trade Association Seeking a Suitable Slogan—Sparton Dealers Hold Meeting

MILWAUKEE, Wis., March 6—Unit sales on the Victor machine are showing up splendidly at this time at the Badger Talking Machine Co., according to Mr. Goldsmith. Mr. Goldsmith reports that volume, too, is keeping up nicely, and that altogether business on talking machines is quite good for this time of the year. The tendency in machines, as well as in radios, is toward the better type of instrument, according to Mr. Goldsmith. Victor model 1070 is being featured successfully in this city. Mr. O'Neill, manager of the Badger Talking Machine Co., has made a special play for this business some time ago. There have been a number of them sold, and each sale has helped to advertise the machine, as they are nearly always prominently displayed and featured by the small moving picture houses in outlying sections.

The Standard Radio Co., of Milwaukee, equaled its total January sales by the middle of February on AC radio sets, according to I. R. Withuhn, secretary of the concern. Business at the George C. Beckwith Co., Milwaukee distributor of Federal and Mohawk radios, has picked up during the past week, according to G. K. Purdy, of that concern. Mr. Purdy believes that the additional spurt is largely because of the new Federal merchandising plan which seems to be taking exceptionally well with the trade. There has also been quite an increase in Mohawk sales since the decrease in prices, Mr. Purdy states.

The Interstate Sales Co. finds business "going very nicely," according to Richard Zinke, manager of the concern. The company has taken on the agency for the Slagle radio in addition to the Fred-Eismann and Bosch sets.

Radio dealers of Milwaukee who belong to the Wisconsin Radio Trade Association are taking part in the slogan contest of the Association offering $1,925 in prizes for the best slogan on radio. Music houses featuring radio sets are also in on the contest.

Harry Goldsmith, of the Badger Talking Machine Co., is sponsoring a contest among members of the Victor Record Girls' Club, to see who can sell the most Victor Herbert albums. Miss Lela Hepp has been put in charge of the foreign record department of the Boston Store, and reports fine results.

The Neatrowound Radio Mfg. Co. has just established a service station in Milwaukee, which will serve as headquarters for Wisconsin. Herman Sinalko, of Chicago, is in charge.

Two new Fada receivers were heralded loudly at a meeting of State dealers here in the show-rooms of the Shabolt-Boyd Co., Wisconsin Fada distributor. The sets are the new six and seven-tube AC receivers. Besides an address by R. S. Kundson, factory representative, vaudville and other entertainment followed.

At a meeting of the Spartan dealers of Wis-consin recently L. Gruen, of the sales depart-ment of the Sparks-Withington Co., Jackson, Mich., and F. J. Davey, service manager of the same company, addressed more than 100 mer-chanists present. The meeting was held under the auspices of the J. J. Dougherty Co.

James Miller, of the Victor Talking Machine Co., foreign department, has been spending some time at the Badger Talking Machine Co., local Victim jobber, looking over the foreign accounts. Lee Smith, of the Victor Talking Machine Co., Chicago district, has also been spending some time with the Badger concern looking over the accounts carried by the company in the colored section of the city.

Ralph O'Neill and Walter J. Reiss have opened up a new business in Milwaukee to be known as the Tower Radio & Electric Co.

Re-elected for the third time, despite his protests, Harold J. Wripe, of St. Louis, again took the chair as president of the Federated Radio Trade Association, following the annual convention held here February 14 and 15.

Art Gillham Makes Continuity Record

Art Gillham's recent double-disc record for Columbia entitled "So Tired" and "You'd Rather Forget Than Forgive" is the first in stand, Gillham claims, of putting out a continuous record with separate titles for the individual sides. "Two Black Crows" Parts 1, 2, 3, 4, 5 and 6 are familiar to the public, but Art's stunt is new. His two selections form parts of a continued story of a jilted lover.

Radio Corp.'s Purpose Stated at Hearing

Declaring that the Radio Corp. of America was organized with the sole purpose and intention of creating and stimulating trade in the radio industry, as opposed to the claim that it operates as a trust and in restraint of trade, Colonel Manton Davis, general attorney for the Radio Corp., recently appeared before the Patent Committee of the Senate in connection with its hearing on a bill recently introduced, which would declare void the patents held by corporations found to be operating in restraint of trade or in violation of anti-trust laws.

Jewell Electrical Instrument Co.
1650 Walnut St., Chicago
"28 Years Making Good Instruments"
Carryola Appoints a Service Manager

W. H. Meneilley Joins Manufacturer of Popular Line of Portable Phonographs to Handle Sales Service Problems

W. H. Meneilley has recently joined the Carryola Co. of America, at its home office in Milwaukee, in the capacity of service manager.

Howard Baker Joins American Bosch Corp.

Well-Known Executive, Music Industry, Now Assistant to Frank V. Goodman, General Sales Manager, Radio Division

Howard Baker, who has been associated with the music industry for many years, has been appointed assistant to Frank V. Goodman, who

Columbia to Observe Schubert’s Concert

The only concert which Franz Schubert gave in his lifetime will be duplicated and broadcast one hundred years after its performance during the Columbia Phonograph Co. Hour on March 21, 10 to 11 p.m., from station WOR to the seventeen stations of the Columbia Broadcasting System. It was during the last week in March, 1828, at the Musikverein, Vienna, that Schubert gave the recital of his own works. In commemoration of this concert and to inaugurate the Schubert Centennial the program will be broadcast over the country. The order in which Schubert arranged his concert one hundred years ago will be substantially followed in the radio concert sponsored by the Columbia Co.

Dr. John H. Finley, educator and editor, will deliver an address upon the significance of Schubert’s work for the world to-day. The artists participating will include the Columbia Symphony Orchestra, conducted by Robert Hood Bowers; the Malkin Trio, comprising Jacques Malkin, violin; Manfred Malkin, piano, and Josef Malkin, 'cello, and Charles Harrison, tenor.

Radio Cabinets

by

UDELL

A beautiful new 32 page catalog illustrating and describing the greatest line of Radio Cabinets in the country is ready.

Cabinets and Tables for Radiola 17 and Atwater Kent 37.

Write for your copy today.

The UDELL WORKS

28th St. at Barnes Ave.

Indianapolis, Ind.

Howard Baker

recently joined the American Bosch Magneto Corp., as general sales manager of the radio division. His new connection enables Mr. Baker to continue a close association with Mr. Goodman, who began in the Sonora Phonograph Co., when the latter was general sales manager of the Sonora organization and Mr. Baker was his assistant.

Mr. Baker joined the Sonora Phonograph Co. in 1923 as manager of the Brooklyn, N. Y., office and was appointed district sales manager in the Eastern territory in 1926. The following year he became assistant to Mr. Goodman, who had been appointed general sales manager. Prior to his affiliation with Sonora, Mr. Baker was with the Columbia Phonograph Co. for eight years, engaged in selling activities in various territories.

Mr. Baker brings to the American Bosch Magneto Corp., a wide and thorough experience in sales and merchandising, and an intimate acquaintance with distributors and dealers which particularly fits him for his new responsibilities. He is now on a trip to Chicago and other Middle Western centers.

Fitzgerald Profits From Billboard Ads

Los Angeles Brunswick Dealer Places Attractive Billboards at Prominent Spots on All Roads Leading to the City

The Fitzgerald Music Co., Brunswick dealer of Los Angeles, directs the attention of tourists and pedestrians to the store at 727 Hill street, by the use of large billboards, displaying a Brunswick Panatropic, at the most prominent spots on all roads leading into and out of Los Angeles. The signs are of the utmost simplicity, and yet tell their story in the thousands of passers-by. This type of publicity has been found very effective.

No. 7401-16. With Newcombe-Hawley horn, 35 inch air column and panel cut for Radiola 16.

The Remarkable Electro-Phonic Needles are the Fastest Sellers in the Industry!

Biggest Phonograph Needle Improvement in Years

"Electro-Phonic" Needles are made especially for playing the new electrical records. Made of specially tempered composition, they carry the tremendous volume of electrically recorded records without the slightest suggestion of a blast or shiver.

"Electro-Phonic" Needles produce a full, rich tone. They play the highest or lowest tones of the reproducing scale exactly as they are sung or played.

"Electro-Phonic" Needles fill an overwhelming public demand for new needles for the new records. That's why "Electro-Phonic" Needles are a sensation—the fastest selling needle on the market.

Electro-Phonic Needles Sell Themselves on This Beautiful Revolving Display Stand

The Revolving "Electro-Phonic" Needle Display Stand keeps these needles before the eyes of the public. It is a permanent sales stimulator—the finest needle display stand ever offered to the music trades. Revolves. Made of attractively colored heavy metal. Very compact—occupies only 5 inches of counter space. Measures 16¾ inches high, 4¾ inches wide, 4¼ inches deep. Each stand contains complete assortment of three tones. Electro-Phonic Needles are packed in envelopes (50 needles), each envelope in a separate box, differently colored for each tone.

LOUD—EXTRA LOUD—MEDIUM

Refill Cartons of 100 Pkgs.
$5.00 PER CARTON

Complete Stand Outfit
$6.00 Retail Value
$15.00

JOBBERS! WRITE FOR PROPOSITION

ELECTRO-PHONIC NEEDLE COMPANY
06 SOUTH WABASH AVENUE
CHICAGO, ILLINOIS
C. B. Smith, Stewart-Warner
Head, Sees Stabilization Era

President of Stewart-Warner Speedometer Corp. Predicts Current Year Will Be One of Stabilization Similar to Former Motor Car Experience

C. B. Smith, president of the Stewart-Warner Speedometer Corp., predicts that the current year will be one of stabilization in the radio industry. He likens it to a period some years back in the motor car industry when an elimination of manufacturers took place that brought a number of the most aggressive companies with most acceptable products into the favor of the public while others not so efficiently organized passed out. Mr. Smith credits the invention and perfection of the AC radio set with this tendency toward standardization.

"The fundamentals in radio manufacturing are now firmly established," said Mr. Smith. "We have the two kinds of radio equipment for the home—one, the recent AC set and the other the so-called DC set. The AC set unquestionably, because of the spread of electric current throughout the country into many small towns as well as large centers, will continue in the ascendency. For farm areas and localities where the alternating current is not available, the so-called DC set will continue to be in demand."

"With the advent of electric current, unquestionably the AC set will be preferred to the exclusion of the DC set, because dependable volume, especially with the chain program so universally available, is both assured, and volume, of course, where it is easily controlled with the latest equipment in radio apparatus means the rendition of those notes and tones which were obscured in the older apparatus."

"Quite naturally, during the latter part of 1927 there was considerable chaos in radio. So many chains were made relative to the electrically operated set that the public became confused and the dealers, too, were left in a state of concern and wonder. At times it was almost impossible to differentiate between the real AC equipment and the sets equipped with the so-called eliminators. If the public will bear in mind that only the radio set is actually AC that is supplied with AC tubes designed and made for actual hook-up with the alternating current as against the other type tubes, there will be an understanding of the essential difference between these two products."

"With proper shielding, of course, DX reception is quite practical and enjoyable on AC sets, though the tendency today, whether a family resides in a large center or not, is to secure reception from one of the chain stations close at hand. Entertainment is thus assured without the disturbing influences that sometimes come with long distance hunting on the dial."

"Between the new radio industry and the motor car industry which is a veteran compared with the former, there is quite a parallel. Just a decade ago some 270 motor car manufacturers were competing for public favor. Both in New York and Chicago it was necessary to engage more than one building in order to provide exhibition space for these contending manufacturers. The number of motor car makers in that short period of time has shrunk from 270 to 34 on exhibition in the Grand Central Palace, N. Y., and the Convention, Chicago."

"Following the history of the motor car industry, and for that matter the life line of all great manufacturing enterprises, the number of radio set makers will drop sharply from year to year with the inevitable result that there will be a percentage in five years of the present manufacturers engaged in the radio business. More and more sets from year to year will be sold, but they will bear the names of fewer manufacturers, just as the history of the motor car industry has demonstrated."

"It is of vital importance, therefore, that wholesale and retail dealers in radio should make certain that their source of supply will be dependable and among the survivors five to ten years from the present time. It is our counsel, therefore, that dealers considering making of radio to sell to the public be certain that the manufacturer measures up to certain reasonable expectations."

"It is the responsibility of the dealer to the public he serves that the manufactured article must carry with it a history of quality production in this or allied lines, together with a definite assurance that safe and sane policies will be pursued in the years to come. Only those manufacturers, therefore, that are financially and productively sound should be considered by dealers who hope to be a factor in the distribution of radio sets."

"In all new industries there has been a period of chaos and this was precisely the condition in 1927, but with the fundamentals established, it is certain that this year will mark a period of standardization that will make for real permanency in the youngest and most interesting field of manufacturing."

Jobber Exhibits at South Florida Fair

One entire building was devoted to radio exhibits at the South Florida Fair held in Tampa.

Florida Elec. Supply Co.'s Exhibit from January 31 to February 11. Southern business enterprise is reflected in the booth of the Florida Electric Supply Co., pictured here with. This company is said to cover Florida "like the sunshine" in its distribution of radio products, including RCA products and the Newcombe-Hawley long-air column reproducers. Factory representatives from Newcombe-Hawley, Inc., and the Radio Corp. of America assisted at the exhibit shown above and, according to reports, enthusiastic public acceptance was the answer to this display.

Suggest "Home Night" During Music Week

A new feature for Music Week, which is being nationally observed during the period from May 6 to 12, is being suggested in "Home Night," the activities of which may include group singing, family instrumental, the learning of new instruments, the inviting of neighbors to listening hours over the radio, the interchange of records for special phonograph programs, musical games, simplified music memory contests and a number of other interesting ways in which to enjoy music.
The New SONORA Building
is set on Musical Row
50 West 57th St.

Sonora's general headquarters are now placed in a commanding building close to Fifth Avenue on 57th Street, that wide and beautiful thoroughfare upon which are gathered so many historic and famous names of the musical trades.

Steinway Hall is but a few steps away. The new Ampico Building is almost directly opposite. Sohmer, Chickering and others are clustered close around and that famous scene of so many musical triumphs—Carnegie Hall—is within a stone's throw.

This new Sonora Building is just one more step in the accomplishment of the Sonora plans. It is another pledge of the pre-eminent position Sonora is about to assume in the radio and phonograph field.

The Sonora developments are far-reaching. New products ... new performance ... new men ... new policies. Every day brings nearer the accomplishment of achievements that are in the making.

The music trades expect—and rightly—great things of Sonora. The closely guarded new products and new plans have inspired a tidal wave of fantastic rumors and conjectures. Yet these rumors are no more extraordinary or revolutionary than the new facts will prove when the time is ripe to reveal them.

If you are a Sonora dealer already, keep steadily behind Sonora's present line—seven of the finest A.C. radio models on the market—the largest, finest and most complete A.C. line of 1928—the Sonora Phonograph, one of the world's greatest instruments set in the most beautiful cases ever produced.

You still have time to take part in Sonora's new sales' promotion program for radio and earn Sonora's new and generous discounts on many a sale. Plenty of time, too, to get your decks stripped for action when Sonora's revolutionary new products shall be ready.

If you are not yet a Sonora dealer, register your desire as soon as possible. An avalanche of requests for information and franchises already is pouring in. Preference will necessarily be given in the distribution of new machines to established Sonora dealers when the new products appear upon the market.

This new building, dedicated to a standard of musical excellence in radios and phonographs which has never before been achieved, stands as a pledge of the position that Sonora is to assume in the musical trades. For the new Sonora will most profoundly affect the business and the financial success of every dealer in the land. Your business will be affected. You cannot help that—neither can we.

But you can request further information and so be ready for the greatest forward step ever made in the reproduction of music. Address applications to the Sonora Co., 50 West 57th Street, New York, 64 East Jackson Blvd., Chicago, or 63 Minna Street, San Francisco.
Talking Machine Sales Normal—Radio Demand Brisk in Pittsburgh

Esenbe Co., Atwater Kent Jobber, Is Host to 150 Dealers—Thomas E. McCausland, Trade Veteran, Dead—Frederick Co. Store to Move May 1

PITTSBURGH, Pa., March 10—Talking machine sales are reported to be about normal, with sales of records much better than for the same period a year ago, while business in radio sets is very brisk.

Nearly 150 members of the dealers' organization associated with the Esenbe Co., local Atwater Kent distributor, were guests of the latter concern at a dinner meeting at the William Penn Hotel, when the details of a new Spring sales campaign were outlined. The speakers were A. A. Buehn, president, and H. M. Swartz, secretary-treasurer of the Esenbe Co., and Harry Humphries, special representative of the Pooley Cabinet Co.

Thomas E. McCausland, one of the best-known music dealers of Pittsburgh, engaged in the piano and talking machine trade here for more than thirty-five years, died at a local hospital on February 21 after a long illness.

Chas. M. Steff, Inc, Victor dealer, has announced that the local store at 819 Liberty Avenue will be discontinued very shortly, as the policy of the company heretofore has been to devote its business entirely to the wholesale trade.

D. L. Aaron, piano and talking machine dealer, will locate in his new place of business in the new Low-Penn Building, corner of Sixth street and Penn avenue, on March 10.

The Reliable Home Furnishing Co., Inc., 1213-1215 State street, Erie, Pa., has added the Atwater Kent radio line.

The Lake Erie Radio Service at 1304 State street, Erie, reports a brisk demand for the Spartan, Bosch and Freed-Eisemann radio sets.

The Joseph Horne Co., the last week of February, observed the seventy-ninth anniversary of the founding of the store.

With the close approach of Easter the local talking machine dealers are stressing the suitability of presenting as an Easter gift a talking machine and a number of records. Brunswick, Columbia, Victrola, Edison and Edison dealers are circulating their patrons.

The W. F. Frederick Piano Co., Victor distributor and dealer, is to move to a new location about May 1, according to E. B. Hyser, vice-president of the company. The firm is the owner of a large business building on Liberty Avenue, but will not be able to obtain possession of it for a year.

In the meantime an effort is being made to obtain a suitable location in the downtown section.

I. Goldsmith, president and general manager of the Player-Tone Talking Machine Co., with offices and salesrooms at 632 Grant street, reports a decided increase in business last month, with the outlook for Spring sales of the Player-Tone line as "exceptionally good."

Fifteen popular-selling models, consoles, consoles, and uprights, are manufactured and distributed to practically every State in the Union. A number of these models are equipped with a motor that has a playing capacity of five records.

Trade Activities in Cincinnati District

Increase in Demand for All Lines Creates Optimism Throughout the Territory

CINCINNATI, O., March 8—Talking machine dealers in the city and suburbs report a substantial increase in the demand in the past two weeks and state that sales are at a higher level than they were in the corresponding period of last year, good reason for optimism.

The store of the George F. Gross Co., has been rearranged under the direction of Carl J. Rist, who recently became manager of the business, in order to display the different lines to better advantage. Besides rearranging the Gross store, Manager Rist has entirely reorganized the sales department, eliminating men who could not or did not produce business, and adding a number of new men.

Among the changes just made by the Stark Piano Co. is the removal of its record and roll department to the third floor of its building.

where it has installed a number of fine booths for demonstration purposes. In this store there are two separate talking machine stores, and the Stair controlling the Gennett line, and Biddle's Brunswick Shop, which has the Brunswick line and the RCA radio.

The C. H. DeVine Co., dealer in pianos and talking machines, which occupied a portion of the second floor of the Stark Piano Sales Corp. Building, has retired from business.

The William R. Grant Co. has resumed the sale of talking machines and is now energetically advertising the Columbia-Kolster electric reproducing line of instruments.

"Put me down as a most decided optimist," said Morris Fante, head of the M. W. Fante Co. "At the end of our fiscal year, March 1, the closing of our books showed that we had done two and one-half times as much business as in the previous year. We are making plans to open some new lines, and expect to develop the business in the future."

A recent visitor to the Fante establishment was Don Allen, who was in the city in the interest of the Allen-Hough Mfg. Co., of New York City, maker of portable phonographs.

A voluntary petition in bankruptcy has been filed by the U. S. Court by C. L. Mulliniks, who formerly did business as the National Record Shop. Assets are placed at $150 and liabilities are stated to be $1,661.

"Just now the demand for portables is exceptionally good, it being so great that we find it difficult to supply the demand," stated H. H. Sellers, assistant to E. D. Daulton, local Brunswick branch manager, "a Valencia console, which has been offered at a new price, is also moving rapidly, and the more expensive models and combinations are moving well."

At the local branch of the Columbia Phonograph Co. it was reported by Miss Rose Helberg, manager, that they are having a truly wonderful demand for the new Columbia-Kolster electric reproducing machine. Records, it was stated, are moving exceptionally well.

"The Victor 420 continues to be in good demand, and all of our line is moving well, especially the more expensive instruments," said C. H. North, vice-president of the Ohio Talking Machine Co. "Records are in fine demand, and business seems to be on the up-grade."

F. D. Williams on an Extensive Tour

Fred D. Williams, president of the Dubilier Condenser Corp., is on an extensive tour, visiting many sections of the United States, from the Atlantic to the Pacific. The main purpose of the tour is to study radio conditions with a view to gauging the growing interest in socket-power operation and preparing for the condenser requirements of the near future. Mr. Williams will be away from his desk for at least a month and a half on the present tour.

William Dubilier, who needs no introduction to the radio industry, is at present in Europe on his usual annual trip. Mr. Dubilier is studying the radio situation in all the European countries, and, as usual, it is expected he will return with many ideas, observations and samples of what European radio men are doing.

After every European visit Mr. Dubilier's laboratory is virtually a museum of international radio affairs. He generally returns with various types of radio receivers, loud speakers, tubes and other devices, which he takes pleasure in demonstrating and comparing with our American equipment.

Opens New Offices

The Doehler Die Casting Co. has rented the entire seventh floor and cellar, 300 West Forty-second Street, New York City, for executive offices. The present offices of the company are in Brooklyn.

CHECK these FEATURES!

- No Separate Center Tap Device Necessary.
- "B" Eliminator Plug-In.
- Wire to Panel Switch.
- Absolutely Correct Voltage.
- Compact Size.
- and you'll choose the

KARAS A-C-FORMER

to CONVERT to AC!

Check these features—note the amazingly low price made possible by volume orders—and you will choose the KARAS A-C-FORMER to convert your customer's battery sets—and your own—to AC tube operation! Operates in conjunction with Carter, Ely and other makes of cable harness for 4, 5, 6 and 7 tube sets. No rewiring necessary.

Write for Complete Details to

KARAS ELECTRIC COMPANY, 4041C N. Rockwell St, Chicago
Here's Why the Junior Makes Any Portable Better—

The new improved Junior Motor is the smaller edition of the famous Flyer Motor. It is the ideal motor for smaller, lighter portable phonographs because—

Made Like a Watch

Every part is made of the finest materials, as precisely made and as carefully inspected as though it were for a fine watch. Gears are cut on special gear-hobbing machines. These machines make gears so much better, so much more true than has ever before been possible that large concerns in many lines are asking us to cut gears for them. This is cited only as an example—every part of the Junior is made with the same unusual care and precision.

Noiseless

Before it can come to you in a portable, a Junior must pass the Listening Test. It is run without a record, on a special sound box which magnifies any sound many times. If either of two experts can notice the slightest sound, the entire motor is rejected.

Exclusive Design

The Junior is the result of 12 years' experience in motor design and manufacture. Only the Junior (and its bigger brother, the Flyer) can offer the sturdy construction, the freedom from vibration and noise, the long life which these motors assure.

No wonder the great majority of all portables sold are equipped with Junior or Flyer Motors. Dealers know that these motors mean easier sales, more satisfied customers and no returns.

The General Industries Co.
ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

makers of precision products for a quarter of a century
Packard Music House Wins Victor Display Contest

Dealers From Coast to Coast Participated
—Emerson Piano Co. Awarded Second Prize

The window display contest conducted among its dealers by the Victor Talking Machine Co., in conjunction with the S. R. O. Red Seal record campaign was most successful, with entries received from dealers from coast to coast. Many of the dealers sent in two, three and even four entries. The high standard of excellence made the judging a difficult matter, but the first award was finally decided to have been won by the Packard Music Co., Fort Wayne, Ind., the window prepared by Miss Olga Wiesner, manager of the record department, being selected as best. This window, featuring the "Nutcracker Suite," while simple in construction, possessed the qualities that attracted attention and interest. The window is reproduced at the top of the page.

The cut-outs are characters from the child's fairy tale on which the composition is based. Miss Wiesner, in commenting on the window, wrote: "The window was composed of practically every color on the Musical Galaxy, carrying out the thought that 'Music has Color.' The background being of rose, gold and green satin cloth with base of gold. Silver ribbons running from the tone chamber of the Orthophonic Victrola to the black silhouettes were suggestive of the figures prancing from the A mammoth book in the center of the window contained the opening measures of both of the selections featured, together with appropriate sales messages.

The "Nutcracker Suite" was the subject of a lovely display which occupied the show window of Grinnell Bros., Detroit, Mich., and which won the fourth prize of $75. This display was submitted by Ralph W. E. Smith. The background had depth as does the scenery of a stage and figure crackers from the "Suite" were shown.

Novelty was the keynote of the display submitted by Kenneth Lord, of the Columbia Furniture Co., Inc., Richmond, Va., which was awarded the fifth prize of $50. This display, which is pictured here, contained an ingenious device for attracting attention. The Victrola was made of cardboard and behind its grille a turntable was placed with several of the Victor Red Seal posters arranged on it. A spotlight behind the posters brought them out prominently through the grille as the turntable revolved.


Columbia Furniture Co.'s Novel Exhibit manager, the Talking Machine Shop, Hagerstown, Md.; Louis Lobel, Schenectady, N. Y.; Emerson Piano House, Decatur, Ill.


New York State Convention in Syracuse

SYRACUSE, N. Y., February 27—Glenn L. Chesbro, secretary of the New York State Music Merchants' Association, announces that the annual meeting of that organization will be held in Syracuse on Tuesday and Wednesday, May 1 and 2. The officers of the Association are now working on the program, the details of which will soon be made public.

The Pittsburgh Transformer Co., Pittsburgh, Pa., has been taken over by the Allis-Chalmers Mfg. Co., of Milwaukee, Wis.
Millions of battery-operated sets need General Electric Chargers

The market for General Electric Chargers [called Tungars] is limited only by the number of battery-operated sets in use. Since this figure is well in the millions, the market for this profitable product is still large.

Show your prospect how easy it is to use Tungar. How he can have fully charged batteries always. No fuss or bother at all. It's easy and convenient.

Tungars are real profit builders. Once sold they stay sold. Every one you sell usually sells others for you.

Tungar-a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC
Co-operative National Publicity Needed in Radio, Says Harlan

Advertising Manager of Kellogg Switchboard & Supply Co. Makes Interesting Analysis of One of the Outstanding Needs of the Radio Industry

"During the past five years we have seen the rapid development and increasing use of group advertising. Some of these group or association campaigns have been notably successful, while others have been of little value to the industries which they were supposed to benefit," declared Mac Harlan, advertising manager of the Kellogg Switchboard & Supply Co., of Chicago, in an interesting analysis of the needs of the radio industry.

"Without doubt the outstanding co-operative advertising campaign has been that of the California Fruit Growers. Campaigns of the Lumber Association, the Brick Manufacturers, the Sauerkraut Makers, the Paint Manufacturers, the Oil Burner Industry, et al., have been more or less successful. Generally speaking, association advertising has proved very beneficial to the industries it has served.

"But none of these various associations have ever had a greater need for co-operative national advertising than has the radio industry at this time. Right now the public of the nation is hungry for facts about the radio business, especially the kind of facts that will give them confidence in their radio purchases.

"Radio manufacturers must remember that their chief competition does not come from other radio manufacturers. The whole radio industry is in competition with dozens of other industries for a share of the consumer's luxury dollar. Manufacturers of all luxuries and near-luxuries are giving radio manufacturers the stiffest kind of competition. Therefore, if radio manufacturers are to present a solid front in this battle for the consumer's luxury dollar, it is high time that they get into co-operative advertising action. Certainly much good will result from radio association advertising, provided it is intelligently planned and efficiently administered.

"In the beginning any industry having as wide a popular appeal as radio finds the demand greater than can be supplied. No outstanding sales ability is required to satisfy this spontaneous demand. The chief problem of producers is to keep up with orders. In the radio industry it is safe to assume that by this time the 'spontaneous' demand has been practically satisfied. So producers are planning more intensive selling which, of course, includes more and better advertising. Such intensive sales and advertising effort necessarily must be directed toward that group of radio prospects whose desire for radio is lukewarm, or who may even be opposed to the use of radio in their homes. This group of radio prospects represents a vast section of the market. Most of the people in this group are ultra conservative in their purchases. They are the ones who never try anything when it is new.

"Most of the people in such a group are confused by the various claims of radio manufacturers. Their natural conservatism is heightened because of this confusion, so they do not buy. A campaign of association advertising setting forth, in a straightforward manner, the benefits of radio will do more to sell this group than all the advertising of individual manufacturers put together.

"In addition to advertising the benefits of owning a radio set, there is a real opportunity for broadcasters to advertise their outstanding programs. Since the success of both broadcasters and set manufacturers is interdependent, it is logical to suggest that any campaign of group advertising should be financed by both. So it may be advisable for radio manufacturers and leading broadcasters to get together. We suggest a combination of the brains and resources of these two groups for the purpose of financing a campaign of national advertising to include national magazines, newspapers and various outdoor media."

New Freed-Eisemann Jobbers Appointed

D. W. May, Inc., Newark; Horrock-Ib-botsen Co., Utica, and Barrett Electric Supply Co., St. Louis, Feature Line

Three prominent distributors were recently added to the Freed-Eisemann merchandising organization, according to an announcement by Arthur Freed, vice-president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y. They are D. W. May, Inc., Inez, Nev., N. J.; the Horrock-Ib-botsen Co., Utica, N. Y., and the Barrett Electric Supply Co., St. Louis, Mo.

Freed-Eisemann production is being maintained on a large scale. Mr. Freed states, since the introduction of the new AC and DC and 25-cycle electric sets. It is said that the Freed-Eisemann dealer organization is constantly expanding and sales prospects for 1926 are very encouraging.

Vern Calder, formerly with the Daynes-Beebe Music Co., Salt Lake City, Utah, has joined the sales staff of the Consolidated Music Co. of the same city.

Bessie Brown Makes Brunswick Recording

"Cleveland's Queen of the Blues" Sings "Chloe" (the Song of the Swamp), Blues Number, for Brunswick Catalog

"Chloe" (the Song of the Swamp), an original blues number, was chosen as the first Brunswick record by Bessie Brown, "Cleveland's Queen of the Blues," because of the sensational success she has created with that number. Bessie Brown was discovered by one of the foremost American critics, George Davis, in "The Sixty Club," one of the exclusive night clubs of Cleveland, where she has scored tremendous success. The Brunswick record has been released as a special by the Brunswick Co.

Earle V. Hennecke, Inc., Is Organized

Earle V. Hennecke, Inc., has been organized in New York City to furnish sales and advertising counsel to manufacturers of radio, automotive and electrical products and to act as a sales organization handling distribution for several well-known manufacturers. In addition to these activities, it is announced that the company will develop its own manufacturing facilities and will shortly market a new form of phonograph of portable design.

The organization is headed by E. V. Hennecke, formerly vice-president and general manager of the Moto Meter Co., and a prominent figure in the Automotive Equipment Association and the Motor and Accessory Manufacturers' Association, as well as the National Hardware Association.

FOR YEARS THE JEWEL PRODUCTS
have been known to the trade for their quality, and the Jewel Reproducer No. 33 adds to their reputation.

This reproducer is the result of several years' experimental research and there are certain principles included in its construction which are not to be found in any other phonograph reproducer. The size and weight are scientifically correct to bring out all tones of the electrically recorded records with that wonderful solidity of tone which has great carrying power and eliminates the metallic twang and shrillness which some call volume. There is no jangling—distortion—no tin- canny noise—nothing but perfect harmony from the throb of the kettledrum to the high, treble tones of the violin and flute; every instrument is distinctly heard yet combined in one glorious, harmonious whole.

Prices: Nickel Plate, $7.50; Gold Plate, $8.50.

JEWEL PHONOPARTS CO.
510 N. Dearborn St.
CHICAGO, ILL.
YOU used to hear that radio’s “intensive selling season” ended just before the Christmas holidays.

The new Atwater Kent A.C. set has knocked this tradition into a cocked hat.

Introduced after Christmas, this set has caused more favorable talk and eager buying than anything else we have ever produced.

From week to week the demand has grown until we have had to increase production to more than 3,000 A.C. sets a day. By the middle of February we had made and sold more than 100,000.

**For spring and summer profits**

Dealers who push this phenomenal set—dealers who, through local advertising, tell people where to buy it and how good the broadcast programs are RIGHT NOW—and how good they will continue to be—should find their business this spring and summer the largest and most profitable they have ever known.

---

**Model 37**


$25 without tubes

---

**Model E Radio Speaker**

$24

Radio’s truest voice. All parts protected against moisture. Comes in a variety of beautiful color combinations.
New England Music-Radio Jobbers Report Increase in February Sales

Improvement in Both Talking Machine and Radio Sales Reported by Wholesalers and Retailers—Charles F. Shaw Is New Brunswick Branch Manager

Boston, Mass., March 7—Business throughout the New England field in talking machines showed something of an improvement in February and there is a renewed feeling that the Spring demand may be quite satisfactory. Jobbers are making a better report for the second month than they did for the first one of 1928, which is a good omen. Then there is the radio business, for which an encouraging word can properly be said, for this has taken quite a spurt during the past few weeks.

Kellogg Set Arouses Enthusiasm

Francis D. Pitts, head of the F. D. Pitts Co., who has just been out to Chicago, waxes most enthusiastic over the new Kellogg model which is to be ready in June. It is to be known as the Majestic. It is a three-tube set and will be shown in several patterns. The samples are expected here in about three weeks and already dealers are making inquiries about it. President Pitts reports that the February business in Kellogg goods was nearly 25 per cent higher than in the previous month.

Modernistic A. K. Set

At the J. H. Burke Co.'s Columbus avenue headquarters one learns of a new set of the Awater Kent line to be known as Modernistic Model 37. It is an AC set intended primarily for dealer's display. It will be known as the "black and white," and the first samples were received at the Boston warehooms a few days ago. The speaker is of the same finish and will be shown with the set. Business with the Burke Co. has grown so rapidly that another salesman has been added to the staff, Jack Walton, of this city, who formerly was radio manager for the Morgan Furniture Co.

H. L. Spencer in New Office

It seems that Harry L. Spencer, late of the Brunswick Co., has joined the sales force of the Sonora Co., to have an office in the J. H. Burke Co.'s Columbus avenue quarters, at least for the present; and to be associated with him are Platt R. Spencer, E. C. Nelson and E. S. Humphrey, all three lately with the Brunswick. Joe Burke of the J. H. Burke Company is back home from a quick business trip taken to several cities, Albany, New York City, Philadelphia and Chicago among them.

Good Business at Columbia Co.

District Manager Bill Parks of the Columbia Co., who went over to New York the first of the month for a sales conference, was able to find satisfaction in the February business ere he started, for it showed an aggregate of sales that was considerably beyond the business of the same month a year ago and much better than any period of the month. The demand for records has been particularly large and the new series of Bayreuth recordings has become very popular. It is of special interest, speaking of the business, that the entire stock of the Columbia-Kolster electric reproducing model has been sold out and a new invoice is being eagerly awaited. The New England department has added a new representation in the field, the Adams Music Store, popular retail concern, at Burlington, Vt.

Changes Completed at Eastern Co.

Changes and rearrangements mentioned as in the making last month at the Essex street quarters of the Eastern Co. have now been completed and facilities for the dispatch of Victor business are now better than ever. The February business in the Victor line was considerably ahead of the same month a year ago.

Additions to Brunswick Staff

With the advent of Charles F. Shaw as branch manager of the New England territory for the Brunswick Co., succeeding Harry L. Spencer, several additions have been made to the staff with the end in view of largely developing the company's business in this field. Ray Storms is now in charge of the territory included in the city proper; Gilbert Stoner has central Massachusetts, Robert Devlin, formerly of Chicago, Illinois, and southern Massachusetts; A. J. Shuffer will continue in his old field, which is Maine and Essex county, the latter the northern section of Massachusetts and E. R. Richardson has New Hampshire, Vermont and western Massachusetts. William H. Stevens, who has been with the Brunswick Co. in another capacity, has been advanced to the important post of record promotion manager.

The new branch manager, Mr. Shaw, comes to Boston with a good record in Brunswick service. He was in Baltimore for eight years where he was sales manager for the Brunswick, and prior to going to Baltimore he was located in St. Louis, M.o., where for four years he was assistant sales manager for the same company.

News Gleanings

R. F. Bolton, manager of the foreign record department of the Columbia Co., was in town the first of the month, remaining here for nearly a week and of course making his headquarters at 1000 Washington street, the New England offices of the Columbia Phonograph Co.

Winthrop A. Harvey, of the C. C. Harvey Co., of Boylston street, is at this writing enjoying the climate of Africa, he and Mrs. Harvey having sailed for that country several weeks ago. They plan to be away until April.

William Arms Fisher, of the Oliver Ditson Co., Victor distributor, has been in Florida, recuperating from a severe cold with which he was stricken several weeks ago.

P. A. Bartley, of New York, manager of the Victor business for the Northeastern district, has been a local visitor, dividing his time among the various distributors of this product.

Alan Steinert, head of the Eastern Talking Machine Co.'s headquarters in Essex street, paid a flying visit to the Camden factory of the Victor Company a short time ago.

Herbert A. Brennan, of Gross-Brennan, Inc., New York City, Stromberg-Carlson representative, has been elected to the Lambs Club.

THE SEASON FOR VICTOR SALES IS OF THE DEALER'S OWN MAKING

Every month of the twelve is one of opportunity for the dealer who has a representative stock of Orthophonic Victrolas, Records and Combinations, for public interest and demand is constantly on the increase.

Ditson Service Will Keep Your Stock Complete

Oliver Ditson Co.

Chas. H. Ditson & Co.

62
Listen!

Artone Portables have been designed to sell on TONE (with long horns) and EYE VALUE!
These features have been studiously designed to help our customers GET THEIR FULL PROFIT.
There are so many points to talk about in selling Artones that price-cutting is unnecessary!

W. H. Lyon Sales Manager of Amrad

New Executive Has Had Wide Experience—Was Radio Operator Prior to War and Later With Federal Tel. & Tel. Co.

Medford Hillsboro, Mass., March 8—The impressive record of W. H. Lyon, new general sales manager of the Amrad Corp., was set forth in a recent communication from the Amrad Corp., of this city. "Bill" Lyon, as he is familiarly known in radio circles, was recently appointed general sales manager to succeed A. B. Ayers, who was promoted to the important post of general manager of the company. Mr. Lyon began his radio career in 1919 and at the age of fourteen was said to be the youngest possessor of a first-grade commercial radio operator's license. He spent three years as radio operator on board the United Fruit Co. ships and later was connected with the Marconi Co. During the war he was in charge of radio installation equipment for the United States Navy and on French decoy vessels.

Arcturus Conducts Tests of AC Tubes

In 1920 Mr. Lyon took over the branch office in Boston for the Independent Wireless Telegraph Co. and in 1922 he joined the sales staff of the Federal Telephone & Telegraph Co., later becoming Boston branch manager and later a special representative traveling throughout the United States.

"Bill" is said to take to the air in more ways than one, being a lieutenant in the Air Service Reserve, and his favorite recreation is to go over to the East Boston Airport and take a hop. Sales Manager Lyon has proceeded to take charge of his new duties in an extremely vigorous way and the outlook for the Amrad Corp. is prosperous.

A. K. Ad Drive Wins

OKLAHOMA CITY, OKLA., March 8—Through a campaign planned by Harrison Smith, radio distributor of this city, the new Arwater Kent AC receiving set No. 37 was accorded statewide publicity. Within a week full-page ads covering the signatures of local dealers appeared in the newspapers of thirty-six different cities of Oklahoma. This hearty co-operation of the dealers made possible a campaign that is estimated to have brought the new model before the attention of every resident of the State, developing a profitable interest in it.

Oscar Grogan on Columbia Release

New Tenor From Tennessee Has Wide Following Among Radio Audiences in the South—Discovery by Art Gillham

Oscar Grogan, new and exclusive Columbia recording tenor, is, despite his first name, straight Irish, via, as he puts it, "four generations of Tennessee." Mr. Grogan was discov-

Dismisses Case Against Crosley

U. S. District Court Decides That the Crosley Musicone Does Not Infringe on Patents of the Lektophone Corp.

That the Crosley Musicone, a radio loud speaker, does not infringe upon the patents of the Lektophone Corp., New York City, was the finding of U. S. District Court Judge Smith Hickenlooper in Cincinnati, Monday, February 27. As a result of the opinion in the case against the Crosley Radio Corp. was dismissed, the court ordering that the Lektophone Corp.'s bill of complaint be dismissed on the ground of non-infringement.

In its petition the Lektophone Corp. charged infringement of the Marcus A. Hopkins patents, leased by it, and sought an accounting of the profits and damages for the infringement. The Crosley Radio Corp. in its defense contended that the Musicone was not an infringement, but constituted an improvement on the Hopkins and other patents. Judge Hickenlooper held that as there were no substitutions for the mechanical parts there was no infringement. The Suit was brought in the U. S. District Court in January, 1926.
Reduced!
The Badger Coin Operated
AUTOMATIC
Orthophonic Victrola
With Glass Panel in Door for Visual Observation

The Automatic Orthophonic Victrola 10-50 has been reduced in price from $600.00 to $500.00. . . . This, together with our reduced price for the coin-operated installation with the glass door (write for new prices and descriptive folder), puts this instrument within reach of every Ice Cream Parlor, Summer Resort, Restaurant, as well as Hotel, etc. Among the many features that make this an unusual instrument are:

When coin has been deposited an electric light illuminates the record changing mechanism.
Inconspicuous coin receptacle rejects slugs and small coins.
Loud buzzer indicates when record supply is exhausted.
Concealed coin box.

Tamper-proof lock on door.
Concealed push button permits playing without use of coin.
May be operated by additional remote control coin boxes.
All mechanical parts easily accessible.
Can be equipped to operate with either nickels or dimes.

NOW! With warm weather coming on your most profitable season is at hand. Dozens of prospects in your immediate community. Good profits for the dealer—and the income pays for the instrument for the owner.
Write for detailed information.

Badger Talking Machine Co.
MILWAUKEE
BUFFALO, N. Y., March 8—Charles E. Siegesmund, former retail Victor dealer in Buffalo and for the past six years general manager of the C. N. Andrews Victor wholesale house in that city, died March 2 in his home in Ashland avenue after an illness of two weeks. Mr. Siegesmund was one of the most widely known talking machine men in western New York, having been president of the Buffalo Victor Dealers’ Association for several years and being active in promoting the interests of the industry at all times. He was fifty-six years old.

Buffalo talking machine and radio dealers generally report business improving after a rather slow start, as usual just after the holidays. The Buffalo Talking Machine Co. reports opening many new Bosch radio accounts and regards this as an especially good line.

Columbia’s Buffalo branch reports the Master-works Series moving well. There has been a tremendous sale of the sets of the Bayreuth Wagner festival series in the Buffalo district. Dealers are also receiving the new Columbia-Kolster with special favor. Portable model 160 is moving well and nearly all Columbia dealers report that their 1927 business showed pronounced improvement over 1926.

The Siegrist Co., one of Buffalo’s largest department stores, is putting in the complete Brunswick line, this being its first entry into the music field.

Iroquois Sales Co. reports Polish record sales, which established a new volume of business in 1927 and early 1928, are slowing up again because of the Lenten season, but are expected to get back to normal after Easter. Crosley Model 704 is moving very well for the season, it is reported.

Harry Svendsen has opened a radio store at 251 Triangle street, Buffalo. He is specializing in Kolster and King radio.

Buffalo Radiophone Co., has been forced to seek much larger quarters because of its increased business and is moving this month from 206 Main street two doors south to 252 Main street.

Members of the Buffalo radio trade are much pleased with the decision of the Federated Radio Trades Association to hold its 1929 convention in Buffalo and are planning to make next year’s gathering the greatest in history.

Fire caused $3,500 damage in the souvenir and record store of E. E. Nicklis, well-known dealer in Niagara Falls, recently.

Elmer C. Metger was elected president of the Buffalo Radio Trades Association at the annual meeting of directors. Other new officers are Edward Young, vice-president; Howard P. Funk, treasurer, and Benjamin E. Neal, secretary.

William Hess has opened a new radio store and service station at 317 South Park avenue, Buffalo. He is specializing in Philco units, batteries and tubes, as well as various sets.

Roth & Zillig, Buffalo distributors of Atwater Kent, arranged with their retailers for full-page co-operative advertising in the Buffalo press to get Model 37 before the public in a manner designed to stimulate interest in it.

Liabilities of the Universal Electric Shops of Jamestown, radio dealers, who recently went into bankruptcy, are estimated at $9,227 and assets at $4,247. Bert H. Rubland has been appointed trustee for the bankrupt.

Howard J. Smith was elected president of the Buffalo Radio Council at an organization meeting in the Hotel Lafayette. The council is composed of representatives of broadcasting stations, the Radio Trades Association, the listeners’ League, the Institute of Radio Engineers and the American Radio Association, and is formed to improve radio reception in this vicinity.

Demand for completely electrified sets is now 95 per cent of the total in regions where dependable electric current is available. Lester E. Noble, president of the Federal Radio Corp., reports. The company looks forward to the best Spring and Summer trade in history.

Dayton Radio Trade Show Is Successful

DAYTON, O., March 6—The radio show held in February at the Van Cleve Hotel and sponsored by the Dayton Radio Trade Association was most successful in that it attracted thousands of prospective purchasers and has already had its effect in making sales for dealers. The exposition, which was held on February 9, 10 and 11, was staged at the hotel for a number of reasons. First, the hotel, being a new one, would be more likely to attract visitors than would a well-known hall. That this reasoning was correct was evidenced by the fact that 20,000 visited the show. Secondly, demonstration in hotel rooms was much more effective than it would be under other circumstances.

Thirty-four exhibitors occupied more than forty rooms, displaying the latest models, including practically every make of AC receiver. A number of dealers have made sales which they declare are a direct result of the show.

C. E. Siegesmund, General Manager, C. N. Andrews, Buffalo, Passes Away

Deceased Was One of the Most Widely Known Talking Machine Men in Western New York—Optimism Spreads as Business Gains Throughout Territory

BUFFALO—The death of Charles E. Siegesmund, former retail Victor dealer in Buffalo and for the past six years general manager of the C. N. Andrews Victor wholesale house in that city, died March 2 in his home in Ashland avenue after an illness of two weeks. Mr. Siegesmund was one of the most widely known talking machine men in western New York, having been president of the Buffalo Victor Dealers’ Association for several years and being active in promoting the interests of the industry at all times. He was fifty-six years old.

Buffalo talking machine and radio dealers generally report business improving after a rather slow start, as usual just after the holidays. The Buffalo Talking Machine Co. reports opening many new Bosch radio accounts and regards this as an especially good line.

Columbia’s Buffalo branch reports the Master-works Series moving well. There has been a tremendous sale of the sets of the Bayreuth Wagner festival series in the Buffalo district. Dealers are also receiving the new Columbia-Kolster with special favor. Portable model 160 is moving well and nearly all Columbia dealers report that their 1927 business showed pronounced improvement over 1926.

The Siegrist Co., one of Buffalo’s largest department stores, is putting in the complete Brunswick line, this being its first entry into the music field.

Iroquois Sales Co. reports Polish record sales, which established a new volume of business in 1927 and early 1928, are slowing up again because of the Lenten season, but are expected to get back to normal after Easter. Crosley Model 704 is moving very well for the season, it is reported.

Harry Svendsen has opened a radio store at 251 Triangle street, Buffalo. He is specializing in Kolster and King radio.

Buffalo Radiophone Co., has been forced to seek much larger quarters because of its increased business and is moving this month from 206 Main street two doors south to 252 Main street.

Members of the Buffalo radio trade are much pleased with the decision of the Federated Radio Trades Association to hold its 1929 convention in Buffalo and are planning to make next year’s gathering the greatest in history.

Fire caused $3,500 damage in the souvenir and record store of E. E. Nicklis, well-known dealer in Niagara Falls, recently.

Elmer C. Metger was elected president of the Buffalo Radio Trades Association at the annual meeting of directors. Other new officers are Edward Young, vice-president; Howard P. Funk, treasurer, and Benjamin E. Neal, secretary.

William Hess has opened a new radio store and service station at 317 South Park avenue, Buffalo. He is specializing in Philco units, batteries and tubes, as well as various sets.

Roth & Zillig, Buffalo distributors of Atwater Kent, arranged with their retailers for full-page co-operative advertising in the Buffalo press to get Model 37 before the public in a manner designed to stimulate interest in it.

Liabilities of the Universal Electric Shops of Jamestown, radio dealers, who recently went into bankruptcy, are estimated at $9,227 and assets at $4,247. Bert H. Rubland has been appointed trustee for the bankrupt.

Howard J. Smith was elected president of the Buffalo Radio Council at an organization meeting in the Hotel Lafayette. The council is composed of representatives of broadcasting stations, the Radio Trades Association, the listeners’ League, the Institute of Radio Engineers and the American Radio Association, and is formed to improve radio reception in this vicinity.

Demand for completely electrified sets is now 95 per cent of the total in regions where dependable electric current is available. Lester E. Noble, president of the Federal Radio Corp., reports. The company looks forward to the best Spring and Summer trade in history.

Dayton Radio Trade Show Is Successful

DAYTON, O., March 6—The radio show held in February at the Van Cleve Hotel and sponsored by the Dayton Radio Trade Association was most successful in that it attracted thousands of prospective purchasers and has already had its effect in making sales for dealers. The exposition, which was held on February 9, 10 and 11, was staged at the hotel for a number of reasons. First, the hotel, being a new one, would be more likely to attract visitors than would a well-known hall. That this reasoning was correct was evidenced by the fact that 20,000 visited the show. Secondly, demonstration in hotel rooms was much more effective than it would be under other circumstances.

Thirty-four exhibitors occupied more than forty rooms, displaying the latest models, including practically every make of AC receiver. A number of dealers have made sales which they declare are a direct result of the show.
Victor Herbert Album Sets in Demand in Cleveland Territory

Cleveland, O., March 8—The Cleveland Talking Machine Co., Victor distributor, has had a most unusual demand for the Victor Herbert selections in album form. The effort being put behind the sale of this album by dealers and distributors is producing excellent results.

Miss Ethel Hiscox, of the Educational Department of the Victor Talking Machine Co., has been spending considerable time in this territory in connection with arousing interest in music appreciation work. She has received a great deal of co-operation from the various Parent-Teachers Associations of the schools.

The monthly meeting of the record sales promotion group, which consists of Victor dealers' sales women, was held at the Business Women's Club and was in charge of Miss Yates, of the Cleveland Talking Machine Co. The speaker of the evening was Miss Josephine McKeeough, who has charge of the Chicago district sales promotion work for the Victor Co. Her talk was on the new Victor Herbert selections, and she explained the various combinations and demonstrated with the aid of the new Victor model No. 12-15.

The Cuyahoga Court of Appeals handed down a decision this month which interested every dealer handling radio. The case was the Rudolph Wurlitzer Co., of Cleveland, versus Sol Taubman, also of Cleveland. The action was brought by the Municipal Court of Cleveland and arose over the refusal of the defendant to keep up his payments on a radio set purchased from the plaintiff because he alleged it would not operate properly because of static and prevented him from getting reception from distant stations. The balance due on the set was $96.25. The Municipal Court rendered a decision in favor of the Wurlitzer Co., and Taubman carried the case to the Court of Appeals. This Court also rendered an adverse decision against him and said in part: "The radio is a recent invention and this so-called static has not been eliminated in every set of sets. No person is justified in believing what is generally known to be impossible."

Had the court allowed Taubman to sidestep his payments on the grounds of interference it would have caused a great hardship to every dealer selling on time, but with the favorable decision to the trade by the higher court this matter is settled once and for all.

The Cleveland Ignition Co., Atwater Kent distributor for northern Ohio, has been busy shipping out a large volume of orders on the new AC set, and also on other models as well. R. A. Bechtel, general manager of the company, points to a large number of prominent dealers in Cleveland who have recently taken the Atwater Kent agency. Among these dealers are: Frank Cerne, 6003 St. Clair avenue; S. J. Basta, 6032 Buckeye road; Henke Furniture Co., 3001 Lorain avenue, and Wolfe Music Co., 641 Prospect avenue.

An event that aroused considerable interest in trade circles during the month was the installation of radio receivers in each of the thousand rooms of the Hotel Statter by the management, and of two powerful superheterodyne sets on the roof of the building. In making the announcement through the newspapers, the management stressed the point that radio in rooms tended to make them more home-like, which incidentally was good advertising for the trade at large.

The Cleveland branch of the Brunswick Co. has received many compliments on the appearance of the new display and demonstration studio recently completed at the branch ware-rooms on St. Clair avenue, N. W. All the new models are on display. A number of new dealer accounts have been opened in this territory, E. S. German, district manager, says, and 1928 has started off in fine shape. The big event of the month in the record department was the Brunswick Co. signing the well-known and popular blues singer, Besse Brown, who went to Chicago and recorded "Chloe" and "Sousey Else." Upon their release here there was an immediate big demand for these records by all dealers in the territory. Miss Brown is appearing nightly at the "60" Club on Euclid avenue and drawing big crowds.

The Schultz Co., Seventeenth and Chester avenue, distributor of the Sonora line, had a busy month, according to C. C. Price, general manager. Both radio and phonograph models have been moving well.

The Sterling A battery eliminator manufactured by the Sterling Mfg. Co., of Cleveland, is enjoying increased popularity and keeping the factory busy. Battery owners are purchasing these eliminators, dealers report, because of their many desirable features and because in many instances they feel they cannot afford to relinquish their old set for one of the new model AC operated receivers.

The finishing touches to the Wolfe Music Co.'s new store on Euclid avenue and East Twenty-second street are now being made and the company expects to be settled in its new home early this month.

United Motor No. 2 Popular With Trade

Recently Introduced Product of United Air Cleaner Co. Has Met With Gratifying Reception—Company Is Growing

United Motor No. 2, introduced in January by the United Air Cleaner Co., Chicago, has met with a gratifying reception from the trade, according to F. F. Paul, general sales manager of the company, and the factory is now in heavy production on this product. The executives of the company feel that Motor No. 2 will gain as wide an acceptance in 1928 as the United Motor No. 5, for cabinet phonographs, did in 1927, which was the most successful year in the history of the company.

The firm is using 50,000 square feet of manufacturing space for the making of phonograph motors and plans are now under way for a new addition to the present building. The firm owns seven acres of vacant property east of the plant on Cottage Grove avenue and if the volume of business continues to increase in 1928, as it did in 1927, executives of the company report that they may find it necessary to utilize a part of the vacant property. As a result of the increase of business, production has been speeded up during the past year and the firm has purchased a considerable quantity of new motor-making equipment.

Fyffe, Columbia Artist, Starts Tour

Will Fyffe, exclusive Columbia record artist and famous Scotch comedian, opened at the Palace Theatre, New York City, recently, starting on the first lap of a three-year head- line tour of the Keith-Albee circuit.
Brunswick Shop Lays Claim to a Record

Phonograph Shop of Wichita Falls, Tex., Claims Largest Sales Per Capita on Panatropes and Panatrophe-Radiolos

The largest sales per capita on electrical Panatropes and Panatrophe-Radiolos of any Brunswick dealer in that section of the country, is the claim of the Phonograph Shop, Brunswick dealer, at Wichita Falls, Tex. Their slogan, "No Hill Too Steep for a Stepper."

Hazeltine Earnings in 1927 $198,055.42

Annual Report of Licensing Corporation Shows That Licensees Did Net Business of $12,582,334 on Sets During 1927

Net earnings of $198,055.42, before providing for amortization of patents, were shown in the annual report of the Hazeltine Corp. for 1927. There are 175,000 shares of stock outstanding, according to the report. The company owns the patents and trade-marks covering the inventions of Prof. L. A. Hazeltine used in the manufacture of Neutodyne radio receivers and also owns the controlling interest in the Latour Corp., which owns the American patents covering the inventions of Prof. Marius C. A. Latour, of France.

As an indication of the development of the radio industry, the report to stockholders shows that during 1927 the licensees operating under the patents of the Hazeltine Corp. did a total net business of $12,582,334 on receiving sets, exclusive of accessories, as compared with $8,741,861 for the year 1926.

New Tube in Demand

Production of the new GSX-112A, a quarter-ampere power tube, recently placed on the market by the Gold Seal Electrical Co., Inc., New York, is being speeded up in response to increasing orders, according to a recent announcement. Shipments to dealers are expected to go out in sufficient quantity within thirty days to provide adequate stocks to meet normal consumer demand.

Carryola Portable on 8,000 Mile Trip

Twenty Officials of Frigidaire Corp. on Convention Trip Entertained by a Carryola Master Portable

When twenty officials of the Frigidaire Corp. made an 8,000 mile convention trip through all sections of the country in February, one piece of equipment in their special car was a portable phonograph. It was a Carryola Master, and it probably covered more ground in a short space of time than any other portable ever built. On the long trip across the continent;

Interior of Brunswick Shop

seems to spur them on, and defines the sales ability of Roy C. Coffee, manager of the concern, who, perhaps, has sold individually as many Brunswick Panatropes as any one sales-man operating in a Brunswick retailer's store. One of the iron-clad rules of the Phonograph Shop is a liberal advertising program, which, together with artistic show-window display, and a liberal home demonstrating policy, has brought Brunswick products strikingly before the people of Wichita Falls and vicinity. The store carries a complete stock of Brunswick products, and another of the slogans, "Service With a Smile and Service After the Sale," best explains the efforts of the Phonograph Shop to provide for the wants of its customers. The store is well arranged and designed to obtain the maximum display value, and at the same time provide the speedy and convenient handling of all customers.

Columbia Master-Works at Town Hall

Felix Salmond, 'cellist, and Simeon Rumschisky, pianist, Columbia Masterworks artists, will include the Grieg Sonata in A Minor, Opus 36 (Columbia Masterworks Set No. 78), in their recital scheduled for Town Hall, New York City, March 11. Mr. Salmond is a faculty member of both the Curtis and Juillard Foundations for Music, and plays upon the cello once owned by Paganiini.

Dr. Rumschisky, European pianist and conductor, has been for some time known to New York as one of the most sympathetic of pianists of the day. The comparative rarity of cello and piano sonata recitals and the distinction of these two artists promise a treat for music lovers.

Cuban A. K. Dealers

J. F. McCoy, of the Atwater Kent sales staff, recently spent some time in Cuba and found Cuban interest in radio very strong. Upon his return to Atwater Kent headquarters Mr. McCoy reported the appointment of two new Atwater Kent dealers in Havana, Vda de Carreras, Paseo de Mart, and Roberto Karmun, O'Reilly 87.

Daven Changes Name

The Daven Radio Corp., Newark, N. J., has changed its name to the Daven Corp., it has been announced by W. H. Frasse, president of the organization. Mr. Frasse is now in the South on a six months' vacation.
An Electric Phonograph, With Electrically Amplified Tone, That Changes Its Own Records

The big demand for automatic phonographs is met by this full toned, fool-proof automatic phonograph now at a price practically the same as others playing only one record.

The Deca-Disc plays any predetermined number of selections, or optionally plays and replays 10 records until stopped.

The same current that operates the turn table and changes the record amplifies the tone to that remarkable full, rich volume that marks the latest development in the phonograph.

Automatic phonographs will sell bigger than ever this year. If you do not carry an automatic in your line—

Write to-day to

DECA-DISC PHONOGRAPH CO.
WAYNESBORO, PA.
F.R.T.A. Convention in Milwaukee

250 Delegates Present Discuss Problems of Industry and Take Important Action—Harold J. Wrape Is Again Elected President

The Federated Radio Trade Association Convention, held in Milwaukee on February 18 and 19, was said to be the most important and most successful convention ever held by the Federated group. Visitors and delegates attending the convention reported that they had never known of so much actual business to have been accomplished in such a short period of time. The Wisconsin Radio Trade Association was an ever-present reminder throughout the convention. There was an attendance of over 250 delegates present from all United States.

H. J. Wrape Reviews Activities

Harold J. Wrape, president of the Association, in his opening address, reviewed briefly the past activities of the organization and the important position which it had assumed in the radio industry during its existence. He requested further co-operation from all jobbers and dealers who were held in high esteem by a stronger group which could better fit into its rightful place among the leaders in radio. He pointed out that the plans for the future were such that the Association group should take far more active interest in national affairs and would prove itself as a stabilizing influence so necessary to the trade at the present time.

Bond P. Geddes

Bond P. Geddes, executive vice-president of the Radio Manufacturers' Association, gave a very comprehensive address on dealer, jobber and manufacturer relations which was enthusiastically received by the entire assembly. Mr. Geddes stated that the radio industry must and will stand on its own feet, and should not be considered as a part or division of another industry. His address in part follows: "In the RMA there has ever been a deep sense of interest in the Federated Radio Trade Association. It is fortunate that this radio triangle, the three great groups which comprise the framework of the industry—the Federated Radio Trade Association, the National Association of Broadcasters, represented here to-day by my good friend, Mr. Baker, its managing director, and the Radio Manufacturers' Association—is thus established. These Associations, from their mutual interests, form the three aids of the industrial triangle which may be taken to represent the entire radio industry. The well-linked, closely allied, and, we hope, truly fraternal elements of the radio structure. "American industry to-day is organized on a national scale. It is a battle, for the consumer's dollars, of one industry against another. You dealers and jobbers probably often think that your worst competitor is your rival radio dealer down the street, while in fact your hardest adversary is the dealer, representative of another organized industry, competing with an automobile, furniture, refrigerator, sewing or washing machine, or some other necessity or luxury for the dollars of your radio prospect. His industry is strongly fortified and organized; ours can and must be as strong, if we maintain, let alone develop, the position of radio as a necessity in American life. And let me remark in passing that radio certainly is a necessity in the American home, and the high standard of living has helped to establish.

Close Co-operation Required

"The great common interest of the broadcast dealers, jobbers, and manufacturers in the radio industry never required closer co-operation and stronger organization than to-day when the young radio industry, as an industry, is facing a new challenge, new competition, not only from new, but from old, strongly entrenched and organized industries. Not only for your self-interest and promotion against rapacious and greedy manufacturers, and to work not for but with the manufacturers and endeavor to adjust our problems and trade practices in a spirit of friendly co-operation, and also build a real radio industry which will be impecunious in its protection of our mutual industry do we wish your development and seek your friendly hand. "Without efficient and organized distribution (and this can best be effected with the expansion of your Association) our manufacturing interests could not progress as they have and will. While there are many problems of merchandising and manufacturing (necessarily so from the comparative youth of our industry) to be adjusted and solved, the radio manufacturers, as individuals and through the RMA, have had in mind, and sought to improve, the position of you dealers and jobbers. "In developing markets for you to sell radio to a minimum with manufacturing improvement, and to work not for but with the manufacturers and endeavor to adjust our problems and trade practices in a spirit of friendly co-operation, and also build a real radio industry which will be impecunious in its protection of our mutual industry do we wish your development and seek your friendly hand. "Without efficient and organized distribution (and this can best be effected with the expansion of your Association) our manufacturing interests could not progress as they have and will. While there are many problems of merchandising and manufacturing (necessarily so from the comparative youth of our industry) to be adjusted and solved, the radio manufacturers, as individuals and through the RMA, have had in mind, and sought to improve, the position of you dealers and jobbers. "In developing markets for you to sell radio to a minimum with manufacturing improvement, and to work not for but with the manufacturers and endeavor to adjust our problems and trade practices in a spirit of friendly co-operation, and also build a real radio industry which will be impecunious in its protection of our mutual industry do we wish your development and seek your friend
A.BOX "A" BATTERY ELIMINATOR

A.C. OPERATION!
The Question Facing Three Million Set Owners

Answer it with ABOX and balance your 1928 business with profitable cash sales!

There are two definite sides to the A.C. market. To think of it only in terms of selling A.C. receivers to everyone, will result in turning customers away whose trade will represent in the aggregate, millions of dollars this year—in cash at time of purchase!

Reliable figures show that there are approximately 7,500,000 receivers of all kinds in the hands of the public. Of this total, there are at present approximately 550,000 A.C. tube sets and 2,000,000 users of other forms of current supply. This leaves, not counting farm owned sets, almost 3,000,000 radio set owners for whom ABOX is the logical and only practical method of conversion to power direct from the light socket.

$32.50 will solve their problem permanently and with the utmost satisfaction. There is no reason for them to pay more or to sacrifice their present radio investment to get the results they want.

Be prepared to serve the set owners in your community who are waiting to pay you a cash profit for ABOX. Be in position to make a sale to everyone who comes to your store for the answer to the A.C. question.

The ABOX Company
215 North Michigan Avenue Chicago, Illinois

4-Volt ABOX Eliminator
A new model for sets using 4-volt tubes. Fits Radiola battery compartment. Size 8¼ in. long, 4 in. wide, 6¾ in. high. Output .6 amperes, 4 volts D.C.

$27.50

6-Volt ABOX Eliminator
This model will operate any set using eight or less standard 6-volt tubes. Not necessary to change set wiring. Over 100,000 of this type in use.

$32.50

All Prices Slightly Higher on West Coast
Federated Radio Trade Association Convention Staged in Milwaukee

(Continued from page 70) Manufacturers’ Association, presented a paper describing the aims and work of the N. E. M. A.

The Federated Radio Trade Association went on record as approving the Radio Trade-in Book published by the Radio Trade-in Book Co., Memphis, Tenn. There was also adopted a complete set of advertising standards prepared through the efforts of the Mid-west Radio Trade Association of Chicago.

Irwin Kurtz, president of the Talking Machine and Radio Men, New York City, reported the need of concerted action throughout the entire country on matters of legislative importance, and urged the entire assembly to cooperate immediately with the legislative committee of the Association.

The Federated Radio Trade Association made a very important decision at the convention in that it resolved into four individual member sections, and there is now established an individual member section for local radio trade associations, one for distributors, and one for dealers and one for manufacturers’ agents.

Harold J. Wrape, Re-elected President

The annual election of officers took place February 15 with Harold J. Wrape unanimously re-elected as president for the coming year. Vice-presidents are Thomas White, Buffalo, chairman of the jobbers’ section; Michael Ett, Milwaukee, chairman of the Association section; Julian Sampson, St. Louis, chairman of the dealers’ section; George Riebenthal, Minneapolis, chairman of the manufacturers’ agents’ section; H. H. Cory, honorary secretary, and Harry Alter, Chicago, honorary treasurer. The official organ of the Association, the Federated Radio Trade Journal, has been discontinued, and in its place will be instituted a monthly news bulletin, published at the office of the executive secretary in Chicago.

Radio Distributors’ Organization Formed at F. R. T. A. Conclave

Jobbers’ Association Includes Individual Wholesalers From All Parts of the Country and Becomes Part of the Federated—Committees Appointed

One of the most outstanding features of the bi-annual convention of the Federated Radio Trade Association in Milwaukee was the foundation of a national organization of radio distributors. This organization includes individual jobber members throughout the entire country, and becomes a part of the Federated Trade Association. The jobbers’ section will act individually and of its own accord, and is planned to build a strong foundation for the Association. They will solve their own individual problems for the good of the entire industry, but will not attempt to dominate the sections of the Federated as a group.

The chairman of the jobbers’ section automatically becomes a vice-president of the Federated Radio Trade Association, and the jobbers’ section is governed by an executive committee composed of two representatives from each of the nine zones, eight of which comprise the entire United States and the ninth the Dominion of Canada. This executive committee will act as the board of directors of the jobbers’ section and the executive committee will act as the board of directors of the jobbers’ section.

There have been appointed five major committees which are now functioning and which made a report of their activities at a meeting of the executive committee held late in February. The executive committee is composed of the following: Thomas White, chairman, Wholesale Radio Equipment Co., Buffalo, N. Y.; R. C. Coleman, Geo. C. Beckwith Co., Minneapolis, Minn.; Martin Wolf, Electric Appliance Co., Chicago, Ill.; Harry Alter, the Harry Alter Co., Chicago, Ill.; Fred Wiebe, Brown-Hall Supply Co., St. Louis, Mo.; J. F. Connell, Kruse-Connell Co., Indianapolis, and W. H. Roth, Radio Somatley Co., Milwaukee, Wis.

ILSLEY’S GRAPHITE PHONO SPOTSPRAY

Ilsley’s Lubricant makes the Motor move good. It 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. The spot spray is also packed in boxes to retail at 50 cents each under the trade name of EUREKA NOISELESS TAKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

This finance committee is automatically headed by Thomas White as chairman. The manufacturers’ relations committee is headed by Harry Alter, chairman, with G. K. Purdy, Geo. C. Beckwith Co., Minneapolis, and H. E. Richomson, Young, Gorham & Richardson Co., Chicago, with one advisory member from each of the zones.

The dealers relations committee is headed by F. A. Wiebe with Martin Wolf and E. W. Pfager, of the General Ignition Co., Milwaukee, with one advisory member from each of the zones. The membership committee and plays by J. F. Connell, and Martin Wolf is chairman of the publicity committee.

On admission for membership the following rules apply: "A jobber shall become eligible for membership in the jobbers’ section of the Federated Radio Trade Association if he conducts business on a substantial wholesale basis and passes the requirements of the membership committee."

Many wholesale radio firms throughout the entire country have signed their intention of joining this national movement.

Capehart Automatic Phono. Corp. Formed

Huntington, Ind., Firm to Market Automatic Phonograph Known as Orchestrope—J. W. Caswell, President

The Capehart Automatic Phonograph Corp., Huntington, Ind., has been organized to market a phonograph known as the Orchestrope, which automatically turns the records and plays them on both sides. It has a capacity of twenty-eight records. One of the features is its simple construction, which enables the operator to arrange a program which will play when idle. Records can be repeated or if one cares they can play it the same as they do a common phonograph. The present cabinet is designed for reproduction only. The cabinets are built by the Caswell-Raney Co., Huntington, Ind.

The officers of the company are: J. W. Caswell, president; Winfred Runyan, secretary and treasurer; H. E. Capehart, vice-president and general manager; J. E. Broyles, general sales manager, and W. C. Peterson, sales promotion and advertising manager. The inventors, T. W. Small, will be factory superintendent.

Eighteen branch offices are being organized in the United States, and the company will have a selling force of over twenty-two representatives. It is the intention of the company to appoint exclusive dealers in each county.

Columbia Records

La Scala Artists

The Columbia Phonograph Co. has just made contracts that give exclusive recording rights with seventeen of the Italian vocal stars at La Scala, Milan, Italy, world-famed cradle of opera. Sixteen other singers at Scala have non-exclusive contracts with Columbia. This Winter Columbia's American releases have included several new Celebrity records by members of this group and considerable interest has been aroused by this chance to hear Italian opera as interpreted in Italy.

The Silver Electro-plated Needle

THE HUMAN VOICE

Especially adapted for electrically recorded records

Attractive prices for jobbers

WALL-KANE NEEDLE MFG. CO., Inc.
3922—14th Avenue, Brooklyn, N. Y.

WALL-KANE, Jass, Concert, Best Tone, and Pet mec k y Phonograph Needles.
Included, among numerous others, inquiries from WORLD subscribers for the following products from all parts of the globe:

1. Electrical Pick-up (New Zealand)
2. Phonograph Cabinets (China)
3. Recording Apparatus (Central America)
4. Phonograph and Radio Accessories (New Zealand)
5. Electrical Pick-up (Great Britain)
6. Record Machinery (Canada)

For over twenty-three years The Talking Machine World has retained the confidence of its readers the world over, a record that cannot be equalled by any other trade publication serving the phonograph and radio industries.

Consistent advertising in The Talking Machine World reaches each month the buying power of these two industries—phonograph and radio—who read every issue of THE WORLD from cover to cover, and who regard its advertising and editorial columns with confidence and respect.

“In the Federated Business Publications Group”
Graybar Building, New York City
Lyrephonic Products
Will provide increased profits for 1928
Write for full details

ANDREW P. FRANGIPANE & CO., Inc.
Factory and offices: 261 Warren St., Lyndhurst, N. J.
Western factory representative: Max Targ, 220 W. Randolph St., Chicago, Ill.

Kansas City Trade Reports Business
Improving Throughout Territory

Sterling Radio Co. Reports Heavy Demand for Kolsters—Brunswick Branch Holds a Sales Meeting—O. P. Harris From Chicago Headquarters Present at Meeting

KANSAS CITY, Mo., March 12—Dealers and distributors are finding business conditions in talking machines and radios very satisfactory at this time, although there is no exceptional demand in any one line. However, the period since the first of the year has shown a nice increase over the same period last year in both phonograph and radio lines, and demand for records is better than it has ever been, according to the statements of trade leaders.

The Sterling Radio Co. reports that it is still back-ordering Kolsters and is running from 50 per cent to 75 per cent ahead of last year. During the past two weeks, according to C. M. Willis, sales manager, they have installed ten 6-M Kolsters, priced at $800, in theatres in this territory, where they are installed on the stage with an extra power cone and connected with two record tables, serving instead of an orchestra. The Zenith line is moving nicely with the Sterling Co.

The Columbia line is going fine, according to Mr. Willis. During the past few months they have nearly doubled each month's volume over the month previous, and they are picking up many dealers. The Baldwin Music Co., McPherson, Kan., is a new Columbia dealer.

The Jones store radio department is having a fine radio business. The Atwater Kent 37, electrically operated, is the outstanding number at this time, and when they sell out of all samples they sell from the picture and fill the orders as fast as they come in. Kolster is active with the Jones store. Phonograph activity with Jones was normal during February, according to Miss J. M. Poyner, who reports good response to the Columbia-Kolster.

The Kansas City branch of the Brunswick-Balke-Collier Co. held a sales meeting for its representatives in this territory on February 10 and 11. O. P. Harris, special Chicago representative of the company, was in Kansas City for the meeting. The theme of the meeting was "more efficient service to the dealers from the point of view of selling." Mr. Harris covered Kansas, Missouri and Oklahoma during the past three weeks, holding dealer meetings with all the Brunswick dealers in the Kansas City territory.

T. H. Condon, of the Brunswick-Balke-Collier branch here, reports that they are showing a nice increase over last year and have been since the first of January. It is not a large increase, but it shows that the business is there. Mr. Condon says they can't keep

a sufficient stock of portables on hand and states that he believes this is going to be a great portable year.

A. A. Weisner, of Hays, and Mr. States, of the Palace Drug Co., of Dodge City, Kan., Brunswick dealers, recently visited the Kansas City branch and reported that the prospects for a good wheat crop in Kansas were fine.

H. H. Dickson, of the record department of the Brunswick branch, says they are maintaining a nice increase over last year and expect an even greater increase since the dealers are beginning to see the possibilities of Summer record business.

O. D. Standke reports very good business during February. Radio activity continues brisk and portables are moving in fine volume. In his new store at 1210A Main street Mr. Standke has recently installed four new Victor electric demonstration machines, giving him nine of these machines, and he reports very satisfactory record business.

Outlook Bright in Toledo Territory

Demonstrations Win Sales for the Lion Store Music Rooms—News and Activities of the Month

TOLEDO, O., March 9—Among phonograph and radio retailers here was a good month—on the whole above a year ago. The Spring outlook is bright. Also the near future, on account of the improved industrial situation, shows much promise.

The Lion Store Music Rooms & Radio Shop experienced a gratifying increase in sales during the past month and during early March. Lawson S. Talbert, manager, stated demonstrations in Maternity Hospital, Commodore Perry Hotel, El Pinto Soda Grill, Palmetto Restaurant, Epton Avenue Church resulted in two sales. A drive on Atwater Kent, Sparton and other electric sets resulted in putting over the largest radio day's business in the history of the department recently. Victor Herbert's albums are moving briskly, nearly 200 of the sets being sold during the drive here.

The J. W. Greene Co. created much favorable comment on the Automatic Electrola-Radiola through a window display of the machine. The instrument was shown in action.

The month closed with an increase of about 25 per cent. The house is constantly carrying on a plan of courtesy demonstrating. Recently an RCA 28 and a 104 loud speaker were used with excellent results in sales. The Atwater Kent 37, Friday morning music hour at Waite High School. Six hundred and twenty-four students attended the session. The Samson and Kenwood School was the last appearance of this machine. Demonstrations result in that two school machines and two radios have been sold.

T. M. Cook Co., until recently retailers of radio sets, are expanding. Recently the Victor talking machine line was added. The concern lately moved into the new State Theatre building on Collingwood avenue.

Friedman, Flights, Cherry street, Columbus, dealer, on April 1 will move to 2134 Ashland avenue. The new location is a growing section of the west end of the city. The new Columbia-Kolster machine Mr. Friedman reports, is making many friends.

The United Music Store, according to H. L. Wasserman, proprietor, experienced a good month. Sterling and Brunswick trade during the first months of the year. Victor Basil, manager of the radio section, reported increased demand for Sparton, Atwater Kent and Radiola sets.

Grinnell Bros. are featuring six Victor models, ranging from $35 to $85. In March Melody, the store publication. The new Victor school machine is proving a favorite with educational institutions. Fred. N. Goosman, formerly the head of the Goosman Piano Co., has joined forces with the house. Elmer Warner is now in charge of the small goods department of the store.

The Whitney-Blaine-Wildermuth Co., in addition to the regular Victor and Brunswick sales effort, is featuring portables. Many of these machines are sold to people who live in small quarters. The Honest Quaker machine has been added.

The Toledo Radio Co., Spartan jobber, according to Charles H. Womeldorff, president, has closed a greater volume in the first two months of the year than was obtained the first six months of last year. Stanley Ball, vice-president; E. A. Kopf and Mr. Womeldorff made a trip to the Spartan factory at Jackson, the past week. Frederick Frederickson, representative of the Sparks-Withington Co., was in the city recently calling on retailers.

The Fratelle Piano Co. has started a Spring Victor and radio drive. Outside salesmen are soliciting in the city and nearby communities. Atwater Kent and Zenith radios are featured recently. The Roberts-Toledo Co., maker of Bosch and other radio sets, has moved into new quarters at Jackson and Adams streets. Stanley Roberts, head of the concern, stated an active sales campaign will be launched shortly. Union Music Co., retailer of small goods, recently added the Sonora portable to its line.
RMA Directors Meet in Buffalo

Board of Directors and Patent Interchange Committee Hold Two-Day Meeting to Consider Important Problems

BUFFALO, N. Y., March 10.—A two-day meeting of directors and committee members of the Radio Manufacturers’ Association was held at the Hotel Statler here on Thursday and Friday, March 8 and 9, to consider a number of important problems dealing with the industry.

On Thursday the RMA Patent Interchange Committee, specially organized to attempt formation of a radio patent cross-licensing plan, met with A. J. Carter, chairman, presiding. This committee worked on a final draft on the cross-licensing plan which will be presented to the membership of the Association at the RMA convention in June.

The board of directors met on Friday and discussed many problems of immediate importance, chief of which was the consideration of the radio matters pending in Washington. Bond P. Geddes, executive vice-president of the Association, who recently went to Washington to co-operate with the National Association of Broadcasters and the Federated Radio Trade Association, told of the decisions reached at a meeting of the Joint Legislative Committee of the three industry associations held on March 2. The directors also considered a commercial definition of "socket-power" operation, which was submitted by the RMA Engineering Division, the object of which is to clarify advertising and the public understanding of "socket-power" products. Plans for the annual convention and trade show to be held in Chicago in June were also discussed by the board.

Ozark Motor Supply Is Sonora Jobber

Will Cover Oklahoma and Parts of Missouri and Kansas on Behalf of Sonora Products—Lester Cox, Well Known to the Trade, Is Head of Organization

The Ozark Motor Supply Co., of Springfield, Mo., was recently appointed a distributor of Sonora phonographs and radio products. This concern, which has for a number of years been an active figure in wholesale circles in this territory, will cover Oklahoma and portions of Missouri and Kansas in behalf of Sonora phonograph and radio products.

Lester Cox, who for many years had been a leading factor in music circles throughout Missouri, recently purchased control of the Ozark Motor Supply Co., and is now president of the organization. He will personally supervise the music-radio activities of his company, and his keen enthusiasm regarding Sonora products insures the success of this line in his territory.

Two Chicago Radio Parts Makers Merge

CHICAGO, Ill., March 7.—Announcement was recently made of the consolidation of the Jefferson Electric Mfg. Co. and the Chicago Fuse Co., the new organization to be known as the Chicago-Jefferson Fuse & Electric Co. The Jefferson organization is well known for its line of radio transformers, re-inventors and testers and sundry other products, and the Chicago Fuse Mfg. Co. has a big following on its Union renewable and non-renewable Gem powerlets and Gem switch and outlet boxes.


Samuels Corp. Has Several New Models

Business of Leon C. Samuels Corp. Is Being Operated on Much Larger Scale—New Talking Machines Are Introduced

The Leon C. Samuels Corp., which has been prominent in the phonograph field for many years and was incorporated after the death of its founder in April, 1927, with Mrs. L. C. Samuels as president, is conducting its business on a larger scale than ever before, according to reports from the firm’s headquarters in Chicago.

Recently several new model talking machines were introduced by the firm, which are shown elsewhere in this issue. The firm covers the entire United States through sales representatives, and W. A. Ferguson, secretary and treasurer, recently returned from a trip through the South upon which he visited a number of important trade centers in the interest of the firm’s products.

Pete Sampson Is Honored by Dealers

CHICAGO, I11., March 5.—Thirty-three Atwater Kent dealers of this city reversed the usual order of social proceedings and, instead of being guests of their radio distributor, were hosted to Pete Sampson, president of the Sampson Electric Co., Atwater Kent distributor, at a dinner on February 15 at the Rendezvous Cafe. The dinner was given in recognition of the service given by the Sampson organization and as a tribute to Mr. Sampson.

The distributor was presented with a loving cup, forty-two inches high, bearing the inscription, "To Pete Sampson, a Regular Fellow" on one side, with the names of the dealers participating on the other.

Now Vice-President of Lyon & Healy

Walter P. Roche, a Leading Figure in Phonograph and Radio Fields, Elected to Important Post in Chicago Firm

At a meeting of the board of directors of Lyon & Healy, held February 26 in Chicago, Walter P. Roche was elected to the office of vice-president, in charge of wholesale and retail departments.

Walter P. Roche tells radio and phonograph departments, and all wholesale departments except sheet music. Mr. Roche, who is one of the outstanding figures in the radio and phonograph merchandising fields, was appointed a director of the company in 1926.

Twenty-two years ago Mr. Roche became associated with Lyon & Healy as a stock and errand boy in the wholesale talking machine department. His progress through the ranks of stock man, order filler, city salesman, traveling representative, managerial posts and on up to the post which he now occupies, is a tribute to his ability, merchandising experience and aggressiveness. Mr. Roche’s background of experience covers both the wholesale and retail angles of the talking machine and radio business, and he has devoted practically his entire career to the music business. His many friends in the trade will be glad to learn of his appointment as vice-president, and he has already received many congratulatory messages from his wide list of acquaintances.

Stevens Speakers

Sturdy ability to perform brilliantly always because of exclusive scientific features. Attractive beauty of design and finish.

Full line of models in a range of prices to meet the needs of every buying prospect.

Model A-27
14½ in.
Seamless Bursa co
nodial diaphragm—
substantial sonnabin
board—Jewel brown
finish with Golden
Chime
Price $18.50

Stevens & Company, Inc.
46-46 East Houston St., New York
For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer...that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers...in recommending the grade of felt best suited to each requirement. Our customers profit by all this. Write us for quotations.

Felt

For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer...that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers...in recommending the grade of felt best suited to each requirement. Our customers profit by all this. Write us for quotations.

American Felt Company

211 Congress St., Boston
325 S. Market Street, Chicago

New Portable With Electrical Pick-Up

Two New Models Announced by the Berg A. T. & S. Co.—E. R. Manning on Trip

—Business Outlook Is Bright

The Berg A. T. & S. Co., Long Island City, N. Y., has placed on the market two models of the Artone portable which are equipped with an electrical pick-up whereby a radio set may be used to electrically amplify the record which is being played on the portable.

The device is very simple, consisting of only three parts, two of which are attached to the

Berg Portable and Electrical Pick-up portable and one plugged into the radio set. These three parts are a pick-up reproducer, which is attached to the regular phonograph tone arm, a volume control and a plug which may be inserted in the detector tube of any radio set. Thus the audio division of the radio set electrically amplifies the sound reproduced from the record.

E. R. Manning, treasurer and general manager of the company, left during the early part of the month on a business trip which is expected to carry him as far as the Pacific Coast.

Mr. Manning will stop at Chicago en route and spend some time in the Middle West. Good business is reported at the Berg factory, and the first few months of the new year have begun in a very auspicious manner.

Brunswick Artist

Opens Station KOA

Allen McQuhane, Record Artist and Radio Favorite, Officially Opens New Denver Broadcasting Station on Tour

According to advice received from the offices of the Brunswick-Balke-Collender Co., Chicago, Allen McQuhane, the popular Brunswick recording artist and radio broadcast favorite, has the honor of officially opening the new radio station KOA at Denver, Colorado, on March 9. While on his Western tour, Mr. McQuahae will sing eight recitals during March, and opened the new station between his recitals at Boulder and Provo.

Mr. McQuahae is becoming even more popular through his extensive concert tours and radio broadcasts. He is adding to his record repertoire a number of the new popular songs of the day, including such favorites as "Char- maine," "To-morrow," "Girl of My Dreams," "Sweetheart of Sigma Chi" and others.

Radio Ass'n Elects

BUFFALO, N. Y., March 5—Buffalo Radio Trades Association announces the election of the following directors to serve two year terms: Elmer Metzger, Benjamin Neal and Edward Young. They succeed Edward T. Ball, Emil Sommer and Thomas A. White.

For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer...that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers...in recommending the grade of felt best suited to each requirement. Our customers profit by all this. Write us for quotations.

American Felt Company

211 Congress St., Boston
325 S. Market Street, Chicago

New Portable With Electrical Pick-Up

Two New Models Announced by the Berg A. T. & S. Co.—E. R. Manning on Trip

—Business Outlook Is Bright

The Berg A. T. & S. Co., Long Island City, N. Y., has placed on the market two models of the Artone portable which are equipped with an electrical pick-up whereby a radio set may be used to electrically amplify the record which is being played on the portable.

The device is very simple, consisting of only three parts, two of which are attached to the

Berg Portable and Electrical Pick-up portable and one plugged into the radio set. These three parts are a pick-up reproducer, which is attached to the regular phonograph tone arm, a volume control and a plug which may be inserted in the detector tube of any radio set. Thus the audio division of the radio set electrically amplifies the sound reproduced from the record.

E. R. Manning, treasurer and general manager of the company, left during the early part of the month on a business trip which is expected to carry him as far as the Pacific Coast.

Mr. Manning will stop at Chicago en route and spend some time in the Middle West. Good business is reported at the Berg factory, and the first few months of the new year have begun in a very auspicious manner.

Brunswick Artist

Opens Station KOA

Allen McQuhane, Record Artist and Radio Favorite, Officially Opens New Denver Broadcasting Station on Tour

According to advice received from the offices of the Brunswick-Balke-Collender Co., Chicago, Allen McQuhane, the popular Brunswick recording artist and radio broadcast favorite, has the honor of officially opening the new radio station KOA at Denver, Colorado, on March 9. While on his Western tour, Mr. McQuahae will sing eight recitals during March, and opened the new station between his recitals at Boulder and Provo.

Mr. McQuahae is becoming even more popular through his extensive concert tours and radio broadcasts. He is adding to his record repertoire a number of the new popular songs of the day, including such favorites as "Char- maine," "To-morrow," "Girl of My Dreams," "Sweetheart of Sigma Chi" and others.

Radio Ass'n Elects

BUFFALO, N. Y., March 5—Buffalo Radio Trades Association announces the election of the following directors to serve two year terms: Elmer Metzger, Benjamin Neal and Edward Young. They succeed Edward T. Ball, Emil Sommer and Thomas A. White.
The Romance of Wood

Since the dawn of the first day, the symphony of Life has been carved on the bark of trees... Wood is nature's chosen and unsurpassed method of expressing the universal language of music.

MOLDED WOOD TONE CHAMBERS

WHEN the tone chamber of a radio cabinet is Molded Wood, its Ear Value distinctly enhances the Eye Value.

This has been demonstrated so repeatedly, that it furnishes the reason why retail dealers in increasing numbers see a greater turnover and profit in cabinets that include Molded Wood Tone Chambers.

Equally as noteworthy is the fact that makers of cabinets that lead the field in volume and dealer confidence are those who recognize that Molded Wood Tone Chambers technically and naturally are the finest audible expression of thorough quality.

The most emphatic thing a cabinet maker should do in his own behalf is to rigidly test Molded Wood Tone Chambers before deciding what speaker he will use this season.

Samples for this purpose will be sent upon request and without obligation.

Send for catalog and wire for full details.

MOLDED WOOD PRODUCTS, INC.
219 WEST CHICAGO AVE.  CHICAGO, ILLINOIS
Demand for Combinations and AC Receivers Continues in Philadelphia

Public's Interest in Higher-Priced Merchandise Regarded as Forerunner of Spring Demand—Local Dealers Win Prizes in Victor Contests

PHILADELPHIA, Pa., March 9—Though the usual February reaction was a factor that sent the dealers in quieter channels insofar as talking machines were concerned there nevertheless was a brighter spot to business in the continued demand for records and for the newer types of AC radios and combinations which have become the "best sellers" of the industry since the first of the year. Larger manufacturers of talking machines are gratified at the more lively interest shown in the various types of combinations and look upon this spur of activity as a forerunner of improvements this Spring. Dealers who have been alert to sales promotion features and tie-ups with entertainments that have appeared here within the month were able to keep the customary duller February days in activity and profitable business by the special attention given to exploitation and window displays that brought recordings of artists appearing here into prominence.

Demand for the electrically operated radios kept pace with the ability of the dealers to secure goods. The only bar to business in these sets was the lack of sufficient goods to meet the needs of the trade. Jobbers were kept busy sending out shipments from the factories almost as soon as they arrived in the warehouses so that stocks were kept at a minimum and there are waiting lists of considerable length for future deliveries from the manufacturers.

Local Sales People Win Awards

Of special interest to the dealers during the month was the awarding of prizes for the S. R. O. Contest held by the Victor Talking Machine Co. a few months ago. Miss Marian Mills, head of the record department of the Chestnut street store of the J. Ralph Wilson chain, won the $75 award for her essay, "How to Sell Victor Red Seal Records." Miss Florence Kendle, her associate in the record sales department, won the $50 prize, while James Stafford, of the Germantown avenue store of the Wilson Co., received the $75 award for his essay on the same topic and two $10 prizes for window displays. J. Fischer of the Broad street store of the Wilson Co., won $25 for his window display.

Victor Dealers Feature Album Sets

Dealers who tied up the exploitation of the album containing the Victor Herbert selections compiled by the Victor Co. in late February were: Gimbel Bros. talking machine section under Manager Wurtzele; J. R. Wilson Co. and the Strawbridge & Clothier Co. under Frank Butler, head of the music department. Out-of-town dealers who also made these numbers a special feature during the month were J. H. Troop Co. and C. M. Sigler, both Harrisburg, Pa., dealers.

Discuss Brunswick Sales Plans

A cordial gathering, bringing together executive and sales staff of the Brunswick branch, made the passing month a record for fellowship in the annals of the local branch. With more than a score of sales representatives who cover the Philadelphia district assembled in the Adelphla Hotel, the local manager, George A. Lyons, presided and extended the greetings of the firm and then introduced his co-worker and factory executive, J. E. Henderson, who came here from the Chicago headquarters to confer with the local staff and to outline the 1928 sales campaign. Mr. Henderson made an informative and interesting address on the plans for the coming year, stressing the growing demand which made the past year a lively one for the radio department of the firm.

The Brunswick Co. has just released the newest recordings made by the Herbert Gordon Orche-stra, which is now playing at the Adelphia Hotel. The record is expected to enjoy a wide sale in this territory.

To Push New Columbia Masterworks

Broad publicity will be given to the release of the first part of the seventy-ninth series of Masterworks which the Columbia Phonograph Co. is now placing on the market—that of the seventy-ninth issue of these sets. They are the recordings of the Bayreuth Festival in honor of the composer, Richard Wagner. They are to be released on March 10, when the local branch under Manager J. J. Doherty will feature an entire page ad in the Express Bulletin with the release of the seventy-ninth of series of Masterworks, the factory promoters of these high-class recordings visited the Quaker City branch. C. J. J. Doherty, originator of the Masterworks, accompanied by Fred Sard, manager of publicity for these works, both of whom are associated with the exploitation of the series, by the local radio, Manager J. J. Doherty, of the Quaker City branch, made the round of the coal regions during the month and was greatly pleased with the improvement in the Columbia business in the anthracite regions. Miners, who now are becoming more regularly employed, have been buying more freely of Columbia recordings.

Address Victor Record Club

So interesting was the talk given by Miss Dorothy Martin, editor of the Voice of the Victor, and the leaflets put out by the Victor Talking Machine Co. at the monthly session of the Victor Record Club held in the Chamber of Commerce in mid-February that a special session was called by the Victor Dealers' Association of Philadelphia to go into detail concerning the subject to repeat it for the general benefit of the trade. The special meeting was held at the Ritz Carlton Hotel, when Miss Martin gave her talk on selling Victor records. She outlined the importance of Victor record sales and urged the retailers to attend the monthly gatherings of the Club in order to obtain material aid in putting across sales. Mr. Lesarme, of the Strawbridge & Clothier Co., was chairman of the Chamber of Commerce gathering of the Record Club, and introduced Miss Martin.

Jacob H. Keen, who is well known as the inventor of the Knoophone, which he perfected more than twenty-five years ago, is now engaged in the wholesale distribution of radios and talking machines of his own manufacture at 109 North Tenth street. He will feature the RCA, Atwater Kent and Magnavox lines. He also produces the Keen portables, manufactured under his own supervision.

Valphonic Reproducer Sales Grow

Demand for Valphonic reproducers manufactured by the J. A. Fischer Co. continues to increase and shipments to Southern distributors have been heavy with the influx of sojourners in the Winter resorts. Irwin Epstan, who is covering the South, is sending back excellent orders to headquarters at 730 Market street. There is fairly well maintained demand for the Valley Forge main springs and parts as well as accessories.

Strong Demand for Zenith Line

The Penn Phonograph Co., 913 Arch street, (Continued on page 80)
A Message to the dealer who says:

"Show me one ‘A’ Power Unit that stands up in modern radio service!"

The Gould Kathanode Unipower is fundamentally different from any other automatic trickle charging “A” power device in the market. And in that difference lies the secret of a new record for reliability—long life—freedom from trouble.

Practically all of your “A” power grief in the past has come from one cause—rapid disintegration of the plates in the battery element of the unit. This is definitely eliminated by Gould Kathanode construction. That is why the new Gould Kathanode Unipower stays on the job day in and day out, beyond all previous expectations.

Out of the first 4000 Gould Kathanode Unipowers in use, only 4 have ever required service. And these 4 were due to minor mechanical defects—not one battery failure has been found.

This remarkable record is primarily due to Gould Kathanode battery construction. Patented glass retainer mats protect the plates against the destructive effect of trickle charge operation.

See this new Unipower and judge for yourself. Your nearest Gould jobber will gladly show you one—at no cost and without obligation. If you have been having trouble with ordinary “A” power devices, write today for full information and descriptive literature.

Gould Storage Battery Co., Inc., Depew, N.Y.

1. Kathanode Neg. Plate
2. Specially treated ribbed wood separator
3. Woven glass mat retainer
4. Special Kathanode Pos. Plate of high capacity and long life

KATHANODE CONSTRUCTION
THE SECRET OF LONG BATTERY LIFE

Note how positive plates are inclosed between porous protective retainer walls of woven glass. This is the secret of remarkable durability and long life. First developed for Gould submarine batteries, this new protected plate construction has proved equally valuable in radio and other constant trickle charge service.

IMPORTANT NOTE: Authorized Gould Unipower Service Stations located at strategic points are now equipped to repair the old type Gould Unipower with the new Kathanode elements at special reduced prices. Full details on request.
has been enjoying a profitable and oversold market for the Zenith AC Radio sets which are being shipped to dealers just as soon as they arrive at headquarters here from the factory. So heavy is the demand for the Zenith that back orders have been accumulating and will require heavier factory shipments in order to meet the present shortage. President T. W. Barnhill, of the company, made a tour of the trade late in February and found a good demand for radios generally.

**Brisk Okeh Record and Radio Demand**

Since the introduction of the Q R S portable radio to the Philadelphia trade, the local distributor, the Q R S Co., 107 Sansom street, has been enjoying a rushing demand for the new products. The headquarters here have been redecorated and made attractive by the adornment of original Japanese wood block prints given to the district manager, Don Rockwell, during his recent tour of Japan, by a music dealer in the Land of the Cherry Blossoms. There has been a very good demand for the Okeh recordings of the local song writer and orchestra leader, Billy Hayes, who made his first records for the Okeh Co. a short time ago and which were released during the past month. There has been so heavy a demand for these records that the release was advanced two weeks in order to accommodate customers. The two numbers released were "My Miami Mom," an original Hayes composition, and the song "I'm Always Smiling," composed jointly by District Manager Don Rockwell, Billy Hayes and Lou Hershler.

Clifford McCutcheon, who covers the Philadelphia trade and Southern territory for the Q R S Co., will make the rounds of Washington, D. C., calling on the dealers in the interest of Okeh and Odeon records. The local branch distributes these recordings in several States included in the Philadelphia territory. William Lynch, who is linked with the Washington trade, will continue to represent the Q R S Co., taking care of the needs of the dealers in music rolls and portables as heretofore.

**Popularity of Spartan Line Grows**

The Spartan radio has become a popular seller in the many adjacent towns and cities to the Quaker City and already has a large following among the neighborhood dealers as well as central city stores. During the month an extensive campaign has been staged in co-operation with the dealers and local distributors, backed by the manufacturers, the Sparks-Washington Co., Jackson, Mich. The Philadelphia distributors are J. V. Kane & Co., 3137 North Broad street, who in conjunction with the eighteen adjacent town and city dealers conducted a broad exploitation campaign throughout the month. With the vigorous sales drive the Spartan radio won many friends in this city and in the smaller communities where dealers were established. They included such Pennsylvania cities as Coatesville, Chester, West Chester, Jenkintown and New Jersey towns and cities, as Atlantic City, Millville, Salem, Vineyard and Cape May Court House. Other dealers were added in Delaware.

**Unit Plant Sold at Auction**

Under receivership proceedings the entire plant and property of the Unit Construction Co., manufacturer of radio cabinets, talking-machine booths and cases, and other trade supplies, was sold on February 28 for the sum of $118,000 to Arthur W. Smith. The plant, including a large structure of ultra-modern type, is constructed on a plot of ground 78,000 square feet in area. The building of 72,720 square feet of floor space was equipped with modern devices for the construction of cabinets and booths and at one time was one of the best known of trade concerns. The business recently was placed in bankruptcy and the assets sold to discharge obligations under the auctioneer's hammer in the February sale.

**Home From Honeymoon**

Following a two months' honeymoon spent in the Winter resorts of the South, Bertram Jacobs, of the firm of S. Jacobs & Son, 320 West Columbia avenue, has returned to Philadelphia. The wedding took place last December when the younger member of the firm was united in marriage to Miss Caroline Virginia Eicholz, daughter of Mr. and Mrs. S. Eicholz, the former

**ZENITH**

**KOLSTER**

**TRILLING & MONTAGUE**

**PHILADELPHIA BADGE CO.**

**Velvaloid Record Brush**

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

**Philadelphia, Pa.**

Miss Antoinette Franklin, who is well known in local trade circles, is now affiliated with the store of Walter Stainthorpe, at 2033 Chester avenue, as head of the talkies, music and record department. The Stainthorpe store is broadcasting Victor numbers every evening over WMZV.

**Trick Attracts Attention to Radio**

A "trick" window sign was the unique method employed by the firm of Emmerts, 2626 Germantown avenue, for attracting attention to the newest of radios to be installed in the store during the late February days. The stunt was the simple feature of turning the sign announcing the new Atwater Kent AC set so that it was visible from the outside while the pedestrians passing stopped to read the large display announcement only to find it was not to be achieved except by many acrobatic feats and the use of the head. Crowds accumulated to help their curious brethren interpret the sign and when this was not possible rushed into the store to inform the head of the firm, Milton G. Emmert, of the fact that the sign was not properly adjusted. As the passer-by came into the store he was tactfully shown the new Atwater Kent radio and sales resulted. The window is attractively arranged with a complete home outfitted with all the very latest musical instruments. The interior of a living room showed the Victor Orthophonic, Atwater Kent radio, and a piano, around which were grouped the personnel of the firm. Variegated lights played upon the window, creating a glowing and colorful effect.

**H. Bloomingdale Controls Business**

The business of the Scherzer Piano Co., 539 North Eighth street, conducted by the late Mrs. Belle S. Bloomingham, whose passing occurred in late January, now is under control of her son and former associate, Henry Bloomingham. The Scherzer Piano Co., also dealer in Columbia phonographs, was established back in 1852, and is one of the pioneer concerns of the Quaker City, founded by Adolf Scherzer, father of Mrs. Bloomingham and grandfather of the present owner. The business will continue along the same lines as formerly.

**Add Radio Department**

Fred A. Brown, for many years engaged in the talking machine business at 203 West Allegheny avenue, has added a modern radio department to his Victor retail store. In addition to the talking machines, Radiola, Kolster, Atwater Kent, Fried Eisemann and other radio lines are handled.

**Retire From Business**

Theodore R. Wirtschafter and his brother and associates in the business have withdrawn from the firm of the Central Radio Stores, located at Fifth and Market streets. The business will be continued by Sydney Aaronberg and William Wirtschafter, another brother of the retiring

(Continued on page 82)
A BIGGER SHOW
More manufacturers have signed up for exhibition space than for last year's show. There will be more to see, more to select from and more new products to sell and profit on.

A BETTER SHOW
Both the Exhibition Hall and the Ball Room of the Stevens Hotel will be used for exhibits. All that's new for the 1928-29 season will be so arranged that you will not miss a thing.

A MORE INTERESTING SHOW
The variety and number of exhibits and entertainment features will surpass last year's show—and that was a hummer! Many manufacturers are arranging to entertain you—to make your visit both profitable and pleasurable. The R.M.A. banquet will have for its speakers the leading men in the industry.

YOU MUST GO
Distributors, dealers and jobbers will be admitted by invitation only. Full particulars regarding your credentials will be sent to you in April. For any other information address

Radio Manufacturers' Association Trade Show
UNDER DIRECTION OF U.J. HERRMANN AND G. CLAYTON IRWIN, JR.
Room 1800 Times Bldg., New York City
members. The Central Radio Stores handle all the standard makes of radios.

Ties Up With "Movie"

Tying up with the film, The Student Prince, featured by the Stanley Co., at the Stenton Theatre, in mid-February, the J. R. Wilson Co. had an attractive window display of the recordings of the musical comedy in the Victor list. The Wilson central city store, at 1710 Chestnut street, is just a few squares away from the Stenton and excellent business resulted from the tie-up. Miss Marian Mills, head of the record department, supervised the trimming of the window.

Dealers Visit Atwater Kent Plant

On Thursday, February 16, seventeen Pullman cars of Atwater Kent dealers pulled into this city for a visit to the Atwater Kent radio factory. They represented the retail trade of Parks & Hall, Baltimore, the Burt-True Corp., Syracuse, and the D'Ella Electric Co., Bridgeport, Atwater Kent distributors.

In the evening the visitors were guests at a banquet at the Ritz-Carlton, followed by a theatre party. The assembly was addressed by V. W. Collamore, general sales manager, R. E. Smiley, assistant sales manager, and P. A. Ware, merchandising manager of the Atwater Kent Co. The dealers, totaling over three hundred, represented the largest retail delegation entertained at the factory to date.

Big AC Radio Market in Quaker City

Statistics furnished by the Philadelphia Public Ledger visualize the potential sales of AC operated sets in this city. The Public Ledger points out that there are 630,000 homes in the Philadelphia area, half of them tenant-owned. Over 510,000 are wired for electricity. There are 7,000 new prospects a month, because on the average just that many Philadelphia homes are being wired every month.

Modernize Their Store

Many modernizing features have been adopted by Sorkin Bros., in their remodeling of the store devoted to sales of Victor and other lines.

News Brieflets

A new store is being added to Fred Brown enterprises at 3226 Germantown avenue, where a Victor dealer's establishment has been inaugurated under the title of Fred A. Brown Co. This new home supplements the long-established business at 203 West Allegheny avenue. Radio also will be stocked.

\[ \text{“Earning Big Dividends”} \]

\[ \text{EVERY Victor dealer has greater opportunities today than ever to earn big dividends through the sales of Victor Records.} \]

Properly functioned, the Record department is an outstanding factor in the Victor dealer's business. The fact that Victor Records are the world's best music in permanent form is a powerful magnet for every Victor dealer's store.

Victor Herbert Melodies scored tremendous sales. Every set sold stimulates public interest in all Victor Red Seal and Album Sets. Get your share of this business.

\[ \text{We Are at Your Service.} \]

H.A.WEYMANN & SON, INC.
Victor Wholesalers

The former talking machine business of E. J. Youngjohn, of Norristown, Pa., has been acquired by J. McCorry.

Mrs. C. W. Kohl, wife of C. W. Kohl, accompanied her husband on a trip to the Winter resorts in the South in late February. Mr. Kohl, who is assistant manager of the record department of the Philadelphia Victor Distributors, Inc., visited Havana, Cuba.

Mrs. Lucia Carmine, who is in charge of the record department of Strawbridge & Clothier's Department Store, for several days was confined to her home, a sufferer from grippe.

Announcement is made of the engagement of Albert E. Hughes, who is well known in the local trade as traveling representative of the Philadelphia Victor Distributors, Inc., 832 Arch street, and Miss Edith R. Williams, also connected with the staff of that house.

President Louis Beznah, of the Philadelphia Victor Distributors, Inc., who has been in Florida, returned to his desk.

Edison’s Photo Sent Via Telephotography

Noted Inventor Takes That Means for Conveying Personal Expression of Good-Will to Company’s Representatives on the Pacific Coast on His Birthday

Newspapers throughout the country recently gave much space to describing the various celebrations held on the occasion of Thos. A. Edison's eighty-first birthday anniversary, ceremonies suitable for the occasion being held in all sections of the United States and in many other parts of the world.

Particularly enthusiastic was the series of celebrations held on the Pacific Coast, just prior to which the Western representative of Thos. A. Edison, Inc., advised the home office that some expression from Mr. Edison to the company organization on the Coast would be greatly appreciated. There was no time to convey the message by ordinary channels and therefore there was provided an opportunity for using the newly developed service—Telephotography.

Arrangements for this service were quickly made and a studio photograph of Mr. Edison listening to his newest musical achievement, the Edisonic, was rushed to the American Telephone & Telegraph Co. offices in New York, where it was prepared for transmission.

Telephotograph of Edison

Within an hour and a half reproductions of the photograph shown herewith were received by wire in both Los Angeles and San Francisco. From these two points the Telephotograph was delivered up and down the Coast by air mail in time for display on Mr. Edison's birthday.

To accompany the Telephotograph a telegram was sent to Edison dealers by Arthur Walsh, vice-president of Thomas A. Edison, Inc., which read: "In honor of Thomas A. Edison's birthday, February 11, we are sending you the first approved Telephotograph of Mr. Edison listening to his newest musical achievement, the Edisonic, an appropriate souvenir which shows him with his favorite invention, which has spread good music—the universal language—to the remote corners of the earth."

I. R. Epstan Weds

Miss Jane Fulton

PHILADELPHIA, Pa., March 7—I. R. Epstan, of the J. A. Fischer Co., of this city, is receiving the congratulations of his many friends upon his marriage. Last July—not that his friends were slow in tendering their best wishes, but rather due to the fact that Mr. Epstan successfully kept secret for many months his marriage to Miss Jane Fulton. Mr. and Mrs. Epstan are making their home at the Mayfair Apartments in this city.
Symphonic Sales Co. Sole Agent for Wasmuth-Goodrich Radio Cabinets

(Continued from page 34)

DeWalt is now engaged in completing several unique cabinet designs and finishes which will be ready for release in the near future. E. S. Goodrich, also a director of both companies and identified with his brother in the general conduct of the business, D. A. Wasmuth, a brother of E. M. Wasmuth, is treasurer of the Wasmuth-Goodrich Co. and president of the First National Bank of Roanoke, Ind. The Symphonic Sales Co. is one of the best-known members of the phonograph industry, having attained exceptional success in the manufacture and marketing of Symphonic phonograph and radio reproducers, which will continue to make and sell as heretofore. Lambert Friedl, the head of the company, has been identified with the phonograph industry for fifteen years, having occupied important executive posts with prominent concerns in the industry. He is recognized as an efficient merchandiser and a capable executive. Associated with Mr. Friedl as vice-president is E. H. McCarthy, whose close contact with jobbers and dealers over a period of many years has given him an intimate familiarity with the sales end of the music-radio field. Mr. McCarthy has been identified with the wholesale and retail divisions of the phonograph industry, in addition to his manufacturing activities and his success may be attributed to the cooperation and service he has given to retailers and wholesalers in every section of the country. The sales organization of the Symphonic Sales Co. is now being augmented to take care of the Wasmuth-Goodrich representation.

QRS Co. Enters the Movie Camera Field

(Continued from page 34d)

recognition in the particular line considered, and upon these men rests the responsibility of that carefully designed line's ultimate development and success.

In the QRS Camera Division they secured the services of and appointed H. H. Roemer, formerly general sales manager of the Bell & Howell Co., as manager, and Charles E. Platimore, formerly of the engineering staff of the Bell & Howell Co., as chief engineer, in charge of production.

The product as developed, and to be known as the QRS Movie Camera and Projector, has, for the better part of one year, been undergoing all manner of developments and tests until the time of this writing the company is looking to its production, starting on such leaders in point of units produced and sold.

That the amateur movie camera and projector distribution is going to be accepted by the consumer public on a par with that of radio and the phonograph is already proved itself out through the demand made on QRS, although no public interview or information regarding the latest product of the company has been given out prior to this interview.

The popular price at which the public can purchase a complete outfit, included in a compact, convenient carrying case, has not only attracted the consumer but the dealer as well, and particularly such dealers as are organized for the merchandising of devices for entertainment in the home—such as dealers in phonographs, musical instruments, radio, etc.

The QRS movie camera and projector is a combination machine—the camera and projector mechanism being one and the same. By attachment of a lamp house—lamp and electric motor the camera becomes the projector. Obviously a film run through the same mechanism for projecting as took the picture will naturally produce a perfect result on the screen than when traveling through separate machines.

The price of $98.50 for the QRS complete outfit does not represent a cheap or flimsy product. Utilizing the same mechanism of the camera for projecting causes the same mechanism to perform the functions of two separate machines, thereby saving the additional cost of building a separate machine.

The QRS Co.'s past record in building quality products is again reflected in the quality of the QRS Movie Camera and Projector. Volume production will be under way and deliveries started the early part of April.

Plaza Distributes New Dealer Helps

The Plaza Music Co., New York City, has recently produced two new dealer helps in the form of display cards. An unusual little Pal display card, arranged so that it can be placed on the turntable of Pal phonographs, shows a dancing couple in full color dancing around the word "Pal." Another display card is a record holder in four colors that serves as a combined record and needle advertisement.
Lyon & Healy Feature
Talk-Back Recorder

Phonographic Records Introduced to Trade Several Months Ago Rapidly Gaining Favor Throughout Country

Lyon & Healy, Chicago's largest and foremost retail music house, reports heavy sales of the "Talk-Back" phonographic recorder as a result of the beautiful window display shown herewith. The "Talk-Back" Phonographic Recorder was introduced to the public several months ago, and has met with an enthusiastic reception all over the country.

The principle upon which the "Talk-Back" is based is not a new one. Its application is, however, with the "Talk-Back" it is possible to record your own records right at home. The instrument can be attached to any phonograph (regardless of make) and it will record with clерeness of tone quality found in any of the excellent records now on the market.

There is a variety of uses for the "Talk-Back." Radio programs of favorite artists or stations can be recorded. Musicians use the "Talk-Back" for improving their technique. Parents can use the "Talk-Back" for preserving their children's voices, etc. These are only a few of the many uses. The instrument is also finding increasing favor in dramatic, vocal and foreign language schools. The records made with the "Talk-Back" can be played indefinitely. The manufacturers have experimented with the perfected product for the first period of five years, and have announced that a quarter of a million dollars has been invested in experimental work, laboratory and manufacturing equipment.

The Consolidated Talking Machine Co. reports that the "Talk-Back" has taken a "real hold" with the dealers and public and that every day the mail brings in orders from dealers throughout the country. The display in Lyon & Healy's window did wonderful work. An increase in their sales of "Talk-Backs" was noted immediately. The outfit complete, ready to make records, lists at $7.50. Three double-faced black records list at $1.00. An additional supply of records can always be purchased by the user.

Another New Sales Producer
CARTER
A. C. Adapter
HARNESS
Using present "B" & "C" supply

Furnished in six types for converting 5, 6 and 7 tube sets, with or without power tube, using any standard Filament Transformer. Conversion made in ten minutes, without any alteration to set.

$7.00 to $0.50

Carter Radio Co.
Chicago, Ill.

In Canada:
CARTER RADIO CO., LTD., Toronto

Mail coupon "R-type"

Please send illustrated folder to—
Name
Address
Our jobber
Address

How Lyon & Healy Featured the Talk-Back Phonograph Records

Radio Trade-in Book of Used Set Values

Volume Recently Placed on Market Has Compilation and Rating of All Receivers Made From 1920 to Present Time

The Radio Trade-In Book Co., Memphis, Tenn., recently placed upon the market the Radio Trade-In Book, containing a compilation and rating of all radio receivers manufactured from 1920 to the present time, inclusive. The publication is similar to that which is used by the automobile trade in order to properly evaluate the trade-in price or allowance on a used automobile, and the Radio Trade-In Book ratings will be used in making an allowance to a prospect who wishes to receive credit for his old radio receiver on a new set.

The ratings in the book have been arrived at with due regard for the dealer's overhead and the cost of overhauling the old receiver. The ratings are so made that the dealer will not establish a bad and dangerous precedent in allowing an excessive amount on the old receiver.

The Thomas W. Briggs Co., a prominent advertising agency in Memphis, Tenn., and the firm which owns the Radio Trade-In Book Co., foresaw the present condition in the radio field, and realizing the general trend toward AC operation of receivers, believed that the time was ripe for a publication of this type, which could be used by dealers and distributors throughout the country. The first edition was quickly sold to the trade, and the firm, a few weeks ago, was engaged in running the second edition. Since the first announcement the Wisconsin Trade Association adopted the Radio Trade-In Book as its official used rating guide, and a few days later the Federated Radio Trade Association, in convention in Milwaukee, adopted the Radio Trade-In Book as its guide.

The ratings on the various receivers, and there are 2,000 different types listed, are compiled individually, and there is no advertising of any type in the publication. The ratings are so compiled that the sudden reduction in price of any receiver will not affect the book rating.

Freshman District Agents Appointed

The sales personnel of the Charles Freshman Co., Inc., is rapidly being broadened under the direction of Harry A. Beach, sales manager, and James C. Prye, assistant sales manager of the company. Twenty high-rather representatives are now in charge of various territories for the Freshman organization and the number is increasing steadily. Mr. Beach recently announced the following list of territorial representatives operating in the districts stated:

W. J. Epton, West of Rocky Mountains; M. B. Shaffer, Wisconsin, Iowa, Minnesota; Lon Morrissey, Texas; W. H. Allen, city of Chicago; L. E. Dorfman, New England; F. H. Waite, New York State; L. L. Silverman, New Jersey; S. E. Finkelson, Brooklyn; W. F. Meyers, New York City; H. Vogt, New York City; I. Shaffer, Connecticut; J. J. DeBona, Indiana, Michigan; C. Greenberg, Pennsylvania; W. L. Lown, Illinois; G. M. Latham, Ohio; M. C. Schoenhut, St. Louis territory; J. C. Cushman, Southeast territory; H. N. McMenamin, Pennsylvania; L. W. Reed is engaged in sales promotional work in all territories and Martin Zatomove is special representative.

Argus Staff Dines
Dr. Marcel Wallace

Dr. Marcel Wallace, president of the Argus Radio Corp., New York City, recently sailed for Europe for a two months' trip. Upon the eve of his departure his co-workers in the Argus Radio Corp., both executives and employees, gathered to tender him a bon voyage banquet. Adolph H. Meyers, prominent New York dealer, presided as toastmaster and many graceful and fitting tributes were paid to Dr. Wallace, who is not only chief executive of the organization but the designer of the Argus radio set, which is one of the pioneer all-electric receivers.
"Follow the Leaders"

The leading manufacturers, the leading dealers—and the leading distributor. Here's a combination hard to beat.

Right here, in and about New York City, over 2,000 dealers, among them many of the leaders in the industry, are using the Blackman Distributing Company as a source of supply for their radio products and accessories, because they know that the manufacturers of the Blackman products are thoroughly reliable, that Blackman as a distributing organization is dependable.

The Blackman dealers are in practically every corner of the metropolitan district—in the tenement neighborhood, the apartment house localities and in the sections in which private homes of the better class abound,—dealers who find in the Blackman line the requirements of their individual localities, their individual customers.

If you would be safe in establishing a source of supply for your business, follow the leaders.

"Follow the Leaders" is an excerpt from a very important mailing campaign we have just inaugurated. Are you on our mailing list?
THE MOST ORIGINAL AND OUTSTANDING RADIO EQUIPMENT FEATURE OF THE YEAR

The Stenola Table for Radiola 17

Equipped with Model 100A RCA Speaker

Stenola table model illustrated here-with is made expressly for the Radiola 17. It comes finished in mahogany to match the design and finish of the fast-selling Radiola model.

This table model has been designed and patented. Official patent registration has been granted by U. S. Patent Office.

Manufactured by
STETTNER PHONOGRAPH CORP.

Telephone: Butterfield 4772-2922

"Pioneers in Radio Cabinets"

Factory and Show Rooms—314-322 E. 75th St, New York

Carter Harness Is Easily Installed

Directions and Chart Make Installation of Adapter Harness Made by the Carter Radio Co. Exceedingly Simple

The new Carter adapter harness, manufactured by the Carter Radio Co., Chicago, and introduced in the February issue of The Talker...

Chart Prepared by Carter Radio Co. Showing How to Install Device

The Carter harness is furnished with complete instructions and all necessary parts. All necessary equipment is built into the harness and completely wired. Standard harnesses are available for five, six and seven-tube receivers, both with or without power tube and the market for the product is indicated by a rapidly growing demand for it.

Plaza Features New Donaldson Numbers

The March list of popular sheet music, distributed by the Plaza Music Co., New York City, is appropriately printed in green. The titles are classified under the headings of the publishers, in addition to a specially arranged column entitled "Big hits of the day in sheet music." A special cut-out pasted attached features the new songs by Walter Donaldson, including "Changes," "My Ohio Home," "There Must Be A Silver Lining," all Feist numbers, and in display space is especially featured "Little Mother," "Keep Sweeping the Cobwebs Off the Moon," "Together," "My Ohio Lullaby," "What's the Color of a Yellow Horse," "Little Log Cabin of Dreams," "I Want to Come Back," and "Moten Stomp."

In addition to the monthly list, the Plaza Music Co. also sent out a special postcard featuring the orchestration of "Moten Stomp" played by Bennie Moten's Kansas City Orches-
tra on the Victor record. The Plaza Music Co. is also featuring a transcription of famous blues for the saxophone with piano accompaniment, including "St. Louis Blues," "Beale St. Blues," "Yellow Dog Blues" and "Hesitating Blues."

N. Cohen Returns From Florida Trip

N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., accompanied by Mrs. Cohen and his son, Sidney, recently returned from a Winter vacation in Florida. It has been Mr. Cohen's custom for many years to spend the month of February in Florida, and he returns fit for a busy year.
Interesting Events of the Trade in Pictures

Above—Waring’s Pennsylvania, famous orchestra, listening in back stage with the aid of an Atwater Kent Model 37 set, the all electric radio receiver recently introduced to the trade by the Atwater Kent Co.

Above—Gene Tunney, heavyweight champion, at Dover Hall Club, near Branford, Gia., and third from left, “Sport” Herman, well known in radio industry; “Fuzzy” Vance, Brooklyn pitcher, and Col. Pipp, Chingier; B. M. Klein, general manager, Fada radio, also was in the party, but does not appear in the picture. Tunney is exhibiting the result of his hunting process to the members of the party.

Above—Fannie Brice, of vaudeville fame, made an unusual record recently when Al Jolson songs from New Orleans over a network of radio stations. Miss Brice, in San Francisco, placed a recording instrument in front of her Kohner receiver and Al’s famous "Mammy" song was captured on the disk. The record will be presented to Jolson in New York.

Above—An interior arrangement that has many advantages is that of the Majestic Music Shop, located in Minneapolis, Minn. Note the impression of spaciousness.

Above—A corner of the retail store of the Noll Piano Co., Milwaukee, Wis., showing how this concern features Stromberg-Carlson radio. The Noll Co. is going after sales in a most aggressive and effective manner throughout the Milwaukee retail territory.

Above—Left—During the appearance of the Vitaphone production of "The Jazz Singer" in which Al Jolson, Brunswick recording artist, is featured, at the Garrick Theatre in Chicago, the dealer’s sale up. Prominent among the co-operative activities was the special window display arranged by the nationally known Lyon & Healy Company in its Loop store.

Above—When the Lincoln Symphony Orchestra, Lincoln, Neb., recently played in concert with the Columbia Viva-tonal phonograph, as pictured here, comment was made that Art met Science, each endorsing the other. This was a most interesting experiment and attracted considerable public attention to the fidelity of reproduction of the Columbia Viva-tonal phonograph, which is steadily becoming more popular throughout this territory.
Baltimore Victor Jobbers at Meeting of Southern Dealers

Victor Dealers Meet at Greensboro—Enthusiastic Reception Accorded Brafo Catalog by Dealers Throughout Country—Other Trade News

Baltimore, Md., March 9—Victor dealers in the South recently met at a gathering held at the King Cotton Hotel, Greensboro, N. C., on March 5. T. Son Cohen, president of Cohen & Hughes, and J. T. Hutchisson, traveling representative of the well known Victor distributing concern of this city, were present and report that the meeting was most successful.

How Retailer Features Columbia Line

It was held under the auspices of Victor wholesalers and conducted by Victor factory representatives.

William Biel, general manager of Cohen & Hughes, feels that the reduction in the list prices of the several models of Automatic Victrolas is certain to increase sales on these items, and states that orders for additional supplies of the models are already being received. M. P. Smith, assistant general manager of the company, states that a portable campaign has been started to impress upon dealers the wisdom of placing orders for their portable requirements over the entire Spring season.

Victor E. Moore, Pennsylvania representative of Cohen & Hughes, gives a very optimistic report on business conditions in his territory, and states that although there is some depression in certain parts of the state, the Victor situation on the whole is very good.

Louis & Co., one of the leading talking machine establishments in this city, recently erected a monster sign atop the roof of the building in which the store is located, calling attention to the Columbia Victor Talking graph line and Columbia New Process records. The sign, which can be seen for a great distance, has been responsible for a decided increase in interest in the Columbia line.

The Brafo catalog issued by the Brafferman Fedder Co., received such an enthusiastic reception from dealers throughout the country that a second edition is now in preparation, and will be issued shortly.

E. M. Fedder and Phil Kaufman of the Brafo organization recently returned from their first trade trips of the year, greatly enthused by the dealers' reception of the portable line. The company is preparing to offer two new models of portables, the Orpholo Junior and the Orpholo Senior, early in April.

Thompson Sets Use Arcturus Apparatus

The Arcturus amplifier, detector and power tubes have been adopted by the Thompson Radio Co. for use in 600 of its R-85 receivers originally designed as battery Sets. It is stated that the Thompson Radio Co. decided to facilitate the sale of these sets by converting them to AC operation. The Arcturus tubes are mounted on four-prong standard UX sockets without additional side or overhead wiring of any kind.

Trade Activities in Akron-Canton Field

AKRON-CANTON, O., March 5—With employment on the increase, due to growing production of steel and rubber in this area, there is a much better tone in talking machine and radio buying. In this area there is much expansion in progress, many stores are giving over added space to talking machines, and from all appearances 1928 will be a bigger year than last for talking machines and records.

George S. Dales, Akron music dealer, has sailed from New York for a European tour.

Removal of the music department of the M. O’Neil Co., largest Akron department store, will take place within the next thirty days, official of the company has announced. No mention has been made as to where the music departments will be located.

The Radio & Phonograph Exchange has been opened on Second street, Canton.

House in Debate Over Radio Bill

WASHINGTON, D. C., March 12—Members of the House engaged in a lively debate last week over the Watson bill extending the life of the Federal Radio Commission, and carrying a provision, added by the Merchant Marine Committee, providing for the equal distribution of wave lengths, stations and power among the five districts from which the members of the commission are chosen.

This latter clause is the subject of the debate and the outcome is looked forward to with interest by everyone interested in broadcasting and the radio industry. The Congressmen in favor of the "equitable distribution" clause state that this would correct conditions which are objected to. As this issue of The Talking Machine World goes to press no vote has been taken on the bill.

Illinois Ranks High in Radio Industry

Chicago and Illinois rank high among national centers for the radio industry, according to two reports issued recently by the Department of Commerce in Washington. The first deals with retail stocks, and shows that New York and California are the only two States ahead of Illinois in the matter of distribution of radio sets and parts. The second report, revealing patent grants to inventors, states that large contributions have been made by residents of the Chicago area to radio development.

There are 2,750 radio dealers in Illinois, including shops devoted exclusively to the sale of radio apparatus, music stores, department stores and others engaged in retailing parts, sets and tubes, according to the dealers' stocks survey. The department, which obtained its data through questionnaires sent to these 2,750 concerns, estimates that approximately $35,000,000 worth of radio business is done in Illinois each year, compared with $46,000,000 in New York State and $17,000,000 in California.

Amrad Corp. Names Six New Jobbers


A. Horpe, head of the A. Horpe Co., of Omaha and Council Bluffs, Ia., died last month from angiitis pectoris.

The Greatest Records Ever Made

Music critics, the press and the public agree that the Bayreuth Wagner Festival Recordings are the greatest achievement in recorded music.

These eleven matchless Columbia Viva-tonal Recordings, complete in handsome gold-embossed leather album, retail at $16.50, or $1.50 for single records. As Columbia Masterworks Set No. 79, they offer you prestige and profit, not only for today, or to-morrow, but through the years to come.

Write us for details

COLUMBIA WHOLESALE, INC.
L. L. Andrews
Wis. H. Swartz
Exclusively Wholesale
205 W. Camden St. Baltimore, Md.

The Talking Machine World, New York, March, 1928
The Newest in Radio

Radio Speakers

Utah Radio Products Co., Chicago. Type XI: combination cone and exponential horn for cabinet installation, form of special composition with an area 113½ inches by 11½ inches; output dimensions 11¾ inches by 19½ inches; depth 18½ inches. Shipping weight 505 pounds. Included with Utah cone speaker licensed under Lektophone patents. List price $22.

Diaphragm used in all Utah horn type loud speaker units, illustrated.

Cone speaker used is licensed under Lektophone patents. List price $23.

Utah type XB one-speaker cabinet for cabinet installation, containing same Utah units as used in model X speaker. List price $25. Weight 37½ pounds.

AC Receivers

The Atwater Kent Mfg. Co., Philadelphia. Model 38 AC radio receiver with seven tubes, listing at $26.50. Single dial control. Type in model No. 38 was designed to be used plainly marked on each socket. Power socket is shielded and completely shielded. Two toggle switches appear on panel, operating vertically to throw set current on or off, and the other operating horizontally to increase or decrease the sensitivity of the set for distant or local stations.

The Modernistic 37, similar in construction to the Atwater Kent Model 38 AC receiving set, but with a finish showing patented tripod construction. Licensed on February 1 under the Willett patents, for exclusive use on Utah loud speaker units. Diaphragm is connected to armature through tripod construction, allowing more freedom for diaphragm movement and decreasing unnecessary movement of the armature.

Utah type XII combination cone and exponential horn, enclosed speaker, containing a coil of special composition 41 inches long. Front opening: height 3½ inches, width 2¾ inches. Weight 11 pounds.

AC Six-Tube Set

A. H. Croke & Co., Inc., New York City. Synchrophase AC 85, single dial, all-electric, six-tube radio receiver. Has "best-sounding" switch which makes it possible to obtain wider frequency band. Receiver consists of four major units: receiver proper, power unit, mounting frame for supporting receiver and cabinet. It has three stages of radio frequency amplification with power tube fed directly from each. It is equipped with AC heater type tube and two small radio frequency amplifiers. Another development in the new AC 85 receiver to the new AC tube, and in combination with any of the standard series headphones on the market. Sold to offer an easy method of connection to any battery set AC tube operation.

Synchronophase AC 66 is a unique design of tube socket prong. Ranging the prongs to different, sharp angles insures perfect contact between the leg of the vacuum tube and the socket contacts. Case made of heavy aluminum with front forcing edge which is added to its rigidity. Selected micrometer is used in body of cabinet, while front panel is of ashwood, finish. Finish in artistic Deco, which is illuminated, is graduated in kilocycles.

ABC Power Supply

P. A. D. Anderson, Inc., New York City. ABC power supply in four models: No. 90-Q, 60 cycle ABC, for use with Ford six and seven-tube sets; No. 62-R, 25 cycle ABC, for use with Ford six and seven-tube sets; No. 49, 60 cycle ABC, for use with Ford eight-tube sets; also a model 91S, with refrigerating device for use with Ford eight-tube sets.

For use with Ford eight-tube sets, can also be used with six and seven-tube sets. Sixty cycle outputs are recommended for use on power lines having from 25 to 40 cycles. Two sets on all 100 inches long by 24 inches wide by 13 inches deep. Approximate net weight 11 pounds. Weight approximately 50 pounds.

Speaker Coupler

Bremer-Tully Mfg. Co., Chicago, III. Bremer-Tully coupler, the most complete, is designed to improve tone quality, increase volume and add to the life of the speaker. Can be placed on the table or mounted inside the radio cabinet or speaker cabinet as desired. No tools are required. The terminals of the speaker cord are simply inserted into receptacles of the speaker coupler. Installation is easy and convenient.

AG-Former

Karas Electric Co., Chicago, III. AG-Former designed to furnish an even, unfluctuating current of the correct voltage to the new AC tubes, and in combination with any of the standard earphones on the market. Sold to offer an easy method of connection to any battery set to AC tube operation.

Quann Radio Corp., Chicago, III. New improved Quinn cone type speaker, operated with any radio set, whether power tube, push-pull amplification, or AC power. Built on

inch: 10% inches, width 24½ inches, height 22 inches. Shipping weight 11 pounds.

ear, enclosed in one small case. Attachments are furnished for use with antennas and ground for both phone and broadcast. Complete with wiring and instructions. Finish, mahogany, or walnut. Retail price $77.15 complete.

Tube for Speaker Operation

E. T. Cunningham, Inc., New York City. Type CA-350, a 25-watt tube designed to supply simple undisturbed power for operation of heavy duty speakers. To use this tube receiver must be capable of supplying the high plate current and the plate voltage for the 350 vacuum tube. This is 300 to 400 volts, base, which is from 50 to 80 volts.

The material used in the grid circuit and bias type; diamond operates at a full red heat. The current required may be supplied from the 7.5 volt winding of a power transformer. This tube is intended only for use in power amplifier equipment. The recommended plate voltage is 250 to 800 volts.

Radio Aerial

Progressive Labs., Chicago, III. The Aerocope, an aerial for use with radio receiving sets. Has a receiving (Continued on page 96)
Popular Music

Race Records

EXCLUSIVE OKEH ARTISTS

Mark Fisher

BABY FEET GO PITTER PATTER
('Cross My Floor') Vocal
Both sung by Mark Fisher with Piano Accomp.

EVERYWHERE YOU GO—Vocal
Both sung by Mark Fisher with Violin, Cello and Piano

I'LL THINK OF YOU—Vocal
WHEN YOU'RE WITH SOMEBODY ELSE—Vocal
Both sung by Mark Fisher with Piano by Ted Shapiro; Violin & Cello Accomp.

Seger Ellis

MY BLUE HEAVEN—Vocal
Both sung by Seger Ellis with Justin Ring Trio

IT WAS ONLY A SUN SHOWER—Vocal
Both sung by Seger Ellis with Justin Ring's Salon Orchestra

POPPIN' 'EM OUT—Piano Solo
Both played by Seger Ellis

"Texas" Alexander

Again
mama's
messin' round.
Papa's mad!
"TEXAS" ALEXANDER's
got the lowdown on this story.

Blue Belle

Test the selling power of Okeh Race Records by selling Nos. 8538 and 8542. The result is always the same . . . best sellers.

Consolidated Talking Machine Co.

227 West Washington Street
Branches: 2957 Gratiot Ave., Detroit, Mich.

Chicago, Illinois
1424 Washington Ave., So., Minneapolis, Minn.
Middle West Music-Radio Dealers
Report Healthy Trade Condition

Chic;go, I11., March 9 — The opening of the Spring season finds the Middle West music-radio trade as a whole in a healthy condition. While sales in both phonographs and radio-receiving apparatus have slackened somewhat, the decrease has not been sharp enough to excite apprehension or fear of a slump in any quarter. Talking machine record sales are continuing along an even keel, and are proving, as they have in the past few years, to be a steady and profitable source of revenue.

The trade within the next few months will witness a move which was attempted, without any great degree of success, about four or five years ago, namely, a large increase in the production of phonograph-radio combination instruments. In 1927 several of these instruments made their appearance and during the next few months the new combination products now being developed in manufacturers’ laboratories will be placed on the market. In 1923 and 1924 radio-receiving sets were crude instruments compared to those of the present day, and likewise talking machines have approached a high state of perfection since that time both in mechanical and electrical reproduction. Electrically recorded records have further helped to solve the problem and the prophecy that the ultimate musical reproducing instrument in the home would be a combination of radio broadcast and recorded music seems to be approaching fulfillment. These products, of course, will find their best avenues of distribution through the music-radio trade and the instruments themselves will furnish the dealer with greater sales possibilities.

The portable phonograph manufacturers are entering the Spring season with products possessing even further refinements in finish, equipment, greater volume and purer tone quality. The portable instrument, as well as the portable radio receiver, has found its rightful place in the dealer’s establishment and the outdoor season ahead is expected to bring greater volume of sales in both types of instrument than in any past season.

Jack Kapp, looking for Recording Talent
Jack Kapp, head of the Vocalion division of the Brunswick-Balke-Collender Co., Chicago, has been on an extended tour of the South and East for the purpose of securing new recording talent. Mr. Kapp, on previous tours, has unearthed many “finds,” and he promises that there will be something startling on Vocalion records within the next few months.

RMA Hears Talk on Cross Licensing
At the monthly luncheon meeting of the Radio Manufacturers’ Association, held February 16, at the Bismarck Hotel in Chicago, C. C. Hanch, who has been retained by the RMA as counsel, spoke on the subject, “Benefits of Cross Licensing in the Radio Industry.” Mr. Hanch outlined the progress which has been made in the automotive field through cross licensing and stated that the same steps could be taken in the radio field, with resultant benefits to all members in the industry.

Arthur Haugh, past president of the RMA, presided at the meeting and among the other speakers who addressed the gathering were Harold J. Wrape, president of the Federated Radio Trade Association, who thanked the RMA for its co-operation and help, Otto N. Frankfort commented on the F. R. T. A. convention held in Milwaukee a few days previous and prophesied that the F. R. T. A. would be an important factor in the industry. Mr. Frankfort stated that the radio industry now ranked sixteenth in the United States and was well able to conduct its own affairs without aid or interference from another industry.

A. J. Carter, chairman of the Patent Interchange Committee, stated that his group had prepared a cross licensing agreement which
was now in the hands of attorneys for inspection and would be presented to the RMA at the June convention in Chicago. Other speakers were Thomas White, of Buffalo, who commented upon the jobbers' division recently formed in the F. R. T. A.; L. S. Baker, of the National Association of Broadcasters; Bond P. Geddes, executive vice president of the RMA; E. N. Raskland, chairman of the Fair Trade Practice Committee, and M. F. Flanagan, executive secretary of the RMA.

Suggests Plan for Eliminating Air Chaos
In a bulletin recently released to dealers throughout the country, W. J. Zucker, vice-president and general sales manager of the Stewart-Warner Speedometer Corp., Chicago, radio receiver manufacturer, urged that Congress be exhorted to place the Federal Radio Commission on the same high plane as the Interstate Commerce Commission. The stabilization of the youthful giant, the radio industry, and the welfare of millions of radio listeners, demand, according to Mr. Zucker, a policy of non-interference from political channels with the men selected to bring order out of the broadcasting chaos. In the bulletin Mr. Zucker describes the practical application of chain-broadcasting synchronization, namely, the operation of all chain broadcasts on the same frequency. This simultaneous broadcasting of two or more stations on the same wave length automatically frees more channels of interference. The Columbia broadcasting chain worked out a plan of this type that proved successful in recent tests.

Mr. Zucker's statement, in part, reads as follows: "Station WIAU at Columbus, O., and station WGH at Detroit of the Columbia chain, have been synchronizing for some time, and the engineers report very encouraging results. In the last twenty minutes of their recent tests all traces of 'whistling' were eliminated, and the test declared a genuine success. In a report of Major J. Andrew White, president of the broadcasting company, the successful outcome of the test was officially confirmed. The engineers conducting the synchronization expressed the belief that they would be broadcasting by this new method very soon. "The development work has been credited to Herbert V. Abercrombie, engineer in charge at WIAU, and Franklin M. Doolittle, owner of WDRC at New Haven. Tests have been conducted by these two stations over a period of several months. "Even the operation of two stations on the same wave length would throw open many more channels, freeing them from interference and making room for more satisfying reception. On the successful outcome of these preliminary tests, officials of the Columbia Broadcasting Co. believe that attempts will soon be made toward the operation of all the stations of a chain on the same wave length. "The Commission has done much toward relieving air congestion, but, of course, the work is not yet completed. There are other problems, among them the question of equitable distribution of high-power broadcasting stations throughout the United States. By the end of next year, according to the present members of the Commission, much will be done toward bringing about a satisfactory solution of this question."

Brunswick Artists Featured
Jules Herbeauex and his Riverside Trail Blazers, and Frank Sylvano, vocal soloist, Brunswick record and radio artists, are the featured stars on the new "Riverside Hour" which has been a regular and popular broadcasting feature for the past few weeks. The "Riverside Hour" is broadcast regularly over the blue network of the National Broadcasting Co. from 8:00 p. m. to 8:30 p. m., Central standard time, every Monday night, under the auspices of Montgomery Ward & Co., prominent Chicago mail-order house. The opening program on this hour was the first that has ever been broadcast over a complete chain of stations from Chicago. Mr. Herbeauex has gathered a new and larger organization for these important broadcasts, for which he has a fifty-two-week contract. Frank Sylvano rounds off the popular melodies played by the Herbeauex band in the manner that made him so widely known and successful in recording. 

Progressive Labs. Marketing New Aerial
Progressive Laboratories, recently formed with headquarters at 350 North Michigan avenue, Chicago, has introduced the Aeropoise aerial, which eliminates the outdoor antenna. The Aeropoise has a receiving area of 1,700 square inches and is said by the maker to offer more selectivity than a thirty-foot antenna and with a receiving area of less than 150 square inches. The new product is said to increase signal strength and distant reception and is adaptable to any radio set. Its receiving area is concentrated in a conserving space and the Aeropoise may be installed with a minimum of trouble. It is said to reduce static and it also may be used as a ground or counterpoise, forming a perfect balance.

The manufacturer recommends that the aerial be installed for inside use under rugs, on the wall of a closet, under a bed or divan, or tucked on the rafters of the attic. For installation of the Aeropoise as a ground or counterpoise a second Aeropoise may be placed in any of the above-mentioned places, but should be removed as far as convenient from the Aeropoise used as an aerial. The new product has a list price of $3.50.

Exhibits Automatic Phonograph
The national convention and exhibition of operators and manufacturers of vending and coin-controlled machines was held in Chicago at the Great Northern Hotel on February 20, 21 and 22. One hundred manufacturers, including makers of coin-operated pianos and one maker of automatic phonographs, the American Sales Co., Chicago, exhibited their products on the fourth and fifth floors of the hotel. Agents and dealers visiting the exhibition were particularly interested in the Daily coin-operated phonographs, which were on display, and the firm reports a substantial number of orders as a result of the exhibition.

In Bankruptcy
Hyman Kleinman, trading as the Triangle Phonograph Shop, 8 East Barseide avenue, New York, has filed a voluntary petition in bankruptcy with liabilities of about $22,000 and assets of $10,000. Joseph Michaelis was appointed receiver under a bond of $5,000 by Judge Bondy.
The record makers have also gone on record as being strongly opposed to the recent ultimatum of a number of music publishers acting in concert to the effect that on and after January 1 of this year royalties payments must be made in full and without deduction of 10 per cent for "breakage," as has been allowed since the passage of the present Copyright Law in 1909. The record men declare that the ultimatum was unfair in that it not only gave them barely eight days to adjust their affairs to meet it, but places on them an unusual burden.

Although the 10 per cent discount from royalty payments was taken to cover "breakage," so-called, it was really designed to protect the record maker against royalty losses, not only through records damaged, in transit or otherwise, and which must be replaced, but chiefly to cover the royalties on the thousands of records returned by dealers or exchanged, and which were not, therefore, sold to the public. Several meetings of record manufacturers have been held since the first of the year to discuss the subject, although no definite action has been announced.

Buffalo Dealers Are Freshman Co. Guests

Dealers within a radius of seventy-five miles of Buffalo, N. Y., were represented at a dinner given by the Charles Freshman Co., Inc., on March 6, at the Hotel Lafayette, in connection with a three-day display of the complete Freshman line of radio products. The event was one of the most successful held here.

F. H. Waite, New York State representative, was toastmaster, and the assembled dealers were addressed by James C. Frye, assistant sales manager, and H. Harris, a member of the Freshman engineering staff.

E. S. Schenkel Co. Is Reorganized

New York Manufacturers' Representative to Be Known Under the New Name of Madden-Schenkel, Inc.

Emil S. Schenkel, executive and organizer of the E. S. Schenkel Co., manufacturers' representative, 43 West Forty-fifth street, New York City, has announced the reorganization of his company to Madden-Schenkel, Inc., operating from the same address. E. J. Madden, who has joined forces with Mr. Schenkel, is an executive of large experience and has been identified with the radio industry for many years as president of the Telotone Corp. of America, Long Island City, New York.

Mr. Schenkel points out that the reorganization will greatly increase the scope and facilities of the firm from both a merchandising and financial standpoint. It is the plan of the new company to tie up with three products, which offer a wide range of freedom in handling the business.
Freed-Eisemann Dealers Guests of Talking Machine & Radio Men, Inc.

Largest Attendance of Metropolitan Dealer Association Views New Freed-Eisemann Products—Warren F. Scanlan Becomes Technical Radio Adviser

Approximately 400 talking machine and radio dealers from the metropolitan and adjacent territory attended the regular monthly meeting of the Talking Machine & Radio Men, Inc., of New York, New Jersey and Connecticut, at the Cafe Boulevard, New York City, on March 7. The record-breaking attendance was due to the fact that Freed-Eisemann dealers were invited to attend as the guests of the Association, to be given an example of the good work which the organization is doing and also to see several new Freed-Eisemann products which were shown publicly for the first time.

The impression which the meeting made on the guests was evidently a favorable one, for E. R. Brown, secretary, reported that before adjournment was taken forty prospective members had signed application blanks. Irwin Kurtz, president, announced that Warren F. Scanlan, radio engineer, connected with Stanley & Patterson, had accepted the office of technical radio adviser to the Association and would be present at future meetings to answer any questions regarding radio which dealers might wish to ask. Byron Forester, chairman of the entertainment committee, spoke briefly and urged all dealers to lend every possible effort to make the coming annual banquet, to be held on April 23, the most successful in the history of the organization.

Following the routine business the meeting was turned over to Ray Speier, advertising manager of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., who acted as chairman and introduced various officials of the Freed-Eisemann organization. Alex. Eisemann, chairman of the board of directors of the company, spoke briefly, thanking the dealers for their attendance and outlining the satisfactory prospects for the coming year. Arthur Freed, vice-president, next speaker, told of the very satisfactory business done during 1927 and stated that from all indications 1928 would prove even better in actual sales and profits, saying that coming events of national importance which will be broadcast will have an undoubted good effect on sales.

Art Trostler, assistant to the chairman of the board of directors, followed Mr. Freed. He greeted the members, many of whom were old friends with whom Mr. Trostler had done business when he was in the Victor line. Mr. Trostler stated that the day was not far distant when foreign broadcasts will be relayed throughout the United States, and the foreign-born will hear programs in their mother tongue.

Joseph D. R. Freed, president, thanked the Association for making possible the opportunity of gathering the Freed-Eisemann retail representatives and then introduced several new Freed-Eisemann products, including a cone speaker and three new console instruments. These new instruments will be described in full in the "Latest in Radio" section of the April Talking Machine World.

The Auditorium Amplifier, incorporating an electrical phonograph pickup, played some of the latest record releases, with tremendous volume and real fidelity.

New York Brunswick Dealers Effect Tie-up

The New York headquarters of the Brunswick Co. announced that it has had considerable success in effecting a tie-up for the Al Jolson recording of "Mother of Mine" with the Vitaphone presentation of "The Jazz Singer," featuring the celebrated black-faced comedian. Many of the Brunswick dealers in the metropolitan section installed window displays featuring the record and found that the public was in a buying mood for the display stimulated the sale, not only of the Jolson record but of other numbers as well. The Sherman Music Shop on Broadway was one Brunswick dealer which added considerably to its record sales volume by taking advantage of the tie-up opportunity.

Gotham Distributor Adds Two New Lines

The Auto Hardware & Equipment Co. during the month of February added two new items to the radio lines carried. They are the Eveready line of batteries, for which the company has been appointed a metropolitan distributor, and the Trav-Ler portable radio set, which the company feels will be a welcome addition to dealers' stocks.

Morris Music Shops Owned by Piano Co.

The Morris Music Shops, Inc., 130 East Fordham road, New York City, have been taken over by the American Piano Co., it was recently announced. There is to be no change in the personnel of the establishment and Morris Nimcowitz, founder of the business, is to remain as its active head, with A. Saphin as general manager. The Morris Music Shops feature leading makes of talking machines, radios and pianos, and will now, it is expected, feature the varied line of the American Piano Co. even more strongly than in the past.

Belle Baker Records Sell Well in Gotham

Metropolitan Brunswick dealers were extremely fortunate inasmuch as the date of the release of Belle Baker's first Brunswick recordings coincided with her appearance in several New York theatres. Brunswick dealers in Brooklyn and New York featured the records in their windows together with pictures of the artist and Edward Walterstein, of the wholesale department of the Brunswick New York offices, reports that sales of these records were most gratifying.

The Crown Phonograph Co., 125 Christopher street, New York City, has enlarged its floor space and has added to its facilities for manufacturing and delivery.

BMS Home Broadcaster

The new idea for a Radio party

Everybody likes the idea of fooling a group of friends that have gathered for the purpose of listening in to a special program. Just the thought of putting over an imitation program undetected sells them! List price $7.50 complete.

BROOKLYN METAL STAMPING CORP.,
720 Atlantic Ave.,

Brooklyn, N. Y.
Features the Zenith
in a Novel Setting

The Yorkville Radio Co., 147 East Eighty-sixth street, New York City, which has been in existence for five years, has built a flourishing and prosperous business on the slogan "If It's Not Right—Bring It Back." Sidney Vorzimer, president of the company, attributes the success of the establishment to a number of factors including the policy expressed by the slogan. The others include extensive and con-

How Yorkville Co. Features Zenith
cient newspaper advertising, regular messages to the mailing list weekly, but most of all the word-of-mouth recommendations of satisfied customers. To make every purchaser a satisfied customer, the service department of this store works from 9 a.m. until 11 p.m. and one year's free service is given with every set purchased. Mr. Vorzimer, who, incidentally, was recently elected "mayor" of Yorkville, states that the Zenith line of radio receivers, which is the store's leader, is in great demand at the present time.

Zenith products are featured, and one entire room, artistically decorated in a Japanese motif, is given over to this make of receiver exclusively. The accompanying photograph shows a corner of the Japanese room with three different models of Zenith receivers.

The Yorkville establishment occupies a store on the street level in which are located the parts, accessories and loud speaker departments, and another store below the street level on a platform above a subway station. Two entrances to the underground railway lead directly past the Yorkville set department, and the attractively displayed merchandise is viewed twice daily by neighborhood residents who use this means of transportation going and coming from business.

There is no limit to the territory served by the store, customers coming from all points in New York, Brooklyn, Westchester, Long Island and New Jersey.

F. S. Horning Now
With Brunswick Co.

Frank S. Horning was recently appointed manager of the Brunswick Co. recording laboratory at 799 Seventh avenue, New York City, succeeding William A. Brophy, resigned.

Mr. Horning for the past year and a half has been sales manager for the Sampson Electric Co., Chicago, Ill., Atwater Kent jobber, and has had a wide experience in the music field. He was first connected with the traveling department of the Victor Talking Machine Co., leaving this connection to enter into business for himself in Boston. Later he was buyer for the talking machine department of a large St. Louis establishment, after which he entered the radio distributing field with the Sampson organization.

Mr. Horning has as his associates the same technical and professional staff that has made Brunswick records a number of years.

---

"This
Adler-Royal Table
with Built-in R.C.A.
100-A Speaker is the
best buy ever offered"

Thus speaks the Southwestern General Electric Supply Co., of Dallas, Texas—and other Leading Distributors. Read them. It speeds the sale to say "Cabinets by Adler-Royal."

Write or wire for details
Kern-O’Neill Co. Reports Great Interest in Columbia-Kolster Unit

Advertising by Company Together With Co-operative Dealer Advertising Results in Increased Demand—Foster & Waldo’s Extensive Advertising

MINNEAPOLIS and ST. PAUL, March 8—The Columbia-Kolster instrument has had some effective advertising during the month of February and the Kern-O’Neill Co. feels that it was very much worth while. The Minneapolis Journal and the St. Paul Pioneer Press and Dispatch carried three solid pages of Columbia display advertising with tie-ups by most of the large dealers. The Columbia-Kolster instrument is now on exhibition by the Cable Piano Co. at the St. Paul Auditorium along with the Elks’ Carnival and Style Show.

R. C. Coleman, manager of the radio department of the George C. Beckwith Co., has just returned from a trip East to New York and other cities. The new Federal Ortho-sonic merchandising plan as presented to the dealers has greatly stimulated business. This is known as the Limited Trade-in Allowance Plan and permits the retailer to give a very generous allowance on old sets. Mr. Coleman was recently placed on the National Executive Board of the jobbers’ section of the Federated Radio Trades Association. He is one of five men chosen from various parts of the country to serve. The meeting was held at the meeting in Milwaukee of the Federated Radio Trades Association. Mr. Coleman was also appointed on the membership committee.

The Milwaukee store of the George C. Beckwith Co., handling the Federal Ortho-sonic and other lines, is doing an excellent business. Earl R. Brown, of the Minneapolis office, has gone to Milwaukee as assistant to the manager, Mr. Purdy.

Statistics recently compiled by the Minneapolis Journal show that the Foster & Waldo Co. in the last three years have used 1,018,882 lines of newspaper advertising and the company maintains that it has paid—and splendidly. Foster & Waldo have spent, in display, exhibits, window features and kindred advertising combined with the newspaper lines, nearly a quarter of a million dollars in the last three years.

Incidentally, for forty-six years the Minneapolis Journal and Tribune has not gone to press without a Foster & Waldo classified ad, daily and Sunday—365 days in the year. Foster & Waldo sold thirty-two radios in five minutes the last week in February, William R. Lewis, of the Chicago office of the Victor Co., stopped for a visit at the Geo. C. Beckwith Co. on a short trip.

Demand for Plaza Juvenile Models

The Plaza Music Co., New York City, is giving special attention to the market for the sale of juvenile phonographs. The Plaza juvenile line now includes four models. In addition to the Kiddipact there is the Kiddipact Jr.

Two floor-model machines for children have also been added to the line. It is stated that they are constructed entirely of selected wood and are carefully made and well proportioned and that substantial motors have been used. The cabinets are finished in pink, blue and ivory. The largest model—called the Little Tot phonograph—has a three-section record compartment with double doors. The smaller model is known as the Playtime phonograph, and kids find it very popular.

E. L. Bill Weds Miss Dorothy James Smart

Edward Lyman Bill, secretary and treasurer of the Federated Business Publications, Inc., and son of the founder of The Talking Machine World, Col. Edward Lyman Bill, was married on February 28, 1928, to Miss Dorothy James Smart at the Hitchcock Memorial Church, Scarsdale, N. Y. The ceremony was one of the outstanding social events of the season, as both the bride and groom are prominent in Westchester County social activities.

One of the numerous social functions tendered the groom prior to the wedding was a dinner at the Hotel Sarney, New York City, given by his associates of Federated Business Publications, Inc., Edward Lyman Bill, Inc., and subsidiary companies. The event was a decided success, due in a measure to entertainment furnished by prominent recording artists, including Ben Selvin, Art Gillham, Oscar Grogan and Seger Ellis, Columbia artists.

The New Veraphonic Vincennes Phonographs

Instruments of rarest tonal quality, they incorporate the new Veraphonic principle and important amplifying discoveries of Vincennes engineers.

Employing its own individual reproducer, entirely developed in its own laboratories, the Veraphonic offers reproduction of music that cannot be approached by any other mechanical phonograph. The diaphragm used is specially constructed of three concentric layers of MIICA, and will not crystallize under vibrations.

Housed in a new cabinet—first introduced to the trade by Vincennes—the Veraphonic model illustrated here renders lifelike reproduction and meets the most exacting requirements of music lovers.

The cabinet design is entirely new—the doors covering the tone chamber slide behind the decorative panels, overcoming the objections sometimes made to swinging doors.

The retail price of this Model is only $95.00!

Veraphonic Phonographs—the Ricoli and Veraphonic lines—retail from $19.50 to $185.00

NINE PEOPLE OUT OF TEN—BLINDFOLDED—CHOOSE THE VINCENNES!

THE VINCENNES PHONOGRAPH MANUFACTURING CO.

VINCENNES, INDIANA
Dr. Will Hohner Is New York Visitor

Dr. Hohner Comments on Extraordinary Increase in Popularity of the Harmonica Throughout the United States

Among the most important visitors to New York's musical merchandise trade last week was Dr. Will Hohner, director of M. Hohner, A. G., Trossingen, Germany, the world's largest manufacturer of harmonicas and accordions. Dr. Hohner arrived Tuesday and was met by William J. Haussler, general manager of M. Hohner, Inc., American distributor of Hohner products. He will make the New York offices his American headquarters during his stay, which will be of several weeks' duration.

In a recent interview Dr. Hohner commented upon the marvelous development of the interest in the harmonica in America, and added that this interest was now being reflected in the demand for Hohner products in other countries as well. "The Hohner harmonica is sold in every country on the face of the globe, and in every country sales are growing," he said. "It seems to me that this is a sign of the times, and that people are coming to the realization that the harmonica is a tremendous factor in the development of musical interest, especially in the youth. Young people have discovered two things. First, that the harmonica is an easy instrument to learn to play, and second, that it leads naturally to the playing of some other instrument. The vital significance of this as a factor in the growth of musical appreciation is manifest in every country, and is coming to the attention of educators and civic leaders. "The Hohner establishments in Trossingen are busily engaged in meeting this world-wide demand, and these vast plants now occupy several city blocks. As the music dealers of America have observed, the Hohner products are constantly being improved, and this is because we have special research laboratories and engineering departments which do nothing but try to improve the product in various ways. "We are deeply appreciative of the interest that America has displayed in the harmonica, and for our part are proud that our efforts seem to have contributed to no little degree in adding to the sum total of musical happiness."

Piano-Key Accordions Announced by Hohner

M. Hohner, Inc., 114 East Sixteenth street, New York City, recently announced a new line of de luxe piano-key accordions, introduced to meet the popular demand for a high-grade instrument of this type. Samples were recently made by the factory, and it is expected that distributors will soon have an opportunity of inspecting the new products.

An announcement recently sent out by William J. Haussler read in part: "Our distributors who are concerned in the sale of piano-key accordions will be interested to know that in the very near future we will have ready for their inspection and consideration an entirely new line that will be most unique and extraordinary. When completed, the assortment will comprise five distinct series, aggregating forty different instruments.

"For the past twelve months the research and technical departments of our factory have been diligently occupied in perfecting these new piano-key accordions. "The manufacture of Hohner piano-key accordions will be standardized so that uniform quality, construction and appearance will result, thus providing the trade with instruments that will afford satisfaction to both buyer and seller. "In the line there will be models to satisfy the popular demand, and to meet the exacting requirements of discriminating buyers an exquisite de luxe series will be provided."

Musical Instrument Men Hold Conclave

The mid-year meeting of the National Association of Musical Instrument and Accessories Manufacturers, held at White Sulphur Springs, W. Va., on Friday and Saturday, March 9 and 10, drew an excellent attendance. The sessions were held at the Greenbriar Hotel, and a number of important problems of the industry were discussed and plans for the coming convention in June were considered.

Keep No More Cats

- than will catch mice

WHICH is an indirect way of saying "Don't over-stock." But there is another side to the problem. Even though your stock is at a minimum it does you no good unless that stock moves. One cat is too many if it fails to catch mice.

King instruments are good order catchers. In the first place they are widely and favorably known. And we are making mighty sure that folks don't forget them.

The interest created by this knowledge can be turned into buying desire by putting a King in the prospect's hands. For every instrument in the broad King line is thoroughly good in every part and detail.

Two strong points, but there is still a third. Progressiveness means much to you. Constant improvement in instruments, cases and selling co-operation bring easier selling and greater profits.

If you feel that your band instrument department is falling short of its possibilities, give us an opportunity to tell you about the White Way to added profits.

THE H. N. WHITE CO., 5215-97 Superior Ave., Cleveland, Ohio

Makers of "KING"

BAND INSTRUMENTS
H. N. White Co. Prepares Display Poster Featuring King Saxophone

CLEVELAND, O., March 7.—The H. N. White Co., manufacturer of King band instruments, S225 lobby and music store display, featuring the King alto saxophone and showing the 448 parts.

The demonstration stunt is in the form of a giant display panel in a handsome frame, and is mounted on an easel. The center piece of the panel holds a finished saxophone, and completely surrounding it is another identical saxophone entirely taken apart with each part shown individually.

In this manner prospective purchasers of King band instruments are given an opportunity of studying and being impressed by the H. N. White engineering methods and the hand assembly which are factors in the making of every King instrument. The display attracts attention to the following features of King manufacture: hand grinding, exact adjustment and relationship between tone-hole size and shape of mouthpiece and the flare of bell.

D. W. May Starts Promotion Section

A new department for handling sales and advertising, known as the sales promotion department, has been organized by D. W. May, Inc., Newark, N. J., wholesale distributors of radio apparatus, as part of the organization's 1928 expansion program. It is announced that the new department will be under the supervision of Walter Ferry, with a force of seven road men. Mr. Ferry has been associated with D. W. May, Inc., for four years.

Among the radio products distributed by the May organization are Shuromac, Splidorf and Marit electric receivers, Temple speakers, Philco "A" and "B" socket power, Ray-O-Vac batteries, etc.

Brunswick Foreign Recordings in Demand

Edward Wallerstein, of the wholesale department of the New York Brunswick Co., offices, reports that the foreign language catalog of the company introduced last October is moving most satisfactorily. New York Brunswick dealers report that the two new Jewish recordings made by Aaron Libedeff of two of the song hits from the current offering of "Paradise for Two" are in great demand, as are new offerings in the Italian catalog.
New Stores and Changes Among Dealers During Past Month

New Stores Opened Recently Throughout Country and Changes in Management Compiled for the Benefit of Manufacturers and Jobbers

Alabama
Birmingham.—The Chalifoux Lo Point Music Co., this city, has been incorporated with a capital stock of $6,000, to conduct the business of a retail music house.
Arkans.
Little Rock.—O. C. Moses and Mrs. Peyton Smith have opened a new music store here, with phonographs and radio store at 769 Main street, this city.
California
Riverside.—E. Starkweather and Fred Boda have acquired the business of the Riverside Music Co., which has been incorporated under the new management and will handle a complete line of musical instruments.
Santa Monica.—The stock and fixtures of the S. M. Cronk Music Co., Fourth and Santa Monica boulevard, have been disposed of, following the eviction of Mr. Cronk to close out the business.
Connecticut
Hartford.—Jacob B. Twitty, formerly of Boston, has taken control of the Flemish Music Co., 118 Winder street, and will conduct the business in the future.
Manchester.—Walter Bradley and George J. Smith have opened a musical instrument store on Main street, handling Pan-American band instruments and Winders, Wymans, Eaton and Euphonic harmonicas and melodions.
Hartford.—The music store conducted by Salvadore Diello at 105 Pratt street, this city, has suffered a fire loss.
District of Columbia
Washington.—The Mt. Vernon Music Shop, Inc., 310 Fourteenth street, N.W., has opened a branch store on the northwest corner, N.W., to be known as the Flano & Music Warehouse.
Florida
Orlando.—The C. P. E. Bach Music Store, this city, has moved to its new location in the McKee-Tyler Building, 112 North Orange avenue.
Illinois
Carrie.—The Music Shop, of which R. C. Stillwell is proprietor, has moved to new quarters in the Watkin Building on Main street.
Davenport.—William M. Keely, who has been associated with the Calke Piano Co., 119 North Vermillion street, about eighteen months, has been appointed manager of the concern.
Chicago.—The Wm. P. Winn Piano Co., 1228 West Chicago avenue, this city, has been incorporated with a capital stock of $25,000 to deal in musical instruments of all kinds.
Indiana
Kokomo.—The Kokomo Jordan Music Co., this city, has been incorporated with a capital stock of $15,000 to engage in a general music business. The incorporators are Ralph Jordan, P. C. Jordan, and M. H. Berlin.
Kentucky
Louisville.—C. H. Stuckleton has opened a new music warehouse in the Strand Theatre Building, here.
Louisiana
Baton Rouge.—The Wilson Music Co., of this city, has been incorporated with a capital stock of $30,000 to engage in a general music business.
Minnesota
Litchfield.—The Hershy Music Store, located for several years in one of the McCreer Buildings, has moved to the Aleyd building there, with Mrs. R. E. Eversoll still in charge.
Minneapolis.—William Robinson has purchased the Winberg Music Co., of this city, and will conduct the business in the future.
Missouri
St. Louis.—A. W. Hoiler, manager of the phonograph and radio departments of the Sargent-Vander-Vogt-Barney's Department Store, has succeeded H. M. Brown as manager of the piano department.
Montana
Billings.—Peter and Angelo O'Donnell have held the formal opening of their music store, known as the McChy Shop, 209 First avenue, North, which handles Baldwin pianos, Brunswick phonograph and the latest brand band instruments.
New Jersey
Jersey City.—The Hyde Music Co., 33 Exchange place, this city, has been incorporated with a capital stock of $125,000 to deal in loud speakers, amplifiers and other music and radio novelties.
Bayonne.—Morris Sachs, who has been identified with the Marshall Music Shop, this city, about twelve years, has opened his own music store, called Sachs Brothers, 108 West Main street, this city.
Huntington.—Charles Ludwick, formerly with the Huntington Music Store Co., has been appointed manager of the local branch of that concern.
Widwood.—Harry Kowling has opened a new music store, called the Music Shop, at Lincoln and Pacific avenues, handling pianos, phonographs and small goods.
New York
Keansburg.—The remodeled store of Gode Bros, has been formally opened in the quarters formerly occupied by Barber & Wilson, with Floyd Barber as manager.
Rome.—The Buckingham & Moss Co., of Utica, has opened a new branch music store here at 129 North James street, with George B. Sherrill as manager.
Buffalo.—The Library Piano Co., large main street department store, has opened a new talking machine and radio department with Charles King as manager.
Buffalo.—The Piano Piano Co. has closed out its business which was located at Herrick and Cobbs avenue.
Buffalo.—M. Luce has opened a music store at Delaware avenue and West Chippewa street, handling phonographs and records.
Buffalo.—F. L. Harman has decided to close out his music business at 311 Main street.
New York City.—The Monarch Piano Co., trading as the Triangle Phonograph Shop, 8 East Burnside avenue, has filed an involuntary petition in bankruptcy with liabilities of $20,000 and assets of about $22,000.
Richmond.—The J. W. Martin & Bros music store, 211 Main street, this city, has been operated by the Lewis Music Store, as a branch for the next year, has been permanently closed.
New York City.—The Restorative Violin Co. has been incorporated with a capital of $50,000 to engage in the sale of musical instruments.
Richmond Hill.—The Willard Music Shop, 9705 Jamaica avenue, has remodeled its warehouse and has increased its stock of musical merchandise.
North Carolina
Wilmington.—The local branch of Charles M. Steff, Inc., has moved from their old Warlick street to new quarters at 9-11 North Front street.
Ohio
Cleveland.—Carl J. Ruben, formerly connected with the sales staff of the Green Watch Co., here, has been appointed manager of the George P. Gross Piano Co., with which he was at one time associated.
Mr. White.—Charles Goddard has been made manager of the Music Store, in Richmond, Va., branch of branch here and in Wellington.
Akron.—The Store Piano Co., of this city, has moved from its temporary quarters to its new permanent home at 208 South Main street, which has been decorated appropriately for its use.
Cleveland.—Neil D. Boll has resigned his position as general manager of the Wells Music Co.
Dayton.—A branch of the Anderson-Soward Co., has been opened in the Riverdale Theatre building, handling a full line of musical instruments under the management of Charles W. Loomis.
Cleveland.—Ralph Miller, formerly manager of the superintendence of the Exiled Music Co.
Norwalk.—Fisher & Still have moved their music store to new quarters in the Odd Fellows Block on West Main street, this city.
Kroese.—The Kroese Music Co., has been opened in a downtown section of the city, handling pianos, phonographs and organs.
Medina.—The McFarland Music Store, formerly located at 1200 Central avenue, has moved to new quarters in the George Music Store on Central avenue.
Oklahoma
Enid.—The Chowning Music Co., of Enid, has opened its new quarters, on Main street.
Muskogee.—Foster & Co., for many years connected with the McDowell Music Co., has opened his own music store at 119 West Main street, handling phonographs and Jolin.
Perry.—The Enid branch of the McDowell Music Co. has been moved to this city, where it is occupying

The former site of the Colby Department Store.
Oregon
Medford.—Timmons Music Shop and Wilson's Music Shop have taken over space near the First National Bank Building, this city.
Pennsylvania
Philadelphia.—The Middle Music Co., this city, has been reorganized under the name of the Morton Furniture Company, 521 West Main street, but will retain a large music department.
Philadelphia.—The Ballen Modern Music Shop, 2114 North Front street, has been incorporated with a capital stock of $50,000.
Philadelphia.—The music store of H. Rodolph Smith, at Tenth and Walnut streets, has been enlarged and consolidated with the concer's branch at Seventeenth and Walnut streets.
Philadelphia.—A severe loss has been suffered by the music store of Foster Bros., 4535 Main street, in a recent fire.
Northampton.—The stock and good-will of the Youngjohn Music Co., 129 West Main street, has been purchased by the Miller Piano Co., that city.
Philadelphia.—M. Gross & Son, 27 South Eleventh street has been enlarged and made up an upper floor and a modern piano department.
Texas
Corsicana.—The T. J. York Music Co., operating a music store on North Beacon street, this city, has opened a new branch store at Main and Collins streets.
Corpus Christi.—Miss Pauline Adams has been appointed manager of the sheet music and record department of the Baum & Westerner Music Store, here.
Vermont
Burlington.—Morris M. Bradley has disposed of his music business to his brother, George M. Bradley, retiring after forty-two years' activity in the trade.
Washington
Hilary.—Marie Shellman and Howard Carr have opened a new music store at 5312 Market street, this city, handling a general stock of musical instruments.
Seattle.—The Western Music Co., of this city, has been incorporated with a capital stock of $40,000.
Spokane.—The Jason Piano Co., West 914 Riverside, this city, has suffered a slight loss in a recent fire of unknown origin.
Wisconsin
Milwaukee.—Vince Walker, formerly identified with the Kesselman-O'Sullivan Co., has opened the Walker Music Shop at 310 West Wisconsin avenue, featuring Buescher, Levy and Paramount bows.
Appleton.—The Irving Zolander Music Store was destroyed in a recent fire, which burned the building practically to the ground.

The music store of Harry Bowsen has been incorporated with 200 shares of no par value, the incorporators being Leo D. Bowsen, Harry Pennington and Charles Belder.
Merrimac.—Paul E. Gregg has again taken over the Grace Music Store, located in the Waterman-Elhard Building.

Bob Bennett Is A. C. Dayton's New Manager

Davies, O., March 8.—R. W. (Bob) Bennett, retiring president of the St. Louis Radio Trade Association and until his present connection a director of the Federated Radio Trade Association, has been appointed general sales manager of the A. C. Dayton Co., of this city, manufacturer of radio receivers and electrical equipment. Mr. Bennett has taken a financial and official capacity will be in direct charge of sales, advertising, credits and in conjunction with Conrad Strawinser will generally supervise the company's business. Mr. Bennett founded and for six years conducted the R. W. Bennett Co., manufacturers' agency, which accomplished a most successful business during that period.
Zenith Radio Corp. Stock Offer Is Four Times Oversubscribed

Public Offering of 33,000 Shares of No Par Value Common Stock Made on February 15—Earned $6.32 a Share on Outstanding Stock in 1927

A public offering of 33,000 shares of no par value common stock of the Zenith Radio Corp., Chicago, was made on February 15, and this offer was four times oversubscribed within forty hours after the subscription books were opened. John Burnham, Tibb & Co., Chicago, investment banking house, originated the issue.

The Zenith Radio Corp. reported for the year ending December 31, 1927, net earnings of $632,956 after all charges, equal to $6.32 a share earned on the outstanding capital stock. This company, with a net income of $99,601, or 99 cents a share, earned on the capital stock in 1926. Sales in 1927 totaled $4,256,995, compared with $2,716,236 in 1926.

In 1925 and 1926 the Zenith Radio Corp. spent a considerable amount of money in advertising and promotional work and the cumulative effect of this advertising became evident in 1927 and is reflected in the sales of the company. The balance sheet as of December 31, 1927, adjusted to give effect to financing, showed how amply the company is provided with working capital. Current assets were $1,864,918, of which $894,252 was in cash. Current liabilities were $301,548, which includes Federal taxes, and depreciation, $612,208, The company has no funded debt, preferred stock nor bank loans, and current accounts payable were less than $65,000. The surplus at the close of 1927 amounted to $611,208. Part of the stock offering was obtained from the corporation and a portion from the personal holdings of principal stockholders. It is expected to be placed on an annual dividend basis of $2.50 per share, the first quarterly payment of 62½ cents a share to be paid May 1. The stock was offered at $32 a share and was quickly bid up to 40. At the time of this writing the stock was quoted at a high of 47. At the time of the offering application was made to list on the Chicago Stock Exchange the entire amount of 100,000 shares of common stock, which the corporation has outstanding as its sole capital obligation. The application was accepted and trading began in the Chicago Stock Exchange on February 23.

The Zenith Radio Corp. was among the first to enter the field in the manufacture of high-grade receiving sets. The firm was incorporated in 1923 in Illinois, carrying on the business which was founded in 1921. The corporation built and owns broadcasting station WJAZ, one of the pioneer stations of the country. Sales for the calendar year 1927 were much larger than in previous years," said E. F. McDonald, Jr., president of the company, "and with the present stabilization in the radio industry there is every indication that for the year 1928 our volume will be greatly in excess of that of last year.

"Our products are sold through wholesalers located in the principal distributing centers of this country, who, in turn, distribute our sets to the consumer through a great network of some 4,000 retail dealers throughout the United States. Foreign distribution is obtained through exclusive agencies in various countries. We also enjoy the first license granted by the Radio Corp. of America, the General Electric Co., the Westinghouse Electric & Manufacturing Co., and the American Telephone & Telegraph Co., giving us the right to manufacture and sell sets under their patents, several hundred in number, which we believe, the best and broadest privileges in the radio field, thus assuring permanency in radio manufacture."

There will be no change in the management of the company and the board of directors will be A. Cardwell, John Fletcher, E. F. McDonald, Jr., Paul B. Kohler, Thomas M. Fletcher and U. J. Herrmann.

Brunswick 1927 Sales Total $27,891,919

The report of the Brunswick-Balke-Collender Co. for the year ended December 31, 1927, shows net income of $2,059,853, after interest, depreciation and Federal taxes, which is equal to after preferred dividend requirements to $3.51 a share on $500,000 (no par) common shares, compared with $2,401,544 or $4.47 a share in 1926. Net sales for 1927 were $27,891,919, against $29,047,124 in the preceding year.

F. Keithley Is Now With the Sonora Co.

CHICAGO, IIL., March 7—Harry Bibb, middle West sales manager of the Sonora Phonograph Co., Inc., announced this week the appointment of F. Keithley as a member of the Sonora staff, covering the State of Iowa. Mr. Keithley is well known throughout that territory, having previously been connected with the Brunswick Co. and Harper & Blish, and he thoroughly understands retail trade problems.

Player-Tone Business in Southwest Good

M. H. Glick, Player-Tone Field Manager, After Lengthy Trip Through Southwest Reports Good Business.

PITTSBURGH, PA. March 7—M. J. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, stated this week that M. H. Glick, who was recently appointed field manager, had

M. H. Glick returned from a very successful eight weeks' trip through Texas and Oklahoma. Mr. Glick declared that business conditions in these States are excellent, with the crop conditions satisfactory and the dealers as a whole optimistic regarding 1928 business. Mr. Glick's success as Player-Tone field manager may be attributed to the fact that he has been identified with the music industry for over twenty years, having been associated with Brunswick and Pathe sales activities and more recently connected with the Kaufman & Eber store at Pittsburgh, Pa., which was recently taken over by Gimbels Bros.

Mr. Goldsmith is keenly gratified at the success of Mr. Glick's first trip through the South and West, where business is closed on a competitive basis and where the dealers are careful to purchase products meeting with their exact requirements. Mr. Glick is now on a six week's tour of all the city, semi-weekly sending excellent reports from the first cities visited.

A license to manufacture power supply and power amplifier units under the patents of RCA and associated companies has been granted to the Sterling Mfg. Co., Cleveland, O., according to an announcement by the Radio Corp. of America.

THANKS—To JOBBERS and DEALERS

For their generous response to our full-page introductory advertisement in last month's issue of this paper featuring:

ASTRAL SERPENTINE TONE ARM

The unexpectedly large volume of orders from both domestic and foreign JOBBERS and DEALERS eminently bespeaks merited recognition of the potential sales factors embodied in this new revolutionary invention. Its successful performance is rapidly winning increasing popular favor, acceptance and acclaim on the basis of three outstanding principles essential to progressive merchandising—merit, quality and price appeal.

Scientifically designed in serpentiform form, this tone arm provides a beautifully elongated air column approximately 27 inches in length. The list price is $12.50. Serpentine tone arms can be shipped promptly in 6 inch and 9 inch lengths in any quantity, plated in highly polished nickel.

Jobbers and Dealers, write or wire for prices.

ASTRAL RADIO CORPORATION, 1812 Chestnut St., Philadelphia, Pa.
Irving Berlin Publishing Book on "How I Write a Popular Song"

Internationally Known Composer Will, for First Time, Give Information Regarding Methods of Composing and Lyric Writing—Released Soon

"Do they write the words to fit the music or the music to fit the words," is the query which will soon be answered, for Irving Berlin, regarded as the outstanding and most popular success in the writing of popular songs, has written a book scheduled for release in the near future, entitled, "How I Write a Popular Song.

This will be the first time that Mr. Berlin has made public any information regarding his methods of composing and lyric writing, and he is doing so because of the thousands of letters which he has received asking for information of the nature of the material to be contained in the book. Among the matters which will be discussed are construction of lyrics, the setting of the melody with the words, proper phrasing, etc., and it is believed to be the first book of its type ever published.

In addition to the fact that this is the first time a song writer of repute has revealed his methods of writing, Mr. Berlin is certain to make the publication one of outstanding interest, for there are few composers or authors who have been so prominent in the limelight, and he is regarded by practically everyone as standing in a class by himself in the popular music field. Mr. Berlin's book should prove an invaluable aid to amateur aspirants to song-writing fame and profits and will also prove of interest to professionals.

Organist Features Sam Fox Popular Hit

Jesse Crawford, the popular organist of the Paramount Theatre, New York City, gave the first special presentation of the Sam Fox Pub-

Al Piantadosi Has Natural Ballad Hit

Al Piantadosi, music publisher, 1575 Broadway, New York City, recently placed on the market a new "natural" ballad, "I'm Tired of Making Believe," which bears all the "car- marks" of proving one of the season's leaders. An offer of $15,000 was made for the rights to the composition, but Mr. Piantadosi feels that the composition, written by himself and George A. Kelley, will prove a fine leader for his catalog and is putting a strong campaign behind it. It is acknowledged by those who have heard the selection that it is a worthy successor to Piantadosi's "Curse of an Aching Heart.

Other numbers in the Piantadosi catalog which are showing up well include "My Stormy Weather Pal," which was included in the Victor Talking Machine Co.'s special record release this month, played by Johnny Johnson and His Pennsylvanians. This is the second Victor record of this composition, a former recording by the Silver Masked Tenor having been released some time ago, and "Dancing Shadows," a fox-trot that has proved a favorite with many radio entertainers.

"Romona" Steadily Gaining in Favor

"Romona," the waltz ballad, which has proved such a favorite with radio and stage entertainers, is steadily growing in popularity, according to officials of Leo Feist, Inc., publisher of the number. In addition to making most satisfactory sales of sheet music, record sales are expected to prove tremendous, due to the exceptionally fine recording made by Paul Whiteman and His Orchestra for the Victor Talking Machine Co.

While present sales on the song are gratifying to Feist officials, it is expected that when the film "Romona," of which the song is the theme, is released the tie-up will give the composition an added impetus, which is certain to resolve itself into more profits for dealers.
Sam Fox Publishes New Orchestra Folio

The Sam Fox Publishing Co., New York City, and Cleveland, O., has announced Volume 1 of a new collection of orchestra pieces particularly adapted to school orchestras.

The collection is entitled "Fox Recreation Orchestra Folio" and is the work of Floyd J. St. Clair. This series does not displace the "Fox Favorite Orchestra Folio," but gives an entirely different series in an original treatment. The instrumentation is complete for school use, and the original compositions contained include an overture, novelette, grand march, cornet duet, caprice, regular marches and other numbers designed to hold the interest of young musicians. The collection should prove a valuable addition to the Sam Fox school catalog.

Yep! Long About June Recorded by Victor

The Victor Talking Machine Co. recently released a vocal record of "Yep! Long About June," published by Fred K. Steele, Inc., New York City. The recording was made by Caroll Tate, a new Victor artist, and has been well received by both the trade and public. Mr. Steele started to work on this composition last June, but selling it was left for a summer song campaign, held it back for the fall catalog and will carry on his campaign on the number.

"Fascinatin' Vamp" Featured at Roxy's

"Fascinatin' Vamp," a clever fox-trot with unusual bass effects, recently was given its first public performance at the Roxy Theatre, New York City. Under the direction of Leon Leonidoff, ballet master of the Roxy, sixteen Rosyettes, billed as "New York's Smartest Dancers," did a novel dance to the tune of "Fascinatin' Vamp" and made it one of the events of the week's program. Rendered by the wonderful 16-piece Roxy Symphony Orchestra, directed by Erno Ravei, "Fascinatin' Vamp" was indeed thrilling.

The Sam Fox Publishing Co., of New York City and Cleveland, O., has arranged other important plans for the further introduction and exploitation of this truly unusual instrumental offering.

Trade in Richmond Good in All Lines

RICHMOND, VA., March 2.—The Corley Co., Victor wholesaler and dealer, has opened a new retail store at 111 West Brookland Park with E. M. Ogilvie as manager. He was formerly manager of the phonograph department of the Corley Broad street store.

Miss Florence Bisceoe, formerly of the sales staff of the Broad street store, is now making a tour through West Virginia calling on the trade in the interests of the Corley Co.

Other members of the Corley Co. staff who are now on the road are J. H. Steinbrecher, Jr., who is traveling North Carolina and Tennessee, and J. E. Fhleburne, assistant manager of the radio department, who is on a trip through the two Carolinas.

The Adams Street Music Co. has opened a branch in Knight's furniture store in South Richmond in charge of Mrs. E. W. Feltner. A full line of Oleh, Vocalion and Paramount records is carried.

Steff's, Brunswick dealer, is closing out its retail store at 420 East Grace street, and expects to dispose of its stock of Panamopes and records within thirty days. The company has already closed its stores in Lynchburg, Roanoke and Danville.

Hoffman and Goodman, radio dealers, 514 East Broad street, were visited by a fire recently, suffering an estimated loss of $3,000. The fire broke out in the basement on a Saturday night after the store had been closed, and was transmitted to that section of the establishment.

Mrs. Manly B. Ramos, of the Manly B. Ramos Co., music dealer, is spending some time in Atlantic City recently. Mrs. L. Leider, Burgess Ramos, her son, is in charge.

Walter D. Moses & Co., Victor and Stromberg-Carlson dealers, report a good demand for both of these products. A mechanically operated instrument is enjoying a particularly fine demand.

W. H. Agee, who recently opened a furniture store on Main street, Bedford, Va., has added the full line of Orthophonic Victrolas and records.

LeRoy Goldberg, of Goldberg Bros., distributors of Lyric and Aratone portables, recently returned from a business trip to Washington, D. C., and adjacent territory and reports a good demand for the products distributed by the company.

Interest Grows in the Audachrome

Interest in the new Audachrome reproducer recently introduced by the Audak Co., New York City, is increasing daily, according to Maximilian Weil, president of the company.

"May I take this opportunity to pay a tribute to the talking machine dealer," stated Mr. Weil, in a recent interview with The Talking Machine World. "We have found that the talking machine dealer is keenly appreciative of true sound reproduction, and we are continuously striving to give him the best. Despite the already high state of perfection of our product our laboratory is constantly experimenting in an endeavor to better it if at all possible."

Victor to Release "Die Walkure"

The Victor Talking Machine Co. is preparing to release at regular intervals records containing comprehensive operatic programs, including all the principal arias as they are presented in the great opera houses of the world.

The first of the series, Wagner's "Die Walküre" ("The Valkyrie"), including all of the solos, duets and trios with the full choral and orchestral numbers, is listed in the Victor March 30 supplement. The set consists of three Red Seal records, two albums of seven records each. The list price is $10.90 for each album.

The artists heard on these records include Walter Widdop, Goesta Ljungberg, Friedrich Schorr, Frida Leider, Florence Austral, Louise Trenton and Howard Frawny. The orchestras are the Royal Opera Orchestra, under Coates; the Berlin State Opera Orchestra, conducted by Dr. Leo Blech, and Lawrence Collingwood and Orchestra.

Broadway Number

The Broadway Music Corp., New York City, reports a most satisfactory dealer response to its new number "You're the First Thing I Think of in the Morning," by Howard Tracy and Jack Stanley. This number is one of the songs of the musical comedy "Take the Air."
Will Write Banjo Series for Berlin


The Irving Berlin Standard Music Corp., New York City, announces the placing under exclusive contract of Roy Smeck, banjoist, known as the wizard of the strings.

Mr. Smeck will write a series of tenor banjo solos for the firm, which will be exploited throughout the country. He has the reputation of being the highest-priced banjo soloist in the country. It will be remembered that he was the first soloist to make a Vitaphone recording. Success through his Vitaphone engagement was immediately established, with the result that many immediate bookings followed.

His first release of banjo solos by the Irving Berlin Standard Music Corp. will be announced shortly, and new numbers will be added to the catalog periodically.

Arrangements have been made with other firms for the exclusive rights to standard compositions for banjo transcriptions which Mr. Smeck will make. Well-known standard publications for banjo transcriptions which Mr. Smeck will arrange will be gotten out as a special series of banjo transcriptions of famous standards.

The firm contemplates waging a campaign on this class of material, since it now enjoys a very substantial sale on the tenor banjo folios, which were released several months ago, of its popular hits. The demand for the tenor banjo folios has been so enormous that the firm has been releasing new editions for two or three months.

Enters Sheet Music Distribution Field

The Consolidated Talking Machine Co. of Chicago, recently entered the sheet music field as a distributor. The firm distributes a complete line of sheet music of all types, is well equipped and centrally located to furnish prompt service to its dealers. The Consolidated Talking Machine Co. is one of the oldest-established distributing concerns of the industry, maintaining its headquarters in Chicago, and branches in Minneapolis and Detroit, each carrying a complete line.

"I Can't Do Without You" Berlin's Latest

Irving Berlin's latest ballad, "I Can't Do Without You," was released on March 12 after receiving one of the biggest plugs possible and has since been introduced to radio audiences over nationally-spread broadcasts by leading concert and other artists. It has been acclaimed as a sure winner. The new number was written and composed by Mr. Berlin, while in California, and is a natural successor to his "What'll I Do" and other ballads of a similar nature which have world-wide recognition.

Irving Berlin, Inc., New York City, reports that the catalog is a particularly strong one with "Sunshine," "Back in Your Own Back Yard," "Mary Ann," "Having My Ups and Downs" and "The Song Is Ended" (But the Melody Lingers On) showing up very strongly.

"Lou'isiana Lullaby" Finds Wide Favor

The new waltz, ballad, "Lou'isiana Lullaby," recently released by the Broadway Music Corp., New York City, gives every evidence of developing into one of the season's biggest hits. Although introduced but recently it has already been played by practically all the leading radio ensembles, including: Smith Brothers, Norman Cross and His South Sea Islanders, General Motors, Fisk Time to Retire Boys, Vaughn De Leath and others who have scheduled it for the very near future. The above-named artists gave vocal selections of the composition. Will Von Tobel, head of the Broadway Music Corp., states that the inquiries from orchestra leaders and instrumental groups have been most encouraging.

Leo Feist Releases "That's My Mammy"

What has been described as the most natural "mammy" song heard in a number of years was recently released by Leo Feist, Inc., in "That's My Mammy," which was heard this week by hundreds of thousands of listeners in when Norm Bayes sang the composition over a nation-wide hook-up of broadcasting. The number has been held under wraps by Leo Feist, Inc., for some time waiting for a proper time for its introduction. That this is the proper time for its introduction is evidenced by the fact that a great number of song publishers have included it in their repertory, including Harry Richman, Healy and Cross and many others.

"Yale Blues" Makes Hit With Prince

The Prince of Wales at the Quorn Hunt Ball, one of the most fashionable balls of its kind held in London, requested "Yale Blues" to be played six different times and this number is now his favorite fox-trot. "Yale Blues" is published in London by Francis, Day & Hunter, Ltd., and while E. F. Bitner, of Leo Feist, Inc., was in London in December, he secured the publication rights for the United States, and it is now being issued by that firm.

Enters Business

Forney W. Clement, who for the past fifteen years has held the position of vice-president of the Root Music Co., Battle Creek, Mich., music publisher, has resigned to become a partner in R. G. Clement Estimating Service.
De Sylva, Brown & Henderson Hold Anniversary Celebration

Executive and Sales Staffs Gather at Hofbrau, With Latest Number of House, "Together," Holding Place of Honor on the Program

A family party attended by the executives, office and sales staff of De Sylva, Brown & Henderson, Inc., New York, was held in gala fashion on Wednesday evening, February 15, at the Hofbrau. The purpose of the affair was a general get-together on the part of all members of the establishment to celebrate the completion of the first year in business of this successful musical publishing firm, which has managed to produce real hits faster than one a month. The latest song of the song writer proprietors, "Together," was sung and played dozens of times during the course of the evening and served as the keynote of the party, there being several placards on the tables bearing the words, "We'll Always Be Together." Practically all of the out-of-town representatives of the company were on hand for the event, including Irving Crocke, of Boston; Leo Berman, of Los Angeles, and Sidney Lachman, a utility traveler. Following the dinner the doors were thrown open to the many Broadway friends of the firm and a radio program was broadcast through WHN, New York, with N. T. G., the well-known announcer, officiating as toastmaster. Among the distinguished guests were Mayor James Walker, Paul Whiteman, Belle Baker, Lou Holtz, Bernard Vincent Lopez, and George Olsen.

Marks Co. Publishes Score of "High-Lo"

"High-Lo," the new musical revue which opens this week at the City Theatre with a cast of favorites, gives every promise of being one of the outstanding musical successes of the season. Produced by Murray Phillips and staged by Victor Morley, with lyrics by Henry Meyers, and music by Henry Sullivan, it has been given enthusiastic praise by those fortunate enough to have attended rehearsals. Among the principals are Miss Juliette, Sterling Halloway and Paul Specht's High-Lo Boys. The outstanding musical numbers are "Spotlight in the Sky," "Hudson River," "Love Is a Terrible Thing," "Let's Sing a Love Song," and "Lancing With Yean." The musical numbers are being published by the Edward B. Marks Music Co., New York City.

Leo Feist Announces New Class "A" Hits

Leo Feist, Inc., New York City, in a recent bulletin to dealers announced the following new publications as Class "A"; at twenty cents a copy, until March 31, following which they will be listed as Class "B," at twenty-two cents per copy: "Coochie" by Gus Kahn, Carmen Lombardo and John W. Green; "Indian Cradle Song," a fox-trot lullaby by Gus Kahn and Mabel Wayne; "Yale Blues," an international dance success that is London's best seller; "When You Played the Organ" (And I Sang the Rosary), another English success, this time a ballad hit, and "Dolores," a new collegiate fox-trot hit. The Feist catalog is a particularly strong one with a number of outstanding hits vying for supremacy as the best seller. At the present time "My Ohio Home" occupies the top of the list, succeeding "My Blue Heaven," which was the No. 1 song for a lengthy period. Other numbers which are showing up particularly well include "Romantique," "There Must Be a Silver Lining," "Changes," "What Are You Waiting for, Mary?" "Baby Your Mother," "A Shady Tree" and a number of others.

More Profits in Your Sheet Music Department

Buy your music where you can get the utmost in selection and service at the lowest possible prices!

Everything published in sheet music—or rather everything that sells is on hand here. Your mail orders will receive the same conscientious attention as though you were here in person selecting your numbers yourself.

Send for our new Sheet music bulletin and see for yourself the extensive variety of offerings—and the new prices!

PLAZA MUSIC COMPANY
10 West 20th St. New York
Window Display of Sacramento Dealer Is Awarded Prize of Packard Sedan in Contest Sponsored by Yahr-Lange, Inc.

MILWAUKEE, Wis., March 6—Yahr-Lange, Inc., manufacturer of the Super-Ball Antenna, recently announced that the Kimball-Upson Co., of Sacramento, Cal., was decided to be the winner of the window-display contest which was conducted among Super-Ball antenna dealers. The prize of a valuable Packard sedan automobile was awarded the Sacramento dealer in recognition of the effectiveness and

**Winners of Victor Co.'s Essay Contest**

Miss Lucy T. Hackler, of Rice Co., Vicksburg, Miss., Awarded First Prize for Essay—Many Contributions Entered

The essay contest on the subject “How I Sell Victor Red Seal Orthophonic Records,” conducted by the Victor Talking Machine Co. among the Victor record sales staffs throughout the country, closed recently and was a complete success, judged from both the standpoint of the number of entries and from the quality of the essays submitted. One hundred and sixty-one cash prizes were awarded to the winning contestants, with the first prize of $250 going to Miss Lucy T. Hackler, of Rice Co., Vicksburg, Miss. The winning essay will appear in the April issue of The Talking Machine World. Other prize winners included:


**Kimball-Upson Wins Super-Ball Contest**

sales appeal of the window devoted to the Yahr-Lange product and which is shown here.

Mr. Upson, in acknowledging receipt of the news that his establishment was the victor in the contest, wrote the following letter to the manufacturer: “We shall have to re-

cuperate for a day or so longer from the pleasant shock before being able to see clear enough to decide just how to come into pos-
session of this valuable Packard sedan prize. We are completely overcome by our success and extend our sincerest thanks to Yahr-Lange and the judges of the contest. It is a fine tribute to Kimball-Upson Co. and our window dresser, Douglas Dowell, who worked up the idea and display.

Other dealers who received honorary men-
tion for the window displays which they submitted were: Atlas Auto Supply, Zanesville, O.; Baird-Swanett, Inc., Kankakee, Ill.; Bar-

Bartley’s Radio Shop, in forwarding the photograph of the display window, wrote: “My sales report shows that I have sold and in-
stalled seventy-six Super-Ball antennas in Excelsior Springs. The horizon is certainly dotted with Super-Ball antennas and I am proud of the great response Excelsior Springs. Coming in from Kansas City. There is one point just at the top of St. Louis avenue where you can count forty-one Super-Ball antennas in sight.” Yahr-Lange, Inc., urges its dealers to make use of window displays in stimulating sales and is providing material free upon request.

M. Price has resigned as talking machine manager of Bloomingdale Bros., New York.

**Philco Takes Over the Timmons Corp.**

**World’s Classified Advertising**

Any member of the tribe may forward to this office a “Situation” advertisement intended for this Department to occupy a space of one word, six cent, and it will be inserted free. Replies will also be forwarded without additional space when the rate of 24¢ per line. If bold faced type is desired the cost of same will be 25¢ per line. Rates for all other classes of advertising on application.

**WHOLESALE SALESMEN WANTED**

We would like to get in touch with several high-grade piano salesmen who have had success-

Management would like to have you represent our well-known line on a liberal commission basis. If you are looking for a permanent opportunity rather than just a job, write us for an appointment and bring your own business card and photograph if convenient. Gallbranzen Co., 3222 West Chicago Avenue, Chicago, Ill.

FOR SALE

Edison Disc Records

SPECIALS
12327 Male Villagers—Andrews, Two Dick Knowles: Love Affair, A Drifty Sketch, Two Dick Knights: Love Affair, A Drifty Sketch
12328 My Blue Heaven—Selma (Piano Solo) ~ Muriel (Piano Vocal) ~ Done (Piano Vocals)
12329 Four Walls—Vocal, The Radio Cafe and His Boy Friend Sam; The Radio Cafe and His Boy Friend Sam
12330 Henry's Music—The Singing Players (Kurtz- sytybrown-Henderson)~Dave Kaplan at the Piano
12331 The Happiness Boys (Ernest Hare—Billy Jones) ~ Poor Lazaro (Piano Vocal) ~ Have You Knew at the Piano
12331 Vangel de Leach and Frank Harris ~ Vangel de Leach and Frank Harris
12331 Jack Sullivan and Ted Feekin Harris ~ Jack Sullivan and Ted Feekin Harris
12331 Just Around the Corner from an A. & P. ~ Clerkie, My Son
12331 Vangel de Leach and Frank Harris ~ Vangel de Leach and Frank Harris
12331 Who Knows? ~ Oscar Grunig ~ Oscar Grunig
12331 The Caramanians—Scottish Comic Opera
12332 The Cumberland—Scottish Comic Opera ~ Will Frye

SPECIAL NATIONAL RELEASE
12331 Thro' the Wreens—Faucet, with Vocal Elizabeths's Old Grey Mare; New Orleans Ovals
12331 Goo Goggles—Facture, ~ New Orleans Orches.
12331 shine at Hyorino Alexander and Vocal ~ Bill Miller and His Orch. ~
12331 When I'm Blue—Facture, the Haydley House Orches. ~
12331 I Went somebody to Love—Facture, with Vocal Sea~
12331 Color Dance (Deoration of Albert Brunis) ~
12331 Parents, Liberty Synoptics
12331 African Echoes—Liberty Synoptics
12331 Transportation—Brunswick Orches.
12331 Long John ~ Charlie Tracy's Melody Players.
12331 Moonlight in Manhattan—Moford, Francis Craig and His Orch.
12331 Delightful Breaking Dawn—Moford, Francis Craig and His Orch.
12331 In the Good Old Summer Days—Fletcher's Row Trio
12331 After That—Facture, with Vocal Misses.
12331 Louisiana Blues—Vocal, Dan Hendry Trio ~
12331 Red-Hot Rag—Vocal, Crescent Orleans.
12331 Break Me—Vocal,
12331 Does It Make Any Difference to You~Vocal, Mary Flood Gates.
12331 I'd Do It All Over Again~Vocal,
12331 FAMILIAR TUNES—OLD AND NEW
12331 Kentucky Home—Misses.
12331 Fifteen Years Ago—Moffett's Melody Men
12331 Daddy's Gone—Marini and His Skilled Singers with Riley Pickett and Clayton McJohn.
12331 My Bassoon Lies Over the Ocean—Marini and His Skilled Singers with Riley Pickett and Clayton McJohn.
12331 Irish Song in the Good Old Summer Days—Leaky County Revelers.
12331 Honeybough Water—Carrattbrothers Orches.
12331 Come Be My Rainbows—Vocal, Riley Pickett.
12331 That Good Old Country Town—Vocal, Riley Pickett.
12331 When I Walked Behind the Fence—Riley Pickett and Charlie Wells.
12331 Andy, Will You Let Me Sing On the Sets on the Life of Sacred Singing.
12331 Come and Done—Sacred Singing.
12331 The Happy Four—Sacred Singing.
12331 Climbing Up the Golden Stairs—Sacred Singing.
12331 Glory To Now Making in My Soul—Sacred Singing.
12331 Four Bros. Flanagan at St. Patrick's Parade—Vocal.
12331 Irish—Vocal.
12331 N'T Long—Flanagan Brothers.
12331 Flanagan at St. Patrick's Parade—Vocal.
12331 The Varsovians—Vocal.
12331 Lantry Letter—Vocal, John Simmons.
12331 My Blue Heaven—Vocal, Shelly O'Brien.
12331 Jackson's Battle of Shiloh—Stullman's Skirtband.
12331 George and His Orches.
12331 For Killarney and You—Tenor Quart.
12331 The Sidewalks of New York (East Side)—Brunswick Orches.
12331 The Brandy Whiskey—Vocal.
12331 The Kerry Polkas—Dance.
12331 The Varsovier—Vocal.
12331 The Color of Your Hair—Vocal.
12331 Frankie Durance—Vocal.
12331 The Caramanians—Scottish Comic Opera
12331 The Merry Widow—Vocal.
12331 Let's Make a Day's Work—Vocal.
12331 The Kerry Polkas—Dance.
12331 The Varsouviens—Vocal.
12331 The Merry Widow—Vocal.
12331 The Merry Widow—Vocal.
12331 Three Little Paddles—Vocal, Frank McDonald.
12331 The Grey Goose—Vocal.
12331 The Grey Goose—Vocal.
12331 The Grey Goose—Vocal.
12331 Mouse in the Clover (Song)
12331 When You Think of a Special Person (Marriage)
12331 SPECIALS
12331 Male Villagers—Andrews, Two Dick Knowles: Love Affair, A Drifty Sketch, Two Dick Knights: Love Affair, A Drifty Sketch
12331 My Blue Heaven—Selma (Piano Solo) ~ Muriel (Piano Vocal) ~ Done (Piano Vocals)
12331 Four Walls—Vocal, The Radio Cafe and His Boy Friend Sam; The Radio Cafe and His Boy Friend Sam
12331 Henry's Music—The Singing Players (Kurtz- sytybrown-Henderson)~Dave Kaplan at the Piano
12331 The Happiness Boys (Ernest Hare—Billy Jones) ~ Poor Lazaro (Piano Vocal) ~ Have You Knew at the Piano
12331 Vangel de Leach and Frank Harris ~ Vangel de Leach and Frank Harris
12331 Just Around the Corner from an A. & P. ~ Clerkie, My Son
12331 Vangel de Leach and Frank Harris ~ Vangel de Leach and Frank Harris
12331 Who Knows? ~ Oscar Grunig ~ Oscar Grunig
12331 The Caramanians—Scottish Comic Opera
12332 The Cumberland—Scottish Comic Opera ~ Will Frye

Edison Blue Amberol Records

1458 Get 'Em in a Ramble Seat—Dave Kaplan at the Piano
1459 My Carolina Home—Vocal and Instrumental
1460 O'Don Golden Shippen—Vocal; Golden Shippen—Vocal
1461 I Seren—Vocal; All We Seren for Ice Cream
1462 Somebody's Sweetheart—Vocal
1463 We Miss You—Vocal and Players and Singers
1464 Into the Blue—Vocal
1465 Up in the Clouds—From the Five O'Clock Trot, Vocal, the Girls
1466 Everybody Sing—Vocal, the Girls
1467 Somewhere a Voice Is Calling—Vocal, the Girls
1468 The Blue Rays—Vocal, the Girls
1469 Sweet Home—Vocal, the Girls
1470 (Continued on page 108)
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

The Road to Stabilization

Profits From Portables

Specialization Will Aid to Your Sales

How Two Live Dealers View the Problem of Trade-ins

Profit-Winning Sales Wrinkles

Theatre Tie-Ups Aid Sales of Records

New Talking Machine and Radio Patents

Tulsa Store Steps Up Record Sales

Donnels’ Feature Quality Line in Artistic Recording

Money Making Suggestions for Attractive Merchants

Collecting From Delinquent Customers Without Loss of Good Will

Vision Needed to Bring Radio Industry to Safe and Sane Basis

Slashes Radio Service 90 Per Cent...

Last Minute News of the Trade...

Figures That Really Mean Something...

Capitalizing the Local Tie-up...

Important Facts in Distribution...

CORRESPONDENCE FROM LEADING CITIES


Dale Winbrow at the Jardin Royal

Columbia Recording Artist Uses Novel Introduction to Act—Exploits the Columbia-Kolster Electric Phonograph

An unusual method of exploiting the Columbia-Kolster electric reproducing phonograph is being used by Dale Winbrow, Columbia recording artist, in his act at the Jardin Royal at Broadway and Forty-eighth street, New York City. The instrument occupies a prominent place on the platform and as Mr. Winbrow steps up to do his “bit,” a Columbia recording artist started playing in a very loud volume. After the first verse of the song, the volume is lessened and the chorus is played by Mr. Winbrow accompanying the record in person. The novelty of the offering is soaring a big hit with the dinner and supper patrons of this well-known restaurant.

Paul Specht and His Orchestra, Columbia recording artists, are also featured at this Broadway restaurant, so that the musical features of the fine new establishment are 100 percent on the Columbia.

Charles R. Sinsson of the wholesale department of the Columbia Phonograph Co., New York City, is receiving the congratulations of his many friends upon the arrival of a son and heir, Charles R., Jr., who arrived March 2.
INDEX TO ADVERTISERS

Federal-Bundes Corp. .............. 44, 45
Feist, Leo, Inc. .................. 105, 208
Fischer Co., J. A. .......... Insert facing page 25
Fox Pub. Co., San ............. 202
Francophone & Co., Andrew P. 74
Fresno. Co., Chas. .......... 31
G
General Electric Co. .......... 39
General Industries Corp. .......... 6, 20, 27
Gold Seal Electrical Co. ..... 54
Golden Sun Co. .......... 47
Gold Storage Battery Co. ... 29
Griggs-Grimshaw-Hinds Co. . 32
Guarantee T. M. Supply Co. . 78
H
Hinde & Duszy Paper Co. ... 49
I
Hiley, Doubleday & Co. .......... 72
International Mica Co. ........ 46
J
Jewel Phonoptics Co. ........ 60
K
Katzen Elec. Co. ............... 56
Kellogg Switchboard & Supply Co. ............... 36, 37
Kent Co., F. C. ............. 66
Kinshall Co., W. W. ...... 91
Krasno Phon. Motor Co. ...... 50
L
Lorentzen, H. K. ............ 68
M
Mathews, F. W. .............. 36
Mel-O-Tone Phon. Co. ........ 64
Middle West Music Jobbers ... 193
Molded Wood Products Co. ..... 77
N
National Publishing Co. ........ 14
New York Album & Card Co. .... 4
Northern Maine Plywood Co. .......... 31
O
Okeh Phonograph Corp. .......... 45, Insert facing page 34
Ore-Tone Co. .............. 37
P
Peckham Mfg. Co. ........... 46
Peerless Album Co. ........ 6
Penn Phonograph Co. ........ 82
Perryman Elec. Corp. .......... 39
Philadelphia Badge Co. ....... 31
Piantadosi, P. ................ 104
Player Tune T. M. Co. .......... Insert facing page 26
Plaza Music Co. Insert between pages 26 and 27 and 94
Plywood Corp. ................. 42
Pollock Walker, Ltd. .......... 41
R
Radio Corp. of America. Insert facing page 10
Radio Mrs. Asin. ....... 81
Red Lion Cabinet Co. .......... 37
Rene Mfg. Co. .......... 40
Sola Corp. ................. 38
S
Saal Co., H. G. Insert between pages 50 and 51
Sarnels Corp., Leon C. .......... 29
Sonora Phonograph Co., Inc. .... 55
Spalding Radio Corp. .......... 26
Stetner Phon. Co. ............ 56
Stevens & Co. .............. 75
Stewart-Warner Spectrometer Corp. Insert facing page 42
Stromberg-Carlson Telephone Mfg. Co. .......... 9
Symphonic Sales Co. ........ 25, Insert facing page 50
T
Talk-Back Phonographic Recorder Co. .......... 91
Theo. M., Inc. .............. 42
Toman & Co., E. ................ Inside front cover
Tray-Lex Mfg. Corp. Insert facing page 51
Trilling & Montague ....... 80

U
Utah Works ......... 52
United Air Cleaner Co. .......... 21
Utah Radio Products Co. Insert between pages 50 and 51

V
Victor Talking Machine Co. .......... 35, 21
Vincennes Phonograph Mfg. Co. .......... 96

W
Wall-Kane Needle Mfg. Co. .......... 77
Wasmuth-Godrich Co. .......... 50
Western Elec. Inst. Corp. .......... 24
Weymouth & Son, H. A. .......... 82
White Co., H. N. ........ 97
Empire’s New Products

Empire, established since 1914, is now ready with its new 1928 line of tone-arms and reproducers. All experimenting has been done in our factory and these new products are offered to the trade constructionally perfect.

In 14 years we have learned how to build tone-arms and reproducers that are quality products, and there is an Empire tone-arm or reproducer for every type of phonograph—CONSOLES, PORTABLES, UPRIGHTS.

The prices are right. Send for samples.

These new EMPIRE TONE-ARMS are made in several lengths: 6½ ins., 7½ ins. and 8½ ins.; meeting the requirements for every type of phonograph.

We are continuing the manufacture of our popular No. 75 tone-arm for large machines and the No. 2 tone-arm for portables.

The Empire Phono Parts Co.
Established in 1914

WM. J. McNAMARA, President

10316 Madison Avenue

Cleveland, Ohio
She's More Than a Voice on the Edisonic

Vaughn De Leath's charm—her vibrant, happy personality—seem right in the room with you, as you listen to her "Close-up"—on the new Edison Records. She sings right to you... and once your patrons hear her on the amazing Edisonic, they'll want to hear her often.

Take our tip! Now is an opportune time to get aboard the Edison Band Wagon. A few dealerships are still available for alert merchants who realize that the greatest name to sell in all industry is Thomas A. Edison. THOMAS A. EDISON, INC., Orange, N. J.

---

Invite Your Patrons to Hear Vaughn De Leath—"The Radio Girl" on These Edison Records

There Must Be a Silver Lining (That's Shining for Me)
Rambler Roses Ramble
My Blue Heaven
Keep Sweeping the Cobwebs Off the Moon
There Must Be Somebody Else
What'll You Do
Lonely Lights Along the Shore
Make My Cot Where the Cot-Cot-Cotton Grows
Here Comes the Show Boat
Blow, Blow, Blow (On Your Old Harmonica Joe)
There's a Cradle in Caroline
Someday You'll Say "O. K."
Baby Feet Go Pitter Patter
Yep! Long About June
Also—Vocal Choruses—for dancing

The SCHUBERT EDISONIC—$1.50
Amazingly modest in price; really decorative in appearance. Two-tone English brown mahogany is its finish.

Thomas A. Edison

The EDISONIC

ADDRESS THE DISTRIBUTOR NEAREST YOU:

Man, How They’re Selling!
DEALER HELPS
BRING ADDED PROFITS

HERE is the latest Toman sales aid—an attractive window or counter card in red and black—featuring the fast selling No. 3 Reproducer. That’s part of the Toman policy of cooperation—not only selling Dealers but helping Dealers get quicker turn-over by speeding up actual consumer sales.

If you are not now enjoying the ready profits before you with Toman tonearms and reproducers, write today for complete catalogue and an outline of our generous Dealer and Jobber policy. And be sure to get one of these effective little display stands—FREE.

Shown here is the famous No. 3 itself—the world’s most beautifully designed reproducer. The No. 3 is, judged by all standards, as fine a product as has ever been offered the trade. It is equipped with a triple suspended duraluminum diaphragm 10/1000 thick—four times as substantial as the ordinary 2 3/1000 diaphragm. It is hand lacquered to protect it against climatic changes. Special double grip screws securely hold the reproducer to tone-arm, always in proper position. Possesses a marvelously full, deep, rich tone quality, as well as great beauty of design.

All Toman products are most favorably priced. Guaranteed quality inside and out. We invite inquiry from Manufacturers, Jobbers, and Dealers. Samples sent promptly upon request.

E. Toman & Company
2621 West 21st Place
CHICAGO, ILL.
Will You Be Present?

TWO events of outstanding significance to the talking machine-radio dealers and jobbers of the country are scheduled for the month of June. First: The Fourth Annual Trade Show and RMA Convention in Chicago, June 11-15. Second: The annual convention of the Music Industries Chamber of Commerce in New York City, June 4-9, a great gathering of the music trades.

The RMA Trade Show gives dealers and jobbers something they can get in no other way; namely, an opportunity of examining the newest radio products to be marketed during the 1928-1929 season. It provides the means of observing at first hand the comparative merits of the various new products. In short, it places the dealers and jobbers in a position where they know what the future holds in store in the way of products and it enables them to plan merchandising campaigns in advance so that they can engage in sales promotion most effectively.

Have an Open Mind

The annual RMA Convention program is the most comprehensive ever planned and those who attend the sessions with an open mind and are prepared to get the most out of the many addresses by leaders in the industry will go home with a wider outlook on the business of which they are a part. Thousands of dealers from all part of the country will crowd into Chicago for the Show and Convention and the exchange of thoughts and ideas on the retail business resulting from the contacts made possible by the gathering are worth the time and money spent in being there.

Evolution in the radio industry is so rapid that the trade simply must keep on its toes in order to be up-to-date. These quick changes bring new problems to solve and it is a shortsighted individual who fails to recognize the importance of a gathering in which are included members of the industry who are confronted with identical difficulties.

What will be the effect on the public of the introduction of the new AC sets? What about service? How does the line you carry compare with that of another manufacturer? Should you confine your energies to the promotion of one line or is it advisable to take on an additional product or two because of certain features that your present line will not possess in the new models? These and any other questions that come to mind will be answered by every person's satisfaction by a visit to Chicago and a careful inspection of the "newest in radio."

An Investment

This is distinctly a trade show—a special exhibition for dealers and jobbers. It has been carefully planned. The public will not be admitted. Nearly 300 manufacturers of sets, tubes, speakers, cabinets and accessories will show their lines and are prepared to go into details with dealers and wholesalers regarding the various features of the new products. By visiting these exhibits the dealer will be accomplishing more than if 300 sales representatives—one from each manufacturer or wholesaler—called at his store. The time saved, the opportunity of procuring first-hand information and of viewing the products, the addresses and the exchange of ideas makes a trip to Chicago for the RMA Trade Show and Convention the best investment possible of which a progressive dealer or jobber could possibly take advantage.

The annual convention of the Music Industries Chamber of Commerce in New York also gives the trade the opportunity of getting the other fellow's viewpoint on various merchandising problems. By all means, if it is possible, attend this important convention. The program for the Music Industries conclave includes, among other interesting features, discussions and addresses on the talking machine and radio business that should be of great value to every dealer and jobber. Make it your business to be present at both these events. You will be the gainer!
Fifty Boys Sell for Gray

Gray Music Co., in Town of 70,000 People, Increases
Record Sales 40 Per Cent With Aid of Canvassers

By John G. Sanderson

THERE is nothing startlingly original in the principle of increasing sales by adding to the sales force. But it is rather remarkable for a music store in a small city to employ fifty additional salesmen, put them to work on commission in the store’s record department, and turn in a big profit by the venture. That is what Clifford L. Gray did in London, Ontario, a city of 70,000 people. Mr. Gray evolved this unique merchandising plan for the Gray Music Co. to see what could be done at a season of the year which usually registered a low output. The result was that the store increased its sales of Victor records 40 per cent during the period from January 15 to February 15. The salesmen employed for this special campaign were schoolboys.

Record-Selling Campaign

Mr. Gray advertised a record-selling contest. Fifty boys answered the ads and were engaged. Each one was supplied with ten selected records, a carrier, and a catalog. They were offered 10 per cent commission on all sales and the three best salesmen were to get watches. This was incentive enough. The boys canvassed every householder in the city of London in the 30-day period. Not only were the Gray Co.’s sales lifted to new levels, but an intimate connection with a vast new clientele was established.

It was almost too much to expect that this schoolboys’ contest would be effective. The Gray Co. is the most active store of the kind in London, and advertise extensively at all times, and is constantly puffing up regular record sales. According to the Victor people, the Gray Co. handled in 1927 30 per cent more records than its two closest competitors combined. Sales were kept at a steady high level and no increase had been registered for six months. It was plainly seen that it would require an extraordinary effort to register a gain, particularly at the period of the year when returns might very well be expected to sag to a considerable extent.

Fourteen-Year-Old Boys Best

At first it was decided to limit the contest to twenty boys, but the quality of the applicants was so high that restrictions were removed. Each boy was asked for a letter of introduction from minister, teacher, or other responsible person. The ages of the boys ranged from 13 to 16 years, and the boys of 14 proved to be the best salesmen. A boy of this age eventually won the best of the three gold watches.

Canvassing earlier than four o’clock was forbidden, but there was no other limit, and many of them worked as late as 10 o’clock at night. Of the original 50 boys, 28 worked the whole 30-day period. Every canvasser had ten selected records. He was allowed to sell these or to sell from the catalog. His assortment was filled up again after each day’s sales. Sales from the catalog were checked at the store, and commissions credited to the salesmen.

Big Sales in Apartment Houses

Strange to relate, the highest percentage of sales was made in apartment houses. These sacred spots are usually taboo to the ordinary canvasser, but boys of the age employed in the record contest found no difficulty in gaining entrance. The boys made out daily report slips. Although no districts were mapped out in detail, a close check on territory was kept so that the whole city was eventually canvassed. No attempt was made to keep a list of names and addresses of purchasers, although this could have been done with very little additional effort.

“We were astonished,” was Mr. Gray’s comment on the success of the scheme. “We did not believe we would make any real profit, but were content to accept a loss because of the great advertising value involved. We found, however, that we had underestimated, and that we did make money directly from the sales plan. A great many customers were attracted to the store, and bought records from the catalogs left by the boys.”

The Victor Talking Machine Co. heard of the idea, broadcast it to others, and it has already been tried successfully in Chatham, Ontario.

New Line of OUTING Portable Phonographs

Latest Offering by the Makers of Nyacco Products

New Baby Outing
$12.00 List

New Junior Outing
$15.00 List

New Senior Outing
$25.00 List

Jobbers—Write for Special Quantity Discount

NEW YORK ALBUM & CARD CO., Inc.
Established 1907
64-68 Wooster Street, New York
Brunswick Perfects a New Portable

to list at

$25

Slightly higher west of Rockies

With Tone-Range

Increased More Than 100%

HERE is new evidence of how Brunswick keeps the Brunswick dealer always in the lead. After months of ceaseless experimenting, Brunswick laboratories have perfected a new-type Portable that represents a tremendous advance over portable-type instruments as you know them.

The exponential-horn principle that has made the exponential type of Brunswick Panatrope outstanding in its field is applied in this newest Brunswick model.

As the illustration shows, horn length and diameter are increased many times. The result is tone range more than 100% greater than that of the ordinary portable. A wealth of bass tone will amaze and delight your customers as they hear this instrument. Brunswick Electrical Records are given reproduction such as they never got with the old portable instrument.

Brunswick offers this new Portable in ample time for the spring and summer season. It will add many dollars to your sales volume right when you need it most.

Write for advertising displays

Ask your Branch for display material on the new Brunswick Portable. Or, write our Dealer Service Department at 623 S. Wabash Avenue, Chicago. Don't delay. Cash in on this new development from the first.
Nicholas D. Patti Joins Sleeper Corp.

Now on Two Months' Sales Trip Visiting Sleeper Jobbers in East, Middle West and Northwestern Territory

Nicholas D. Patti, a well-known member of the radio sales fraternity, has joined the Sleeper Radio & Mfg. Corp., of Long Island City, and is now on a two months' sales trip which will carry him through seventeen cities of the East, Middle West and Northwestern districts.

Gordon C. Sleeper, president of the company, who is in general charge of sales, dispatched Mr. Patti as his personal representative, bearing all the home office news to the present Sleeper jobbers and making new appointments in cities where there is open territory. Mr. Patti was with the Freed-Eisenmann Radio Corp. for several years and was sales manager of the Julian M. White Mfg. Co. of Sioux City, Ia.

Interest in Radio Gaining in England

J. T. Thomas, Managing Director, Fada Radio, Ltd., a Visitor to New York

Music dealers in England are now handling radio on an increasingly larger scale, according to J. H. Thomas, managing director of Fada Radio, Ltd., of London, who recently visited the Fada offices in Long Island City.

"Gramophone dealers," stated Mr. Thomas, "found that radio was selling more records than they had ever sold in the history of the industry. Naturally, this sold the gramophone dealers on the idea of radio more than anything else that could have happened."

Mr. Thomas states that English bungalows are being fitted out with complete radio equipment, builders are wiring homes for aerials, and electric sets, as well as other types of receivers, are meeting with general favor.

Myra Hess, Pianist, Is Columbia Artist

English Pianist, Who Recently Made an American Concert Tour, to Record Exclusively for the Columbia Catalog

The latest addition to the lengthy list of exclusive Columbia Phonograph Co. recording artists is Myra Hess, English pianist, who on her American tour this season was frequently called the leading woman artist in her field, even one "with few male equals." Miss Hess' first Columbia release, issued recently, is a coupling of airs from Bach, which composer she is said to interpret with special insight and beauty. The record gives promise of wide popularity among lovers of fine music.

A radio device which informs the pilot of an airplane whether or not he is on his proper course was recently demonstrated.

Peerless Master-phononic the Extraordinary Portable for 1928

The Ultimate in Portables at $25.00 List

A 4-foot concealed tone chamber
Curved tone-arm
Special matched reproducer
Covered with genuine DuPont Fabrikoid of the heaviest quality
Elaborately decorated in multi-color effects
Genuine Heineman motor

Peerless Master-Phonic Portable

Appearance—Quality—Tone

Peerless Vanity - - - $12.50 List
Peerless Junior - - - $15.00 List
Peerless Master-phonic - $25.00 List

ALL LEADERS IN THEIR FIELD

Write for Samples and Prices

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album
Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album
Removable Pockets for Records

PEERLESS ALBUM CO.
PHIL. RAVIS, President
636-638 BROADWAY, NEW YORK
“Look at Brunswick” — you hear them say

Brunswick Record Sales Reach New Peaks

The tremendous public interest in Brunswick Electrical Records has become the talk of the industry. Ever since last December when Brunswick inaugurated the new one-price-for-all policy on Brunswick Records, sales have climbed. Gains in the past four months exceed any in Brunswick's history.

But Brunswick dealers who are enjoying the profits know why Brunswick Electrical Records are the best buy on the market. Three primary factors in Brunswick's sales policy enter into their success. These are:

1. Brunswick's recent reduction in prices
2. Brunswick's special discounts
3. Brunswick's 10% return privilege

Mr. Music Dealer, you're missing something if you're not handling Brunswick Electrical Records. In the field of popular music, Brunswick is admittedly without a peer. Brunswick sales policies are up-to-date . . . every advantage of smart merchandising is given the Brunswick dealer. Brunswick advertises in the way the dealer likes . . . NEWSPAPERS THAT YOUR CUSTOMERS READ. No wonder the Brunswick dealer is getting the cream of the record business!

Why not drop us a line? Or let our representative call? You risk nothing . . . and you may gain a lot! Do it today.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., 623 S. WABASH AVE., CHICAGO
Clifford Bros. Sideline Is Big Record Sales Aid

By Clarence J. O'Neil

Ever alert to every new sales appeal the Clifford Bros. instructed their clerks to have a machine going regularly.

A Powerful Sales Appeal

"An attractive array of post cards set up in our windows has indirectly resulted in more sales of records and talking machines than any other method of sales appeal that we have ventured," W. C. Clifford commented. "We have supervised these results carefully, realizing that in all of our local newspaper advertising, which averages about $100 a month, we never mention post cards. Our circulars, letters and other advertising, however, never mentioned post cards. Yet through the handling of cards we can trace a more substantial increase in sales from than all our other sales appeals combined."

"In my observation of the different classes of people who come in for the sole purpose of buying a five or ten-cent post card, I notice the majority, through a sense of pride, or something, seem to be conscience-stricken at the idea of making such a small purchase. The playing phonograph in most cases catches the eye, and then a community-minded fellow sees it as its title. I always make it a point to add the price of the record to my reply. For example, 'Honeymoon Lane, It's a 75-cent Victor record.' A 75-cent or 80-cent purchase about fits the pocketbook of the majority of my patrons when not on a shopping tour. They go off morally contented 50 cent of the time with at least one record in addition to their original purchase intent—a post card. In increasing the volume of record patrons to such large proportions our talking machine sales were naturally improved. The owner of a talking machine is always, as every dealer knows, half sold when it comes to selling a modern and even more expensive machine."

Better Advertising at Less Cost

From a cost standpoint the Clifford Bros.' policy of delving extensively into post-card selling as an advertising medium proved a remarkable asset instead of a liability. Purchasing the cards involved a very small investment; salesmen were unnecessary, and the results helped cut down the general advertising appropriation. And again the cards gave a quick turnover at a reasonable profit. They were bought in large quantities, one year's supply at a time, and at the lowest possible cost. Very little storing space was used in buying in big lots. In dollars and cents, Clifford Bros.' store window not only wiped out profit in the post card has enabled them to eliminate the cost of advertising, one of their biggest annual expense items. Advertising their entire line cost them annually about $1,300.

The introduction of the post card in the Clifford Bros.' store window not only wiped out this yearly deficit, but also boosted the sales of both records and talking machines.

The F. A. Stewart Music Co., Morgantown, W. Va., of which F. A. Stewart is president, recently held its formal opening at 241 Walnut street. The store carries a complete stock of Orthophonic Victrolas and records and other musical instruments.
Stromberg-Carlson's FAMOUS TONE—

for Both Radio and Records

A TELLING sales feature of the new A. C. Stromberg-Carlson Receivers is that they give the same realistic tone to phonograph record reproduction as to radio.

To play records through a Stromberg-Carlson merely add the new Stromberg-Carlson Magnetic Pick-up Outfit to a standard phonograph — then push the Pick-up plug into a jack provided in the Receiver. The operating power is from the house-lighting circuit just the same as for radio — the tone of the record reproduction has all of radio's living beauty.

Wide-awake dealers will welcome this opportunity of giving their customers two-fold radio value — and will find the record reproducing ability of these Receivers a great advantage in giving demonstrations of tone quality, when there is no station on the air.

Stromberg-Carlson Telephone Mfg. Co.
Rochester, N. Y.

Listen to the Stromberg-Carlson Sextette Tuesday evenings at 8 o'clock E. S. T., through the N. B. C. and Associated Stations:

WJZ, WBC-WBC, WGN, WHO, KDKA, WJZ, KYW, KFI, WEEN, WREX, KAYO, WGET, WPRC, WOOL, WBBM, WABC, WICB, WBBF, KOM.

Stromberg-Carlson Receivers complete with tubes for A. C. house current operation, East of Rockies, $2.45; and up; Rockies and West, $3.15; and up; Canada, $3.90; and up.

No. 50 C. A. Stromberg-Carlson, Illustrated.

Every new Stromberg-Carlson has handy jack to facilitate playing phonograph records.

Stromberg-Carlson Receivers complete with tubes for A. C. house current operation, East of Rockies, $2.45; and up; Rockies and West, $3.15; and up; Canada, $3.90; and up.

No. 10 Cone Speaker
A new 13-inch Seamless Cone Speaker. Complete with long cord. Price, East of Rockies, $2.45; Rockies and West, $3.45; Canada, $3.50.

Stromberg-Carlson Telephone Mfg. Co.
Rochester, N. Y.

Makers of voice transmission and voice reception apparatus for more than thirty years.
The servicing of radio receivers is a phase of radio merchandising that causes endless worry to many dealers, and a factor that eats into the profits from sales. Dealers who refuse to be stumped into giving away the services of their men for unlimited periods, because the customers expect it or because a competing dealer is offering ruinous service gratis, find that service expenses can be kept within reasonable bounds and if properly handled can be made a profitable source of income. As an instance of this is the experience of Cushman & Cashman, Inc., of 1010 Sixth Avenue, New York City. This establishment has for the past two years conducted a "Yearly Radio Service," for radio set owners. It consists of $10 yearly for the work. While the amount of money received does not represent a profit, the volume of sales of parts and accessories is profitable. Every one of the clients calls upon purchases needed items from us and, taking into consideration the scattered area we serve, it is evident that a great amount of this business would never find its way to our store if it were not for the service calls. In addition to these sales, a number of sets have been sold during the past two years through the service men to customers who owned sets which they wished to replace.

Seven men comprise the radio service department of Cushman & Cashman, Inc. They are well trained and can render effective service on the store and the lines, it carries by receiving useful little gifts carrying the store's message. For instance, in December a number of check desk blotters with a celluloid cover on which, in addition to the firm's trade-mark and listing of lines, were printed a calendar for 1928 and a seven-inch ruler were distributed. At other times bridge score pads are sent out; sometimes together with an outgrowth memorandum pad with a calendar of the following three months is mailed. These constant reminders have proved successful in bringing people to the store and to them it is attributed a good share of its success.

Cushman & Cashman, Inc., feature special programs of wide interest, and on such occasions posters in the store windows inform passers-by for a day or more in advance of the coming event. For prize fights a special window poster has been drawn by an artist with space provided for the names of the contestants, the station broadcasting and, if possible, the name of the announcer. When such programs are broadcast to passers-by from the store door a loud speaker is placed in front and another at a store a few doors away so that assembled crowds can hear without pushing and crowding. Miss Cushman, who takes charge of promotional work, states that store-door broadcasting via the Radiola


Right: Subscription Card for Customers who wish monthly inspections by one of the trained servicemen on the Cushman staff and costs $10 for the annual period.

The "Yearly Service" is not the outgrowth of a pre-conceived plan, but is rather a logical part of the store's activities. J. B. Konen, manager of the service department, in a recent interview with The Talking Machine World, explained the work of the department and its development. In part he said:

"About six months after Cushman & Cashman, Inc., had started in the radio business, one of our customers who had the six monthly inspection calls which comprise the free service, which goes with every set sold, asked if there was not some way of continuing the inspection calls, in order that the receiver would continue to function properly as it had been doing. An arrangement was made with him and with several of his friends and other customers. After a time the number of set owners who were receiving monthly visits from the Cushman expert grew to such an extent that the "Yearly Service" became a regular part of the store's activities, contracts were prepared and promotion work was done to inform more set owners of the plan.

"I have heard deals say that service costs money, and eats up profits, but we can safely say that our business has been built on service. At the present time 200 owners of radio sets in Manhattan and the Bronx receive inspection calls from our men and each pays Yearly Radio Service Plan

We can keep it "used," provided you will take advantage of the golden opportunity now offered you and submit your application before a month, as a skillful repairman can restore it. We, at CUSHMAN'S RADIO SERVICE, are proud of our work and are ready to prove it to you. For the sole purpose of showing you the quality and value of our work, we offer you the following:

1. One monthly inspection of radio, including testing of tubes, batteries and thorough checking of set.
2. The privilege of taking advantage of all special services and at any time during the year. (Note: you are to pay for any work done for you.)
3. You will be kept informed of the value of the radio and what steps are necessary to keep the radio in good working condition.

Our RADIO SERVICE costs $10.00 a year and covers the boroughs of Manhattan and the Bronx. It includes the following:

- One monthly inspection of radio, including testing of tubes, batteries and thorough checking of set.
- The privilege of taking advantage of all special services and at any time during the year.
- You will be kept informed of the value of the radio and what steps are necessary to keep the radio in good working condition.

The services are free of charge, but the client is responsible for the cost of any work done.

Subscribers to the Yearly Service Plan are entitled to the following special services:

- Two free inspections of radio, including checking of parts, batteries and thorough checking of set.
- The privilege of taking advantage of all special services and at any time during the year.
- You will be kept informed of the value of the radio and what steps are necessary to keep the radio in good working condition.

This plan costs $15.00 for the year.

CUSHMAN'S RADIO SERVICE


dealers,

Subscription Service

CUSHMAN & CUSHMAN, INC.

1010 Sixth Avenue

New York, N. Y.

Enclosed find $________, for which we send YEARLY RADIO SERVICE at addresses opposite.

Send by ____________________________

Name ____________________________

Address ____________________________

Date ____________________________

(Make check payable to Cushman & Cashman, Inc.)

Customer Service

Benefit of the Underwriters of Radio Service

The Experience of This Establishment Seems to Bear Proof of the oft-repeated statement that no one factor is responsible for success in selling radio. A well-defined service policy together with intelligent sales promotional activities and taking advantage of all opportunities are the rules in this instance.

Music Week Material

Several new pamphlets have been issued by the National Music Week Committee containing material for music promotion in connection with Music Week, which is to be observed May 6 to 12. The new booklets are: "Piano En- scendere Concerts," "Massed Band Concerts," "Music Week in the Churches" and "Home Night in National Music Week."
A Radiotron for every purpose

RADIOTRON UX-201-A
Detector Amplifier
RADIOTRON UX-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
Power Amplifier Last Audio Stage Only
RADIOTRON UX-112-A
Power Amplifier
RADIOTRON UX-171-A
Power Amplifier Last Audio Stage Only
RADIOTRON UX-210
Power Amplifier Last Audio Stage Only
RADIOTRON UX-240
Diode Amplifier for Basic undamped Amplification
RADIOTRON UX-259
Power Amplifier Last Audio Stage Only
RADIOTRON UX-226
A.C. Filament
RADIOTRON UX-227
I.C. Filament
RADIOTRON UX-280
Full-Wave Rectifier
RADIOTRON UX-281
Half-Wave Rectifier
RADIOTRON UX-171-A
Vague Rectifier Plate
RADIOTRON UX-176
Ballast Tube
RADIOTRON UX-486
Ballast Tube

The standard by which other vacuum tubes are rated

When you choose a radio set make sure that it is equipped throughout with RCA Radiotrons. Manufacturers of quality receiving sets specify RCA Radiotrons for testing, for initial equipment, and for replacement.

RCA Radiotron

If you want to offer your customers the finest and fastest selling vacuum tube made, keep a complete stock of RCA Radiotrons. There is a tube for every purpose—one that serves every purpose best.

RCA has spent millions of dollars in the development and perfection of RCA Radiotrons. So why should you risk your profits by stocking inferior tubes? Carry the complete line!
The RCA SUPER-HETERODYNE

everywhere acknowledged as the supreme achievement in radio

-by radio experts
-by the trade
-by the public

Developed and perfected in the Research Laboratories of RCA, General Electric and Westinghouse

RCA Radiola
MADE BY THE MAKERS OF THE RADIONTRON
RCA Radiola
Made by the Makers of the Radiotron

RCA RADIOLA 32—De luxe cabinet model of the RCA Super-Heterodyne with the famous RCA Loudspeaker 104 AC or DC operation. Finest receiver that carries the RCA mark.

$895 complete

RCA RADIOLA 30A—Custom-built cabinet model of the RCA Super-Heterodyne with special loudspeaker enclosed. For either AC or DC operation from house lighting circuit.

$495 complete

Are you using the RCA Time Payment Plan?
RCA announces a New Super-Reproducer

RCA DE LUXE LOUDSPEAKER 105

A power reproducer of greater range, capacity and fidelity of tone than any ever before designed.

Another remarkable achievement of the associated laboratories of RCA, General Electric and Westinghouse.

RCA De Luxe Loudspeaker 105—Provides "B" and "C" potentials for radio receiver. Operates on 110 volt, 50-60 cycle A.C. current. $35.00 list.
Neil Bauer Appointed to an Important Post

Made Assistant General Sales Manager of the Crosley Radio Corp.—Is Widely Known to Trade Throughout Country

Six years ago when Neil Bauer, then only nineteen years old, accepted a clerkship in the Crosley Radio Corp., he says he knew no more about radio than he did about washing machines, but he believed in the future of the business and determined to learn it from every angle. As a result of his strict application to the business, Mr. Bauer has been rewarded for his untiring effort and unwavering loyalty to the company, being made assistant general sales manager. Mr. Bauer is said to be one of the youngest men in the country to hold such a responsible position. He knows each of the 165 distributors personally, and many of the 18,000 or more dealers, representing every part of the country.

Klingman-Kellsall Music Co. Opens

LOUISVILLE, KY., April 5.—A new music-radio establishment, the Klingman-Kellsall Music Co., opened here recently at 632 South Fourth street, with a complete line of instruments, including Victor Orthophonic talking machines, Radiola, and Atwater Kent receiving sets, Buescher band instruments, Cable Company pianos and an assortment of nationally known small records and sheet music.

The members of the new concern are Gene Klingman, who for eight years was connected with the Louisville Music & Radio Co., serving for the past three years as vice-president and sales manager, and O. C. Kellsall, a Purdue graduate of radio engineering, who has had an extensive sales experience in the general music business.

Three large rooms are devoted to talking machine and radio displays and fifteen record demonstration booths, constructed of sound-proof cellotex, occupy the greater part of one of the two floors.

Buy Canadian Firm

The business and good will of the R. S. Williams & Sons Co., Ltd., Toronto, Canada, music dealer and Canadian distributor of Edison phonographs and records, has been purchased by B. A. and F. A. Trestrail for a sum said to be $380,000. The store at 145 Yonge street is being remodeled extensively.

Neil Bauer About Radio

Yelly D'Aranyi a Columbia Artist

Is Now in Charge of Victor in Japan

B. Gardner to Direct Affairs of Japanese Company—Harry C. Stremshorn Appointed Superintendent

MONTREAL, CAN., April 7.—Another Canadian commercial enterprise in the Orient is announced in the fact that B. Gardner, former treasurer and director of the Victor Talking Machine Co., of Canada, Ltd., has been appointed managing director of the Victor Talking Machine Co., of Japan, and has established offices, a manufacturing plant and a sales organization for distribution of "His Master's Voice" products in that country. The new organization is known in Japan as Nihon Victor Chikunonki K.K. Another Canadian, Harry G. Stremshorn, of Montreal, recently assistant superintendent of the Victor Talking Machine Co., of Canada, Ltd., has become superintendent of the factory. Mr. Gardner's many years as treasurer placed him in close and intimate contact with the administrative and manufacturing divisions of the Victor business in Canada. Besides this, the new head of the Japanese company, well-known in manufacturing circles, possesses a background consisting of a lifetime of merchandising and manufacturing experience. Mr. Stremshorn's connection with the Victor company covers a period of years of research and practical work on talking machines.

It is the announced intention of the company to go thoroughly into the matter of recording Japanese music and Japanese drama, which takes on national forms of an individuality and beauty unsuspected in the western world. Besides love for their own music, Japanese have a keen appreciation for the music of the western peoples, showing great interest in the works of the modern European composers.

Pfeffer Enlarges

STOCKTON, CAL., April 2.—Although 8,000 square feet of floor space are occupied by the Pfeffer Music Co. for its radio and music business, this space has been found to be entirely inadequate and plans for expansion are being made. The entire basement is being excavated and fitted for an up-to-date display space. In addition the establishment is being redecorated.

A NEW

A.C. Portable Instrument

Three ranges—150-8-4 volts for Radio and General Testing

NOTE its small, compact shape—for convenience in handling and carrying about with testing kit or with other equipment. Contained in a red and black mottled bakelite case to distinguish it from the companion Model 489 B. C. instruments which are plain black. Bold, legible figures on a silvered dial—no mistake in making quick readings, and no question as to their accuracy.

In all features of electrical design and construction it is a truly high-class, scientific instrument equally serviceable for laboratory and shop work as well as for utility radio uses in the home.

Dealers will find a ready sale for this all-purpose A. C. testing instrument—not only to radio set owners but to any customizer who desires a full, inexpensive A. C. instrument of great reliability and long-life accuracy. Also made in double voltage ranges up to 600 volts, and as Ammeters and Milliammeters.

A NEW

A.C. Portable Instrument

Model 528

Yelly D'Aranyi, the violin "discovery" of the current season, has signed to record exclusively for the Columbia Phonograph Co. catalog.

Potential Market for New Phonographs

Growing Demand for Electrically Operated Instruments in France

In a recent bulletin the Department of Commerce, Washington, D. C., calls attention of American manufacturers of phonographs to the important potential market in France for electrically operated phonographs. William W. Corcoran, vice-consul at Boulogne-sur-Mer, France, states that the cafe proprietors are adopting these instruments to amuse patrons and advises manufacturers to enter the field.
The Hardest Possible Test for ANY Reproducer!

Select a Group of “Difficult” Records . . . . Play them with

AUDACHROME
The Chromatic Reproducer

A Few Suggested Records and the “Difficult” Details for Which to Listen

COLUMBIA No. 634-D—SPRING IS HERE—Just notice how AUDACHROME recreates the singing and rolling of the canary, in the first quarter-inch of the record.

BRUNSWICK No. 3655—A DANCING TAMBOURINE—With AUDACHROME you really hear the tambourine dance, as well as every single instrument at its true value.

VICTOR No. 6562—GALLI CURCI—The delicacy and naturalness of her voice, as well as the orchestration is a revelation. Only AUDACHROME can cope with it.

VICTOR No. 9148—MARCH OF THE TOYS—The detail and delicacy in this recording is simply marvelous. Observe how AUDACHROME responds to every shading, every touch, however slight.

VICTOR No. 3583—DANCE OF THE HOURS—It is impossible for the ordinary sound box to interpret properly this remarkable symphony. The detail and delicacy is simply marvelous—when played with AUDACHROME.

OKEH No. 49098—THE BEGGAR—Notice the almost uncanny naturalness of the enunciation. Notice words like “Possess,” “Happiness” the “S” being recreated by AUDACHROME as in actual life.

VICTOR No. 6615—RIENZI OVERTURE—Amazing how AUDACHROME can handle this very difficult and remarkable recording.

PLAY THEM WITH AUDACHROME AND YOU WILL SELL MORE RECORDS.

Whenever You Come Across an AUDAK-equipped Machine—Portable or Cabinet—Be Assured That It Is a Quality Machine

AUDACHROME
The Standard By Which All Others Are Judged

The AUDAK
565 Fifth Avenue
Makers of High Grade Acoustical and
COMPARE
Its Performance with that of Any Other Reproducer

THE superiority of AUDACHROME is immediately evident—whether the record be very simple or extremely difficult—even to the untrained ear. On really intricate selections, however, this superiority is so vast as to astonish anyone who hears the comparison. The average reproducer or sound box may get by with a fair performance till the shrill string notes begin to multiply and countless color-tones mingle with the deep rumble of tuba and saxophone. But when things become thus complicated—when tricks of the human voice have to be re-acted, and bells and tambourines and other "local color" accessories—THEN only an INSTRUMENT like AUDACHROME will do!

The harder the selection, the more striking is AUDACHROME's superiority in interpreting every element of it. All the wealth of detail in the splendid new electrical records is brought out by this revolutionary instrument with amazing fidelity to the original performance. That is why you owe it to yourself to demonstrate with AUDACHROME.

[ No One Can Listen to an AUDACHROME Performance without Being Amazed and Delighted ]

COMPANY
New York, N. Y.
Electrical Apparatus for More Than 10 Years
Proft Winning Sales Wrinkles

Move the Slow Movers—Participate in Community Affairs and Profit—Unusual Log Card Is a Real Service—Build the Average Unit of Record Sales
—Installs Buzzer in Demonstration Booths—Other Stunts

Sales effort should be largely centered on hard-to-move merchandise. The popular instruments and records which enjoy the great demand of the moment require less effort to sell in volume, leaving the dealer free to busy himself with ways and means of building up sales of merchandise that ordinarily moves more slowly. This is especially true of the finest recordings, including the sets of records contained in albums that the leading companies are now producing. While there is a consistent demand for these album sets from music lovers, there is a large potential market among purchasers of popular music on records that has barely been scratched. It is up to the dealers to build up his sales of album sets and also of other fine recordings for several reasons. First, by doing this the dealer will be placing his record business on a sounder foundation. Second, the unit of sales is increased. Third, they bring in more cash, and this in itself should be the prime motive for getting behind these records with some real sales effort. Wurlitzer's, in New York, for example, display the record album sets on one of their show cases in the front of the store where record customers cannot fail to see them. A suggestion is all that is necessary and this method of display accomplishes its purpose. People make inquiries regarding the album sets and the salesperson gets busy. Try it. These records are worth a good window and store display as well as direct mail and advertising effort.

Building Good Will

Active participation in civic affairs is worthwhile for the talking machine and radio dealer from the standpoint of business. One of the best known and most progressive retailers in Union City, N. J., is Frank Hermance, who has built up a large following by intelligent sales promotion effort. Recently Mr. Hermance tied up with a local Boy Scout drive, devoting one of his two large windows to a display of Scout equipment. In addition he displayed small musical instruments, such as harmonicas and ukuleles in a tie up with the Scout movement. This is the type of co-operation with local affairs that brings returns in dollars and cents. This dealer overlooks no opportunities for bringing his store and service to the attention of the public. Another clever stunt that has been responsible for a considerable amount of business over a period of time is an announcement on the back of his business cards, which reads as follows:

"We will set up and demonstrate any radio of your selection in your home free of charge." This may seem like a too generous offer, but Mr. Hermance relies on the quality of his merchandise and his sales ability to put over the deal once he has interested the customer to the point of a home demonstration.

Unusual Log Card

An unusual form of sales promotion and service to customers is practiced by the Mogle Radio Co., RCA dealer of Winfield, Kans. With every sale of a receiver a log card is given, with stations listed and with the dial numbers filled in, instead of a blank space to be filled in by the customer. Another feature the card has is that the stations listed have actually been logged in by a receiver of the same model as that being purchased by a set operated in Winfield. In addition, this card lists the names of some 200 Radiola owners residing in or about Winfield. The prospect is invited to ask any of the people listed about the capabilities of their Radiolos and about the service which the Mogle Radio Co. renders.

Increasing Unit Sales

A dealer in the Middle West has discovered a way to increase the interest of his sales people in building up his business. There is nothing particularly new in the idea, but nevertheless, there are many retailers who might take similar steps to advantage. The average record clerk very often gets into a rut, and when this happens sales are bound to suffer. Order taking is not selling and when this dealer came to the conclusion that most of his clerks were order takers he decided that he would make it worth while for them to actually sell the customers. In other words he decided that many sales of one record should have been a sale of two or more discs, therefore the part of the salesperson to properly take advantage of the interest of the customer in his or her talking machine. Therefore, he decided upon a system of compensation for the salesman who sold the largest number of records in the course of a week; the salesperson who sold the largest number of various specified types of records, such as classical, standard, popular. A special commission was given for the sale of each specified record falling within the "dead stock" class. The benefits of the plan were immediately manifest. The clerks got right down to business, because they realized that the size of their weekly salary depended in a large measure on their ability to sell more records.

Betting Service

The Klingman-Kelsall Music Co., 632 South Fourth street, Louisville, Ky., which opened April 1, has installed in its fifteen record demonstration booths, a novel feature which should go a long way in building up record sales and winning customer good will. This is a record service signal system and in each booth a button is prominently displayed so that by pressing the button the caller assists in the record department. In this manner record buyers will be spared the trouble of making a trip to the display counter if additional discs are wanted, and the record salesmen will be spared the unnecessary inconvenience of keeping an eye on each booth to see if the prospective customers are being properly served. Gene Klingman, one of the firm's members, informs The Talking Machine World that he believes this system will greatly improve record service.

Send in Ideas ! !

Perhaps in conducting your business you make use of some unusual method in selling radio, talking machines, records or accessories, or perhaps your method of servicing is out of the ordinary. If these ideas have proved successful, send us a note telling of them. Photographs will add interest.

Sell Albums That Will Adequately Protect Your Customers' Valuable Records

The New National Loose Leaf Record Album

Beautiful in design.
Durable and flat-opening.
(No. 10367, Patented June 28, 1927)
Write for descriptive list and prices.

NATIONAL PUBLISHING CO.
Factory and Main Office
Salesroom: 225 Fifth Ave., New York City
Eye Value
is as Essential as Performance
--in Present Day Radio Selling

With the perfection of the Electric Radio, public demand is for design that has a definite meaning in the decorative plan of the home—something permanent—concealing all the mechanical aspects of radio.

FRESHMAN
EQUAPHASE
ELECTRIC RADIOS

fulfill every current demand. The ever increasing sales of Authorized Freshman Dealers testify to that.

In scientific exactness and efficiency, the Equaphase Radio circuit is in a class by itself—simple to operate yet accurate and sensitive to a fine point of precision—minimizing the necessity of service.

A variety of cabinet designs adequately meet the requirements of present day home decoration.

Freshman Electric Radios are sold direct to Authorized Freshman Dealers—it will pay you to investigate our dealer franchise.

$225.00

Manufactured by
CHAS. FRESHMAN CO., Inc.
NEW YORK
CHICAGO
LOS ANGELES

FRESHMAN ELECTRIC RADIOS
ARTISTIC and commercial that has made Miss Jane Barth, record manager of the Eberhardt Music Co., Wichita, Kan., "one of the most successful record merchandisers in the Middle West," to quote N. B. Smith, district manager of the Columbia Phograph Co.

Miss Barth has definite ideas on record selling, and feels that the American public is at the present time far more familiar with music than it has ever been in the past. This development is due in large measure to the influence of radio, and Miss Barth comments upon the situation, saying in part:

"Before the radio came, people bought records which they had heard at the houses of friends or which had been suggested to them by a visit to the theatre or the concert hall. The average person was only acquainted with a few types of music and with still fewer interpreting artists. Some of the phograph owners would spend long periods in the stores familiarizing themselves with the new recordings, but the majority of people did not have this much time to spare.

"Now, through the radio, everyone is beginning to be well acquainted with compositions of every kind and of every national origin and also they are recognizing the particularly good points of entertainers, singers and orchestras in all parts of the country."

"The radio has become to the phograph what the newspaper is to the library or first-class magazine. It overcomes the barriers of time and acquaints everyone with the newest developments of music and audible entertainment. Then, with the information thus furnished, listeners are enabled to procure records of the artists or works in which they are interested and to make their acquaintance at leisure at home.

"It is a fact that the popular pieces of music which come and go so quickly are much like a simple cartoon which catches the eye and tells its story at once. One soon tires of seeing it repeatedly, however. Good music is more like a fine painting in which new beauties can constantly be seen—even if at first sight it was not so attractive as the simple sketch.

"For this reason the possibilities of repetition offered by the phograph are unique as a means of cultivating love for the best in the average person. Another advantage of the phograph over even the concert hall itself is that with it music can be enjoyed in the comfort of the home fireside and without the often annoying obtrusive personalities of the artists. Still another advantage of the phograph is that it can be chosen to suit the mood of the moment."

When a customer enters the record department of the Eberhardt establishment Miss Barth plays a record which serves as an index to the customer's real interests and the reactions are carefully noted. She follows this with interesting anecdotes and information regarding the artists and composers concerned, and in practically all cases the customer is willing to listen to record after record until a new music.

"KEEP SWEEPING THE COWBIRS OFF THE MOON," is one of the first Columbia releases we have had for some time. It is played by Ted Lewis and his band, assisted by Ruth Etting (the Sweetheart of Columbia records). We take great pleasure in calling your attention to this number, as you will have the opportunity of hearing both Ted Lewis and Ruth Etting at the same time, which is indeed an unusual thing.

"WHAT A WOND'ERFUL NIGHT THIS WOULD BE," whispers Art Gillham in his new release. Turn this record over and he goes on to whisper: "NOW I WON'T BE BLUE." This last number is rather unusual for Art, as he is usually "Broken-hearted!"

We also wish to announce a new Columbia artist, Unklele Ike (Irke Edwards), who is indeed worthy of mention. His first Columbia release being: "AFTER MY LAUGHER CAME TEARS," coupled with (I'm cryin' 'cause I know I'm) "LOST YOU.

Charence Sessa tells us all about "THE HAPPY FLOYD MUSICK MAN," and also tells us "HOW TO WRITE A POPULAR SONG." Gives us some pretty good advice too.

It's been some time since the Knickerbockers have given us a release, but their last record is one that was worth waiting for. "BACK WHERE THE DAISIES GROW," coupled with "WAITING FOR THE RAINBOW," a fox-trot just full of "Ooohs."

We are enclosing our latest supplement, and among the large list of new releases we are sure there will be some records that you will want to hear. Drop in and hear them. You are always welcome at Eberhardt's.

Miss Barth's interest makes it strongly apparent. Miss Barth, however, is not content to wait until the prospective customer enters the store. One of her first activities when she entered the Eberhardt store was to compile a mailing list and the advent of every new record is announced to those who are likely to be interested. General letters are also sent out each month to the entire mailing list. These letters, several of which are reproduced herewith, are totally different from the usual, stilted, stereotyped messages used by many dealers to announce new releases. They are interesting, informative messages written in a style that wins the attention of the recipient and they have proved most successful in building up sales.

An interesting fact regarding Miss Barth's success is that it has not detracted from the business done by competing music dealers, but on the contrary, the interest which she has aroused in phograph owners regarding recorded music has had the effect of considerably stimulating sales in all local music stores.

(Continued on page 18)
Oro-tone Products are made to stand the test of Time. Made for manufacturers who want their products to wear well. For Dealers and Jobbers interested in satisfied customers and repeat business over a long period of time.

That's why every Oro-Tone Product is made—from the fabrication of the raw material to the last testing—in one plant—under one roof—our own. Only by completely supervising the manufacture of every tone-arm —only by testing the reproducer at each separate stage can we be sure of that high performance standard which must go with our guarantee.

And this unity of manufacture means economy in production too. So that you may buy genuine Oro-Tone Products for no more than you would pay for most assembled products.

We cheerfully cater to Manufacturers, Jobbers, and selected Dealers. Send now for complete free catalog.
How Miss Jane Barth Won Sales Success

(Continued from page 16)

As mentioned at the beginning of this article, Miss Barth is a musician and has won fame as a composer. The first of her compositions, "My Covered Wagon Pal," was inspired by the film "The Covered Wagon," and has proved a big success. Miss Barth recently informed the writer that to this day she is receiving numerous letters from radio stations and theatres who are featuring the number. More recent compositions by Miss Barth include "Silver Car," and "Wending." Miss Barth has been so successful in arousing and retaining customer's interest in recorded music that her comments upon the different types who make up the buying public are interesting. She says:

"The average person ordinarily tries to act and look as much as possible like everyone else does, but when it comes to selecting music it is very evident that people are made up of very different emotions and longings beneath the surface—for it is one of the best things about music, I think, that it can bring satisfaction to our desires and imaginings.

"Some people will have nothing but the wild cat jazz; some enjoy the tunefully soothing light opera airs played by European orchestras, while others seek for real classics by the great symphony orchestras of the world. Then there are some who are always on the lookout for new Irish music and we have one or two friends who look over each new Greek supplementary list and send the records to their friends at home."

"A peculiar thing is the way in which pleasure in any type of music depends upon the mood of the moment. I have often played a group of records to some visitor one day, only to be told that they really didn't like any of them much. The same person would then return a day or two later and, not remembering the titles, pick up some of the same records and be delighted with them."

"Quite a large proportion of those who come in to hear our records have in mind no particular music to have—a list. They come to hear something new and interesting."

Dear Customer:

It has just come to mind that in all of our previous letters to you we have never mentioned the fact that we also have in stock some of the finer classical records. Complete symphonies by some of the most famous composers in the history of music, and whose masterpieces will live forever. We are mentioning the following in particular:

- Beethoven: Ninth Symphony (Choral), by the London Symphony Orchestra.
- Beethoven: Moonlight Sonata, by the London Symphony Orchestra.
- Berlioz: Symphonie Fantastique, by Felix Weingartner and Orchestra.
- Schubert: Unfinished Symphony by Sir Henry Wood and New Queen's Hall Orchestra.

These Symphonies are in complete sets with albums. We are also enclosing our regular monthly supplement. Look it over and come in and hear your favorites. You are always welcome at Eberhardt's.

Yours very truly,

Eberhardt Music Company.

By Jane Barth (Signed)

Record Department.

JMB


1925 Ed., "The Monkey on the Dog Cart." This is absolu-
tely the "onion's" record on the market to-day. It can't be "out-dulled." Come in and hear these records.

You'll find them. Don't forget we are at 255 North Market street, just a few steps north of the Hotel Lafayette.

Have You Heard the ROLA "20"?

Until you have heard the new Rola Table Cabinet, Model 20, it is impossible to appreciate what splendid reproduction can be had in a moderately-priced loudspeaker. This new speaker is proving to be the sensation of the radio industry. This new Rola speaker is specially engineered for use with the new socket-power sets and will handle maximum power and tone-range without trace of rattle or blasting. It also possesses a sweetness of tone and faithfulness of reproduction that places it in the class of real musical instruments.

Rola Table Cabinet

Model 20, $35

Write for the name of the nearest Rola jobber

THE ROLA COMPANY

612 North Michigan Avenue, Chicago, Illinois

Forty-fifth and Hollis Streets, Oakland, California
Works with and for dealers

It Pays to be a
Columbia Dealer

Columbia has the phonographs, the records, and the artists the public wants.

Columbia runs the advertising that puts them over, as the following pages show.

Columbia provides at very nominal cost attractive monthly window displays which hit your customers right at the point of sale—stops them at your window, and draws them inside.

Columbia, in addition to its own national newspaper campaign, offers its dealers an exceptionally liberal cooperative newspaper advertising plan for local use. Special electros, stereos, and mats are provided, free of charge.
Columbia Window Displays

Stop the Prospect at the Point of Sale—

YOUR STORE

The display shown on this page was created by Sachs of Paris, a younger French artist of the modern school.

These Columbia window displays, consisting usually of one big central panel, four smaller side cards, and one large streamer, are full of life, color and variety. They are supplied the Columbia dealer at the nominal charge of one dollar a month—the Company standing the balance of the cost.
The window streamer reproduced above, and supplied to Columbia dealers, tells the world where Mack's new 12-inch Columbia record is on sale. The newspaper advertisements, furnished by the Company in two sizes, in mat, stereo, or electro form, enables the Columbia dealer to run impressive local advertising, dividing the cost of the space with the Company.
All the world is seeing and hearing Columbia's "Magic Notes"—and buying the products for which they stand.

(All Prices shown are List)

The Priceless Prize
$20,000, in commemoration of the Schubert Centennial, will be distributed by the Columbia Phonograph Company to composers who best recapture the melodic spirit of Schubert's Unfinished Symphony

"Back to Melody" is the unofficial title of the contest.

The priceless prize is every year in Columbia's Viva-tonal recording of the Unfinished Symphony. Masterworks, No. 41, the world's greatest short work, recorded in the new way—electrically—on Columbia New Process Records, with their smooth, scratchless surface. In six parts, with album—$4.50.

Thril to Columbia's "Magic Notes!"

On these marvelous new reproducing creations, the Viva-tonal Columbia Phonographs, the original rendition and the record reproduction are twins. Ears cannot hear nor can the imagination conceive a difference.

Enjoy all the music of all the world in your own home, when you buy it—the Masterworks of Music's Immortals, the latest song hits, the dance numbers that everybody wants to dance and listen to. Every note, from the highest treble to the deepest bass, is exactly "like life itself". Only a hearing can convince you. Visit any Columbia dealer—without obligation. Eleven models, eight sizes, and eleven prices meet every purse, every taste, and every space requirement.

Thrill the world! Thrill to Columbia's "Magic Notes!"

Columbia Phonograph Company, 1819 Broadway, New York City

Columbia Phonograph Company
1819 Broadway, New York City
Canada: Columbia Phonograph Company, Ltd., Toronto
Now Director Victor Co. of Canada, Ltd

H. J. Trihey Elected a Director of Victor Talking Machine Co. of Canada, Ltd.—Active in Reorganization of Company

MONTREAL, CAN., April 7.—Announcement is made from the offices of Victor Talking Machine Co., of Canada, Ltd., Montreal, of the election of H. J. Trihey, K. C., as a director of the company. Mr. Trihey is also a director of the Montreal City and District Savings Bank and of Canada Foundries and Forgings, Ltd.

Mr. Trihey, who is also the Victor Co.'s counsel, began his association with the talking machine industry in 1921, when he was retained as counsel for Berliner Gramophone Co., Ltd., at a time when that company's affairs were in a disorganized state. He took an active part in the reorganization which ultimately resulted in the formation of Victor Talking Machine Co. of Canada, Ltd. Mr. Trihey is, consequently, eminently fitted for his new and important post in this well-known Canadian organization.

Mr. Trihey fills the vacancy in the directorate created by the resignation of R. Gardner, who recently left for Japan to organize and become managing director of Victor Talking Machine Co., of Japan, Ltd.

H. I. Wildenburg in Important New Post

Emil S. Schenkel, president of the Madden-Schenkel Co., Inc., manufacturers' representatives, New York City, has announced the association of H. I. Wildenburg with the company. Mr. Wildenburg has had 25 years experience as a sales and advertising executive, and among his previous connections were the Larkin Co., of Buffalo, Rotchold Co. of Chicago, and the National Clock & Suit Co., of New York.

W. M. Fagan Urges Dealer Protection

LOS ANGELES, CAL., April 5.—Walter M. Fagan, president of Pacific Wholesale, Inc., Southern California and Arizona distributor for Odeon and Odeon records, and Spartron radio distributor for Southern California, is waging a campaign to eliminate the practice of wholesalers competing with retail houses. Dealers throughout the territory have expressed themselves vigorously regarding the matter and have pledged their support to Mr. Fagan in his attempt to give the retailer real protection.

Price Reduction on Victrola No. 8-12

The Victor Talking Machine Co. recently announced a reduction of $10 on the list price of Orthophonic Victrola No. 8-12. A merchandise credit adjustment of $10 was awarded dealers for each 8-12 reported in stock as of March 15, the credit to apply against the purchase of additional No. 8-12 instruments.

Garber Broadcasts

Jan Garber and His Orchestra, exclusive Columbia recording aggregation, featured the Columbia Phonograph Co.'s radio hour on March 28. Other artists on the same program included Frank Harris, comedian; Rodolfo Hayes, tenor; the Cavaliers, orchestra, and the Charleston Chasers, under the direction of Red Nichols.

PERRYMAN RADIO TUBES

Distance Without Distortion

Who makes the adjustments?

When a radio tube that you have sold goes wrong your customer comes back to you on the double quick for an adjustment. He expects you to make good no matter what the manufacturer does. Consequently, if you are a responsible dealer, your word counts for more than anything else in determining the sale of a radio tube or any similar product.

Why not assert yourself, therefore, and sell the tube which will earn a satisfactory profit for the time and trouble consumed in handling it?

You can sell as many Perryman Radio Tubes as you can sell less profitable tubes if you tell your customers, "This Perryman Tube is as good as, or better than, any other tube you can buy anywhere else at any price. I stand behind this tube and if it doesn't make good, I will."

There are no better tubes than Perryman Tubes. The guarantee is unlimited. And the extra profit for selling them is easily earned. Write in today for further information.

PERRYMAN ELECTRIC COMPANY, INC.

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

PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose
The New Portable Victrola is a "Natural"

It's true that you can carry it around. But put on a record. Close your eyes... and you're hearing a big cabinet instrument. Tones are rich, smooth, deep. Volume is big and true to life—loud enough for everyone.

The fact is, this new Victrola gives you far better reproduction than many a cabinet machine on the market today. And it has so many other selling points—any one of its exclusive features will be enough to distinguish it. Startling volume—loud enough for a group of dancers. Cabinet of tempered steel—indestructible. Covered with leather-finished fabric. Beautifully finished, metal parts gold plated, gold lacquered. Orthophonic-type Sound-box, marvelous reproduction. Records stop playing automatically. Angle winding key—instantly detachable, a child can wind it. Plays three records—one winding.

It opens up a whole new field of prospects. Every home and apartment in your neighborhood can now afford the finest kind of music.

As a sales-builder, a profit-maker, and a means of selling more Victor Records, this new Portable is a "Natural." It looks like a million! The shrewd dealer will see its possibilities at once. But there's no time to waste. Summer is almost here. Other stores will be displaying them in their windows first—unless you hurry.
VICTOR TALKING MACHINE CO.
CAMDEN, NEW JERSEY, U. S. A.

Victrola 2-55
How Maison Blanche Radio Section Develops Its Sales Volume

Broadcasting, Home Demonstrations, Newspaper Advertising, Window Displays and Service Are All Factors That Enter Into the Sales of Receivers

By W. B. Stoddard

"M"UCH interest has been created in our radio department since we started broadcasting. The reason is that we have been bringing into the store, by means of short demonstrations, just the kind of people that buy radio sets. We have found that the majority of our customers are very much upon our radio department and of the Maison Blanche, the big New Orleans store. "We were the first merchants in the city to do this, and naturally local interest was strong. We do not supply the talent ourselves, the arrangement of the programs being taken care of by the Sanger A & M Co, the owners of our station. We have a great deal of time and labor, and at the same time assures a program of standard excellence day after day, as an amusement agency is in constant touch with the average family, and knows that voices are best adapted to radio transmission.

"In my opinion, it is unwise for a firm to install a radio department with an initial outlay of less than $2,000. In a city under 10,000 an outlay of from $2,000 to $3,000 will secure a good standard line; while in a city from 10,000 to 100,000, $4,000 to $5,000 could be invested to good advantage. I do not think it advisable for any but a complete radio store to attempt to handle parts. The ramifications are too extensive to permit of a profitable turnover. We handle only standard sets, and have an annual turnover of from six to eight times. In order to appeal to the boys we sell crystal sets complete; while our adult sets range in price from $125 to $300.

"There are many factors entering into the sale of a radio set, and we have found the most important to be home demonstration, price and service. We believe in giving all the demonstration desired. As a general thing the first one is given in the store—the patron having been attracted by our newspaper advertising or window display, and, happening in the store, evinces a casual interest. If interest in any special set is shown, the salesman suggests a demonstration in the home, so that other members of the family may enjoy it. One of our experienced demonstrators then takes the prospect in hand, and in a majority of cases where a home demonstration is given the set is sold. The demonstrator explains the simple workings of the set, speaks of the service and repair department which can be called upon at once if anything goes wrong; tells of the easy terms upon which it can be secured; but to dwell at greatest length upon the pleasure to be derived in the comfort of one's home from the concert already been partially sold on its merits from an enjoyment or a price standpoint, and now that he sees the set itself he examined it with greater interest. An atmospheric display is sometimes effective if it visualizes the pleasure the onlooker himself may derive from a set, but as a general thing a simple display that ties up with the printed publicity and keeps the idea of "buy a radio set" constantly before the mind is the best trade getter in the long run.

"Everyone in our radio department is a practical radio man. While most women buy chiefly from the entertainment standpoint, as they do a phonograph, and care little for the technical side, the average man understands a little about the scientific end, and would be the salesman if he cannot answer his questions. We conduct a repair department and also send out service men into the homes whenever necessary. We do not trade in old sets on new ones, but we make the matter of payment so easy, and feature so gloriously the advantages of a higher power set that we usually have little trouble in closing a deal on that score. We sell on time when such an arrangement is desired, securing from 20 per cent to 25 per cent over cash, and the balance in monthly payments covering a range of from six to eight months.

"We ascertain in advance the programs that are to be presented by the broadcasting stations within range of the average set, and advertise these in our special radio announcements. People who are not sufficiently interested to look for these notices, while those who do not have one, when they read of the excellent programs they are missing, begin to consider the purchase of one of the latest model cabinet radios. This is most profitable publicity.

The radio ads of this firm are noteworthy in that they usually stress one particular point. One recently called attention to "Free Demonstration in Your Home," and concluded with the pricing of several sets; while another advised "Tune in on Davenport WOC, Thursday, at 8 p.m.," and proceeded to give the program that was to be broadcast. This ad, too, suggested several different types of radio receiving sets with the price of each.

A recent window, designed to sell a large number of sets that had been purchased as a splendid "buy," had several cards stating the wonderful bargain at which these sets could be had. But along with price they also featured the pleasure to be derived from a set. Seated in an easy chair was a white-haired woman—a modern grandmother, trim and well-dressed—listening to a radio concert, while her grandson, a boy of twelve, was adjusting a horn on the set. On a table, on silk-draped mounds, and on the floor were sets, with loud speaker attachment, all of which were included in the special price made on the cards. They also advertised this "buy" in the newspapers, and suggested that people see their show windows for a closer inspection of the set.

Add to Show Space

WILLIAMSPORT, Pa., April 6—Blooms Music Store, 311 West Fourth street, has added new show display space which gives the impression of a new establishment. The entire store has been repainted and redecorated throughout.

**Mfg. Radio & Phonograph HARDWARE**

**PERFECT**

Portable Needle Cup
Open Stays Open
Closed Keeps Closed

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

---

The Demand for Quality Never Ceases

To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

**CLAREMONTE WASTE MFG. CO.**
Claremont, N. H.
An acoustical gem in a magnificent setting—
Each SYMPHONIC and LOW-LOSS REPRODUCER is beautifully encased in a gold embossed silken container commanding attention and bespeaking its quality.

There can be no substitute for SYMPHONIC REPRODUCERS. If your jobber does not stock genuine SYMPHONIC REPRODUCERS, write us.

It is safer to BUY a standard product.
It is safer to SELL a standard product.
That is why the Symphonic trade mark on a reproducer is of more importance than the price tag.

SYMPHONIC

SYMPHONIC SALES CORPORATION
370 SEVENTH AVE. NEW YORK
HE town of Mayfield, Ky., numbers about 8,000, yet during 1927 the phonograph department of the Rhodes-Burford Co. sold 280 phonographs to residents of the town and vicinity. This satisfactory sales figure was made despite the fact that the department was a new venture, or rather a revival of the department, because for a time the music department was discontinued. The manner in which the establishment decided to return to a phonograph line is described by R. H. Gardner, manager of the music department. He says:

**Had Discontinued Line**

"We must thank Mr. Salmon, the Columbia salesman, for our success in the phonograph field. We had discontinued the instrument line when it seemed to have gone to the bad until one day Mr. Salmon called with a picture of the new Columbia Viva-tonal. He did not ask us to buy a large quantity of the instruments, but to take only a sample. We did, and from that day to this our business with the Columbia Viva-tonal phonograph has been big."

**Quota Set for 1928**

"Although our volume of sales last year was satisfactory, we are plugging along this year to exceed 300, and at the present time the prospects for reaching a bigger volume are good."

The Rhodes-Burford Co., which was founded and is operated at the present time by Col. H. C. Rhodes, one of the oldest active furniture men in the country, operates other stores in Paducah, Ky.; Metropolis, Ill., and Union City, Tenn. Some of these stores did not include a phonograph department, but the success which rewarded the efforts of the Mayfield store has led the officers of the company to add the line, and all stores now feature the product.

**Attracting Public Attention**

Mr. Gardner has an unusual method of attracting the attention of customers entering the store to the Columbia phonograph department. He did not wish to make the appearance of the establishment by having an unsightly sign erected, so, instead, he had an oil painting made which depicts a Southern scene with one of the popular excursion steamers coming down the Mississippi. Cotton fields are shown on the bluffs and several negro figures are going about their various tasks. To the right of this scene, is an oil painting of the Columbia Viva-tonal phonograph, model No. 810, and standing before the instrument is a negro pickaninny, dancing the "Charleston" to the strains of the music.

**$25,340,660 Income for Union Carbide**

The Union Carbide & Carbon Corp., of which the National Carbon Co., Inc., manufacturer of Eveready batteries, is a subsidiary, reports for 1927 a net income of $25,340,660, after Federal taxes, depreciation, interest and subsidiary preferred dividends. This is equivalent to $9.52 a share earned on 2,632,733 shares of no par capital stock, and compares with $24,142,606, or $9.08 a share in 1926. Directors of the corporation have approved plans, it was announced, under which the executives may acquire larger financial interests in the corporation in order to encourage those responsible for determining and carrying out the corporation's business policies. 

**H. J. Ramsey, of the Vesta Battery Corp., gave an interesting talk on "Credit Matters" at the recent meeting of the National Battery Manufacturers' Association in Chicago. The meeting was largely attended.**

**Instructions on Use of Radio Set Tester**

A booklet containing detailed instructions for the use of the Weston model 537 AC and DC radio set tester has been prepared by the Weston Electrical Instrument Corp., Newark, N. J. It explains the general purposes of the instrument and goes on to tell how to test the conditions of batteries and circuits on receiving sets so operated and also AC operated sets. The tester has been designed for use by service men and manufacturers.

**Newcombe-Hawley Washington Jobber**

The Doubleday-Hill Electric Co., 715 Twelfth street, N. W., Washington, D. C., has recently been appointed a distributor for Newcombe-Hawley radio reproducers.
Rhythm Demands the Best Motor

BECAUSE rhythm is the thing, it makes the motor, by all odds, an important part of the phonograph, and the governors one of the most important parts of the motor.

That's why the governors of every Junior motor are given such careful tests before and after they become a part of the complete motor. The little steel balls are carefully weighed, the bearings are minutely examined, the arms are made just the right length.

And, when run, the arc of the circle the arms describe and the speed with which they rise and fall is carefully noted. They must be right or they don't become a part of a Junior or Flyer motor.

It will pay you in profits and good-will to insist that the portables you sell are Junior or Flyer-equipped, for manufacturers, dealers and buyers everywhere have come to recognize them as the finest in the world for portable phonographs.

The General Industries Co.
Formerly Named The General Phonograph Mfg. Co.
Elyria, Ohio

Makers of Precision Products for a Quarter of a Century
Money-Making Suggestions for Ambitious Merchants

Get Ready for the Heavy Portable Season—You Pay Rent for Your Window Space, Use It!—Let Customers and Prospects Know What’s on the Air—A Classification of Records—Music Week Opportunities

With the approach of May, the hundreds of thousands of city residents who spend their Summer months at the beach or in the country, are planning the annual exodus to camp or bungalow—and what are you doing about it? Musical entertainment, either by radio or the phonograph, has become practically a necessity in the home, but most families do not wish to bring expensive and, what in smaller dwellings would be large instruments, to their Summer homes, so the portable phonograph comes to the fore as the instrument to be pushed during the next month or two. The window displays of many dealers show that they have given thought to the appeal of the portable instrument, for in practically every section of every city a portable display occupies the window. Other dealers seem loath to give adequate space to pushing portable, but if it is kept in mind that the portable sale represents a cash sale and the additional sale of $5 or $10 worth of records, it will be seen that this business is a most profitable one. Go after it.

Window’s Rental

The value of an attractive window display is conceded by everyone, yet to judge by the appearance of the windows of many music and radio shops, this space would seem to be regarded as merely a depository for odds and ends. An interesting comment on window display space appeared in the March issue of “Radio Sales,” issued by F. A. D. Andrews, Inc. It reads in part: “If somebody came to you and suggested that you spend $1,800 next year for advertising you would think that was a pretty big amount. Yet if you are paying $300 a month rent for your store, at least half of that cost, or $1,800 a year, should be charged to advertising space in your windows. You are already paying the space, unless you have a store without windows. It is the number of people and possible purchasers passing along the public street in front of your store every day that determines really values which in turn determines your rent. That is the reason rents are higher in large congested cities than they are in small towns. In your rent check every month you are really paying for all of those customers out in the street. If you do not bring a maximum number into your store by giving the best thought and attention to your window displays, you are not getting value for your money. If you stop to realize how much real money your window display space is costing you every month, you will want to utilize this advertising space to the utmost.”

“Oh the Air”

What methods are you using to keep in touch with your customers and prospects in order to keep your store and the products you carry constantly before their minds? Direct mail is the means which many dealers adopt, but this to be really effective must be of a varied nature, so that constant repetition of the same type of message will not become monotonous. If you are not already doing so, why not inaugurate a service of informing the people on your mailing list of the highlights of coming broadcast programs? This method directly ties up with your product, and at the same time gives a real service to set owners, and brings home to prospects who have not already purchased a radio receiver, the worth-while entertainment which they are missing.

Classifying Records

“All Victor records can be assigned to one of three classes,” Roy A. Forbes, sales and merchandise manager of the Victor Talking Machine Co., declared in a recent interview to Printers’ Ink. “These are: ‘wrap records,’ or those which require no selling effort, because the customer comes into the store and asks for them; ‘suggest records,’ or those which after being suggested to the customer, and played for him, are either bought by him or are sold to him with very little effort, and ‘stress records,’ or those which require intensive selling effort. For example, under wrap records are such records as ‘Roses of Picardy,’ by Renée Chemet, and ‘Mother Macree,’ by John McCormack; under suggest records are such as ‘Pagliacci,’ by Martinelli and Metropolitan chorus; ‘Banjo Song,’ by Louise Homer, and ‘Among My Sou-

THE LINE OF PROFIT

EXCEL

PHONOGRAPl'S AND
RADIO CABINETS

Exel phonographs, radio cabinets and combination instruments have been designed to meet every exacting taste. They are produced in all popular finishes and styles, including Upright, Console and Wall Cabinets—a complete line of cabinetry. Special factory and excellent shipping facilities insure the fastest deliveries and attractive trade prices.

STYLE 21
Genuine Mahogany or Walnut only.

STYLE 21 B
Same with both top and base finished to accommodate Radio Panel.

STYLE 48
Walnut Radio Cabinets. Built in loud speaker and battery compartment. Accepts 7” & 10” panels.

STYLE 1
Gum Mahogany, Oak or Flamed Oak.

STYLE 2
Gum Mahogany, or Flamed Oak.

Exel Phonograph Manufacturing Company
402-414 West Erie St., Chicago, Illinois

Music Week’s Coming

For a period of seven days starting May 6, Music Week will be observed throughout the entire country. Each year this setting aside of a week during which music is given greater recognition has become more and more widespread. The National Music Week Committee, working in conjunction with the Bureau for the Advancement of Music, educational authorities, musical instrument manufacturers and music dealers, has, in the past, distributed tons of literature dealing with the question of music in the home, in the school, in concerts and in theatres, and its efforts have been most fruitful. This year the campaign, “Home Night in National Music Week,” should receive the attention of every music dealer. This leaflet contains suggestions for developing family and neighborhood music and specifically lists the radio receiver and phonograph as being ideally suited for observing Music Week in the home. According to the committee, the leaflet reads: “Radio: Home music making may be combined with listening to good music over the radio by inviting in the neighbors for a ‘Music Hour in the Home.’” In other words, the host will tune out from the radio program when some non-musical feature is scheduled. That period will be filled with home music-making in some form. The local Music Week Committee could well prepare a list of the more meritorious musical broadcasts for the week. Phonographs: The same suggestion applies equally to the talking machine, with the additional advantage that the household may have entire choice as to the music that they wish to hear, thus mechanically producing a free interchange of records among families in a neighborhood may be utilized to build up special phonograph programs, particularly those built around some definite subject.
Almost one hundred different size variations of VALLEY FORGE NON-JUMP MAIN SPRINGS, but only one standard of quality—the highest.

VALLEY FORGE MAIN SPRINGS are packed in individual cartons—never sold in bulk.
Make comparisons if you wish—but you don’t need to! Accept the judgment of the thousands of successful merchants who have made Plaza Music Co. the largest firm of its kind in the United States.

Send today to your nearest Jobber for samples of our new portables, or write to us and we will send you jobber’s address.

Sales Records 1928

January  
February  
March  
April  
May  
June  

Plaza Music Co.
DEALERS ARE MAKING NEW SALES RECORDS FOR 1928

Sales Records

10 WEST 20TH STREET
NEW YORK, N.Y.
MOST MODERN
of all portable

This United Electric Pick-Up—complete with arm, cord, plug, and volume control—retails at $16.80. The heart of this product is our Super-Magnet, which in cost to us and actual value is far above competition. Gives you astonishing volume and tone quality. Brings electrical reproduction to any phonograph—and offers to jobbers and dealers a highly profitable business converting mechanical phonographs owned by customers now on your books. Send today for samples.

Here is the most efficient motor ever built for portable phonographs—United No. 2—a strong-pulling, silent, durable, even-running unit equipped with an easy, noiseless worm-gear wind usually found only in the more expensive cabinet phonograph motors. This, and other, exclusive United features mean something to you in your selling—because this motor is designed and built for portables exclusively.

UNITED

( PHONOGRAPH DIVISION)

UNITED AIR CLEANER COMPANY
DEALERS are now insisting—and rightly—that motors, installed in the portables they buy, give perfect performance. And this seems logical inasmuch as the motor is usually the most expensive unit in any portable—and therefore expected to be the most efficient.

Most successful portable manufacturers have been quick to note this careful attitude of their dealers, and have made demands upon us to produce a strong-pulling portable motor which always runs silently at exact uniform speed.

This we have done with the new United No. 2, a motor for portable phonographs that assures smooth, silent, rhythmic, lasting power to the instrument. Because of this, a portable phonograph actually has more value equipped with the New United Motor No. 2.

And we will be glad to send samples of United Products to responsible manufacturers so that they may see for themselves how United equipment guarantees the utmost in reliability and lasting business to their Dealers.
Interesting Events of the Trade in Pictures

Above—Leon Errol and his leading ladies in "Yours Truly" listening in on an Atwater Kent set between acts.

Above—Left to right: G. A. Seaville, vice president and sales manager, Stromberg-Carlson Tel. Mfg. Co.; A. P. and Frank McGoy, Hartford, Conn., dealers; D. W. Brown, in charge Rochester Division Sales and E. S. Gibson, radio sales manager, at Stromberg-Carlson plant.

Above—Robert W. Bennett, who was recently appointed general sales manager of the A. C. Dayton Co., prominent Dayton, O., radio manufacturer.


Above—David W. May, Newark, N. J., radio distributor, uses this traveling display to bring the Splitdorf line to dealers' attention.

Above—Rosamond Pinchot, famous actress and niece of former Governor Pinchot of Pennsylvania, enjoys Kolster Radio reception while "making up."

Above—Window display in Japan featuring the products and the "magic notes" of the Columbia Phonograph Co. Note the futuristic effects in the display.

Left—One of the world's most famous musical organizations, the Vatican Choir, is here shown chanting for Brunswick records.

Right—Bretzcher Furniture Co., Topeka, Kans., gets airplane shipment of Moshbach radios from National Radio & Auto Supply Co., Cedar Rapids, la.
CLASS!

WHAT is there in the rakish ensemble of a Rolls Royce, the finish and balance of a Steinway grand, the craftsmanship of Tiffany ware, or the lustrous face of a Piquet watch that shouts "class" to the buyer? It is that "indefinable something"—the "it" in popular parlance—which convinces the consumer that here indeed is the superlative object of its kind, that now, at last, he need look no further.

And today in the talking machine field "class" again is in evidence.

Consider the new Orthophonic Victrola 8-35. What a creation! What a spectacular, startling and surpassingly beautiful musical instrument it is! Little wonder that the Victor product stands, as ever, preeminent in the field.

8-35 spells new life and plenty of real good dollars for up-and-going Victor dealers. Many are going to gather a sweet harvest, that much is certain. Will you be one of them?

C. BRUNO & SON, Inc.
Victor Distributors to the Dealer Only

351 FOURTH AVENUE
NEW YORK, N. Y.

1834—Almost a Century of Dependable Service to the Music Trade—1928.
Announcing

THE ALL-AMERICAN
MOHAWK CORPORATION

A consolidation of the Mohawk Corporation of Illinois and the All-American Radio Corporation into one mighty organization, with the finest possible facilities for the building of radio receivers. All manufacturing activities are centered under one roof, under the supervision of capable engineering and production authorities, assuring thoroughness and precision of manufacture. The merchandising of MOHAWK All-American RADIO products will be guided by an aggressive organization, manned by executives whose background of experience dates back to the birth of the industry.

Those radio retailers who are on the alert for a line of radio receivers of outstanding merit, with eye value that attracts, selectivity and tone quality that clinches sales, at a price consistent with perfect workmanship, will do well to watch for the announcement of the MOHAWK All-American RADIO line, to be revealed in the near future. *Wire or Write NOW!*

*The Officers of the All-American Mohawk Corporation*

E. N. RAULAND, President
GUSTAVE FRANKEL, Vice-President
OTTO N. FRANKFORT, Vice-President in Charge of Sales
DONALD MacGREGOR, Treasurer
DOUGLAS DeMARE, Secretary

**ALL-AMERICAN MOHAWK CORPORATION**

4201 Belmont Avenue  
Chicago, U. S. A.

Announced Assistant Sales Manager by Portable Phonograph Manufacturing Concern—Has Wide Sales Background

The Allen-Hough Mfg. Co. announces the addition to executive sales staff of W. G. Dorward, who comes to Allen-Hough from the

Wide Interest in Display Campaign

Announcement of the winners in the recent window display contest sponsored by Fada radio has been made by F. A. D. Andrea, Inc., Long Island City, N.Y. Herpolsheimer Co., Grand Rapids, Mich.; won the first prize of $500. The second prize of $300 went to C. T. Tanner Co., Los Angeles, Calif.; Tull & Gibbs, Inc., Spokane, Wash., won third prize of $25, and three prizes of $10 each were awarded to the Gray Music Co., London, Ontario, Canada; Fort & Tucker Co., Herkimer, N. Y., and A. B. Ross Music Stores, Astoria, Long Island, N. Y. The contest aroused a great deal of interest among Fada dealers throughout the country and many photographs of windows were submitted.

Does Work for Firms in South America

Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City, manufacturer of talking machine wareroom equipment, reports two recent South American installations of Van Veen equipment in Felix de Bedout y Hijos in Medellin, Colombia, and J. V. Mogollon, Cartagena, Colombia. Mr. Van Veen reports both installations are of the highest grade.

On Long Trade Trip

Herman Cohen, son of N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., left recently on his initial trip on the road in the interest of Wall-Kane products. Mr. Cohen’s first trip is quite an extensive one, as he will cover practically the entire country.

Plan Second Radio Audition This Year

Announcement by Atwater Kent Foundation of Philadelphia States Awards Will Be the Same as Last Year

PHILADELPHIA, Pa., April 6—Another National Radio Audition will be held this year, according to announcement made by the Atwater Kent Foundation of this city. The awards, totaling $17,500 with tuition in a musical conservatory for certain winners, will be the same as last year. The competition to be held over the radio by states and districts is open to all amateurs, male and female, between the ages of eighteen and twenty-five.

As in the previous audition, local and state contests will be conducted by civic, musical and cultural clubs in co-operation with the Foundation, which is a corporate institution established in 1919 for philanthropic, educational and scientific purposes.

In a statement announcing the new audition, A. Atwater Kent, president of the Foundation, and through whose generosity the awards are made, said in part: "The results of the National Radio Audition of 1927 were so splendid that the Atwater Kent Foundation has authorized another contest during 1928. I am proud that our efforts to discover young amateur singers in every State and to give them the opportunity to be recog

Meets the increasing demand for popular priced A. C. sets

Red Lion Cabinet with The NEW Atwater Kent Model 37 A. C.

THESE popular Red Lion-Atwater Kent combinations have found great favor among those who want first-class A. C. sets at moderate prices. For today’s big business in radio is in the popular priced field.

From your Atwater Kent Distributor you can secure a complete line of Red Lion Cabinets in desk, console and chest types for the new Atwater Kent Model 37 A. C. Radio. And of course you can also get the regular line of cabinets for Atwater Kent Models 35, 30, 33.

An ideal outfit is the new Red Lion-Atwater Kent Combination which supplements cabinet A. C. set and built-in speaker to retail at $133.

Full particulars of our complete line of models sent on request.

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

Read it Carefully

RED LION CABINET COMPANY
Red Lion, Pa.
Why Dealers Should Handle Radio Cabinets in 1928-9

Volume and Profit Possibilities of Products Should Be Analyzed—Artistic Cabinets Give Dealers a Profit-Producing Line

By Lambert Friedl
President, Symphonie Sales Corp.

(THE term "Progress" in its strict definition implies changes. This is particularly true of the radio art and industry. Anyone desirous of building and maintaining a position for himself in either division of radio, must begin with himself prepared to either create and lead, or at least devotedly follow. Standpatters were not intended for points in history.

Looking Back
Reviewing the past seven years of manufacture and sale of radio as a source of home amusement discloses a library of information. Broadcasting was followed by converting almost every machine shop into a radio "laboratory" and every peanut stand into a radio "salon." The adventurers of commerce and industry rushed headlong into the very center of the arena, only to end their ill-conceived ventures in the clouds of grief and loss. Methods, means and ethics were imported into this baby industry that seemed certain to prevent its advancement and growth and indefinitely retard its progress. Thinking men in the business looked upon it all as hopeless chaos.

The Door to Stability
With it all going as it went, and growing and prospering, With it all, each year it became more and better stabilized. Brains, efforts and guidance of big type men, leader type business executives, have finally created orderly proceedings. We now stand on the very threshold of the last door to be unlocked, leading into the inner chamber of stability and reality in radio. It might therefore be of some interest to view the problems confronting the radio jobber and dealer at this writing. In the past the radio jobber's and dealer's revenue was derived from the sale of parts, accessories and sets. The parts business, with the exception of some few jobbers and dealers who still specialize in merchandising parts, gave out first. Then came a very heavy percentage of sales in accessories and replacements, consisting of headsets, batteries, various kinds of eliminators, tubes, etc. These sales represented large volume and heavy percentages of the total sales of the wholesale and retail merchants.

Sales of Accessories
According to the best obtainable information the sale of accessories used to represent a percentage running anywhere from 20 per cent to 75 per cent of some dealers' and jobbers' business. Besides, these sales represented fairly quick turnover of inventories by reason of which fact they have in most instances proved most profitable for the trade to handle.

The best way to illustrate that the great future of accessories sales, as a source of revenue to the jobber and the dealer is now in the past, is by the fact that many manufacturers of batteries, eliminators, etc., are coming into the manufacture of sets, in order to continue the contacts they built for themselves in the past, and to operate their respective plants at a far more substantial and satisfactory profit.

New Problems Confront Trade
With the trivial and almost universal adoption of the AC type set by practically all manufacturers, new problems are confronting the jobber-dealer contingent. Further, the efficiency in engineering and manufacturing, and extremely keen competition have forced the list prices of sets to a new and lower level, thus reducing the average unit sale of radio merchants. Another worth while factor to consider.

What Will Take the Place of Accessories?
What is there then that will enable the wide awake element to secure the desired volume of business in 1928-29? The answer seems to be simple enough. Without any hesitancy, briefly and concisely it can be stated. Whatever the dealer will decide to add to his lines must necessarily be merchandise, the sale of which guarantees the indisputable possibilities of (1) Volume, and (2) Profit.

The goods to be added should be as near kindred to radio as possible. It is generally admitted that kindred merchandise can be sold by the same salespeople to the same customers, and because of this the overhead is not increased. Boiled down to a few words, here is a wholesome, guaranteed recipe for 1928-29:

Add a Good Line of Radio Cabinets
(1) Select a line of sets most suited to your field of operations, made by reputable manufacturers, operating under wise arrangements (this for the sale of safety).
(2) Sell aggressively. Do not be satisfied with business walking into your store through the front door. Reach out for that vast clientele that needs but to be reminded of the fact that their homes are still without radio sets.
(3) Sell radio cabinets. Sell them with new sets, and sell them to those to whom you have sold table-type sets in the past. Cabinet sales can aid and will replace a good bit of the sales of accessories now rapidly going out, and will be entirely gone as the result of radio retailing.

Easy Going
Analyze the above three points and you will find that you are moving ahead and along the lines of least resistance. Every home prefers a radio set housed as a complete unit. Right here, however, just a word of caution should not be amiss. It is no less important to sell a good and staple line of cabinets than it is to choose a good radio set. The source of your supply should be closely scrutinized as to its qualifications to serve you and its ability to design, build and deliver cabinets to you that are certain to enhance the sale of your sets and satisfy your most critical customers. Finally, be sure that the speaker units used by your cabinet manufacturer are of standard and accepted make. The importance of these points cannot be overemphasized.

Reduces Prices on Two "B" Batteries
List prices on two Eveready round-cell "B" batteries, Nos. 770 and 772, were reduced, effective April 1, according to an announcement of the National Carbon Co., Inc., New York. No. 770, which brietly sold at $4.75 list, will be sold to the public at $4, and the No. 772, which sold at $3.75, will be retailed at $2.75. These two batteries were the company's leaders in the "heavy duty" and "medium size" radio dry battery field until the introduction of the "Layer-" principle. Dealer prices are lowered in proportion.

The announcement was made in a letter to dealers from the general sales offices of the National Carbon Co., in New York, and points out that "Eveready quality will be rigidly maintained with the result that dealers can now offer batteries of the highest quality at competitive prices."

Ryan & Hughes, Inc., 230 West Fifty-fourth street, New York City, radio dealers, recently filed a petition in bankruptcy with liabilities of $123,000 and assets of $34,400.
A MESSAGE of THANKS
and a word of
PROPHECY

THE Farrand Manufacturing Company has just completed the most successful business year in its history . . . more Farrand Speakers having been sold during the 1927-28 season than in any similar period in its career. While recognizing this as further tribute to Farrand supremacy in the cone field, we are more than mindful of the part played both by distributor and dealer. To them . . . to every Farrand distributor and dealer through whose joint efforts this splendid record was made possible . . . we convey our hearty thanks . . .

and likewise . . .

the assurance that the Farrand line for the coming season will, more than ever, continue to merit their fine support.

FARRAND MANUFACTURING CO., INC.
LONG ISLAND CITY . . . NEW YORK

Farrand
Always the FIRST Cone
SPEAKER
Pacific Coast Trade Bodies Plan Great Pageant of Music

International Pageant of Music and Exposition to Be Held June 18 to 30, Sponsored by Western Music Trades Association and Southern California Group

In a unified effort to place the music industry where it rightfully belongs, with its product as a basic factor in every American family's life, the Western Music Trades Association and the Music Trades Association of Southern California, both with offices in Los Angeles, have launched plans for an International Pageant of Music and Exposition, to be held there from June 18 to 30 in the Ambassador Auditorium. Brilliant pageantry, music and entertainment is programmed to attract the crowds, while the artistic, educational and mechanical development of the music industry is the fundamental of the event.

Waldo T. Tupper, known for his success in handling trade exhibitions, among these being the International Health shows, the National Business shows and the Los Angeles National Radio Show, has been appointed managing director. Prominent among the general committee-men, who consist of heads of Los Angeles musical instrument houses, are Edward H. Uhl, president of the Western Music Trades Association, and W. H. Richardson, president of the Music Trades Association of Southern California. A. G. Farquharson, executive secretary of both associations, has been named secretary of the pageant.

Keen interest in the show is being evinced, as has been attested by mail and telegraphic inquiries, according to Mr. Tupper, from all parts of the country. At the time this article was written, 62½ per cent of the space had been contracted, Mr. Tupper stated.

Mr. Uhl, in announcing the project, said: "Competition for the consumer's dollar will be very keen during 1928. Already the automobile and electric refrigeration groups have launched impressive campaigns. Other industries are preparing to interest the consumer in their products. Unless the music industry keeps pace with this competition, millions of dollars will be diverted from music channels.

"The income of the average family is limited. If they decide to buy an automobile the electric refrigerator must wait. If they buy a refrigerator the purchase of the piano must be delayed for a considerable time. "Thus every industry is competing for the consumer's dollar. Some industries are going ahead rapidly, while others with an equal right to exist are on the decline. Those making progress are the ones which have been the most successful in captivating the public's attention, and a Music Pageant, such as is planned in Los Angeles, should prove one of the most effective trade exhibitions as yet devised."

That the show will prove a great merchandising medium, was indicated by Mr. Tupper, in announcements that the leading musical instrument houses of Los Angeles are sponsoring the pageant, and that virtually all lines of musical merchandise will be arranged on competitive display.

The show is being constructed as a "city of music," with all wall booths designed after the fashion of downtown store buildings, with building front effects. The streets or aisles within the exposition will be named "Harmony Way," "Jazz Boulevard," "Melody Lane" and similar intriguing titles. A plaza or "city park," consisting of open booths, will occupy the central portion of the show, and in the immediate center will be placed a bandstand, with revolving platform, on which entertainers will appear.

Imparting an international flavor, each day and night of the show will be dedicated to a different nationality, and the best available entertainers, chiefy musicians, representing that nationality, will participate in a music contest of the nations. Thus, the exposition is expected to have a far-reaching effect, pulling from every quarter of Southern California and interesting the leading races of the world.

The answer is always—

Gold Seal Radio Tubes

Check off the advantages which a line of tubes should offer you—Gold Seal gives them all.

First—a strong hold with the public, both because of aggressive advertising and because, with all the enormous number of tubes we have sold, we have stuck to the quality that makes satisfaction sure.

Second—the store that sells Gold Seals has every modern aid to attract attention to its Gold Seal line.

Third—the Gold Seal Policy is a Square Deal for all.

It will pay you to write for particulars.

Gold Seal Electrical Co.
250 Park Ave., New York

Patent Granted

John F. Nielsen, of the engineering department of Fada radio, has received a patent from the United States Patent Office on a system for reproducing pictures transmitted electrically. The assignee is the Western Electric Co., in whose laboratories Mr. Nielsen was active before joining the Fada radio staff, where he is now engaged in special development work on speaker design.
Majestic

in 30 days will announce

the greatest line of quality all electric radio receivers that years of radio power leadership can produce, at the lowest prices ever placed on merchandise of this character.

when you see them
when you hear them
when you price them

You'll Know!

GRIGSBY-GRUNOW-HINDS CO.
4540 Armitage Ave. Chicago, Ill.
SOME people never get up until they are called. If no one happens to apply the stimulus they are gumpowder without the spark. Some dealers never sell a dollar's worth of goods until the customer comes of his own accord. And if no one comes they complain that trade is slow, and business has gone to the dogs. But the man across the street gets up without an alarm and is on the job when things start; he also attracts the first reader of the morning paper and the first customer to pass his shop.

Don't wait for the buyer—Go after him!

Have a scheme to attract him, a contest, a premium to interest him, a display to draw him. Be on the job! Be alive!

First of all we must sell our personality to our customer. Be neat and clean and have your record department likewise. Be agreeable and make your department a pleasant place for your customers to visit.

Know Your Composers

Knowing your composers is one of the next important features of successful selling of Red Seal records. How many of your customers know that Schubert died at the age of thirty-one, that he never heard any of his own music and that 1928 will be the one hundred anniversary of his death? These things interest your customer the same as they interest you, so why not be able to tell them about the composers upon any occasion that might arise. How many of the salespeople care enough about our great composers to go to the Libraries and secure information concerning the history of their lives? Do this and use it with the selling of your Red Seal records and your sales will increase.

How much greater impression is made if a brief history is told of the composer, or artist, just before playing a record; while placing the record on the machine you can very easily and quickly remind the customer of some particular instance in the composer's or artist's life that will make such an impression that an entirely new interest is aroused in the customer, not only for that one particular record, but for more records. The more knowledge we have of an artist or composer, the more we like his work—so it is with our customers.

Know the Artists

Knowing your artist is very important. When you are asked if Tihbett is a bass or baritone, do not look blank and say, "Let me look that up." Be some-what of an artist and give an intelligent answer. This insures the customer's confidence in you. The Victor Company's record catalogs have in them a brief history of each Red Seal artist's life, and there is no excuse for stupidity in regard to the kind of voice, whether bass, baritone, soprano, etc., and also the nationality. If you are interested enough in learning of your composers and of your work you will visit the library and there you will find the biographies of these composers.

Make your customers' visits to your department pleasant ones. Meet them with a smile. Do not be cold or strange toward them. Treat them with the proper courtesy and they will always be your customers. Assure them in every possible way that your business is appreciated and that they will be welcomed to your department at any time, and that it is a pleasure to serve them. How many times have we heard the expression, "I will never buy again from that indifferent person." Remember this and you will always use the old phrase, "Do unto others as you would have them do unto you."

Keep your record booths clean and attractive. Do not allow your records to remain in the rooms after playing. Aside from the untidiness, the records become scratched and no one likes or will buy scratched records.

Use Your Advertising Material

Advise your records. Victor Company at any time will supply you with A1 ads. It costs very little to advertise them in your local paper. The results are agreeably surprising. Mail supplements out as they are issued. Stamp your name on them, then add a personal touch in writing by merely calling the customer's attention to a certain record unusually good. This arouses the customers' interest and they come in. Then is the time to suggest other records and play them. Get the name of each record customer and the time he entered the store and give the name so they might be entered upon your regular mailing list.

PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

Let us Figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines

RADIO MICA

American Mica Works
47 West Street
New York

32
Phantom melody of the air is magic realism to your ear as you listen to the new UTAH SPEAKER. Full, rich, harmonious, the tones come in with mystic fidelity to original values.

The new, complete line covers all designs—prices ranging from $10 to $100

UTAH RADIO PRODUCTS COMPANY, 1615 South Michigan Ave., Chicago
Increasing the Sales Volume of the Finest Music on Records

(Continued from page 33)

record selling you have to make it one of the many things you live for. Think Victor, talk Victor, eat with Victor and dream of Victor. Be on the learning side. We never know so much that we cannot know more. Never say "I think" when you speak, make it authentic. Never argue with a seemingly egotistic customer. The music masterpieces and other Red Seal records have been very successfully sold by letting the customer take them home for a night. There they have a place to try them over without the least disturbance, and too, Red Seal buyers have to please more than themselves sometimes. This gives them a chance to hear them together and they buy. Of course, these records go out with the understanding that they are to be returned in perfect condition. It is wise to know the customer that you are sending them to; use your own judgment in this case.

Stay With the Customer

Never leave a customer in the record booth alone unless requested to. This shows lack of interest, and the customer will not only feel neglected, but will not buy, nor return again to be treated this way. Remain in the room, only when necessary to come out for more records. Each record that you play tell the customer of some particular part to pay especial attention to. This makes the customer listen more closely to the entire record. The customer in this way realizes what he is getting for his money and is satisfied. Make the customer go home with the idea that he has just what he wanted. There is no advertisement so lasting, so wide reaching and so sure to grow in value as the "Satisfied Customer."

Use the Sales Helps

Use the posters and window cards that you get from the Victor Company. Keep constantly in mind that the more advertised, the more you will sell. If you are unfortunate enough to be out of a certain record that your customer calls for, order it at once and call or send it to them as soon as it is received, which will be within three days. They appreciate this and will gladly wait for the record if you do not have it in stock. While in your department suggest something else for them. Be accommodating. Do not let anything be too much for you to do for your customer—assure them that it is a pleasure to serve them and not a duty.

When new records are received use your telephone and call your customers and tell them of the outstanding numbers. Have them come in and hear these records and while they are in suggest others. No word in the vocabulary is more filled with significance than the word "quality," and the Victor Red Seal records are all quality. Teach your customer this.

Some Selling Advice

Never miss an opportunity. If the record is an old mechanically recorded record, do not tell your customer it is electronically recorded. This makes your customer lose confidence in you at once and it can never be regained. Be on the square with them, like the Victor Company is with its dealers. Help the prestige of the Victor Company last forever. They have the goods to do this. Their reputation is the most valuable possession they have in trade, and it is not exploited by the Victor Company. Use a record only when it is an improvement over the last one that was played.

Keep in touch with the music associations and let them rest assured that you are awaiting the pleasure of serving them at any and all times. Send them an Orthophonic to use at the meetings, and when once heard it is sold. Get in touch with the schools. The younger people need a higher-class music than they are getting at the dance halls. In school is the place to begin with the higher class of music. This is where they are obliged to listen and later have their tests to see just how much they really learned about it. When once the higher class of music is enjoyed and known it remains ideal in the mind of the individual. Have patience with your customers. Do not rush or become impatient with them. Do you buy the first pair of shoes the first time you try on them?

Always have supplements with your name stamped on them and hand them to every customer. Tell them to look through the list and return to hear the records. This brings them back. From the time the customer enters your department he is your problem, study his tastes in music, learn what he wants and stay by him until he gets it, and if he does not buy, always leave him with a smile—"They will buy later."

Your Mailing List

Keep an up-to-date mailing list—use it. Every Orthophonic you sell, put the name and address of the purchaser on your list and send them the supplement regularly. Keep their Victrola constantly in mind. Do not allow it to become old to them. Sell them new records to make them play their machine more. The more they buy the more they want and they will buy if the records are available for selection. My middle name is suggestion, and suggestion is the biggest money-making proposition ever. But, as I have stated before, to suggest you must know your record and the selections available. Keep artists’ pictures in the record booths and be able to readily give a brief history of their lives, or tell of some particular instance in their lives that will make a lasting impression.

Advertise your records in local papers as they are released. Make arrangements with your local paper to have a brief history of the great composers’ lives published and in this article mention some of their compositions, also state that the compositions available on records are to be secured at any Victor dealer’s department. The artists can also be advertised in the same way. The people are very anxious to hear these records after they know something of the artist and composer and, as I have stated before, the more advertised, the more sold. And it only takes a few minutes to bring this (otherwise lost) business to your department. If there is to be a musical or opera in your city, before it comes, run an ad stating that the selections that are to be in the opera or musical can be secured in your department. Have a list of these records in your window two or three weeks before the musical.

Give an album with every three or six records bought. You can send an album at retail price after that hold three or six records. Suggest this to your customers, if they buy three records they get the album free, this makes them buy three records where they would otherwise buy one or two. Each week select some "particular" record to suggest to every customer that comes in, great results have been derived from this. Advertise—appropriate for each occasion. For Mothers’ Day, birthdays and Christmas. Have a Victor window. Place an Orthophonic Victrola in the window and carefully arrange the Red Seal records, pictures and bangers. Make it as attractive as possible for the passer-by.

Write a personal letter to your out-of-town customers who have written recently and who cannot be reached by telephone. Tell them that they have been missed, that you are sending a list of new records you are sure they will like and ask if you might send them a selection. If you have been the salesperson that you should have been, the customer will order a number of records from your selection.

Service is what people crave—give it to them. Keep a complete stock of records, especially the standard ones. For instance, Souvenir, Barcarolle, etc., these are good records for suggestion when the customers do not know what they want. Keep in mind that money is made on turnovers and lost on leftovers.

Marketing Electric Window Ad. Sign

The McDonald Travo-scope, an electric window advertising sign, is now being marketed by Scientific Products, Canada, Ltd., manufacturer of the McDonald loud arrestor for radio tubes. H. Whitaker, sales manager, announced this product upon returning to his desk in New York from a visit to the home office of the company in Montreal.
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

Sole Sales Agents

25 West 45th Street

New York, N. Y.
Perhaps the music you sell would have pleased

**THE GAY NINETIES**

Like Springtime, ours is constantly budding into new rhythmic and harmonic colours.

Our musical arrangements are fastidious achievements in the art of modern jazz. Our dance music is more than a pleasure... it is a thrill to the Dancing People.

Ask to hear our

![Okeh Records logo]

**Okeh Phonograph Corporation**

OTTO HEINEMAN, President and General Manager

25 West 45th Street  New York, N. Y.
Richard Wagner’s Classics

European recordings of the great composer’s masterpieces . . .

PIETRO MASCAGNI, Conducting the Orchestra of the State Opera House, Berlin

| 5140 | 12 inch | $1.50 | CAVALLERIA RUSTICA, (P. Mascagni) Prelude Part 1 and 2 (Siciliana) |
| 5141 | 12 inch | $1.50 | CAVALLERIA RUSTICA, Prelude Part III and Entrance Chorus (P. Mascagni) |

ODEON ELECTRIC RECORDS

| 5142 | 12 inch | $1.50 | RIENTZI, Overture, Part 1 and 2 (Richard Wagner) Eduard Moerike and the Orchestra of the State Opera House, Berlin |
| 5143 | 12 inch | $1.50 | RIENTZI, Overture, Part 3 (Richard Wagner) Eduard Moerike and the Orchestra of the State Opera House, Berlin |

OTTO HEINEMAN, President and General Manager

25 West 45th Street New York
We have put to work the best steel . . . the result is a perfected needle . . . a needle that keeps faith with music.

OKEH PHONOGRAPh CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.
**Last-Minute News of the Trade**

**Columbia Phonograph Co. Declares Cash Dividend on Capital Stock**

Board of Directors Announce Dividend of $4 Per Share on Capital Stock—Numerous Factors Responsible for Remarkable Development of Business

Scientific and commercial advance in the phonograph industry within the last few years, including new phonographic records, with their noiseless and scratchless surface; electric reproducing phonographs, whose volume can be controlled; portable phonographs of a tonal quality and volume immeasurably superior to the old cabinet phonographs; tremendous successes of individual records, sales of which totaled hundreds of thousands, and the concentration by Columbia on the Masterworks series, comprising the compositions of the world's greatest composers, are some of the reasons given by the Columbia Phonograph Co. for the remarkable development of its business, which made it possible for the company to declare a dividend of $4 per share on its capital stock on March 28.

Announcement of the dividend by the board of directors of the Columbia Co. at the regular monthly meeting at the executive offices, 1819 Broadway, New York City, it is declared, is tangible proof of the success of the new Columbia Phonograph Co., Inc., organized in February, 1924, and proves not only the basic strength of the industry, but demonstrates that it pays cash dividends to manufacture quality merchandise and to adopt a liberal policy toward the trade which enables retailers handling the line to share in the prosperity of the manufacturer to the extent possible.

Increased sales have been made possible by expanded production facilities. Columbia business now extends throughout the world, and the company makes recordings in twenty-seven foreign languages for the United States alone. In addition, Columbia interests own and operate eighteen factories in fourteen countries, including the new factory in Australia and the recently acquired Nipponophone Co. of Japan. The Okeh Phonograph Co. is also now owned by Columbia.

The officers of the Columbia Phonograph Co., Inc., are Louis Sterling, chairman of the Board; H. C. Cox, president; W. C. Fuhri, vice-president and general sales manager; F. J. Ames, secretary and treasurer; R. H. Baker, assistant secretary and assistant treasurer.

Dearborn Agency Gets Important Account

**Ray Reilly Carryola Sales and Ad Mgr.**

Has Been Associated With the Phonograph Industry for Fifteen Years—Formerly With Columbia and Sonora

O. L. Prime, president of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portable and phonographs and the Carryola phonographs, has announced this week the appointment of Ray Reilly as sales and advertising manager of the company with headquarters in Milwaukee.

The appointment of Ray Reilly as Carryola's sales and advertising manager will be welcome news to the phonograph industry throughout the country, for he has been associated with the music trade for fifteen years. He started in the phonograph industry as a house-to-house canvasser for phonograph products, subsequent to being a factor in every phase of retail and wholesale merchandising in the fifteen years that he has been identified with phonograph activities. Mr. Reilly has been associated with only two other companies outside of his own business—namely, the Columbia Phonograph Co., Inc., and the Sonora Phonograph Co., Inc. With the former organization Mr. Reilly attained exceptional success as a member of the Chicago sales staff, at one time winning recognition as the first man in the entire Columbia country-wide organization in point of sales volume. As district representative for the Sonora Phonograph Co., Inc., covering Chicago territory, Mr. Reilly won the friendship and esteem of jobbers and dealers through his ability to co-operate with them along practical lines in solving their sales problems.

During the past six years, Mr. Reilly has also made a detailed study of radio merchandising, visiting radio jobbers and dealers throughout his territory and acquainting himself with sales developments in this industry. He, therefore, brings to his Carryola connections a thorough knowledge of merchandising as applied to phonograph and radio products which will give him an opportunity to work in close cooperation with Carryola dealers and wholesale houses.

New Distributors

Lambert Friedl, president of the Symphonic Sales Corp., New York, sole sales representative for Wasmuth-Goodrich radio cabinets, announced this week that the company had appointed the Times Appliance Co. and Stanley & Patterson, of New York City, as distributors for these products. Both of these concerns are RCA jobbers and are recognized as among the foremost radio wholesalers in the East.

The RCA license for tuned radio frequency receivers and for power supply and power amplifier units, formerly held by the William J. Mordock Co., of Chelsea, Mass., has been transferred to the Philadelphia Storage Battery Co., of Philadelphia, Pa.

**Brunswick Co. to Make Radio Sets in Co-operation With Radio Corp.**

**H. Donaldson Leopold**

Dearborn Advertising Agency of Chicago had been appointed advertising counselor for the company's phonograph motor and air-cleaner divisions. H. Donaldson Leopold, who is vice-president of the Dearborn Advertising Agency, will be in personal charge of the account, giving the United Air Cleaner Co. the benefit of his many years of advertising and merchandising experience in the music industry.

**Ray Reilly**

Development of the phonograph industry in recent years has been quite remarkable, and the continued growth and success of the Carryola Co., Inc., is a fitting tribute to the ability and vision of Mr. Reilly. His appointment as sales and advertising manager of the company is a most welcome event.

**H. Donaldson Leopold**

Dearborn Advertising Agency of Chicago had been appointed advertising counselor for the company's phonograph motor and air-cleaner divisions. H. Donaldson Leopold, who is vice-president of the Dearborn Advertising Agency, will be in personal charge of the account, giving the United Air Cleaner Co. the benefit of his many years of advertising and merchandising experience in the music industry.
and talk over those matters that are distinctly pertinent to their own particular lines of business. By this means it would be possible to organize more imposing and effective campaigns calculated to help all parties and to solve those problems that, though perhaps troublesome to the individual, may be dissipated in conference. In union there is strength, particularly when it comes to meeting an organized, even though diversified, opposition. The dealer who plays a lone hand faces this opposition without the comfort that lies in the experiences and ideas of others who are facing the same problems that he is.

The Phonograph Industry Moves Ahead

A NY man inside or outside of the industry who questions the comeliness of the phonograph, or rather the ability of that comeback, has but to go over the records of the New York Stock Exchange activities during the past few weeks and watch what has happened to Victor, and then take cognizance of the fact that the Columbia Phonograph Co. has placed its common stock on a $4.00 annual basis.

During the hectic days on the Exchange, Victor has vied with General Motors and the Radio Corp. of America in making sensational rises, and although the cynic may have something to say about market manipulations, no stock can show such a substantial gain unless it is backed by public confidence and has intrinsic merit that is readily recognized by big investors.

The optimistic report issued too, by the President Shuman, of the Victor Co., who is to be regarded as a plain-spoken conservative, served to emphasize the remarkable rejuvenation of that company's affairs. The record-breaking business last year, the first quarter showing a gain and orders on hand to insure a tremendous volume of output for months to come, all go to prove the wide public acceptance of the new Victor product in its various forms, including radio combinations.

Under the leadership of Louis Sterling, Columbia progress has been steady and imposing, though hardly sensational. The declaration of a substantial dividend on the common stock, however, tells more than many printed words of how substantial the progress of the company has been. The dividend has been declared on the premise that the future will see even further advancement, a matter of encouragement for those who cast their lot in the field years ago and hung on courageously for better times, as well as for those who more recently have seen the opportunity for tying up with a live industry and have grasped it.

A Practice That Should Be Stopped

“THERE is a friend of a friend of mine who knows a wholesale salesman who can get a discount on phonographs and radios.” This is a sample statement of the sort that is actually taking perhaps thousands of dollars out of the pockets of legitimate dealers who realize that it is only by obtaining the proper list price for instruments that they can enjoy a decent profit. The statement is no idle boast, for any member of the trade can find among his friends and neighbors those who have come to believe through hearsay or by personal experience that the list prices of talking machines and radio are put up simply for the purpose of providing something to shoot at, and that the private individual who pays the full price without argument is simply an easy mark.

The average citizen is not to be condemned for holding this view, and endeavoring to profit by his direct or indirect knowledge. The fault lies with the wholesaler or his representative who is inclined to be a good fellow, and the retailer who is more concerned about the sale and the turnover involved than he is with the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make a final decision on a phonograph or radio receiver, and then start haggling over the price. There is always the friend in the office who can get 15 or 20 per cent, or more, off list. The average dealer holds out against the plea for a time, but when the sale seems to be slipping he is often inclined to compromise and allow at least a small discount that results in putting the sale over, but cuts seriously into the profit to which he is entitled. The fact that the customer's stand is often bluffed, and he is simply playing
one dealer against another, does not simplify the matter at all.

Manufacturers of the better type have long ago taken a firm stand against direct discounts of any kind, in some cases going so far as to exclude their own employees of any privileges of the sort to close by that means any possible leak. Wholesalers, too, have in most cases put up the barriers against any discount to other than legitimate dealers, and there is a case on record of one wholesaler who interpreted his own rules so rigidly that he refused a discount to his brother-in-law. There are dealers, too, who hold to the belief that the list price is fair, that they and not the customer should make the price and refuse to be bullied or coaxed into granting an allowance. The difficulty is, however, that there are just enough of the other type in each division of the field to make the problem rather a serious one.

Unfortunately, neither the retail phonograph nor the radio trades are so well organized nationally that united action can be taken against this evident evil, but there are live organizations that do exist in various sections of the country that can do much to check the discount practice if an honest attempt is made. When the retailer learns of a manufacturer, a wholesaler, or a competing dealer who actually sells merchandise to the public at a discount, let the matter be reported and made public. When the facts are known it will not be difficult to bring to bear sufficient pressure to discourage the activities of the first two factors along that line, and it is often possible to make the dealer himself see the error of his ways.

When a business gets on a basis where a fair and legitimate quoted price is regarded simply as bait, and in the light of an "asking price," things are in a bad way. The wholesaler or manufacturer who grants a friendly discount is simply taking that much substance away from the dealer upon whom he depends for his distribution and his ultimate profit. The dealer who grants a discount is making a present of just that much cash to a stranger. Even if the practice carried on regularly increases his business 100 per cent, that increase is not only profitless, but often represents an overhead cost. By long odds, such business is better left to the other fellow.

Equitable Copyright Legislation

JUST at the present time the question of copyright, particularly as it affects the mechanical reproduction of music and the royalties to be paid for the privilege, holds an important position on the legislative stage in Washington. Early in the month a hearing was held before the Patent Committee of the House of Representatives with a view to developing a measure that should prove satisfactory to the authors, composers and publishers, and also to the makers of records and music rolls, but the hearing resulted chiefly in charges of sharp dealing and broken agreements.

As the matter now stands, the committee, failing in the effort to have the interested parties present suggestions acceptable to both sides, has decided to draft a compromise measure, which will also probably lead to prolonged argument, for the copyright owners demand greater leeway in making royalty contracts for the use of their works, ostensibly for the purpose of securing returns greater than those offered by the two-cent-per-copy clause in the present law, and the record makers hold that open bargain-

The best electrically recorded disc on the market, at the price. Our samples are our best salesmen.

A post card request will bring you

BELL RECORDS

Let us assist you in merchandising these records and from our long experience increase your selling

THE BELL RECORD CORPORATION

38 CLINTON STREET

NEWARK, N. J.
Last-Minute News of the Trade

All-American Radio Corp. and Mohawk Corp. of Illinois Merge

Consolidation Brings Pioneer Manufacturers Under One Roof—E. N. Rualand Is President of the All-American-Mohawk Corp.—Other Officers

The music-radio trade throughout the country evidenced an intense interest in one of the most recently made in the history of manufacturing circles, when, on March 19, an announcement was made of the consolidation of the Mohawk Corp. of Illinois, Chicago, with the All-American Radio Corp., of the same city. In making announcement of the consolidation, the executives of the new company, known as the All-American-Mohawk Corp., stated that the move was effected in order to have the

(Continued on page 83)

Langley and Estey With Crosley Corp.

Ralph B. Langley Appointed Director of Engineering and F. Clifford Estey Is Now Assistant to the President

Two important announcements affecting the executive personnel of the Crosley Radio Corp. have just been made by Powell Crosley, Jr., president of the company. They are the appointments of Ralph B. Langley as director of engineering and F. Clifford Estey as assistant to the president. Both are veterans of the radio industry.

Its present location is recognized as one of the foremost radio engineering centers in the world. He has been a close student of the art for nearly twenty years, during which time he has had practical experience. Mr. Langley is a graduate of Columbia University, where he completed a course in electrical engineering in 1913. It was while attending the university that the radio vision was injected into his veins. Those who know of his activities say that ever since he was first bitten by the radio bug he has devoted every minute of his life to study

(Continued on page 90)

Changes Its Name to Grigsby-Grunow Co.

According to an announcement made on March 20, Grigsby-Grunow-Hinds Co., Chicago, a manufacturer of radio and phonograph equipment, has changed the firm name to Grigsby-Grunow Co. The firm, whose power-unit products bear the name "Hinds," has been located at the same address, 829 S. Canal St., for the past six years. The new name change will place the company in the near future a new line of radio receiving sets. It is said that the company will manufacture power units for the most popular of the new receivers, and also further its work in the construction and operation of these sets.

On the same date a public offering was made of 20,000 shares of no par stock common stock of the Grigsby-Grunow Co., and application was made to list the issue on the Chicago Stock Exchange. The application was accepted and the stock, which was offered at $40 per share, is at this writing listed at 64%. The offering statement stated that the issue was already oversubscribed and that the counter sales on a "when issued basis" closed on the day of the offering announcement at around 47. It is expected that the directors of the company will place the stock on an annual dividend rate of 83/20 a share.

The Grigsby-Grunow Co. was organized in Illinois in November, 1921, with a paid-in cash capital of $1,000,000, and 1927, shortly after warning. The company has been entirely successful in its earnings. Balance sheet of December 31, 1927, shows net earnings of $535,358 after all charges, including provision for Federal taxes.

The company will manufacture and sell its receiving sets under a license granted by the Radio Corp. of America and allied companies.

Fansteel Products Co. to Market Set

Manufacturer of Balkite Units Enters Radio Receiver Field With Balkite AC Sets—Table and Console Models

The Fansteel Products Co. North Chicago, Ill., manufacturer of the well-known line of Balkite radio power units, in a recent announcement stated that the organization will soon place upon the market a complete line of radio receiving sets.

An interview with Herman J. Dougherty, director of sales, produced the following information: "The Balkite AC set will retail in the table model at a price between $175 and $200 without tubes, and a comprehensive line of console models will also be available. Jobber and retail distribution will be on a restricted and exclusive basis, all samples will be shipped free and production will begin at an early date."

Elaborating on this statement Mr. Dougherty said: "During the past five years we have been one of the most successful manufacturers in the radio field. Balkite radio power units are to-day not only one of the best-known items in radio, but it is a line that is held in the highest public esteem. The good will that Balkite radio power units have built for us is incalculable. It is so great that we have hundreds of letters in our files asking us when we intended to manufacture a radio receiver, and we are glad to be able to tell the radio public that we are now ready to do so."

A set of Balkite units Balkite has built for us in the past has been founded on two things, quality and offering the most advanced line of equipment on the market. We intend to follow this policy exactly in the manufacture of radio receivers. The new Balkite set is not low priced, but it is as good a commercial receiver as we and money can make it. We have stopped at nothing to produce a set that will be as outstanding in the set field as Balkite is in the radio power field. It will be different in appearance. The table model will be designed so that it can be used alone as a self-contained unit, or in a console, whichever the owner prefers. It will be different in performance. While the set is fully licensed, it will be purely a Balkite product, engineered in our own plant. Our decision to enter the set field is not a hot, but a considered and deep study of the field. The quality of the set and the part it will play in the radio market is of the utmost importance to us and your whole set will be of the utmost quality."

"As for distribution, we believe that one of the other factors that is accountable for the success of Balkite in the past is that the trade, whether dealer or retailer, have always made money in the resale of our line. We intend that the trade shall make money in handling...

Stewart-Warner Adds to Sales Personnel

According to an announcement received from the general headquarters of the Stewart-Warner Speedometer Corp., Chicago, several men have been appointed as sales representatives in the radio division of that company. C. E. Hall has been appointed to represent the Stewart-Warner radio sales force as traveling representative covering the territory west of Denver. Mr. Hall, for some time, was connected with the Columbia Phonograph Co. in Chicago, and in recent years he was district and radio sales manager of the Stewart-Warner service station in Minneapolis. He has also been affiliated with General Motors and the Ford Motor Co.

Joseph Mayer, formerly of the Federal Radio Corp., Buffalo, N. Y., will represent the Stewart-Warner Speedometer Corp. in the Middle West, maintaining his headquarters in Chicago.

The firm, which for the past four years has been connected with the Poole Co., Philadelphia, will travel the Eastern States in the interest of Stewart-Warner radio products, with headquarters in New York City.

Changes its Name to Grigsby-Grunow Co.

According to an announcement made on March 20, Grigsby-Grunow-Hinds Co., Chicago, a manufacturer of radio and phonograph equipment, has changed the firm name to Grigsby-Grunow Co. The firm, whose power-unit products bear the name "Hinds," has been located at the same address, 829 S. Canal St., for the past six years. The new name change will place the company in the near future a new line of radio receiving sets. It is said that the company will manufacture power units for the most popular of the new receivers, and also further its work in the construction and operation of these sets.

On the same date a public offering was made of 20,000 shares of no par stock common stock of the Grigsby-Grunow Co., and application was made to list the issue on the Chicago Stock Exchange. The application was accepted and the stock, which was offered at $40 per share, is at this writing listed at 64%. The offering statement stated that the issue was already oversubscribed and that the counter sales on a "when issued basis" closed on the day of the offering announcement at around 47. It is expected that the directors of the company will place the stock on an annual dividend rate of 83/20 a share.

The Grigsby-Grunow Co. was organized in Illinois in November, 1921, with a paid-in cash capital of $1,000,000, and 1927, shortly after warning. The company has been entirely successful in its earnings. Balance sheet of December 31, 1927, shows net earnings of $535,358 after all charges, including provision for Federal taxes.

The company will manufacture and sell its receiving sets under a license granted by the Radio Corp. of America and allied companies.
ONE DAY'S MAIL

in the offices of

The TALKING MACHINE WORLD

Included, among numerous others, inquiries from WORLD subscribers for the following products from all parts of the globe:

1. Electrical Pick-up (New Zealand)
2. Phonograph Cabinets (China)
3. Recording Apparatus (Central America)
4. Phonograph and Radio Accessories (New Zealand)
5. Electrical Pick-up (Great Britain)
6. Record Machinery (Canada)

For over twenty-three years The Talking Machine World has retained the confidence of its readers the world over, a record that cannot be equalled by any other trade publication serving the phonograph and radio industries.

Consistent advertising in The Talking Machine World reaches each month the buying power of these two industries—phonograph and radio—who read every issue of THE WORLD from cover to cover, and who regard its advertising and editorial columns with confidence and respect.

“In the Federated Business Publications Group”
Graybar Building, New York City
Last-Minute News of the Trade

Wide Interest Displayed in QRS Motion Picture Camera Apparatus

Appeal of Instrument and Unlimited Market Make Line Ideal for Talking Machine Dealer—Leading Pacific Coast Music Houses Install Departments

The announcement of the QRS movie camera and projector by the Camera Division of the QRS Co., of Chicago, which appeared in The

QRS Camera, Front View

Talking Machine World last month, has interested the talking machine trade throughout the country, and inquiries are pouring in to the QRS headquarters.

The popular price of the product, bringing it within the means of the masses, without a sacrifice of quality, provides the retailer with a new line of vast sales possibilities; merchandise that should be instrumental in eliminating the summer " slump" and at the same time increase sales volume of retail dealers in all the other seasons of the year.

Both the QRS Co. and the men behind it have long been outstanding trade figures. " Tom" Fletcher and Albert Page, president and vice-president and treasurer, respectively, know the trade and its problems, and they have a reputation for successful achievement in the production of quality merchandise. S. H. Roemer, manager of the Camera Division, and Charles E. Phillimore, chief engineer in charge of production, through their wide experience in the amateur motion picture apparatus field and their knowledge of the trade in general, are ideally qualified to make this product a profitable one for retail talking machine merchants to handle.

The simplicity of the QRS camera and projector, the projector being provided merely by attaching a lamphouse and electric motor to the camera, is one that commends itself to the trade for several important reasons. First the public is more easily sold on a mechanism that is not complicated. Second, simplicity of operation makes for less trouble in handling and creates consumer satisfaction.

The talking machine merchant is completely equipped to make a success of a department devoted to the sale of cameras and projectors. The investment required is not too large for the average dealer, and the space needed for such a department is comparatively small. An other factor of the greatest importance from the standpoint of the retail merchant is that the consumer market for this product is the same as for talking machines and radio receivers. The customers already on the dealers' books are prospects for the sale of cameras and projectors. The contact which the dealer has had with these people should make sales easy and put the department on a substantially profitable basis immediately.

That the music merchant has already grasped the importance of the QRS cameras and realizes the close sales appropriateness of this product in relation to other lines handled is evidenced by the fact that among the great number who have already placed their orders are Sherman, Clay & Co., of San Francisco and the Southern California Music Co., of Los Angeles.

With Summer at hand the time is ideal for the installation of such a department. When there is a normal slowing down of sales of

Victor and RCA Merger Rumors

During the past few weeks newspapers throughout the country have printed rumors regarding a proposed merger between the Radio Corp. of America and the Victor Talking Machine Co. Some of the papers have given skeleton descriptions of the manner in which this merger will be accomplished, but at this date (April 10) the rumor has not become an established fact and the executives of both companies have declined to issue any statement for publication.

Appointed Fada New England Sales Agent

T. Norman Mason has been appointed New England sales representative of Fada radio with headquarters in Boston. Mr. Mason's experience includes many years with the Columbia Phonograph Co., Spidolford Electrical Co. and A. C. Erisman Phonograph & Radio Co., wholesale distributors in Boston and he is well known to the trade.

J. V. Cremonin, New York City, has been appointed exclusive jobber for the line of radio tables and cabinets produced by the Watson-town Table & Furniture Co. of Watsontown, Pa. This line is growing in popularity.

New Victrola 2-55 Portable Announced

A new portable, Victrola 2-55, has been announced to the trade by the Victor Talking Machine Co. Among the features said to be embodied in this latest Victor product are an Orthophonic type sound box, tone chamber, automatic stop and combination record carrier and lid-closing arrangement. It plays three records without rewinding, has gold-plated or gold-lacquered metal parts, a cabinet of tempered steel, is covered with leather fabric and has a genuine leather carrying handle and tab, with combination record container for ten records and lid release. Strikingly attractive folders in full color carry the complete details of this new Victor portable.

J. G. Keech Transferred to Southwest

J. G. Keech, who has been connected with the management of the Co. in Philadelphia, Pa, for some time, has been appointed assistant Southwest territory manager, assisting H. T. Stockham. "Gibb," as he is familiarly known, recently completed a most useful study of the territory, traveling through Missouri, Arkansas, Texas and Oklahoma. He found dealers enthusiastic over their sales of the Model 37.

M. J. Adler Is Freed-Eisemann Ad. Manager

M. J. Adler has been appointed advertising manager of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., succeeding Ray L. Speicher, who has been assigned to sales promotion activities in the Freed-Eisemann organization. Mr. Adler brings to his new position a well-rounded background of experience obtained in advertising agency and other publicity work.

B. E. Hessinger, president of the Brunswick Co., Chicago, states that the company's first quarter earnings totaled about $450,000, a decided increase over the same period of 1927.

M. J. Adler is Freed-Eisemann Ad. Manager

Buy an Interest in the Willett Patents

Henry C. Forster, treasurer of the Utah Radio Products Co., Chicago, recently announced the acquisition of a third interest in the Willett patents held by Guy E. Willett, Louisville, Ky. The Willett patents cover certain suspension features employed in the manufacture and construction of phonographs and radio reproducer diaphragms. Mr. Forster recently stated that arrangements have been made with Schechter & Lotch, New York City attorneys, to start proceedings against any concerns infringing the Willett patents.

M. J. Adler Is Freed-Eisemann Ad. Manager

M. J. Adler has been appointed advertising manager of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., succeeding Ray L. Speicher, who has been assigned to sales promotion activities in the Freed-Eisemann organization. Mr. Adler brings to his new position a well-rounded background of experience obtained in advertising agency and other publicity work.

B. E. Hessinger, president of the Brunswick Co., Chicago, states that the company's first quarter earnings totaled about $450,000, a decided increase over the same period of 1927.
YOU can meet every present day retailing demand with the new Bosch AC tube line. The seven models are in a price range to fit every idea of expenditure. Each model is a design, finish and artistry which instantly creates the impulse to buy. Bosch precision workmanship, Bosch Radio performance, makes sales. The new Bosch AC line, coupled with the Bosch Dealer Franchise, has profit making, business building advantages you cannot afford to overlook once you get the facts. We can tell you these points in a letter or by personal call. If you are the right kind of a dealer we have something of interest to you. Write to

AMERICAN BOSCH MAGNETO CORPORATION

SPRINGFIELD - - - MASSACHUSETTS

_BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO_
These advertisements, and many more of the same type appearing in The Saturday Evening Post and Liberty, will create a world of new business for the music, radio or furniture dealer who handles the Carryola Line. The Portable business is going to be bigger than it ever was before—and "portable" business means Carryola.
Leadership for Carryola and for Carryola Dealers

In 1927 Carryola was the fastest-selling portable phonograph made. This year and next will see Carryola sales absolutely dwarf anything that has gone before.

Leadership must be maintained! Carryola is now being advertised by the biggest campaign that ever exploited a portable phonograph! Sales are increasing at an amazing rate. Dealers are already finding Carryola the most profitable line in their entire stock.

Dealers!

If you don't already carry the Carryola line, write or wire us today for the complete Carryola story—name of your nearest distributor and details of our selling plan.

THE CARRYOLA COMPANY OF AMERICA
Dept. G-1, 647 Clinton Street, Milwaukee, Wis.
Made by the World's Largest Manufacturers of Portable Phonographs

Carryola
BEYOND THIS YOU BUY FURNITURE

Carryola Master
In appearance, as fine, as all around value as its price. A new type in portable form. Ample sound chamber, edge covered carpet and grill on inner chamber, velvet covered tambour. Carryola master is a special Carryola, beyond fittings. Furnished in black, brown, blue, red and green. Also sold with tone arm and main taffeta of color to match case.

$25 List
Highest price of the Rockes and in Canada

Carryola Lassie
Flat type, portable, furnished in black, blue or brown, finished, both cup and ring are enameled and satined, lacquer drawn through, tweed cloth, side panel, portable, equipped with Audak reproducer. This Carryola model is in the poly portable phonograph in its price class that has all these exclusive features.

$15 List
Highest price of the Rockes and in Canada

Carryola Home Pick-Up
To replace, simply replace the entire set of phonograph, with new set of reproducer. The tone arm an actual spring arm, makes it easy to change needles. Without removal of any of the base-board, easily replaced, with any standard nickel plated tone arm.

$10.50 List
Highest price of the Rockes and in Canada

Carryola Porto Pick-Up
In appearance, as fine, as all around value as its price. New type in portable form. Ample sound chamber, edge covered carpet and grill on inner chamber, velvet covered tambour. Carryola master is a special Carryola, beyond fittings. Furnished in black, brown, blue, red and green. Also sold with tone arm and main taffeta of color to match case.

$25.50 List
Highest price of the Rockes and in Canada
One Retailer Buys over $200,000.00 in Six Months of This Great Line

Davega
United Sport Shops

New York City
April 6, 1928.

Mr. Alex Eisemann, Chairman,
Freed-Eisemann Radio Corporation,
Brooklyn, New York.

Dear Mr. Eisemann:

Although we expect to do a good job throughout the summer months, we feel at this time that you are deserving of a few words of commendation.

When we first took on the Freed-Eisemann line we had no idea of the tremendous success that would be achieved with it. It has been extremely gratifying to note, therefore, that we have purchased, during the past six (6) months, over $200,000 worth of your merchandise.

We have just checked our service reports and find that your merchandise has necessitated less service than many other makes that we have handled. Reports from our customers are most pleasing in regard to performance.

As we are one of the largest New York chain store organizations, we feel that this testimonial, in justice to you and your company, should be in your files.

With kindest personal regards to Mr. Freed and yourself, I beg to remain,

Cordially yours,

Henry Benjamin
Vice-President.

Freed-Eisemann Radio Corporation
Brooklyn, New York City.

If one retailer can make a success like this with Freed-Eisemann, I want to know more about your proposition.

Signed

Address
Sherman, Clay Adds Atwater Kent Line

Stores in Oregon, Washington and California Featuring Atwater Kent Radio—Extensive Advertising Used

Somewhat of a trade sensation was created when announcement was made a few weeks ago that Sherman, Clay & Co. would handle in all their stores in Oregon, Washington and California the complete Atwater Kent line of radio receiving sets and speakers, as well as the Pooley furniture to go with them.

The announcement was made in striking full-page advertising, and as might be expected, resulted in a complete sell-out within a ten-day period of all the initial stocks in all the stores. The initial order, it is stated, was one of the largest orders ever placed on the Coast for radio by a retailer. It was placed with Ernest Ingold, Inc., of San Francisco, and the Sunset Electric Co., of Portland and Seattle.

Sherman, Clay's concentration on the retail radio field has resulted in a very marked increase in business, and according to the financial columns of the daily press, the company has just closed an extremely prosperous year. The initial page announcement was followed by half pages on the new Atwater Kent Model 36, and the advertising was tied in with quite a remarkable series of window displays.

Caruso Records Are Still in Big Demand

In Trenton, N. J., recently Chancellor Walker authorized an allowance of $12,000 a year for the maintenance and education of Gloria Caruso, the eight-year-old daughter of the late celebrated record artist and popular operatic tenor, Enrico Caruso. The money is to be drawn from an accumulation of royalties on Caruso records and will be paid to the mother of the child. Since the death of Caruso, in 1921, the royalties paid to his estate by the Victor Co. aggregated $741,449. The total for 1921 was $422,981.56, which dropped to $127,177.66 in 1922 and thereafter declined to $74,762.75 in 1927, which, by the way, showed larger sales of Caruso records than in the previous year.

Sonora Jobber in Twin Cities Expands

The Belmont Corp., of Minneapolis and St. Paul, distributor in the Northwest of Sonora radios and phonographs, reports rapid growth since its incorporation last May. It is interesting to note that this concern has just filed with the Secretary of State an amendment to its articles of incorporation increasing the amount of authorized capital stock from five hundred shares to fifteen hundred shares, fourteen hundred being common stock and one hundred shares being preferred stock. George A. Michel is president of the corporation.

Davega Sales Drive

A luncheon attended by members of the Davega, Inc., organization, operating a chain of music stores in the metropolitan territory, was held at the Hotel Commodore, New York City, on Sunday, March 11, at which plans were discussed for a tremendous sales drive to take place April 15 to May 15. The drive will commemorate the forty-ninth anniversary of the company, and it is expected that the sales volume for the month will double that of a normal month.

Be Sure Your Needle Packages Are Marked MADE IN U. S. A.
WRITE US TODAY FOR DETAILS, PRICES AND DISCOUNTS

BRILLIANTONE STEEL NEEDLE COMPANY of AMERICA Inc.
370 Seventh Avenue New York City
Kellogg goes forward not backward!

Legislation and Acoustics Topics at March RMA Meeting

Dr. John Winton, Acoustical Engineer, Gave Illustrated Address on "Sound Generating Surfaces"—Legislation in Washington Discussed

Developments in radio, both in legislation and in acoustics, were subjects discussed at the monthly luncheon of Radio Manufacturers' Association on March 30th, at the Hotel Commodore, New York.

Dr. John Winton, acoustical engineer, who has been identified with some of the most important steps of radio progress, gave an illustrated address at the RMA luncheon, which was presided over by Hugh H. Eby, of Philadelphia, an RMA director. "Sound Generating Surfaces" was the subject of Dr. Winton, who reviewed over a century of pioneering experiments in acoustics from which the modern loud speaker has developed. These experiments, Dr. Winton said, dated back to 1829, including tests of metal bells, one of the many types of sound transmission surfaces. Mathematics of vibrating surfaces, as well as acoustics, which are now incorporated in the modern loud speaker, according to Dr. Winton, go back at least to 1839. He reviewed the developments in telephone, phonograph, and other sound transmitting and radiating devices and stated that, peculiarly, some modern manufacturers were basing their new products on acoustic principles as old as fifty years.

How representatives of the radio industry had been opposing new radio legislation in Congress, threatening the radio public and the industry, were detailed by Bond F. Geddes, executive vice-president of the RMA. The new legislation was rushed through Congress, Mr. Geddes stated, without any one of the radio industry or the radio public having a word before either House or Senate Committee. None of the radio interests able to give their technical or other opinion on the effect of the legislation upon the industry or the public was heard.

Protests of radio industry representatives to individual members of Congress, Mr. Geddes stated, had been followed by a compromise on the so-called "equal" distribution of broadcasting facilities, which actually is unequal and inequitable both to the radio public and the broadcasting interests.

"Politics of many varieties, from Ku Klux Klan to the Shipping Bill, all figured, and unfortunately, in the new radio legislation," said Mr. Geddes. "The compromise probably will read into law an unfortunate principle that radio broadcasting facilities should be allocated from the transmitting end, rather than the public reception end. However, the compromise is infinitely better than the original drastic and unworkable legislation proposed."

That within a week the Senate will take action on the confirmations of radio commissioners and give the radio public and the industry something it had been denied for a year—a functioning commission—appears probable, Mr. Geddes said.

Radio Exposition Held in Detroit

Detroit, Mich., April 6—The radio exhibition which was held at the Convention Hall during the past four days, April 2 to 5, under the auspices of the Federated Radio Trade School and the Amateur Relay Clubs of the city, was a decided success. Manufacturers of radio receivers, parts and accessories from all parts of the country had displays, featuring chiefly the newest AC developments. One entire section of the exposition hall was devoted to a series of electrical stunts and radio experiments, including television and short-wave operation.

United Co. Announces Motor for Portables

For several years F. F. Paul, president of the United Air Cleaner Co., has felt that the one outstanding need in the phonographic field was United No. 2 Motor a good small motor designed exclusively for portables. This idea, combined with the engineering activities of the United Air Cleaner Co. over a considerable period, has at last resulted in the new United No. 2 Motor—a motor made to fit the distinctive needs of portable construction. The new motor is silent, and though of necessity small, has a strong, even pull, operating with a noiseless worm-gear wind. It has a number of exclusive United features which especially adapt it for use in portables.

The above "story" from a widely read business newspaper is hereby denied, both by Mr. F. D. Pitts and the Kellogg Switchboard & Supply Company. There is no intention of using the trade name "Majestic"—nor of producing a 3-tube Kellogg Receiver.
New Kellogg Models
will arouse enthusiasm but
they will not be 3 Tube Sets

RUMORS are flying thick and fast! The
whole industry seems to be talking about
what Kellogg is going to do.
The Kellogg line for Fall, 1928, has not
yet been announced. But to Kellogg distribu-
tors and to the many dealers and jobbers in-
terested in securing the Kellogg Franchise, we
may say:
Kellogg will go forward in the future as in
the past. Never backward! New Kellogg
models will incorporate the very latest devel-
opments. They will, of course, be A-C sets,
using Kellogg A-C tubes. They will be sets
of unequaled tone quality, as Kellogg sets
always have been. They will be outstanding
in design—VALUES that will insure ready
sales and clean profits.

Increased production will make it pos-
sible to open additional territory this
season. We, therefore, invite inquiries
from jobbers and dealers interested in
the distribution of high quality radio.

Kellogg Switchboard & Supply Co.
Dept. 25-94
CHICAGO

F. A. Hinners & Co.
Formed in New York

Frank A. Hinners, Well Known to Trade,
Announces New Firm Will Manufac-
ture and Market Radio Speakers

Frank A. Hinners, prominent in Neatrodyme
circles, and formerly president of the King
Hinners Radio Co., has announced the forma-

ally well to approach the speaker design
problem from the angle of the set manufacturer.
His announced intention is to work closely with
individual manufacturers to the end that he
may produce the most satisfactory speaker for
their individual console needs.

In addition to special type speakers for
manufacturers' consoles, the Hinners Company
plans to market a quality speaker for the whole-
sale and retail trade, details of which will be
forthcoming shortly.

Seattle Radio Men
in Important Meet

Eighty-four Trade Representatives Present
Heard Interesting Talks

The radio group of the Radio and Music
Trades Association, which met on March 14,
in the Seattle Chamber of Commerce Hall, had
a turnout of eighty-four, including dealer mem-
bers and their staffs, with Harry J. Martin,
chairman, presiding. "General Principles of
Salesmanship" was the topic spoken on by W.
A. Wicks, of Franklin-Wicks. Sherman W.
Bushnell, of the National Radio Co., delivered
a speech of excellent value on "Activities in
Which the Radio and Music Trades Association
Should Engage for the Benefit of the Radio
Industry in Seattle," which was followed by a
general discussion concerning his remarks.
Finally it was decided that a committee be
appointed by the chair to report back at the
next meeting concerning: Trade relations;
possibility of making arrangements for the in-
struction of service men to cover the technical
and selling side in which radio service men are
involved; various problems in connection with
broadcasting and local reception conditions.
It was decided also that the second Tuesday
of each month would be the meeting date.

C. H. Callies Made
Temple Ad Manager

Widely Known Chicago Advertising Man
Assumed Important Duties with Loud
Speaker Manufacturer in March

Charles H. Callies, a well-known figure in
Chicago advertising circles, was appointed ad-
vertising manager of Temple, Inc., loud speaker
manufacturer of this city, assuming his new
duties on March 9. Mr. Callies, soon after the

Charles H. Callies

World War, became interested in radio from
the standpoint of an amateur, and later in radio
advertising work. He formerly conducted an
advertising agency in Chicago known as Charles
H. Callies, Inc., and through his experience in
the handling of radio accounts and contact with
the trade he is especially well fitted for his new
position as director of advertising for the
Temple organization.
“Satisfy Customers and They Will Be Your Best Source of Prospects”

Oscar Hanson, Exclusive Kolster Dealer, Discusses Methods Which Have Proved Most Successful in Increasing His Volume of Radio Set Sales

Use your record of sales made a year or more ago as a list of prospects for to-day. That is the suggestion of Oscar Hanson, proprietor of the Hanson Electric Co., 1915 West Superior street, Dubuque, Ia. He is winding up his first complete year of specializing on Kolster Radio, and he has sold approximately 200 sets so far. In addition, he has a prosperous electrical supply trade, and he does a large contracting business that amounts to more than $100,000 a year. All this is done in an attractive basement shop with the aid of Mrs. Hanson in the salesroom, two service men and a service car. So his business methods must be sound.

“I keep a detailed record of sales,” said Mr. Hanson. “The file of about a year or two back, I find, is always an excellent hunting ground for prospects. The amount of time between the first sale and the possibility of a second, of course, depends largely upon the number of changes that have taken place in the design of receivers. The recent advent of the AC tubes has made prospects of all purchasers on record beyond a year back. My file is being combed regularly for the names of those who have sets not using the latest improvements, and we go after these prospects aggressively. “Take care to satisfy all of your customers completely, and they will be your best source of prospects. An important step in doing that, and one which lessens your service calls, is to test each set thoroughly in your shop before you send it out for a demonstration or delivery. I set them up with the tubes to be used when the set is installed in the home, and tune in both local and distant stations. It’s a precaution that pays well.”

Prospects are often obtained through service men, he went on. A certain amount of service is required by all sets, no matter what kind or where they come from, though it may only be a call for new tubes or batteries. He makes it a point to have his service men go out of their way to service any set. In addition to selling accessories that way he gets leads which often result in sales. The rest at least become friendly prospects and they will want a new set some day.

Another important rule he follows and recommends is “Always have a good stock of merchandise on hand.” He says he has an A.C. and D.C. tubes and parts for every kind of receiver, and he persuaded his distributor to try the Kolster line as an experiment on January 1, 1927. Between that day and May 1, four months of post-holiday selling, he sold fifty-eight sets. That convinced him. He decided to get an early start for the new season, plan his campaign and carry it out along definite lines all through the year. So on the first day of August he made arrangements to enlarge the personnel of his service department and sales force, made up his advertising budget and detailed plans on how to use it, arranged to get his window displays in and made tentative plans for some public demonstrations early in the fall as publicity stunts to attract attention to his products.

When Mr. Hanson employs men for service or sales work, he finds the kind of man he wants first, and then talks salary afterward. He says it does not pay to find a man to fit a salary. A successful shop must have the best service and salesmen obtainable. They may cost more, but they make more for the shop than is required to make up the difference in salary. A radio shop quickly gets a reputation either for pleasing its customers or for being unsatisfactory, through the good work of service men who understand their jobs and salesmen who are courteous, obliging and convincing, or through the half-hearted work of these employees. The difference in reputations means increasing success and profits or meager existence, finally leading to failure.

At least two service men are employed all of the time in repairing sets of all makes. They also demonstrate sets outside of the shop and close sales. They are the type of service men who can handle any delicate emergencies that may arise in the course of a demonstration or sales talk. Most of the sales, however, are closed right in the store either by Mr. or Mrs. Hanson. A service car is used for delivering sets and taking care of service calls. It has more than paid for itself, according to Mr. Hanson.

Early this season, when many dealers became excited about the coming AC sets and refused to stock up on DC sets, awaiting the time when their manufacturers could come out with electric sets, Mr. Hanson calmly continued to sell battery sets, which he had on hand and which his distributors had, and he did a surprising amount of business, while his competitors were lying down on the job. When electric sets did come out his stock was clean of battery sets, and he went right on with his busy salesmen selling the new AC receivers, while other shops had to find their sales strike again.

The store is in a basement with one large window facing the main business street of the west end of town. Mr. Hanson takes full advantage of that window. Moving objects in a window always attract attention, and they have been used quite often. Mystery is another big attraction. A black cloth draped over a Kolster Power Cone on the sidewalk, and operated by a set in the store, has always been a drawing card for passers-by. During such extra radio features as championship fights and important football games the speaker on the sidewalk has packed the street for a half-block in each direction.

Newspaper advertising is used consistently, the total amount being a fixed percentage of his annual sales. He has had a contract with the largest paper in the city and kept up a series of Kolster advertisements. Steady pounding with "ads" is what counts, rather than now and then. The percentage of returns is larger.

WE WANT ORDERS
From the Man Who Demands the Highest Quality in PLYWOOD SHIPPING CASES.

10,000 ACRES OF THE FINEST TIMBER
NEW MACHINERY EQUIPMENT THROUGHOUT
18 YEARS OF SUCCESSFUL MANUFACTURING EXPERIENCE

Northern Maine Plywood Co.
Statler Building
Boston, Mass.

Unusually Attractive Kolster Window

So far, so good, as far as the window display goes. The Kolster window to-day is likely to appear in any store or radio shop, and is likely to produce results in the way of increased business, increased repeat orders, and increased customer satisfaction. The Kolster window is an attractive window display with Kolster receivers in it and Kolster publicity material around it, and it is in just the right place to attract attention. It is likely to be the tallest, most attractive window display in any radio store in the city, and it is likely to bring in a lot of business. It is likely to be the talk of the radio world, and it is likely to be the talk of the city.

The Kolster window is a window display with Kolster receivers in it and Kolster publicity material around it. It is likely to be the tallest, most attractive window display in any radio store in the city, and it is likely to bring in a lot of business. It is likely to be the talk of the radio world, and it is likely to be the talk of the city.
The Romance of Wood

Since the dawn of the first day, the symphony of Life has been carved on the bark of trees... Wood is nature's chosen and unsurpassed method of expressing the universal language of music.

Wood is nature's chosen and unsurpassed method of expressing the universal language of music. Wood is nature's chosen and unsurpassed method of expressing the universal language of music.

MOLDED WOOD TONE CHAMBERS

RARE tone quality, the ability to make musical instruments in an orchestral production stand out clear and distinct, and impart to the human voice a naturalness and reality that is decidedly new in radio reproduction, is the notable achievement of the Molded Wood Tone Chamber.

This is the result of the combination of a long tone chamber of Molded Wood and the perfect, specially designed Fidelity Speaker Unit, reproducing with utmost faithfulness and full-throated beauty every note of the musical scale, without excessive amplification or weakness at any point.

A sample for your own test will be furnished gladly without any obligation.

Send for catalog and wire for full details.

MOLDED WOOD PRODUCTS, INC.
219 WEST CHICAGO AVE. CHICAGO, ILLINOIS
Creating a Record Demand for Finest Music

By W. Braid White

The difficulty to-day with these conversations of mine is with the profusion of subjects. There was a time when I, like myself, preached the gospel of good music via the phonograph record, felt myself truly vox et praestern nihil, as they used to say in Rome, a voice and nothing more, in fact quite decidedly the voice of one crying in the wilderness without evoking any particular interest from the inhabitants thereof. But to-day we have changed all that. Now it is really much more a case of not begging the manufacturers of records to give us fine music, but of inducing the dealers and sales people to understand that a market for such records exists, and how it may be reached and tapped.

Three Anniversaries

The year 1928 comes as the last of a trio famous for musical anniversaries and thus susceptible of more or less elaborate treatment by the industries concerned in selling music and its instruments. Nineteen hundred and twenty-six was the two hundredth anniversary of the perfecting of the original pianoforte. Nineteen hundred and twenty-seven was the one hundredth anniversary of the death of Beethoven. Nineteen hundred and twenty-eight marks the one hundredth anniversary of the death of Schubert.

The piano industry of this country failed to take any particular interest in the 1926 anniversary, but we all know that the Beethoven centennial last year was well worked up both in this country and abroad by the ingenuous efforts of the Columbia interests. The output of fine music during 1927 was vastly stimulated by the anniversaries, and it is safe to say that, despite the large expenditures involved, all concerned are glad that they went into the thing so largely and well. For it has been a question from 1926 onwards, of establishing for the phonograph a position of its own. When electric recording came in nothing was more necessary than to establish at once a supremacy in the matter of good music, for evidently the new methods would bring to the phonograph powers and possibilities never before possessed, which, however, would only show themselves at their best in music of the higher grades. In fact, from the start of the new methods it has been clear that the phonograph must, as it were, strike out for itself in new directions, and that, by all long-sighted views, this direction must be definitely artistic. Whatever might happen in the future, it has been evident that the standard of the phonograph industry would sooner or later be its libraries of rare interpretations of great music, by great artists, done fully and not partially, reproducible faithfully and not as the poor shadow of reality.

Schubert

Now, again, during 1928, we are faced with an opportunity to put before the intelligent music-loving public the new position and possibilities of the phonograph. The name of Franz Schubert is universally known. Uncounted millions have heard the "Serenade," the "Hark, Hark, the Lark," and the piano Impromptus. Of late almost as many millions have heard via radio or in person, the great eighth symphony, universally known as the "Unfinished." Goodness only knows how many crowded houses nightly have been filled, because of Autumn Leaf Time, which is all about Schubert and is built entirely on themes from his works. The greatness of the music itself, its instantaneous appeal to every hearer, cultivated or barbarian in taste, gives to the name and fame of Schubert a power and an influence hardly equaled among musicians.

It is well known that the Columbia interests have organized plans for suitably celebrating this occasion. These plans go far beyond any previous annualization of the anniversary. They can, in fact, be utilized by everybody concerned with the phonograph industry. They call among other things for prices to be awarded to the first twenty-three records submitted, the best Scherzo and finale (third and last movements) to the Unfinished Symphony. There will be celebrations all over the world, and the concerts, lectures, and gala performances which will be given in every great city of the United States will bring the music of the great Viennese to every town and village. How any dealer can fail to capitalize Schubert year is beyond my ability to explain.

Valkyry

All this provides just another indication of the present trend in things in the phonograph industry. It will not be supported by the most careless individual that the eminent manufacturers who are putting all this money into the production of complete symphonies, or even grand operas, are merely doing it for fun without some idea of getting their money back. The Victor bulletins of March 30th contains the announcement of the release of a new and virtually complete recording of Wagner's opera "The Valkyry," which for many years has been one of the stand-bys of the world's opera houses and has, with Lohengrin and Tristan for the honor of being the most frequently performed of all the Bayreuth master's works. Victor are always the answer to an announcement of Valkyry, a house as full as the houses of Carmen, Faust, Trovatore or the old Italian operas. Now Victor is putting out a Valkyry recording which will enable its owner to give a complete operatic performance at home. When we add to this that of course the recording is electrical, that the work has been done, in part, in Germany, that the Wotan is sung by Schorr and the Sieglinde by Florence Austral, that the conductors are Albert Coates in London and Leo Blech in Berlin, that the whole score is given, save for a few of short and tolerable cuts; it is time to admit that this is something like an offering. Nothing so elaborate has been done in this line yet. The fine pioneer attempts of four years ago, when Mettensinger and the Ring trilogy were given in part, were subject to conditions of recording which were against complete success. Now, however, all makes for success, and those who have heard the records in Great Britain, where already they have been published, have little but praise for them.

The Trend

This, then, is the trend of things. Those who have most at stake in the phonograph industry perceive that its future support is to come more and more from the intelligent music-lovers of the country, and they are therefore doing all in their power to appeal to this large, constantly increasing but hitherto neglected minority of the population. There is no sense at all in crying over milk already spilled and on the ground. The taste of the public for the ephemeral will in all probability be largely filled hereafter through the broadcast; but the phonograph will remain as the one and unapproachable recorder and reproducer of the finest music, available at any time, made under perfect conditions and vastly superior in every detail of reproduction. A concert hall in the home, ever available, subject to no interruptions, the
An Automatic Phonograph Which Plays 28 Records on Both Sides Continuously

Volume Controlled

The ORCHESTROPE is the only instrument which plays—continuously—28 records on both sides, turning and changing them automatically.

The ORCHESTROPE is the most outstanding and sensational improvement in musical reproduction in recent years.

All Electric

An instrument which you—MR. DEALER—with the aid of our co-operative sales plan, can easily merchandise to locations such as:

Theatres, Confectioners, Restaurants, Clubs, Hotels, Department Stores, Dance Halls, Y. M. C. A.'s, Roadside Places, Fraternity Houses, Drug Stores, Pool and Billiard Halls, Country Clubs, etc.

Coin Operated If Desired

DEALERS!
Wire or Write for Exclusive Sales Franchise

CAPEHART AUTOMATIC PHONOGRAPH CORP.
Manufacturers
HUNTINGTON INDIANA
The Talking Machine World, New York, April, 1928

Unique Room for a Brunswick Display

Miniature Log Cabin, Completely Furnished, in Lamar, Col., Store Attracts Wide Attention From the Public

The Valley Department Store, Lamar, Col., recently installed in the front part of its institution a miniature log cabin, furnished complete, to use as a Brunswick display room. The cabin is attracting a great deal of attention because of its unique design, and represents a shelter such as was first used by the pioneers of that part of the country. Before a comfortable fireplace in the interior of this log cabin, Brunswick Panatropes, Panatropex-Radiokas and records are demonstrated.

J. B. Hurd Wins RCA Sales Plan Contest

National Campaign Resulted in Bringing to Light Many Successful Ideas for Promoting Sales of Receiving Sets

First prize of $1,000 has been awarded by the Radio Corp. of America to Johnston B. Hurd, president of the Hurd Radio & Electric Co., Elizabeth, N. J., for a sales plan he devised and put into operation for marketing RCA Radiola 20. The prize was awarded as a result of a contest conducted last summer on a nationwide scale, and was one of nine, all the other awards being $50 each. Following are the names and addresses of the winners of the $50 prizes:


In announcing the prize winners RCA officials stated that the simpler and more direct sales methods were, in nearly all cases, the most effective from the standpoint of results.

Barker Bros. Corp.

Floats Stock Issue

The Barker Bros. Corp., a holding company formed to acquire all the common stock of Barker Bros. Inc., Los Angeles, Cal., has, through two New York banking houses, sold $3,000,000 of convertible 6% per cent cumulative preferred stock and 25,000 shares of common stock, which will be used to retire the first and second preferred stocks of Barker Bros. Inc. This company, which handles talking machines and pianos, in addition to a complete equipment of furnishings for the home, did a business last year that exceeded $16,000,000.

Atwater Kent Radio Hour for Far West

The East has enjoyed Atwater Kent broadcast hours for several years. The Pacific Coast is now to have its own series of Atwater Kent Hours broadcast over the Pacific Coast network each Sunday night. The program is under the auspices of the Atwater Kent Mfg. Co., of Philadelphia, and its Pacific Coast distributors, Ernest Ingold, Inc., of San Francisco; Sunset Electric Co., of Portland and Seattle, and Ray Thomas, Inc., of Los Angeles.

Big Spring Demand for Freed-Eismann

Spring demand for radio sets and accessories is splendid, according to Charles Abel, vice-president and general manager, and Harold Hawkins, sales manager, of the pioneer radio jobbers, Syracuse Auto Supply Co., Syracuse, N. Y., on a recent visit to the Freed-Eismann factory, Brooklyn. They reported that the new Freed-Eismann 26-inch cone speaker is particularly successful among their customers in central New York State.

Creating a Demand for Finest Music

(Continued from page 40)

victim of no atmospheric conditions; this is the phonograph.

Town it already are looking the musically intelligent people of this country, for despite the extraordinary blindness and apathy of dealers, news of the great improvements which have been made during the past three years has penetrated to the public mind. Else how explain Victor's forty-seven million dollar business during 1927? But not half enough is being done. Dealers are still wasting their time in crying over the change in public taste. Certainly taste has changed; but whose taste? The taste of those who bought dance music and yelled for jazz is by no means even now being satisfied by radio; but a good part of the sales of jazz records is now undoubtedly lost to radio. That much is certain. What then is to be done? Plainly the road open to us stretches ahead. We have but to go to the intelligent music-lovers of the country and let them know what still most of them do not know that the phonograph has these things for them. That, and that only, is what we need to do to insure future prosperity.

Not a Difficult Task

Nor is the task insurmountable. It is not even difficult. What is needed, all that is needed, is a new recognition of truth and a new understanding of the facts. No more or less is needed than a recognition by the dealer that he has to look for a new type of customer. But when that new type of customer is ready and waiting for him, why should he feel bad about anything?

During this coming year I intend to talk a lot about the Schubert centennial, about Schubert and his life, about the Victor Valky recording, and about other things of the kind. If no more, at least I shall hope to stir up interest among some who at present have none in these matters. By so doing it shall be helping to bring about that changing of viewpoints which the phonograph industry now calls for and which is all that it just now needs.

Congratulations!

Mr. and Mrs. Joseph D. B. Freed are receiving the congratulations of their many friends upon the arrival of a son, who has been named Robert. Mr. Freed is president of the Freed-Eismann Radio Corp., Brooklyn, N. Y.

The New Veraphonic Vincennes Phonographs

Instruments of rarest tonal quality, they incorporate the new Veraphonic principle, and important amplifying discoveries of Vincennes engineers.

Employing its own individual reproducer, entirely developed in its own laboratories, the Veraphonic offers reproduction of music that cannot be approached by any other mechanical phonograph. The diaphragm used is specially constructed of three concentric layers of MICA, and will not crystalize under vibrations.

Housed in a new cabinet—first introduced to the trade by Vincennes—the Veraphonic model illustrated here renders lifelike reproduction and meets the most exacting requirements of music lovers.

The cabinet design is entirely new—the doors covering the tone chamber slide behind the decorative panels, overcoming the objections sometimes made to swinging doors.

The retail price of this Model is only $95.00!

Vincennes Phonographs—the Rivoli and Veraphonic lines—retail from $49.50 to $485.00

NINE PEOPLE OUT OF TEN—BLINDFOLDED—CHOOSE THE VINCENNES!

THE VINCENTES PHONOGRAPH MANUFACTURING CO.

VINCENNES, INDIANA
The industry is alive with talk today. Retailers, wholesalers, manufacturers—everyone is discussing radio and the radio market. All recognize, in A. C., the basis of permanence and increased demand. All unite on the expanding future for radio.

But through all this talk, there is one note that stands forth pre-eminent in demanding recognition. It goes beyond the mere mechanics of radio. It gets right down to fundamentals—places a detecting finger upon the one great underlying factor, which, more than any other, will ultimately govern any dealer's permanency and success in selling radio.

That factor is tersely summed up in the answer to this question: "Who is the manufacturer?" Find the right manufacturer! That is the first step. When you find the right manufacturer, you'll have the right radio. You'll have the right proposition. You'll have the right assurance of a lasting connection on which you can safely build.

The position of Stewart-Warner is unparalleled in the field of radio. Think for a moment. How many of today's trade names in radio predate the birth of broadcasting? How many carry with them a 28-year reputation of stability, achievement, leadership, good will?

How many can point to a history that dates back virtually to the beginning of the automobile? To an experience born of the one great industry which, more nearly than any other, parallels the characteristics of radio?

The name Stewart-Warner—and Stewart-Warner alone—stands for all these things!

The dealer or jobber who ties up with Stewart-Warner will never have an "orphan" radio on his hands. He will have no unpleasant memories to live down or forget. He can build his business with confidence that he will be selling Stewart-Warner Radios five years, ten years, fifteen years hence.

And, knowing Stewart-Warner's outstanding record in merchandising and advertising, he can depend upon Stewart-Warner to lead the way with common-sense, intelligent merchandising assistance.

Radio has come to stay. You are in business to stay. And Stewart-Warner is in radio to stay. Here, then, is the perfect opportunity for a permanent and profitable union.

Our facilities for radio production have again been enlarged. We are looking for more dealers of the right type. You should know about the Stewart-Warner proposition. Don't delay. Write or wire for details today.

30 years in business—$3 million dollars in resources—9th successful radio year

STEWART-WARNER SPEEDOMETER CORPORATION
CHICAGO • U.S.A.

The voice of authority in radio
A New Market For You

New profit for Dealers --- introduced by The Allen Pick-Up --- retails for only $7.50 complete --- what an opportunity! An excellent product which quickly gives your customers electrical reproduction on their old mechanical phonograph. Simply attach to the tone arm on any machine, plug into any good radio, and you enjoy electrical reproduction.

Allen Portables, all models, equipped with this Pick-Up are available to your trade at the regular list price plus $7.50. There is a profitable new market opened for Dealers and Jobbers with this product. Wire or write today for samples.
ALLEN PORTABLES have proved one thing—that the world still makes a beaten path to the store where a better product is sold.

But we're meeting the world more than half way. The ad shown here will appear in the Saturday Evening Post and is the fourth of a series which will go consistently into some 3,000,000 homes, many of them in your own city or town.

That's our way of "beating a path to your store." Stimulating actual sales right in your own town! Helping you sell! Bringing you new business and generous extra profits.

Just call the jobber near you for samples, or write us for complete free catalog.

ALLEN-HOUGH MANUFACTURING COMPANY
RACINE, WISCONSIN  Factories: New York and Racine

The real fun starts when you play the Allen Portable. Pulses quicken and eyes brighten at the snappy music. Joy flames for all—happiness holds sway! Nothing quite like it to put life in any party or outing.

It's the smartest and most modern of musical instruments for the home. Has all the new features, and plays all records. Your choice of three fine models in striking colors. Priced right!

You've read about the Allen Portable many times in these columns—now ask your dealer for a free demonstration, or write for catalog.

HEAR AND SEE THE DIFFERENCE!

ALLEN PORTABLES
ALLEN HOUGH MFG. CO.
MILWAUKEE, WIS.
The Talking Machine World, New York, April, 1928

Phono-Link

PATENTS PENDING

Links the Phonograph to your Radio!

Volume Control That Tapers to a Whisper!

Here's a little picture from life, gentlemen, that tells why there are sales, and more sales and more—well, repeat orders are pouring in from dealers everywhere!

A record is played at a customer's request. It gives good results—the usual results. Then the dealer, aware that his customer owns a radio set, brings in a little device, weighing but 2½ ounces, places it lightly on the turntable, connects it (instantly and easily) to a radio set, pulls the switch—and that selfsame record pours out a wealth of sound that the customer never even remotely suspected was hidden in it! A turn of the knob and volume is reduced, magnetically. Another slight turn and the record is whispering its message; but with remarkable clarity and with every heretofore distorted or lost tone coming out with flute-like beauty.

"How much?" is the question. "Seven-fifty," the answer. The sale is made, then and there. And other sales are made, and others, until the pick-up business in that shop is something to talk about. The PHONO LINK is right, precisely right. It accomplishes wonders. It is literally fascinating to every phonograph and radio owner. The price is right—practically nominal. It's a combination that makes new customers and helps to sell more records, phonographs and sets.

Ask your jobber to give us the chance to prove these facts to you. Write for full details and our SPECIAL MERCHANDISING PLAN. Let us help you merchandise the PHONO LINK.

PRICE

The Phono-Link Co.

490 Broome Street, New York City
Newcombe-Hawley Is Licensed by Magnavox

Manufacturer of Exponential Horn Type Reproducers to Market Dynamic Type—
V. Ford Greaves Appointed to Newcombe-Hawley Engineering Sales Service

A license agreement has been consummated whereby Newcombe-Hawley, Inc., large manufacturer of exponential horn type reproducers, will market a reproducer of the dynamic type under Magnavox patents. In this connection, Newcombe-Hawley has secured the service of V. Ford Greaves, who has been engaged in the development of dynamic cone reproducers with the Magnavox Co. for the past several years.

Mr. Greaves has been active in research work in acoustics since 1910. He conducted important radio activities for the government during the war, and holds a Lieutenant-Commander's commission in the U. S. Naval Reserve. Since the war he has been associated with the Federal Telegraph Co., and later he was associated with the Magnavox Co.

Mr. Greaves' experience in pioneer development of the dynamic cone particularly fits him for his new duties with Newcombe-Hawley, where he will be engaged in engineering sales service, solving the acoustical problems of Newcombe-Hawley's customers.

Through their connection with the Wallace Clement Sahine Acoustic Laboratory at Riverbank, Geneva, Ill., and a group of scientists and engineers, Newcombe-Hawley are developing many refinements in radio and phonograph reproducers of all types. They are bringing the benefits of their research work to the public in products manufactured in Geneva and St. Charles, Ill.

Polymet Mfg. Corp.
Adds to Its Plant

A constantly increasing volume of business has compelled the Polymet Mfg. Corp., manufacturer of various parts and accessories for radio receivers and power units, to take over another floor in the building at 599 Broadway, New York City. This was the first public announcement made by Otto Paschkes, president, and Nat C. Greene, vice-president, of the Polymet organization, upon their return from abroad, where they made a thorough survey of radio conditions in England and in the countries they visited on the Continent.

Death of H. Horner

Henry Horner, for over forty years engaged in the musical instrument business in Beatrice, Nebr., died March 25 in that city, aged seventy-five. He came from a musical family, was highly respected and had scored a great success in his business, which was recently turned over to his son, Samuel H. Horner, who now conducts it as H. Horner & Son. In addition to well-known pianos, Columbia and Edison phonographs and Zenith and Atwater Kent radio are handled by this concern.

Garber Orchestra
With Columbia

Jan Garber and His Orchestra Latest Dance Aggregation to Sign Exclusively With the Columbia Phonograph Co.

Jan Garber and His Orchestra, well-known dance aggregation, recently contracted to record exclusively for the Columbia Phonograph Co. catalog. Garber won his early fame at Coral Gables, Fla., where he conducted the leading dance orchestra for several seasons.

The orchestra's first Columbia release coupled the fox-trots: "Since My Best Gal Turned Me Down" and "I Wish I Could Shimmy Like My Sister Kate."

“HELYCON”
Stands for All That Is Best in
PHONOGRAPH EQUIPMENT

If you are a manufacturer or a dealer in phonographs or phonograph equipment, you should investigate the “Helycon.”

POLLOCK-WELKER, Limited
Kitchener, Ont., Canada

Cable Address: Polwel, Kitchener

Code: A.B.C., 5th Edition, Bentley's
The CIRCUS

The circus comes to town with a blare of trumpets and the smell of sawdust. Everything is absolutely the very biggest, greatest, newest, most wonderful, sensational and astounding. That night the circus leaves town—it doesn’t have to stay and make good! During the past years of radio development many names have flashed like a skyrocket and soon vanished for evermore. They had “circus” plans, but the trouble was, they had to stay
and couldn’t make good. The dealer was, in most cases, the “goat.” Of the enduring names in radio, Kolster is today outstanding and made so by adherence to the basic principle that a successful business can be built only on confidence. This confidence has resulted in continuous growth for Kolster Radio and will add thousands of new Kolster users this year. The Kolster dealer is assured of sound, progressive methods backed by finance, engineering and merchandising.
Three-Quarters of Radio Corp.'s Income Put Back Into Business

Net Earnings for Five Years Aggregated $39,145,172, of Which 25.94 Per Cent Was Paid Out in Dividends and Tax Reserve—Balance to Surplus

A recent study of the income accounts and balance sheets of the Radio Corp. of America for the years 1923 to 1927 shows that three-quarters of the net earnings of RCA have been plowed back into the property in the last five years. While net earnings for the five years aggregating $39,145,172, only $5,505,996 was paid out in dividends and $4,645,735 was set aside as Federal tax reserve. Together these items comprise $9,151,731 per cent of the net earnings and the balance of 74.96 per cent went to surplus or reserves. These dividends cover only four years, beginning with 1924, when the 7 per cent preferred stock became cumulative, and no dividends were paid on the common stock in the period under consideration.

The study shows that the greater part of the accumulation of reserves remained untouched until 1927. In the three years, 1924 to 1926, reserves of $6,332,099 were used to write down contracts and good-will to $1. In the 1927 balance sheet many items were written down through the application of accumulated and reserved reserves. Drastic write-offs an organization like RCA would appear in its annual report to the patents and patent rights account, which stood at $12,621,184 at the end of 1927. To this account reserves of $7,355,640 were applied, reducing it to $5,251,543 or 43.5 per cent of the total.

Radio Wholesalers’ Association
Executive Committee in Session

Organization Plans Completed at a Two-Day Meeting Held in Chicago—Important Matters Discussed—Next Meeting to Take Place on April 21

The Executive Committee of the Jobbers’ Section of the Federated Radio Trade Association, met in Chicago; the second meeting of the year, in which all the members of the wholesaler’s organization were represented. The members were assembled to consider the various problems that face the wholesale industry and to plan solutions for them. The meeting was held at the Palmer House, Chicago, and was attended by representatives from all parts of the United States.

The meeting was opened with the presentation of a report on the progress of the organization’s plans. The report was given by the executive secretary, who outlined the various projects that had been undertaken by the association and the steps that had been taken to implement them. The report was followed by a discussion of the problems facing the wholesale industry and the steps that could be taken to address them.

A number of resolutions were passed by the committee, addressing various issues such as the need for better communication between manufacturers and wholesalers, the importance of quality and reliability in the products offered by wholesalers, and the need for more training and education for wholesalers.

The meeting concluded with the announcement of the date and location of the next meeting, which will be held on April 21 in Chicago. The committee expressed its hope that the meeting would be well attended and that it would provide a valuable opportunity for the members to discuss and address the issues facing the wholesale industry.
The Most Complete Line
Seven Models Described Below

Tone and Volume
From Long Horns

BERG A. T. & S. CO., Inc.
Long Island City, N. Y.
Landay Bros. Feature Fada Sets in Comprehensive Screen Tests

Series of Newspaper Advertisements Invite Buying Public to Make Selection of Radio Receiver From Comparative Tests Behind Screen

While occasionally the "blind" test has been used for loud speakers, it has remained for Landay Bros., New York musical instrument house, to adopt a comprehensive screen-test plan for radio. The announcement to this effect was first made in the New York Times for Friday, February 24, in connection with Landay's featuring of the Fada A. C. electric radios. The idea is regarded as sufficiently revolutionary to warrant the belief that radio selling methods will be considerably altered by it.

Landay announced that the music specialists in the organization had tested Fadas behind screens and that by process of elimination the product of Frank Andreas and his associates had "proved its thoroughbred qualities." The significant thing for readers of this publication about this screen-test idea is set forth by Landay in these words:

"After all, most of our patrons are not technical experts, every radio owner thinks he knows the best radio made, but how many has he actually listened to side-by-side—under exactly the same conditions?

By arranging for its customers to be able to have the radio screen test in all the company's stores, Landay feels that each customer will be satisfied by means of his own ears.

R. B. Rose Radio Chain Is Bankrupt

Operator of Thirty Radio Sections in Department Stores Lists Liabilities of $400,000; Assets $100,000

The R. B. Rose Co., 221 West Fifty-seventh street, New York City, operating a chain of some thirty radio departments in department stores throughout the East and Midwest, recently filed a voluntary petition in bankruptcy, listing liabilities of approximately $400,000 and assets of approximately $100,000. Melville Boyd and Thomas H. Matters were appointed as receivers under bond of $30,000. The Rose organization was formed four years ago by Robert B. Rose, for years talking machine buyer for R. H. Macy & Co., and Ralph B. Austrian, formerly assistant buyer of the phonograph-department of Gimbel Bros.

H. Bobker Now With Cable Supply Co.

H. Bobker, a widely known sales and advertising executive, is now associated with the Cable Supply Co., New York, in an executive capacity. The Cable Supply Co. manufactures radio tubes, transformers, condensers, electrical specialties and Neon tube signs. Mr. Bobker was sales manager of the Supertron Mfg. Co., Hoboken, N. J., manufacturer of Supertron tubes, for four years.

Bosch Profits Were $469,174 in 1927

Profits of $469,174, equivalent after expenses, depreciation, etc., to $2.26 per share on 207,399 shares of no par stock, were shown in the 1927 annual report of the American Bosch Magneto Corp., Springfield, Mass. This compared with $448,319, or $2.16 a share earned in 1926. Net sales were $7,975,027 in 1927, compared with $12,510,222 reported for 1926.

Southern Victor Dealers' Meeting

Atlanta, Ga., April 5—Victor dealers from Georgia, South Carolina, Alabama and Tennessee attended a general sales meeting last month at the Capital City Club, the Elyea Talking Machine Co., Victor distributor, sponsoring the meeting.

Acquires Control of Mu-Rad Radio Corp.

Sleepy Radio & Mfg. Corp., Officials and Mu-Rad Corp. in Important Deal—Gordon C. Sleeper Heads Both Companies

Announcement of the acquisition of control of the Mu-Rad Radio Corp. by officers of the Sleepy Radio and Mfg. Corp. and their transferring to the Mu-Rad Corp. of common stock control of the Sleeper Corp. has been

Gordon C. Sleeper at His Desk

announced by Gordon C. Sleeper. Mr. Sleeper is now president of Mu-Rad, as well as of the Sleeper Company, and his associate, H. C. Doyle, becomes treasurer of both corporations. Under the merger agreement, Mu-Rad becomes the holding company and Sleeper the manufacturing and operating company.

The contract between these two well-known radio concerns is said to involve a substantial increase in the working capital of the Sleeper Radio and Mfg. Corp., which will greatly broaden manufacturing and sales activities during 1928.

"The identity of the Sleeper organization is in no way lost or changed by combination with Mu-Rad," Mr. Sleeper stated in discussing the merger. "The stockholders of the Mu-Rad Company simply offered to turn over control, as well as to provide a substantial increase in the working capital of the Sleeper Company if any association with Mu-Rad would merge our company with theirs."

A series of recitals, utilizing the Columbia Victor tonal phonograph and New Process records, have been given throughout Portugal. In Oporto the recording of "Hallelujah," by Cass Hagan and His Orchestra, was so well received, it was repeated three times. Phonographs are popular with the public in Portugal.
FLASH
Your Way to Extra Hohner Profits!

Light OFF!

Light ON!

Up to date dealers who are real merchandisers have marked the Harmonica as one of the fastest growing and most profitable lines in their entire stock.

The spreading of Harmonica instruction in the schools, the great and rapid development of Harmonica Orchestras and Bands throughout the country and the recognition of the Harmonica by parents and educators as the first step in musical knowledge have placed this instrument in a unique position and have increased its sale by leaps and bounds.

Enterprising merchants are capitalizing on this situation by giving the Harmonica prominent space in their show windows and on their counters. They are reaping extra profits and securing many new and satisfied customers.

The Hohner Flasher illustrated above is a sure medium through which to obtain profits for all retail dealers.

Set it up in your window, plug it in on a light socket and let it go! Day and night it will flash its selling message to new customers. Beautifully colored, electrically illuminated, substantially built, convenient in size (14" x 17"), it is a REAL sales stimulator.

The Flasher costs you practically nothing when you purchase the No. 800 Assortment of Hohner Harmonicas—"The World's Best" both as musical instruments and as profit-making merchandise.

Hohner Harmonicas

M. Hohner, Inc., Dept. 72, 114 E. 16th St., New York
Canadian Address: Hough & Kohler, 468 King St. W., Toronto
Sell New Instrument, If You Can—If Not, a Reproducer

Russell Raymond Voorhees Tells How Reynolds Music House Found Sale of New Sound Boxes Increased Profits and Led to Phonograph Sales

Some dealers seem to feel that unless a person who has one of the old style phonographs can be sold one of the new type that it is not the best merchandising to sell them a new sound box so that they can improve their old machine. G. J. Emmanel, manager of the Reynolds Music House at Pensacola, Fla., felt this way and so for over a year he refrained from selling sound boxes unless they were called for. Finally he began to mull over the entire proposition, with the result that he decided he would give the new sound box a flying anyway and see what would happen. As a result he changed his selling plans. He tried in the first place to sell a customer with an old machine one of the new phonographs, taking the old one in for partial payment. When he saw that this could not be done for one reason or another, but principally because they didn’t want to take on the added financial burden, he would shift and try to sell them a new sound box so that they could bring their old machine up to date. The result was that in most instances he made a sale, either of a new machine or of a sound box. In addition he stimulated the sale of records, and this department began to show more activity.

Following up the sale of sound boxes, Emmanel found that later on these same people became prospects for the new machine, whereas if he had not sold them a new sound box their machine would likely have been out of use all of that time, and they might never have become prospects for the new phonograph. After using this method for some time now, Emmanel is convinced that the thing to do is to try to sell a new machine, and if that cannot be done, then the wise thing to do is to sell them a new sound box. That stimulates business and keeps the customer using the phonograph, which is the way only that the dealer can make continuous profits from it.

Grebe Establishes Radio Scholarships

Two radio scholarships, sponsored by Alfred H. Grebe, president of A. H. Grebe & Co., Inc., New York City, manufacturer of the Synchron-phase receiving set, will be given to worthy applicants by the Veteran Wireless Operators’ Association each year, it was announced at a recent meeting of that organization. The scholarships, known as the “Grebe Radio Scholarships,” will be awarded one for an attendant student and the other for a correspondence student in the Radio Institute of America, New York City. The candidate will be selected by means of a letter or essay prepared on a subject selected by a committee of the association. J. V. Maresca at the Hotel Roosevelt, New York, has been placed in charge of applications for the scholarships.

Roy A. Forbes on Dealer Education

How the Victor Talking Machine Co. trains its retail representatives was the subject of an interesting article based upon an interview with Roy A. Forbes, sales and merchandise manager of the Victor Company, that appeared in a recent issue of Printers’ Ink. The chief points of Mr. Forbes’ talk on retailer education, briefly summed up, are: A connecting link between the company’s national advertising campaign and the dealer’s educational campaign which was accomplished by the distribution of a sales book titled, “Inkling Acquainted”; a point of contact, represented by “Dorothy Martin,” namely, a woman who keeps in touch with the salespeople, 95 per cent of whom are women; the organization of Victor Record Clubs of retail salespeople in as many important cities as possible, each club holding monthly meetings at which advance records are played and discussed, and finally, the classification of records into types and the working for a higher unit of sale.

Co-operative Kolster Billboard Campaign

Harper-Megee, Inc., Kolster distributor, Seattle, with the cooperation of Kolster dealers, sponsored a concentrated billboard campaign lasting over a period of several months. At various points along the highways to and from Seattle nine twenty-four sheet billboards were placed. The message they have is brief and forceful and easily read by a glance of a passing motorist. It reads in huge letters: “Kolster Radio, a Triumph in Tone—Matchless in Value—Sold Only Through Authorized Dealers—Harper-Megee, Distributors.” Featured across the center of the board is a large illustration of the Kolster 6 H. Nightly illumination keeps the message at work all times. Since this campaign started increased sales can be traced directly to the Kolster billboards, and even though the expense was great, the remarkable advance in inquiries for Kolsters and about Kolsters and actual purchases have more than justified the expense.

New Distributors for Steinite Line

I. J. Cooper Rubber Co. to Cover Central Ohio and Indiana—Dunn & Carrigan-Hayden Co. in California Field

The Steinite Laboratories Co., Chicago, recently announced the appointment of the I. J. Cooper Rubber Co., as an exclusive distributor. The firm will cover the central Ohio and Indiana territory, and with offices located at Columbus and Dayton, O., and Indianapolis, Ind., the Cooper organization is in a position to give prompt and efficient service to Steinite dealers in that territory.

The Steinite Laboratories Co. also announced the addition of another well-known distributor to its rapidly growing list, the Donham-Carrigan-Hayden Co., San Francisco, Calif., who will act as an exclusive Steinite jobber in the northern California territory.

Fischer Co. Issues Chart of Springs

PHILADELPHIA, Pa., April 7—The J. A. Fischer Co., of this city, has just issued its new chart of Valley Forge “Non-Jump” main springs. A novelty has been introduced in the preparation of the new chart in that it has been prepared in a wall-hanger type. The cover, artistically prepared in two colors, shows the Valley Forge heat-treating process and the succeeding pages list, describe and give minute measurements of every spring in the Valley Forge line.

An Important Move

To remedy poor conditions surrounding the handling of insolvencies in the radio industry arising through lack of unified action of creditors, the Radio Manufacturers of America have decided to refer all insolvency cases of their members to the Credit Clearing House. The plan, as announced, will enable unit action in the election of proper trustees, and is expected to result in large savings in administrative expenses, as well as larger dividends for the parties concerned.

Exclusive Features

which will increase the sales value of your phonographs are incorporated in the superior line of

KRASCO silent
MOTORS

Krasco Phonograph Motor Co.
Elkhart, Indiana, U. S. A.
F. A. D. Andrea Returns From Cruise

President of Fada Radio Completed Personal Test of Radio Reception in Various Ports of the West Indies

F. A. D. Andrea, president of Fada radio, has completed a personal test of radio reception in various ports of the West Indies and aboard ship. Mr. Andrea recently returned to his desk from an enjoyable trip.

From the moment he left New York, Mr. Andrea reports, he was able to keep in touch with New York stations during daylight hours, until within one day of Havana. By night he was able to tune in New York stations from every port his ship touched in the West Indies, and excellent reception. The tests were made on a stock seven-tube Fada receiver with a small aerial.

Analysis of Radio Stock Turnover

Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., calls attention to an analysis made by the Retail Ledger from the same set of statistics from which Mr. Shearer has prepared articles on radio's competition and competitive conditions as to radio sales throughout the country. The Retail Ledger analysis has to do with average stock investments and annual turnover of money as to several lines, including radio. Mr. Shearer especially directs the industry's attention to the fact that the article referred to shows the average stock investment to yield sales of $100,000 in radio is $8,000. This makes the annual money turn approximately 2.5. Another interesting development, and which was noted by Mr. Shearer on his recent Western trip, was the strong position of the music dealer in the West in the merchandising of radio products. It has been said that the Western music-radio dealer was formerly slightly behind the East in the promotion of radio products, but it would now seem that the music dealer is a radio dealer from coast to coast.

Atwater Kent Hour to Open Music Week

PHILADELPHIA, PA., April 9.—For the third time the Society for the Advancement of Music has designated the Atwater Kent Sunday evening broadcast concert as the official radio opening of National Music Week. The Atwater Kent Mfg. Co., of this city, which is a member of the Music Industries Chamber of Commerce, has always sympathetically co-operated with that organization in the advancement of music, and this year, as in other years, calls the attention of Atwater Kent dealers to the various seals, window stickers, hangers, billboards, books and pamphlets available for increasing the interest of the general public in music.

New York Wholesale House Changes Name

The Greater City Phonograph Co., New York, one of the best-known distributors of phonograph and radio products in the East, has announced a change in name to Greater City Distributing Co. Maurice Landay is president of the organization. The most recent acquisition to the radio lines distributed by Greater City is that of Kolster radio, manufactured by Federal-Brands, Inc., Newark, N. J.
United Air Cleaner Co. Has Fine Plant

Sixty Thousand Square Feet of Factory Space Possessed by Chicago Manufacturing Firm Headed by F. F. Paul

Owning right in Chicago seven and one-half acres of valuable land, on part of which stands a huge modern plant with 60,000 square feet of floor space, that's the position the United Air Cleaner Co. enjoys.

The company is known throughout the industry as manufacturer of United motors, which to-day are used very generally by the trade. Last year their No. 5 motor created a sensation when it was introduced—a six-reel motor of distinctive design and constructed on a modern new principle.

F. F. Paul, general manager of the company, advises that the 1928 program is the most ambitious ever undertaken by his organization. It embraces large-scale production of the No. 5, and active exploitation of the new No. 2 motor for portables, exclusively. Dealer help are being created, advertising planned and a policy of dealer promotional effort has been established. The concern specializes in the manufacture of quality products, a fact that has been instrumental in building up one of the largest businesses of its kind in the country.

RCA Film "Links" Used to Aid Sales

A motion picture entitled "Links," the story of a successful dealer, has been produced by the Radio Corp. of America, to show how dealers can increase sales of RCA products. It shows a typical American family; how they respond to RCA national and local advertising; how a progressive radio dealer utilizes that advertising; the various steps in his successful selling of a Radio Pair, and how one satisfied customer leads to further sales. It is designed to show the RCA dealer the sales methods calculated to result in increasing his retail business.

It is a two-reel film, and takes about twenty-five minutes to show upon the screen. It may be had in two sizes, for standard projection machines and also for small home projectors. Additional information may be obtained from the Radio Corp., offices at New York, Chicago and San Francisco.

Interest in Radio Wholesalers' Assn.

Many Applications From Leading Distributors Being Received by Membership Committee—Circulares Sent Out

The Radio Wholesalers' Association, formed at the Federated Radio Trades Association Convention, in Milwaukee, February 15, recently mailed circular letters to the entire radio wholesale trade with the result that several hundred more interested wholesalers have requested further information concerning this newly formed organization. The results of the membership campaign have been very satisfactory, and many new applications have been received from the most reputable wholesalers throughout the country.

The membership committee reports great interest evinced in various localities, with the result that they plan on far exceeding the quota of members which was anticipated by the executive committee. The dealers-relations committee is actively at work on dealer-help problems and other activities to make the radio retail store a more profitable enterprise. The manufacturers' relations committee reports continued activities with results to be made public at the next meeting of the executive committee. The last executive committee meeting was held

Heads Brunswick Promotion Dept.

E. L. Sorsen Appointed to New and Important Position in the Brunswick Organization—Will Co-operate With Trade

The Brunswick-Balle-Collender Co. announces the appointment of E. L. Sorsen as manager of the Sales Promotion and Merchandising Department of the company, a newly created department for which the company officials felt there was a real need in view of the existing demand for better merchandising methods and more efficient saleswork.

Mr. Sorsen will keep an accurate record on the work of each Brunswick sales representative throughout the country, and will at all times be conversant with the situation in each territory. He will assist branches in the merchandising of Panatropes and records, and in the creation of new sales plans, and will conduct campaigns and contests on special models. Mr. Sorsen is particularly well fitted for this new and important post.

For the past several years he has been in charge of the general sales offices of the Brunswick Co., and has worked in close contact with the dealers from that office and is thoroughly conversant with modern merchandising problems in the music industry. His long experience enables him to appreciate the problems that confront the music dealer-to-day, and with this appreciation he can more readily work toward the solution of those problems.

Mr. Sorsen is now lining up his new department and is fortunate in having Frank Fry to assist him in his work. Mr. Fry has been associated with previous promotional activities with Brunswick, and he too is conversant with the dealer situation, and his experience will be invaluable to Mr. Sorsen in the operation of his new department.

New A-K Dealer Aid

The Atwater Kent Mfg. Co., of Philadelphia, Pa., has prepared for the use of its dealers three new designs in letterheads, and each thousand lot is split evenly among the three designs, which should add to the effectiveness of the dealer's mail solicitations and follow-ups.
THIN MODEL

A Portable Phonograph
Built to Suit Trend
of Popular Demand

THIN model portables are wanted—not the bulky machine that bangs against your leg as you carry it. The THIN MODEL Swanson is compact and light—no parts to remove or apply. Price within the reach of all.

Improved Tone Quality

NO detail of mechanical perfection has been sacrificed in re-designing the Swanson THIN MODEL. A tone chamber of improved design and the phonic reproducer give the new machine even better tone quality.

Consolidated Talking Machine Co.

CONSOLIDATED BUILDING
227-229 W. Washington Blvd., Chicago

Minneapolis: 1424 Washington Ave. S.  
Detroit: 2949 Gratiot Ave.

The Swanson

Pat. Applied For

$15 List

Dealer's Price $9.50
Quantity Price on Request
Deca-Disc Co. Renames Its Products

Automatic Instrument Now Known as the Fulamatic Creature—New Remote Control Model—W. R. Moore, Secretary

Waynesboro, Pa., April 7—Having completed a change in organization, name of product, and added new products, the Deca-Disc Phonograph allows the music to be brought to any room of the building without moving the Fulamatic Creature itself, and the control panel controls the playing of the machine no matter how far distant the speaker may be moved.

The speaker, which is illustrated herewith, is known as the Model R-2 when equipped with a cone speaker, and the Model R-3 when equipped with dynamic speaker.

The officers of the Deca-Disc Phonograph Co. for the ensuing year remain the same, with the exception of the secretary, to which office Mr. Moore was appointed. The officers of the company are as follows: President, Mark H. Landis; vice-president, G. T. Shearer; treasurer, John B. Eader, and secretary and general manager, W. R. Moore, Jr.

H. R. Fletcher With Racon Electric Co.

Nationally Known Figure of the Music-Radio Industry Has Been Appointed General Sales Manager of the Firm

Harold R. Fletcher, nationally known in the music-radio industry and a pioneer radio executive, has joined the Racon Electric Co., Inc., New York, as general sales manager, according to an announcement by A. I. Abrahams, vice-president of Racon. Mr. Fletcher will shortly leave his desk on an extended sales trip throughout the country in the interests of the

PHONOGRAPH MOTORS

A WIDE variety of Motors made by HERMANN THORENS, St. Croix, Switzerland, Manufacturer of Europe's most celebrated phonograph motor.

High quality—reasonably priced. In different capacities, playing up to 10 records.

THORENS, Inc.
Sole Distributors for U. S. A.
450 Fourth Ave. New York City

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Holby's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or caked. Remain in perfect condition. Puts up in 5, 10, 15 and 25-pound cans for dealers. This lubricant is also put up in convenient size 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., 229-131 Front St., New York

"Aunt Jemima" on Columbia Records

"Aunt Jemima," who has been a vaudeville headliner for a number of years, and who has

Ties Up With Movie and Record Artist

The Brunswick record of the theme song of the "Jazz Singer," motion picture in which Al Jolson, Brunswick recording artist is starred, and which Jolson recorded, namely, "Mother of Mine, I Still Have You," was attractively featured by the Chas. E. Wells Music Co., of Denver, Col. In addition to this very attractive window, the store ran an effective advertisement in the Denver Post for five consecutive days. A model P-13 Panatrope was placed in the lobby of the Ahlédin Theater where "The

Wells Co.'s Clever Tie-Up

Jazz Singer" was being shown and Jolson's record "Mother of Mine, I Still Have You," was played softly. This proved a very effective tie-up and the dealer reports gratifying results.

In New Quarters

SAN FRANCISCO, CAL., April 4.—The local branch of the Columbia Phonograph Co., of which A. J. Schrude is manager, has now settled in its new quarters at 941 Mission street.
The Line That Measures Up—

—to the standard you set for radio in your own home should be a profitable one for you to sell—

Slagle Radio

—especially if investigation shows the sales and merchandising policies behind the line to be equally right.

Ask for the facts on Slagle 1928-29 Radio

Slagle Radio Company
Fort Wayne Indiana
Division of United States Electric Corp.
Widespread Demand Features Trade in Kansas City District

Medium and Higher Priced Instruments Continue to Lead in Point of Sales and the Entire Trade Is Optimistic Over the Outlook for Business

KANSAS CITY, Mo., April 7—Demand for phonographs and radios is brisk at this time, according to leading retailers in this city. Activity is well distributed over the medium and higher-priced instruments. Record demand is unusually good.

The talking machine and radio department of J. W. Jenkins' Sons is enjoying a good business in Orthophonics, combinations and radios, according to Burton J. Pierce, head of the retail department. In radio they have so much business that it has been almost impossible to handle it all. Kellogg, RCA and Atwater Kent are all in good demand. J. W. Jenkins' Sons were hosts to the Victor dealers from more than thirty towns in Missouri and Kansas at a dinner at the Hotel Muehlebach on March 29. The meeting was a sales conference.

Kolster and Columbia lines are holding to an excellent volume at this time, according to C. M. Willis, sales manager of the Sterling Radio Co. Mr. Willis finds ever-increasing interest in the Columbus-Kolster electric phonograph.

Standale's report that business is well ahead of last year at this time, Sales of records are more than satisfactory.

Paul's report activity in phonographs on the increase now. A very good attraction at this time is the new Orthophonic Radiola with AC operation.

At the recent Better Homes and Building Exposition held in Convention Hall in this city a number of the music dealers exhibited. J. W. Jenkins' Sons had two attractive booths, displaying an Automatic Victrola Electra Radiola, priced at $1,550, as the central piece of the exhibit. A model 510 Kellogg, priced at $495, was featured, two smaller Orthophonics, together with the new small Atwater Kent. Duff & Reppa had a Kolster exhibit, showing the complete Kolster line. The booth was artistically appointed with tapestry hangings and shaded lights. The Jones Store Co. exhibited an Atwater Kent as a part of their furniture display. These exhibits attracted a great deal of attention on the part of the public.

Advent of Spring Puts New Life in Business in Cincinnati Field

W. C. Fuhri, of the Columbus Phonograph Co., New York, Visits Local Branch—Alterations Under Way at Starr Co.'s Store—Other Trade News of the Month

CINCINNATI, O., April 9—Talking machine dealers report that Spring business has opened up in a way that is better than fair with sales at a higher level than were at this time last year.

Recent visitors to the local branch of the Columbia Phonograph Co., of which Miss Rose Helberg is manager, were W. C. Fuhri, of New York, general sales manager, and R. J. Mueller, of Cleveland, district manager. "Our Columbia-Kolster electric reproducing machine has met with a splendid reception, and orders for it are increasing satisfactorily day by day," said Miss Helberg.

The Ohio Talking Machine Co. has just received the new $315 Orthophonic Victrola, which retails at $300. This has been demonstrated to local dealers. Following the demonstration here it was taken to Indianapolis, Louisville and the new small Atwater Kent. Duff & Reppa have a Kolster exhibit, showing the complete Kolster line. The booth was artistically appointed with tapestry hangings and shaded lights. The Jones Store Co. exhibited an Atwater Kent as a part of their furniture display. These exhibits attracted a great deal of attention on the part of the public.

To Hold Trade
(Give Good Service)

The current wave of holding your customers' trade is to give them good service and the means that you use must be good service instruments.

A Jewell service instrument which will help you keep customer good-will is the Pattern No. 20 C.A. and D.C. Volt-Analyzer. It is the most popular development in radio service equipment because of its ease of operation. Principally, it checks individual push button switches indicating the tests to be made.

The instruments incorporated are a 0-150 C.A. voltmeter for checking line voltage and filament voltage of tubes operated in series; a double sectored 0-450 A.C. voltmeter for adjusting filament voltage on A.C. tubes, and a D.C. voltmeter having a voltmeter resistance of 18,000 ohms for measuring direct current ranges of 0-50-100-250-500 volts and 0-8-10-15 amperes. This service instrument maintains the usual high quality of Jewell instruments. The case is covered with genuine leather finish and the analyzer comes completely equipped with adaptors and test leads.

Write for descriptive circular No. 1141.

Jewell Electrical Instrument Co.
1650 Walnut Street - - Chicago

"20 Years Making Good Instruments"

Trade-in Allowance Plan Is a Success

Unique Plan Devised for Ortho-Sonic Radio Dealers by Federal Radio Corp. Is Stimulating Sales of Receivers

The Federal Radio Corp. has adopted a unique method of stimulating radio sales for its retailers during the Spring period. The Federal Co. has reports from many retailers to the effect that their business is peaking that of November and December combined, and that if the Trade-in Allowance Plan is continued, it will result in the sale of many Federals during the Spring season. This is the first time that a radio manufacturer has attempted the trade-in plan on a national basis. That it is working out successfully is proven by the results reported by many Federal retailers.

In connection with the plan the following letter was sent to Federal retailers by L. E. Noble, president of the Federal Radio Corp.: "Retailers are pouring in from retailers and wholesalers telling us in detail about the success of the Federal Trade-in Allowance Plan.

"Any radical merchandising innovation is undertaken with considerable anxiety as to the outcome and effect and, therefore, the fact that this plan, which we have been working in the industry to institute on a national basis, has worked out so successfully, is most gratifying. In any new industry there is always a tendency to attempt to apply much experience and methods as have proven successful in other and older industries. This industry of ours does not seem to submit itself to such application of precedents, but seeks to require a constant development of merchandising means and ways to fit the inherent opportunities and conditions.

"Our experience up to this time with the trade-in allowance plan leads us to consider the advisability of its application to future products as well as to our present merchandise. We are advised that various agencies external to the Federal family have questioned the soundness and sincerity of the trade-in allowance plan and we wish to assure emphatically at this time that the plan is not only working but appears to be a great success. It is designed to secure a wider consumer ownership of Federal Ortho-Sonic receivers in order that the consumer may appreciate the superiority of the equipment and consequently more general word-of-mouth advertising of it. The plan can in no way be construed to be an attempt to instigate future price reductions of suggested list prices. The plan is designed to take occasion to consider wholesalers and retailers who have been and are aggressively taking advantage of the possibilities which the present offers and profiting accordingly and to point to any who are not the optimism that is passing by their door. The plan is solid and well grounded in hopes to those who have a recent or sizable investment in inventory or battery capacity. Federal intends to push to the limit the advantage gained by first instituting this plan on a national basis."
The new President of SONORA is gathering Men!

No business despite its millions of money, despite its revolutionary products like the wonderful new Sonoras, can hope to rise higher than the abilities of the men who command it and who serve it.

You have probably heard of the vast and far-reaching plans of Sonora, you have perhaps, heard of its millions of life-giving money—and you may have heard of its astounding new improvements and products and its new plans in the interest of dealers the whole land over.

But the last and greatest guarantee of its future is the new man-power Sonora is assembling. Some of our new leaders are with us now, others are soon to be announced. Watch for the most important announcement of personnel in next month's issue of this publication.

P. L. Deutsch, the new president of Sonora is gathering men. And he is gathering dealers too. The Sonora Snowball has started to roll.
Phonograph Record Sales Gained in Germany in the Year 1927

Interesting Report of Commercial Attache to the Department of CommerceShows Exports for the Year Totaled 7,120,759 Records Valued at 9,765,000 Marks

Germany's sales of phonograph records increased considerably in 1927, in the domestic market and abroad, reports Commercial Attache F. W. Allport, Berlin, to the Department of Commerce.

Exports amounted to 7,120,759 records, valued at 9,765,000 marks, as compared with 4,261,446 records, valued at 8,855,000 marks in 1926—an increase in value of nearly 4,000,000 marks, or almost 65 per cent over 1926. (The mark is worth 80¢.) The favorable balance of the foreign trade in talking machine records increased to about 4,240,000 marks from 8,200,000 marks.

According to Germany's monthly summaries of foreign trade, the greatest number of records in 1927 was taken by the Netherlands, as in the year before. It is, however, to be assumed that at least part of these exports were not destined for the Netherlands, but were shipped in transit through that country to other markets.

Exports to the United States were relatively small in 1927, amounting to only 134,000 records. Exports to South America and the United Kingdom were negligible. As these markets are entirely in the hands of the American and English record manufacturers, German statistics give no export figures on them.

In 1927 Germany imported 1,225,126 records, valued at 1,579,000 marks, compared with 833,714 records, valued at 1,017,000 marks in 1926. Out of the total in 1927, 966,000 records came from Great Britain and nearly 50,000 from the United States.

Talking Machine and Radio Patents


Open Dallas Branch

Dallas, Texas, April 6—The Wolf Manufacturing Industries, makers of the Mastercraft line of phonographs, recently opened a division office in this city, which makes immediate delivery to dealers in the Southwest. This branch office covers the States of Texas, Arkansas and Oklahoma, and since its inception a great number of new accounts have been opened. The bulk of shipments are received from the Wolf plant at Kokomo, Ind. In addition to the company's line of phonographs the branch is doing a large business with the reproducer recently introduced to the trade.

Radiomarine Donates Two Scholarships

Two scholarships, donated by the Radiomarine Corp. of America, for attendance at the Radio Institute of America, will be administered and awarded by the Veteran Wireless Operators' Association, according to a recent announcement. Awards will be made to those American-born youths over eighteen who write the best letters or essays on "Why the American Merchant Marine Needs Perfect Wireless Communication." Complete information may be obtained from James Maresca, secretary, Veteran Wireless Operators' Association, Hotel Roosevelt, New York City.
These are the... MEN

JAMES E. HAHN
President

POWEL CROSELEY, JR.
Chairman of the Board

F. E. JOHNSON
Chief Engineer

A. B. AYERS
General Manager

W. H. LYON
General Sales Manager

who will introduce
a new and dominant
AMRAD SERIES
next month!

A line of superlatively fine, purely electrical radio receivers
Embodying principles of character and design of extreme interest.
Darrow Music Co., of Denver, Stages Unique Publicity Stunt

Jos. C. Coyle Describes How Live Dealer Attracted Attention to His Lines by Clever Use of a Large Beer Keg in Which Was Concealed a Loud Speaker

Since so many different kinds of establishments have started handling radio supplies, and there is a loud speaker in almost every block, appealing to the public to stop and listen, it

A Display That Makes 'Em Stop

takes something decidedly out of the ordinary to get a rise out of city crowds. Realising this fact, and that to sell the passer-by anything he must first be induced to enter the store, the Darrow Music Co., of Denver, has hit upon a unique and very effective way of advertising phonographs and radios.

The loud speaker was removed from a Panatrope and placed in a ten-gallon beer keg, with a portion of the upper part sawed off, and a pair of swinging doors in the front. After placing the speaker in the keg, facing the open doors, the top is put back in place and the speaker connected, either with a Panatrope or a sixtube radio set. In the latter case the second stage of audio is cut out.

The mellow notes of "Turkey in the Straw," "Little Brown Jug" and other old-time music, issuing from the keg, seems to fascinate the passing crowds fully as much as would the original contents of the keg, if opened on a hot Summer's day. In fact so many people gather about the unique display that police have requested the company to cut out the performance when too large a crowd congregates.

"The Kegana, as we call it, has been so successful that we soon sold out our best records and were obliged to order more," said O. M. Frazier, manager of the phonograph and radio department. "The old time music seems to make the biggest hit with the crowds, and the stunt has resulted in many sales in the radio department also, which we are able to trace to the demonstration outside."

H. P. Shearer Talks on Buying Areas

General Manager of Splitdorf Radio Corp. Gives Interesting Facts and Figures on Buying Conditions on the Coast

Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., who recently returned from an extensive trip, presented interesting facts and figures upon the question "Do the very largest cities produce greater sales in proportion to population than the next grouping and still smaller cities?" Mr. Shearer found this was a question frequently asked by radio merchandisers and stated in part:

"I was recently in California, and was interested in the figures compiled by the Domestic Distribution Department of the United States Chamber of Commerce on San Francisco itself, and in comparison Metropolitan San Francisco. While these comparisons will not answer entirely the above question, an analysis of the figures will throw considerable light on the topic which surely is of interest to everyone engaged in selling radio."

"In 1926 San Francisco radio sales were $2,992,600. Metropolitan San Francisco sales were $4,499,100. San Francisco population was given at 566,800 and metropolitan San Francisco at 945,500. The latter figure therefore leaves 389,700 for the rest of the market which includes Oakland, Alameda and Berkeley. The latest figures I have before me give Alameda at 28,806, Berkeley, 56,036 and Oakland, 216,261. In round numbers San Francisco has 60 per cent of the population, and the other parts of the trading zone 40. Sales are above the 60 per cent for San Francisco proper. Better get it accurately:

<table>
<thead>
<tr>
<th>Per Cent</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>Population</td>
</tr>
<tr>
<td>Outside territory</td>
<td>Sales</td>
</tr>
</tbody>
</table>

"Thus it would appear that in areas of greatest concentration sales are greatest. Of course, this fact must be taken into consideration. Many people, as in the New York trading area, 'come to town,' as it were, to trade, and even such large 'suburbs' as those on the West Coast are no exception."

A. N. Doty Joins the Atwater Kent Staff

Widely Known in Trade—Will Assist H. T. Stockholn, District Sales Manager in the Southwestern Territory

PHILADELPHIA, PA., April 9—A. N. Doty, who was formerly connected with the Pooley Co., of this city, has joined the sales staff of the

A. M. Doty

Atwater Kent Mfg. Co., also of this city. Mr. Doty is widely known in radio circles, having traveled the entire Southern part of the United States for the Pooley Co., and also has had a previous wide and varied experience in both the talking machine and piano industries. In his new capacity Mr. Doty will assist H. T. Stockholn, district sales manager in the Southwestern part of the country.

New RMA Directors

M. Frank Burns, general sales manager of E. T. Cunningham, Inc., New York City, and John C. Tully, president of the Bremer-Tully Manufacturing Co., Chicago, Ill., were recently appointed members of the board of directors of the Radio Manufacturers' Association by President C. C. Colby. These appointments fill the vacancies caused by resignations, including that of Carl D. Boyd, who has entered a different line of business.

Art Gillham Pleases

ATLANTA, Ga., April 5—Ludden & Bates, Phillips & Crew, Bame's, Inc., Edico Piano Co. and LeRoy Webb, all Columbia dealers, report a decided increase in record sales, due to the appearance at the Grand Theatre for a week of Art Gillham, the Whispering Pianist, of wide fame.
Here's the Solution of Your Accessory Problem!

What is going to take the place of your accessory business—the quick-turning, profitable sales of batteries, eliminators, etc., that brought new and old customers into your store frequently and helped you sell complete sets?

Progress of the radio industry is wiping out this business—but we now offer you an even more profitable alternative!

Made in walnut and mahogany finishes. Contains RCA 100-A Speaker. Accommodates any radio set. Height 29"; width 30".

THE MADRID

The SEVILLE

Butt walnut front, attractively overlaid in rippled maple. Equipped with RCA 100-A Speaker. Accommodates all makes of radio sets. Height 42"; width 32".

Wasmuth-Goodrich Radio Furniture

is made by masters of the wood-working craft; conceived by men who know 1928-29 requirements. The modern replacement for your dwindling accessory sales—ready now, for this week's business!

We shall present new designs and new goods as often as the basic demands of the industry justify or require. Careful distribution through wholesalers of approved standing—wholesome merchandising methods and liberal discounts—these mean quick turnover and greater profits for you!

The coupon is for your convenience—mail it NOW!

SMPHONIC SALES CORPORATION
370 Seventh Avenue, New York

Symphonic Sales Corporation
370 Seventh Avenue, New York

Please send me detailed description; list prices and discounts on the new Wasmuth-Goodrich Radio Furniture.

Name

Address
Gradual Strengthening of Trade
Volume in New England District

New England Music Trade Association Stages Annual Meeting and Dinner—F. D. Pitts Co. Campaign Stimulates Improved Window Displays—Other News

Boston, Mass., April 9.—Business is gradually strengthening as the Spring comes along. In the talking-machine field the new models being put out by the different companies are attracting considerable attention.

Annual Meeting of Association

The annual meeting and dinner of the New England Music Trade Association held a fortnight ago at the Hotel Statler was a most enjoyable affair, and was attended by quite a number of the talking-machine men. The new president, Shepard Pond, is widely and pleasantly known in the trade.

Sponsors Window Display Campaign

There is considerable local interest in the window display campaign launched by the Kello- log Switchboard & Supply Co., whose line is handled by the F. D. Pitts Co., of this city. The prize of $400 will be given the winner of the best window during March, and many of the 100 dealers in New England have entered the competition, responding to the request of the Pitts Co. to come to the fore.

Addresses Sales Meeting

There was an important sales meeting one evening recently at the Columbia branch, which was attended by a large contingent of the employees of the F. C. Henderson Co. Manager Bill Parks gave an informative talk on the Columbia product and its great possibilities.

Brunswick Branch Activities

Branch Manager Charles F. Shaw, of the local Brunswick headquarters, is rapidly getting the machinery of his new environment into that complete working order to which he has become accustomed in his earlier associations with the Brunswick line. Dealers from all of the territory have either got in touch with him by letter or through personal calls to wish him the best of luck in his new undertaking. In addition to the new men he added a few weeks ago to his staff, and which were mentioned in the March issue of The World, he has taken on still another, A. Schulman, who comes here from New York, and who will be in charge of the foreign record department. W. H. Stevens, who has been with the record merchandising department of the Brunswick, was over in New York for a short visit to the laboratories.

Reports Big A. K. Demand

Business in the Atwater Kent line appears to be holding up well with the J. H. Burke Co., and if the needed merchandise could be secured in such lots as the house actually could use, business could be reported as much larger. Orders on the Burke Co.'s books total far more than can be taken care of at the present time. A local caller has been Vernon Colkman, general sales manager of the Atwater Kent Co., who paid a hurried visit here a week ago for the special purpose of attending the auto show in Mechanics Building. A new addition to the Burke personnel is John F. Burke, who will take charge of the credit department of the company's business, having already been experienced in this line of undertaking. Joe Burke, head of the Burke Co., was over in New York and Philadelphia recently to hasten shipments.

Victor President "Addresses" Dealers

President E. E. Shumaker, of the Victor, was in town (by proxy) a few days ago to address the New England Victor dealers, the same as he has been doing and will continue to do for a while yet in other parts of the country. The sales convention was held at the Ritz-Carlton, Boston's newest hotel, and there was a large attendance. Mr. Shumaker's address was actually delivered at the Camden, N. J., factory of the company. He spoke into a microphone and it was recorded accordingly on an Orthophonic Victor record, signed by Mr. Shumaker and despatched to this city by air mail, arriving just before the meeting. This is said to have been the first phonograph record that ever came to the East Boston airport by air mail. In his address Mr. Shumaker indicated the rapidly growing demand for the permanently recorded great music which gives the listeners the absolute option as to programs. He traced the "come-back" of the talking-machine industry, saying that it never was dead, but only dormant, awaiting the advent of the new instruments, to again awaken it. Thus at relatively the same time, or at least within the same week, Mr. Shumaker was heard throughout the country at many Victor gatherings; and in these cases his voice is reproduced through the medium of the new Model 8-35 Orthophonic Victrola, which is at this writing having an advance showing in Boston.

W. S. Parks Plans Business Trip

William S. Parks, New England manager of the Columbia Co., is planning to take a trip among the agencies in his jurisdiction within the next few weeks, and will have a business conference with the respective managers. Mr. Parks has just returned from New York, where he conferred with the Columbia officials regarding business conditions touching the next few months. The Boston headquarters are entirely out of Columbia-Kolsters, and the new Columbia portable is finding a ready sale.

Correcting an Error

In a news article in the March issue of The Talking Machine World, New England News Section, it was stated in error that the radio receivers manufactured by the Kellogg Switchboard & Supply Co., Chicago, were known by the trade name "Majestic." It was further stated that the company was planning to place upon the market a three-tube receiver shown in several different models. In order to correct the erroneous impression which this article may have created it is hereby stated that the radio receivers manufactured by the Kellogg Switchboard & Supply Co. are known by the trade name "Kellogg" and that the Kellogg organization has made no announcement as yet regarding its new line of radio receivers. Furthermore, according to advice received from the Kellogg headquarters in Chicago, the firm has no intention of introducing a three-tube receiver.

DOLLARS OR DIMES?

Big Unit Sales in Instruments—larger than ever before in Victor history—and quick turnover in records are now possible for the dealer who has vision and energy plus a representative stock.

DITSON Service Will Supply the Products—and Help in Their Selling

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK
Harry Chirelstein
Returns From Trip

President of Sonatron Tube Co. Completes Three Months’ Trade Tour—Sees Combination Unit as a Big Seller

Harry Chirelstein, president of the Sonatron Tube Co., Chicago, has just completed a three months’ trade tour from Maine to Washington and from Minnesota to Florida. On this com-

prehensive tour Mr. Chirelstein had occasion to observe various phases of the radio business, and he has drawn some interesting deductions as a result.

His trip carried him to every large city and every important point of distribution in the country, and everywhere he saw signs of healthy prosperity. Mr. Chirelstein describes business in the Eastern territory as very good. The most reliable dealers and jobbers all reported increased business over the same period last year. Among jobbers, those who followed the principle of specializing on a few lines instead of carrying large and cum-

bersome assortments of lines were in the lead, and more and more jobbers were turning towards this sensible policy. It was pointed out that a jobber only carrying two or three set lines, one or two tube lines, one or two speaker lines and one or two “B” battery and power-

unit lines, gave his salesman the opportunity to put more effort on these few lines and thus work them more intensively for greater sales. An important trend noted by Mr. Chirelstein is the fact that the average large radio merc-

handise, who is doing a business of a half-

million or more at retail, feels that the combina-

tion of AC sets and phonographs will be a

dominant seller this year. Of course, Mr.

Chirelstein points out the fact that such a combi-
nation must be listed at a very fair price. The

table model AC sets are and always will be

big sellers, and a flourishing accessory busi-

ness on speakers and tubes is looked for. Mr.

Chirelstein reports that the Sonatron line is

rapidly gaining a prominent position in trade

affairs, aided by advertising, which Sonatron

has been placing in the Saturday Evening Post

since January.

“The June RMA Show will be more impor-
tant than ever this year,” said Mr. Chirelstein,

and “dealers and jobbers may well look for

many remarkable features at this show. The

events of the past season all point definitely

towards a final clearing up of the radio situ-

ation this year, and June should bring big news
to the radio world.”

Amrad Officials
Meet in Chicago

Mr. "IFORD HILLS, MASS., April 6—Officials of the Amrad Corp., of this city, recently returned from Chicago, where a general meeting of Am-

rad men in the Western territory took place. Another mission of this journey was to start the wheels of progress in the new Amrad branch factory at Chicago. The gathering was a success from every viewpoint and the execu-
tives of the Amrad Corp. are very optimistic regarding their plans for the year 1929.

The party included Major James E. Hahn, president of the Amrad Corp.; Albert B. Ayers, general manager; F. E. Johnston, chief engi-


Grebe Ties Up With
Dodge Bros. Hour

A. H. Grebe & Co., Inc., New York City, effectively tied up with a recent broadcast hour of Dodge Brothers, in which Norma Talmadge, Charlie Chaplin, Douglas Fairbanks, D. W. Griffith, John Barrymore, Dolores Del Rio and Paul Whiteman broadcast. Through an ar-

rangement with Bishop, McCormack & Bishop, Dodge distributors in New York, nineteen showrooms of this organization were equipped with Grebe Synchrophase AC-6 radio receivers, through the medium of which many thousands of guests of the Dodge Co. listened-in on this remarkable radio program.

Sonora Phonograph
Co. Opens Branch

SAN FRANCISCO, CAL., April 5—The Sonora Phonograph Co. has opened a branch office in this city which will sell direct to talking ma-

chine and radio dealers located in the Far Westen territory. Henry E. Gardner, who formerly held the position of district sales manager, is in charge of the new headquarters.

Visits Bremer-Tully
Plant Via Airplane

Major Edwin H. Cooper, New England Representative of Bremer-Tully Mfg. Co., on Tour of Inspection of Airports

Upon his arrival by airplane in Chicago re-


Major E. H. Cooper Travels by Plane
in Chicago. Major Cooper, who maintains his headquarters in Boston, escorted Mrs. Evangeline Lindbergh, "Lindy’s" mother, upon the first leg of his journey from Boston to Detroit. He is now making an inspection of army airports and landed in Chicago to pay a visit to the Bremer-Tully headquarters en route.

Okeh-Odeon Catalog
Issued to Dealers

Active Records Listed Numerically With
Space Provided for Future Releases—Inventorv System Is a Feature

The Okeh Phonograph Corp., New York City, recently issued a domestic numerical catalog of Okeh and Odeon records containing a complete revised list of active records issued up to and including March 5, 1928. The rec-

ords are listed in groups according to classi-

fication, there being eleven separate listings. Blank spaces are provided for future releases. On the thirteenth of each month the numbers and titles of these new records will be printed on perforated, gummed paper and sent to each dealer for inclusion in the numerical catalog.

In addition to the complete listing of records the booklet contains a practical system for ordering, stocking and keeping inventory. Op-

posite each record number twelve blank spaces are provided, one for each month. Detailed instructions for keeping record of orders, number of recordings in stock, etc., are given for the instruction of dealers in making the best possible use of the catalog.

Radiola and Speaker
in Mexico City Clock

An interesting radio installation in Mexico City is the Radiola Clock, located at Parque San Martin, a new residential section in Mexico City. In this clock there are installed an RCA Radiola 25 and four model 104 loudspeakers, one under each face of the clock. The radio set and speakers are operated by means of Tork clocks and relays. These relays have been ad-

justed in such a way that at certain hours dur-

ing the day a local broadcasting station is tuned in and the program is reproduced. At the con-

clusion of the desired program the apparatus is automatically turned off until it is time for the next program.
POOLEY

Leader in Radio Cabinets of Quality

Four years of leadership in radio cabinets—and now for 1928-29 Pooley will present the finest line in its history.

A large part of the public wants quality radio merchandise. Pooley Radio Cabinets are built expressly to fill that part of the market.

THE POOLEY COMPANY
1600 Indiana Avenue Philadelphia, U. S. A.
New Victor Model Displayed at Meeting of Dealers in Milwaukee

Seventy-five Dealers From City and the Northwestern Territory Attend Meeting Sponsored by the Badger Talking Machine Co.—Addresses Featured the Event

MIWaukee, WIs., April 7—About seventy-five dealers from Milwaukee and the Northwest attended a Victor dealers' meeting held by the Badger Talking Machine Co., Milwaukee, distributor of Victor merchandise, at the Wisconsin Hotel. According to reports from the company a spirited enthusiasm was accorded the presentation of the new Victor model B-35.

The meeting was opened by an address from the president of the Victor Talking Machine Co., delivered from a Victor record, "Message From F. E. Shumaker," William R. Lewis, district sales manager of the company, was present at the meeting and made the presentation of the new model.

H. A. Goldsmith, secretary of the Badger Talking Machine Co., conducted the meeting. Following the presentation of the instrument Mr. McGuire, service engineer from Camden, N. J., spoke on the possibilities a well-organized service department represents in a dealer's establishment, not only from a service angle, but also from a sales angle. Record business and the volume sales that can be developed by the proper interest of the manager or owner in the record department were discussed in an address by Geo. F. J. Daley, Wisconsin representative for the Victor.

Otto Schopen, sales representative of the Badger Talking Machine Co., spoke on the possibilities that continual demonstrations of new instruments held forth for the dealer.

Edmund Gram, inc., made a very successful featuring of the Brunswick Panatrace at the Milwaukee Home Show recently. The Panatrace provided most of the music for the show, and its performance attracted much favorable comment from those present.

Irring Shalek, of the Ray Sales Co., jobber of the Sonora in Wisconsin, reports business as being fairly good. The Ray Sales Co. is putting on some big advertising campaigns on the Sonora. Newspaper advertising is the chief medium being used and it has been found very effective.

Michael Ert, of Michael Ert, Inc., was re-elected president of the Wisconsin Radio Trade Association at the annual meeting here last week. Other officers re-elected were secretary, Sidney Nee; treasurer, Eric Pieler, of the General Ignition Co. Three new vice-presidents were elected. They are W. H. Roth, of the Radio Specialty Co.; A. J. Wolfe, manager of the radio departments of the three stores of Edward Schuster & Co., Inc., who heads the retail committee of the Association, and W. C. Kluge, of Julius Andrae & Sons Co., in charge of the wholesale committee. Mr. Ert has been named chairman of the committee in charge of the 1928 radio show; Sam Snead, of the Sam Snead Radio Service, chairman of the technical committee; Charles Kroch, publicity; W. C. Kluge, convention; Fred Yahr, of Yahr Lange, Inc., legislative, and Frank Vaughan, of the Wisconsin School of Engineering, broadcasting. Articles of incorporation have been filed at Madison, Wis., for the Sidney Nee Co., Milwaukee. The company is organized to manufacture and sell radios and accessories. Sidney Nee, S. M. Soref and E. A. Miller are the incorporators.

Crosley-Amrad Ads. to Cost $1,000,000

CINCINNATI, O., April 7—The Crosley Radio Corp. and the Amrad Corp. will spend $1,000,000 during the next nine months in advertising its products. Two-thirds of the appropriation or nearly $700,000 will be spent in newspaper advertising, covering every section of the United States and Canada. A very careful survey of the newspaper field throughout the country has just been completed by H. Curtis Abott, general sales manager of the Crosley Radio Corp., and its advertising campaign has been definitely planned.

Lauds the Federal Radio Commission

Declaring that the order and efficiency which now prevail in the broadcasting industry in this country are due to the work of the Federal Radio Commission, Major General J. G. Harbord, president of the Radio Corp. of America, asserted in recent speeches before the Chicago Association of Commerce and the Chicago Bar Association that it was "high time some one pinned a rose on the Commission." General Harbord stated that the Commission, working unpaid, with no staff, deserves the esteem of all who have enjoyed radio programs of constantly increasing quality.

---

**TREMENDOUS DEMANDS**

**Electro-phonc NEEDLES**

are the fastest sellers in the industry

The new electrical records have had the biggest year in the history of the phonograph business. That's why rich-toned Electro-phonc Needles are selling like wild-fire! Electro-phonc needles—made of special composition—carry the tremendous volumes, the high and low notes, of these new records without a shiver or a blat. That's why dealers are finding Electro-phonics fast-moving, popular and profitable.

Revolving Display Stand Keeps "ELECTRO-PHONICS" Moving

Keeps these new needles before public eye. Stimulates sales! Revolves. Made of attractively colored heavy metal. Occupies only 5 inches of counter space. 16 3/4 in. high, 4 3/4 in. wide, 4 3/4 in. deep. Finest needle display stand on the market.

ORDER FROM YOUR JOBBER

Display Stand Outfit

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Standard cardstock contains complete arrangement of 100 packages in three sizes: Loud, Extra Loud, Medium. Each package in attractive colored box.</td>
<td>$5.50</td>
</tr>
</tbody>
</table>

Retail Value $15.00

JOBBERS—Write for FREE Examination Offer. Thousands of Dealers Already Lined Up

**ELECTROPHONIC NEEDLE COMPANY**

506 So. Wabash Ave., Chicago, Ill.
There's no "Static" in these Motors

In building the Flyer particular attention is given to every construction and assembly step to insure a noiseless motor. Two separate and distinct listening tests conclude a series of 77 inspections. They are tests which amplify many times any sound the motor may make. And if any sound is detected, however slight, the finished motor is completely torn down and every part must again pass inspection.

It is these exhaustive tests—and the construction of the motor—the cast iron frame, everlasting bronze bushings, spring of finest steel, especially cut precision governors and many other features—that insure satisfaction in every Flyer motor.

They are reasons why manufacturers and dealers everywhere insist on portables that are Flyer equipped.

The General Industries Co.

Formerly Named the General Phonograph Mfg. Co.
ELYRIA, OHIO

Makers of Precision Products for a Quarter of a Century
Pittsburgh Stewart-Warner Distributor Sponsors Dealer Meet

More Than 125 Retailers From the Western Pennsylvania District Hear Interesting Addresses—Farm Products Show to Feature Radio This Year

PITTSBURGH, PA, April 9—According to a statement issued by the Department of Agriculture of Pennsylvania the annual State Farm Products Show, which always attracts hundreds of farmers and their families from all sections of the state, will be carried over the radio. In the past few years there have been radio exhibits, and it was only at a recent meeting of the State Farm Show Commission that it was decided to try the radio recognition it deserves. It was stated by a representative of the Farm Show that since the popularization of the radio every county fair has had its radio display. The farmer, he said, was quick to discover in the radio something he wanted and needed.

More than 125 dealers handling Stewart-Warner radio products in western Pennsylvania were guests of Walter and Ralph Friday, Stewart-Warner distributors in the western Pennsylvania territory, at the Stanton Heights Golf Club. E. R. Stoll, of the Pittsburgh Newspaper Publishers' Association, was toastmaster, and the principal address was made by Wm. C. Hamilton, the S. Hamilton Music Co., who spoke on what radio has done and is doing for people in a music sense. Frank Dagen spoke on the increasing value of radio to the modern home, while F. R. Balland pointed out the possibilities of the Stewart-Warner line and the excellent service that is given to the dealer and patron.

The O-M-C Supply Co., western Pennsylvania distributor of the American Bosch Magnet Corp., received a full colorcard of Bosch radio a few days ago, which, a member of the firm said, is increasing and continuing public demand for the Bosch line.

J. E. (Jack) Thompson, a well-known radio entertainer of Pittsburgh and a member of the famous R. V. B. Trio who broadcast weekly from KDKA, has joined the interior decorating staff of Boggs & Buhl, the Northside department store. Boggs & Buhl maintain a large talking machine and radio department.

The Player-Tone Talking Machine Co., manufacturer of the Player-Tone talking machine, through I. Goldsmith, the president, reports a very satisfactory volume of business for the fifteen models, consoles and consoles, and uprights, that are made by the company. The local dealers in a number of cities, it was stated, find it a comparatively easy matter to sell the Player-Tone, due to its fine tonal qualities.

The Campbell Department Store, Columbia and Brunswick dealer, has issued a statement to the effect that the sale of the property would not affect the operation of the business of the firm. The business was founded more than fifty years ago by the late William Campbell, a well-known trade figure.

The estate of the late T. E. McCasland, music dealer, at 330 Penn avenue, Pittsburgh, will continue to operate the business for some time. A department in the store is devoted to the sale and display of talking machines and radio receiving sets.

Edgar J. Kaufmann was re-elected president of the Kaufmann Department Stores, Inc., at the annual meeting of the directors. The other officers chosen were Oliver M. and Henry Kaufmann, vice-presidents; Irvin D. Wolf, secretary, and Ralph Kaufmann, treasurer.

The firm has installed on the eleventh floor of the store one of the largest and most complete Victor departments in the country. The C. C. Miller Co. has moved its place of business from 38 Twelfth street, Wheeling, to a new location at 1420 Market street. Walter R. Stump is the local manager. Victor and Brunswick phonographs are handled.

"Two Black Crows" Dominate Trade Activities on St. Louis Visit

Met by Reception Committee—Tie-Ups by Dealers and Appearances of Artists in Store Draw Crowds and Result in Sales—Brunswick Business Gains—Other News

St. Louis, Mo., April 7—Moran and Mack, known as the "Two Black Crows," dominated the activities of the talking machine and record trade in St. Louis during the past month. The famous team came to St. Louis the last week in March with Earl Carroll's "Vanities." They were met upon their arrival by a reception committee composed of dealers and officials of the local Columbia branch. The following afternoon they visited the music department of Aeg- gent's Dry Goods Store, where they autographed records and entertained more than 1,500 people. They climbed their victory tramcar, where they were warmly greeted by Mayor Miller, who presented Charlie Mack with a key to St. Louis.

The acquaintance of the two comedians had a tremendous effect upon Columbia business in St. Louis, particularly records, according to N. B. Smith, manager of the local branch of the Columbia C.B. Inc. The company released Mack's latest record, "Our Child" and "Elder Estmore's Sermon on Throwing Stones," simultaneously with the appearance of the two world-famous artists.

The reception accorded the "Two Black Crows" in the city, however, had a counterpart in the welcome given Ed Lowry, master of ceremonies at the Ambassador Theatre here, upon his return from Los Angeles, where he has been making Vivaphone pictures and recordings and Columbia recordings.

Brunswick business, insofar as the St. Louis branch is concerned, also is reacting favorably under the stimulus given it during recent weeks by the appearances of artists, new records released and greater concentration upon territory, according to A. J. Brown, manager. He asserted that business handled by the St. Louis branch the first three months of this year increased 130 per cent, compared with the same period last year. The company has added A. J. Tucker and E. S. Cahill to the staffs. Mr. Tucker will be in charge of the southern Mis- souri court and some other territory, while Mr. Cahill has been named a record salesman in New Orleans. The Brunswick Co. also re- ported a notable addition to its list of accounts—the Bry-Black Mercantile Co., of Memphis, Tenn., a most successful firm.

The organization of a Victor Record Club in St. Louis has proved a boon to Victor business, according to the records of the local Victor, the Koerger-Brenner Co., local distributor. At the March meeting of the club Miss Josephine Mc- Keough, of the Victor Co., was the principal speaker. The club elected Mrs. Marie Scherer, treasurer. The Koerger-Brenner Co. announced that the St. Louis Music Co. has opened a Victor record account with it.

W. F. Peterson, wholesale manager of Har- rons-Longmire Co., of Oklahoma City, spent several days in St. Louis discussing plans for the coming portable season with officials of the Columbia branch. Among the new accounts opened by the local offices were those of the Schneider-Jordan Music Co., of Evansville, Ind.

At a recent meeting of the St. Louis柯克 Charm, Inc., in the Coronado Hotel, Eleventh and the Baldwin Piano Co., was elected president M. G. Dorton, of the Dortor Radio Co., first vice-president; Ralph Cranzer, of the South Side Electric Co., second vice-president; and Thomas Crab, of the Straus Co., secretary.

Announcement was made during the past month that the All Star Square Stores have been authorized to handle the Arwater Keno radio receiving set line.

Attractive New Berg Co. Sales Literature

Several new pieces of attractive sales literature have originated from the headquarters of the Berg A. T. & S. Co., Long Island City, N. Y. An eight-page folder on the 1928 Artone portfolio line has been prepared to show the dealer the imprints. The seven models of the line are shown ranging from the Artone No. 14 3/4, $10.00 to the Artone Grand at $35. There is also illustrated and described the Artone Model No. 30, which is equipped with an elec- tric pick-up for the talking machine. The message on this folder follows the theme used throughout the 1928 sales campaign, "Tone and volume for long horns." There have also been prepared pages for use in jobbers' catalogs. The weight and measurements of these pages have been so arranged that they may be trimmed to fit any size binder.

Emil S. Schenkel on Middle Western Trip

Emil S. Schenkel, president of the Madden- Schenkel Co., Inc., New York City, manufac- turers' representative, left last week for an extensive Middle Western trip. He will be accompanied by executives of a number of large organizations who have solicited the representation of the Madden-Schenkel Co. in the East. Mr. Schenkel's itinerary includes cities such as Chicago, Des Moines, St. Paul, Minn., Minneapolis and St. Paul, Minn., Dayton and Cincinnati, O., Milwaukee, Wis., and other western cities.

Magnavox Speaker Licenses Granted

OAKLAND, CAL., April 5—The Magnavox Co., maker of Magnavox speakers and other radio accessories, recently announced that the fol- lowing companies have been licensed under the Magnavox electro-mechanical loud speaker pat- ents: Electrical Research Laboratories, Chicago, Ill.; Newcombe-Hawley, Inc., St. Charles, Ill.; and the Jensen Radio Manufacturing Co., Oak- land, Cal.

New Kolster Jobbers

Four well-known jobbing houses which have recently been added to the list of Kolster radio distributors are Greater City Distributors, New York; E. M. Wilson & Son, Newark, N. J.; Harger & Bliss, Des Moines, Ia., and Howard Cranfill Co., South Bend, Ind.
DECA-DISC Fulamatic "Creatone"

Solves the Problem of Economical Entertainment
at
The DAGMAR
Hagerstown, Md.

Dealers—
Here's Your Opportunity

Think of all the hotels, boarding houses and Summer resorts where this automatic record playing instrument can be sold.

The Fulamatic "CREATONE" plays ten records continuously or any predetermined number. It is absolutely fool-proof in its operation and through electrical amplification the full volume of an orchestra is realized.

In addition to the regular models of the line, we have just introduced a remote control unit combined with the reproducing unit so that the music can be carried to any part of the building.

The Summer season is almost here and you will be able to reap a big harvest among the Summer resort hotels so write for full information today.

DECA-DISC PHONOGRAPH CO.
WAYNESBORO, PA.
St. Louis Kolster Dealers Organize

Merchants Handling the Line Meet Each Month to Discuss Experiences and Make Sales Plans—Business Has Increased

St. Louis, Mo., April 7—Friendly co-operation exists between the Kolster radio dealers of this city who, despite the fact that they are competitors in business, have organized a club which meets monthly, and at which business experiences are discussed and sales suggestions are made. This organization was formed at the suggestion of Eugene Strauss, head of the Strauss Co., Kolster distributor, some months ago. Once a month the Kolster retail representatives gather at dinner and decide on ways and means of increasing Kolster sales. In emergencies the dealers help each other and it is interesting to note that since the formation of the club sales of the Kolster instrument have increased appreciably.

James Melton, tenor, and the London String Quartet, will be featured in the Columbia Phonograph Co. Hour on April 18.

Okeh Race Records in New Supplement

Miss A. M. Kennard, Advertising Manager of Okeh Phonograph Corp., Designs Interesting Release Bulletin

The Okeh Phonograph Corp., New York City, recently issued a new form of race record supplement to dealers. The supplement, prepared by Miss A. M. Kennard, advertising manager of the company, is intended for consumer use, and is in the form of a four-page paper with a number of human interest stories and articles to relieve the possible monotony of mere listings of records.

The record releases are illustrated and described in a series of eye-arresting boxes with characteristic reading matter relating to the title of the song and a sketch illustrative of the subject matter of the composition. The first issue of this supplement contained a full-page story of race superstition in which the words of one of the most popular spirituals are contained. Humorous dialogue and snatches of poetry are also included, making an unique and interesting supplement.

Important Trade Deal Consummated

Chairman of Board, Graham Amplion, Ltd., Leslie Laurence, on visit to U. S., Arranges for J. W. and W. L. Woolf to Buy Interest in Amplion Corp.

A trade deal of unusual interest to the music-radio industry was concluded in March, when Leslie Laurence, chairman of the board of directors of Graham Amplion, Ltd., London, England, visited the American branch of the company, the Amplion Corp. of America, New York. Mr. Laurence arranged with J. W. and W. L. Woolf, well-known as a result of their activities in the horn, unit and loud speaker business as factory representatives of Nathaniel Baldwin, Inc., to purchase a substantial interest in the Amplion Corp. Mr. Laurence returned to England upon consummation of this important arrangement.

The active management of the Amplion Corp. is now under the direction of W. L. Woolf, who has become treasurer. A. W. Harris remains president. He has also taken a financial interest in the business, according to the announcement, and in addition to dealing with problems of general administration, will be in direct charge of engineering and development.

P. M. Dreyfuss, general sales manager of the company for the past few months, has resigned that position.

The Woolf organization will continue to represent the Baldwin interests in New York. Mr. Woolf stated that he became interested in Amplion not only because of its excellent position in the trade, but also because of new developments in progress in the Amplion laboratories consisting of the Revealphone, a phonograph pickup, a new dynamic unit for public address use and one for popular use, which is said to involve construction entirely new to the radio industry and to embody new features in design.

Radio Cabinets by UDELL

A beautiful new 32 page catalog illustrating and describing the greatest line of Radio Cabinets in the country is ready. Cabinets and Tables for Radiola 17 and Atwater Kent 37.

Write for your copy today.

The UDELL WORKS

28th St. at Barnes Ave.
Indianapolis, Ind.
Talking Machine and Radio Sales
Forging Ahead in Buffalo Field

Art Smith Opens Another Branch Store—Important Ruling Made by the Canadian Customs Department—Display of Freshman Radio Sets Arouses Interest

BUFFALO, N. Y., April 9—Business in both talking machines and radio has brightened up perceptibly during the past month. Wholesalers and retailers alike declare that in many instances their March sales volume was the best of the year, and in several cases the business done during the month is reported to have equaled that of the months of January and February combined.

Art Smith, who operates a chain of stores in Buffalo and Kenmore, New York, has opened a branch at Main and Allen streets, Buffalo, where his radio department is being featured in a modern setting.

Ralph Lucas, who recently opened a talking machine store at 237 Delaware avenue, featuring the Victor line, has incorporated the business with $15,000 capital, under the firm name Lucas, Inc.

A ruling of the utmost interest has just been given by the Canadian Customs Department and goes into effect at once. It is now ruled that an American going to Canada for pleasure may take with him any musical instrument which he plans to use solely for his own and his friends' entertainment, but which will not be used for gain or hire. All the owner has to do under the new plan is to deposit with the Canadian customs officials a sum equal to the duty which would be imposed on the instrument if it were to be taken into that country for permanent use. This sum will be returned when the instrument is brought back to the United States.

Floyd Barber, one of the pioneer radio and talking machine dealers of Kenmore, a Buffalo suburb, was presented with a beautiful watch by the Kenmore Retail Merchants' Association, in appreciation of his three years of service as president of that organization.

One of the finest and most complete displays of radio seen here in some time was that of Charles Freshen, Inc., held recently in the Hotel Lafayette in this city. The company's entire line was shown, under the direction of F. H. Waite, of New York, State representative.

With Mr. Waite were Assistant Sales Manager James A. Frye, and H. H. Harris, company engineer.

The South Side Furniture Co. has been appointed a dealer in its community for Fada radio, and has installed an up-to-date radio department in its store at 2196 Seneca street.

The L. E. Ellison Piano Co., of this city, has opened a branch at 215 North Union street, Olean, under the management of J. H. McCusker and is featuring talking machines.

Frank Huettel's talking machine store in the Arcade Building, Jamestown, was badly damaged in a fire which swept through that block. The Rudolph Wurlitzer Co. has leased the centrally located ground floor of the Zorn Building, 80 Clinton avenue, Rochester, and will open a fine musical instrument store there.
Executive Committee of F.R.T.A.
Jobbers’ Section Holds Meeting

Important Accomplishments Resulted From Meeting of Executive Committee of the Radio Wholesalers’ Association, Recently Formed and Affiliated With Federated

The executive committee of the jobbers' section of the Federated Radio Trade Association met in Chicago for a two-day session on March 17 and 18, at which time many things were accomplished for the benefit of the wholesale trade. The jobbers' section was organized in Milwaukee on February 15, 1928, and is now a complete organization working under the name of the Radio Wholesalers' Association, affiliated with the Federated Radio Trade Association.

Organization plans have been completed and the Radio Wholesalers' Association now has a complete program to act as an organization for wholesalers for the benefit of the radio industry and the individual members. The manufacturers' relations committee, headed by Harry Alter, Chicago, reported progress being made on trade relations and development of a standard purchase form which will be used by all members of the Radio Wholesalers' Association upon its adoption. The membership committee, headed by J. F. Connell, reported keen interest being aroused in the wholesale trade in general and expressed his opinion as being very optimistic concerning the future membership of this organization. Many applications from reputable wholesalers were submitted for membership and approved. The executive committee approved copy for the booklet, "The Radio Wholesaler Needs Organization," which has been printed and is available for distribution. This booklet has been requested by interested wholesalers from coast to coast, and will enjoy one of the largest circulations ever achieved by a booklet of such nature. It deals concretely with the Radio Wholesalers' Association, its accomplishments and purposes, giving a brief description of the entire organization and personnel.

Harold J. Wrape, president of the Federated Radio Trade Association, reported the activities of the legislative committee during the past two weeks in Washington, D. C., where the legislative committee of the Association has been actively representing this organization on the grave legislative problems. The next meeting of the executive committee of the Radio Wholesalers' Association will take place in Chicago, April 21.

The Kennedy Furniture Co., Toledo, O., has added the Sparton radio line.

Trade News From Richmond Territory

RICHMOND, VA., April 7—Victor dealers in this territory are very much interested in the new Orthophonic Victorola No. 835, an advance model of which was shown at the offices of the Corley Co., W. T. Davis and Dave Pruitt, Victor factory representatives, displayed and demonstrated the instrument to a recent meeting of dealers. The instrument was also shown at Norfolk, Roanoke and Charleston, W. Va.

A series of radio lectures is being given in the public schools of the city, sponsored by the Richmond Radio Dealers' Club.

R. J. Martin, talking machine and jewelry dealer in Farnville, reported a satisfactory Victor instrument and record business. A great proportion of Mr. Martin's business is done with the students of the State Normal College and the Hampden-Sydney College.

Schnears Jewelry Store, which recently moved to a more desirable location at 311 East Broad street, has added the Victor line of talking machines and records.

The Gerson Co., furniture dealer, has added the Lyric line of phonographs.

The James Cowan Co. recently added the Brunswick and Vocaloid lines to its stock. This company also carries Victor, Columbia, Okeh and Paramount records.

James K. Folk, Inc., has placed a new portable machine, the Old Glory, on the market.

Schubert Week Date to Be Decided Upon

Louis Sterling, chairman of the Board of the Columbia Phonograph Co., sponsor of the Schubert Centennial observance, has issued a call to the Ministers of European countries for an international meeting to be held in Washing-

ton to fix on a simultaneous date for Schubert weeks to be held throughout the world and to coordinate the Centennial plans. Mr. Ster-

ling recently started a fund to relieve the desti-

tution of Ignatz Stuppeck, living descendant of Schubert. A series of Schubert Centennial Scholarships are being established by Mr. Sterling to aid talented students in European conservatories to continue their musical studies.

Announcing the MUSIC BOX

A New Hyatt Product

5 Tube Single Dial

$60.00 without accessories

$77.50 Complete

Two-toned Green Cabinet—Nickel Trimmings—Loop Panel embossed in Gold Relief.

Hyatt Electric Corporation
836 N. Wells Street
CHICAGO

Les Backer Gennett Records in Demand

INDIANAPOLIS, Ind., April 6—Gennett record dealers in this city experienced a decided increase in record sales, due to the recent appearance at B. F. Keil's Theatre of Les Backer, Gennett recording artist and radio favorite.

Mr. Backer sings a variety of popular songs, playing his own accompaniment on the guitar. On the occasion of his broadcasts over station WFBM here recently, hundreds of letters were received from all over the State requesting favorite numbers. The local branch of the Star Picto Co., maker of Gennett records, received a great many requests for Mr. Backer to autograph records.

Freed-Eisemann Is Popular in England

Record-breaking sales of Freed-Eisemann electric receivers, power units and speakers were reported by Frank Murray, an executive of Post & Lester, New England distributors, on a recent visit to the Freed-Eisemann plant in Brooklyn, N. Y. Mr. Murray stated that Post & Lester had concluded the biggest year's business in the history of the organization.
ARMS and SOUND BOXES
(Made in their entirety in our own plant)

Increase Sales—Improve Quality

Made for CONSOLES, PORTABLES, UPRIGHTS and REPLACEMENTS

Sold to MANUFACTURERS, JOBBERS and DEALERS

STATE YOUR REQUIREMENTS
AND GET OUR STORY IN DETAIL

Kent Products

EXCEL IN
Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability

Noteworthy for
Grace
Beauty
Tone and
Execution

Manufactured by
F. C. KENT CO.
Irvington, New Jersey, U.S.A.
(Makers of the Famous KENT ATTACHMENTS)

Organized in 1914

Incorporated in 1920
Retailer Features Rola Loud Speakers

Window of H. C. Capwell Co., Oakland, Cal., Turned Into a Miniature Speaker Factory—Attracted Wide Attention

The Rola Co. of Oakland, Cal., manufacturer of Rola loud speakers, recently turned one of the show windows of the H. C. Capwell Co., of Oakland, into a factory in demonstrating how Rola speakers are made. A realistically painted back drop gave a comprehensive idea of the factory, and one of the girls from the factory sat at a work-table in the foreground winding bobbins, giving life and interest to the display which made it attention-compelling.

In the foreground were various types of finished speakers, as well as a cabinet speaker in various stages of construction, with a huge parts board showing all the parts entering into the Rola reproducing unit. This gave the uninitiated a very comprehensive idea of the number of parts and the careful workmanship required in manufacturing the modern loud speaker.

During shopping hours the window drew a constant crowd, and the radio department of the H. C. Capwell Co. reported a 30 per cent increase in loud speaker inquiries and a number of sales of Rola Cabinet speakers during the week this window was on display.

H. C. Capwell Co. Shows How Rola Speakers Are Made

against the construction, the Zenith radio was decorated to represent a broadcasting studio. A regulation microphone was used in the demonstration.

Zenith Corp. Closes an Important Deal

E. F. McDonald, President, Announces Purchase of Patents Covering New Automatic Broadcast Receiver

E. F. McDonald, President of the Zenith Radio Corp., announced several weeks ago that his company had purchased the ownership and control of all patents covering the new automatic broadcast receiver from Harry N. Marvin of Rye, N. Y., and A. J. Vasselli. In announcing this purchase Mr. McDonald stated, "I believe that this automatic is the greatest development since the advent of broadcasting. It will be in the future unnecessary to tune your radio set; just push the button, and the desired station is tuned in automatically. I had hoped that there would be no further radical development or changes in radio. This automatic development, however, is too great to be ignored, and great credit is due to Harry N. Marvin, the original automatic inventor, and to Anthony J. Vasselli who worked along the same lines, simultaneously."

"It is hoped that Zenith can be in production of these automatic radio sets by June, but the automatic field, I believe, is entirely too large to be monopolized by one company. It is the intention of the Zenith Radio Corp. to license its competitors under its automatic radio patents."

Hinde & Dauch Own Many Large Plants

Through its recent assimilation of the Thompson & Norris and J. M. Raffel interests, the Hinde & Dauch Paper Co., of Sandusky, now owns and operates twenty-eight individual manufacturing units, grouped in twenty separate plants and located at fifteen strategic points in the industrial section on both sides of the Canadian border, all devoted to the production of fiber shipping boxes and packing materials. North Atlantic coast cities, the Great Lakes basin, the Mississippi and Missouri valleys and the populous centers of the lower Canadian provinces are all served by Hinde & Dauch plants, converted in some cases into the latest plants and sources of supply. Although there are many smaller fiber box industries which produce fiber packages in almost inconceivable aggregate volume, the Hinde & Dauch Paper Co. enjoys the distinction of being the largest producer of that commodity in the entire world.

Feature Freshman in Landay Broadcasts

Broadway Stars and Recording Artists Entertain Crowds From Window at Landay Hall—Others to Use Display

One of the most original window display stunts was recently produced by the Charles Landay Bros., in co-operation with Landay Bros., New York music house. This was accomplished when the show window of Landay Hall at Forty-second street and Sixth avenue was equipped to represent a broadcasting studio. A regulation microphone was used in the demonstration.

Crown Viewing Freshman Radio

conjunction with the Freshman Equaphase electric radio and phonograph to personalize the appearance of favorite artists and demonstrate the tone quality and volume of the popular Freshman radio product.

Such well-known stars as Guy Robertson and Marie Dayne, now playing in one of Broadway's leading musical productions, appeared. Oscar Grogan, Columbia recording artist, and Frederick Franklin, Brunswick recording violinist, entertained the crowds. It is estimated that 10,000 people witnessed the broadcasting daily, and on Saturday afternoon it was necessary for the police to request Landay Bros. to suspend the performance because of traffic congestion.

It is planned to use the display throughout the country in co-operation with large music dealers, who, according to officials of the Freshman organization, are booking it as far as six months in advance.

Price Increase on Synchrophase Models

A. H. Grebe & Co., Inc., New York City and Los Angeles, Calif., have announced a $10 increase in the list price of Synchrophase five and seven-tube receivers. The new price increases, it is stated, apply only to the battery-operated broadcast receivers, and the list price of the newly announced Synchrophase AC-6 table model will remain the same.

The Disabled American Veterans Hospital at Liberty, N. Y., has been equipped with a Freed-Eisemann receiver donated and installed complete by the Freed-Eisemann Radio Corp. of Brooklyn, N. Y.
RMA Convention and Trade Show Plans Rapidly Mature

Plans are maturing for the premier radio industry event and trade conclave of 1928, the fourth annual Convention and Trade Show of the Radio Manufacturers' Association, to be held at the Hotel Stevens in Chicago, June 14-16. Attendance of 25,000 to 30,000 persons connected with or interested in radio manufacturing and merchandising is expected.

During the week of June 11, coincident with the RMA Trade Show, there will be held the fourth annual RMA Convention, and also meetings of the National Association of Broadcasters and the Federated Radio Trades Association. The radio industry meetings and Trade Show will be staged simultaneously at the Hotel Stevens and the gathering of radio interests will be the greatest in the history of the industry. Problems incidental to radio manufacturing, distribution, engineering and merchandising will receive attention at many formal and informal sessions. Addresses will be delivered by prominent national and industry figures and extensive programs of entertainment for guests and participants will be provided.

The last word in modern radio will be on exhibition in the Trade Show. The newest and latest in receiving sets, tubes, loud speakers, parts, cabinets, accessories, etc., will be displayed by about 300 of the leading manufacturers (all RMA members), but only for the trade. The public will not be admitted. Over 30,000 square feet of space in the Stevens Hotel, the largest in the world, has been oversubscribed by RMA members for the Trade Show. The space is engaged in double that this past and highly successful RMA Trade Show in 1927, which occupied 19,000 feet of space. Reservations being made ensure that virtually the whole Stevens Hotel will be used by the radio gathering for the largest assembly of radio interests ever held under one roof. The entire ballroom, foyer and exhibition hall of the Stevens Hotel will be devoted to the Trade Show, and those floors will be reserved by exhibitors for demonstrating purposes.

Categories for the Trade Show are again in the hands of Major H. H. Frost, chairman of the RMA Trade Show Committee, and the exhibition is again in direct charge of G. Clayton Irwin, secretary of the RMA and assistants of the RMA Radio World's Fair in Madison Square Garden and the Chicago Radio Show held at the Coliseum, the annual radio trade exhibition there.

Invitations to the Chicago Trade Show will be sent to 25,000 radio jobbers and retail dealers. There will go out about May 1, and if they are delivered properly in writing, will be made by the Radio Manufacturers' Show Association, 1800 Times Building, New York. For the radio thyrogs going to Chicago, remember that shipment of anything shipped by the RMA is backed by the Eastern and Central Passenger Associations. Trade Show travelers should remember to mail in their fair certificates when purchasing tickets for Chicago—certificates, not receipts, should be secured from the railroads. The certificates will be exchanged at Chicago for the free fair certificates.

RMA Convention and Trade Show special train schedules will be run from several cities. A private section of the Twentieth Century Limited—proportionately occupied by the RMA—will be run from the Atlantic Coast. One, and possibly two, special trains from the Pacific Coast, San Francisco and Los Angeles, are being arranged, and a train from the South and Southeast is in prospect.

In Chicago during the entire week of June 11 a continuous and elaborate program of entertainment for the radio visitors is being completed by Henry C. Forster, of Chicago, chairman of the RMA convention program committee. The principal social event will be the annual RMA banquet, on Flag Day, Thursday, June 14. This will be staged at the Rainbow Gardens, the famous million-dollar entertainment resort.

Instead of a long list of speakers at the banquet, there will be a lavish entertainment program, with celebrities of the musical and entertainment world appearing for a national broadcast. Rainbow Gardens also will be equipped with amplifiers within the banquet hall, and music for diners and dancers will be furnished by Isham Jones' famous orchestra. Rainbow Gardens will be closed to the public during the RMA festivities, but all of its various entertainment features will be in full blast, including the Spanish speed game of Jai Alai.

There will also be a revue during the banquet by professional entertainers and the entertainment features for ladies accompanying the radio visitors, such as excursions, theatres, dances, etc., also will be provided.

During the RMA National Convention, which will be presided over by C. C. Collby, of Canton, Mass., president of the Association, there will be open sessions for the discussion of radio policies and one two-hour session, including election of new Association officers.

There will also be many meetings of RMA sections. RMA leadership will consider the proposed patent infringement and adoption of a new Constitution and By-Laws designed to increase the activities and extend to a still greater degree the influence and scope of the RMA.

New Victor Model Introduced to Trade of the New York Territory

Victrola No. 8-35 & Co., New York Talking Machine Co., all of New York City, and Collins & Co., of Newark, N. J., gathered at the Hotel Roosevelt in New York City, and heard the first demonstration in this territory of the new Orthophonic Victrola, No. 8-35. Following this gathering a series of dealer meetings were held at the Hotel Roosevelt and the Newark Athletic Club, Newark, N. J., and the new instrument was displayed and demonstrated to the retail representatives, who received it enthusiastically.

The outstanding feature of the 8-35 is its appearance. The work of a prominent interior decorator, it is modern in design, has beauty of lines and it is of convenient size. The accompanying photograph gives an idea of the attractiveness of the instrument, but it must be seen to be appreciated. The value of the color harmony that is added by the twelve record albums. These albums are finished in six different, rich, blending color schemes with genuine leather backs and harmonize with the furnishings of any room in which the instrument is placed. The albums provide space for 144 records and the index markings are such that either a numerical or alphabetical system can be used.

A new type lid allows space at sides and back for vases or other decorations. Other features incorporated in this model are an easy loaded turntable, permanent handles, and a safety fast flush against the wall, concealed drawers for needles, catalogs or other small articles, and turntable covered with chrome-green leather.

Sparton Radio Ad. Campaign a Success

"Radio's Richest Season" Ad Drive, Sponsored by Spars-Withington Co., Results in Continued Good Sales

The music-radio trade, which has been watching the results of the "radio's richest season" advertising campaigns, is being carried on by the Spars-Withington Co., Jackson, Mich., will be interested in the following data made public regarding the sale of Spartan instruments: Sparton newspaper advertising, starting in January, was built around the theme that "January, February, March and April are radio's richest months." The idea has been followed consistently. Weekly advertisements of usually six hundred lines were run in approximately one hundred metropolitan daily newspapers. The aim was to help extend the radio season as far as possible beyond the usual "falling off" in January.

In contrast to the general tendency in radio sales at this season of the year, in March Sparton deliveries were approximately 75 per cent those of December and 60 per cent those of November. This shows a remarkable sales activity during the early Spring months. Two dealers report that their January sales were double their December sales. One dealer reports January as his best month in two years. The idea of selling the public on the desirability of the instrument and getting into the Spring originated with Captain William Sparks, president of the Spars-Withington Co. The campaign was well received by Sparton distributors and dealers, and results form an excellent example of what can be accomplished with a real sales idea, backed by earnest dealer co-operation.
Company Formed to Exploit RCA Photophone Apparatus

Announcement of Formation of "RCA Photophone, Inc." Made by Major General James G. Harbord—Photophone Synchronizes Film and Voice

Formation of a new company to be known as "RCA Photophone, Inc.," is announced by Major General James G. Harbord, president of the Radio Corp. of America, who will act as chairman of the Board of Directors of the new subsidiary company. The enterprise has been entirely financed by the Radio Corp. and the General Electric and Westinghouse companies, and there is no public offering of its securities. The RCA Photophone, an apparatus for synchronizing motion pictures with voice and music, will be sold to motion picture theatres, schools, churches and other institutions. Engineers of the radio group are now at work in their laboratories on a simplified photophone device suitable for use in the home, which will make it possible, it is stated, to reproduce "talking movies" in the home as well as over ordinary radio broadcast programs now being received in more than eight million homes.

General Harbord announced that the other members of the Board of Directors would be Owen D. Young, Gerard Swope, Paul D. Cravath, E. M. Herr, E. W. Harden, Cornelius N. Bliss, James R. Shoaf and David Sarnoff. The president of the new company will be David Sarnoff, and Elmer E. Bucher will be vice-president in charge of commercial activities. Doctor A. N. Goldsmith will be vice-president in charge of technical matters. The other officers of the company will be George S. DeSousa, treasurer; Lewis MacCommonic, secretary, and Charles E. Maraz, comptroller. A board of consulting engineers has been created and its members are: A. N. Goldsmith, C. W. Stone and S. M. Esperson as an instrument for the spread of knowledge, for bringing the peoples of the world closer together, and for the advancement of civilization.

"One can only guess at the many varied uses of this invention as an instrument of peace, as an instrument of prudence, as an instrument of industry, as an instrument of science, as an instrument of business, as an instrument of art, as an instrument of education, as an instrument of religion, as an instrument of industry. I am sure that no one can say that it cannot be used to do something very useful."

Mr. Sarnoff pointed out that although the Radio Corp., General Electric and Westinghouse had been preparing for several years to market apparatus synchronizing voice and music with motion pictures, public introduction of the apparatus had been delayed until the engineers had achieved "complete practicability" so that it would be as simple to operate as a radio set, and, at the same time, highly perfected.

"The Photophone," said Mr. Sarnoff, "is both simple and practical. The essential principle is the recording of pictures and sound on one film. While various methods have been devised for 'talking movies,' experience has shown that the most practical is that of recording pictures and sound on the same film. This is the method employed by the Photophone. It is now possible to photograph the President of the United States—voice as well as action—and to distribute films reproducing the event throughout the country."

"Easily operable reproducing apparatus for use in theatres, schools and churches will be nationally available. An entire opera, musical comedy or drama can be electrically recorded on the film, just as it is seen and heard, and then reproduced from the same film. Whatever may be seen or heard, whether it be a degradation of the human mind for education, religion and entertainment, as well as to personal happiness. Through the activities of the Photophone Co., another Radio Corp. associate, it will be possible to obtain programs and artists which can be recorded and reproduced by the RCA Photophone apparatus."

Experimental motion picture laboratories at 411 Fifth avenue have been established by the Photophone Co. for the development of "talking movie" technique and the distribution of Photophone pictures in the last month, the definite news that his company had decided to take up the reservation which had been held for some time. The reservation comprises a space sixty feet by twenty feet, immediately adjoining the building under construction, and permits of eighty feet of window display visible through the stream—instead of glass, and will enable the thousands of visitors to view the entire line of Victrola Electros and Combination Victrola-Electro-Radios. Many other large concerns plan to have exhibits at the Pageant of Music and Exhibition.

F. B. Simpson, general manager of the Brunswick-Balke-Collender Co.'s business in California, left three or four weeks ago for a trip to Hawaii. Irving J. Westphal, manager of the phonograph department of the Motion Picture Corporation of Southern California, has been awaiting the return of Mr. Simpson in order that a final selection of space in the Pageant of Music may be made for the display of Brunswick Panatrope, Panatrope-Radios and Brunswick records.


H. J. Zeuner, manager, Edison Phonograph Distributing Co., was in Los Angeles last month and accompanied W. G. Carson, Southland representative of the company, in the Pacific islands, as he was in charge of the trade. Mr. Zeuner spoke very optimistically of the future and appeared to be much gratified at the results of the efforts of Mr. Carson in interesting new accounts in Los Angeles and the Southland.

Los Angeles Trade Interested in Exposition and Radio Trade Show

Many of the Leading Manufacturers Have Taken Space at the Pageant of Music and Exposition to Be Held in June—F. B. Simpson on a Trip to Hawaii

Los Angeles, Calif., April 4—The Victor Talking Machine Co. has taken large space at the forthcoming Pageant of Music and Exposition which will be held at the Ambassador Auditorium, June 18-30. A. C. Love, Pacific Coast representative of the Victor Co., wired to President Richardson of the Music Trades Association of Southern California, late last month, the definite news that his company had decided to take up the reservation which had been held for some time. The reservation comprises a space sixty feet by twenty feet, immediately adjoining the building under construction, and permits of eighty feet of window display visible through the stream—instead of glass, and will enable the thousands of visitors to view the entire line of Victrola Electros and Combination Victrola-Electro-Radios. Many other large concerns plan to have exhibits at the Pageant of Music and Exhibition.

F. B. Simpson, general manager of the Brunswick-Balke-Collender Co.'s business in California, left three or four weeks ago for a trip to Hawaii. Irving J. Westphal, manager of the phonograph department of the Motion Picture Corporation of Southern California, has been awaiting the return of Mr. Simpson in order that a final selection of space in the Pageant of Music may be made for the display of Brunswick Panatrope, Panatrope-Radios and Brunswick records.


H. J. Zeuner, manager, Edison Phonograph Distributing Co., was in Los Angeles last month and accompanied W. G. Carson, Southland representative of the company, in the Pacific islands, as he was in charge of the trade. Mr. Zeuner spoke very optimistically of the future and appeared to be much gratified at the results of the efforts of Mr. Carson in interesting new accounts in Los Angeles and the Southland.

The Talking Machine World, New York, April, 1928
Cleveland Distributor Holds a Three-Day Meeting of Retailers

New Model Atwater Kent Shown to Retail Fraternity at One of the Most Successful Meetings Ever Held by a Distributor in This Territory—Other News

CLEVELAND, O., April 9—The Cleveland Ignition Co., distributor of Atwater Kent in Cleveland and northeastern Ohio, held a very successful three-day meeting for the purpose of introducing the new Model 38. The affair was held at the Hotel Westlake and the new model was enthusiastically received, and a large number of orders placed for it. The new Pooley radio tables, Styles No. 1 and No. 2, were also shown, and received a welcome from the trade, as both styles are large enough to accommodate the Atwater Kent Models 37 and 38.

N. W. Steiger, a Cleveland Crosley dealer, gained considerable publicity for himself, and also for the Crosley Boxband, by equipping a Green taxi cab with one of these well-known sets. The installation excited considerable favorable comment.

Brunswick dealers are finding an exceptionally good demand for Al Johnson's exclusive Brunswick record "Mother O'Mine," theme song of the Jazz Singer. The picture, when shown in communities that do not have a Vitaphone, offers dealers an opportunity to tie up their trade, by using the Brunswick meter and synchronize with the film. E. G. Germain, district sales manager of the local Brunswick branch, visited the territory served by the branch and is optimistic over the outlook.

The Wolfe Music Co. moved during the month to its new home at 2122 Euclid avenue from its old location on Prospect avenue at the Taylor Arcade. T. E. Chadwick, sales manager of the Cleveland Ignition Co., assisted the Wolfe Music Co. in a display of the new Atwater Kent models during the month.

The regular monthly meeting of the Cleveland Music Trades Association was held at the Hotel Statler and was fairly well attended. The Cleveland Talking Machine Co., Victor distributor, reports the sale of Red Seal records to have been unusually heavy during the month. The company has been holding monthly sales promotion meetings for dealers' sales ladies, which are bringing forth very encouraging results. The various models of Victor instruments are also selling well, said Howard Shartle, of the Cleveland Talking Machine Co.

The Empire Phonoparts Co., of Cleveland, manufacturer of tone arms and reproducers, has recently placed four new products on the market which are meeting with considerable success. They are the No. 12 and No. 13 Empire tone arms, Empire No. 5 tone arms and Premier reproducer. President McNamara, of the company, is well pleased with the demand.

Robert E. Taylor, general manager of the Cleveland branch of the Starr Piano Co., presented, in his capacity of president of the Music Merchants' Association of Ohio, at the midyear meeting held at Columbus. He was accompanied to Columbus by Rexford C. Hyre, secretary of the organization, Otto C. Muehlhauser and Henry Dreher, past presidents of the Association. Considerable interest in the meeting was taken by the Cleveland branch, practically all of whom are members, on account of the vote on whether the Association should affiliate with the national body, and which was voted down.

R. J. Mueller, manager of the Columbia Phonograph Co. branch in this city, recently sent a message to dealers advising them to loan a set of the Bayreuth Festival recordings to local newspaper reviewers to secure free publicity for the Masterworks set.

The second annual show of Bergers, West Side department store, was held during the month with gratifying results.

Emerson Gill and his Bamboo Garden OrchestrAs went to Chicago on March 27 to record for Columbia. They are the second Cleveland organization now on the Columbia recording list, and it is expected by the local Columbia branch that their records will prove brisk sellers. Many dealers had special window displays of the new Columbia hits.

Attributes Success to Service Policy

J. E. Sawkins, manager of the Sawkins Music House, Grebe radio dealer of Alma, Mich., sold a lot of radio sets last year, mainly because he gave "instant radio service" and courteously told his customers the truth at all times. "When we first installed our service department we missed a few service calls, and our customers were sore," said Mr. Sawkins. "After that we put up a large blackboard in the office and wrote down every call that came in. Thereon the name remained until the call was made and the service card signed and returned to us."

"Shortly after we began handling radio we hired a young chap who said he could install and repair radio sets. We didn't have much confidence in him at first and always went out with him to see that he did his work right. Soon afterwards I found out that he knew a hundred times more than I did. I then raised his salary and placed him in complete charge of service. We laid the law down to him about pleasing customers and giving 'instant radio service,' and right there, I firmly believe, is the basic reason why we sold so many sets there—and have so many satisfied customers."

Asked how he managed his service department, Mr. Sawkins told of the present system which he maintains. "We give a few free service calls with every set sold, and after that we charge one dollar and a half ($1.50). This charge is always made even if we only find that the storage battery is dead. Sometimes they kick, and once in a while we cancel the charge with a warning that the next time we will collect. Not only do we believe in it but we have found that the public is willing to pay for reliable instant radio service from the dealer!"

Newspaper Section Devoted to Kolster

Federal-Brandeis, Inc., manufacturer of Kolster radio, with the co-operation of Kolster distributors and dealers in the metropolitan district of New York, executed a strikingly effective piece of co-operative advertising on April 1 in the New York Herald Tribune. This was a special eight-page section devoted entirely to Kolster news and advertising, and published as part 2 of the regular Herald Tribune radio section.

Musical Products Distributing Co., Greater City Distributing Co., McPhilen-Keator, Inc., and E. M. Wilson & Son, Kolster distributors, in the metropolitan territory, and approximately 225 dealers carried advertising space in this special section. Photographs and personal histories of Federal-Brandeis executives, the story of Kolster Radio from its inception, news and features, including the Kolster Radio Hour now being broadcast weekly, as well as photographs of Kolster distributors, combined to make this one of the most forceful layouts of co-operative advertising effort ever directed to the buying public.

Start Radio Service School in Newark

A vocational training school for radio service men has started in Newark, N. J., having been established by the Essex County, N. J., Board of Education, working in co-operation with the Radio Manufacturers' Association. The success of the initial radio servicing school has interfered with other institutions throughout the country, and it is expected that a number of similar schools will be founded in the near future.
Broader Scope of Buying Creates Optimism in Philadelphia Field

Combination Instruments and AC Sets Lead the Demand — C. J. Heppe & Son Co., Makes Strong Bid for Sales — First Showing of New Victor Model

PHILADELPHIA, PA., April 9—While March was marked for its lively demand for the newer types of AC radio sets and combination talking machine outfits the early days of the current month were more encouraging for the general industry in the broader scope of trade. Contrast with March of 1927, that of 1928 was more satisfactory in sales of records, with many reports from dealers and distributors showing a slight increase in the sales. Straight talking machine may have slowed down, but the combinations were on the active list.

Talking machine repair parts and accessories manufacturers have been enjoying a fairly well maintained demand for these supplies throughout the month, and particularly for the newer reproducers that are needed to improve machines of older makes.

Portable talking machines have been enjoying a growing demand during the past month, and the April shipments have been in keeping with the normal seasonal requirements. Shipments from local manufacturers to South American parts have been noticeably increased.

Vigorous Sales Promotion

That clever and original ideas are required to meet the problems of moving talking machines in satisfactory volume from the stores of the dealers is realized by alert concerns. C. J. Heppe & Son Co. has developed a novel plan for bringing to the attention of the patrons the newer types of straight models of the Orthophonic. Following out a similar plan worked out successfully on the radio, the firm will this week inaugurate a new sales policy on the Orthophonic. A direct mail campaign among a large list of customers will place before the public the opportunity of a three days' demonstration of the Victor machine in the home without cost. Of course the firm is placing the machine in the homes of patrons who are reliable—discriminating rather than promiscuously installing the instruments where irresponsibility is likely to incur trouble and future returns of its property. The first steps will be to canvass the patrons of the company, bringing to their attention the proposed three days' trial offering. Where answers are received, follow-up methods will be applied. Should the initial steps prove satisfactory the firm will then undertake a newspaper campaign on the three day demonstration offer. The Heppe Co. just completed a very lively sales campaign along similar lines on radio, featuring the RCA, Atwater Kent, Federal, Zenith and Kolster sets. There has been added to the list of records handled by the company, the Masterworks of the Columbia Phonograph Co. These will be stocked along with the Victor and Brunswick. Manager Leo Cromson, of the radio and talking machine departments, has been most successful in promoting the various exploitation stunts that have within recent days made the department one of the most profitable branches of the Heppe store.

Improve Panatrope Stage Setting

For the national exploitation of the Brunswick Panatrope, the manufacturer under direction of the Philadelphia branch of the Brunswick Co., 40 North Sixth street, is now remodeling the lighting system in its Atlantic City Boardwalk store, in preparation for the coming Summer campaign. The Atlantic City store at 7039 Boardwalk will have a unique and improved lighting system with colorful and effective lights flashed upon the auditorium where daily concerts and talks on the Panatrope are given. There will be color lights flashed on the machines as they are turned on the stage while the main body of the concert hall will be effectively lighted. With the Easter Week the local branch featured a campaign on the new 15-L combination electrical Panatrope, on the Boardwalk and in the Philadelphia headquarters. Ivan Brooks, who is in charge of the Boardwalk show, a former army aviator, made a flying stunt for the exploitation of the Panatrope by making an air trip with novelty flying enroute from the shore to Philadelphia for the purpose of securing the first batch of records to be used on the new model displayed at the seaside. The first batch to be shipped by air will be the April releases. H. A. Hawley is giving particular attention to promotion of the Adelphia Hotel Orchestra, which is now being featured by the Brunswick as a local recording dance band under direction of Herbert Gordon, W. J. Waldis, who is in charge of their relations with the Sun Oil Co., is now assistant to District Manager George A. Lyons.

Ben Berkeley recordings on the Brunswick were expected during the premier showing of "And Howe," the new musical comedy in which his band now is appearing, and which made its bow here in the early days of April. The Philadelphia branch tied up with the appearance by exploitation in co-operation with the dealers. That the trade has given a warm welcome to the traveler for the Brunswick in the central Pennsylvania district, M. R. Waleska, is evidenced by the growth of business in Harrisburg, Lancaster and surrounding territory within recent months. He has made many new friends for the Brunswick in that section.

Showing of New Victor Model

A joint meeting of the Philadelphia distributors of the Victor was held March 26th, at the Benjamin Franklin Hotel, when the wholesale departments of H. A. Weymann & Son, Inc., and the Philadelphia Victor Distributors, Inc., conducted the dealer campaign. The association introduced the new Victor Model No. 8-35 which has just been introduced to the trade. The new model has been much complimented because of its beautiful cabinet. The session was opened with a word of greeting by President Louis Buell, of the Philadelphia Victor Distributors, Inc., and then by a word of cheer from the president of the Victor Co., E. L. Shumaker, who appeared as a Victor recording artist for the occasion in the special record played at the gathering and containing his message of greeting. Louis Morgan, Philadelphia representative of the Victor Co., introduced the various speakers, including Assistant Sales Manager Davis Pruce, of the Southeastern district, and Sales Manager L. Richardson. They told of the improvements in the new model. Two hundred dealers attended the joint meeting. Previous to the Philadelphia meeting there was a similar introductory session for the new Victor held at the Penn Harris Hotel, in Harrisburg, Pa., on February 27 for the dealers in that section of the State. George Tatem and James Robinson, of the Philadelphia Victor Distributors, Inc., presided at the Harrisburg gathering.

Featuring T. M. Department

That the dealers are alive to the needs of the day in exploitation of talking machines through proper displays, and the visualizing of the attractiveness of the instruments as furnishings for the home is demonstrated by the prominence given these trade commodities in the department stores. During the month Gimbel Bros., talking machine department, under

(Continued on page 80)
Oh, What a Portable!!!
The Loudest and Clearest in the World

You should stock this SERPENTINE PORTABLE because it is, without question, the loudest and clearest phonograph on the market selling at anywhere near its price, $25.00, in fact on many records a soft needle will have to be used unless dance music volume is desired.

It only measures approximately 12x12x6 inches, is built of the very best materials obtainable, is unqualifiedly guaranteed both to you and your customer, is light in weight and will carry twenty double-face records. The tone arm fits snugly inside the box for carrying purposes. It can be replaced on the pin in an instant for playing.

The SERPENTINE PORTABLE will play old records practically as loudly as the new electric records and it brings out tone qualities which have certainly never been produced on a portable of this size and for the price. In the playing of Grand Opera records each note of the complete scale, from the lowest to the highest, is brought forth with astounding volume and clarity.

This portable embodies the famous SERPENTINE TONE ARM amplifying principle and, of course, a first class reproducer is furnished.

By removing the sound box and attaching a radio unit this portable also becomes one of the foremost horns for radio reproduction.

Liberal Jobber's Discount
Order Now for Early Delivery
We Have Been Manufacturers for Years

Astral Radio Corporation
1812 Chestnut Street
Arcade—Store 12
the management of G. F. Wurtle, rearranged its department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays features by local music stores. There also are shown the Atwater Kent and RCA lines.

**Features “Talkers” and Radios**

Stero & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market street is now giving prominence to the talking machine and radio stocks.

**Association Expands Scope**

Under the plans for extension of membership the department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays features by local music stores. There also are shown the Atwater Kent and RCA lines.

**Features “Talkers” and Radios**

Stero & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market street is now giving prominence to the talking machine and radio stocks.

**Association Expands Scope**

Under the plans for extension of membership the department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays features by local music stores. There also are shown the Atwater Kent and RCA lines.

**Features “Talkers” and Radios**

Stero & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market street is now giving prominence to the talking machine and radio stocks.

**Association Expands Scope**

Under the plans for extension of membership the department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays features by local music stores. There also are shown the Atwater Kent and RCA lines.

**Features “Talkers” and Radios**

Stero & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market street is now giving prominence to the talking machine and radio stocks.

**Association Expands Scope**

Under the plans for extension of membership the department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays features by local music stores. There also are shown the Atwater Kent and RCA lines.

**Features “Talkers” and Radios**

Stero & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market street is now giving prominence to the talking machine and radio stocks.

**Association Expands Scope**

Under the plans for extension of membership the department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays features by local music stores. There also are shown the Atwater Kent and RCA lines.

**Features “Talkers” and Radios**

Stero & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market street is now giving prominence to the talking machine and radio stocks.

**Association Expands Scope**

Under the plans for extension of membership the department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays features by local music stores. There also are shown the Atwater Kent and RCA lines.

**Features “Talkers” and Radios**

Stero & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market street is now giving prominence to the talking machine and radio stocks.

**Association Expands Scope**

Under the plans for extension of membership the department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays features by local music stores. There also are shown the Atwater Kent and RCA lines.

**Features “Talkers” and Radios**

Stero & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market street is now giving prominence to the talking machine and radio stocks.

**Association Expands Scope**

Under the plans for extension of membership the department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays features by local music stores. There also are shown the Atwater Kent and RCA lines.

**Features “Talkers” and Radios**

Stero & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market street is now giving prominence to the talking machine and radio stocks.
At the RAINBO GARDENS, on Chicago’s North side, the show place of the Middle West, on the evening of Thursday, June 14th, will be held the Second Radio Manufacturers’ Association Banquet. The entire proceedings will be broadcast. Sumptuous feasts for eye and ear, including ISHAM JONES and his world famous Chicago Jazz Orchestra will round out the banquet. As the banquet hall borders on the Jai Lai Courts there will be an opportunity to witness several matches of this interesting game of the Spanish Countries.

Tickets can be had upon application to the Radio Manufacturers’ Association office, 32 West Randolph Street, Chicago, Illinois, or 1265 Broadway, New York City. Tables will be reserved for parties of ten persons each. Tickets $6.50 per person.

Full particulars regarding your credentials to the Trade Show will be sent to you in April. For any other information address

Radio Manufacturers’ Association Trade Show
Under Direction of U. J. Herrmann and G. Clayton Irwin, Jr.
Room 1800 Times Bldg., New York City

**THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 80)**

**Moissi, Noted Actor, a Columbia Artist**

Columbia's German list for April carries the first American record by Alexander Moissi, reputed to be the most popular actor of Europe, who lately concluded a notable ten-week's engagement in New York City. Early during his stay, the Columbia Phonograph Co. secured him under exclusive contract. The present record, coupling the ballad "Novemberwind" and Goethe's "Osterglocken" from "Faust," is a remarkable example of cloutage, and should prove of interest to more than native German people.

**F.A.D. Andrea Gives Trophy for Bowling**

An attractive trophy, donated by F. A. D. Andrea, will be given to the winning team of the inter-department bowling tournament now in progress among the employees at the Fada radio plant in Long Island City. The tournament started in March and will run through to May, at the conclusion of which there will be a banquet and the presentation of the trophy and other individual prizes.

The tournament committee is headed by William Hay, assistant production manager. John Andrea is treasurer and Frank Rampp is secretary, with Charles Davis and Joe Potraro on the bowling committee.

**Music Fair in Paris Occurs May 12-28**

The sixth Salon de la Musique will take place this year on the eustonary site at the great Paris International Fair, the date set being from May 12 to 28. The importance of this annual display has been universally recognized by exhibitors and buyers, who find the Salon de la Musique a really necessity, affording, as it does, an opportunity of developing business and helping buyers to make selections. Hence it helps to make direct contact between suppliers and customers.

Every branch of the music trade is represented at the Salon de la Musique, and foreign traders have found the salon a splendid means of business connections. The offices of the Salon de la Musique are located at 15 Rue de Madrid, Paris, France, where the fullest information will be given on request.

**Interior of Store Decorated for $6.45**

New Andrews and Brand Radio Shop Presents Attractive Interior Despite Smallness of Sum Expended

DALLAS, TEX., April 5—the New Andrews and Brand Radio Shop of 427 North St. Park street, exclusive Atwater Kent dealer, presents an unusually attractive appearance, and yet $6.45 was the total sum expended on the decoration of the interior of the shop.

As can be seen in the accompanying photograph, branches of trees are artistically used for both utilitarian and practical purposes and the display material supplied by the advertising department of the Atwater Kent Mfg. Co. has also been put to good use.

**Correcting an Error**

A paragraph in the March issue of The Talking Machine World gave the impression that Jacob H. Keen, of this city, distributed RCA, Atwater Kent and Magnavox lines. This is incorrect, as Mr. Keen is devoting his activities to talking machine repair parts and Kent portables, and has no working agreement either as distributor or dealer with any of the aforementioned manufacturers.

**Change of Name**

The corporate name of the Indiana Mfg. & Electric Co., of Marion, Ind., has been changed to the Case Electric Corp. (Division of the United States Electric Corp.) to conform to the name of Case products. The Case 1928-29 radio receiving sets will be announced around April 15.

The regular monthly meeting of the Philadelphia Victor Record Club was held at the Chamber of Commerce on April 10 Dorothy Martin of the Victor Co. spoke. Fred and Tom Waring were among the guests.
All-American Radio Corp. and Mohawk Corp. of Illinois Merge

(Continued from page 34)

best possible facilities for the building of radio receivers, with all manufacturing facilities under one roof, and to thus be enabled to give the

associated with the progress of the radio industry for many years. Mr. Rauland, formerly president of the All-American Radio Corp., has been

made of the products the most thorough supervision. The new headquarters of the All-American-Mohawk Corp. are located in the

identified with the industry for the past six years, and has been a prominent figure in activities of the RMA. He is now serving as chairman of the Fair Trades Practice Commit-

tee of that organization. Mr. Frankel, formerly president of the Mohawk Corp. of Illinois, is one of the veterans of the industry, having suc-

cessfully guided the Mohawk organization, as a pioneer in the one-dial receiver field, to a po-

sition of first rank in the industry. As a pos-

sessions of aggressive merchandising ability, Otto N. Frankfort holds a top-notch position in the

field, for he has been identified with the adver-

tising and selling of radio receiving apparatus since the early days of the industry. Through

his close study and contact in the field of radio

merchandising he is in a position to bring to

and great popularity in the national trade.

Mr. MacGregor, treasurer of the new organ-

ization, is well known in the financial field, and

needs no introduction to the trade. He is also

prominently identified with RMA activities and is

treasurer of that organization. Mr. DeMare

has been associated with the Mohawk organ-

ization for the past several years, and is recog-

nized as one of the foremost authorities on

radio production and factory management in the

field.

Both of the firms in the consolidation are

licensees of the Radio Corp. of America,

American Telephone & Telegraph Co., West-

inghouse Electric Co. and General Electric Co.

In addition the Mohawk Corp. of Illinois owns

a number of other valuable patents. The Mo-

hawk organization is known as the pioneer in

the one-dial control field and the All-American

Radio Corp. was the second licensee under the

RCA patents.

The factory which now houses the manufac-

turing activities of the new firm is one of the

most modern in the industry, both from the

standpoint of construction and facilities, and

94,000 square feet of floor space will be devoted
to the manufacturing of the firm’s products,

which will bear the name “Mohawk.” It is

expected that, through the combining of the
talent of the All-American factory personnel in

the making of power units and parts, and the

knowledge of the Mohawk organization in the

production of radio receivers, the 1928 products

of the company will create widespread interest

in the trade upon their introduction.

Charles Tait to

Visit United States

Charles Tait, one of the directors of Allan &
Co., Melbourne, Australia, sailed for America
last month for an extended stay. Mr. Tait has

many affiliations with the talking machine and

sheet music industries in the United States, and

his friends will be glad to hear of his visit.

TYPE M RECORDING WAX

Developed for Electrical Recording. Works at 70° or

Normal Room Temperature

F. W. MATTHEWS

UL Prospect Street

E. ORANGE, N. J.
K. Bancroft Is With the Brunswick Co.

Covering Syracuse and Northern New York Territory in the Interest of the Brunswick Line of Instruments

Brunswick Panatrope and record dealers in Syracuse and northern New York are now being contacted by a new Brunswick representative, Kenneth Bancroft, who succeeded Paul Harrity as New York State representative for the Panatrope division of the Brunswick-Balke-Collender Co. For several years Mr. Bancroft was connected with the McColl Pattern Co., New York, as their Canadian and Pacific Coast representative. Prior to that time he was associated with the Goodrich Tire & Rubber Co., spending two years promoting sales for this company in South Africa.

Gets Important Post With Stewart-Warner

R. H. Woodford, While in East, Announced Promotion of Don Tervilliger

R. H. Woodford, sales manager of the radio division of the Stewart-Warner Speedometers Corp., Chicago, Ill., was a recent visitor to New York. While here, Mr. Woodford made arrangements whereby Don Tervilliger, who has been identified with the Stewart-Warner New York branch since the inception of the company's radio activities in charge of the service department, becomes a field service engineer operating out of the New York branch and under Mr. Woodford. Mr. Tervilliger, who recently joined the Stewart-Warner organization, has been active in the radio field for many years and brings to his new position a wide background of radio sales experience.

Otto Heineman Host to Columbia Executives

Otto Heineman, president of the Och Re Phonograph Corp., was the host recently at a dinner and theatre party given to several of the executives of the Columbia Phonograph Co., Inc. Among those present at the dinner, which was given at Mr. Heineman's home, were Louis S. Seligman, chairman of the Columbia directorate; H. C. Cox, president; W. C. Fuhri, vice-president and general sales manager; Fred Ames, secretary; Frank DeLian, assistant to the president, and Raymond Giotraer, general manager of Columbia factories. Subsequent to the dinner the party visited one of the Broadway musical shows and completed the evening at Mr. Sterling's hotel apartment.

Plaza Co. Originates New Dealer Service

The Plaza Music Co., New York City, has originated a music service for its dealers, for use in their local newspaper advertising. This service is much appreciated by "P&F" dealers as collectively it has been possible to produce advertising copy and art illustrations that would be prohibitive in price individually to the dealer. These mats have been prepared in five-colors, but the copy and illustrations are so ingeniously arranged that it can be trimmed to any space between one and five columns, according to the dealer's requirements.

The Denver Music Co., Denver, Colo., Victor dealer, has added a piano department.

J. E. Thorne Opens Eastern Headquarters

Plans to Devote All His Attention to Promotion of Trav-Ler Portable Receiver Sales in the Eastern Territory

J. E. Thorne, of the Trav-Ler Mfg. Corp., Chicago, maker of Trav-Ler portable receivers, left Chicago a few weeks ago for New York City, where he will establish his headquarters and devote all of his attention to Trav-Ler sales on the East Coast. Mr. Thorne stopped at several important trade centers en route to New York, arriving in this city April 12. Sales work in the Chicago headquarters is now under the supervision of L. L. Martell, who recently joined the Trav-Ler organization. Mr. Martell has been active in the radio field for many years and brings to his new position a wide background of radio sales experience.

C. F. Propson Now Crosley Ad Manager

Carl F. Propson, of Rochester, N. Y., has been appointed advertising manager of the Crosley Radio Corp. He has had wide experience in the advertising field. For the last six years Mr. Propson was director of advertising Brunswick to Make Straight Radio Sets

(Continued from page 34)

the Brunswick arrangements with the Radio Corp. of America, Mr. Jackson said: "Our contract with the Radio Corp. of America, whereunder the Brunswick Panatrope and record dealer acts as heretofore, will continue to us, not only covers a period of time which eliminates any need for disturbance upon your part as to our ability to serve and supply you, but also we shall have the right to offer new products to you, and shall be able to offer you Brunswick Radio as straight radio receivers and in assorted accessory styles in table and console styles, all produced in co-operation with the Radio Corp., the General Electric and other companies with which we have contracts. We wish to assure you that there is little we can say which would be more expressive than the foregoing announcement to you as an indication of not only our ability but our determination to continue aggressively the Musical Division of our manufacturing and merchandising activities.

We hope that you will recognize from the foregoing the vast immediate and future opportunity in your possession of the Brunswick dealer franchise, and we take this opportunity of assuring you of our purpose and sincere effort at all times in the advancement of our mutual business interests which we are pleased to believe are cemented by a spirit of mutual friendliness and confidence.

"Official announcement in behalf of Brunswick Radio will be made to you in full detail as it becomes necessary production achievements permit."

Harry Alter Co. Is G-G-H Distributor


The Harry Alter Co., prominent radio distributor of Chicago, has been appointed as a jobber for the Grigsby-Grunow-Hinds Co., also of that city. The firm will handle the line of radio receivers manufactured by the Grigsby-Grunow-Hinds Co., having as its territory the City of Chicago and northern Illinois. The appointment of the Harry Alter organization as a Grigsby-Grunow-Hinds Co. distributor was made effective early in March.

Radio Foundation, Inc., Changes Hands

ANSONIA, CONN., April 5—The Ansonia Mfg. Co., of this city, has taken over the Radio Foundation, Inc., formerly of New York, and is operating it to this city, where radio speakers will be manufactured. It is announced that Radio Foundation, Inc., will be continued as a selling organization with offices at Park Place and Broadway, New York City. Although detailed plans are not as yet available it is the intention of the Ansonia Mfg. Co. to make a good line of speakers at their factory in this city. The radio division of the business will be under the supervision of Leslie H. Jockums, who is well qualified for this work.
Demonstrate Automatic Zenith Set at Jobbers' Convention

Receiver Which Tunes to Desired Station at Touch of a Lever Arouses Enthusiasm of Distributors—Coming Year's Orders Total $12,367,438

CHICAGO, ILL., March 21.—The annual convention of the wholesalers of the products of the Zenith Radio Corp. was held at the Hotel Sherman, and was a decided success, as viewed from every angle. The high point of the gathering was the demonstration of the new automatic Zenith radio receiver, which tunes to any desired station at the touch of the lever. In seeking to ascertain what the distributors' requirements would be for the coming year in Zenith products officers of the company found that orders totaled $12,367,438, despite the fact that every distributor was told that the conservatism which has attended their policies in the past would be expected from them during the coming year.

The convention opened officially on Tuesday morning, March 20. Eugene F. McDonnell, Jr., president and founder of the Zenith organization, extended a brief address of welcome to the assemblage of distributors and introduced as chairman Paul B. Klugh, vice-president and general manager. In his talk Mr. Klugh reviewed the general radio situation and its outlook with respect to the Zenith organization. The company, he stated, had no desire nor intention of entering the low-price set field, feeling that the present tendency on the part of buyers did not look in that direction. He also said that the Zenith Co. would not increase the percentage of trade discounts and would continue to recommend to wholesalers that the maximum discount given dealers be no more than 40 per cent.

Other speakers at the Tuesday morning session included Irving Herriott, general counsel of the Zenith Radio Corp., and James Heggie, patent counsel, who told of the company's acquisition of rights in the "push-button" operative method in set design and its control of patents upon the automatic device.

On Tuesday afternoon the new Automatic receiver was demonstrated. President McDonnell told of the discovery of the automatic device and the company's steps in securing the basic rights to use the invention. He then threw the switch and brought in station after station by touching lever after lever. Other models in regular and automatic design were then exhibited and demonstrated. Mr. Klugh then introduced Thomas H. Endicott, the recently appointed sales manager, who spoke briefly of his pleasure and interest in his new work.

A variety of interesting talks featured the Wednesday business sessions. John Fletcher, vice-president of the banking and investment firm of John H. Burnham & Co., talked on a "Banker's Idea of Radio," outlining the fundamentals governing the business. C. J. Callahan, advertising director of the Zenith Corp., told of the company's plans regarding advertising and dealer help, and L. A. Graham, of the Chicago agency of Low, Graham & Walls, spoke of advertising in general and policies developed and adopted. It was announced that the company intended to allow over $600,000 during the coming year for advertising by the Zenith trade to consumers, in addition to the direct advertising done by the company itself.

Thomas H. Fletcher, president of the QRS Co., spoke on the new QRS motion picture camera and projector. He dwelt on the many uses of the moving picture camera in all seasons and stated that parents owed it to their children to make a permanent record of every-day happenings. Mr. Fletcher was followed by Warren Ripple, president, and L. A. Chabourn, vice-president of the Johnson Motor Co., maker of Johnson outboard motors. They spoke of the greatly increased interest in motor boating and urged the jobbers to add the line to their merchandise.

The entertainment of the visiting distributors was not forgotten. On Monday evening, following dinner, they adjourned to the Rainbo Gardens to see the jai alai games, and on Wednesday a theatre party witnessed "The Wooden Kinmona," after which there was a cabaret party at the Midnight Frolic, a most enjoyable affair.


Zelma O'Neal Makes Brunswick Recording

Edward Wallerstein, of the New York wholesale division of the Brunswick Co., reports that the first Brunswick recording by Zelma O'Neal, featured artist of "Good News," the collegiate musical comedy which has proven a Broadway sensation, is selling well with metropolitan dealers. This record couples "The Varsity Drag," from "Good News," the number which stopped the show on its opening night, with Mrs. O'Neal rendered it in her inimitable fashion, and "Can't Help Lovin' That Man."

New Fada Jobber

Appointment of the Robertson Supply Co., Orlando, Fla, as Fada distributor for the State of Florida, has been announced by F. A. D. Andrews, The Robertson Supply Co. has a branch in Miami.

Another Step Forward
Orthophonic Victrola 8-35

List Price $300

Beautiful . distinctive . . . classic in principle . . . modern in effect . . . musically superb . . . these are the qualities of the amazing new Orthophonic Victrola No. 8-35.

NOW YOU HAVE IT! . . . The Eight-Thirty-Five is an instrument that will command instant eye-and-ear attention . . . anywhere! Once again, it will focus on you and your business the keen attention of that immense section of the public who want what is good . . . new . . . up-to-date . . . yet in good taste. The development of the EIGHT-THIRTY-FIVE is in harmony with a great movement that is getting under way throughout the country . . . the movement toward better, more modern furniture . . . designed for the home of today . . . the home in which only what is beautiful, practical and up-to-date can have a place.

Blackman
DISTRIBUTING CO., INC.
28-30 W. 23rd St., New York, N. Y.
Saal Co., Motor Manufacturer, Now Known as the L. S. Gordon Co.

L. S. Gordon Purchases Assets of Co.—Name Change Does Not Affect Company in Any Particular—Johnson-Gordon Electric Phonograph Motor Improved

To indicate the present executive direction which has for some time past headed the affairs of the H. G. Saal Co., phonograph motor manufacturer, Chicago, an interesting change of name has just been announced whereby the concern becomes the L. S. Gordon Co., the

Leslie S. Gordon

assets having been purchased by L. S. Gordon, president. In every particular the company is unchanged, and as it has for twenty years, this concern continues noted for the manufacturing quality of all operations carried on in its large modern factory.

Credit for a great share in the firm's success is no doubt due to its completely equipped tool and die department, manned largely by old-country mechanics long trained in patient painstaking and precision. One of the interesting developments recently announced by the company is the improved Johnson-Gordon electric phonograph motor, in which annoying hum is said to have been eliminated. Since the motor is universal, it can be operated AC for radio hook-up and either DC or AC for phonograph use alone.

The perfection of this device is of special interest to manufacturers of phonographs employing electrical reproduction and amplification. The electrical characteristics of the motor are said to be so perfectly balanced as to give no "interference." The motor was commercially announced only after rigid laboratory tests and actual performance in the homes of several thousand users.

Ingenious engineering has given the motor such high starting torque that correct turntable speed is reached practically the second that the switch is turned on and there is no "moaning" in the music as the motor gathers speed, according to the maker. The scientific governor operates so exactly that there is no change or fluctuation in the turntable r.p.m. even when the line voltage fluctuates. This does away with the irritating changes in pitch so frequently heard when motor speeds vary. The Johnson-Gordon motor is supplied with turntable, speed regulator and automatic stop and is guaranteed to be quiet.

As a result of enlarged facilities, the company has announced that it is now in a position to supply turntables for all types of electric drive motors.

Studner Bros., Inc., of 67 West Forty-fourth street, New York City, have been appointed national sales agents for the L. S. Gordon Co., according to announcement from the Chicago headquarters of the Gordon organization.

F. C. Kent Co. Line Popular With Trade

The F. C. Kent Co., Newark, N. J., well known in the talking machine field as the manufacturer of Kentone attachments for Edison phonographs and Kentone sound boxes, is gaining an equally enviable reputation through the line of tone arms which it produces. These tone arms are now produced in four models as follows: No. 30-SP for portable phonographs, No. 40 for the better grade of portable phonographs, No. 55 designed for the highest grade of cabinet and console models of phonographs of the extra large size, and No. 60 designed for the same grade of the conventional size. These tone arms are made of seamless drawn brass and although only comparatively recently introduced they already enjoy much popularity. The F. C. Kent Co. has recently issued a catalog of these tone arms in an attractive booth-leaf binder.

Madeline Beatty Now on Okeh Recordings

A recent release of Okeh records was marked by a very excellently sung vocal record. This record introduced a new Okeh artist, Made-
Annual Banquet of Talking Machine Men

Will Be Held on April 23 at Hotel Commodore—Record Companies Supplying Wealth of Talent to Entertain

Members of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, their families and friends, will gather at the Hotel Commodore, New York City, on Monday, April 23, for the annual banquet and ball of the Association.

As in other years, the record manufacturing companies and the radio broadcasting stations are cooperating to the utmost to make the event a decided success and the best affair that has ever been planned—and from plans already announced, the banquet of 1928 will reach this goal. As this issue of The Talking Machine World goes to press the list of entertainers who will appear is far from complete, yet those already scheduled are more than enough to give an indication of the enjoyment that is in store. Among them are: Columbia artists, Jan Garber and his Orchestra, Andy Sannella, saxophone soloist; the Charleston Chasers, under the direction of Red Nichols; Oscar Grogan, tenor; Irving and Jack Kaufman, The Cavaliers, vaudeville artists; Sam Lauan, of the Ipana Troubadours, guest conductor, and W. C. Perry, of Fisk's Orchestra, guest conductor; Okeb, artists, Dorsey Bros and Orchestra, Seger Ellis, tenor, and others.

The Brunswick artists thus far scheduled are: Vincent Lopez and his orchestra, Ben Bernie and his orchestra, Bernie Cummins and his orchestra and others. Emerson artists include: B. A. Rolfe and his Palais d'Or orchestra, Lihikofeld and his Hotel Biltmore orchestra, Wiminer and his Penn Boys and the Rollickers. The entertainment committee reports that artists from other companies who have not yet forwarded their lists will practically double this number of artists. In addition, broadcasting stations will send the "cream" of their talent so that those attending the banquet will be able to be entertained in person by their favorites of the air.

The entertainment will start promptly at seven o'clock and from 10:15 until midnight the program will be broadcast over station WHN with N. T. G. at the microphone in the announcer's role.

Jensen Dynamic Cone Speaker Plant Opens

Oakland Manufacturer Opens Manufacturing Plant in Chicago—T. A. White Is Appointed Sales Manager

The Jensen Radio Mfg. Co., Oakland, Cal., has opened a manufacturing plant on the West Side of Chicago for the making and assembling of Jensen dynamic cone speakers. Thus, T. A. White, formerly manager of the Wholesale Radio Equipment Co., Buffalo, N. Y., has been appointed sales manager of the Jensen organization and maintains headquarters at the Chicago factory. Mr. White was formerly a vice-president of the Federated Radio Trade Association, chairman of the Radio Wholesale's Association and a member of the Radio Legislative Committee, which has been active in radio legislation work in Washington. D. C. Mr. White has spent the past seven years in the radio industry and brings to his new position a wide background of radio sales experience.

Peter L. Jensen, of the Jensen Radio Mfg. Co., spent several days in Chicago at the time of the opening of the new plant in that city and departed for the Oakland, Cal., factory early in April. Mr. Jensen, with E. S. Pridham, was a co-inventor of the dynamic speaker and

New Astral Tone Arm

Philadelphia, Pa., April 6—The Astral Radio Corp., of this city, maker of the Astral Serpentine tone arm, has entered the portable field. This tone arm with its serpentine curves adds materially to the length of air column and therefore lends itself readily for use on portable phonographs. The Astral Co. will produce portables equipped with this new arm.

Herbert N. Teepell, radio dealer of Watertown, N. Y., has added the Victor line.

Gramophone Shop Does Big Business

New Establishment Specializing in Imported Records Starts With Fine Sales Volume—Has Own Catalog

On April 1 a new talking machine store, the Gramophone Shop, opened at 126 East Forty-first street, New York City, and in the short time that has elapsed has built up a sales volume that reached a figure more than double expectations. W. H. Tyler and J. F. Brogan are the proprietors of the new store, and both have had many years' experience in the retail music field. Mr. Tyler was until recently manager of the Victor departments of the New York Band Instrument Co., and prior to that was connected with Landay Bros. and Lord & Taylor. Mr. Brogan has been connected with the New York Band Instrument Co., Wanamaker's and the Knabe Warerooms.
The Newest in Radio

Radio Cabinets


Imperial combination phone-radio cabinet, walnut-veneer front with maple over lay. Equipped with spring motor or G-35 electric phonograph motor and cone speaker. Has efficient electric pick-up. Sliding drawer is large enough to accommodate any radio set. Special shelfed compartment for record library. A ventilating device prevents excessive AC tube heat. Height 50 inches, width 32 inches.

Radio Speaker

Temple, Inc., Chicago, III. The Temple Archaeone speaker with two diaphragms of algae linen pulled together under 250 pounds tension to the square inch. Fastened to a wooden framework and drawn together at the exact center where the driving unit operates, securing a balanced tension. Slightest impulse of driving pin is transmitted through two plugs without loss. Linen is lined with corrugated aluminum, can be adjusted to close climatic changes, and speaker will not attract dust. Volume control in front panel. Furnished in Lincoln model for cabinet or console installation. 14 inches high, 15 inches wide, 12 inches deep.

Audio Unit

Wholesale Radio Service Co., New York City. Ra-Pam Audio Unit, designed for use with practically all makes and models of radio receivers. Complete installation, including modification of radio receiver to provide 6-volt, 8-ohms, self-contained, light-weight, 15-watt, high fidelity receiver. Complete cabinet contains: two 6L6 tubes in first stage and two 2C3P tubes in second stage. A 264-type rectifier tube is used to supply "B" current through the power transformer and filter system, which is self-contained in a metal case approximately 15 inches by 11 inches by 7 inches. The Ra-Pam unit does not employ the "B" current for the tubes in the set that remain in use after the unit is connected.

"B" Eliminator

Radio Corp. of America, New York City, RCA "B" eliminator, model AP-1006, designed to meet demand for reliable, one or plate supply replacing minimum attention and expense. Ten plates, sealed or liquid, has no replaceable operating mechanism enclosed in metal case. Properly equipped receiver, "B" current for the tubes in the set that remain in use after the unit is connected. Tests made on receiver have been on for 4,000 hours of continuous operation, during which no adjustments or replacements have been required. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver. Power output is 60 watts for any type receiver.

Resistance Unit

Analytic Electric Co., Fort Wayne, Ind. The King Coler resistance unit for 220-volt systems is a means of controlling the voltage of the radio set. When used with the house lighting circuit, units reduce current into the lighting circuit, furnish the current for the "A" circuit and are made in different sizes suitable for four, five and six tube units. A unit is designed to be placed out of service and are wound with a specially heavy resistance wire having plenty of splices.

Claro-Set

American Mechanical Laboratories, Brooklyn, N. Y. Table type Claro-Set, providing precise variable resistance in the form of an accessory, together with sufficient current-handling capacity for long-life operation. Commercial apparatus employs one of the "clock" type for use on table radio receivers, and a cabinet style.

Radio Tables

The Penney Co., Philadelphia, Pa. These radio table models—Model 1, Model 2, Model 2-B, The first two models are designed to accommodate either Atwater Kent 37 or 80 receiving sets. Model 1 has single shelf beneath to accommodate book rack or piece of literature. Model 2 has two shelves to accommodate two rows of books. Model 2-B accommodates Atwater Kent 37 on top and is equipped with built-in Pooley speaker and Atwater Kent new AC reproducing unit.

Indoor Aerial Kit

Radiotrons Mfg. Co., Chicago, III. Indoor aerial kit containing a seventy-foot spool of indoor wire, a twenty-five-foot coil of Belden Colored Paper-Wound wire and a ground clamp. Indoor aerial wire consists of fine-stranded copper wire inside a neat brown braid, is very flexible and can be run around a window frame or over the molding. Colored Paper-Wound wire is tinned copper, rubber insulated.

Radio and Speaker

Radicla Sales Corp., New York City. Radiola No. 50 embodying the newest No. 17 and longarm phonograph. 85-in. speaker. Cabinet model in walnut with two doors in front which when open reveal the tuning control panel, with a sufficiently loud speaker. Radiolas are used as first radio and radio fre- quency detector. Radiola functions as a detector and a frequency modulator. The new model weighs 56 pounds and measures 29 inches wide, 24½ inches high and 14 inches deep. List $875.

De Luxe loud speaker No. 105, a four cabinet model employing the new super-power amplifier Radiotron UX-291 and two alternating current rec- tifier Radiotrons UX-291. Has an acoustic response that is markedly better than Model No. 101, and will handle three times the load of the old model. Gain of equipment is pro- vided, provided with corrugations and reduced moisture-proof, eliminating "paper rattle" even at maximum power, as well as distortion due to climatic conditions. In addition to supplying its own power requirements, Loud Speaker No. 105 furnishes "B" voltages up to 80 volts, as well as "C" potential for the receiver with which it is employed. It operates on 290 cycles, 29-4 cycle alternat- ing current and is manufactured to withstand any atmospheric climate. "Paper low" switch is provided to take care of line-voltage variation between the limits of 105 and 125 volts. The mechanism is housed in an attractive two-toned walnut cabinet measuring 41½ inches high, 29 inches wide and 16½ inches deep.

Electric Pick-Up

Fat Grip Electric Co., Chicago, Ill. Portable electric pick-up designed for use by families with old type phonographs and new AC radios. By
The newest in radio

Radio Set Tester

Weston Electric Instrument Corp., Newark, N. J. Weston model 517 A-C-D-C radio set tester is essentially designed and fully adaptable to the testing requirements of every set made, whether operated by batteries or by direct current. Various gauges measure and record the characteristics of each set furnished with the necessary and complete instructon book.

AC Tube

C. C. Mfg. Co., Inc., Providence, R. I. "Ceco" AC tube, Type AE-20, with four connections, is designed to advantage only in circuits or equipment designed for its use. Each signal primarily as a radio frequency amplifier and as such is capable of amplifying voltages from 30 to 30,000 per second. Together with a voltage range of 1,000 to 100,000 volts, it will have a gain of 50 to 1,000,000. The tube is available in the 22 and 121 types in all characteristics, excepting in "A" current consumption, which in the new type is 2 1/2 ma. current drain as against 3 1/4 in the older types.

Standard hardenxes are made for the hardening of work by the "Ceco" tester. Condenser, Bandstand, Radiola 10, Kolster and many others. The "Ceco" AC Connectors are listed: X, 900 red color; 926 gray detector; 926 orange power; 956 GT red, and 956 GT orange power. The Connectors are colored for the different tube types—i.e., all-purpose, life detector, orange power, etc. Price list: First three models 84; others $1.20.

Power Cone

Barber Mfg. Co., Inc., Brooklyn, N. Y. High power cone power cord. The cord is claimed, respects the complete specifications without giving cause for any particular point to anyear be excepted.

Condenser

Acme Electric Co., Brooklyn, N. Y. Moulded plastic condensers in various sizes. Dielectric of "D" quality, with 2000 volts, pure tufidl plastic. Will not arc, will not become impregnated. Allows for screw or slide adjustment. Different sizes of tubes have slip, elongated slots for easy removal of tubes.

AC Wire Kit

Hedley Mfg. Co., Chicago, III. Cobrahuse AC Wire Kit is designed to smooth the path of the amateur set builder in constructing an alternating current receiver. Consists of: A black twisted pair of Colorhuse insulated hookup wires for the 15 volt filament circuit, a yellow twisted pair for the 25 volt filament circuit, a red twisted pair for loudness of two coils, a red and black twisted pair for the filament circuit, and a yellow and black twisted pair for the filament circuit. List prices from 95 cents to $5.50.

AC Receiver

Coca Cola Radio Corp., Chicago, 9. Jewell box style and AC radio set is self-contained. Supplies the voltages to the power output tube and gives pure, undistorted volume. Is shocklessly selective, using the antennas which enable one to tune sharply on distant stations, increasing normal strength and volume. Has illuminated dial and is completely shielded. List at 88.

Radio Speakers

Steinhe Laboratories Co., Chicago, Ill. Steinte Polyphonic speaker, console model, with tone travel chamber of non-vibrant iron-iron. Outer shield is flexible firmed copper. A switch is located inside the radiostock switch for stripping easily.

Connectors

Alder Mfg. Co., Springfield, Mass. Tubular connector, Type "B," is available. Bring the filament voltages 15 volts, 25 volts, and 45 volts to the tubes at the same time, making the necessary connections in the wiring. They provide the necessary compensations for the new tubes.

D.C. voltmeter-dissimeter. A system of switchers and binding posts provides for automatic adjustment of instruments to circuits being tested. AC voltmeeters, millivolt and D.C. voltmeter-dissimeter give voltage readings. All voltage ranges have a switch set furnished with the necessary and complete instructon book.

Latest Summary of Exports and Imports of "Talkers"

Imports electrical reproduction of records. Imports in operation and rate in any day may be included separately or in conjunction with the above of their products.

Metal Cabinet Corners

Dixie Die Casting Co., Brooklyn, N. Y. Die-cast corner for metal cabinets designed on a wide and varied basis. All cabinets are designed abroad or in wood or electro-plated, bronzed, lacquered, transparent or semi-transparent, in any color scheme. Black cabinet corners are offered with either a black or silver finish. Renaissance and Byzantine design.

Twin Cities Trade News

St. Paul and Minneapolis, Minn. April 9—Business in March picked up noticeably at the George C. Beckett Victor headquarters, according to the manager, C. C. Hicks. In fact, quite a phenomenal volume of record orders were received. The lowest demand was for records.

The Gas, C. Beckett office sponsored their annual spring hotel, Thursday, March 27. Never has the staff shown such enthusiasm, especially in its appearance.

R. C. Coleman, manager of the radio division of the George C. Beckett Co., continues the addition of the Columbia line to their distribution. The company will have exclusive rights in Minnesota and parts of Wisconsin and North Dakota. Prior to this new Columbia appointments were opened the last day of February, 1928, and a new factory was opened in the factory. Coleman is especially pleased with the reception given the new items.

Columbia continues at the high speed set, when the Koutay Co. took over the Northwest territory.

R. C. Coleman, manager of the radio division of the George C. Beckett Co., continues the addition of the Columbia line to their distribution. The company will have exclusive rights in Minnesota and parts of Wisconsin and North Dakota. Prior to this new Columbia appointments were opened the last day of February, 1928, and a new factory was opened in the factory. Coleman is especially pleased with the reception given the new items.
Baltimore Music-Radio Trade Reports Good March Business

Satisfactory Volume of Sales With Outlook for Coming Year Encouraging—Records Still Selling Consistently—Chirping Waterrooms Drop Piano Lines

Baltimore, Md., April 7.—According to the reports of distributors and retailers the talking machine trade keeps up its wonderful pace, and all prospects seem most encouraging for a continuation of this prosperity during the balance of the year. This, in spite of the doldrums in which business in general finds itself.

H. F. Droop & Sons, Victor distributors, while reporting a slight falling off in machine sales during the past month, state that this was more than compensated for by increased volume of record orders.

E. F. Droop & Sons Co, report business to be even in excess of last year’s record sales, and are confident that next quarter’s business will attain a new high level.

Joseph G. Mullin, local manager of the Brunswick-Balke-Collender Co., states that the sale of Panaroptes and records for the quarter ending April 1 was far in excess of the sales for the same period of 1927. Their well-known “popular-price” policy on their Gold, Purple and Black label records has contributed in no small degree to this gain.

Effective May 1, J. B. Elliott, Brunswick’s North Carolina representative, will be promoted to district manager of the Boston branch. R. H. Cagle, eastern Virginia representative, will succeed Mr. Elliott in North Carolina, and H. M. Wagner, formerly record salesman of Baltimore and Washington, will be assigned to Mr. Cagle’s territory.

The Hamilton Co., operating the Chirping Waterrooms in Maryland, and the North Charles Street, and who handled Chirping and other well-known pianos, announce their retirement from the piano business. After April 1 they will devote their entire efforts to conducting a strictly modern and up-to-date talking machine and radio store, offering a complete line of high-grade talking machines and radios, featuring the Orthophonic and Radiola combinations and the AC electric, Fada and Crosley radios, together with a complete catalog of the Victor records.

A. K. Oldewurtel, who have for over fifteen years been conducting the Talking Machine Shop, at 305 North Howard street, are removing to 316 North Howard street. Pollacks, the Baltimore division of the Reliable Furniture Stores, one of the larger chain store systems, have quit this building, which adjoins their corner property, and will, after extensive alterations have been made, occupy it as a talking machine and radio store.

Sales of the Columbia “Two Black Crows” records were increased considerably at the Talking Machine Shop, Hagerstown, Md., which featured the records in the eye-arresting and attractive window display which is pictured herewith. Figures representing the two black-face comedians are shown placing a record on the Columbia Viva-tonal phonograph, and display material provided by the Columbia Photographic Co. is used. A profusion of farm products lent an unusual touch.

A meeting and luncheon of Victor dealers, sponsored by the Victor Talking Machine Co., was held March 31, at the Southern Hotel, in this city. Announcement was made that the new model No. 335 will replace model No. 300. The hundred or more dealers present were all greatly enthused over business conditions and prospects. Addresses were made by William T. Davis and David Pratt. Larry Richardson, division manager, gave a interesting sales talk.

Braiterman-Feder Co., of 414-416 East Pratt street, distributor of “The Kraus Products” serve great credit for the elaborate and artistic catalog which they have just issued. Their activities are certainly far-fangled, and they have built up a fair volume of business in South America and other distant points. And to such places, their catalog is, of necessity, their only representative. An idea of its widespread distribution may be had from the fact that they were forced to increase the number printed from 3,000 to 5,000. They have recently appointed the Halperin Co., as their distributors in New York, and the firm is to represent them in the Philadelphia section.

L. L. Andrews, president of the Columbia wholesalers, Inc., Baltimore, tells of the energetic efforts of the distributor’s franchise for Kolster Radio. The executives of this jobbing house have been well aware of the steady growth of Kolster sales in their territory, and although enjoying good business on several other well-known radio lines, they realized the desirability of getting a Kolster jobbing franchise and have been working to that end for some months.

The notice of their appointment as distributors for Maryland, District of Columbia, parts of Virginia and West Virginia has been enthusiastically received by the trade, and many letters and telegrams of congratulation were received by the Baltimore headquarters.

March business of the Columbia wholesalers, Inc., was the largest for any month this year. All departments contributed to the good volume. The biggest dollar and cent seller on the list was the Columbia-Kohlsb combination model No. 900.

The Kunkel Piano Co. has been very active in getting the machine played before every possible gathering, such as dances, bazaars, minstrel shows, church meetings, schools and Rotary, Kiwanis and other such clubs. Such activities have not only resulted in actual machine sales, but have earned for this store the reputation of being one of the most wide-awake music houses in Baltimore. The Kunkel Piano Co. has also been sponsoring a Columbia record program over Radio station WCAO.

The Charles Electric Co. has also arranged some fine demonstrations of this Columbia-Kohlsb, one of them being the exclusive sales for the Baltimore Advertising Club, when it entertained Mayor Walker, of New York.

Another good demonstration of the Columbia-Kohlsb model was before the student body of the Johns Hopkins University. A special assembly was held to hear this new machine and to learn the engineering principles involved.

Louis & Co., of Washington, and G. Fred Kranz Music Co., in Baltimore, are leading the rest of the dealers in this section in the sale of Bayreuther Wagner Masterwork records. The G. Fred Kranz Co. has gotten up a special display, featuring these particular recordings, and sent out a special sales letter to its entire dealing list. By these aggressive methods they have been able to build up a fine business on this $16.50 sales unit, as well as increasing sales on other of the Columbia Celebrity records.

Among the new dealers to secure Columbia franchises in this territory is the well-known house of Shaw’s, Inc., of Charlotte, N. C. This progressive concern has just taken over the store and equipment of the Stieff Piano Co.’s branch in Charlotte.

Dealers in Newport News had record business considerably stimulated by the appearance of the ever-popular “Whispering Pianist,” Art Gillham. This famous exclusive Columbia artist stayed a full week at a local theatre and also broadcast several times over the Newport Radio station, bringing good record sales to those dealers who tied up with this event.

Richmond and Norfolk dealers were considerably enthused over the statement of the Co.

The Head “Black Crow” Makes 12-inch Record

Now’s the time for every Columbia dealer—and every five dealer who wants to add to his prestige and profits by becoming a Columbia dealer—to do display, play, and advertise the special new 12-inch record by Charles E. Mack of Moran and Mack (“The Two Black Crows”), the most talked of comedians in America.

This record No. 50001-D, retailing at $1.25, carries on one side Mack’s favorite selection, “Our Child,” and, on the reverse, “Elder Eisenmand’s Sermon on Throwing Stones,” in which Mack is assisted by Moran.

Special advertising material, free upon request, tells the story to your customers.

Columbia Wholesalers, Inc.
L. L. Andrews — Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.
Open South American Columbia Agencies

A. G. Linsig, Traveling Representative, Has Appointed Agents in All of the Important West Coast Cities

A. G. Linsig, traveling representative for the Columbia Phonograph Co., New York City, for the West Coast of South America, has, during the past year, established Columbia agencies of the first rank in all the leading Coast cities from Santiago to Guayaquil. Among the prominent agents to handle Columbia products in this territory are W. R. Grace & Co., owners of the Grace line of steamships and leading importers and exporters.

Well Known Artists in Maine Festival

Conductor Sprague, of the Eastern Maine Musical Association, recently announced that Allen McGuhae, Irish-American tenor, and the Cleveland Orchestra, Brunswick artists, have been engaged to participate in the 1928 Bangor Festival on May 1 and 2. This is the Thirtieth Festival to be given in the Maine city, and it is expected that this event will excite all others in brilliance.

Jobber Expands

The Edison Phonograph Distributing Co., Ormger, N. J., has taken over as of April the Edison phonograph distributing business of W. A. Myers, Williamsport, Pa., and in the future that territory will be covered direct from the Ormger headquarters.

Window Displays for Kolster Trade

Each Display Designed for the Average Window and With Consideration of the Important Factor of Cost

Window displays that can easily be set up by each radio dealer to fit his own space at a very small cost are planned and photographed by Kolster Radio each month, and published in its house organ, "The Kolster Dealer." Each window is designed for the average amount of space and is decorated mostly with colored paper which can be purchased at any stationery store. Complete instructions on arranging the display are published with the photographs. Dealers who have little time to plan effective windows appreciate this service.

Increases Capital

The Bracken Furniture Co., Inc., 45 West 125th street, New York City, carrying a complete line of radios and talking machines, is increasing its capital stock.

100 Percent Memphis Record Is Big Seller

MEMPHIS, TENN., April 6.—Harry T. Goldstein, manager of the local branch of the Artophone Corp., Okeh record distributor, is receiving the congratulations of dealers for his idea of the 100 per cent Memphis record which was carried out and found to be most successful.

The Okeh record in question is a coupling of "Does It Make Any Difference to You?" and "Wonderful Fall of My Dreams," both compositions the work of Memphis residents. The songs are played by Homer Gucnette and his Washington Symphonists from the Lyceum Theatre, and the vocal choirs were sung by Lysle Talbot, leading man of the Lyceum Theatre. The record was made in this city in a studio specially constructed by the Okeh Phonograph Corp. Twenty-three dealers in Memphis are selling the record and report a most satisfactory demand.


RADIO

Licensed only for Radio Amateur, Experimental and Broadcast Reception.


Write Dept. 20 for descriptive information.

The Crosley Radio Corporation

POWEL CROSLEY, Jr., President

Cincinnati, Ohio
OUR SPECIAL MODERNISTIC

FRANKIE TRUMBAUER AND HIS ORCHESTRA

40979 MISSISSIPPI MUD—Fox Trot
10 in. 75c

40979 THERE'LL COME A TIME (Wait and See)—Fox Trot
10 in. 75c

JOE VENUTI'S BLUE FOUR

40947 FOUR STRING JOE—Fox Trot
10 in. 75c

40947 PENN BEACH BLUES—Fox Trot
10 in. 75c

MCKENZIE AND CONDON'S CHICAGOANS

41011 SUGAR—Fox Trot
10 in. 75c

41011 CHINA BOY—Fox Trot
10 in. 75c

40971 LIZA—Fox Trot
10 in. 75c

40971 NOBODY'S SWEETHEART—Fox Trot
10 in. 75c

BIX BEIDERBECKE AND HIS GANG

41001 SORRY—Fox Trot
10 in. 75c

41001 SINCE MY BEST GAL TURNED ME DOWN—Fox Trot
10 in. 75c

JOE VENUTI'S BLUE FOUR

40947 FOUR STRING JOE—Fox Trot
10 in. 75c

40947 PENN BEACH BLUES—Fox Trot
10 in. 75c

BIX BEIDERBECKE AND HIS GANG

41001 SORRY—Fox Trot
10 in. 75c

41001 SINCE MY BEST GAL TURNED ME DOWN—Fox Trot
10 in. 75c

BOYD SENTER

41018 MOBILE BLUES—Instrumental
10 in. 75c

41018 I WISH I COULD SHIMMY LIKE
10 in. 75c

41018 MY SISTER KATE—Instrumental,
10 in. 75c

with Guitar by Ed Lang (Boyd Senter
10 in. 75c

and His Senterpedes)

40949 WABASH BLUES—Clarinet with
10 in. 75c

40949 THE BOSS OF THE STOMPS—Clari-
10 in. 75c

net with Piano; Guitar by Ed Lang
10 in. 75c

40888 HOT LIPS—Clarinet with Piano;
10 in. 75c

40888 THE GRIND OUT—Clarinet with
10 in. 75c

EXCLUSIVE OKEH ARTISTS

CONSOLIDATED TALKING MACHINE CO.

227 West Washington Street

Chicago, Illinois

Mid-West Phonograph-Radio Sales for March Show Decided Increase

Comparison With Same Period of 1927 Shows Increase in Sales Volume—Anticipating New Models and New Products—News of Middle West Area

CHICAGO, ILL., April 7.—The trade this spring has witnessed a partial fulfillment of the prophecy of trade leaders that the sale of sound-reproducing instruments for the home in the future would not be allowed to slump and fail off sharply in the Spring of the year. In the past it has been the experience of manufacturers to stop production in their factories around the first of the year, and in many cases before Christmas, and to devote their complete attention to the designing of new products. This year, through combined advertising and sales promotional efforts of manufacturers, distributors and dealers, and aided by products of sufficient merit, the public was told, and in large measure convinced, that radio and phonograph products should be purchased and used every month of the year. The sales curve is by no means completely straightened, but worthwhile progress in that direction has been made during the past three months.

As a result of this continued effort in bringing its products to the attention of the consumer, the music-radio trade in the Middle West has enjoyed a fairly profitable late Winter and early Spring season. Sales are not as heavy as in mid-Winter or the Fall season, but, from various sources it is learned that March, from both a phonograph and radio standpoint, brought heavier returns than the corresponding month in 1927, and in some instances it was reported to have brought heavier sales than the preceding month, February. This is especially true in the sale of talking machine records, because of the new customers created by the sale of both cabinet and portable machines.

The entire trade is looking forward to the announcements to be made by radio manufacturers in the near future regarding new lines of products, especially since a large number of firms have announced their intention of placing on the market phonograph-radio combination instruments. The improvements made in phonograph reproduction, radio receivers and loud speakers would make it appear that the music-radio dealer in 1928 will have, more than ever before, lines of merchandise which he is ably equipped to sell.

 Declares 50 Per Cent Cash Dividend

The board of directors of the Kimberly Radio Corp., this city, recently declared a 50 per cent stock dividend, payable in cash, to the stockholders of the company. P. B. Kimberly, president of the company, states that the great success enjoyed by the organization can be traced to its policy of confining its activities to the Zenith line exclusively. He states that the past year was the most successful ever experienced by the Kimberly Corp.

Paul B. Klugh, Home From Coast

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp. of Chicago, who has just returned from an extended tour on the Pacific Coast, makes some observations of interest to the music and radio trades.

"While music dealers," said Mr. Klugh, "are just becoming seriously interested in radio in eastern United States, I find on the Pacific Coast the largest radio outlets are through the music trade. This is surprising in view of the fact that such a small percentage of radio is sold through Eastern music dealers. Apparently, exclusive radio stores are not in vogue on the Pacific Coast as they are in the East—neither is there found, in serious number, the cut-price "gyp" type of radio dealer such as is found in the East. This situation is highly creditable to Pacific Coast music dealers. Through their activity in radio they have found substantial profits and quick turnover, two essential elements in every successful business. Most of the piano dealers interviewed were strong believers in the eventual comeback of the straight piano, but the consensus of opinion (Continued on page 94)

KIMBALL Phonographs

Again Words of Praise From Dealers:

MONTGOMERY, ALABAMA:

"We like the Kimball phonographs. Believe these the best phonographs on the market, selling for less than $300.00."

MEADVILLE, PA.:

"A noted singer possesses a mighty particular ear for tone and told us the Kimball had the BEST TONE of any they had heard and they had listened to different makes in composition."

PLEASANTVIEW, KY.:

"Kimball has beautiful quality, durability and the FINEST TONE we have ever heard."

McMinnville, TENN.:

"We are pleased with all of them. They are fully up to every recommendation."

PADUCAH, KY.:

"Much pleased. They are the best phonographs we have ever heard."

These quotations, entirely unsolicited, come from those meeting sharp competition every day. Each speaks from experience with the Kimball line.

Write or wire for particulars as to open territory, prices and terms.

W. W. KIMBALL COMPANY

Established 1857

306 So. Wabash Ave. Kimball Bldg., Chicago
was that while one may speculate upon the revival of the piano business, there is no need for such speculation in connection with radio.

Zenith radio is handled on the Pacific Coast by Chansler & Lyon, an organization having main offices in San Francisco and well-located branches in Los Angeles, San Diego, Fresno, Oakland, Portland, Seattle and Tacoma. They are the largest and oldest automotive organization on the Pacific Coast, and concentrate all of their efforts upon Zenith, exclusively.

Smith Music Shoppe Opened

On March 9 over five thousand people from Danville, Ill., and vicinity attended the opening of the Smith Music Shoppe, in East Third Street.

Ralph Smith, president of the Illinois Corp., was for ten years manager of the Cable store in Danville, and is widely known and popular with the people of that section. His wife was formerly Miss Elnie Trent, daughter of O. J. Trent, of the Trent Lumber Co., also a Danville institution.

Dr. W. C. Smith, St. Louis, and Dr. D. Hally Smith, of France, are associated financially with Mr. Smith. W. Carlyle Smith, son of Dr. W. C. Smith, is the other active member of the firm. Carlyle Smith, who has been connected with the National Cash Register Co. until recently, will act as secretary and treasurer of the new company and have charge of the Victorla and small goods departments.

These gentlemen, with their new and beautiful store, fully equipped with the latest fixtures and with merchandise of high quality, should realize their hope of making the Smith Music Shoppe one of the musical centers of eastern Illinois. The complete Victor line, as well as standard makes of pianos and radio products, are featured by the store.

Hed Park Shop Opened

The Hyde Park Music Shop recently opened its new store at 1501 East Fifty-third street, Chicago, just a few hundred feet west of the old site, where this shop has been established for many years. The new quarters of the store are more spacious and are attractively appointed. In addition to the Victor line of records and Victrolas the Hyde Park Music Shop carries Zenith, Sparton, Atwater Kent, RCA and Day-Fan radio receivers. In addition to musical instruments, the firm has also added the complete line of Graybar household and electrical appliances, including vacuum cleaners, sewing machines, ironing machines, etc. The Hyde Park Music Shop is owned by Home Appliances, Inc., and this organization also operates two other stores, at 4122 West Madison street and 4802 West Twenty-second street, the other two stores also carrying the Victor line.

Chicago Firm Chartered

Garfield, 35 East Wacker Drive, Chicago, Ill., was recently incorporated with a capital stock of $2,000 to manufacture and deal in radio sets, musical instruments, etc. The incorporators are R. J. Kilinger, Helen Canfield and R. W. Canfield.

Big Demand for Zenith AC Sets

Thomas H. Endicott, sales manager of the Zenith Radio Corp., Chicago, recently returned from an extensive survey of the Eastern and Middle West territories, and is highly enthusiastic regarding the future sales of the new Zenith AC electric receivers, particularly the models with self-contained power speakers.

In a recent interview Mr. Endicott, in outlining the attitude of distributors of the Zenith line, said, "The advent of the electric radio receiver has increased our sales over 100 per cent and kept the Zenith factory at top speed on three shifts. The popularity and improved tone quality established by the use of power speakers in the electric receivers will cause another wave of demand which we will meet by being the first radio manufacturer on the market with new receivers in the early part of this year, and by also being able to make early deliveries. We look forward to the largest year in the history of the Zenith Radio Corp. The market for electric radio has barely been scratched during the past year—the real volume will come during this year."

Chicago T. M. Co. in New Home

The Chicago Talking Machine Co., Victor wholesale, formally opened its new offices and warerooms in the South Butler Building, 111 North Canal street, on Monday, March 19. The organization has been established for the past fifteen years at 12 North Michigan and the new headquarters are in the wholesale district that has been created just west of the Loop and within easy access of the majority of the railroad terminals. They are equipped with a complete stock and equipment to the new quarters was effected without interruption to the ordinary business schedules.

Theatres Broadcast Dodge Program

The great interest aroused by the new Dodge Hour programs, inaugurated March 29 and featuring Hollywood movie stars and Paul Whiteman, was responsible for Chicago theatres making it a part of their evening program. Through the enterprise of Young, Lorish & Richardson, the Chicago radio jobbers, a group of twenty-six theatre controlled by Lubliner & Trinza broadcast this program, using AC Sparten Electric sets. This arrangement was received with a great deal of enthusiasm, and Young, Lorish & Richardson received many compliments from the public and the trade for this novel and highly effective program.

Designates Friday as "Radio Day"

The Electric Association, 30 North Dearborn street, Chicago, has designated each Friday as "Radio Day," and at 11:15 a.m., in the lounge of the Electric Club, radio authorities and well-known trade figures address the members of the Association. Among those who have made addresses are Paul B. King, vice-president of the Zenith Radio Corp., Chicago; H. E. Richardson, of Young, Lorish & Richardson, radio distributors, and C. W. Picron, president of the Disney Co., Rockford, Ill., who addressed the club on April 6. Mr. Picron stressed the profit possibilities of quality radio furniture and illustrated his talk with samples of period furniture.

A Unique Advertising Plan

A departure in trade advertising is being made this month by the Tray-Ler Mfg. Corp., Chicago, makers of the Tray-Ler portable radio receiver. In the trade publication advertisements prepared by this company for April the comparative sales standing of all distributors of Tray-Ler receivers is shown upon a map of the United States, Lyon & Healy, Chicago, holding the first position this month. By glancing at the map, a dealer is able to tell in which nearby city Tray-Ler portables are distributed and the names of the distributors handling the Tray-Ler line. The firm plans to show the comparative standing of all distributors in the sale of Tray-Ler portables each month in its advertising.

A new store, the Smith Music Shoppe, opened at 16 East Third street, Danville, Ill., recently with a full line of Victor products.
Sings in Hollywood, Recorded in N. Y.

Columbia Phonograph Co. Recording Studios in New York Record Song Received Over Phone From Hollywood

The new recording process has been responsible for many new records which it would have been impossible to secure under the old acoustical method, as witness the long-distance recording which was accomplished last month. Dolores Del Rio, film star, singing over the telephone in Hollywood, Cal., through a special hook-up over the American Telegraph & Telephone Co.'s lines from the drawing room of Miss Del Rio's home and the recording studio of the Columbia Phonograph Co., located in New York City. Miss Del Rio sang the Feist hit, "Ramona," which bears the same title as her latest film production. The recording studio officials state that the rendition, despite the miles intervening, was beautiful and came fully up to expectations.

Two Distributors for Splitdorf Appointed

Hal F. Sheeter, general manager of the Splitdorf Radio Corp., Newark, N. J., has announced the appointment of two distributors for the Splitdorf line of radio receivers. The Williams-Hardware Co., Minneapolis, Minn., will distribute the Splitdorf line in Minnesota, North and South Dakota. The Piper & Taft Co., Seattle, Wash., has been reappointed as Splitdorf distributor for the entire State of Washington.

Announcement from the executive offices of the Splitdorf Radio Corp. states that for the first quarter of 1928 more business was done than during the entire year of 1927.

E. J. Biel to Act as Makers' Agent

Edward Jay Biel, who recently resigned his executive post with the Progressive Musical Instrument Corp., New York, has announced his re-entry into the music-radio trade as manufacturer's representative, with offices at 1239 Broadway, New York City. Mr. Biel has been identified with music and radio for many years, as advertising manager for Landay Bros.' chain store organization and as co-founder of the Progressive Musical Instrument Corp., wholesale distributor. Mr. Biel will shortly announce his acquisition of prominent radio lines, negotiations for which are now under way.

Transfer License

The RCA licenses for tuned radio frequency receivers and also for power supply and power amplifier units heretofore held by the Pfanstiehl Radio Co., Waukegan, Ill., have been transferred to the Grigsby-Grunow-Hinds Co., well known firm of Chicago, Ill., according to a recent announcement.

Price Reduction

Reduced prices on Diamond B batteries were recently announced by the Diamond Electric Corp., Newark, N. J. B-6, 45-volt upright, formerly $1.95, is now $1.60; B-20, 45-volt heavy duty, formerly $2.47, is now $2.30.

Stevens & Co. Plans for 1928 Completed

J. B. Price, Sales and Advertising Manager, States There Will Be Four New Radio Loud Speaker Models

J. B. Price, sales and advertising manager of Stevens & Co., New York, manufacturer of all Stevens loud speaker products, stated this week that the company has practically completed plans for its new line of 1928 speakers. There will be four new models this coming season, including two cones and two cabinets. The cone models will be known as A-28, listing at $18.50, and B-28, listing at $35. The other two models consist of table speakers, one being an artistic Gothic cabinet listing at $35 and the other being an original design along modernistic lines in two-tone effect, listing at $35. All speakers will contain the well-known Stevens TT unit, which has been greatly improved.

In addition to the line of Stevens speakers, the company will produce three built-in console speakers on which the factory is already in production for prominent set manufacturers. Another Stevens product this season consists of three Thyratron-diaphragms for use in dynamic speakers. The Stevens line and distributing plan will be announced in May.

R. Hunting Now With the Louis Buehn Co.

PHILADELPHIA, Pa., April 8—The Louis Buehn Co., of this city, Atwater Kent distributor, has announced the appointment of Russell Hunting as sales manager of the organization. Mr. Hunting has had a long experience in the radio field, his most recent connection having been with the Pooley Co., where he made an enviable record.

When sopranos sound like baritones

with a buzz saw obbligato

No more irritating changes in pitch due to varying motor speed; no more moaning in the music as the turntable gathers speed; no more static discords caused by unbalanced and faulty electrical characteristics.

The improved Johnson-Gordon Motor ends all that. Guaranteed quiet for electric reproduction, it will not hum-m-m. It will not "interfere." But noiselessly, effortlessly, steadily, it will turn the table.

The motor operates on either DC or AC (25 and 60 cycles), and is supplied complete with turntable, accurate speed governor, automatic stop, mounting plate, and extension cord. Manufacturers of radio-phonograph combinations and phonographs are invited to write for a sample motor, specifications, prices, and discounts.

L. S. GORDON COMPANY, Successor to H. G. Saul Co.

1800 MONTROSE AVENUE, CHICAGO, ILL.

STUDNER BROS. INC., 67 W. 44th Street, New York City, National Sales Representatives
Langley and Estey With Crosley Corp.

(Continued from page 34d)

of that profession. He has literally lived, slept and eaten radio from the time he first became interested in it.

Mr. Langley has been identified with many of the important radio organizations, such as the International Wireless Telegraph Co., the

the radio field, starting with the American Radio & Research Corp. in New York, later joining the Chippewa Manufacturing Co. of Cambridge, Mass., as sales and advertising manager. He was general sales manager of the Priest Radio Corp. of New York; founder and president of Essex County (Massachusetts) Radio Association, and one of the organizers and president of the New England Executive radio counsel at Boston. Just before coming with the Crosley Corp., Mr. Estey was sales manager of the Stewart Battery Co. of Chicago. He is a member of the Institute of Radio Engineers and the Radio Club of America.

J. L. Hudson Buys Janney-Bowman Stock

Hudson Establishment Reports Large Sales Volume of Columbia Records—Celebrate Andrews Anniversary

DETROIT, Mich., April 7—The Janney-Bowman, Inc., conducting its radio sales business, handling the Victor and Brunswick lines, has decided to discontinue business, having sold its entire stock on hand to the J. L. Hudson Music Store.

Several music firms are now negotiating for the lease of the Janney-Bowman building, at Park and Elizabeth street, which is completely equipped and splendidly laid out for the conduct of the music business.

Thomas Devine, local manager of the Columbia Phonograph Co., wholesale branch, is one of the most enthusiastic men we have ever met in the phonograph industry. Judging from the increase in the sale of Columbia products he predicts the best year the phonograph industry has ever had.

Mr. Devine reports brisk sales of the Columbia portable at $50, and the Columbia-Kolster instrument.

The J. L. Hudson Music House was the first locally to announce the new Columbia Breyecraft records, offering them in a beautiful album. During the first week the Columbia wholesale branch had calls every day to duplicate orders, as the demand was far greater than had been anticipated. We might mention in this connection that the Hudson store is now a full-edged Columbia dealer handling the complete line of phonographs and records.

Julio Dsubak, foreign record salesman for the local Columbia wholesale branch, has been transferred to the New York branch, where he will act in a similar capacity. In Detroit he is succeeded by William Schultz.

Gerald Marks and His Orchestra, playing for the past three years at the Hotel Tuller, will soon embark for New York to make their second series of records for the Columbia Phonograph Co.

In honor of their wedding anniversary Mr. and Mrs. E. K. Andrews recently gave a party at the Detroit Athletic Club to about forty of their friends. The table was charmingly decorated for the occasion. Bridge and dancing followed the supper. Mr. Andrews is manager of the J. L. Hudson's large and successful talking machine department.

The radio jobbers' and manufacturers' representatives of Detroit and eastern Michigan have organized an organization known as the Radio Jobbers' and Manufacturers' Representatives Club. The immediate reason for the formation of such a group is the staging of a pre-season radio show to be held at the Book Cadillac, July 24, 25, 26, 27. The entire twenty-eighth floor has been engaged for this event, and at a meeting held a few weeks ago the entire floor was sold out to exhibitors in less than an hour's time. The purpose of the pre-season radio show is to provide an advance exposition of new models and new apparatus properly presented so that the radio dealers may see the actual merchandise all together under one roof and make their franchise arrangements for the coming season. A large attendance is anticipated.

RCA 1928 Ad Drive Is Well Under Way

The national advertising campaign of the Radio Corp. of America for 1928 is now well under way and is proving to be of great assistance to RCA authorized dealers and distributors in sales of sets. At present, case sales are being run in consumer mediums such as the Saturday Evening Post, Liberty, Collier's Weekly and the Literary Digest on Radiolas and Radiorons. An extensive program of farm paper advertising is also being carried on.

One hundred and ten big city newspapers in March carried Radiola advertising and 146 carried Radiotron copy. One of the newspaper Radiola ads is reproduced herewith.
In the Musical Merchandise Field

Instrument and Accessories Mfrs. Meet


The fretted-instrument promotion plan of the National Bureau for the Advancement of Music was finally adopted following the approval of both the Eastern and Western Associations. This is the plan looking toward the organization of fretted-instrument orchestras in industrial plants, Summer camps and recreational centers. A special committee is planned for the standardization program, which will endeavor to increase the interest in that activity. The standard approved label is already being attached by a good many members to their products, but the new Standards Committee will work toward the adoption of the standards by the entire membership. Names of the committee members will be announced later. The guitar is the next instrument to be standardized and a complete list of the specifications will be ready before the convention.

In accordance with the action of the board of directors of the Music Industries Chamber of Commerce it was decided that members making application for membership after March 1 would not be permitted to exhibit at the convention. This action will help to restrict the exhibition privilege to members who are actively carrying on the work of the Association year after year. Credit matters were discussed. The meetings were held on Friday morning and Friday evening, while the afternoon of Friday and all of Saturday were used for golfing, walking, swimming and horseback riding. A golf tournament was played on Saturday morning, competition of the keenest kind featuring this annual event.

Music Industries
Seeking a Slogan

Immediate work is to begin on a plan for a slogan for the music industry according to developments at the first meeting of the slogan committee held in the offices of the Music Industries Chamber of Commerce on March 13 when the following members were in attendance: William J. Haussler, representing the National Musical Merchandise Association, Edward C. Boykin and Max J. deRochemont, piano promotion committee; H. C. Lomb, National Association of Musical Instrument and Accessories Manufacturers; C. M. Tremaine, National Bureau for the Advancement of Music, and Alfred L. Smith, general manager, Music Industries Chamber of Commerce.

Slogans such as those adopted by the Flower and Paint and Varnish Associations have been considered for sometime by the Associations comprising the industry and recently the National Association of Musical Instrument and Accessories Manufacturers appropriated the sum of $1,000 with the proviso that other divisions of the Chamber would furnish $3,000. The slogan when completed was to promote the idea of playing musical instruments. A contest of some sort will very likely be the means for securing the slogan according to one member of the committee, although the type of contest to be considered was not revealed. On letterheads, envelopes, advertising, windows, delivery wagons—everywhere will this music slogan be displayed when finally adopted by the Chamber of Commerce.

Prepare for Contest

SAN FRANCISCO, CAL., April 3—Members of the band contest committee, in charge of the San Francisco Music Week band contest, expect to send the winning bands to Joliet, III., to take place in the national school band contests which will be held soon.

Keep No More Cats
—than will catch mice

WHICH is an indirect way of saying "Don't overstock." But there is another side to the problem. Even though your stock is at a minimum it does you no good unless that stock moves. One cat is too many if it fails to catch mice.

King instruments are good order catchers. In the first place they are widely and favorably known. And we are making mighty sure that folks don't forget them.

The interest created by this knowledge can be turned into buying desire by putting a King in the prospect's hands. For every instrument in the broad King line is thoroughly good in every part and detail.

Two strong points, but there is still a third. Progressiveness means much to you. Constant improvement in instruments, cases and selling co-operation bring easier selling and greater profits.

If you feel that your band instrument department is falling short of its possibilities, give us an opportunity to tell you about the White Way to added profits.

THE H. N. WHITE CO., 5215-97 Superior Ave., Cleveland, Ohio

Manufacturers of "KING" BAND INSTRUMENTS

97
Trumpet Prodigies
Use King Instruments

Jean and Mariane Fonda, of Portland, Ore., Age 6 and 8, Respectively, Create a Sensation in Orpheum Music Circles

PORTLAND, Ore., April 3.—King trumpets are the choice of Jean and Mariane Fonda, aged six and eight years. These two youngsters are real artists, and on account of their ability are being presented by Howard Stanchfield, manager of the small goods department of Sherman, Clay & Co., before the Lions' Club and various civic organizations, in order to stir up more interest in music for the juvenile and to get their backing to promote more music for the younger generation. Mr. Stanchfield is also presenting these two children at various high schools, where bands have been organized or are in process of organization under his jurisdiction. These two little ladies are the pupils of Mrs. Edward Wetmore, former Columbia recorder and band instrument teacher of Sherman, Clay & Co.

Increased Interest Shown in Harmonica

LOS ANGELES, Cal., April 5.—The popularity of the harmonica is steadily growing in the playgrounds of this city. Girls who formerly strummed ukuleles have become advocates of the harmonica and in several of the playgrounds they have organized their own bands and in others have joined with the boys in playing the mouth organ.

The interest in harmonica playing is not confined to the children, however, for the grown-ups also show decided favor for the instrument. Entertainments and outings of lodges, civic clubs, churches and other organizations make repeated calls for harmonica bands to be represented on the programs.

Many of the boys and girls who learn to play the easily mastered harmonica become interested in other forms of music. Glenn M. Timball, supervisor of musical activities for the Los Angeles Department of Playground and Recreation, gives many instances of children who have taken up other musical study as a direct result of the interest aroused by the mouth organ. The accordion, the clarinet and the piano lead all other musical instruments chosen.

Frederick J. Bacon
Home From South

GROTON, Conn., April 6.—Frederick J. Bacon, president of the Bacon Banjo Co., Inc., this city, has concluded an extensive Southern trip. Mr. Bacon made several demonstrations, broadcast, played one of the leading moving picture houses and otherwise contributed to the popularity of B & D Silver Bell banjos.

David L. Day, treasurer and general manager of the company, reports that volume of business is equal to that of the same period of last year and the demand has been for the higher-priced banjos, with a marked demand for the highest-priced model of the B & D Silver Bell line.

Small Goods Makers
Urge Guild Support

The desirability of supporting the American Guild of Banjoists, Mandolinists and Guitarists, which holds its next convention in Hartford, Conn., on June 11, was the subject of much discussion at the last meeting of the National Association of Musical Instrument and Accessories Manufacturers. It was particularly recommended that members subscribe for memberships in the Guild. One of the important membership privileges is the exhibition of instruments at the convention. This will be one of the chief features of the convention this year.

Use Freed-Eisemann
Set to Synchronize

The Freed-Eisemann Radio Corp. has been informed that model 70 was used in the synchronization work of stations WLTH in Brooklyn, N. Y., and KTNT in Muscatine, Iowa. The set was connected by special telephone lines to a remote control station ten miles from the WLTH studios, and was brought in on a loud speaker, so that the zero beat of station KTNT could be noted. By the synchronization listeners in many States were able to hear both stations, whereas heretofore an annoying whistle marred the reception.

Zinke Opens Store

MILWAUKEE, Wis., April 3.—Arno Zinke, who owns the East Side Music Co. store at 4256 Farwell avenue, has opened the Zinke Music and Radio Shop at 953 Third street. The Zinke stores feature the Sonora, the Freed-Eisemann, and Columbia and Victor records, Bjur Brothers, Gordon and Starr are included in the piano lines.

Harry Von Tilzer, head of the music publishing firm bearing his name, recently issued special orchestrations of his two new numbers, "When the Harvest Moon Is Shining" and "Out of a Clear Blue Sky."
House Committee Holds Hearings on New Vestal Copyright Bill

Publishers and Record Manufacturing Companies Represented at Hearings Held by House Committee on Patents—Seek General Agreement on Terms

WASHINGTON, D. C., April 3.—An amendment to the Copyright Law designed to permit authors and composers to "hargain" with the companies using their copyrighted works for mechanical reproduction as to the royalties to be paid was argued before the House Committee on Patents, which has the Vestal "mechanical copyright" bill under consideration this week.

Arguments for the measure were submitted by E. C. Mills and Gene Buck, representing the American Society of Authors, Composers and Publishers, who declared that the royalty of two cents fixed by the Copyright Law in 1909 was a hardship. It was pointed out by Mr. Buck that in the case of Herbert's "Kiss in the Dark," for instance, the composer, the lyricist and the publisher or agent receive two cents for the records sold, while the artist who made the record could have received only several times as much for his work.

"All we are asking for," he told the committee, "is that the law be amended so as to permit the creators of a work the right to make an arrangement or contract with the producers of records for the rate they are to be paid. We believe there should be a field of open competition, not the material." Those who presented the case for the record companies included A. L. Smith, manager of the Music Industries Chamber of Commerce; George W. Case, Jr., representing the Brunswick-Walke-Collender Co.; Henry Lanahan, counsel for Thos. A. Edison, Inc., and others.

Mr. Case declared that the public must pay for any change in the existing copyright law covering royalties and mechanical reproduction. He maintained that there was no constitutional right to invention or creative art, but merely a direction for Congress to grant copyrights in the interest of the public. After all, he said, the primary consideration of Congress is the protection of public interest.

Mr. Smith declared that the record industry had been developed on the basis of the two-cent royalty rate and could be continued only on such a basis, and with his confreres urged that the compensation should be limited to such a rate on the basis of one record per work, excluding lump-sum and percentage basis settlements. Mr. Smith also expressed surprise at the form that had been suggested for the bill, as presented at the hearing.

"When we left here last year," he said, "it was understood that a compromise bill would be worked out, and now we find a bill submitted which we have not had an opportunity to study, and a bill has been introduced to which we cannot wholly subscribe.

Referring to the testimony taken at the hearings held last year, it was shown that both the Savings and the loss which would be sustained under such a law as it is understood the Committee is considering would take up the measure in executive session to frame its recommendations.

Velour Background Is Aid to Display

RCA Window Displays Are Simple but Effective and Retailers Are Finding Them Excellent in Sales Promotion

How a simple background of velour adds dignity to the dealer's window is shown in the illustration herewith of a new RCA display. In

Effective RCA Display

the center of the background one of the velour curtains is hung to serve as a background for the new Nickel-a-Day poster and Radiola 30. The other two pieces are draped over boxes to serve as pedestals for Radiola 17 and Radiola 16. If the center piece of velour is black and the other pieces a second color, such as green, the effect is still more striking.

The Talking Machine and Radio Men, Inc., held their regular monthly meeting on Wednesday, April 11, at the Cafe Boulevard, New York.

Gange, Columbia

Artist, Starts Tour

Well-known Concert and Recording Artist to Make Extensive Tour of Australia and New Zealand—New Recordings

Fraser Gange, British baritone and Columbia celebrity artist, sailed March 21 from San Francisco for a ten-week tour of New Zealand, after which he will make a similar tour of Australia, which country he has visited before and where he is widely known. Before leaving for this tour, he recorded five new couplings for Columbia which will shortly be released.

P. W. Carlson Is Now With the Victor Co.

Paul W. Carlson, in charge of the wholesale Victor department of Chas. H. Ditson & Co., and a member of the Board of Control of that company, resigned on April 1, to take an important post that had been created for him with the Victor Talking Machine Co., Camden, N. J., details of which will be forthcoming shortly. Mr. Carlson will take up his new duties after April 15, and in the interim will enjoy a vacation with his family.

Joseph C. May, who has been connected with the Victor department of Chas. H. Ditson & Co. for the past eighteen years as traveling representative, and who is well and favorably known in the Eastern trade, has been promoted to succeed Mr. Carlson in charge of the department, the personnel of which will remain unchanged.

Mr. Carlson is being widely congratulated upon his new connection with the Victor Co., for he has a wide knowledge of the company's product and its policies, and his executive abilities have been widely recognized. He received his early training with Henry A. Winkelman, manager of the wholesale Victor department of the Oliver Ditson Co., and is a distantly popular member of the Victor wholesale trade.

Alexander Kipnis, celebrated bass singer, world-famed as an interpreter of Wagnerian bass roles, recently recorded the "Nennennopsel des Mephistopheles" and the "Veu d'Oor" (Calf of Gold) from Faust for the Columbia Phonograph Co. catalog. Mr. Kipnis was heard on the Columbia Daybreak recordings,
Features Allen Portables in Fine Display

LARGE ST. LOUIS MUSIC STORE FOR SALE

A large retail music store centrally located in the rapidly expanding downtown shopping district of St. Louis offers an exceptional opportunity for continued profit to a well established manager. This store has operated for ten years at the same location and has built up a large patronage at a substantial, consecutive annual profit with numerous agencies for the highest grade, nationally advertised lines of musical instruments, phonographs, records, radios, etc., in the music trade today.

Full information will be given to executives of firms or substantial individuals interested. Address communications to Box No. 211, Talking Machine World, 42 Lexington Ave., New York City.

Federal-Brandes 1927 Report Shows Sales of $11,039,678.07

Annual Report as of December 31 Lists Current Assets of $6,987,854.15 and Liabilities of $2,904,887.70—Interesting Facts Regarding Firm

The annual report of Federal-Brandes, Inc., just issued, contains interesting information regarding the history of the company and its results for the year 1927. The consolidated balance sheet as of December 31 shows current assets of $6,987,854.15 with current liabilities of $2,904,887.70, or a ratio of 2.3 to 1. The company and its subsidiary companies have a sound value after depreciation of $1,252,137.11. With the exception of $380,000 fifteen-year 6 per cent convertible gold notes the companies have no funded indebtedness.

The sale of broadcast receivers and electrical phonographs for the fiscal year ended December 31 amounted to $11,039,678.07. Since that date the volume of sales has been exceptionally good, and there is every indication that the record-breaking progress of the company will be continued, according to the board of directors.

Federal-Brandes was incorporated on July 1, 1926, for the purpose of acquiring the entire capital stock of Federal Telephone Co. (California), Brandes Products Corp., Canadian Brandes, Ltd., Brandes Ltd., and Brandes Laboratories, Inc. All of the stock of the four Brandes companies was acquired on November 1, 1926, and since that date Federal-Brandes has acquired 99.6 per cent of the stock of Federal Telephone Co. In addition to being the holding company of Federal Telephone and the four Brandes companies, Federal-Brandes also functions as a merchandising corporation of Koltser Radio and the United States. Canadian Brandes, Ltd., and Brandes, Ltd., perform similar functions in Canada and the British Isles, respectively. In two years, according to the report, Federal-Brandes has become recognized as occupying third place nationally in sales volume in this phase of the radio industry. Koltser radio is sold in the United States by over seventy wholesale distributors and by more than 7,000 franchised dealers, and the directors expressed confidence that the company will show similar gratifying merchandising progress in the future.

In 1927 Federal-Brandes entered into a contract with the Columbia Phonograph Co., under the terms of which Koltser radio and the Koltser electrical phonograph will be used exclusively by the Columbia Co. Certain patent arrangements were also concluded with the Radio Corp. and associated companies, which gave Federal-Brandes not only substantial recognition of its own patents but the right to use the inventions of RCA, and associates. An advantageous agreement with the Postal Telegraph interests was also reached in 1927.

As of December 31, 1927, Federal-Brandes, Inc., had outstanding 21,200 shares of preferred stock, $242,400 shares of A common stock and 30,000 shares of B common stock. Dividends of $7 per share annum have been paid on the preferred since its issuance.

Nita Mitchell New Okeh Record Artist

Okeh dealers were more than pleased with the first Nita Mitchell record. It not only gave

World’s Classified Advertisements

Any member of the trade may forward to this office a “solicited” advertisement intended for this Department. It should be in typewritten form and should state that it is solicited. Replies will also be forwarded without charge. Additional space will be at the rate of 2c per line. If bold-faced type is desired the cost will be 25c per line. Rates for all other classes of advertising will be as follows:

POSITION WANTED

WHOLESALE radio manager and buyer, at present employed by large Southeastern jobber, wants position with reliable radio manufacturer. Qualified by long experience as “contact” man with distributors and dealers and by knowledge and acquaintance in Southeastern territory as field representative. Over twenty years with present employer, who is old automotive jobber. Experienced catalog and booklet compiler. Five and one-half years in radio dept. Address Box 1623, Talking Machine World, 42 Lexington Ave., New York.

DIRECT SALES

MANUFACTURER’S REPRESENTATIVES WANTED

We have some very valuable territory for live wire representatives who are acquainted with the phonograph trade in their territory and who can produce results. In answering be sure to give full name and address. Address Box No. 915, Talking Machine World, 42 Lexington Ave., New York.

PHONOGRAPH DEPT. MANAGER


SALESMAN WANTED:

Reliable man to travel over the entire New York Metropolitan district for phonograph service. Address Box No. 169, Talking Machine World, 42 Lexington Ave., New York.

AVAILABLE:


WANTED:

New York Metropolitan district manager or agent. More than ten years experience in similar capacity in trade and phonograph lines. Address Box No. 169, Talking Machine World, 42 Lexington Ave., New York.

RECORDING ENGINEER with 30 years’ experience is open for engagement. C. K. Ackert, 94 9th St., Maspeth, L. I.

Sheet Music Dealers to Meet During June

The fifteenth annual convention of the National Association of Sheet Music Dealers will be held on June 11 and 12 at the McAlpin Hotel, New York City. All retail sheet music dealers are urged to be represented whether members of the association or not. A number of topics of interest to all dealers will be discussed, among which are: Co-operation between retailers and publishers; newspaper reviews of new music and the inserting of advertisements in conjunction with them; the securing of contact with educational authorities to increase the sale of public school music, and a number of other live subjects.

Trinidad Distributor

Bremer-Tully Mfg. Co., Chicago radio and parts manufacturer, announces the appointment of Hardware & Electric Supplies, Ltd., 4 Frederick Street, Trinidad, W. I., as wholesale distributors.
Walter Donaldson Week Observed Throughout the Entire Country

Broadcasting Stations, Orchestra Leaders, Organists and Artists in Vaudeville and Movie Theatres Joined in Concentrated Exploitation

The week of April 9, just ended, was observed by music dealers throughout the entire country as Walter Donaldson Week, and the composer positions of this gifted composer, in sheet music, talking-machine record and player-piano roll form, were featured in a concerted drive that added considerably to the sales volume of these items. During the week every possible avenue of exploitation was used in bringing Donaldson compositions before the public. "Donaldson Hours" were featured by broadcasting stations and orchestra leaders, organists and artists in vaudeville and moving-picture houses all joined in the concentrated exploitation which meant greater profits for the music dealer.

Leo Feist, Inc., New York City, publisher of Donaldson's compositions, inaugurated the sales campaign and supplied dealers with a wealth of material to enable them to tie up with the promotion work. The most outstanding dealer's aid was a poster suitable for both interior or window display in easel form, which contained a photograph of Mr. Donaldson, and listed his most recent hits, namely: "My Ohio Home," "There Must Be a Silver Lining," "A Shady Tree," "My Blue Heaven," "What Are You Waiting for, Mary?" "If I Can't Have You," "Changes," "That Melody of Love" and "At Sundown."

That dealers were alive to the opportunity of increasing their sales of music, records and rolls was evidenced by the reports received at Feist headquarters telling of the great number of window displays that were devoted exclusively to Donaldson numbers. The talking-machine recording companies co-operated with the Feist organization by supplying display and consumer literature material, and this played its part in making the week a successful one from the dealers' standpoint.

Among the factors that made Walter Donaldson Week the success that it was were the number and variety of his compositions. Despite the fact that countless hours were devoted to these numbers by broadcasting stations listeners did not become bored because Donaldson has written so many hits and his work represents such variety that repetition was avoided.

New Berlin Ballad Heard in A-K Hour

Richard Crooks, Concert Tenor, Introduces "I Can't Do Without You," the Latest Waltz Ballad by Irving Berlin

"I Can't Do Without You," the new waltz ballad of Irving Berlin, was given a most effective introduction to the hundreds of thousands of radio listeners in when Richard Crooks, concert tenor of world-wide reputation, sang it during his program of songs in the Atwater Kent radio hour on March 11. The program was broadcast over a national hook-up of stations and letters in untold numbers have been received by the popular tenor and the stations which co-operated in the hook-up, Haensel & Jones, Mr. Crooks' managers, recently wrote to Ed Christy, of Irving Berlin, Inc., and told him that a great number of the letters made specific mention of the Berlin number and gave it unqualified praise.

The event wrote a new chapter in the exploitation work of Irving Berlin, Inc., which includes similar introductions in the past of Irving Berlin ballads by artists of the caliber of Frances Alda, John McCormack and Lucretia Bori.

During the week following his introduction of "I Can't Do Without You," Mr. Crooks appeared in concert in Kansas City and as soloist with the Chicago Symphony Orchestra. In addition to his concert appearances Mr. Crooks has a wide following through his Victor Red Seal recordings, of which he has made many.

"Diamond Lil" Is Published by Marks

"Diamond Lil," the theme song of the production of the same name, which opened at the Royale Theatre, New York City, on April 9, after playing at the Shubert-Teller Theatre, Brooklyn, N. Y., for a week, has been published by the Edward B. Marks Music Co., New York. The song and lyrics of the theme song were written by Robert Sterling. Newspaper reviews predicted a long run for the production.

FIVE RECORD RECORD BREAKERS

WE LOVE IT
I WONDER
My Heart Keeps Speaking of Love
HELLO MONTREAL
I'M AFRAID OF YOU

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York
Cleveland Dealer Ties Up With Exploitation of Fox Hit “Rosita”

Schirmer’s Music Store Uses Attractive Window Display to Effect a Tie-up with Theme Song of “Gaucho” Also Used in Picture’s Prologue

The increasing importance of the stage presentation as a major part of the motion picture theatre program has led publishers of popular music to seek a place in these acts for the exploitation of their numbers. When the music used in the stage feature is also a part of the musical score for the film the exploitation is doubly effective and every effort should be made by dealers to tie up with the promotion work for the building up of sales.

A good example of a clever dealer tie-up with a photoplay presentation was recently given in Cleveland, O., where the Douglas Fairbanks film “The Gaucho” was shown at Loew’s Styllian Theatre, and where the orchestra, under the direction of Morris Spitalny, had one of the most elaborate prologues of the season. “Rosita,” published by the Sam Fox Publishing Co., Cleveland and New York City, was used in both the prologue and as the theme song of the film’s score. The presentation opened with a tenor soloist singing “Rosita.” He was joined in the first chorus by a soprano and on the repeat of the chorus a group of eight joined in a rousing close. Then followed a tango dance set to the strains of “Rosita,” and as a finale the entire cast sang the number.

From this description it can be readily seen that the presentation is a production in itself, a type of limited operetta. When a song of merit is given exploitation of this character together with being repeated many times during the showing of the film, it is obvious that the possibilities for sales are great, provided the dealer takes advantage of his opportunities.

Schirmer’s Music Store, Cleveland, greatly increased its sheet music sales during the photoplay’s run in Cleveland by presenting a particularly attractive window setting of the composition. The accompanying photograph shows both the prologue and a view of the Schirmer window. The store’s manager reports that, in addition to selling copies of “Rosita,” many of the customers purchased other articles of musical merchandise, particularly records.

Sammy Lerner With De Sylva, B. and H.

Sammy Lerner recently assumed the post of publicity manager for De Sylva, Brown & Henderson, Inc., New York City, succeeding Mort Bosley. Mr. Lerner should prove a valuable acquisition to the organization and to the songwriters throughout the country, for he has had a wide experience as a song writer, author of special material for vaudeville and other acts and in preparing organ versions of songs. Among the actresses who have used material prepared by Mr. Lerner are Sophie Tucker and Grace Hayes.

Among the songs successes which Mr. Lerner has written are “By the Sign of the Rose,” “Nobody Worries ‘Bout Me” and “The Pump Song.” Before becoming associated with De Sylva, Brown & Henderson, Inc., Mr. Lerner resided in Detroit.

Allen McQuhae Sings Latest Berlin Hit

Allen McQuhae, tenor, who has won a wide reputation as a concert artist, and who is favorably known to radio audiences through his frequent appearances on the Atwater Kent radio hours, included “I Can’t Do Without You” in his program during the A. K. Hour on Sunday, April 9. This is the second time an artist of international reputation has sung this ballad “hit,” as Richard Crooks, concert tenor, introduced it recently.

“Ramona” Featured in Dodge Bros. Hour

One of the outstanding broadcasts during the past month was that of Dodge Bros., which presented Paul Whiteman and His Orchestra, playing in New York; and officials of Dodge Bros., speaking from Detroit, and Douglas Fairbanks, Norma Talmadge, John Barrymore, Charlie Chaplin and Dolores Del Rio from Hollywood, Calif., on March 29, over a national-wide hookup of stations. During the program Dolores Del Rio, star of “What Price Glory?” and of the forthcoming film “Ramona,” sang this Feist hit. Incidentally, the composition is dedicated to Miss Del Rio and it is the theme of the film of the same name. Later in the program Paul Whiteman and His Orchestra played “Ramona” with a vocal chorus sung by members of the orchestra.

The results of the broadcast were that “Ramona,” which had been climbing steadily to occupy an important place in the Feist catalog, jumped to No. 1 position, and officials at Feist headquarters, New York City, were deluged with wires and letters requesting immediate shipment of quantities of the number. The Victor record of “Ramona,” made by Paul Whiteman and His Orchestra, is said by many to be one of the best discs ever made by Mr. Whiteman, and is also selling in a most satisfactory fashion.

Lee Feist, Inc., anticipated the sensation which “Ramona” would prove in the nation-wide broadcast and some time prior to the event sent special “hurry-up” orders blanks to dealers throughout the country.
Eddie Peabody Uses Sam Fox Numbers

Banjoist Who Is Being Featured With Band in Publix Theatres Acclaims High Praise to Sam Fox Popular "Hits"

Eddie Peabody, versatile banjoist and well-known recording artist, who created a sensation a season or two back by signing a contract with the Publix theatres for a six-year period with his band for a total of over a million dollars, will be seen in Eastern theatres in the fall. Mr. Peabody has been a huge success on the Pacific Coast, where he increased the weekly gross in numerous theatres, drawing capacity houses wherever he appeared.

Mr. Peabody, who plays twenty-six different musical instruments, in a recent letter to the Sam Fox Publishing Co., states that he is using a number of the Sam Fox popular numbers—including "Starlight and Tulips" and "Humoreskia," and thinks they are both marvelous numbers, which is good news for the publisher coming from an authority of the caliber of Mr. Peabody.

Appointed Feist
Agent in Germany

Francis, Day & Hunter G. m. b. H., Berlin, is Exclusive German Representative for the Feist Catalog

Leo Feist, Inc., New York City, recently announced that the Feist catalog is being exclusively represented in Germany by Francis, Day & Hunter G. m. b. H., Leipzig. This is a German company recently formed and is a branch of Francis, Day & Hunter, Ltd. of London, and Publications Francis-Day, of Paris. In the future all orders for the Feist catalog emanating from Germany will be handled by the new company and performers traveling in Germany can secure the latest Feist songs through this firm.

The Edward B. Marks Music Co., New York City, has accepted for publication a new number by Donald Heywood, composer and lyricist, of "I'm Coming Virginia." It is entitled "No Need to Tell Me That You Love Me" (I Can See It in Your Eyes).

Joe Davis Reports
Volume Music Sales

Head of Triangle Music Co. States March Sheet Music Sales Were Largest in Co.'s Existence—New Numbers Added

Joe Davis, head of the Triangle Music Co., New York City, states that the total sheet music sales for the month of March exceeded by far the total sales of any month since he has been in business. The leading numbers were "My Blue Ridge Mountain Home," "You'd Rather Forget Than Forgive," "Little Marian Parker," "Now I Won't Be Blue," "My Carolina Home," "A Good Man Is Hard to Find," "In My Sweetheart's Arms," and Rubinstein's latest piano solo, "Serenata.

In addition to a large volume of sheet music sales, the Triangle Music Co. has a great number of its compositions listed mechanically during the past few weeks—"I Ain't Got Nobody" and "A Good Man Is Hard to Find" were recently made on Columbia records by Ted Lewis and His Orchestra, and Ruth Etting sang "I Ain't Got Nobody" for the same catalog. The Columbia race release was also enriched by Ethel Waters' version of "I'm Saving It All for You." Dolly Kay may be heard singing "I Ain't Got Nobody" and "A Good Man Is Hard to Find" on Vocalion releases. The Triangle lately had it, "You'd Rather Forget Than Forgive," has been recorded 100 per cent by the following artists: Joe White, "The Silver Masked Tenor," Victor; Art Gillham, "Whispering Pianist," Columbia; Joe Green's Marimba Orchestra, Brunswick; Richard Greene, Vocalion; Joe Davis, the "Melody Man," Harmony; Carolina Club Orchestra, Peer; Golden Gate Orchestra, Cameo, Seger Ellis, vocal, and Sam Lanin and His Orchestra, Okeh; Jack Parker, Edison, and Irving Kaufman, Banner.

Mr. Davis announces that he is arranging plans to start an immediate campaign on three new songs: "All Day Long," a waltz ballad, written by Milton J. Gross, Walter H. Preston and Eugene Stanley; "Red Head," by Ruth Miller and Howard Johnson, and "Should I Be Sorry?" by Dave Kapp, Jack Eller and Howard Johnson. A piano and orchestra novelty, "Fidgets," by Carson L. Robinson, has also been added to the catalog. This number is being featured by Vincent Lopez and His Orchestra as a regular part of their radio programs. The Triangle race catalog recently added two new songs of Spencer Williams.

De S., B. & H. Issue
Three New Folios

Outstanding Hits of De Sylva, Brown & Henderson Popular Catalog Contained in Recently Issued Folios

Three new folios were recently placed on the market by De Sylva, Brown & Henderson, Inc., New York City, and they are meeting with great success both from dealers and the public. They are the second edition of the Supreme Dance Folio, containing such outstanding successes as "Among My Souvenirs," "Without Your Sweetheart," "The Pan Parade," and "One More Night." This issue gives every promise of being one of the greatest dance folios of the year; Tenor Banjo Folio No. 4 contains the numbers listed above in addition to other hits from the De Sylva, Brown & Henderson popular catalog, and is being warmly welcomed by tenor banjo enthusiasts, and Saxophone No. 19, "A Saxophone Folio" containing the "creame" of the popular catalog, and judging by its reception it gives every indication of being a very big seller.
"My Blue Heaven"
Is Text of Sermon

In an interesting piece of exploitation work recently sent to dealers, Leo Feist, Inc., gave further proof that "You Can't Go Wrong With Any Feist Song." This proof was in the form of a reprint of a letter and newspaper clipping received from H. G. Munden, chairman of the Kelley Memorial Methodist Church, of Longview, Tex., which told of the effect of an inspirational sermon preached by the pastor of the church on the subject, "My Blue Heaven." In the words of Mr. Munden, "The church was crowded to overflowing and every one got a thrill and a blessing as they listened to Rev. Swain picture the ideal Christian home as 'My Blue Heaven.' I want you to know that we appreciate the kind of popular music that when properly played has a tendency to lift people to a higher plane. Looking forward to Feist hits, I remain, etc."

Acquire Rights to Pingitore's Works

Paul Whitman Publications, Inc., New York City, have taken over the publishing rights to Mike Pingitore's Complete Method for Tenor Banjo from Wm. L. Lange, and hereafter it will be published under the trade-mark of the Whitman firm.

Special significance is attached to this announcement by the fact that Mike Pingitore is the featured banjoist of the Paul Whitman Orchestra, and has held this position for years.

Mr. Pingitore's method has already had a considerable sale, but now that it has found its way into the Whitman catalog it will, in all probability, soon find the place that rightfully belongs to it as the leading method of its kind.

Matter Song in Favor

S. A. Matter, music publisher of 1658 Broadway, New York City, reports that "Dreaming Away" (To Find a New Way) is proving popular with a great number of radio entertainers and is selling satisfactorily in sheet music form. Strickland's Mayflower Orchestra is featuring the number in its radio appearances.

Leo Feist Issues
Five New Numbers

Leo Feist, Inc., has announced five new publications which are listed as this "A," or twenty cents a copy until April 30, after which date they will be included in class "B" at twenty-two cents a copy. They are "Oh Virginny's Lullaby," a waltz song, by Erno Rapée, Low Pollock and Sidney Mitchell; "Just Like the End of a Story," fox-trot ballad by George Whiting and Low Pollock; "Warnin' for Katye," novelty fox-trot, by Roy Kahn and Ted Shapiro; "There Ought to Be a Law Against That," comedy song, by Irving Caesar and Cliff Friend, and "That's My Mummy," ballad hit, by Harry Pease, Ed. G. Nelson and Abiel Burr.

Will Sing "Beloved"

Marguerite Namara, operatic and concert artist, and recently the featured star of several operettas, will sing the Irving Berlin, Inc. song, "Beloved," on Tuesday, April 24, when she is to appear before the microphone in a wide hook-up as the guest artist of the Eveready Hour. According to Berlin officials, this number and "I'm Afraid of You" are showing a most satisfactory progress, and give every indication of becoming leading sellers of the Berlin catalog.

Ends Lengthy Trip

Williams Wiemann, who has been on a sales trip for the Edward B. Marks Music Co., New York City, continuously for the past six months, is just starting the last leg of this unusual stretch of music-selling activity, determined to push out as close to 1,000,000 copies as possible. Although Mr. Wiemann may not reach this goal he will have broken all sales records for one trip in the long history of the Marks organization.

The trip took Mr. Wiemann right to the Coast, embracing comparatively lengthy visits to the larger cities and flying trips to smaller towns. The best spots of Canada were included, and the presentment is in the South gradually returning to New York from the Southwest. Upon his return in May, Mr. Wiemann will take a well-earned vacation.

Fred K. Steele, Inc.
Issues Two New Songs

Fred K. Steele, head of the music publishing firm bearing his name, tells an interesting story regarding the title of his new Hawaiian fox-trot number, "Lei Lani," meaning "Wreath of Heaven." Billy Hegney, composer and lyricist of the song, after having composed the melody, chanced to speak to a child who accompanied her father, a well-known Hawaiian actor, on a vaudeville tour. He asked her name and was informed that it was "Lei Lani," pronounced "Lay Lay-nee." The musical quality of the name and the further information that it meant "constellation of stars" or "wreath of stars," decided Mr. Hegney, in giving the name to his composition. He also learned that this name is given Hawaiian children who are unusually fair of face and beautiful of nature. Fred K. Steele is establishing the sub-title, "Wreath of Heaven," as part of the title itself.

Another new Fred K. Steele number which has received high praise from all orchestra leaders who have heard it is "Hurry On," by Frank Bannister and Billy Hegney.

Piantadosi Songs
Proving Popular

"I'm Tired of Making Believe," the new number in the catalog of Al Piantadosi, New York City, is showing decided strength and is proving popular with vaudeville and radio entertainers, justifying the confidence which Mr. Piantadosi placed in the number and which led him to place a strenuous campaign behind the number. The composition, which was written by Al Piantadosi—who has had immeasurable "hits" to his credit—and George Kelly, immediately drew an offer of $15,000, which was refused by the firm.

"Dancing Shadows," a novelty fox-trot, and "My Stormy Weather Pal," waltz ballad, also featured in the Piantadosi catalog, are showing up well in both sheet music, record and roll form, and are heard nightly over the leading broadcasting stations.
The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR APRIL 6

1259 Little Mother—Waltz, Nat Shilkret and the Victor Orch. 10
2124 White Ruffles—Waltz, Nat Shilkret and the Victor Orch. 10
2132 What Shoulderometry?—Waltz, Nat Shilkret and the Victor Orch. 10
1521 By the Bottom of the Sun—Waltz, Nat Shilkret and the Victor Orch. 10
2126 The Began—Fox-trot, Nat Shilkret and the Victor Orch. 10
2120 The Sunshine (Will Bring Another Day for You) Fox-trot, Johnny Harrigan’s Kentucky Serenaders. 10
2124 Of Man River (From “Show Boat”). Reel: Louis B. Max, 36 Revellers. 10
1524 Oh, Yee—Fox-trot, Johnny Johnson and His Staggers Pennsylvania. 10
2126 Speedy Bag—Fox-trot, Johnny Johnson and His Staggers Pennsylvania. 10
2130 Let’s Misbehave—Fox-trot, Johnny Johnson and His Staggers Pennsylvania. 10
2134 An’ Furthermore—Fox-trot, Johnny Johnson and His Staggers Pennsylvania. 10

LIST FOR APRIL 13

2124 My Old Home—Harold Yates-Coooper Lawley In the Evening—Harold Yates-Coooper Lawley 10
2126 The Black Jack—Paul Whiteman, Paul Whiteman Or. 10
2127 Mississippi Mud—Fox trot, Paul Whiteman Or. 10
2132 From Monday On—Fox trot, Paul Whiteman Or., Paul Whiteman and His Orch. 10
2127 Speedy Bag—Fox trot, Paul Whiteman Or. 10
2130 Let’s Misbehave—Fox trot, Paul Whiteman Or. 10
2132 An’ Furthermore—Fox trot, Paul Whiteman Or. 10

LIST FOR APRIL 20

2130 Mary Ann—Johnny Marvin and Ed Small Old-Fashioned Lackey—Johnny Marvin 10
1512 Of My Lost Love—Joan, Selections from “Show Boat”. Paul Whiteman and His Orch. 10
2126 Chicle—Whistling Rhythm—Whistling Rhythm—Rhythm—Chichester Mixed Chorus 10
2126 Clashes—Clashes—Clashes—Clashes—Clashes—Clashes—Clashes 10
2126 When You’re With Somebody Else—Whistling Rhythm—Clashes—Clashes—Clashes—Clashes—Clashes—Clashes—Clashes 10
2126 That Melody of Love—Waltz, Paul Whiteman’s Pennsylvania 10
2126 Was It a Dream—Waltz, Paul Whiteman’s Pennsylvania 10

LIST FOR APRIL 27

2130 VOCAL AND INSTRUMENTAL

1914 The Lady Loves—From “The King of the Band” 10
2124 Manhattan Serenade—Vocal Solo, Victor Strings 10
2126 Down there around the corner—Vocal Solo, lassie Crawford 10
2128 Light Cavalry—Overture—Part 1 (From Supple), Victor Symphony Orch. 10
2126 Anchors Aweigh—March, Paul Whiteman Or. 10
2123 All Hands—March, United States Navy Band 10
2124 The Storm—Part 1, Arthur Me. 10
2124 Rain, Rain—Quartet (from “The Storm”), Louis Jordan, Tom Forrest 10
2124 Away on the Mountain—Jimmie Rodgers 10
2124 This We'll Never Live—The Titter Sisters 10
2130 Only a Flower—The Titter Sisters 10

DANCE RECORDS

2130 Croquet—Fox-trot, Paul Whiteman and His Orch. 10
2130 Dally Dimples—Fox trot, Paul Whiteman and His Orch. 10
2130 Parade of the Old Timers—Fox trot, Paul Whiteman and His Orch. 10
2130 I Love You—Fox trot, Paul Whiteman and His Orch. 10
2130 Waltin’ for Kate—Fox trot, Ben Pollack and His Orch. 10
2130 Memphis Blues—Fox trot, Ben Pollack and His Orch. 10
2130 Shepherd—Fox trot, Ben Pollack and His Orch. 10
2130 The Wall—Fox trot, Ben Pollack and His Orch. 10

Columbia Phono. Co., Inc.

CELEBRITY SERIES

2063-M Jesus, Take My Hand—Choral (from Cantata No. 124) (Back-Meet) Piano Solo, George White 10
2063-M From Fifth French Suite (Back) Piano Solo, Frank Harris 10
2063-M Faust: Serenade Mythophoetic (Gounod) Piano Solo, Paul Whiteman Or., (Call of Gold) (Gounod) Piano Solo, Paul Whiteman Or. 10
2063-M (In Full) Fox-trot, Piano Solo, You D’Aranyi Hungarian Dance No. 8 (Rondeau) Violin Solo, You D’Aranyi 10
2063-M Grétry: Clicquot—Violin Solo, You D’Aranyi 10
2063-M Ave Maria (Hindemith) Violin, Piano, A. van Wijngaard, Pianist 10
2063-M Waltz (March) (DeFalla-Kochanski)—Violin Solo, Feodor D’Aranyi 10
2063-M Take Me Home (Hancock)—Soprano with Orchestra, Jeanette MacDonald 10
2063-M Springtime (Puccini), (from “Madame Butterfly”) Violin, Piano, A. van Wijngaard, Pianist 10
2063-M Swallow That Bird (DeFalla-Kochanski)—Violin Solo, Feodor D’Aranyi 10
2063-M Taps with a Cymbal—Duet, Eddie Allan, Piano, Eddie Allan 10
2063-M To the Wild, Wild West—Chorus, Crawford Or., Chorus 10
2063-M To the West—Chorus, Crawford Or., Chorus 10
2063-M In My Little Dream House on the Hill—Fox-trot, Victor Strings, Victor Strings 10
2063-M Waltz (Brooks) (from “The Desert Song”) (Art Gilman), (from “Desert Song”) (Art Gilman) Art Gilman 10
2063-M Waltz—Soprano with Chorus, Crawford Or., Crawford Or., Crawford Or. 10
2063-M The Whispering Wind—Art Gilman 10
2063-M Danse Macabre—Parts 1 and 2 (Saint-Saens), St. J. J. Wood and New Orleans Hall Orch. 10

INSTRUMENTAL MUSIC

500-2-D Victor Herbert: “Eddie Duchin” Collegians Beautiful Ohio—Waltz, Eddie Duchin’s Collegians 10
2063-D Art, France—Der, English Dance (Hercbert) 10
2129-D Art, France—Der, English Dance (Hercbert) 10
1520-D Columbia Symphony Orchestra, Dir. R. H. Bowser—Badinage (Hercbert) 10
1530-D Columbia Symphony Orchestra, Dir. R. H. Bowser—Can-Can and Humor (Hercbert) 10
5000-D Pian, Americans (Hercbert) 10
2063-D Columbia Symphony Orchestra, Dir. R. H. Bowser—March of the Toys (From “Rakes in Toy Land”) (Hercbert) 10
2063-D Columbia Symphony Orchestra, Dir. R. H. Bowser—March of the Toys (From “Rakes in Toy Land”) (Hercbert) 10

(Continued on page 100)

Nothing can stop this "Natural"

"I'm Tired of Making Believe"

By George A. Kelly and Al Piantadosi, Composer of "Curse of an Aching Heart."

Waltz Ballad

"My Stormy Weather Pal"

Getting Bigger Every Day

Read This Chorus

Then you'll Know Why We

TOURNED DOWN

$15,000

Copyright 1928 Al Piantadosi

1576 Broadway

AL PIANITADOSSI, Music Publisher

New York

JOSEPH P. WHALEN, General Manager
THE LATEST RECORD BULLETINS—(Continued from page 106)

Edison Blue Amberol Records
5460 There Ought to be a Law Against That.
5460 Homespun Hills Medley—(Mid-Pacific.
5460 My Home—(Pennsylvania Dutch).
5421 I Fell Head Over Heels in Love—Fur起床.
5460 Certa Aries—Easter-Rio (Metropolitan).
5421 Farewell to My Blue-Eyed Girl—(Conlon).
5421 A Memory That Time Cannot Erase.
5421 That Smiles Be Your Umbrellas on a Rainy Day—Fur起床.
5421 That Good Old Country Town.
5460 My Blue Ridge Mountain Home—Fur起床.
5421 Baby You're a Lover (Like She Followed Willard Sealsan—Fur起床.
5421 A Red Headed Widow—Waltz Capo in D AlT.
5421 Will Tell Her That I Love Her.
5421 Queen Among the (Heavens)—Harry Lander.
5460 With Me in the Sunset—“Omaha’s Grand Maestro.

Okeh Records
LIST FOR APRIL 21
DANCE MUSIC
4013 Take It Easy (Ellington).—Duke Ellington.
4013 Little Brown Jug (Domino)—Duke Ellington and Orch.
4013 Purdon the Ghost (Quickstep)—Fur起床.
4013 Jack Lives and His Rimbaud Nuptial Serenaders
Edison Blue Amberol Records
5460 There Ought to be a Law Against That.
5460 Homespun Hills Medley—(Mid-Pacific.
5460 My Home—(Pennsylvania Dutch).
5421 I Fell Head Over Heels in Love—Fur起床.
5460 Certa Aries—Easter-Rio (Metropolitan).
5421 Farewell to My Blue-Eyed Girl—(Conlon).
5421 A Memory That Time Cannot Erase.
5421 That Smiles Be Your Umbrellas on a Rainy Day—Fur起床.
5421 That Good Old Country Town.
5460 My Blue Ridge Mountain Home—Fur起床.
5421 Baby You're a Lover (Like She Followed Willard Sealsan—Fur起床.
5421 A Red Headed Widow—Waltz Capo in D AlT.
5421 Will Tell Her That I Love Her.
5421 Queen Among the (Heavens)—Harry Lander.
5460 With Me in the Sunset—“Omaha’s Grand Maestro.

Okeh Records
LIST FOR APRIL 21
DANCE MUSIC
4013 Take It Easy (Ellington).—Duke Ellington.
4013 Little Brown Jug (Domino)—Duke Ellington and Orch.
4013 Purdon the Ghost (Quickstep)—Fur起床.
4013 Jack Lives and His Rimbaud Nuptial Serenaders

INSTRUMENTAL
4340 Whirlin' Riff—(Conrad & Marsden).
4340 Whirlin' Riff—(Conrad & Marsden).
4340 Hand Me Down My Silver Trumpet—Instrumentals.

RACE RECORDS
5461 Closhing Up the Pavilion—Children’s—Vocal.
5461 Invincible Quartet, Ross College.
5461 The Ball Game of Life—Stars and Stripes.

Banner Records
DANCE RECORDS
7031 Hello Mountains—“Canadian Days.”—Robert Lee and Orch. of the Blue Ridge.
7031 When the Robert E. Lee Comes to Town—Robert Lee and Orch. of the Blue Ridge.
7031 I Can’t Help Lovin’ That Man (From “Show Boat”)—Robert Lee and Orch. of the Blue Ridge.
7031 I Got It (I’ll Say I Did)—Fur起床.
7031 I Love Goin’ To Town (From “Lassie” Film)—Robert Lee and Orch. of the Blue Ridge.
7031 Little Minnie Mongrel—Missouri Band and Orch. of the Blue Ridge.
7035 She’s A Great, Great Girl—Fur起床.

Hawaiian Fox Trot

“HURRY ON, LEI LAND”

FRED K. STEELE, Inc., Music Publishings
745 7th Ave., New York, N. Y.
Bell Records

Golden Gated—Fox-trot.

580 Great Dane—Sawyer & His Symphonists

581 I’ll Feel Hot With the Accordion and His Guitar

585 Without Your Love—Swamy & His Orchestra

587 I Can’t Help You—Swamy & His Orchestra

588 Born in China—The Emperor’s Orchestra

589 Lady of Havana—Amargos Garden Orchestra

590 Moonlight Waltz—Kirk Burton and his Orchestra

591 College Stomp—Kirk Burton & His Orchestra

592 Among My Souvenirs—Shuford’s Club Orchestra

593 The Hours I Spent With You—Fox-trot, Kirk Burton and his Orchestra

594 I Dream About You—Fox-trot, Kirk Burton and his Orchestra

The Song in Ended—Rudolph, Kirk Burton and his Orchestra

My Father’s House—Spiritual, Kirk Burton and his Orchestra

Give Away Jordan—Spiritual

Down Home Blues—Blues, Plantation Jubilee Singers

Harmony Records

DANCE RECORDS

609 H. Ramon Sawyer, vocals: Lou Gold and His Orch. 10

Moonlight Waltz—The Weehawken Cres. 10

612 I Can’t Do Without You—With Inc., Andy Signella and his All Star Trio 10

The Hawaiian Serenaders

Gennett Records

(EDICTREMEM BLACK LABEL)

LIST FOR APRIL 1

PROMIANCE DANCE

380 What’ll You Do, Pardner?—Mandolin (Andy Mandolf, fiddle)

383 Works on the Floor, vocals: Jack Jefferson

385 Wayside Waltz—Fox-trot, with Specialty Operator

386 If I Can’t Have You—Fox-trot, with Vocal

Sidney Johnson Elected President of Oregon Music Trades Assn.

Portland, Ore., April 3—The G. F. Johnson Phonograph Co., of Portland, Oregon, for the past ten years one of the most prominent music stores in Portland, has closed its doors, and, according to G. F. Johnson, involuntary bankruptcy papers will be filed by him in a few days.

The A. A. Hager Co., of Eugene, Ore., announces the addition of a record department. The company will carry the Harmony records exclusively.

The Oregon Music Trades Association held its annual meeting March 14 at the Elks’ Club with a small but representative attendance. The election of officers for the current year was the main object of the gathering, and this was attended to in short order, all the officers being unanimously elected, with W. C. Rice, manager of the Pacific Northwest Victor Distributing Co., succeeding Eimer Hunt, resigned.

Eimer Hunt, who was connected with Sherman, Clay & Co. for about ten years, and who has been in charge of the wholesale department for many years, has not announced his future plans.

Randall Bargell, Oregon representative of the Columbia Phonograph Co., returned from a trip into his southern Oregon territory full of stories and views of all the activities in that district. He reports that the Ochre White Co., of Medford, is opening a branch store at Klamath Falls.

Clay & Co. have established a new branch store at Corvallis, Ore., according to a report by Sidney Johnson, manager of the Portland branch.

P. L. Clay, of San Francisco, spent March 19 in Portland in company with Ernest Ingold, Atwater Kent distributor. A meeting of all Sherman, Clay & Co. representatives, at which time Mr. Clay gave a splendid talk and introduced Mr. Ingold, who also gave an interesting radio talk.

Harmon Kennedy and his Multnomah Hotel orchestra, who have a number of Victor records to their credit, have returned from California, where they journeyed for the express purpose of making new records for the Victor Talking Machine Co.

The phonograph department of Olds, Wor- tman & King was presented an educational program in the form of a concert devoted to the leaders and friends of the Portland Junior Symphony orchestra. Oregen, contracto and exclusive Brun- swick artist, was here in concert March 19, and completely captivated her audience.

Ed Borgom, who has been in charge of the phonograph, radio and records department of Olds, Wortman & King department store since the establishment of a music department about a year ago, has resigned. J. A. Perry has been appointed in his place.
ConstrucTive ArtiCles In this iSSue of the world

Ready Reference for Salesmen, Dealers and Department Heads

Will You Be Present? 3
Fifty Boys Sell for Gray 4
Clifford Bros’ Sideline Is an Aid to Record Sales 8
Cushman Radio Service Is Profitable 10
Profit-Winning Sales Wrinkles 14
Blends Commerce and Art and Wins Success 16-18
How Maison Blanche Radio Section Develops Sales Volume 22
Builds Big Sales in Small Town 24
Money-Making Suggestions for Ambitious Merchants 26
Why Dealers Should Handle Radio Cabinets in 1928-29 28
Pacific Coast Trade Bodies Plan Great Pageant of Music 30
Merchandising the Finest Recordings Profitably 32-34
Last Minute News of the Trade 34a-34f
A New Interpretation of Competition 34b

The Phonograph Industry Moves Ahead 34b
A Practice That Should Be Stopped 34b
Equitable Copyright Legislation 34c
Twenty Million Dollars for Concert and Opera 34r
Study Your Customers and They Will Be Your Best Source of Prospects 38
Creating a Record Demand for the Finest Music 40-42
Sell a New Instrument if You Can—If Not, a Reproducer. 50
Darrow Music Co. of Denver Stages Unique Publicity Stunt 60
RMA Convention and Trade Show Plans Rapidly Mature 75
The Newest in Radio 88-89
In the Musical Merchandise Field 97-98
Gleenings From the World of Music 101-104
The Latest Record Bulletins 105-108

CorreSPonDence from Leading CIties


Which is issued in Paris, France, by the same organization that publishes Music and Instruments, a well-known monthly covering the music industry, of which Auguste Bosc is director. The Revue des Machines Parlantes should do much to stimulate a greater interest in the talking machine and records throughout France and its colonies.

Victor Portable on Asiatic Expedition

When Roy Chapman Andrews and the Central Asiatic Expedition of the American Museum of Natural History, of which he is the head, depart in the near future from Peking for the Gobi Desert and Turkestan, they will carry with them a portable Victrola and a large number of records, the gift of the Victor Co.

AC Operation Described by Arcturus

An interesting booklet telling how to operate any receiver from ordinary house current without batteries through the use of AC tubes has been prepared by the Arcturus Radio Co., Newark, N. J. It explains the various types of AC tubes and how the work is done, as well as detailing the adaptation of receivers to AC operation by using the Arcturus AC table.

New Songs Featured in Plaza Bulletin

The Plaza Music Co. bulletin for April, issued by the sheet music department of the Plaza Music Co., New York City, lists the latest releases of the leading publishers, and among other features Irving Berlin’s new triumph, “I Can’t Do Without You,” “Choo-Choo,” “You Can’t Blame Me for That,” “So Tired,” “Louisiana Lullaby,” “Starlight Lane” and “Speedy Boy.”

New French Paper

Revue des Machines Parlantes is the title of an interestingly edited publication devoted exclusively to talking machines and records, purchased the retail Edison phonograph business of F. A. Intermetter, in Scranton, Pa., regarded as one of the best Edison retail shops in the East. Mr. Bolan has had a varied experience and a thorough knowledge of the business.

J. H. Mayers Warns of “Gyp” Customer

Joseph H. Mayers, proprietor of the International Phonograph Co., New York City, sends warning to the talking machine and radio trade.

“On February 29, 1928, a customer giving the name of Samuel Fain, 1237 Fortieth street, Brooklyn, N. Y., purchased a Zenith 16 E. P. record No. 12602. A first deposit of $50 was received. One day after the Zenith was installed it was removed from the premises. We have learned that this man makes it a practice to buy radios and furniture on the installment plan, orders it to a certain address and desert possesses of same within a day or two after a delivery without leaving any trace or clue as to his whereabouts.”

Buyes Edison Business

Robert J. Bolan, formerly traveler for Thos. A. Edison, Inc., and connected with that company in Orange for twenty-three years, has purchased the retail Edison phonograph business of F. A. Intermetter, in Scranton, Pa., regarded as one of the best Edison retail shops in the East. Mr. Bolan has had a varied experience and a thorough knowledge of the business.

The Toledo Talking Machine, Radio and Record Sales Volume for the First Quarter of 1928 Greater Than That of 1927

Toledo, O., April 9—Talking machine, radio and record sales for the first quarter of 1928 have produced a greater volume than the same period last year.

Frank E. Flightsner recently held an opening of his new music store at 2124 Ashland avenue. Mr. Flightsner features the Columbia Sonora and Steinite lines.

The demonstration of the new 8-35 Orthophonic Victrola at the Commodore Perry Hotel on Tuesday by the Victor Talking Machine Co. and its jobbers, the Chicago Talking Machine Co., the Cleveland Talking Machine Co., and Grinnell Bros., Detroit, was well attended. Dealers were enthusiastic over the smart appearance of the instrument.

Robert C. Elwell, for the past three years associated with J. W. Greene Co., is now manager of the radio and music rooms of Grinnell Bros.

The Lion Storz music rooms of the first quarter have experienced a larger business than a year ago, L. S. Tallbert, manager, stated. A number of sales recently have resulted from courtesy demonstrations in the U. S. Churches, Knights of Columbus Hall and Maternity Hospital. Restaurants are being solicited by letter followed by a call of a salesman.

At the J. W. Greene Co., radio volume surpassed the first quarter of last year. Phonograph and record sales are holding their own. Recently the Allen, QRS and Caroyla lines were put on, the former being derivative of much publicity and not a little business from the hook-up with station WSPD. Every morning an Orthophonic program arranged by Miss Helen Baumgardner, in charge of records, is broadcast for an hour.

The Whitney-Blaine-Wildermond Co. reports the firm has expanded its force through the addition of A. Cunningham and J. Carter. Also Domino records, Golden Sun reproducer and Quaker portable have been added. Some time ago the house started sending a baby record book to new buyers upon our platter; this little courtesy has paid handsomely in addition to creating much good will.

At the LaSalle & Koch Co. the new Brunswick Shop is gradually gaining momentum, according to Miss M. Ploetkin, in charge. Walter Wolfs has been appointed manager of the Radio Shop. Radiola, Atwater Kent and Steinite lines are featured.

The Toledo Radio Co., Spartan wholesaler, is doing a better business than a year ago, according to Chas. H. Wocholff, president. The United Music Store is putting forth much effort on Brunswick machines. A large number of Panatropes have been sold recently, Harry Wessman stated.

Ralph Crane, of Bowling Green, O., has taken over the interests of Kenneth Halleck in the Crane-Halleck Co. The store deals in pianos, phonographs and radio, featuring Victor and Spartan lines.

Porter Bros., Findlay, O., recently completed enlargement and improvement of a new store on Main street, which they occupied within the recent past.

The Gift & Radio Shop, Titus, O., moved into a new store in the heart of the business district. Spartan sets are featured in a Spring sales promotion drive.

J. H. Mayers Warns of “Gyp” Customer

Joseph H. Mayers, proprietor of the International Phonograph Co., New York City, sends warning to the talking machine and radio trade.

“When February 29, 1928, a customer giving the name of Samuel Fain, 1237 Fortieth street, Brooklyn, N. Y., purchased a Zenith 16 E. P. record No. 12602. A first deposit of $50 was received. One day after the Zenith was installed it was removed from the premises. We have learned that this man makes it a practice to buy radios and furniture on the installment plan, orders it to a certain address and deserts possess of same within a day or two after a delivery without leaving any trace or clue as to his whereabouts.”

New Songs Featured in Plaza Bulletin

The Plaza Music Co. bulletin for April, issued by the sheet music department of the Plaza Music Co., New York City, lists the latest releases of the leading publishers, and among other features Irving Berlin’s new triumph, “I Can’t Do Without You,” “Choo-Choo,” “You Can’t Blame Me for That,” “So Tired,” “Louisiana Lullaby,” “Starlight Lane” and “Speedy Boy.”
WE THANK YOU

The announcement last month of our new Empire products for the 1928-1929 season has brought us inquiries for samples from all parts of the world. Orders for immediate delivery are now being received daily and the trade has been quick to appreciate the merits of the new Empire line.

These new EMPIRE TONE-ARMS, No. 12 (illustrated), and No. 15, are made in several lengths: 6½ ins., 7½ ins. and 8½ ins.; meeting the requirements for every type of phonograph.

We are continuing the manufacture of our popular No. 75 tone-arm for large machines and the No. 2 tone-arm for portables.

The prices are right. Send for samples

The Empire Phono Parts Co.
Established in 1914

10316 Madison Avenue
Cleveland, Ohio

WM. J. McNAMARA, President

New Empire No. 5 Reproducer

New Premier Reproducer
The Latest Broadway Jazz—“Close-up”

Your patrons know of the gay Palais d’Or on bright Broadway! At this favorite resort of diners and dancers the music is always sprightly and care-dispelling; Rolfe and his merry men interpret the newest tunes irresistibly! Only for the Edisonic do Rolfe and his Palais d’Or Orchestra make records! On the Edisonic they know that their lilting music will be faithfully Re-Created—each instrument, each note, clearly silhouetted in clean-cut perfection. Demonstrate THE EDISONIC to your trade with some of the Rolfe Records! Share in the prestige and sales that “Edison”—the greatest name in the phonograph industry, brings alert dealers.

THOMAS A. EDISON, Inc. • Orange, New Jersey

The EDISONIC

ADDRESS THE DISTRIBUTOR NEAREST YOU:

It Sells for Brunswick Dealers

Brunswick Topics has earned the reputation of being the snappiest magazine in the music industry. Dealers are buying it in increased quantities. For free sample copy and full information, write Dept. P426, The Brunswick-Balke-Collender Co., 623 South Wabash Ave., Chicago.
THE FINEST

Here is the Toman No. 2 Reproducer! The finest Reproducer—judged by all standards of beauty and tone quality—the market offers.

(All Toman Products are most favorably priced. Guaranteed quality inside and out. We invite inquiry from Jobbers and Dealers. Samples sent promptly upon request.)

E. Toman & Company
2621 West 21st Place
CHICAGO, ILL.
THE trade outlook is bright; better than it has been since radio became a factor in retail activities. Reports from all sections denote a quickening of interest. Sales of talking machines increase steadily. High and low-priced models move at a more than satisfactory rate. Portable phonographs grow in popularity by leaps and bounds. Dealers are reaping a harvest from the sales of these instruments. Record sales were never better, and there is no let-up in the demand in sight. Radio set sales are bringing substantial profits to aggressive dealers. Consumer uncertainty regarding radio has been largely dissipated. Stabilization in radio is rapidly becoming a certainty. The Federal Radio Commission is functioning efficiently and the "chaos" in broadcasting is, to some extent, history. Programs have never been better.

The Silver Lining

These are facts and they have a bearing on the prosperity of the retail trade: Talking machines, both large instruments and portables, have been vastly improved. Methods of recording have kept pace with machine development, and reproduction is practically perfect. Radio has made startling strides in the past year. AC sets have been placed on the market, simplifying operation and eliminating maintenance worries on the part of the consumers. This has reduced service calls on dealers, which in turn has cut service overhead, making possible a dealer profit. Battery sets continue in fair demand for the simple reason that there always will be a market for these products. Dealers have solved many of the profit-killing problems that were so worrisome in the past. They have learned by experience. In short, the entire stage, from manufacturing down to retailing, is set for big business throughout the present year.

What the retail dealers of the country do with the opportunity that is theirs depends on the efficiency of their merchandising methods. The time has come to get back to fundamental principles in retail selling. Theories that look well on paper will not do the trick. Reduced to a simple formula, retailing consists of buying right and selling at a profit. Buying is easy once the right lines are selected. But select carefully. Handle merchandise with the least sales resistance. That means standard products made by reputable manufacturing organizations. Stay away from the unknown, unless the men behind the product are known for their integrity and ability and the line is distinctive enough so that you have a fair chance to fight for business in the face of the keen competition existing at the present time.

Strip for Action

The time has arrived in talking machine and radio merchandising when salesmanship is the dominant factor in retail success. Order-taking is obsolete. Swivel-chair store management has gone by the boards. Intelligently directed sales promotion backed by energetic sales effort will bring home the bacon. In a few words: Advertise, circulate, demonstrate and sell. Get down to business. If the customer does not come to the store, go to the customer. If you don’t a competitor will. Keep your salesman on their toes. If the business in the store is slack send them out to call on prospects. Another point: Watch overhead. Eliminate waste. Get rid of slow-moving stock. It can be done. Put your salesmen on the job. Assets are just as much tied up in unmovable stock as they are frozen in slow paying and uncollectible accounts. Go after delinquents—hard. Make them pay. Slow-paying accounts are profitless. Get rid of them. Sell at a profit. Strip your business for some real action by getting rid of the deadwood. Pay real salaries to good salesmen. That is good economy. Make the best possible use of the manufacturers’ sales aids. That also is economy and good sense. Yes, there is ample reason for optimism—but optimism must be backed by hard, intelligent work on the part of every factor in this great industry.
Set Record Sales Quota

Geo. P. Ripper Assigns Quota of Records to Every Machine Sale and Finds Plan Keeps Disc Sales Up to 10 Per Cent of Business

By Roy George

PHOENIX, Arizona, is the scene of one of the finest exclusive Brunswick shops to be found in the country, and due to the exceptional management of Geo. P. Ripper, who opened the store less than three years ago, an unprecedented volume of business has rolled up for a town of 50,000. The entire Salt River Valley is served here, which is one reason for the exceptional success enjoyed; a good location and live methods account for the rest.

Believes in Exclusive Line

“I was firmly convinced when I came to Phoenix,” says Mr. Ripper, “that there was a field for the exclusive line, and every month of my experience has deepened the conviction that the greatest mistake of the talking machine world has been to clutter it up with a lot of other things.” Mr. Ripper showed his confidence in the exclusive shop by securing a location in the very best business section of the city and then fitting it up for the proper display of the Brunswick line. Six comfortable demonstration rooms with sound-proof partitions afford every facility for the customer’s convenience in making his record selections and comparing the various machines, while an adequate sales force, exceptionally well trained in the facts behind the business as well as in the technique of displaying the wares, moves about the salesroom at the service of the customers.

“I try to give my organization adequate training in the essential facts of such wonders as Light-ray recording and electrical reproduction,” says Mr. Ripper, “so that they can answer intelligently such questions as are asked, or may even briefly introduce a matter of interest when the occasion demands it, but they are especially trained in delinquency in the mechanics of display.

“It is most important that when the record is placed and the customer is waiting, there must be no delay, no shifting, no uncertainty as to what it is nor of the artist’s name. The attendant must be ready at the first sign of impatience or of questioning on the part of the customer and his wants must be anticipated. The instrument must be stopped for the purpose, not of making an explanation, but of getting the customer’s next order. But when a customer is satisfied to listen the attendant is trained to efface herself by relaxing and listening, too. The benefit of this training is for its effect on the sales people. It keeps them keyed up.”

Records on Approval

Mr. Ripper is an enthusiastic supporter of the sale of records on approval. Not only does he approve and practice the method, but he has records to show that it has paid, and by “records” is meant book records. “We require no particular form of procedure on the part of the customer,” said Mr. Ripper, “but we do require the cash for every record taken out unless the customer is on our credit list, of course. In that case, we charge him for the goods in full, and see to it that he understands this to be the case. We then allow him to return any part of the purchase, up to two-thirds, after keeping them out for three days.

“The result is just as you might expect. Two-thirds of the goods are returned. But it facilitates the sale of the one-third that stays out and stimulates the sale of records by fully 50 per cent. The psychology of selling records demands that the customer must have a margin of time and a margin of selection; the margin of selection can be best given him at the shop, of course, but the margin of time can be most economically arranged at his home, where the attendance of a sales person is not necessary. My experience has been that the average customer can be satisfied with a margin of selection equal to twice the amount of his purchase; or, in other words, he can be permanently satisfied with one record in three, and we have never had a single instance of damage done to the other two which he returns.”

Setting a Sales Quota

Primarily Mr. Ripper’s organization is concerned with the sale of machines, and he carries as fine a line of Panatropes as there is to be found in the entire Southwest, yet he makes

(Continued on page 11)

New Line of OUTING Portable Phonographs

Latest Offering by the Makers of Nyacco Products

New Baby Outing
$12.00 List

New Junior Outing
$15.00 List

New Senior Outing
$25.00 List

Jobbers—Write for Special Quantity Discount

NEW YORK ALBUM & CARD CO., Inc.
Established 1907

64-68 Wooster Street, New York
For the June Bride’s Wedding Gift

Sell the Brunswick Panatrope with Radiola

Model 17-8. List $550

June is the month of brides... and of wedding gifts!

The Brunswick Panatrope with Radiola Model 17-8 is an ideal instrument for the bride. For every modern home today should have the means of enjoying both records and radio. Here, at the lowest price ever put upon such a combination, are the two instruments in one.

The superb musical quality of the Brunswick Panatrope with Radiola 17-8, whether playing records or radio, coupled with its exquisite cabinet, has swept this instrument into first rank as one of the most popular combination models. It is a splendid example of the truth that, for musical quality plus fine cabinet work, Brunswick stands without a peer in the fields of both music and radio.

The big political conventions next month offer another buying incentive from which the alert dealer will profit. Model 17-8 is the logical instrument to push for these occasions also.

Put the Brunswick Panatrope with Radiola Model 17-8 out in your window. Demonstrate it in your store and in the homes in your community. It offers a unique opportunity for summer business.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO, NEW YORK Branches in All Principal Cities
The New Improved PEERLESS Portables
Comparison with the machines you are now selling
will reveal their superiority

Due to increased production we are now
able to offer these wonderful machines to
jobbers and other large users at the right
prices. If desired, you can obtain them
under your own name or trade mark.

Peerless Master-Phonic—$25.00 List

Appearance—Quality—Tone
Covered with genuine DuPont Fabrikoid of
the heaviest quality
Elaborately decorated in multi-color effects

For those who desire lightness and compactness—Peerless Vanity
four colors—$12.50 list—dimensions 3 1/2 x 12 x 13

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album
Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album
Removable Pockets for Records

PEERLESS ALBUM CO.
PHIL. RAVIS, President
636-638 BROADWAY, NEW YORK
No Summer Slump on Brunswick

For the laugh of your life hear

"Sweet William and Bad Bill"

in New York

No. 3710

"Still a Big Seller!

Brunswick

Still a Big Seller!

A Few Outstanding Brunswick Electrical Records

"Poor Butterfly"... "Can't Yo' Heah Me Callin' Caroline"—popular concert. Red Nichols and His Five Pennies, with vocal chorus by "Scrappy" Lambert.

"Ramona"... "I'm Winging Home (Like a Bird On the Wing)"—sung by Harold ("Scrappy") Lambert, Tenor.


"I Do Not Choose To Run"... "Hey! Hey! Hazel"—fox trott. Six Jumping Jacks.

"Ol' Man River" (from "Show Boat")... "Back In Your Own Back Yard"—sung by Al Jolson.

"Can't Help Lovin' Dat Man" (from "Show Boat")... "Varsity Drag" (from "Good News")—sung by Zelma O'Neal, Comedienne, of "Good News."

THE BRUNSWICK-BALKE-COLLENDER CO. • Chicago • New York • Branches in all Principal Cities
Strock's Price Plan Wins Customers

Can you quote complete prices to your customers without having to stop and figure up the total costs? Can you tell customers, offhand, just how much the set will cost, how much the tubes will cost, how much the B batteries will cost and how much everything else connected with the proposition will cost? Carl G. Strock, of Santa Ana, Cal., can do all this, and he finds that his ability to do it is a big asset to him in business.

All Prices Are Listed

Not only has Mr. Strock listed all these prices for every set he carries in stock, but he goes a step farther than this—he has the complete price lists plainly lettered and placed on the walls of his radio department where every visitor can see the prices for himself.

"In the first place," says Mr. Strock, "I have found by experience that with my customers it makes a rather bad impression when I tell them that a set is priced at $250, for instance, and then ask them to buy $70 or more of accessories after they've bought the set for the first price. This sort of thing used to seem to make customers feel that something was being put over on them. They seemed to feel that the price first quoted them was deceptive and that it wasn't the real price at all.

"This new plan, then, lets the customers see everything for themselves. They can look at the price lists on the walls of my department and see for themselves just what the total cost of the set is. And this is tremendously helpful in creating a feeling of confidence on the part of the public for this establishment.

A Time Saver

"In the second place, this proposition is a great time saver. You know how it is when people price sets in so many radio stores and ask what the prices of the sets are complete. The dealer at once gets out pencil and paper and does a lot of figuring. Even after jotting down the various figures he may not be sure he's right and may go over them several times. This takes a lot of time and may scare the customer out.

"When the customer sees a lot of figures being put down and realizes that the figures represent money that he must spend, he's apt to get scared and shy away from the proposition. Also, when the dealer or the salesman takes so much time figuring up the cost on each set it means that the efficiency of the store or department is cut down just that much.

Too Much Emphasis on Price

"In the third place, where prices are, seemingly, kept secret and where the dealer or salesman has to do a lot of figuring when the customer asks for a price it is apt to be the case that too much emphasis will be placed on price. In other words, a large part of the time devoted to the sale will be spent in discussing price.

"Now I feel that it is rather bad business to spend too much time talking about the price of the radio. The more you talk about price the more the customer is impressed with the idea that a lot of money is involved in the proposition. And the more he becomes convinced that he is being asked to spend a lot of money, the more he is apt to shy away from making the purchase.

Waiting Customers

"There is another angle to the proposition that is worth while. Suppose there are several people in the radio department waiting for demonstrations or service. Suppose the salesman is so busy he must keep some of them waiting. If this is the case the people who are waiting will find it interesting and profitable for them to look at the price placards on the walls of the department and to note what the costs of the various items are and what the complete cost is and all that sort of thing. This makes it possible for the customers to find the radio that represents the amount they feel like paying. Consequently when the salesman does get to them they are all set, ready to buy, and it is just that much easier to make sales."

Three Bremer-Tully Jobbers Appointed

Chicago, III., May 5—The Bremer-Tully Mfg. Co., 520 South Canal street, this city, manufacturer of the Counterphase radio receiver, recently announced the appointment of the following distributors of Bremer-Tully products in their respective territories: Grant Bros., Dayton, O.; Odell Hardware Co., Greensboro, N. C., and the Richmond Hardware Co., Richmond, Va.

George Soule Joins Pacent Electric Co.

Appointment of George Soule, well known in the music-radio industry through New England and the Middle West, as assistant sales manager of the Pacent Electric Co., New York, was recently announced. Mr. Soule has been engaged for the past six years in the electrical field in both sales and engineering capacities.

The Mohawk Radio & Electric Store, Syracuse, N. Y., recently filed a petition in bankruptcy with liabilities of $12,443 and assets of $2,187.

Quoting the Complete Price Reduces Sales Resistance of Buyers of Radio Receivers

By Frank H. Williams

Dulce-Tone Radio Talking Machine Speaker

Get In On These RADIO PROFITS

With radio almost universal, it's easy to include a Dulce-Tone in every talking machine sale—and you might as well get that extra profit. Or tell Dulce-Tone to former talking machine buyers. Dulce-Tone makes an ideal loud speaker of any phonograph, and it fits any make and any radio set. Simply slide the metal handle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

The General Industries Co.
Dulce-Tone Division
Formerly named
The General Phonograph Mfg. Co.
Phila., Ohio

$10, Retail
Fully guaranteed
Fits any radio
Listen to the Stromberg-Carlson Sextette Tuesday evenings at 8 o'clock E.S.T. through the NBC and Associated Stations: WJZ, WZPR, WJH, WBL, WHAM, KYW, WIX, WBN, WTMJ, XDEA, WCCO, KVOS, WFAA, XPRC, YOAL, WJH, WRC, WSB, WBT, KOL.

Uppermost in the mind of every prospective purchaser of radio today...is the question of Tone Quality. He wants assurance that the receiver under consideration will reproduce with true fidelity all the tonal excellence of the original artist's voice or playing.

Because the Stromberg-Carlson Receiver has demonstrated quality of tone beyond compare, it has become the choice of people with musical discrimination everywhere.

For this reason the Stromberg-Carlson Dealer points with pride to the sign announcing him as an "Authorized Dealer." He knows that he can offer a Receiver which by virtue of its pre-eminence in tone quality, has become the standard by which all other receivers are judged.

Stromberg-Carlson Telephone Mfg. Co.
Rochester, N.Y.

Stromberg-Carlson
Makers of voice transmission and voice reception apparatus for more than thirty years.
Provisions of the Record of the Month Plan

REGARDLESS of type or class of music, there will be one outstanding selection each month, known as the "Record of the Month." So if you want just one record sent you each month, and you are not particular as to the type of music, simply check "One Record of the Month" on the card provided for that purpose.

CHECK and mail the enclosed card, and you will receive your selections by parcel post in regular order. They will then be charged to your account. If they do not prove satisfactory, you may return them within three days, and exchange them for others. You will receive outright credit.

In our own business, we have concentrated upon the selling of the phonograph as a medium of musical entertainment with the result that we have developed quite a large amount of phonograph and combination business in addition to a very healthy radio volume.

However, after a check-up I have found that many of the customers who purchased combinations have been notably poor record customers, which is evidence of the fact that the phonograph side of the combination is not as popular apparently as the radio side. After making a canvass of some 75 or 80 of these customers in order to learn why they were not purchasing records, the composite of the answers was about this: "We don't have time to come down and select new records, and it is so easy to just turn on the radio that we never think much about records any more."

Unquestionably if this is the consensus of opinion of the majority of owners of phonographs and combinations, then something must be done to stimulate and keep alive their interest in records or selling phonographs will become increasingly hard and ultimately the volume will be affected seriously, for unless the

owners of combinations play the phonograph side of the instrument, their interest and enthusiasm in the phonograph will wane, and the chief source of interest of the combination will be eliminated, for we all know that an enthusiastic customer is the greatest of all business stimulators.

If the combination owner does not have a good selection of records or new numbers, then he is not very likely to play the phonograph side of the combination for friends who drop in, hence a very effective means of advertising for the retail merchant is completely lost.

As an example, if the owner of a large combination is not interested in the phonograph side of his instrument he naturally is not going to entice over to it his friends—in fact, he is apt to be quite the contrary—he is more likely to advise his friends to purchase only a straight radio, and such advice from the owner of a combination to a friend is indeed very difficult for a salesman to overcome. My check-up revealed that many owners of phonographs and combinations, costing over a thousand dollars, had purchased only a comparatively small number of records at the time the instrument was purchased.

C. H. Mansfield

and that periods as long as six months or a year had elapsed without the addition of a single new record to their collection, all because they imagined that they did not have time to come in and select new records.

This actual situation exists in an appalling number of cases with phonograph and combination owners.

I am indeed anything but a cheerful situation to the phonograph dealer—for while we all naturally want to do as large a volume as possible in straight radio, still the wise dealer also realizes that there is a great volume possible in phonographs and combinations and a volume that will yield a large profit. So in searching around for some scheme to keep up interest in the phonograph by getting new records into the hands of our phonograph owners, we organized the "Record of the Month Club"—patterned after the now famous "Book of the Month Club." We reasoned that if we could get even only one new record into the hands of our phonograph owners each month we would be doing much to stimulate interest in the phonograph—for then at least once a month the customer would play his phonograph and thus again be reminded of its potentialities as a dispenser of music, and then, too, if the owners have at least one new record each month they are more apt to play the phonograph for their friends who drop in, for they will not feel that their library of records is out of date, as is customary when there have been no new records added for several months.

The record a month plan was first broached to several phonograph and combination owners and met with such an enthusiastic response that we decided definitely to put it into effect.

(Continued on page 11)

Fitzgerald Music Co.

Los Angeles

You may enroll me as a member of the "Record of the Month" Club and send me, subject to return in 3 days after receipt, 1 record each month. Your selections to be based on my taste as indicated on other side of this card.

It is understood that this does not obligate me to purchase even one record provided I return the records within 3 days from the date I receive them. I also, however, agree to keep and pay for records which I do not return within 3 days.

Sincerely yours,

[Signature]

Date purchased

BE SURE AND GIVE INFORMATION REQUESTED ON OTHER SIDE
A Radiotron for every purpose

**RADIOTRON UX-201-A** Detector Amplifier
**RADIOTRON UX-200-A** Detector Amplifier
**RADIOTRON UX-112-A** Power Amplifier
**RADIOTRON UX-200-1** Detector Only
**RADIOTRON UX-210** Power Amplifier Only
**RADIOTRON UX-222** Screen Grid Radio Frequency Amplifier
**RADIOTRON UX-110-A** Power Amplifier
**RADIOTRON UX-211-A** Power Amplifier Last Amplifier Stage Only
**RADIOTRON UX-210** Power Amplifier Oscillator
**RADIOTRON UX-230** Last stage Amplifier for Broadcasted Radiotrons
**RADIOTRON UX-250** Power Amplifier
**RADIOTRON UX-226** A.C. Plate
**RADIOTRON UX-227** A.C. Heater
**RADIOTRON UX-280** Push-Pull Amplifier
**RADIOTRON UX-281** Half-Wave Rectifier
**RADIOTRON UX-287** India Rectifier Tube
**RADIOTRON UX-286** Rectifier Tube

The lingering vibrations of the fine-toned 'E' string come to you on the air. Their exquisite modulations will be faithfully reproduced if the tubes of your receiving set are RCA Radiotrons.

RCA Radiotrons are being consistently and impressively exploited to millions of owners of radio sets by more National Advertising than is behind any other make of vacuum tube. In addition, RCA Radiotrons provide novel counter and window displays and other forceful selling helps that aid you to greater profits.

Why sacrifice profits and easier sales when you can offer your customers RCA Radiotrons? Far and away the biggest selling vacuum tubes on the market. And there is an RCA Radiotron for every purpose. The public knows and prefers them. That is why it will pay you to carry the complete line.
ANNOUNCING
the new and improved alternating current RADIOLA

RCA RADIOLA 18

A finer instrument than the sensational "17"

-more selective
-in a finer cabinet
-and at a lower price

The combined resources of RCA, General Electric and Westinghouse make possible such an achievement

The new RADIOLA 18—For operation from 110 volt, 60 cycle, A. C. Employs high-power radiotron rectifier and six alternating current Radiotrons. Mahogany cabinet, walnut finished. Electrically-lighted tuning dial.

This sign marks the leading dealer in every community
and now read this—
this will be the biggest summer in RADIO since the industry began...

and RCA has scheduled:

MAGAZINES
Pages in Collier's, Liberty, Literary Digest, The Saturday Evening Post.

NEWSPAPERS
The new Model 18 will be backed with the biggest spring newspaper campaign ever ordered for any Radiola.

BROADCASTING
The new RCA Demonstration Hour (Blue Network and associated stations) every Saturday afternoon.

SALES HELPS
Dealer mats, Radiola 18 brochure, and other smashing dealer helps.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON
RCA Loudspeakers

The acknowledged leaders of the radio industry

RCA LOUDSPEAKER 100A
The biggest seller because it gives the finest performance ever achieved in a non-powered reproducer.
List $35

RCA DE LUXE LOUDSPEAKER 105
The "last word" in power speakers from the Research Laboratories of RCA, General Electric and Westinghouse. A de luxe instrument of unrivalled range and capacity. Operates on 110 volt, 50-60 cycle A.C. Will supply "B" and "C" potentials for radio receiver.
List $350

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA Loudspeaker
MADE BY THE MAKERS OF THE RADIOLA
Naoum Blinder Is
Russian Violinist Makes American Debut
During Columbia Co.'s Celebrity Radio Hour—New York Concert

Naoum Blinder, Russian violin virtuoso, made his American debut in the Columbia Co. Celebrity Hour last month. This artist came to America this fall, on a world tour which included appearances in Russia, China and Japan, in which latter country he was heard by Louis Sterling, chairman of the board of the Columbia Phonograph Co., who engaged him as an exclusive Columbia artist. Following his radio performances, a concert at Carnegie Hall, which was well received by press and public, Blinder played for the first Columbia recordings, recently released, include a Bach air and Schubert's "Ave Maria."

G. P. Ripper Sets a Record Sales Quota

(Continued from page 4)

an especial effort to keep the sale of records up to the top notch. "It is the only way to keep the interest of the public up to top notch," he says. "The list of new records goes every month to our customers, and we make every effort to induce them to come in and hear what their favorites are doing. With the approval method, it is necessary only to drop in and make a few selections, take them home, and at leisure try them out. We give a great deal of "front-door" publicity to the old favorites because they draw all classes and serve as a test of the merits of reproduction of the machine that is reproducing, but most of our new records are sold by trial in the homes of our customers.

"Ten per cent of our business is in records and the only way we can keep to that figure is by assigning a quota of records to every machine we sell, and then keeping up to the quota. The Brunswick Co. made one of the wisest moves of recent years in the entire field, I believe, in placing the uniform price of $1 on records by the very greatest artists under their control. The tremendous stimulation to record sales that came from this move has resulted in the stimulation of machine sales beyond all expectations, although it is well known that records do sell machines. All told it was the greatest thing for the business that has occurred in years."

Getting Together on Service
Mr. Ripper, like a great many dealers all over the country, is beginning to ask how far this unhappily practice of giving the customer everything but a rebate on his light bill is to be carried in the name of "service." "We stock a small radio line and we offer a service that we consider liberal on all radios installed, as we do on our combination machines and electrically driven Brunswicks. But surely there is a limit to what can be considered adequate installation adjustment. In adjusting them-selves to a new world, radio dealers have opened doors that are good to close, but in justice to themselves they should get together with the public and have an understanding of what is to be expected in the way of servicing home installations of all kinds of equipment. If they are slow to deal firmly with the subject it will be the cause of the loss of much future business outright, as well as being a constant drain on present legitimate profits."

Record of the Month
Club Plan Success

(Continued from page 10)

effect. This was done on March first last—the plan was presented to our list of phonograph owners in the following manner. A letter was mailed introducing the "Record of the Month Club," and with this letter was enclosed a little folder describing the plan in detail, together with an application card which the customer may fill out and return in a stamped and self-addressed envelope which was enclosed. As you will note from the folder and card, a person may if he likes receive more than just one record each month—and it has been most gratifying to note that the larger percentage of those joining the club have subscribed for anywhere from two to fifteen records a month. Less than 10 per cent ordering one record.

Of course, if all those who enrolled should subscribe to only one record a month, then the operation of the club would be very expensive, due to the cost of packing and mailing—but when the average member subscribes for four and one-half records a month, such as has been the case with us so far, then it becomes a profitable means of selling records, as well as a means of promoting interest in the phonograph. Now that the plan has been in operation for thirty days we have found that the response has been even greater than we originally anticipated, and we feel that we have done something that will not only give us an added record volume, but will also serve as a stimulus for our phonograph volume.

The sixteenth annual convention of the Chamber of Commerce of the United States was held at Washington, D.C., from May 7 to 11. Means of maintaining local and national prosperity comprised themes of the discussions.

Parker-Gardner Opens
New Brunswick Shop

Charlotte, N. C., Dealer Opens Attractively Equipped Salesroom With a Complete Line of Musical Instruments

The Parker-Gardner Music Store, Brunswick dealer, Charlotte, N. C., which signed its Brunswick contract in August of 1927, has just opened one of the most beautiful and attractively equipped music stores on the Atlantic Coast. The keynotes of the store's beauty lies primarily in its simplicity, and the Panatrope, the record, piano, musical instrument and radio departments were all laid out with the thought of easy customer access, and convenience of service.

The opening brought the good wishes of dealers throughout their section of the country, and many telegrams of congratulations were received on the opening day.

J. J. Nolan Now Amrad Manager in the West

Mendford Hillside, Mass., May 4—James J. Nolan, formerly in charge of radio sales at the Hub Cycle & Auto Supply Co., of Boston, and recently connected with The Amrad Corp. of this city in the capacity of Mershon sales engineer, has been appointed to the important post of Western Division Manager. Mr. Nolan's new headquarters will be at the Amrad branch factory located at 2235 South LaSalle street, Chicago, Ill., of which he will have complete charge.

For A.C. Receiver Testing a Three-Range Voltmeter
150/814 Volts

Dealers will find a ready sale for this new Weston portable A. C. instrument.

A new design throughout—especially made for testing A. C. supply and tube voltages, yet suitable for any A. C. testing requirement within the range of the instrument.

A small, durable and inexpensive instrument, yet embodying most unusual electrical and mechanical features. Furnished with each instrument is a pair of special connecting cables.

WESTON ELECTRICAL INSTRUMENT CORPORATION

606 Frelinghuysen Ave. Newark, N. J.
EARS....

the Real

AUDACHROME
The Chromatic Reproducer

the Instrument that

IMAGINE yourself a customer, in a music shop—you own a talking machine, but haven't played it much lately—you are not unwilling to buy new records—if the dealer lets you HEAR something that strikes your fancy. Maybe you went in for something else entirely—but while there you hear a marvelously realistic aria or a thrillingly life-like orchestral rendition. You LISTEN—you are impressed—you want that record—because your ear has BOUGHT it for you.

The above is exactly what is happening in music stores where dealers, instead of kicking about imaginary public apathy to talking machines, have buckled down to some genuinely constructive selling with AUDACHROME, the splendid new instrument that brings out the last shade of value in each note and phase of the new electrically cut records. AUDACHROME sells the EAR, the hardest buyer of them all. Use this star salesman overtime!

The AUDAK
565 Fifth Avenue

"Makers of High Grade Electrical and
"THERE ARE SEVERAL REPRODUCERS
Record Buyers

Sells ’em

AUDACHROME

"The Standard by Which All Others Are Judged and Valued"

They buy perfume through the nose and candy by taste—paper through the sense of touch and novelty post cards by sight—but talking machine records are bought by the EAR, always.

Once you realize the fact and the powerful opportunities behind it, you will see the advisability of demonstrating with AUDACHROME—simply because AUDACHROME sells the ear as it never was sold before.

Jazz or organ recital—light opera or heavy—vocal pieces and difficult combinations of voice and music—all look alike to the interpretative genius of this revolutionary new instrument. AUDACHROME gives back exactly what went into the record—every record!

All the nuances and chromatic shades of heterodyning pieces in a great philharmonic orchestra are reproduced faithfully—every inflection and trick of the human voice—therefore you yourself benefit most when you use AUDACHROME to help you sell your records.

Do as other dealers have done. Put AUDACHROME to the acid test—a personal demonstration! Try AUDACHROME on your own EARS and you will immediately realize why all who hear it are delighted. Listen to a few particularly difficult records with low notes, high notes, chromatic complications and the human voice all intermingled. COMPARE the performance of AUDACHROME, that is all we ask.

Every AUDACHROME-equipped talking machine in your locality keeps its owner in the record market—constantly!

And remember, everyone who hears AUDACHROME wants to own AUDACHROME itself. Another handsome sale and profit for the store!

If you regard this great new sales weapon in its proper light, you may look forward to a handsome increase in your record volume for the coming year. It’s just a matter of making the most of your ammunition!
Profit Winning Sales Wrinkles

Drug Store Does Big Record Business—Securing Free Publicity—Broadcasts Records

An Ice Cream and Record Tie-up—Why Not Hire Students on Commission for Salesmen?—Promoting Sales Through School Children

We sometimes hear merchants say they cannot understand how the drug store can sell records at a profit. Perhaps some of them do not. But here is one that does. The Crouse Pharmacy, Fifth avenue and Fourth street, Columbus, O., in the short span of one year has built up a large trade on Columbia records of the old familiar tunes and race type records. According to Dick Crouse, the genial proprietor, the pharmacy occupies an unique position with regard to record sales—it stays open evenings when people have much leisure and are susceptible to music. Many people come to the drug store for refreshments or for a magazine or a smoke and all of these people are excellent prospects—more than that they are buyers of records. Get the evening trade possible in your community and location make this possible.

Free Publicity

Don Flightnrm, Ohio representative of the Columbia Photogrm Co., won new laurels for himself recently through his interview with Mr. Mack of Moran and Mack of "Two Black Crows," and stars of Earl Carroll's Vanities—during their stay in Columbus, O. He wrote up the story for the Columbus Dispatch, and through this obtained much favorable comment for his record which aided sales in Columbus music stores. There is a thought in this for other dealers.

Broadcast Records

A clever stunt with a radio receiver was used by the Evans Radio Service in Albion, Ind., with such good results, according to "The Kolster Dealer," that the idea is offered to all dealers, especially those in small towns where everybody knows everybody else. When the Chamber of Commerce of Albion held its annual banquet and election of officers, H. R. Evans suggested to the president that a little unusual entertainment be furnished by a Kolster set. "The meeting was held in a hotel," said Mr. Evans. "We placed a Kolster console with a built-in power cone speaker in the dining room, and a phonograph pickup and a microphone, or telephone, in an upstairs room. Instead of listening to whatever radio music happened to be on the air, the diners heard a specially selected list of new phonograph records, chosen to fit the occasion. Between records we announced that KERS was broadcasting—Kolster-Evans radio service. We announced a few jokes and stories about some of the men present, and it made a big hit. The way the music came out of that model '06 made everyone look at it a good deal of the time and talk about it. We had a small, neat sign on it saying that it was a Kolster set. The records were selected to show off both the low and high notes, to demonstrate what the Kolster can do. Since that night the Kolster has been the talk of the town. We were asked to use it at a Parker & Son banquet and it made a fine impression there also. Station KERS is becoming very popular. It has brought us a lot of publicity and requests for radio demonstrations in homes. The apparatus consisted of a phonograph pickup, a telephone microphone, and a switch so we could use either the phonograph or the telephone. The Columbia record—"I Scream, You Scream, for Ice Cream," come to the ear of the passer. This selection by the Clicquot Club Eskimos fits into the business of the store perfectly and is serving as a great advertising medium. Mr. Baker stated record sales are fully 30 per cent greater this year than last. The fountain idea is proving very popular in Columbus and promises to increase record sales still further.

"On a Commission Basis"

During the next month or six weeks the colleges and high schools will be sending out many thousands of graduates and the hundreds of thousands of undergraduates for the annual Summer vacation. A great majority of these young men and boys will immediately seek temporary employment, either to provide themselves with spending money or to acquire a sum to continue their educational studies, and therein lies the opportunity for phonograph-radio dealers. Before the colleges and schools close, seek one in your vicinity, write or speak to the authorities and inform them that you can use several young men during the Summer months. Employ them on a commission basis and see if your sales during the so-called dead months do not increase. The variety of merchandise carried in your store should offer an opportunity to the aggressive student and no difficulty should be encountered in securing a sufficient number of the right type of salesmen. Explain to them that the merchandise they have to offer consists not merely of one type of article but includes radio receivers, phonographs, radio accessories, records and other musical instruments. Have them canvass the neighborhood thoroughly. Give them lists of former customers who have purchased radio sets or talking machines from you and have ceased buying. See if this trade cannot be brought back to the store. The album sets of records sold by anyone with an interest in music and able to talk intelligently concerning the compositions, the composers and the artists, should bring in a worth-while profit. Don't depend on miracles to overcome the Summer sales obstacles. Business is there but one must go out and get it. This is one method.

Wins the Children

Hamilton's Music & Radio Store, College Point, L. I., have been quite successful with a publicity plan that includes the distribution of small rulers to school children, as well as by a Kolster set. Of course the ruler must bear the firm's name and, what is more important, the children of the entire community get the habit of visiting the store. A good idea.

Sell Albums That Will Adequately Protect Your Customers' Valuable Records

The New National Loose Leaf Record Album

Beautiful in design.

Durable and flat-opening.

(Patent Applied For)

Write for descriptive list and prices.

NATIONAL PUBLISHING CO.

Factory and Main Office


Salesroom: 225 Fifth Ave., New York City
NEW LOW PRICES

Freshman

ALL-ELECTRIC RADIOS

Greatly reduced prices on the entire Equaphase line enable Authorized Freshman Dealers to realize volume sales during the Summer season.

MODEL G-7
New Price $122.50 without tubes
Old Price $185 complete

MODEL G-4
New Price $149 without tubes
Old Price $225 complete

MODEL G-10
New Price $113 without tubes
Old Price $195 complete

MODEL G-1
New Price $99.50 without tubes
Old Price $156 complete

Other Models

G-3—New Price $124 without tubes.
Old Price $200 complete.

G-5—New Price $155 without tubes.
Old Price $230 complete.

G-6—New Price $225 without tubes.
Old Price $350 complete.

H-9—New Price $295 without tubes.
Old Price $500 complete.

West of Denver all prices are approximately 8% higher.
On all 25 cycle sets add $10 to the above prices.

CHAS. FRESHMAN CO., Inc.
Freshman Bldg., New York 2626 W. Washington Blvd., Chicago
Selling Latin-American Field Successfully

Ability to Talk Spanish and Quality Line Necessary

By John Lilienthal
Columbia Foreign Sales Representative

A FIRST class salesman in the United States may be a complete failure when it comes to selling Latin America. The people south of the Rio Grande differ greatly from those of North America. It is not only the language, but race, tradition and sentiment which vary greatly from ours. A successful salesman in Latin America first of all must be able to talk Spanish and correctly interpret the true Latin traits; these are prerequisites that are necessary. The old idea that anything is good enough for export, fortunately, is a thing of the past and earnest efforts have been made and are being made to get an outlet for our surplus manufactured goods. There are a number of American products that have conquered the Latin American markets, one of them being phonographs and records for which there is an excellent market in these countries.

Hard Road to Travel

With a view to studying and developing our Central and South American markets, I left New York the middle of May, 1927, and have just returned after an absence of ten months. I have traveled thousands of miles by steamer, river boats, railroad, automobile, motorcycle, horseback and cable lines, and have been in treacherous climates, where one had to use the utmost precaution regarding food, insects and animals. There were times when I had conferences with artists and distributors lasting well into the night, and at 5 o'clock in the morning I had to be in the saddle again. The hardships were indeed severe at times. When I left New York, I was absolutely convinced of the high quality of the Columbia products, but to-day, after having visited dealers and distributors in some fifty South and Central American cities, I can point with pride to the actual success of Viva-tonal Columbias and New Process records. When I say that business has increased 350 to 400 per cent, I am making a conservative statement. But, why is it that Columbia can register such increase in business? In the first place it is the good old name Columbia that is known in all corners of the world as one of the pioneers in the talking machine industry. Quality products such as Viva-tonal Columbias and electrically recorded Columbia records are quickly recognized by the critical eyes and ears of the Latin Americans, and it may be of interest for me to cite a few examples of how I secured attention and eventually closed important deals.

Selecting a Distributor

In one market I wanted a new distributor. After having made inquiries and having secured satisfactory information, I picked out my man, and in my mind he was already added to the long list of distributors and dealers, but the prospect did not know anything about it as yet. I arranged for an interview with the proprietor of the firm I had selected, which was gladly granted. In the corner of the store was an old horn machine and a young lady was selling ten records a day, or, when business was good, fifteen. I wanted to make a distributor out of this very firm, but had to sell my idea, and proceeded at once. I found out that after the moving picture theatre closed, most of the people went to an ice cream parlor; I therefore secured permission from the owner of this place to put one of our Viva-tonal machines there, and one evening played until 1:30 in the morning. The people stayed longer than usual and wanted to know where they could buy the Viva-tonal Columbia and New Process Columbia records. I directed them to the store of my prospective distributor where the Viva-tonal replaced the old horn machine. More people were attracted. I explained our products to clients, and within a few days had orders for six Viva-tonal machines. The head of the firm became more and more interested and, at the right moment, I secured a large order and appointed the firm Columbia distributors. To-day this firm is buying thousands of dollars worth of Columbia products, and has grown to be an active and important Columbia distributor.

I have gained another friend, and to-day the head of that firm is not only a business but also a personal friend of mine.

A Concert in the Interior

Way in the interior, in one of the South American cities, I aroused enthusiasm among music lovers by arranging a concert with the Model 810 Viva-tonal. I know that our distributors were interested and liked our line, but I wanted to bring their enthusiasm to the highest pitch. Through friendly relations, I secured a hall for a concert, sent out eighty printed invitations to people of high society and was pleasantly surprised by an attendance of 130 people. I had arranged a good program, and before starting the concert addressed the audience in Spanish. The concert was a complete success and the press eulogized it as unique and highly praised the Columbia product. What I had planned, namely, to convince the music-loving public of the superiority of Viva-tonal Columbia phonographs and records, was fully realized—because, for days after the concert, the store of our distributor was actually stormed for Columbia goods. The personnel was insufficient to attend to all the customers, so I pitched into the work and for two days I was selling records over the counters. These days were the biggest selling days in the history of the distributor, and he has been selling Columbia for many years. To-day these distributors are doing a voluminous business and they are 100 per cent Columbia enthusiasts.

Comparison Demonstration Wows Sale

In another market, I was present when a customer came to the store of our distributor; he had a machine and records of a competitive company. We began to talk about Viva-tonal Columbia and New Process records, and I explained the advantages of the Columbia products, demonstrated the goods, and could see that he began to be interested, but the fact that he had another machine in his home seemed to be the stumbling-block in the way of making a new sale. Just the same I offered to send a Viva-tonal to his home so that he could hear it alongside of his own machine. Our distributor went along with this prospective customer, taking with him a good assortment of Columbia records so that this prospect could convince himself of the superiority of our goods. This man was convinced immediately, bought the Viva-tonal, and ordered a supply of records, and broke up the greater part of his (Continued on page 19)
GOOD business men know the fallacy in the idea of "something for nothing." They have learned from experience that the lowest priced is seldom, in the long run, the least expensive.

Nowhere is this principle better illustrated than in the field of tone-arm manufacture. Nowhere does it follow more surely that cheapened materials and workmanship result in a cheap product — and cheap performance.

Oro-Tone, recognizing these facts, has steadfastly insisted that cast tone-arms are necessary for fine reproduction. Modern musical reproduction demands a cast tone-arm to give real volume without buzz! It demands properly alloyed metal parts. It demands painstaking workmanship.

There is a vast difference between cast tone-arms and those made merely "to sell at a price." Each product has its place and use — but one hopes beyond reason in expecting a cheap, loosely assembled tone-arm to give real reproduction. As it usually works out, the quality product is always the least expensive in the long run.

Oro-Tone manufactures quality tone-arms and reproducers. There is no compromise with fine performance standards. Every product is made completely in our own plant and large scale economies enable us to keep production costs at a minimum. Made in the United States, complete stocks of Oro-Tone Products are always on hand and shipments are made promptly upon receipt of orders.

Remember "There Is a Difference!"

We cheerfully cater to Manufacturers, Jobbers and Selected Dealers. Send now for complete free catalogue.
F. R. T. A. Plans for Conclave in Chicago

To Be Held Simultaneously With RMA Trade Show and Convention in Chicago June 11-15—Important Program

The Federated Radio Trades Association is actively at work making plans for a convention of all its members and prospective members during the coming RMA Trade Show, June 11-15. The attending radio wholesalers will hold a meeting under the auspices of the Radio Wholesalers' Association for work on the completion of this newly formed organization and also to make standard recommendations on trade practices and Code of Ethics.

The Dealers' Section of the Federated will also hold a separate meeting devoted exclusive to dealers' problems and the perfecting of the organization to aid the dealers generally throughout the country. The Manufacturers' Representatives' Section will also have time on the program for a meeting of its group to devise ways and means whereby it can increase the good will of the entire industry.

Interesting Statistics

About Kolster Radio

The statistical department of Kolster radio has divulged the information that if all the transformers manufactured in the Kolster plant in a period of only four months for use in the power cone speaker, the AC power pack, the electric reproducer for the Columbia-Kolster phonograph and in the pivot cone, were piled in a column seven feet square, it would soar into the air exactly as high as the Woolworth Building, the tallest in the world.

More figuring brought about the further disclosure that if the small bits of metal, called laminations, used in making choke coils during that four-months' period were placed end to end they would reach from the factory in Newark, N. J., across the United States to the Kolster laboratories in Palo Alto, Cal. And if the wire used in these same coils were laid in a straight line it would stretch three times around the earth and have 18,000 miles of wire left.

New Vice-President of Raytheon Mfg. Co.

Widely Experienced in Radio Accessories and Automobile Fields

CAMBRIDGE, Mass., May 7—The Raytheon Mfg. Co., of this city, has announced the election of Fred D. Williams as vice-president. As president of the Dubiller Condenser Corp., New York, for the past year and a half Mr. Williams has been responsible for putting this company on a sound basis. He will remain temporarily as president of Dubiller and continue in an executive advisory capacity in addition to his activities at Raytheon.

Before going to Dubiller Mr. Williams directed the sales of the Grigsby-Grunow-Hinds Co., makers of "Majestic," and "Majestic" eliminators. Previously to that he served as vice-president and general manager of the L. H. Gilmer Co., prominent manufacturer of industrial belting and automobile fan belts.

Stewart-Warner Net Up

The Stewart-Warner Speedometer Corp., and subsidiaries report net profit of $1,387,284 for the quarter ended March 31, compared with $1,062,048 for the first quarter of 1927 and equivalent to $2.31 a share earned on $99,900 no par shares, compared with $1.77 a share in the first quarter last year.

Crosley and Amrad Jobbers Appointed

Addition to Distributors in Line With Policy of Building Exclusive Jobber Representation Throughout Country

Continuing its policy of appointing distributors who will handle Crosley and Amrad products exclusively, the Crosley Radio Corp., Cincinnati, Ohio, announces the addition of two more outstanding exclusive distributors. They are the Wetmore Savage Equipment Co., of Boston, Mass., and the B. H. Spinney Co., of Springfield, Mass. These concerns are generally regarded as leaders in the New England territory. They did a tremendous business last year, but are looking forward to a much greater sales volume in 1928.


Radio Exports

The department of Commerce reports that during the month of February 4,527 receiving sets were exported from the United States, valued at $189,877. Of these sets, the largest number went to Canada, with Argentina taking the second largest number and Australia the third. During February 4,580 radio tubes were exported, valued at $78,106, of which by far the largest number went to Argentina, Canada taking second place. Receiving set accessories exported during the same month were valued at $124,067, receiving set components at $148,168 and transmitting sets and parts at $23,134.

MADE BY THE
OLDEST and LARGEST
Needle Manufacturers
in the World!

Bagshaw has been making phonograph needles longer than any other manufacturer, and dealers have always made big profits from their sale. All our brands: Brill- lianton—Jumbo—Gilt Edge—Reflexo—your PRIVATE BRAND—will make money for you!

All our needles are made in this country. You can rely on them to give true tone reproduction and complete satisfaction for your customers.

Send for samples and complete information today—and start making real money from your phonograph needle sales.
BIG NEWS for every Columbia Dealer

Paul Whiteman now an exclusive Columbia Artist

Columbia combination Phonograph and Radio

Moran & Mack ("The Two Black Crows") New Record—Parts 7-8

THE KOSTER RECEIVING SET in this instrument has been specially designed for use with this latest phonograph-radio combination. Your customers may now enjoy radio and records at their best in this new superlative Columbia No. 960. List Price, $600. Feature this instrument. Write for special descriptive folder for distribution to your customers.

Schubert Centennial—Organized by Columbia Phonograph Company

FOLLOW THROUGH
Columbia
Paul Whiteman
Paul Whiteman
now record for

This is Good
News for every
Columbia Dealer!

It means more and more Columbia Sales. Whiteman has signed a contract for a long term of years to record exclusively for Columbia. He is now making Columbia Records. The first ones will be announced shortly.
Columbia
Paul Whiteman
and his orchestra
Columbia Exclusively

Columbia New Process Records,
with their smooth scratchless surface, and their
recording made the new way, electrically, entrancingly capture
in record form, the superb artistry of Paul Whiteman. At last, through the
medium of Columbia Records, Paul Whiteman can now be heard anywhere,
any time, "like life itself." Columbia's "Magic Notes" bring this world famous
orchestra into your customers' homes, exactly as if it were playing for each
one, individually. The artist who is in a position to choose, turns naturally, as
does Whiteman, to the Columbia recording studios and laboratories, because he
knows his records will be precisely what his music is. Be ready to tell your
customers to "Ask for a Columbia Record of Paul Whiteman." Be prepared to
wire your orders for Paul Whiteman's Columbia Records, soon to be announced.
AT IT AGAIN!

"TWO BLACK CROWS" (MORAN & MACK)

4th RECORD

Parts 7 & 8

MORAN AND MACK'S

"TWO BLACK CROWS"

You'll Never Make Canada with That Horse!

Whether they make Canada or whether they don't, Moran and Mack give their friends a record ride this time. From the first clatter of hoofs, as The Headman tries to restrain his fiery steed, to the last Mackenese drawl, there's action and laughs aplenty on RECORD No. 1350-D, 10-inch, 75¢ – PARTS 7 & 8

Previous "Two Black Crows" Records

1st "Two Black Crows" Parts 1 and 2, No. 935-D, 10-inch . . . 75¢
2nd "Two Black Crows" Parts 3 and 4, No. 1094-D, 10-inch . . . 75¢
3rd "Two Black Crows" Parts 5 and 6, No. 1198-D, 10-inch . . . 75¢

Also Special Charles E. Mack Record

"Our Child" . . . "Elder Eatmore's Sermon on Throwing Stones" . . No. 50061-D, 12-inch, $1.25

Columbia "NEW PROCESS" Records

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

Columbia Phonograph Company, 1819 Broadway, New York City
Canada: Columbia Phonograph Company, Ltd., Toronto
Selling the Latin-American Market

(Continued from page 16)

our goods. This man was convinced immediately, bought the Viva-tone, a good supply of records, and broke up the greater part of his collection of competitive-make records, stating that henceforth he would only buy Columbia records.

Building Friendship

I could cite many instances more, but I will just refer to one more example from the many, to show what a good product, personal contact and enthusiasm are able to produce and accomplish. Around the first of the year I happened to be with one of our older distributors. This is generally a busy time, as inventory has to be taken, and there is little time for salesmen and representatives; I therefore offered to assist our distributors in the inventory of the Columbia department. They agreed, off came my coat, and within a few days the inventory was finished. While doing this work I became more intimately acquainted with the selling force of the Columbia department, made several suggestions and improvements, and when everything was finished I received the biggest order this distributor had ever placed with the company.

Rules for Selling in Latin America

The rules for successful selling in Latin American countries are simple but well defined. The first impression of a person is of vital importance and decisive. A salesman, therefore, should have appearance and personality and pleasing ways to attract the attention which makes an approach so much easier and helps over many difficulties. If the man is also intelligent, there is an additional advantage.

To sell goods successfully, one must have absolute confidence in his product, as this creates enthusiasm and ambition and a desire to work well and hard. A good salesman must have also an understanding of human nature; he must not only be a salesman but a friend as well, must be absolutely fair and square—even under adverse conditions. The old way of hounding up the shelves of a customer is a method of the past.

The Latin Americans have an inborn love for music. In fact, every Indian is a lover of music—so that the phonograph industry has a vast field to work upon. The prospects are excellent, and I am glad to say that Columbia is an important factor in all Latin-American markets on account of the excellence of Columbia products. Our "Magic Notes" trade-mark is gaining ground everywhere.

Kolster President Sails for Europe

Ellery W. Stone, president of the Kolster Radio Corp., and of Federal Telegraph Co. of California, its subsidiary, recently sailed for Europe to make a first-hand survey of radio conditions there. Mr. Stone plans to spend five weeks in England and France. It was announced that Brandes, Ltd., of London, the English manufacturer of Kolster Radio, is expanding its factory space and plans are being made for a greatly increased radio business in England this year.

Fada Adds to Floor Space

Additional floor space in the Long Island district of New York has been taken by F. A. D Andrea, Inc., to provide adequate facilities for the steadily increasing business of Fada Radio. It was only a year ago that Fada moved from the Bronx to considerably larger quarters in Long Island City.

Ted Lewis and his band, exclusive Columbia recording artists, recently left for a three months' tour to the Pacific Coast. Columbia dealers plan to tie up.

RCA Music Education Hour to Be Broadcast

Special Series of Orchestral Concerts to Start October 26, Under the Direction of Walter Damrosch

A special series of twenty-four educational orchestral concerts will be broadcast next season, beginning October 26, under the auspices of the Radio Corp. of America, according to a recent announcement by David Sarnoff, vice-president and general manager. The new RCA Music Education Hour will be under the direction of Walter Damrosch, dean of American musicians.

The programs will be given on Friday mornings at 11 o'clock Eastern standard time, so that they can be heard in the schools. This is in response to the nationwide demand for an educational hour of music for young people and children. Twenty-eight stations will be hooked up in these broadcasts, covering the entire country between the Atlantic Coast and the Rocky Mountains.

New Amrad Distributor

Peoria, Ill., May 5.—The National E. & A. Supply Co., well-known radio and automotive jobber, was recently appointed a distributor of Amrad radio sets and Mershon condensers, made by the Amrad Corp., of Medford Hillside, Mass., announced W. H. Lyon, Amrad general sales manager.

Congratulations!

J. S. Dagney, of the Pooley Co., Philadelphia, Pa., is receiving the congratulations of his many friends throughout the trade upon the birth of a daughter, Joan Therese, on Saturday, April 14.

Selling Symphonic

For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic, a reproducer whose performance is so unusual that it is alone immediately on demonstration.

LOW LOSS Symphonic PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated $1000
Gold Plated $1200
(Unslightly higher west of the Rockies)

This is the $8.00 number that has been so popular with demonstration listeners. A wonderful reproducer whose performance is so unusual that it is alone immediately on demonstration.

SYMPHONIC PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated $800
Gold Plated $1000
(Unslightly higher west of the Rockies)

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

OVERTURE PHONOGRAPH REPRODUCER MADE BY SYMPHONIC

LIST PRICE

Nickel Plated $500
Gold Plated $700
(Unslightly higher west of the Rockies)

An acoustic gem in a magnificent setting—Each Symphonic and Low-Loss Reproducer is beautifully encased in a gold embossed silken container commanding attention and bequeathing its quality.

SYMPHONIC SALES CORPORATION
370 Seventh Ave. NEW YORK

Pioneers and Leaders in the Independent Reproducer Industry
Sigrid
Johnny Johnson
Lemaire and Van
Victor

MME. ONEGIN is one of the greatest contraltos in music history. A native of Stockholm, she received her musical training in France and Germany. In her very first operatic appearance at Stuttgart, she had the role of Carmen, singing opposite Caruso. During her first operatic year she sang twelve Wagnerian roles, an evidence of her vast capacity for study. Later, she came to America under contract to appear in opera. Her concert tours in this country, during the past few years, have been enthusiastically received, and her name has become known to music-lovers throughout the nation.

Giacomo Lauri-Volpi, tenor of the Metropolitan Opera Company; Johnny Johnson and his Statler Pennsylvanians; Lemaire

VICTOR TALKING MACHINE
Onegin

and his Statler Pennsylvanians

and other headliners are now

Artists

and Van; and Jans and Whalen have joined the Big Parade of Victor Artists.

Other contracts and renewals include those with Pablo Casals, violoncellist; Giuseppi De Luca, baritone of the Metropolitan Opera Company; Renée Chemet, violinist; Giulio Setti, chorus-master of the Metropolitan Opera Company; Fanny Brice, inimitable Broadway comedienne; Franklyn Baur; Jack Smith; Waring’s Pennsylvanians; Arden and Ohman; and Charles R. Cronham, organist.

Victor dealers have always been able to offer their customers music by the world’s greatest artists in every field. The list is constantly being increased as new artists attain nation-wide popularity. This policy of wide-awake leadership has helped materially in giving the Victor Company and their dealers the dominant position in the talking-machine industry.

CO., CAMDEN, NEW JERSEY, U.S.A.
Make Your Windows Work Overtime

Factors Entering Into Profits Through Window Displays —
Originality Pays—Planned Exhibits Are Best Sales Producers

The value of unusual and eye-arresting window displays is being more generally realized by retailers as well as by manufacturers; many reasonably priced product of standard make and known quality. It is not enough to simply show the product in the window. Every dealer has a competitor handling the same line or another line of every nearly equal merit. These merchants, too, show their products, and this results in a form of competition which while silent is none the less keen; competition which certainly divides sales, all other things being fairly even. What the dealer must seek in his window display is originality of the most striking character; with the idea of bringing his establishment and product to the attention of the passing public in such a forceful manner that immediate interest is shown.

Another window shown illustrates an effective tie-up by a dealer with a local radio station. The display in the lower right shows the crowds in front of the window of a well-known dealer who made a human being the attention-getter. That he succeeded to a most satisfactory degree is quite evident. It is impossible to determine the number of sales that may directly or indirectly be credited to any window display, but the fact remains that the dealer who has good window exhibits of his merchandise is usually busiest. This applies with equal truth to newspaper advertising. The results are intangible but certain. The dealer’s rent is based on his location and the number of people who pass the door daily. The cost of a good window display is little compared with the results that follow. The poor window display is the expensive one for the simple reason that the dealer is paying for space which he is not using to advantage. This is a form of waste and, therefore, represents a leak which works steadily to reduce profits.

Planned windows are most effective. The dealer should plan his displays just as carefully as he does his advertising, taking advantage to the fullest extent of all holidays and local tie-up opportunities. Make use of the very excellent window display helps put out by the manufacturers. The cut-outs and other material from this source are prepared by men skilled in developing window display ideas.

Another feature of window display which should merit the attention of dealers is the question of proper lighting, so that the display will be as fully

Above: The Rochester Gas & Electric Co., of Rochester, N. Y., which handles the Senator-Carson radio line, showed pictures of the生机勃勃 and transmitting station, WHAM, owned by the Stearns-Carson Co., of that city. The exhibit proved a "winner," attracting much attention to the station as well as to the product made by the company operating it. Local tie-ups pay dividends.

Above: B. E. Todd, Philadelphia, got sales message across with the use of "Claude, the Mechanical Man." Effective at night as it is during the day. Make your windows work twenty-four hours a day.
Pooley Radio Cabinets for Atwater Kent Radio

Keep in touch with the Pooley distributor in your territory. This year Pooley will present the most attractive line in its history.

The Pooley Company
1600 Indiana Avenue
Philadelphia, U. S. A.
Know Your Radio Line to Build Retail Success

By P. D. Fahnestock

THAT limited capital is no bar to success in the radio and talking machine field, even in these days of big business, is illustrated strikingly by a study of the record of the firm of Wachter & Snell, Buffalo retailers.

To summarize the achievement of Joseph Wachter and Archie Snell before going into the discussion of the methods whereby they won success it may be said that just two years ago they began their experience in the field of radio with a combined capital of exactly $9.36. Last month they moved into a new $10,000 building, erected especially for them, in one of the busiest community neighborhoods in Buffalo. Two years ago both the partners in the store were tyros in radio. One had a job, the other was attending school. They conceived the idea that most radio dealers start from the wrong end, by entering a business of which they know little, hoping to acquire necessary knowledge along the way.

They decided on a different plan and they devoted their energies to an intensive study of all the radio information they could get. Mr. Snell took up a special course in radio engineering in a Buffalo night school. To find a place to open their first "store" was the next problem. It was then that they took inventory of their finances and discovered that between them they possessed $9.36 in available cash. At the home of one of the boys, in the outskirts of Buffalo, was a barn. Part of it was used as a garage. They took the other part as their store. A good portion of the company's capital was invested in a large cloth sign, which, displayed from the barn wall, announced to the world that the firm of Wachter & Snell was ready to do radio repairing and installation of all sorts. But the partners, unlike the mouse-trap maker of old, didn't wait for the world to make a beaten path to their door. They started the path themselves, leaving their shop daily to make a house-to-house canvass to tell friends, neighbors and strangers they were ready to do business.

"We found that if we made a certain number of home calls a day we would strike an average number of persons who had a radio problem. Some wanted service of one kind, others were in the market for a set or for improvements. At that time we had opportunity to study all sorts of sets and here, too, we departed from the established custom of getting a franchise from some distributor and pushing his set. Before we even sought a franchise we studied the operation of all kinds of sets so that we might eventually tie up with the one that seemed to be giving the utmost satisfaction and the least trouble in our community. We felt we could conscientiously recommend such a set after we had seen many of them in actual operation and talked with their owners. We finally decided on a line and have never handled any other make. We had made sets for our early customers and had conducted all sorts of experiments to try out our own and other sets under every conceivable condition. The result was that when we opened our first real store, less than three months after starting our barn service station, we knew what our line would do and weren't afraid to tell prospective customers just what they could and couldn't do with each of the models. In a word, we had eliminated the guesswork that brings grief to so many radio dealers of limited knowledge and experience.

"We began our first newspaper advertising campaign just before Christmas, 1926. At first we used space only in a community weekly published in the section in which our store was situated. Then we decided to advertise in a Buffalo newspaper of city-wide circulation, and it wasn't long until we began to get service calls from all parts of the city, as we stressed the idea of service rather than sales from the start.

"We were never too busy to make a service call clear across Buffalo, although the distance might be ten miles, and the temperature zero. Neither did we at any time try to tell a man his set was no good, and that he should have a new one. If he asked for information we gave it to him, otherwise we did our job, made a nominal charge and went on our way. That kind of service made a hit, and it wasn't long until we had to hire extra help to remain in the store. We continued our canvassing and our personal service calls, and plan to do so even if our business continues to grow as it has during the first two years of our experience.

"The exclusive agency idea appeals to us and to our customers. If we can't convince a man our sets will meet his needs we tell him where he can find other types, but before he leaves the store we try to get across our whole story. The results have been that this man who has refused to be convinced without looking elsewhere eventually comes back to us for a purchase. Whatever service we give is always extended gladly, for we have found courtesy pays.

Second, study all makes of radio, then select one line in which you have confidence.

Third, never be too busy to give a customer or any set owner any type of service he may want, even though his trouble may be trifling.

Fourth, put the spirit of courtesy and fair dealing into every transaction.

The accompanying photograph shows the company's new store, which is beautifully furnished and well located in a neighborhood business community that is developing rapidly. They also handle talking machines and records and follow the same principles in operating this department as in their radio business. The partnership does both a cash and time payment business. One of its promotion schemes has been to issue a $5.00 card which entitles the holder to have his battery charged six times, including call for and delivery service, and other service features.

Belmont Corp. Adds Space

MINNEAPOLIS, MINN., May 7.—The Belmont Corp., Sonora distributor, recently added 6,000 square feet of floor space to its local office. This new space provides increased desk space and also adds considerable to the display room.

Peanie-Dice Distributors, Montgomery, Ala., were recently incorporated with a capital stock of $30,000 to buy and sell talking machines, records and supplies and to manufacture supplies for talking machines. The incorporators are William H. Jaffe, Abner Sand and B. W. Whitman.
Radio is better with Battery Power

another EVEREADY LAYERBILT—in Medium Size

Now users of medium size "B" batteries can enjoy the remarkable economy of the patented Eveready Layerbilt construction. If you have been buying batteries such as the popular Eveready "B" Battery No. 772, which contains cylindrical cells, now you can secure a battery of the same size using the famous Eveready Layerbilt flat cells. The new battery is the Eveready Layerbilt No. 485. This battery will give much longer service than the corresponding cylindrical cell Battery No. 772, and the price of this new battery is only $3.50. The longer life of the new Eveready Layerbilt No. 485 is due solely to the superior efficiency of the patented Eveready Layerbilt construction.

This new battery, however, will not last so long as the larger Eveready Layerbilt No. 486, which is made for Heavy Duty and is the longest lasting of all Evereadys. Please get the numbers straight—the new Number 485, marked "Medium Size" on the label, gives Eveready Layerbilt economy to users of batteries such as the popular No. 772; while the famous No. 486 is the bigger and longer-lasting Eveready Layerbilt for Heavy Duty. No other batteries are like these two Eveready Layerbults.

Now that there are two Eveready Layerbults, one for Heavy Duty and the other in Medium Size, practically every "B" battery user can secure the advantages of the unique, patented Eveready Layerbilt construction. The two batteries cover the entire range of receiving sets, except portable ones. Eveready Layerbilt economy, convenience and satisfaction are available to everybody now!

Each of these Eveready Layerbults provides only Battery Power, pure Direct Current, and your receiver will work at its very best on such current only. Pure D.C. is silent, uniform, humming, and should not be confused with "raw D.C.," which is mechanically generated and hence is unsteady and noisy. Radio really is better with Battery Power—and from the Eveready Layerbults you secure Battery Power in its most economical and convenient form.

NATIONAL CARBON COMPANY, INC.

New York San Francisco

Unit of Union Carbide and Carbon Corporation

Tuesday night is Eveready Hour Night
East of the Rockies
9 P.M., Eastern Standard Time
Through WEAF and associated N. R. C. stations
On the Pacific Coast
8 P.M., Pacific Standard Time
Through N. B. C. Pacific Coast network

This is the Eveready Layerbilt story being told to your customers during May in national magazines.
Money-Making Suggestions for Ambitious Merchants

Why Not Equip New Apartments With Radio Receivers?—The Political Conventions Should Mean Set Sales—Coming Broadcasts Promise a Busy Summer Season—Sales Can Be Made to Other Places Than Homes—Will You Be Present?

The following suggestion sent to dealers by the Atwater Kent Mfg. Co. is interesting and merits the attention of all dealers who may be neglecting a profitable sales market. It reads: "Are You in Touch With New Building Operations?" As an inducement to buyers almost all new houses today are equipped by the builders with gas ranges, washing machines and electric refrigerators. Every Atwater Kent dealer should seriously consider the possibility of installing the new Atwater Kent AC-47 in each new home constructed in his vicinity. Even where large operations cannot be 100 per cent installed, it is a good plan to be sure to get a set in the furnished sample house. In some operations the salesman for the sample house will be the man to approach and through him accomplish good results, or you may know the builder himself. The progressive builder is always looking for new ideas.

Are You Ready?

When the Democratic party staged its memorable presidential convention in Madison Square Garden in 1924, the progress of that exciting event was followed with interest by hundreds of thousands of radio listeners throughout the country. Since that time the radio industry in all its branches has made tremendous strides in improvements, and the present-day broadcast receiver, and the broadcasting facilities are both much better than they were four years ago. During the coming month the two major parties will hold their national conventions. The Republican party convenes in Kansas City June 12, and the Democratic convention in Houston, Tex., on June 26. At the present writing one cannot even hazard a guess as to how long each one will remain in session, but a complete broadcast will be given of each event, and public interest will be keen from start to finish. Radio dealers have learned to avail themselves of the sales possibilities which are engendered by these events of nation-wide interest. Last September on the occasion of the championship bout between Tunney and Dempsey, pages upon pages of radio advertising appeared and dealers used every possible medium to attract the public into their stores and induce them to buy. Start early therefore to capitalize the coming conventions. Plan your campaigns early. Neglect no avenue of approach that might lead to a sale and don't forget to get in touch with every customer to whom you have sold a radio receiver. Male certain that it is in proper working order. It might be that you can interest him in a sale of a new receiver, and failing that, sell new parts or accessories. At any rate, be aggressive and take complete advantage of the splendid possibilities for business that are offered.

Summer Business

While it is true that the conventions of the two parties are being spoken of as the high lights in broadcasting, don't forget that a great part of the campaign to elect a president will take place over the air. Continue your efforts alter the conventions are over and candidates have been chosen. Right up to November politics are going to be the outstanding topic of discussion with men and women in every section of the country and, from every indication, the campaign this year will prove one of the most interesting held in a great many years. Think of what that will mean in selling radio sets and accessories. The leaders of both parties will speak over nation-wide hook-ups. To enjoy the addresses and debates will be the wish of every citizen who has the slightest interest in politics. And you as a radio dealer are on the inside track. The public interest means money to you if you are aggressive enough to go out and work for it. To forget politics for a moment, Tunney and Hemery are scheduled to fight in New York City in July. While preparations for the bout are in their early stages at the present time, rest assured that by the time the date approaches, interest will be at fever heat. Remember the last bout, what a part radio had in it and how sets sold. If you do not get your share then, prepare early to get in the next time. And then again, in the Fall when the baseball season draws to a close and the World Series comes round, more live radio interest. It certainly shouldn't be a dull season for the dealer who is alive to his opportunities during these months.

Outside Sales

A Brunswick dealer in California recently made a summary of sales and showed that out of 100 Panarompes sold, 81 were in soft hotels. A wide variety of establishments were represented in the list of purchasers, including theaters, hotels, stores, real estate sub-divisions, road houses, mountain resorts, etc. What have you done in seeking sales along these lines? Have you canvassed the stores in your neighborhood where people congregate? How about barber shops and ice cream stores? The motorizing season is now upon us. Have you tried to sell instruments to the proprietors of the refreshment stands along the roads? Are there any small resort hotels in your vicinity that do not employ orchestras to entertain the guests and where an instrument such as you sell would prove a blessing? Many dealers complain that business is dull during the Summer months, sit back and do nothing to relieve the situation. Get out of the beaten track and see if a little hard labor will not increase sales.

The Conventions

Starting on June 4, and continuing for several days, the various trade organizations, which comprise the Music Industries Chamber of Commerce, will meet at the Hotel Commodore, New York City, and discuss ways and means of promoting business for the coming year and seek methods of sales promotion where co-operative effort will result in the general betterment of the music trade. One week later, in Chicago, the Fourth Annual Radio Trade Show and RMA convention will take place, lasting from June 11 to 15. Both of these important events should be given the attention of every talking machine and radio dealer. Those who can attend should be present at one or the other of the conventions. At the trade show in Chicago manufacturers will exhibit, in many cases for the first time, new models of radio products. Visiting dealers will be able to examine critically practically all makes of products and make comparisons so that the line which they decide to carry for the 1928-1929 season can be carefully studied before the final decision is made. At the meetings of the National Association of Music Merchants in New York, the leading members of the trade will discuss conditions, trade problems will be reviewed and remedies sought. Attend these conventions if it is at all possible; if it should prove impossible, study the reports which will be printed in the trade papers.

The Line of Profit

Excel

Phonographs and Radio Cabinets

Excel phonographs, radio cabinets and combination instruments have been designed to meet every exacting taste. They are produced in all popular finishes and styles, including Mahogany, Oak, Walnut, and Maple Cabinets—a complete line. Our centrally located factory enables us to perform all the facilities insure prompt deliveries and attractive trade prices.

Styles 1-21 Genuine Mahogany or Walnut only.

Style 21 B Same as 21 but top panel in hinged Walnut Radio Panel.

Style 48 Walnut Radio Cabinet, built-in loud speaker and battery compartment. Accepts 7" or 15" panel.

Style 15 Gun, Mahogany, Golden or Plum Finish

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

The models illustrated show several products of the EXCEL line, mechanically and acoustically up-to-the-minute in every detail. The EXCEL line is appealing to the customers' eye, ear and wallet. Catalog and price list will be given prompt attention and excellent shipments dealers will find the EXCEL line well worth investigating.

Style 20 Genuine Mahogany or Walnut Phonograph only.

Style 10 Oak.
Non-Jump main springs are produced by the makers of Valley Forge RIO-PHONIC and VAL-PHONIC Reproducers, as well as a complete line of replacement materials for phonographs.
Make selling easier—Overcome all competition by featuring the finest portable phonographs manufactured—PALS

Make comparisons if you wish—but you don't need to! Accept the judgment of the thousands of successful PALS dealers!

PALS have stood the test of time! That's how you know they're good. No one takes a chance with PALS. Eight years of severe test have built up a wonderful reputation for them that you can capitalize on.

Send today to your nearest jobber for samples or write to us and we will send you jobber's address.
The United Motor No. 2
For Better Portables

The United Electrical Pick-Up brings real electrical reproduction to any phonograph. The heart of this product is our "Super-Magnet" which makes possible exquisite tone quality and astonishing volume.

The United Pick-Up retails at $16.50 complete and offers a highly profitable opportunity to Jobbers and Dealers.

UNITED
(Phonograph Division)
UNITED AIR CLEANER COMPANY
UNITED EQUIPPED

THE MOST MODERN OF ALL PORTABLE MOTORS

The famous United No. 5 Motor. Over 150,000 modern cabinet machines were equipped during 1927 with this standard, smooth-running silent motor. A real quality product at a reasonable price!

Samples gladly forwarded to recognized Manufacturers and Jobbers upon request.

INCREASING demand on the part of Dealers for absolutely dependable construction—for high performance standards in Portable Phonographs—that's the reason for the United No. 2 Motor. A motor made especially for the portable manufacturer who actually gives Dealers what they want—better portables! A strong, even-running motor of simple "fool-proof" design!

The United No. 2 Motor absolutely gives silent power and positively uniform speed. It is sturdy, durable, sure, and is equipped with an easy, noiseless worm-gear wind usually found only in more expensive cabinet motors. Designed and built exclusively for Portables—it is the one modern motor for the purpose!

MOTORS

(Phonograph Division)

9705 Cottage Grove Avenue, Chicago, Illinois
The "Voice of Authority" is about to speak

Stewart-Warner is preparing to announce an incomparable 1929 Line of Radios and Reproducers

Stewart-Warner's participation in the June Radio Show will be dramatic. For the 1929 Stewart-Warner Line, to be exhibited then, will establish entirely new standards in radio. This is not a claim—it is a definite promise!

For months the vast engineering facilities of this fifty-million-dollar institution have concentrated on the task of developing an incomparable 1929 line of Stewart-Warner Radios.

You naturally expect Stewart-Warner to lead in radio development, just as Stewart-Warner leads in automotive development. We promise that you will not be disappointed with what will be unveiled in June!

Fine as have been the 1928 Stewart-Warner Radios, the 1929 line will dramatically epitomize the spirit of progress and leadership which for twenty years has been linked with the name Stewart-Warner.
The 1929 Stewart-Warner Line embraces:

(1) New exclusive advancements in radio design and performance;
(2) A concentrated and well-balanced line, enabling the dealer to answer every demand from a moderate stock;
(3) A price range that gives the Stewart-Warner dealer and jobber every advantage;
(4) A new Stewart-Warner Reproducer that will establish a wholly new standard of radio reception.

The advertising and merchandising assistance which we shall place back of this new line will make it outstandingly attractive. See the 1929 Stewart-Warner Line at the June Show! For advance information about it, write or wire us now. Opportunities for dealers are open in many localities, but territories are closing rapidly. Don’t wait. Write or wire today!

Stewart-Warner Speedometer Corporation
Chicago, U. S. A.

20 years in business—$60 million dollars in resources—4th successful radio year

STEWART-WARNER

The voice of authority in radio
Already!

with the new

Splitdorf "DUPLEX"

all electric receiver dealers are already

making 1928 profits!

1. a new type of receiver.
2. Power amplifiers with "250" tube
3. Newer, more beautiful cabinets
4. A newer, bigger dealer spread!

* Just a few points. Let us give you the entire story.
Building Orchestrope Sales Organization

Capehart Automatic Phonograph Corp.
Has Established District Offices in Many Leading Cities to Work With Retail Merchants Handling the Line

Since the announcement of the Orchestrope into the musical world a short two months ago the Capehart Automatic Phonograph Corp., of Huntington, Ind., has built a nationwide sales organization to help its exclusive dealers market the new Model 28 Orchestrope.

The second group of district managers have just left the factory after a week's conference and are in the field now building up its own district sales force. District offices have already been opened at Boston, Mass.; Rochester, N. Y.; Philadelphia, Pa.; Greensboro, N. C.; Atlanta, Ga.; Indianapolis, Ind.; Columbus, O.; Memphis, Tenn.; Chicago, Ill.; Green Bay, Wis.; Minneapolis, Minn.; St. Louis, Mo.; Kansas City, Mo.; Dallas, Tex.; Denver, Col., and Detroit, Mich. Butte, Mont.; New York and San Francisco offices will be opened within a very short time.

The sales policy of the Capehart Automatic Phonograph Corp. is a national district manager and sales force built around an exclusive Orchestrope dealer in each county. There will be twenty district offices opened with three hundred salesmen. This is the first time that the music dealers of America have had an opportunity to handle a commercial instrument such as the Orchestrope on an exclusive franchise and that the Capehart Automatic Phonograph Corp. is building on a solid foundation is evidenced by the wonderful reception accorded their unique sales plan by the liveliest and best dealers in every community seeking the Orchestrope franchise.

The Orchestrope is the only musical instrument playing twenty-eight records on both sides continuously and automatically changing them. It is proving the sales sensation of the year wherever seen and heard.

Kolster Radio in Hospital

Two Kolster sets have been installed in the Willard State Hospital in Owls, N. Y., by George P. Davenport, a Kolster dealer, to entertain the patients, following an elimination contest among several different kinds of receivers. Each set is in the two speakers and the reception of concerts is helping to while away the hours, according to reports from the hospital to the Kolster Radio Corp., Newark, N. J.

Finding New Outlets for Panatropes Sales

Brunswick Co. Issues Booklet Describing Success of California Dealers in Selling Panatropes to Public Places

A most interesting and comprehensive booklet designed to aid Brunswick dealers in finding new sales outlets for Panatropes was recently issued by the Brunswick Co. This sales aid was in the form of an eight-page booklet entitled "Where to Sell the Brunswick Panatrophe as Illustrated by Urner & Janes, Brunswick dealers of Eakersfield, Cal."

This enterprise firm was not content to follow the usual avenues of sales promotion and exploitation in finding purchasers for the Panatrophe, and the story which they told the Brunswick officials is an interesting one.

The summary of sales made at the time the story was written showed that almost one-third of the total number of sales made were to public places in the following order: small outlying stores, clubs of employees, cafes and restaurants, road houses, schools, ice cream and confectionery stores, Chinese cafes, hotels, theatres, swimming pools, barber shops and mountain resorts. The manner in which sales to these purchasers was brought about and one manner in which the customers were convinced that the purchase of the Panatrophe was a profitable investment is entertainingly brought out in this booklet. It is profusely illustrated with scenes depicting the Panatrophe in the various surroundings.

While Urner & Janes have had wonderful success in their campaign to put the Panatrophe into public places, they have not neglected the home market, as is evidenced by the fact that two-thirds of their sales have been to private homes. In fact, in telling their story to the Brunswick Co., they state: "We would not be little the excellent advertising that comes from a Panatrophe properly played in any public place, but by all means the most productive advertising is the playing of the Panatrophe in homes, where friends sit down and really listen to the program."

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

Read it Carefully

Bush & Lane Pioneers in A-C Radio

ANNOUNCE Their New MODEL 2 Self-Contained 7 TUBE RADIO

RETAIL PRICE $110

Comparison and Test Will Prove It Best

PIONEER EXPERIENCE—assures the value of Bush & Lane A-C Sets

SUPERIOR RADIO PERFORMANCE—year round

DISTANCE, SELECTIVITY, TONAL BEAUTY—assured

SERVICE NECESSITY—practically eliminated

PERFECTED TO THE LIMIT OF HUMAN SKILL

FULLY GUARANTEED

ALL MAKE FOR SUPREME QUALITY—reasonably priced

BUSH & LANE Industries

Holland, Michigan

Write for complete dealer's franchise, and for information on our several console models.

Interesting Treatises

The Dubilier Condenser Corp., New York City, has issued two interesting treatises, one upon the Dubilier condenser, entitled "Devices for Inductive Interference Prevention," and the other an interesting article, by Harry W. Houck, engineer of the Dubilier Corp., upon the subject of "What Happens When Paper Condensers are Overloaded."
Honest

EVERYBODY'S TALKING MACHINE CO., INC.-PHILADELPHIA, U.S.A.

This month we celebrate our

WELL DESERVED

Operation of AC Tubes and Socket Power in General

Dr. Alfred N. Goldsmith, Chief Broadcast Engineer of the Radio Corp. of America,
Makes an Analysis of Value to Dealers and Service Men

LINE voltage, for some reason, brings to mind apartments and bathtubs. Of course line voltage means nothing in taking a bath. Yet the point is that the principle of varying pressure applies in both instances, and this is how: The bathtub on the ground floor has more than normal water pressure. Consequently, it fills up rapidly. One must watch the tub for fear it may overflow. The fifth floor apartment, on the other hand, may lack water pressure. The tub fills slowly. Leave it running and you return to find the tub still far from full. The third floor, again, has normal pressure. The tub fills at the expected pace. This is the normal condition. It is well to observe, too, that as the water pressure is affected by how many families are using the water at the same time, more drain on the water line means less available pressure, especially for those on the upper floors.

Now in socket-power radio, the same conditions obtain in electrical terms. If we are located, say, 1,000 feet from the step-down transformer on the AC power line, we may have excessive voltage or electrical pressure. If 5,000 feet, we may have just the normal potential, as voltage or electrical pressure is termed. And since it is physically impossible to maintain the same potential over every section of an electrical distributing system, under all conditions of current drain or load, it becomes necessary to design socket-power radio sets, as well as other electrical equipment, for normal potential.

But what about the excessive voltage and the insufficient voltage cases? Fortunately, it is very seldom indeed that real extremes are encountered in line voltage. According to data recently presented by Mr. Cogger of the National Lamp Works, the average line conditions in the United States range from 105 to 125 volts. There is a small percentage of locations where voltages beyond these limits are found, but they appear negligible compared with the number of locations having values within the stated limits.

Studying the line-voltage problem—if it may be called a problem—the Technical and Test Division of the Radio Corp. of America recently made recording-voltmeter runs at various locations in New York City and surrounding suburbs, during a period of several days in each location. The average of the recorded graphs indicated a maximum fluctuation of voltage on any given line in this territory as 10 per cent or less. This applies to variations in voltage on a given line, due to changes in load conditions on that line. We can safely assume that this means a plus or minus 5 per cent variation, which comes within the requirements of AC Radiotrons and most socket-power equipment. So far, we are dealing with differences in line voltage among supply lines, due to the fact that different power companies have the voltage regulators set to maintain voltage at different values. Thus the rated voltage on one line may be 110 volts, on another 115 volts, and so on.

In addition, however, there is a different class of line-voltage variation, in the form of the day to day, and hour to hour, change in the voltage on a given line in a particular home, due to changing loads on the line. A survey indicates that this class of line-voltage variation generally does not exceed 5 per cent either way of the rated value of a given line. On supply lines fed from large power houses, such as in the metropolitan areas, the percentage of variation is often much less than this figure, or well within AC Radiotron and socket-power requirements.

Turning to the effects of line-voltage variation, we learn that excessive voltage results in a material shortening of the life of the AC Radiotron, without commensurate improvement in the performance. There may be more volume, perhaps, but it commands a relatively high price in more frequent tube replacements.

Sub-normal voltage on AC Radiotrons results in loss of effectiveness of the tube, particularly when it has been in use for some time. The tone quality and the volume are noticeably im-
12th Anniversary of LEADERSHIP!

Quaker
Main Springs and Repair Materials

Belle Baker Proves Popular on Records
Brunswick Dealers Report Excellent Sales of Vaudeville Star's Records

Columbia Announces New Victor Herbert Records

The Columbia Phonograph Co., New York City, recently announced several new recordings of Victor Herbert compositions, including "Pan Americana," "Al Fresco," and "Bladame." The records were made by the Columbia Symphony Orchestra under the direction of Robert Hood Bowers. These records are unusually interesting in that Mr. Bowers was an intimate associate of Mr. Herbert and directed no less than five of Victor Herbert's operettas.

Seedman Holds Exposition

The Seedman Automotive & Radio Co., Brooklyn, N. Y., distributor of Fred-Eisenmann radio receivers, Amplion speakers, RCA Radiotrons, Balkite units, and automotive products, held an exposition of the products handled by the company at its warerooms at Bedford avenue and Madison street during the week of April 23.

and who has also won fame in musical comedy, is proving equally popular with record buyers. Her first Brunswick recording was used by many dealers as a means of effecting a tie-up with the actress in her engagements through window displays and other mediums and the sales were more than satisfactory. Miss Baker recently recorded "There Must Be a Silver Lining" and "One More Night" for the Brunswick catalog.
C. A. Earl, President
Chas. Freshman Co.

Charles Freshman, Elected Chairman of the Board, Will Continue Active in the Affairs of the Company

Clarence A. Earl, widely known executive in automotive and financial circles, was elected president of the Chas. Freshman Co., Inc., New York, at a recent meeting of the board of directors. Charles Freshman, former president and founder of the organization bearing his name, was elected chairman of the board, and it was announced that Mr. Freshman will continue to be active in the affairs of the company. Mr. Earl has been a director of the corporation for the past year, and thus enters upon his new executive duties with a thorough knowledge of the radio industry.

The new president of the Chas. Freshman Co. was one of the pioneers in the automobile business, having been first vice-president of the Willys-Overland Co. Mr. Earl was especially commended during the war for his work in turning one of the country’s largest automobile plants to the production of gun carriages. He is well known in New York financial circles, and adds to the executive personnel of the Freshman organization an extraordinary experience in the manufacturing and merchandising of specialty products. It is said that Mr. Earl’s election forecasts activities in the radio industry of an outstanding and important financial group.

The following statement was issued by Mr. Earl: “Beginning now we are to wrap ourselves around these truisms: We must have character in the product, character in the organization. A sale is a temporary advantage but a customer is a permanent asset.”

Federal-Brandes Now Kolster Radio Corp.

Plans Include Reclassification of Stock and Increase of Company’s Capitalization to 1,000,000 Shares of Common Stock

Elley W. Stone, president of Federal-Brandes, Inc., maker of Kolster radio products, recently announced a change in the company’s name to Kolster Radio Corp. Coincidentally, it was announced that the stockholders of the company have unanimously voted to reclassify the stock, and increase the capitalization to 1,000,000 shares of common, all of the present stock now classified as preferred. A common and B common, to be converted into common of no par value. Application will be made to list the new common stock on the New York Stock Exchange. Heretofore, the stock has been listed on the San Francisco Exchange.

Kolster Radio Corp. is a combination of two pioneer radio companies, the Federal Telegraph Co. of California, founded in 1911, and Brandes Products Corp., of Newark, N. J., formed in 1908. The name Kolster is in honor of Dr. F. A. Kolster, the company’s chief research engineer. Mr. Kolster’s laboratories are located in Palo Alto, Calif, and Newark, N. J., where 80 of fifty radio engineers are said to be at work under his direction.

It was stated that Kolster Radio products ranked third in volume of sales in the national radio market during the past winter. Rudolf Spreckels, president of the Federal Sugar Refining Co. and a former banker of San Francisco, is chairman of the board.

Acme Representative

Recently, Roger V. Pettingell, located at 1101 Statler Building, Boston, Mass., was appointed representative by the Acme Elec. & Mfg. Co., of Cleveland, O., manufacturer of numerous radio products, to cover the entire New England territory. Mr. Pettingell is well known among the trade and has a large following, and believes that his organization can do the Acme line justice.

New Fada Representative

Frank J. Baker has been appointed sales representative for Fada Radio in Texas and the Southwest. Mr. Baker is a Southerner and brings to Fada Radio a broad experience in the wholesale and retail divisions of the music and radio industries. He was formerly associated with the French Nestor Co., Victor distributor of Jacksonville, Fla, and latterly represented the Federal Radio Corp. of Buffalo in the Southern territory. He has a thorough knowledge of the retail trade.

W. E. Woods Joins Bremer-Tully Co.

Pioneer Radio Man to Represent Well Known Chicago Firm Throughout the Central and Eastern Territory

CHICAGO, IIL, May 7.—Another pioneer radio man, William E. Woods, has recently joined the rapidly expanding Bremer-Tully Mfg. Co., of this city. Amateurs and others whose experience dates back to pre-broadcasting days will remember various items manufactured and sold by the Benwood Co., of St. Louis. This company was organized by Mr. Woods, and later became the Bremer-Linze Co. Mr. Woods disposed of his interest in the company several years ago in order to become a manufacturer’s representative in St. Louis. For the past year he has spent his time through the Central and Eastern sections of the United States representing a set manufacturer, and has now joined the Bremer-Tully Mfg. Co., of Chicago, in a similar capacity.

Arcturus AC Tube Tests Satisfactory

Laboratory tests on the new Arcturus AC 127 tube indicate a low hum factor, according to reports received by the Arcturus Radio Co., Newark, N. J. This has been effected, it is said, by reducing the current to the filament heater from the standard consumption of 1.75 amperes to approximately 1 ampere. It is claimed by the manufacturer that this tube attains a satisfactory operating temperature less than 15 seconds after the current is turned on.
CONSOLES WITH PERSONALITY

Sold Direct to Jobbers

FURNISHED WITH INSTALLATION PANELS FOR ANY STANDARD SET

Facilities That Guarantee Service When Service Is Needed

A Trained Force With 24 Years of Experience in Making Quality Furniture

DESIGNED by experienced and capable cabinet and furniture designers.

MANUFACTURED in one of the country’s finest plants.

ACCEPTED by the industry’s leading manufacturers, wholesalers and retailers as representative of the best in cabinets.

The Caswell-Runyan Jobber has unusual advantages. Write for details

Our 1928-1929 line will be exhibited at the Chicago Trade Show in June
VICTOR CO. AND FIRST NATIONAL PICTURES IN IMPORTANT CONTRACT

As the result of contracts recently completed by the Victor Talking Machine Co. and First National Pictures the smallest motion picture theatres throughout the country will soon be able to present their films with musical accompaniments as elaborate as those presented in the largest metropolitan theatres. The Victor Co. will arrange and record for First National musical scores synchronized with that company’s pictures. Both Victor and First National are licensed under patents of Electrical Research Products, a subsidiary of the Western Electric Co., and the synchronizations will be under those patents. The product will be known as Firetune.

At present and since the inauguration of synchronized pictures the Victor Co. has made matrices and pressed records for Vitaphone, owned by Warner Bros., and has collaborated with them in recording. Under the new arrangement with First National the entire musical accompaniment of the pictures will be done by Victor experts, from the composition and arrangement of the score, through its synchronized recording and the manufacturing of the records.

Victor’s contracts with First National are not exclusive since Victor’s arrangements with national broadcasting companies permit them to make and record scores synchronized with films for any motion picture company.

Sixth Crosley Conclave May 15 and 16

More Than 100 Distributors Are Expected—Every State Will Be Represented—Policies and Sales Plans Will Be Outlined

CINCINNATI, O., May 7—Plans are completed for the sixth annual convention of Crosley Radio Distributors to be held in this city on May 15 and 16, according to announcement by Powel Crosley, Jr., president of the Crosley Radio Corp. More than 100 distributors representing every State will be present.

Plans made by H. Curtiss Abbott, general sales manager, call for the biggest convention in the history of the company. The new Crosley sales policy of placing its latest product, the Jewellbox, a one-unit receiving set, operated from a light socket, in homes of prospective purchasers for testing, will be one of the important matters discussed. The plan has been in vogue several weeks and has proved to be a strikingly successful innovation in radio salesmanship. All Crosley products, including Ichyball, which is an ice box kept cold by heat, and a sensation in refrigeration circles, will be discussed from every angle.

The Crosley organization has adopted a most intensive sales and advertising campaign, and anticipates for 1928 the largest volume of business it has ever enjoyed. The finest kind of co-operation is marking activities in the selling field, and backed with a million-dollar-advertising program to be conducted through the remainder of the year, sales of Crosley products are expected to surpass any previous record.

Manufacture of all products is at high peak, and the convention delegates will be taken through the company’s three plants to see the working forces in full swing. The convention program provides a diversity of entertainment, including dinners, theatricals and possibly a moonlight ride on the beautiful Ohio river.

Delivers Address on Development of Radio

David Sarnoff, Vice-President and General Manager, Radio Corp., Addresses the Harvard Business School

The extraordinary progress made by radio during the past eight years is symptomatic of the growth of the present day industry, David Sarnoff, vice-president and general manager of the Radio Corp. of America, declared in a recent address before the Harvard Business School at Cambridge, Mass.

The gigantic battle for supremacy in communication service now being waged throughout the world between radio and undersea cables has resulted in a saving to the American public conservatively estimated at $30,000,000, Mr. Sarnoff declared, adding that an equal saving has been effected abroad.

Fears of monopoly of the air are as baseless in fact as they are impossible in theory, Mr. Sarnoff said, pointing out that it is the audience, not the station, that determines the position of the broadcaster in the air.

An almost limitless field of research still remains to be plumbed in the development of the radio art and the radio industry, according to Mr. Sarnoff, who expressed the belief that within the next few years radio television and service would be developed and made available to the home, even though it is not now known how to make a simplified and low priced television receiver practicable for home use.

Amrad Establishes Branch Factories

Rapid Growth in Demand for Company’s Products Necessitated Addition of Two Factories to Step Up Production

MENOMINEE FALLS, WIS., May 1.—The rapid growth and expansion of the Amrad Corp. of this city, has necessitated the addition of two branch factories in order to handle the produc-

Albert B. Ayers

tion for the year 1928, according to an announcement made by A. B. Ayers, general manager of the Amrad Corp. The main Amrad factory, located here, will be devoted entirely to the manufacture of radio receiving sets, chassis, power packs and Mershon condensers.

The chassis will be mounted in cabinets at the branch factories, located at Charlestown, Mass., and Chicago, Ill. The Charlestown branch has a total of 11,000 square feet of floor space and the Chicago factory comprises 7,000 square feet, located at 2225 South La Salle street. These branch factories, while more or less of an innovation in the radio business, will assist materially in giving better service to the many Amrad distributors, and will greatly facilitate production problems.

RMA Patent Plan Complete

A. J. Carter, chairman of the special patent interchange committee of the Radio Manufacturers’ Association, recently announced that the RMA patent cross-licensing plan, which has been in preparation since last fall, has been virtually completed and will be submitted to the RMA membership for adoption next month at the convention.

The Standard Electric Novelty Co., New York City, recently filed a petition in bankruptcy, listing liabilities of approximately $150,000 and assets of about $50,000.
Sounding as it does the very depths of the sublime, reception with the Utah Speaker brings into being those mystic qualities of reproduction for which so many strive but so few ever attain.

The most complete line—ranging from $10 to $100

UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., Chicago
How Radio Corp. of America Advertises to Country Buyers

Series of Advertisements Designed Especially to Stimulate Interest of Rural Dwellers

True-to-Life Country Scenes Create Interest in Publicity and Product

"Selling the Country Buyer with 'Country Copy," is the title of an interesting article dealing with RCA's consumer advertising in the farm and small town districts, under the name of Roland Cole, which appeared in a recent issue of Advertisers' Review. The article is reproduced in part herewith:

Many advertisers reason that the most effective way to advertise to the rural population is with rural copy. Their argument is that the countryman does not like to be talked to as a countryman. They say that the farmers and dwellers in small towns resent the rural appeal because it implies that they have not the wit to understand "city lingos." Such an argument certainly does not hold together where the product is bought only by country buyers, such as a cream separator. But what about such products as pleasure cars, chewing gum and radios? Let the Radio Corp. of America give its answer to that question.

For over two years, this advertiser has been using page advertisements in a list of national and sectional farm publications in which it has featured country people and made its appeal directly to folk who live on farms and in rural districts. Questioned as to the sales results which may be credited to this campaign, the company says results have been extremely satisfactory—so satisfactory that the campaign is being continued indefinitely. Questioned further as to what special features in the advertising which have contributed more than others to this success, the company names three. One of these is the prestige, or favorable reputation, of the company throughout the country. A second is the product, or particular model, offered to the rural buyer, its price and peculiar adaptability to country conditions. The third feature is the character of the illustrations which have been used with the entire series of advertisements since the inception of the campaign, a little over two years ago. They have attracted widespread attention. All of them are the work of one artist, who, when he was originally commissioned to make the drawings, took himself into the country and looked about for the kind of people who were buying radios and others who could possibly be persuaded to buy them. The particular town he went to is a place called New Hope, about twenty miles north of Nashville, Tennessee. New Hope is a busy place of around 1,000 people. Just across the river is a town of 5,000 called Lambertville. A bridge connects the two towns. Other towns in the section are Pennington, Titusville, Carvers and Aspeton. New Hope became the center of operations, however, and here dwell most of the characters that people the RCA Illustrations.

The illustrations were not made all at one time, but one or two at a time, as required for the monthly advertisements. The full cast of characters was not found all in one house, but on the streets of New Hope, but in various places about the countryside. On his visits to New Hope the artist and his wife attend sales and auctions. They visit stores. They go to church. They hire a horse and buggy (which they have lately purchased) and drive the dirt roads seeking whomsoever can be found. Where time does not permit of sketching, the artist makes camera studies; or while he is sketching, his wife works the camera on those people who are standing about watching the artist.

The sales value of these illustrations, the writer believes, lies in their verisimilitude. This statement means two things. It means, first, that any reader can find in these intimate scenes of rural life a great many things which he knows are true; and, second, that the folk down in New Hope recognize themselves in these pictures and are proud. Moreover, these are "story" pictures, or rather, they are "illustrations" in the story writer's sense. "Illustration," in the advertising-man's vocabulary, is a lie Tell a story about the product without an appeal to the editor. The artist makes illustrations, from a reproduction of the product to a picture of the product in use, or even something irrelevant. But "illustration," to the fiction writer, means the picture of a character or a dramatic incident of the story. In every one of these RCA illustrations, something of absorbing interest is being discussed or enacted by people in the picture. I select the four most recent advertisements as representative of the entire series.

January portrays the entrance to a dealer's store and the sidewalk in front of it. Out front, shoveling snow off the sidewalk, is old Mat Newell, who works for Luke McGuire, the auto accessory and radio dealer. Clint Ferris, his wife, and boy, are just coming out of Luke's with their new radio outfit in their arms—each of the three has a part. A kid friend of Clint's, you see, is giving the baby an airing in his box sled, wants to know "Did 'y git yer new radio?" Old Mat himself is highly interested. He stops Newell shoveling, takes his plug out of his mouth, and observes to Clint and Clint's wife something sly and good-humored that is very satisfactory to both Clint and his wife.

February shows a boy—it could be Clint Ferris's boy—sick in bed with the mumps, but not too sick to operate the radio to the cavious delight of a juvenile audience at the window. Clint and his wife are pictured looking in at the door. Everything in the room is authentic, real window curtains, a table cover such as exists nowhere on earth but in a country home, the bed, the pictures on the walls, a valentine, the medicine bottles and everything.

March shows a living room along about bedtime. Grandpa Purdy is holding little Elmer on his lap to hear the bedtime story, only it didn't work out as planned. Elmer, in his nightshirt, reclines in Grandpa's lap, but instead of being fast asleep, is wide-awake, while Grandpa is asleep, much to the delight of the other members of the family, who sit about watching the spectacle. The other members of the family are Abner Cratty, who, in shirt sleeves and slippers, is reading the newspaper and listening to the radio, his wife, Myra, who is mending, and the elder son, Junior, at his school work. There are some pictures on the walls, a table and a leaning picture of the Purdys on the floor, all of the sort which make the observer say, with affection, "Will you look at that!"

April is a true-to-life "men-folks" scene. There's a woman in the picture, but she is being ignored by all but one of the men. He, in a shy way, is taking notice of her. He is excited, and everyone is interested in the radio, and one of them is operating it. Politics is being discussed by the three men, though it isn't hard to see that one of them is more interested in what the girl is thinking than in the man on the other side of the room. She is working at a loom of some sort, probably weaving a rag. Again, the setting is one of intrinsic interest—the furniture, the pictures, the lamp, but, mostly all of the people. A peculiar thing about these illustrations is that they have no captions. They occupy nearly a half of the advertisement in which they appear. The advertisement makes no direct reference to them. Sometimes the heading of the advertisement gives a hint as to what is intended. For instance, in the case of the one last mentioned—"Let the wonderful Radiola 16 take you to the great National Conventions." Then again, in a paragraph below the effect that you can sit in your living-room and hear what is going to take place at the forthcoming political conventions in Houston and Chicago—"that stirring speech by the cheers and uproar, the balloting, and the announcement of the successful candidates' names."

In most of the publications, the illustrations and other features are reproduced in colors; advertising designed to create interest.

Go After Portable Sales

With the coming of Summer dealers should make a strong bid for portable business. The portable is a year-round seller, but the warm weather broadens the sales field. Portable sales are cash sales—worth-while business.
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

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

Sole Sales Agents

New York, N. Y.
Seger Ellis singing . . . .

<table>
<thead>
<tr>
<th>Record Number</th>
<th>Title</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>41024</td>
<td>COQUETTE—Vocal, with Okeh Novelty Orchestra</td>
<td></td>
</tr>
<tr>
<td>41006</td>
<td>SUNSHINE—Vocal, with Instrumental Orchestra</td>
<td></td>
</tr>
<tr>
<td>40974</td>
<td>AFTER WE KISS—Vocal, with Orchestra</td>
<td></td>
</tr>
<tr>
<td>40952</td>
<td>IT WAS ONLY A SUN SHOWER—Vocal, with Justin Ring's Salon Orchestra</td>
<td></td>
</tr>
<tr>
<td>40928</td>
<td>MY BLUE HEAVEN—Vocal, with Justin Ring Trio</td>
<td></td>
</tr>
<tr>
<td>40990</td>
<td>THERE'S ONE LITTLE GIRL WHO LOVES ME (One Little Girl Who Don't)—Vocal, with Justin Ring Trio</td>
<td></td>
</tr>
</tbody>
</table>

Okeh Phonograph Corporation

25 West 45th Street, New York, N. Y.
Odeon Electric Records

3225 12 inch 3224 12 inch
BLUE DANUBE WALTZ, (Johann Strauss) KAISER WALTZ, (Johann Strauss)
1.25 Dajos Bela and his Orchestra IN A MONASTERY GARDEN.
(A. W. Ketelbey) IN A PERSIAN MARKET, (A. W. Ketelbey)
1.25 ODEON Orchestra

12 inch 5140
PIETRO MASCAGNI, Conducting the Orchestra of the
CAVALLERIA RUSTICANA, (Mascagni) State Opera House, Berlin

1.50 Prelude, Part 1 and 2 — Siciliana “O Lola”

12 inch 5141
PIETRO MASCAGNI, Conducting the Orchestra of the
CAVALLERIA RUSTICANA, (Mascagni) State Opera House, Berlin

1.50 Prelude, Part 3 and Entrance Chorus

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street New York, N. Y.
Steel... It is content to take the note and sound it—
Pure... Brilliant and True
When... the finished points of perfection are—Okeh and Truetone Needles

Okeh Phonograph Corporation
OTTO HEINEMAN, President and General Manager
25 West 45th Street New York, N.Y.
Last-Minute News of the Trade

Fansteel Introduces Balkite AC Receivers at Sales Convention

New Line of Balkite Seven-tube AC Receivers Demonstrated to Sales Representatives of Fansteel Products Co., Inc., at Annual Meeting in Chicago

Sales representatives from all sections of the country attended the annual national sales meeting of the Fansteel Products Co., Inc., North Chicago, Ill., on May 4 and 5, the business sessions being held at the Drake Hotel, in Chicago. Each year the representatives of the Fansteel organization gather in Chicago in order to learn and discuss the firm's sales program for the year and to inspect personally the merchandise which the company will market. At the meetings a few days ago the representatives saw and heard the new Balkite seven-tube AC radio receiver, which the Fansteel Products Co. will place on the market this season, and expressed themselves with enthusiasm upon seeing the receiver in its various models and learning of the strong sales campaign which will be sponsored by the company in behalf of the new Balkite radio products.

On Friday, May 4, the first session of the two-day sales meeting was formally called to order by J. C. Baker, president of the Fansteel Products Co., Inc., who welcomed the representatives in the name of the company. Mr. Baker's address was followed by a general description of the Balkite line of radio receivers given by Dr. E. W. Engle, chief engineer of the company. H. L. Olson, of the Fansteel engineering staff, delivered a technical description of the Balkite receiver. Major Klock, of the Fansteel sales department, described the progress which has been made and the recent developments which have taken place in loudspeaker design, principle and construction, and his address was followed by a talk by R. L.

(E. R. Kuhn Appointed to Important Post

Columbia Statement for Fiscal Year Shows Profit of $760,139.89

Annual Report for Year Ending February 29 Indicates Remarkable Progress Attained by Columbia Phonograph Co.—Sales Increased More Than 40 Per Cent

The annual report of the Columbia Phonograph Co., Inc., for the fiscal year ending February 29, 1928, was submitted to Columbia stockholders on May 4. The report is a most significant indication of the remarkable progress attained by the Columbia organization in the past twelve months, for the net profit during the past fiscal year was $760,139.89, as compared with $276,214.81. The success of the present Columbia organization is not only one of the outstanding achievements of the phonograph industry, but represents one of the most remarkable and unusual accomplishments of any industrial organization in the past decade.

The executives of the American Columbia organization who are directly responsible for the success of Columbia during the past few years include a trio of competent and thoroughly experienced men who have given the Columbia dealers the benefit of their exceptional knowledge of the phonograph industry. These executives comprise Louis Sterling, chairman of the board of directors; H. C. Cox, president; and W. C. Pofel, vice-president and general sales manager. Mr. Sterling is internationally prominent as one of the foremost members of the phonograph industry, for in addition to his American Columbia affiliations, he is managing director of the Columbia Graphophone Co., Ltd., with headquarters in London and controlling Columbia factories throughout the world.

Commenting upon the reports submitted to the stockholders for the past fiscal year by the

Louis Sterling company, Mr. Sterling and Mr. Cox stated: "To the Stockholders of Columbia Phonograph

(Continued on page 104)
The Talking Machine World, New York, May, 1928

Price Maintenance Again to the Fore

THAT a sub-committee of the House of Representatives has reported in favor of permitting manufacturers of trade-marked and branded articles to fix the prices at which their products shall be sold to the public is distinctly interesting to those who have for years fought in the cause of legalized price maintenance. Whether the report of this sub-committee will have any bearing on the final action of Congress on the price maintenance bills now before it remains to be seen. If the report is merely a gesture with no influence on the ultimate decision then price maintenance is as far away as ever, but it is to be hoped that the committee's decision that the practice will make for cleaner business methods without placing further burdens on the public may have some weight. Even the strongest supporters of fixed retail prices have a right to be skeptical, for price maintenance legislation has for years been the football of Congress and has not advanced beyond the forty-five-yard line.

Compromise on Copyright Legislation

THE question of new copyright legislation is still a matter of great moment to those most directly interested, namely, the music publishers and the record makers, although all those who sell music or music reproductions have something at stake on the final outcome. The Senate Committee on Patents, as a result of the failure of the contending parties to agree on a suitable bill, has decided to write a compromise measure itself, but that does not interfere with the champions of both causes from telling their stories repeatedly and loudly. On a two-cent royalty basis the poor publishers and composers have been starving to death—so they say. If the rate is raised the public is the victim, because it must pay for its records—this from the other side. Meanwhile, the wheels of the Congressional mills are grinding, and business keeps on.

Utilitarian Value of Radio

BECAUSE surveys have indicated that 85 per cent of radio broadcast programs are made up of musical selections, there is a general inclination among music dealers to base their appeal for sales upon the value of the radio receiver as an entertainer. This may apply perfectly in metropolitan centers where daily papers are available giving the news of the day as it happens and offering market reports within an hour or two of the closing of the market. But do not let that fact overshadow the utilitarian value of the radio in the rural sections where facilities for news distribution are not so well organized. The farmer has accepted the radio as a utility rather than simply as an entertainment medium. Through it he gets daily prices on corn and hogs, and makes money thereby. Through it he hears of current events that may have a bearing on his own problems and, thereby, gains information promptly that in value quickly offsets the cost of even an elaborate installation. That it makes available the entertainment of Broadway, State street and Market street is pleasing, but that it brings to him, also, the market news that is vital to his welfare is a highly important factor. The utilitarian appeal is the one that will boost rural trade.

Additional Dealer Profits

THE selling of various types of automatic phonographs to restaurants, hotels and other places maintaining contact with the general public means cash profits to the successful dealer if the accounts are good, but quite as important, it means profits, also, from prospects who may be interested by that means. In almost constant use, playing record after record, all of them of the modern type, this public demonstration of what the new phonograph can do should attract the uninstructed and convince the skeptic. The result should be more sales to the homes in the territory.

Record Sales Gain

DEALERS report that record sales this year show an increase of from 10 to 20 per cent over sales for the same period last year, and that the introduction of album sets and the reduction of high-class record prices in some cases has had a strong influence on the demand for good music. The impressive fact, however, is that the record sales unit has increased perceptibly, in some cases the average unit sale being close to the $3.50 mark. This is the sort of business that makes profit. It cuts down the overhead and the sales cost, while at the same time making for increased volume of business—a combination that is hard to beat.

Good Trade Publicity

SEVERAL sessions of the National Music Industries Convention at the Hotel Commodore during the week of June 4 will be broadcast over one of the networks of the National Broadcasting Co., according to present arrangements. It is a happy plan to have radio, which has become so closely allied with the music industry itself, carry the proceedings of that industry's convention to the country at large. It is good publicity for both sides.

The Hustler Wins

COMPARE the methods of the dealer who is doing a good phonograph, radio and record business and those of his fellow dealer who is complaining about poor business. Nine out of ten times the comparison tells the story. One hustles while he waits for better times and makes them for himself. The other just waits. It is the old story of the two mice in the pan of cream.
IN your selection of a radio line are you considering the standing of the manufacturers— their experience, ability, record and reputation?

The product—its merit and success—can be nothing more or less than a reflection of these factors.

The Bremer-Tully record is one of outstanding achievement. In six years they have increased their original size more than 250 times. As pioneers they are given credit for numerous original radio developments. Their early success was built on the hardest task anyone ever attempted and survived—namely the development and manufacture of parts for “home-builders” of all degrees of intelligence and experience.

Bremer-Tully now build only complete sets and speakers—a complete line—but the experience of those early years has saved thousands of dollars for Bremer-Tully customers. You never heard of any B-T product being “dumped” on the cut-price market.

Here is a record unequalled in the radio industry, a record that foretells what may be expected in the future.

It is your assurance of permanence!

Get the B-T franchise while it is yet available.

Your trade will appreciate a speaker of Bremer-Tully quality. It is outstanding in performance and greatly superior in appearance to anything at equal price—$35.00.

Mfg. Company
520-532 So. Canal St.
Chicago

With the new 6-40 Bremer-Tully open their seventh season. Its popular price and superior performance is doubling the number of B-T dealers in every state.

The 6-40 is furnished in the two styles illustrated.
Paul Whiteman Signs to Record Exclusively for Columbia Co.

As a feature of Paul Whiteman's introduction to America as an exclusive Columbia recording artist, Columbia is running special Paul Whiteman newspaper advertisements, playing up his first recordings, in a list of newspapers totaling almost two million in all the high spots of the country.

In addition to this national newspaper advertising, Columbia is making available to its dealers in mass, stereo and electro form, special newspaper advertisements in varying sizes for use in local newspapers. These advertisements typify the Whiteman collection and tie up cleverly with Columbia's trade-mark, the two "magic notes," which has become widely known.

Special window streamers are also provided, and the rest has recently window display service, which many Columbia dealers use, presents Whiteman in a most unusual way. Picture slides are being prepared for dealers who employ this type of advertising. Mr. Whiteman is also being featured on all the other forms of advertising material released regularly to Columbia dealers.

As a final feature of Columbia's announcement of the big news to the public a special Paul Whiteman hour will be broadcast shortly over an impressive hookup of radio stations.


J. Newcomb Blackman, president of the Blackman Distributing Co., New York City, one of the foremost distributing organizations in the music-radio trade, has decided to dispose of its stock of Victor products to the Victor Talking Machine Co., and was discontinuing that part of its business relating to the wholesale distribution of Victor merchandise. In his announcement to the trade Mr. Blackman stated that the company would continue its radio and other departments, serving the trade from these departments as usual. The Blackman Distributing Co. will concentrate on the sale of radio products especially, and no efforts will be spared to enhance Blackman service to retailers.

J. Newcomb Blackman has been identified with the talking machine industry for over thirty years and is recognized the country over as one of the leaders in the trade. His efforts in behalf of all constructive movements concerning talking machine affairs have won praise and approval from every factor in the industry, and his relations with the Victor organization date back as far as 1899. The vitality of these relations was accompanied by friendly sentiments on both sides and, by the terms of the purchase agreement, the Blackman Victor merchandise was accepted by the Victor Talking Machine Co. with the accounts receivable and other assets remaining in the hands of the Blackman organization. It is understood that the agreement made provisions whereby the Blackman Distributing Co. may merchandise any phonograph products at any time that it may desire with no restrictions whatsoever as to the company's future activities. Mr. Blackman also remains as vice-president of the French Nestor Co., Victor distributor in Jacksonville, Fla.

The radio lines which will be distributed by the Blackman Distributing Co. during the coming season represent some of the leading products in the industry, including Fada receivers; Mohawk American receivers; Eveready batteries and dash-lights; Rola speakers; Utah loud speaker products; Radioitrons; Receptrad products (Powerizer); Raytheon tubes; Majestic eliminators; Weston electrical instruments; Lindehard cord sets, etc.; Advertor-Royal cabinets and Brach antenna outfits, lighting arresters, and other well-known lines.

Lyon & Healy Made Carryola Jobbers

Lyon & Healy, of Chicago, one of the foremost organizations in the music-radio trade, was appointed exclusive distributors of Carryola portable phonographs, according to information released by Walter Roche, vice-president of Lyon & Healy, to radio jobbers, advising its dealers which resulted in the distributorship were consummated by Ray Reilly, sales manager of the Carryola Co. of America, Milwaukee, Wis., and Mr. Roche, and it was stated that the Carryola products had passed a series of severe inspection tests that the decision was made and the announcement released to this publication.

Lyon & Healy will handle the Carryola as an exclusive distributor of Carryola products the State of Illinois and certain other open territories. The firm is ably equipped to distribute the Carryola line, for the territory is closely covered by sales representatives, and plans are now under way for the opening of an aggressive sales program in behalf of the popular portable phonograph line.

The full line of Carryola products will be handled in the Lyon & Healy "loop" store and in the neighborhood branch offices.

The Carryola products include three portable phonographs, the Carryola Master, Carryola Laddie and the Carryola Porta Pick-Up. The last named is a portable phonograph with a Carryola electric pick-up, which is also sold as a separate item, and the user may secure electrical reproduction of records by connecting the phonograph with the detector tube socket of a radio receiving set. The Carryola organization is now entering its fifth year as a maker of portable phonographs, after the purchase of Lyon & Healy as a Carryola distributor is a tribute to the quality of the products which the Carryola company manufactures and the excellent progress which the firm has made in its particular field.

Will Distribute Zenith Radio Line Exclusively

The North American Radio Corp., New York, well-known in radio circles as a manufacturer of electrical products, has recently that it had decided to adhere to its past policy of exclusive representation and distribution, and would distribute Zenith receivers exclusively as heretofore. David F. Goldman, general manager of the company, stated that a dealers' display show featuring Zenith products would be held at the Pennsylvania Hotel, New York, in the first part of the month.

New Bremer-Tully Jobbers

The Bremer-Tully Mfg. Co., Chicago, recently announced the appointment of the Oddel Hardware Co., Greenboro, N. C., and the Fitzgerald Hardware Co., LaFayette, Ind., as distributors of the B-T Counterphase line of radio receivers in their respective territories. Gransow Bros., Dayton, O., have also been appointed distributors.
First showing a new radio set for 1928-1929

Exhibit B77-78 R.M.A. Trade Show
Stevens Hotel, Chicago, June 11 to 15
CONFI that

Liberty
THE SATURDAY EVENING POST

Carryola Master
In appearance, in tone, in all-around value a truly fine phonograph in portable form. Bakelite tone arm, improved metal grill on tone chamber, velvet covered turntable. Carryola motor, special Carryola-designed fittings. Furnished in Black, Brown, Blue, Red and Green Fabrikoid, with tone arm and turntable in color to harmonize.

Price $25. List

MADE BY THE WORLD'S LARGEST MANU
The biggest advertising campaign ever known in the portable phonograph industry is now telling and re-telling the Carryola story to nearly five million people.

It's doing more than that. It's telling you that we have the utmost faith in the sales possibilities of Carryola products. And it is building public confidence in Carryola portables and in the dealer who offers them—confidence that makes easier, faster sales for you.

This is not theory. Booming sales prove that it is an established fact. Carryolas are selling faster than any portable ever sold before.

If you're not already a Carryola dealer, get in now. Don't wait to write—wire for name of nearest Carryola distributor and details of our sales plan.

THE CARRYOLA COMPANY OF AMERICA
Dept. G-12, 647 Clinton Street
Milwaukee, Wisconsin
Shorter Hauls Speed Delivery

The stream of business flows faster and faster. Reserve material stocks are a thing of the past. Tomorrow's outgoing shipments of your product must be replaced with today's incoming materials — including Shipping Boxes.

Twenty H & D corrugated fibre Shipping Boxes and packaging material plants are located to serve you with speed and economy. Speed, because their nearness and ample facilities enable quick delivery. Economy, because shorter hauls reduce transportation costs.

The Hinde & Dauch Paper Co.
280 Decatur Street • Sandusky, Ohio
H & D are the largest producers of Corrugated Fibre Shipping Boxes and packaging materials in the world.

Only a satisfactory Shipping Box, properly designed, carefully built and punctually delivered, can account for the ever increasing number of firms who ship in H & D corrugated fibre Shipping Boxes.

An H & D Package Engineer will be glad to place at your disposal the knowledge gained through a thorough and practical study of shipping and packing methods.
A Few Merchandising Ideas That Brought in Profits

Pertinent Remarks on Methods Used by Chicago Dealers in Advertising, Selling and Dressing Their Displays

By Archie Oboler

In Tesch, the original radio number black wharf per small day real, mii reversing Chicago, large very New a twenty-four of places, the one South talking music Above the continued F. restaurants which home Carr that and because At advanced goods announcment In wholesalers, qualified toward Chicago's many tie-ups of AC are for continuous the lunch-rooms the in a restaurant for this field, men of AC are unable to make use of the radio, but now the tenor of the situation has changed. By offering a free, three-day trial to the cafes and lunch-rooms of the neighborhood B. F. Carr & Son, music dealers of Chicago's South Side, were able to sell a large number of table model AC sets in a very short time. "The restaurant men have to be shown that radios have advanced to the point where it will give twenty-four continuous hours of entertainment a day without going wrong," said Mr. Carr in commenting on the campaign. "Put once shown they will invariably buy, incidentally becoming an excellent source of live leads, since many of their radio-less patrons will inquire about the type and cost of the outfit."

Window Display Stunt

With so many varied musical objects to sell, the music dealer often succumbs to temptation and makes of his window display space a conglominate mass of radio sets, sheet music, phonographs, and so on. The result is that the shopper gets a general impression of all that is for sale, but no individual piece of merchandise stands out strongly enough to impress itself. In order to get around this difficulty and yet not waste any of the valuable window display, Sieger Piano Co. of Chicago partitioned off a small section of their window where, each week, they display the article to which they wish to draw particular attention. One week this merchandise may be a radio set, the next a banjo, etc. Thus emphasis is given a new article without interfering with the general display. Sticking Small Ads

In tie-ups with national advertisers, they are generally content to use the ordinary business card type of ad. As a result, especially when a number of these are grouped together, none of them stand out enough to draw the attention of the casual reader. By the simple expedient of reversing the usual order and using white type against a black background, Strader's Music Shop, of Chicago, was able to attract interest in its small ad no matter how many other small advertising announcements were placed around it.

Salesmanship Is Persuasion

At a recent meeting of the Midwest Trades Association, held at the Electric Club in Chicago, H. N. Tolles, president of the Sheldon School of Salesmanship, made an address, as guest speaker, which excited a great deal of comment among the music retailers present. Mr. Tolles said in part: "Salesmanship is persuasion, and that persuasion must be profitable to both parties concerned, else it isn't a good transaction. A salesman must leave more than he takes away if he is a real, good salesman. And in radio the merchant selling a nationally advertised brand of set is most certainly leaving more with the customer than he takes away with him.

E. M. Hartley in New Post

E. M. Hartley, manager of the RCA district service station in New York, has been transferred to the position of district service manager in Chicago, serving the Midwest district, W. L. Teich, who has been manager of the Chicago service station for several years, succeeds Mr. Hartley in the New York station.

Victor Record Posters

The Victor Talking Machine Co. recently supplied dealers with two eye-arresting posters for window display. One devoted to the recording of Brahms' First Symphony by Leopold Stokowski and orchestra, had a reproduction of an original oil painting symbolic of the theme of this great composition. The second featured the records of the song hits of "The Show Boat," and pictured a show boat moored to a wharf with a group of Southerners in the dress of a past period.

Judge the Product by the Quality of its Distributors

In the few weeks since our announcement of the new line of Wasmuth-Goodrich Radio Furniture more than a dozen prominent wholesalers, of the highest standing in the radio field, have qualified for representation—and are actively pushing this quick-turning, profit-making line!

In accord with our promise to present new designs and new goods as often as the basic demands of the industry require, we are pleased to announce

New Furniture for the Radiola 18

In this superlative line of radio furniture—distributed only through selected wholesalers of approved standing—you will find the replacement for your dwindling accessory sales. Mail the coupon NOW!

Symphonic Sales Corporation
370 Seventh Avenue New York

35

Symphonic Sales Corporation
370 Seventh Avenue, New York
Please send me detailed description, list prices and discounts on the new Wasmuth-Goodrich Radio Furniture.

Name
Address
"Advertising's Part in Developing the Radio Industry"

Pierre Boucheron, Advertising Manager of the Radio Corp., Makes Interesting Address at Harvard Graduate School of Business Administration

Speaking on "The Part Played by Advertising in Developing the Radio Industry," Pierre Boucheron, advertising manager of the Radio Corp. of America, recently outlined before the Business Policy class of the Harvard Graduate School of Business Administration the history of the advertising efforts and policy of his corporation since its formation in 1920. After pointing out that the advertising record of the Radio Corp. represented a complete history of the growth of the radio industry, Mr. Boucheron went on to describe the stages by which his work had progressed.

The industry's first efforts, he said, were in the form of announcements to the public through the press, of the improvements in the radio art brought by a progression of inventions. This period was followed by a campaign of advertising of early products for amateurs and experimenters. By this time, Mr. Boucheron related, a number of trade papers and technical periodicals devoted to radio had sprung up and these were used as advertising media to secure trade support and establish an outlet for the growing industry, through dealers.

There followed, in turn, attempts at national advertising to seek public acceptance of radio as a new factor in modern life, and then the introduction of trade-marks and names as identifying marks of the products of manufacturers who were directing their efforts to producing reliable instruments and accessories. To-day, Mr. Boucheron said, radio is a stabilized industry, employing sound advertising practices. In the short period of eight years, he explained, it has grown into one of the leading businesses of America.

"The pioneer advertising efforts of the Radio Corp. of America," Mr. Boucheron said, referring to the early history of the industry, "were designed to develop a deep and lasting interest in the radio art and the sincere amateur and experimenter were given every opportunity and privilege of assembling the various patented parts and circuits produced by the company in the early stages of the art." This was done, he explained, for the reason that at that time "few if any manufacturers were prepared to supply the amateur, much less the general public, with ready-made and dependable equipment."

Soon after this, the speaker said, the radio industry found itself in a greatly oversold market. "The public clamored for radio apparatus of all types, making a demand which could not be met by the existing production facilities of several hundred manufacturers. By the end of 1921," he went on to say, "so many mushroom manufacturers had entered the radio field that the seller's market quickly turned into a buyer's market. The public began to discriminate in their purchases of radio. No longer did they buy simply because it was radio, but instead began to look for performance and the reputation of the maker."

Referring to "the cumulative power of advertising as a business builder," Mr. Boucheron asserted that "every one of the pioneers of the radio industry who has pursued a consistent, year-round uninterrupted advertising campaign since the beginning, is to-day highly successful without exception."

"On the other hand," he continued, "one-time successful manufacturers who advertised solely during the selling season and who stopped when business slowed up, or who did not advertise on a year-round basis, continuously, are to-day either far down the list of leading concerns or out of the running entirely."

Interesting Columbia Hour

An interesting program was heard during the Columbia Phonograph Co. Radio Hour on May 9, when an "International Musicale" was given with Scotch, German, Spanish, Italian and Russian selections being sung by artists of these nationalities.
The Kelloggs ARE Coming
With a Wider Price Range

The new Kellogg line to be displayed at the R. M. A. Trade Show is about ready! Watch for detailed announcement in June publications.

Kellogg will offer a much wider price range than in the past. There will be two or three models at lower prices than the lowest of last year. One will be a table model, complete with Kellogg’s A-C tubes at well under $200.

Tone quality will be the keynote of the Kellogg appeal, as it always has been.

Increased production will enable us to open up many new territories. Allotments are now being made. Applications in advance of the Trade Show are advisable.

Kellogg Switchboard & Supply Co.
Dept. 25-95
CHICAGO

Personal Appearances of Columbia Artists Aid Kansas City Trade

KANSAS CITY, Mo., May 6—April was a significant month in the talking machine and record trade in Kansas City with Moran and Mack, who, as the “Two Black Crows,” have become a national pastime, occupying the center of the stage during the first part of the month, and Ted Lewis and his band drawing record crowds at the Orpheum during the last week in April.

The advent of Moran and Mack was considered one of the high points of the dramatic season here, and the Sterling Radio Co. officials accorded the stars an enthusiastic welcome on their arrival. Columbia dealers grasped the opportunity for extensive window displays featuring the popular pair, and both the dealers and the Sterling, local Columbia distributors, reported a fine response on the part of the public.

All Columbia dealers featured the local appearance of Ted Lewis and a $475 Columbia-Kolster was placed in the lobby of the Orpheum where Ted Lewis numbers were played constantly during the busy hours at the theatre.

O. D. Standke, of Standke’s Music Co., has combined his two stores and will operate his record and machine business from the location of his newest store at 1210 Main street.

Business with the Brunswick branch has been normal during April, and prospects are for increased activity during the next few months. According to T. H. Coddon, head of the phonograph department of the local branch, the new Brunswick Model 106 has received a ready response from the dealers since its introduction in the middle of April. There is a nice demand for the Valencia and the Panatrope P-14, both at the new price. The two stores of the Charles Crawford Co., in Topeka, Kans., and St. Joseph, Mo., are now carrying Brunswick records.

Mrs. M. M. Paul, of Paul’s Music Shop, says demand for talking machines is holding up nicely, with special emphasis on the higher-priced Victor combinations.

The Sterling Radio Co. has announced that it will be an exclusive distributor for the Majestic electric radio in western Missouri, Kansas and northwestern Arkansas. With this addition to its line it will have Kolster, Columbia and Majestic in that territory. The officers and entire sales force of the Sterling Co. spent a week during the last of April at the Majestic plant in Chicago, where the salesmen became familiar with the new line.

C. M. Willis, of the Sterling Co., reports that, although activity in radio is somewhat slower than last month, they are running about 35 per cent ahead of last year. Columbia business is fine at this time. The No. 900 Columbia-Kolster is going over with increasing popularity and the Sterling expects a good response for the new Model 901, which will be in the hands of dealers soon.

The phonograph department of the Jones Store Company is having very good success with the $300 Orthophonic. The Columbia-Kolster model 901 is also an increasingly popular number.

Will Broadcast Two Convention Talks

Arrangements have been completed with the National Broadcasting Co. New York City, whereby two important features connected with the coming Twenty-seventh Annual Convention of the National Association of Music Merchants will be made available to thousands of radio listeners. The National Broadcasting Co. will place on the air the address at the annual banquet on Thursday evening, June 7, at the Hotel Commodore, to be delivered by the principal speaker and guest of honor, Governor Albert C. Ritchie, of Maryland, and the speech of Professor John Erskine, who will be principal speaker and guest of honor at the get-together luncheon of the Music Industries Chamber of Commerce, at the Hotel Commodore, Monday, June 4.

It is not possible at this time to definitely announce whether these broadcasts will be carried over the red or the blue network, but it will be broadcast from New York either through WEAF or WJZ. This will be the first time that functions in connection with the National Music Conventions have been made available to radio listeners.

Important Patent Granted

A system that will accomplish the same purpose for radio telephony that the dial or automatic system does for the telephone has been patented by Lewis M. Clement, chief engineer of Fada Radio, and S. R. Williams, Jr., of the Bell Laboratories. The United States Patent Office has announced the granting of the patent, according to Mr. Clement, and the assignee is the Western Electric Co., with which he was connected before he joined Fada.
Modernistic Music on Okeh Recordings

Boyd Senter and Other Widely Known Artists Making Records That Have Attained National Popularity

Okeh records some time ago introduced the record buying public a new technic in jazz music. The first recordings of this music were interpreted by Boyd Senter. Boyd Senter is a musician who has given a great deal of study to the perfecting of modernly arranged jazz. At that time he was well known by his star performances under the Public management. Now he stars on Okeh records and in the Public theatres.

An interesting result of his first record was marked by a tremendous sale among musicans. To-day, all over the country his records are studied by orchestra leaders and players.

Boyd Senter's music is distinguished by his unique way of phrasing his compositions, and his stress on rhythm. He is at present enjoying a long engagement at the Rivoli, New York. There he is compelling attention by a most artistic musical act, and his is the only act that accompanies the latest Harold Lloyd picture. He performs on many instruments and finishes on a note of splendor when he plays his rhinestone studded clarinet.

So very successful was the introduction of Boyd Senter's music that Okeh immediately followed up his releases with music by other artists who had cultivated this ultra-modern character. Frankie Trumbauer and his orchestra had likewise attained a high standing in this new technic of jazz music. Frankie Trumbauer does amazing feats on the saxophone. His records continued and increased the popularity of modernistic music. Such sales encouragement brought Bix Beiderbecke to the Okeh list, as he is a marvel at cornet playing.

Day after day he was playing a modernistic version of the Colossus of Rhodes. His records were selling by the millions and he was playing by the million. Today he is still featured in this manner and his recordings continue to sell in millions.

One of our many beautiful designs

A TOUCH of elegance and charm from across the seas contributes vitally to the beauty of this cabinet. Imported marquetry inlay on a background of matched but walnut 100 per cent figures makes a most pleasing and attractive appearance. Five-ply walnut throughout. Interior grille polychromed. Materials and workmanship of the highest grade to meet the most exacting requirements of the purchaser.

W. J. Dostal's Display in Detroit of the manner in which dealers co-operated with the Sonora and H. C. Schultz organizations in keeping Sonora products before the public eye. Illustrations received at the distributor's headquarters seem to indicate that scarcely a deal er overlooked the possibilities of installing an attractive display of receivers in the show space provided by the window fronts, thus linking up with the widespread newspaper advertising which was used during the campaign.

Huge Market for AC Adaptor Harnesses

Philadelphia, Pa., May 5—The potential market for AC adaptor harnesses is interestingly analyzed by Hugh Eby, president of the H. H. Eby Mfg. Co., of this city, manufacturer of a harness of this character. Mr. Eby points to the estimate of the Federal Radio Commission that there are approximately 7,500,000 radio receivers in operation in this country. Of this number it is his estimate that about 500,000 are AC electric receivers. With the estimated number of electrically wired homes as 9,250,000 Mr. Eby points out that this leaves a high enough figure to justify concentrated effort among radio dealers upon the adaptor harness and states that dealers should not overlook the fact that the sale of an AC adaptor harness also means a sale of AC tubes and a filament supply transformer.
SOON
—the most remarkable line in Farrand history
—a Farrand Speaker for every reproduction requirement—a Farrand Speaker for every price class

SOON—Farrand DYNAMIC Speakers
that will prove a revelation in tonal performance, in operating perfection—and in price

See them at the
R. M. A. TRADE SHOW
Stevens Hotel
CHICAGO
Creating a Record Demand for Finest Music

César Franck's Symphony

The other day I had the privilege of listening to the magnificent César Franck Quartet, consisting of Messrs. Léopold Stokowski, Toscanini, Alfred Hertz, and Pierre Monteux, in electric recording by the Philadelphia Orchestra, under Stokowski, of César Franck's Symphony. It is not necessary for me to tell readers that the playing was wonderful enough, in half a dozen places, to make one catch one's breath, but it is probably quite necessary to say something about this little, quite obscure, Franco-Belgian gentleman who today is as famous during his life he was ignored. To-day everyone who pretends to care for good music knows all about César Franck, yet his one symphony, composed in 1887, three years before his death, and only once performed in Paris during his life, reached New York only in 1899, when he had already been dead for nine years. Today, however, Frederic Stock, Léopold Stokowski, Toscanini, Alfred Hertz, Pierre Monteux, Koussevitzky, Gabrilowitsch, Walter Damrosch, in fact all our conductors and all their orchestras, know that they can always depend on a full house when the César Franck symphony is in order. Famous violinists like Kreisler and Thibaud play, with their pianist colleagues, the Franck piano-violin sonata constantly. Famous string quartets like the Filonzeley, the London, the Musical Arts of New York, the Lener of Budapest, play the magnificent Franck Quartet with great joy. The lovely musical setting to the written upon the Sermon on the Mount, and known as "The Beatitudes," composed for chorus, solo voices, organ and orchestra, is often performed by the great cheaper societies which now happily are to be found in all parts of the land. César Franck has come into his own. The man who in 1869 went to his grave without a mark of official respect, despite his professorship at the Paris Conservatoire, is today honored by music lovers the world over. Outside the church of Ste. Cécile, where for many years he played the organ, stands now a memorial preserving forever one of his characteristic attitudes at the keyboards, with one hand hovering over the step knobs and one foot on the pedalboard. César Franck, dead, has been raised to the musical Olympus.

Firm in His Ambition

He was born in Liece, of recent world war fame, five years (1822) before the death of Beethoven. His father tried his best to turn the precocious youth into a piano virtuoso, so that he might turn his talents to the immediate betterment of the family income; and to this end insisted on the boy's withdrawal from the Paris Conservatoire, where he had already taken a special prize in piano playing and second prizes for fugue composition and for organ. Fortunately for music, the young César Franck could not put his heart into concert playing. He preferred to devote himself to teaching, so that he might have time to compose, and his father was obliged to give in. The young man further asserted his independence a few years later when he married a young actress, and withdrew from the family circle to set up for himself as teacher and organist. This was in 1878, during the revolution of that year, and the bridal party had to climb over the barricades which the revolutionists had thrown up in the streets, in order to reach the church where the ceremony was performed.

Franck now settled down to that steady routine of hard work as teacher, organist and composer to which the rest of his quiet life was devoted. He became organist of Ste. Cécile in Paris, in the year 1888 and remained at that post until his death thirty-two years later. In 1872, rather to his own surprise, he was appointed to the vacant post of Professor of Organ at the great Conservatoire, which, as a Government institution under the Ministry of Fine Arts, occupies a dominating position in the artistic and social life of all France.

The Man Forgotten

Franck ought to have been made professor of composition, for he was by all odds the biggest musical thinker in France during the mid and late nineteenth century, but official jealousy prevented this. Probably no modern composer has been so completely ignored during his lifetime as this modern little man "Papa Franck." Some of the younger and more radical musicians of his time, however, could not overlook his genius, and it was chiefly through the impositions of young fellows like Vincent D'Indy, Gabriel Pierre, Chaussion and Guy Ropartz that he was induced to start a private class in composition at his modest apartment. Here, the modern school of French music was inductively founded, that school which possesses to-day a few wonderful orchestras, has so designated, so clear and clean in a sea of haze vagueness and trumpery noise.

Nearly all Franck's works were public failures on their first performance. The Beatitudes had to be given a new version when none of the big-wigs came, though all were invited. The Symphony was given against the will of the players of the members of the Conservatoire's orchestra and the perforated performance was received in the most chilling manner by the audience. Only during the last few months of his life did the Quartet, his veritable swan-song, at its first hearing stir strategically and then in the breasts of the distinguished gathering which heard it at a concert of the Societe Nationale de Musique. The first public performance was then sixty-nine!

No composer ever came so late to artistic maturity and none was artistically so strong, youthful, and filled with power at an age as was César Franck when he died. An accident with which he met whilst crossing a busy Paris street, when he was knocked down by the pole of a horse omnibus (1890) carelessly left, although he refused to suspend his work until the very end, to an attack of pleurisy which in turn brought about his death. He passed away on the eighth of November, 1890.

The Symphony

The symphony, considering everything, is probably the finest of his works. By common consent it has been given a place in what may be called the "classical" succession. Its beauties are a perfect mirror of the composer's nature, for they are mystical, religious and other-worldly, for the most part, yet lighted from time to time by a gleam of quiet, very human jollity, which comes out vigorously in the delightful finale.

Readers whom these random remarks have suggested the desirability of 1888, actually published César Franck's symphony will find that the Victor Co. has induced Mr. Stokowski to prepare the performance with such verbal explanations illustrated at the piano. To what extent Mr. Stokowski has said let me just add that there are three movements only, the second being a combination of Adagio and Scherzo. This first recording attempt with a mysterious question, works out into a marvellous harmonizing answer, but ends with the question again asked, and unanswered. The second movement is a lovely meditation broken in the middle by a fairy-like Scherzo-interlude. The finale is a vigorous jelly assertion, interrupted by the questionings of the earlier themes, but ultimately asserting itself as to the triumphant. The listener will not fail to notice particularly Franck's deliberate tying together of his movements by the persistent re-introduction of the earlier themes in the later movements. There is not a dull bar in the whole lovely work.

Some years ago Columbia meritoriouly brought out this symphony, when to do so was a real act of courage and faith, and when the old process of recording involved almost hopeless difficulties. Electric recording has now made a step, and what once was tremendously hard. None the less, however, should we praise Victor for its faith in the American people's love for good music.

Large European Gramophone Company desires the services of

FIRST-CLASS ELECTRICAL RECORDING ENGINEER

One with vast experience. Must be first-class gentleman to make headquarters England, with occasional trips to European Continent as chief of recording department. Reply in strict confidence, giving particulars of past experience and, if possible, a few sample records of achievements, stating salary required, to Box No. 1640, "Talking Machine World," 420 Lexington Avenue, New York.

Intelligent promotion of sales of good music means more substantial success for the retailer.

M. Goldsmith's Music Co., Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of $1,000.
The Greatest Development of the Phonograph Industry!

No Needles to Change

New patented feature plays 1000 records, with one needle, without attention.

Plays 12 Records Consecutively

Indefinitely, without attention or replacing, unless a change of program is desired.

Selects Any Record

Any number on the program can be played at will, by means of our new selective device.

Repeats Any Record

Any record can be repeated any number of times by depositing another coin each time.

PLAYS ALL MAKES OF PHONOGRAPh RECORDS

ELECTRICALLY AMPLIFIED SIMPL-E-FOOL-PROOF

After five years of experimentation! Nothing else like it! A marvelous 12-record, coin-operated phonograph of wonderfully clear, sweet tone, ideal for restaurants, tea rooms, clubs and other public places. Simply phenomenal! The greatest stimulus to the trade in a generation!
Philco Radio Sets and Speakers Will Cover Complete Price Range


PHILADELPHIA, Pa., May 7.—The radio industry has eagerly awaited the formal announcement from the Philadelphia Storage Battery Co., of this city, maker of Philco socket powers, relative to the new Philco set, which has been the subject of many rumors throughout the trade.

Official announcement was recently made by the Philco company that it has bought the Murdock Radio Corp., of Chelsea, Mass., one of the pioneer manufacturers of radio sets, and one of the first licensees of the Radio Corp. of America. The Murdock Co. manufactured the Murdock radio set, also head sets and speakers. This new merger followed closely the absorption by Philco of the Timmons Radio Products Corp., of this city, producer of the Timmons Talker. With the merger the Murdock Co. ceases operation, though in the case of the Timmons Co. that business will be continued as a separate unit of the Philco organization.

The Philadelphia Storage Battery Co. has also acquired license under patents of the Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Corp., and the Hazeltine Corp. Philco will, therefore, present a new radio set having the benefit of all improvements in radio that have gone before, plus innovations supplied by its own engineering division.

The Philco Co. has long been an important factor in the radio industry. These new developments, with a hint of development to come, presage the still further growth of this already large organization. James M. Skinner, vice-president of the Philadelphia Storage Battery Co., in commenting on the new plans of the company stated:

“Our company is the largest manufacturer of radio power in America. We are proud of our products and proud of the reputation we have built up with jobbers, dealers and the public. For years we have had many inquisitive queries asking why we did not produce a radio set in line with our having some extensive laboratory and research facilities plus our complete understanding and knowledge of the radio market. "We have had the production of a radio set in mind for the last three years. In fact, Philco engineers and our research laboratory have been perfecting what I can say is one of the most important developments in the radio set since the invention of the AC tube. We are laying great stress on patents we have been holding for some years covering rectification, power control, etc., and expect to be a real factor in the radio industry. Any one hearing our set is bound to revise his idea of radio performance. We are getting out a complete line of radio receiving sets and speakers, the Philco sets to be built into our own furniture models. Philco sets will cover every price range, and are going to be sold only with genuinely tested RCA tubes. "Our designs are novel, differing from anything hitherto seen in radio. These designs are the result of the combined judgment of twenty-four of the most prominent furniture designers and interior decorators. Among them I may mention Hollingworth Pearce and Albert Carl Mowita, two of the world’s foremost designers. Our designs projected by a survey we made among American housewives.

"The Philco set has no batteries, no liquids, no outside attachments. Its distribution will be nation-wide. We have vast production resources and a huge sales organization, and these will be enlisted in marketing the product. We now have twelve central points of distribution and eighteen branch offices, these to be increased as the season advances. It is our purpose to help stabilize the industry and deal equally with jobber, dealer and the public."

Outside of the radio field, the Philadelphia Storage Battery Co. is famed for its diamond grinding batteries for automobiles and its batteries are standard equipment on American battleships. The Philco name is well known not only in trade circles, but through national advertising, and the Philco name, with its nation-wide hook-up, is known in probably every home in the nation. The officers of the company are Edward Davis, president; James M. Skinner, vice-president; John S. Thomas, treasurer, and Edward S. Peyton, secretary.

Okeh Race Record Supplement Praised

The Okeh Piper, issued by the Okeh Phonograph Corp., New York City, listing the latest releases of race records, contains in the April number three interesting short stories, in addition to amusing and eye-arresting picturizations of the record titles. This novel form of record supplement has aroused much interest, and dealers catering to the race trade have praised the supplement in no uncertain fashion. Among the records featured in last month’s issue were: “Dead Sea Blues,” sung by Blue Belk, “Taint None O’ Your Business,” by Butterbeans and Susie, and several others.

Adds to Line

Roll Winters, music dealer of San Anselmo, Cal., has discontinued the exclusive Wurlitzer agency and now carries a wide line of talking machines, radios and other musical instruments.
The Outstanding Feature at the June Radio Show will be the Mohawk-American Radios

The recent consolidation of the Mohawk Corporation of Illinois with the All-American Radio Corporation has resulted in one of the outstanding organizations in the radio world.

All the latest manufacturing facilities of these two successful corporations are now merged under one roof. Most capable engineering and production authorities now closely supervise every detail of construction. Experts in radio circuit and constructional development have combined to make possible a truly great radio receiver.

That is why Mohawk-American Radios are destined to be one of the outstanding features at the June Radio Show. Selective, clear-tone quality in full volume, distance, easily operated... this remarkable receiver is a leader for performance.

Mohawk-American Radios are merchandised by an aggressive organization composed of executives whose background of experience began with the birth of the industry. Good dealers will write or wire us immediately for full details.

Ask for the name of the exclusive distributor in your territory. Secure your Mohawk-American franchise NOW!

All-American Mohawk Corporation
4257 Belmont Avenue
Chicago, U.S.A.
CONSISTENT high quality—
and consistent advertising-
running regularly in the Saturday
Evening Post, month after
month—has earned real
popularity for Allen
Portables. And today—
thinking people demand
this most modern of
musical instruments—
creating quick sales
plus extra profits for
Dealers everywhere!

The Model 5, shown here,
is an achievement
in advanced musical
reproduction. The tone
arm, reproducer and tone
cabinet, covered beauti-
fully in waterproof Du
Pont Fabrikoid, in colors blue, black or red. The greatest port-
able ever created—
an outstanding leader of
the complete Allen line,
today sets the pace for
the entire portable field.

HEAR AND SEE

OUR

YOU

LIFE

for any

YOU

WERE

THE

THE

The Talking Machine World, New York, May, 1928
EXACTLY RIGHT

Sales PROVE IT

A NEW MARKET—and profit— for Dealers. The Allen Pick-Up instantly gives your customers electrical reproduction on their old mechanical phonographs. Attached quickly and priced right. Allen Portables, equipped with this Pick-Up, available to your trade at an increase of only $7.50 over regular list prices; regular discounts applying. Write your jobber today for samples!

SOME months ago you told us what you wanted in the Portable line. Told us what you needed to make a REAL PROFIT. And we followed your suggestions, making the Allen line practically to your measure. For we had learned, through LONG EXPERIENCE in this business, that Dealers know better than all others the type of merchandise which appeals most strongly to the public.

You were exactly right in your advice. Our sales prove it. Not only has the public purchased THOUSANDS UPON THOUSANDS of Allen Portables from you—but our complete line today sets the pace in this industry.

Our gratitude to you is full, and we are showing it by giving you quality products which represent even GREATER VALUE than ever before possible. These Portables, and our many Dealer Helps, are presented to you by the finest group of selected jobbers in the business. Wide-awake, alert distributors, who are interested as are we in HELPING YOU SELL. Aiding you, as far as possible, in getting new business and the legitimate EXTRA PROFITS which come with added sales volume.

If you are not as yet among those many Dealers who are today enjoying the ready profits, which Allen Portables afford, by all means ask the Jobber near you for samples, or write us for complete free catalog.

ALLEN PORTABLES

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

DIFFERENCE • • •
Will you be there?

To you,
Mr. Music Dealer,
Mr. Jobber,
Mr. Manufacturer:

Every music dealer, everywhere, is vitally concerned in the development and progress of the industry. So it is with the jobber and manufacturer. That being the case, it becomes their definite obligation to attend the coming Music Convention in New York City next June.

This is an era of intense competition between industries -- battling for the public’s attention and purse. If ever there was need for the music industry to present a united front, giving liberal thought, unstinted cooperation and aggressive action, that time is now.

Come then, everybody, to the Convention; attend the meetings; listen to the lectures; enter the discussions; be a cog in the wheel; and do your part in building a new foundation for a greater and better industry. You will feel happier for it; you will be better for it; and you will certainly prosper because of it. Let nothing stand in your way. Jot down right now on your calendar, "I am going to the Convention June 4th - try and stop me."

Everybody is going to look for everybody else, and we are going to look for you.

Sincerely yours,

C. Bruno & Son, Inc.

President.

Over ninety-two consecutive years of dependable service to the music trade.
Industry Presents Broadcast Proposal

Plant Calls for Establishment of Broadcasting System Designed to Give Improved Radio Service to Public

WASHINGTON, D. C., April 23.—With a plan for the establishment of a broadcasting system of the United States which will give a greatly improved radio service, all branches of the radio industry joined in a report submitted to-day to the Federal Radio Commission and urged that such a goal be attained by natural evolution rather than by radical sweeping changes. Reduction in the number of broadcasting stations with a minimum of delay and also minimum disturbance in present broadcasting was recommended.

The industry proposal was presented by Attorney Frank D. Scott in behalf of the National Association of Broadcasters, the Radio Manufacturers' Association and the Federated Radio Trades Association, whose committees had met first separately and later jointly in Chicago last week. The report, invited by the Commission to aid it in administering the new "equal" allocation provision of the radio law, does not contain a completely evolved plan for the equal distribution of station licenses, but rather provides a method of procedure which is sufficiently flexible to meet the changing conditions in broadcasting.

The method calls for the use of "one common denominator," which will be placed sufficiently high to accommodate the normal requirements of zones in respect to wave lengths, station licenses, power and periods of operation which must be equalized in accordance with amendments recently made by Congress to the Radio Law of 1927. On the question of station licenses the industry is patently of the opinion that there are too many stations on the air at the present time and for that reason suggests the fixing of the "common denominator" at one-fifth of the total number of stations now in existence, or 140 in each zone, and that in working to the ideal, ultimately to be realized, to make use of the borrowing clause of the "equal allocation" amendment which permits the Federal Radio Commission to assign temporarily station licenses, power or wave lengths from zones where they are allotted on a quota basis to stations in other zones at present above their quotas.

Peerless Plans for Larger Production

Entire Plant Being Reorganized to Bring About Much Needed Increase in Production—Business Booming

The entire manufacturing plant of the Peerless Phonograph Co., New York, manufacturer of portable phonographs and record albums, is now being rearranged and reorganized in order to bring about an increase in production, particularly on Peerless portables. This is due to the volume of orders on hand, which, according to Phil Ravis, president, is the largest in the history of the company.

Peerless manufactures five models of portable phonographs, with many unusual features. The Master-Phonic Senior is equipped with a tone amplifier and plays with the lid down, thus eliminating surface noise. Another model, which is said to be the only one of its kind, is the Peerless All-Leather portable, an all-leather job both inside and out.

The Scratch Piano Co., Yonkers, N. Y., recently added a Victor department.

PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th Street
New York, N. Y.

Plant: North Bergen, New Jersey

PERRYMAN RADIO TUBES
A Complete Line of Standard Equipment for every Radio Purpose

PERRYMAN RADIO TUBES

Distance Without Distortion

All the A.C. Types!

Sell your A. C. Sets by demonstrating with Perryman A.C. Tubes and make that extra profit.

1. Extra profit in the sales price.
2. Extra profit because Perryman Types 226, 227, 280 and 281 have been perfected and improved and are guaranteed to give extra long life and service.
3. Extra profit because they stay sold. No replacements to eat up profits. (They must make good or we do.)
4. Extra profit because they bring back new business on their excellent performance.
He hit

... but he didn't touch second base!

Do you remember that famous home run which turned out to be useless when it was finished? There has been plenty of home runs like that in the radio industry in the past few years. Home runs which missed out important bases! Home runs which looked good at the beginning but didn't count at the end! The name Kolster will never be associated with any merchandise that does not touch all
a Home Run

bases and make good permanently in the home as well. Of the enduring names in radio, Kolster is today outstanding and made so by adherence to the basic principle that a successful business can be built only on confidence. This confidence has resulted in continuous growth for Kolster Radio and will add thousands of new Kolster users this year. The Kolster dealer is assured of sound, progressive methods backed by finance, engineering and merchandising.
Trade Activities in Akron-Canton Field

Yahrling-Rayner Music Co. Opens New Store— Alterations at Windsor-Poling Co.—Artist's Appearance Aids Sales

AKRON-CANTON, May 8.—One of the most complete talking machine displays to be found in this section of the State is maintained by the Yahrling-Rayner Music Co., Youngstown, which recently opened its new store in West Federal street. Talking machines are merchandised on the main floor of the new store. There is a long row of demonstration booths adjacent the department, each equipped with the newest in wooden furniture. The department features Victor, Brunswick, Caroyla and Pal machines. The record department is said to stock 10,000 records and is located to the rear of the main floor. G. B. Hellman is manager of the department and has offices on the main floor.

Several Massillon music merchants will join with a hundred other retail merchants of the city and will participate in a Good-Will tour to several nearby cities during May. The plans have been completed. The trip will be made in autos with stops for lunch at Orrville and dinner in Dover.

Extensive alterations have been started at the store of the Windsor-Poling Co., one of the best-known talking machine shops in the Akron area. The entire first floor is to be rearranged, and when completed will make possible more display and merchandising space for talking machines and records.

It is announced that R. Rittersbusch will be manager and buyer of phonographs and radio combinations for the music department of the new store of the M. O'Neil Co., Akron. Miss Elsie Baer, for many years manager and buyer of the talking machine department for O'Neil's, is now personnel director for the big store.

With completion of alterations to the newly acquired building of the Alford & Fryar Piano Co., Canton, much space will be given the display and merchandising of talking machines and radio receiving sets.

A large talking machine and record stock was destroyed when fire gutted the general store of L. M. Henry in the Youngstown district. The store has been reopened and a new stock of talking machines has been received.

Personnel announce recently at Keith's, Akron, O., of Nick Lucas, the crooning troubadour, resulted in a brisk sale of his recordings at all Akron music stores handling the Brunswick record line.

C. H. Bunch, Acme Engineer in Europe

In order to obtain the most exacting data with reference to the possibilities of radio television and other new radio products that are in the process of development abroad, C. H. Bunch, chief of the Acme Engineers & Mfg. Co. of Cleveland, O., large manufacturer of radio products and pioneer in the radio industry, has started on an extensive tour through the cities of many European countries. He will consult with the most prominent radio engineering authorities abroad, and expects to return with sufficient valuable information that will enable the Acme Elec. & Mfg. Co. to develop and market a commercial television device as soon as possible.

Mr. Bunch sailed on April 28 from New York City, and expects to return June 11, to attend the RMSA show at Chicago, where the Acme Elec. & Mfg. Co. is to exhibit its new products for the coming season.

Lombardo Orchestra Popular in Chicago

Many Orchestra Leaders Pay Tribute to Attending Concerts Given by Columbia Recording Artists in Chicago

Guy Lombardo and His Royal Canadians, exclusive Columbia artists, are finding favor with other dance orchestra leaders in Chicago, where the Lombardo Band has had to turn away the "Windy City" leaders are said to be making it a point to drop in and hear this ensemble. The Lombardo aggregated record to retail at 1s. 3d. The American "Cameo" repertoire will be augmented by British recordings, and the American company has the reciprocal right of acquiring matrices of the British company. The directors estimate a net profit of $60,000 on a production of five million records per annum. On March 23 the subscription list was opened for the issue of 200,000 10 per cent participating preference shares of ten shillings each, and 200,000 deferred shares of one shilling each. This amount was heavily oversubscribed. The total capital of the company is £150,000.—Music Trades Review, London, Eng.

Plans Big Season in Radio Furniture

Showers Bros. Co. Has Turned Over One of Six Plants to Cabinets—Uses Atlas Plywood Boxes in Shipping

Showers Bros. Co. is formulating plans for a very active season in radio furniture. One of the company's six big plants in being turned over to the exclusive manufacture of cabinets. An effort will be made to show an increase in volume over the past season, which resulted in radio cabinet shipments totaling over seventy thousand cases. Cabinets for practically all chasses on the market will be included in the Showers Bros. line.

All cabinets will be shipped in Atlas plywood boxes. The Atlas Plywood Co. has just received its largest contract with Showers Bros. The branches of the company are being built in Bloomington, Ind., and Burlington, Ia., especially for the account of Showers Bros. Co., which factories have an average daily shipment under normal production of thirty-seven carloads of furniture, kitchen and radio receiving set cabinets.

The company has now under construction at a cost of $10,000 a model factory or laboratory that will be the first of its kind in the furniture industry. In this laboratory, equipped with the most modern type of machinery, will be found a corps of designers, constantly at work on the latest in furniture designs. New suites in furniture and new cabinets for radio will be continually in the making and ready for release at various intervals during the year. The main offices and plants of the company are located in Bloomington, Ind. Branch plants are located in Elsbornfield, Ind., and Burlington, Ia.

Radiotron Prices Reduced

The Radio Corp. of America has announced reductions in the suggested list prices of various Radiotrons. Type X-3112A is reduced to $3; UX-171A to $3; UX-226 to $2.50; UX-227 to $5, and UX-280 to $4.50.

COTTON FLOCKS

Air floated, all impure foreign matter eliminated for Record and Radio Manufacturing

THE PECKHAM MFG. CO.
230 South Street
Newark, N.J.
The Romance of Wood

Since the dawn of the first day, the symphony of Life has been carved on the bark of trees...
Wood is nature's chosen and unsurpassed method of expressing the universal language of music.

MOLDED WOOD TONE CHAMBERS

AT LAST! A long tone chamber that offers a means of comparison that is definitely tangible—a selling asset to every cabinet in which it is housed.

The exquisite, full-throated tone of a Molded Wood Tone Chamber is truly a perfect recreation of the 'original' itself. A reproducer of radio broadcast music and speech so faithfully lifelike and real, is the deciding factor in the prompt sale of any console or cabinet equipped with a Molded Wood model.

The Fidelity Speaker Unit, which is especially designed for use with the Molded Wood Tone Chamber, will handle without vibration the output of the largest power amplifier with ordinary protection, as well as respond to the weakest impulse from a distant station.

Prove this to yourself. We will gladly furnish a sample speaker for your own laboratory test. It will speak for itself.

Send for catalog and wire for full details.

MOLDED WOOD PRODUCTS, INC.
219 WEST CHICAGO AVE.       CHICAGO, ILLINOIS
New Freed-Eisemann Automatic Phono.

Instrument Demonstrated at a Luncheon in the Chamber of Commerce Building in Brooklyn, Before Retail Dealers, Hotel and Restaurant Men

A newly developed automatic phonograph with auditorium amplifier was recently demonstrated by the Freed-Eisemann Radio Corp., at a luncheon in the Chamber of Commerce Building in Brooklyn, N. Y., attended by dealers, hotel and restaurant proprietors of the metropolitan district of New York. This machine is equipped with devices which make it possible to play twice records in succession without attention. It has a dial control and a dynamic speaker, permitting adjustment to any desired volume. Another feature is a switch which makes it possible to eject a record and replace it with another.

J. D. R. Freed, president, and Arthur A. Troostler, assistant to the chairman, addressed the gathering and told of the mechanical and merchandising superiority of this automatic phonograph. Ray L. Speicher, sales promotion executive of the Freed-Eisemann Co., president, and spoke in detail of the sales possibilities inherent in this new product, which he predicted would be in demand for use in theatres, dance halls, chain restaurants, roadside inns, exhibition steamers, etc. The machine is on permanent display at the Brooklyn Chamber of Commerce, where it is attracting the attention of many interested visitors.

Leipzig Trade Fair
Office in New York

The American headquarters of the Leipzig Trade Fair will hereafter be located in the Salmon Tower Building, 1 West Forty-second street, New York. The central location at the intersection of Fifth avenue and Forty-second street has been chosen to better serve the increasing number of business men who take part in the Leipzig Fair. The New York representatives of the fair will lend every assistance to exhibitors and buyers visiting Leipzig. The office maintains free commercial information service for American business men interested in trade with Germany.

Will Represent the U. S.

The United States will be represented at the International Conference on Literary and Artistic Property in Rome, May 8, by Thorvald Solberg, registrar of copyright of the Library of Congress, and by Representative Sol Bloom, formerly a well-known music publisher and talking machine man in New York City, according to an announcement recently made by the Department of State.

Appointing Cabinet Jobbers

J. V. Cremonin, manufacturers’ agent of New York, who has been the exclusive representative of the Watstown Table & Furniture Co., in the metropolitan district for the past year, is now engaged in appointing jobbers for the Watstown line in this territory, under a new merchandising policy. Mr. Cremonin reports considerable interest in the Watstown line in this district.

Receiver Appointed

David Paris has been appointed receiver for the Kahn Radio & Music Co., 2229 Second avenue, New York City.

Mid-West Artists Are Brunswick Recorders

Paul Christensen’s Hotel Fort Des Moines Orchestra Visited Chicago to Make First Recordings of Popular Numbers

Paul Christensen’s Hotel Fort Des Moines Orchestra recently made a special trip to Chicago to record some of the new popular songs. The Christensen Orchestra is an organization of young men, whose dance rhythm has made them exceedingly popular in Iowa and other Middle West States. Brunswick dealers throughout the country, and particularly in Iowa, are awaiting the release of their first recording and national promotion is planned for this enthusiastic new Brunswick organization. Mr. Sixsmith, manager of Harger & Blish in Des Moines, Brunswick jobbers, is here seen shaking the hand of Paul Christensen and wishing the boys a speedy return to Des Moines.

“Beauty in Radio” Idea is a Success

Nation-wide Campaign Placed Behind Slogan by Splิดdorf Corp.

The idea of buying a radio receiver in a beautiful cabinet has “gone over” with the buying public, according to Hal P. Shearer, general manager of the Spl仁dorf Radio Corp., Newark, N. J. The Spl仁dorf Corp. originated the slogan “Beauty in Radio” last year, and placed a nation-wide campaign behind the slogan.

“When the beauty in radio idea was first advanced,” said Mr. Shearer, “it was recognized as a fundamentally sound proposition. At such it has been taken up for discussion in interior decoration circles. The public realizes to-day that the purchase of a radio set is more or less a lasting proposition, like the purchase of any other musical instrument. When the lady of the house is responsible for placing the receiver in the living room or the parlor, harmony of surroundings enter into the matter. Fine furniture plus the finest types of sets have strongly contributed toward bringing radio to its present high and lasting standard.”

Amrad Adds Newark Jobber

MENWOOD, N. J.—The Newark Electrical Supply Co., Newark, New Jersey, has recently concluded arrangements to act as exclusive Amrad distributor in the Newark territory, according to an announcement by W. H. Lyon, general sales manager of the Amrad Corp., of this city.

W. A. Grimes, treasurer of the Newark Electrical Supply Co., recently visited the Amrad factory for the purpose of discussing merchandising plans for the 1929 season, and as a result he returned very optimistic over the possibilities for Amrad in the Newark territory.
Plywood Packing Cases

You are assured prompt deliveries

Phonograph and radio manufacturers can depend upon Atlas Service. Local Atlas assembling plants take care of truck deliveries—five large manufacturing units on several railroads guarantee an uninterrupted supply of carload shipments. Users can depend upon Atlas Plywood Cases, too—as the safest, and most economical in the long run, of all phonograph and radio packs.

May we have your cabinet sizes? We believe we can show you figures that will interest you.

Atlas Packing Cases

THE WEIGHT - SAVE FREIGHT

ATLAS PLYWOOD CORPORATION

New York Office
90 West Broadway

Chicago Office
461 McCormick Building
Oscar Getz Makes Observations Based on 10,000 Mile Trade Trip

Steinite Sales Manager Predicts Next Season Will Be Largest in Radio History—Feels That Coming Broadcasts Will Have Big Influence in Stimulating Sales

When a man with as keen an insight as Oscar Getz, general sales manager of the Steinite Laboratories, Inc., manufacturers of Steinite electric radio and Steinite Polyphonic speaker, makes a two months' trip that covers 10,000 miles, his observations are bound to be of universal interest. He has just returned from a jaunt that took him from New York clear across the country to Spokane down to Los Angeles, over to New Orleans, Florida, and Cuba, returning by way of the Atlantic Seaboard, and he has picked a world of important points from his contacts with jobbers and dealers along the way.

Sees Prosperity in Radio Industry

First of all, Mr. Getz wants to be put on record that next season will be the biggest in all radio history. He believes that there will be much earlier buying this season. He bases his conviction on the fact that now buyers can purchase electric sets with complete confidence in their successful operation. He also calls attention to the fact that the coming season is scheduled to be so full of big broadcasting events that prospective owners of radios will buy early in order not to miss a single event.

Mr. Getz further concludes that the electric set has permanently revivified the sagging of bad summer business—that it has become to the radio industry what the closed car was to the automobile industry—making it a year round proposition.

Thoughts on Selling

The radio dealer, says Mr. Getz, has an assured future—the new product is here to stay—dealers are becoming better merchandisers. For instance, he cites the fact that house-to-house selling is being followed up more and more by radio retailers. The realization is coming that radio must be sold in a manner similar to the washing machine. Intensive coverage of each dealer's neighborhood and willingness to demonstrate in the home are factors which will bring success to the retailers. Mr. Getz further intimates that electric sets are making it easy to demonstrate in the home, by doing away with expensive set-ups, that dealers should and for the most part are eager to conduct home demonstrations.

Regarding Cuba, Mr. Getz says: "There is much set building in Cuba, and naturally a big parts market. I was agreeably surprised to see the great number of completely stocked radio stores which would be a credit to the best sections of our larger cities." The tendency of jobbers, says Mr. Getz, is to specialize on one line if that line is complete in price range and in models. Other considerations which Mr. Getz advised jobbers to observe in choosing a line, is whether the factory organization has demonstrated itself to be sufficiently flexible to adapt itself to the demands of the times.

Oscar Getz

Mr. Getz states that radios are a good medium for the circulation of ideas and declares that the beneficial effects of association work is very apparent and forms a strong contrast to what he found on a similar trip last year. As a final word, he says, "Radio has reached a stage where consumers can buy with confidence, dealers can sell with confidence and jobbers stock with confidence."

Along the line of new outlets, he noted that a bookstore on the Coast is handling radio with conspicuous success. In Salt Lake City a music store handling radio co-operates with the local broadcast station by playing and announcing the latest records on the air. Among factors aiding the wider sale of radio, he says, are the chain broadcasts which have linked the ends of the country. Again, hotels which are furnishing radio entertainment to their guests are increasing in number, and Mr. Getz believes that we will shortly see an era of two sets in many homes.

RCA Head Urges Unification

The unification of radio and cable communication companies in Great Britain should be answered by a similar movement in this country, if America is to meet England's challenge in the world communications. Major General James G. Harbord, president of the Radio Corp. of America, recently declared in a speech before the business policy class of the Harvard Graduate School of Business Administration. To facilitate co-ordination of the two systems, Gen. Harbord claimed, the American companies, both radio and cable, should be exempted from the operation of the anti-trust laws, but placed under government regulation of rates.

Victor Schubert Leaflet

The Victor Talking Machine Co. recently prepared a leaflet containing information regarding the life, work, and compositions of Franz Schubert which are available on Victor Orthophonic recordings. As the centenary of the death of the great composer is observed this year, public interest in his works is more alive than ever, and distribution of the leaflets by dealers is certain to bring profitable results.

---

JEWEL TONE VOLUME QUALITY IMPROVEMENT

Found Only in JEWEL PRODUCTS

Equipment made to fit all makes of phonographs. Orthophonic attachment for playing Edison four-minute Diamond Disc Records. Also improved reproducer (Jewel No. 333) to fit wider Orthophonic Victrola. Tone arms and reproducers for dealers' replacements and for manufacturers of cabinet phonographs and portables. We are the exclusive manufacturers of brass exponential phonograph tone arms made by the band-instrument method. We reproduce are unsurpassed for real musical quality. We claim for our latest product—the Jewel No. 33 Reproducer—solidity of tone—most musical—natural reproduction—with the least surface or needle exchange. Send for descriptive circulars and samples. It is only good judgment to buy from a reliable source to insure a supply for repairs and future service.

JEWEL PHONOPARTS COMPANY

500 North Dearborn St.

CHICAGO, ILLINOIS
Now order your Flyer and Junior Motor Parts direct from the Factory. Make sure of the genuine — Parts that really belong. Made to fit and function as only legitimate ones possibly can.

<table>
<thead>
<tr>
<th>List of Flyer Motor Parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>416 Screw for attaching Winding Shaft Tension Setting</td>
</tr>
<tr>
<td>2536 Governor Spring Screw</td>
</tr>
<tr>
<td>2903 Motor Mounting Screw</td>
</tr>
<tr>
<td>5047 Governor Shaft</td>
</tr>
<tr>
<td>5688 Fibre Handle Escutcheon</td>
</tr>
</tbody>
</table>

Component Parts of Flyer Phonograph Motor

Keep this page. Prices of FLYER Motor Parts on request.
**GENUINE PARTS for EASY, SURE REPAIRS**

**List of Junior Motor Parts**

<table>
<thead>
<tr>
<th>No.</th>
<th>Part Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>406</td>
<td>Motor Mounting Screw</td>
</tr>
<tr>
<td>2558</td>
<td>Screw for assembling Governor Spring and Weight to Governor Disc.</td>
</tr>
<tr>
<td>5041</td>
<td>Fibre Escutcheon for Winding Handle</td>
</tr>
</tbody>
</table>

Get your Parts at once and get them right. Give your customers prompt service and lasting satisfaction. Avoid profitless tinkering, lost time and trouble. Order always direct from the Factory.

**Send all orders for JUNIOR MOTOR PARTS to**

General Industries Co.
Department M R
Elyria, Ohio

Keep this page. Prices of Junior Motor Parts on request.
The Talking Machine World, New York, May, 1928

THE REAL HEART
of Phonograph Satisfaction!

The Long Famous FLYER MOTOR
Built Like a Fine Ship's Clock

For 12 years the Flyer Motor has forged ahead in universal favor. The longer its service the more it is appreciated alike by the public, the trade and the phonograph manufacturers.

Unfailing, smooth-flowing, noiseless power under all conditions.

The Just-as-well-made JUNIOR. Little brother of the FLYER

Service in a portable is the hardest test of a phonograph motor. By far the majority of portables sold are equipped with Flyer and Junior Motors.
Insist on the Flyer and the Junior in the portables you sell. Get the design, the spring, the frame, the precision-cut gears, worm and bearings — the faultless superiority — which they alone possess. Smooth, silent, vibrationless power in abundance. To bring from your machines the highest satisfaction, creating the greatest demand for records.

The GENERAL INDUSTRIES CO.
2812 TAYLOR STREET, ELYRIA, OHIO
Makers of Precision Products for 25 Years
Rola Speakers Shown at Home Exposition

The Emporium, Large San Francisco Department Store, Featured Rola Line of Radio Speakers in Interesting Exhibit

The Emporium, one of San Francisco's largest department stores, recently held an "Exposition of Home Furnishings" for a week. Displays of all kinds of home furnishings, interesting Rola display demonstrations of the actual making of all kinds of household goods and lectures on household economics, a cooking school and other features of interest to homemakers were the backbone of the exposition, which occupied the entire third floor.

The Rola Co., manufacturer of Rola loud speakers, had the only radio exhibit, and this exhibit included some of the manufacturing processes as well as assembling the various parts of the Rola reproducer unit. This display attracted a great deal of attention and its value was reflected in the increased sale of Rola speakers by the radio department. It is estimated that between 50,000 and 75,000 people visited the exposition.

Ray Reilly Host to Recording Artist

Milwaukee, Wis., May 5.—Ted Lewis, famous orchestra leader and ex-clusive Columbia recording artist, was a recent visitor to this city, and while here was entertained by one of his old friends in the phonograph industry, Ray Reilly, sales and advertising manager of the Carryola Co. of America. "Ted" took advantage of the opportunity to hear some of his latest Columbia recordings on a Carryola "Master," and judging from the accompanying photograph, he is well pleased with these splendid examples of the Columbia recording art.

Intercast Merges With Columbia

CITY, May 5.—Intercast, now a part of Columbia Records, is merging with the Columbia Records department of the Columbia Broadcasting System. This combination will result in a new radio program, "Intercast," which will be heard in all sections of the country. The program will feature the best of current records and will be produced under the direction of Tom Fenn, who has been with Intercast for many years.

FRTA Directors Hold Meeting in Chicago

Decision Made Regarding Dates of Meetings During the RCA Trade Show—Other Important Business Transacted

The Board of Directors of the Federated Radio Trade Association met in Chicago on April 16. The committee on the revision of Constitution and By-Laws reported progress being made on the revision so as to definitely outline the four major sections of the Federated. The Dealers' Section, headed by Julian Sampson, reported keen interest among the entire dealer trade throughout the country; many of them requesting additional information and affiliating themselves with the organization. An active membership campaign is about to be inaugurated, with the greatest stress being made at the time of the trade show and annual convention in June.

Michael Ett, chairman of the Association Section, reported that keen interest is being aroused among all the associations regarding the Federated movement. George Reibeth, chairman of the Manufacturers' Representatives Section, reported that the manufacturers' representatives are welcoming this move to create an organization of their own, and that they are evincing great interest in affiliating themselves with them. Harry Alter, active chairman of the Radio Wholesalers' Association, brought to the attention of the Board of Directors the fact that many prominent wholesalers had already affiliated themselves with this group. Interest is being aroused from coast to coast and the results of the past two months were even more than expected.

The Board of Directors decided the definite dates of the meetings of the various sections to be held during the show. Any requests for reservations will be taken care of through the executive office at 32 West Randolph street, Chicago, Ill.

The board selected a committee of five to confer with a similar committee from the Radio Manufacturers' Association, and the National Association of Broadcasters on a plan regarding the reallocation of wave lengths to be precised to the Federal Radio Commission. The committee selected was: President, Harold Wrape, honorary chairman; Thomas White of Chicago; Harry Alter of Chicago; H. H. Cory of Minneapolis; J. F. Connell of Indianapolis; and Julian Sampson of St. Louis. This committee spent the following day, April 17, in session with the other committees.

Opens Repair Shop

The Fort Madison Typewriter Exchange, of which Dore Day is manager, has opened a fully equipped phonograph repair and supply shop at 528 Avenue G, Fort Madison, la., and will cater to the repairing of all makes of phonographs for dealers throughout the State. Particularly all makes of machines are carried, and the manager has had twenty years' experience in this special field.

David Kanarek Promoted

David Kanarek was recently promoted to the post of radio sales manager of the G. J. Seedman Co., home radio distributor of Brooklyn, N. Y. Mr. Kanarek has been connected with the music-radio trade for a number of years and has been a member of the Seedman organization for the past four years. He will direct the radio activities of both the Brooklyn and New York divisions.

The Bedford Piano Co., Milwaukee, Wis., is conducting a fifty-sixth anniversary sale and is using a great deal of newspaper space attracting buyers for the bargain offerings.

Mona Oil Twins Make Columbia Recordings

Featured Artists of Broadcasting Station KQII, Council Bluffs, la., Secured Exclusive Columbia Recording Artists

The Mona Motor Oil Twins, radio broadcasting vocal favorites of station KQII, Council Bluffs, la., were recently added to the list of exclusive Columbia recording artists. The Mona Twins, who do clever close harmonies, feature on their first record, just released, "The Book of Etiquette," a burlesque song popularized by them with thousands of Middle West radio listeners.

"Here's the best aerial to use with that set you've bought"

Just connect it to your set and plug into the nearest light socket. This little device uses absolutely no current, requires no lightning arrestor, and cuts static down to almost zero. You will get the same perfect reception as you've just listened to here—because we always demonstrate with the Dublier Light Socket Aerial. Expensive? No, sir! Only $1.50.

More dealers than you can count are showing off their receivers to best advantage with this unique aerial, and then selling them at good profit with every set. Others are including the Dublier Light Socket Aerial in the purchase price of equipped sets as an added inducement. Have you tried out either of these plans? If you're not equipped to collect on this nationally advertised aerial, try Dublier today for a trial supply. Packets individually in attractive counter display cartons of ten. They are available through any good radio distributor.

Dublier Condenser Corp.
4377 Bronx Blvd.
New York

Dublier LIGHT-SOCKET AERIAL
NOW—An electric drive

The COMPACT $55

(List Price)

Emphatically, the compact is not "just another portable." On the contrary it is a brand new conception, an utterly different, new-type version of the compact phonograph that goes into a closet when not in use; that can be taken to a friend's house, or sent to school with the boy or girl who goes away to boarding school or college—since it weighs no more than many ordinary portables.

Just think! In the April issue of The Talking Machine World, eleven manufacturers advertised twenty-six portable models. And not one of them had the sales-making feature that makes the Compact new, completely different. For the Compact is crankless and runs by electricity, on either AC or DC, with its turntable driven by the same improved Johnson-Gordon Motor found in much costlier machines. Whether you are a phonograph or radio dealer, or both, reading this message and sending the coupon may mean bigger figures on your balance sheet.

To Phonograph Dealers

The Compact offers a unique profit opportunity because it is the only machine of its kind on the market. Since it is crankless and non-winding, it is head and shoulders above competition. Every winter buyer of a big machine is a summer prospect. It offers him utmost quality in little space for his summer home. A de-luxe music maker in every detail, it is no mere picnic toy, but a durable, substantial mechanism. And it perfectly meets the new demand for something better in a compact phonograph. Keep in step with the trend toward space-saving with the apartment-size Compact.

To Radio Dealers

Here is a rapid seller that will take the red ink out of the summer sales slump. The field for sale of the Compact is enormous. Every winter buyer of a radio can be interested in the Compact phonograph with a Gordon Pick-up to reproduce records electrically. With this combination you can give an unbeatable demonstration in comparison with $600 electric machines. And when you remember that the electric drive Compact costs only $55, and the Gordon Pick-up $12.50 (both list); then you know what quick turnover and fast profit, both devices represent.

At LAST—

a quiet motor

No more hum-m-m-m. No more sizzling and crackling in talking machines with electrical amplification. The improved Johnson-Gordon Motor is the long awaited, quality motive power for turntables. Universal, it operates on either DC or AC (25 and 60 cycles). A wonderful little motor for makers of radio-phonograph combinations as well as for dealers desirous of changing hand-wind phonographs into electric drive models. Easily and quickly installed. Supplied complete with turntable, speed regulator, automatic stop, and extension cord. Send coupon or wire for detailed specifications, prices, and discounts.

L. S. GORDON COMPANY
Successor to H. G. Saal Co.

1800 MONTROSE AVENUE, CHICAGO
STUDNER BROS, INC. • National Sales Agents • 67 West 44th Street, New York City
COMPACT phonograph...

Gordon Pick-up

With the Compact or any other phonograph and a radio, this $12.50 (list price) device gives the tone results of a $600 electrical machine. Not much, if any, larger than the old phonograph sound-box which it replaces on the tone-arm, and attached in a few seconds by even a novice, it truly works a musical miracle. Everyone with an old-type phonograph and a radio needs this amazing connecting link. A big, barely scratched field for profit awaits every new dealer. Please investigate the electrical superiorities of the Gordon before deciding on any other. Comparative tests will quickly convince you. Send coupon or wire for sample and discounts.

NOTE:
Our enlarged Turntable Department can now supply turntables for all types of electric phonograph motors.
Atwater Kent Set Featured in Show

Two Revues, "The Companionate Marriage" and "The Companionate Honeymoon," Use Radio Most Effectively

PHILADELPHIA, Pa., May 5—The Atwater Kent Mfg. Co., of this city, is one of the foremost advertisers in the country not only in the radio field but in any line of commercial endeavor, and in the publicity of Atwater Kent products has made use of practically every known avenue. However, a new method of publicity has recently been employed which is interestingly described by P. A. Ware, merchandising and sales promotion manager of the Atwater Kent Co., and well known to the trade.

"In the past," stated Mr. Ware, "radio has come in for a lot of comedy on the part of some good theatrical actors, and some actors who can resort only to broad parody in order to get a laugh. The theatre shows using radio have been very largely in a 'kidding' sense. It was with this in mind that the Atwater Kent Mfg. Co. made a tie-up with the Stanley Co. of America in a production including headed week. The setting is entirely separate and quite novel, and in each of them radio is seriously used. In the first act it is used as alternate entertainment in comparison with the Lamin Orchestra and in the second act a broadcast station effect is made.

Mr. Ware points out the advantage of this plan, as far as radio is concerned, is that it will tend to offset much of the cheap grotesque using radio as a form of reified humor. It was with this thought in mind, rather than the straight advertising, that the Atwater Kent Mfg. Co. participated in furnishing equipment for the production.

Columbia Issues "American" Quartet

Dvorak's Composition Based on American Theme Issued in Album Form—Is Recorded by London String Quartet

The Columbia Phonograph Co., recently issued an interesting addition to its collection of Masterworks series of symphonic and chamber music records in the form of Dvorak's "American" Quartet, played by the London String Quartet. This composition is one of Dvorak's two contributions to music based on American themes. The other work is the "New World" Symphony, which Columbia also issued in its Masterworks series, played by Sir Hamilton Harty and the Halle Orchestra.

The Columbia Co. furnishes a descriptive booklet with each of its Masterworks albums of records, containing much information of both technical and popular interest concerning the composition, the composer and artists.

Says Radio Business Is Now Stabilized

Asserting that it was "no longer necessary to have an ambulance and a surgeon attend the liquidation sales of stores dealing in radio sets," J. L. Ray, general sales manager of the Radio Corp. of America, told the business policy class of the Harvard Graduate School of Business Administration recently that the radio industry had now become a truly stabilized business.

"Throughout 1922 and part of 1923," Mr. Ray said, "there was a wild scramble of jobbers and dealers to obtain agency appointments. Nearly every retailer in the country who was not doing well in his regular business tried to sell radio. This chaotic condition continued throughout 1924. Until nearly 1925 the public bought anything and everything without much evidence of discrimination. The public has now had enough of over-claims and under-performances, and the constant national advertising of leading manufacturers is having its effect." Mr. Ray declared that in 1922 the public spent $60,000,000 for radio, while in 1927 they spent $446,000,000, the total expenditures for the six years amounting to $1,936,000,000.

Appointed Receiver

Howard Osterhout has been appointed receiver for the Hines Auto Sales & Radio Equipment Co., Lynbrook, L. I.

Kellogg Radio Used in Ideal Room Setting

Delineator Home Institute Uses Kellogg Radio Receiving Set Because It Harmonizes With Artistic Decorations

The Delineator Magazine, one of the most widely read fashion publications, maintains, in New York City, the Delineator Home Institute, to provide settings for photographs needed for the publication. Miss Mildred Maddocks Bensley, director of the Home Institute, in the Batterick Building, recently used the Kellogg radio receiver Model 510 for a home setting, choosing the Kellogg receiver because it harmonized with the artistic decorations which are used whenever interior scenes are needed for the Delineator.

The Delineator, which is published monthly, has a circulation of over one and one-quarter million, and the choice of the Kellogg Model 510 receiver is a tribute to the beauty of the instrument as well as to the consumer publicity for the product and its maker, the Kellogg Switchboard & Supply Co., of Chicago.

Kohler & Chase Add Bosch Line of Radio

What is said to be one of the largest radio contracts ever consummated on the Pacific Coast was recently signed when Kohler & Chase, of San Francisco, added the Bosch line as a feature of their large radio department. The deal was completed between George Chase, president of Kohler & Chase, and George Kampe, of George Kampe, Inc. distri, for the American Bosch Magneto Corp. Both executives expressed enthusiasm over the outlook for the radio business.

"The sale of radio sets has settled down into a consistent business," said Mr. Chase. "We believe that the addition of Bosch radio to our stock is a great step forward in offering our customers the very best in radio."

"Kohler & Chase have for many years been one of the most progressive firms on the Coast," said Mr. Kampe, "and we feel that we are fortunate to obtain this organization as a Bosch set dealer."
The Greatest Development In The Phonograph Industry Is

The SUN Phonograph Reproducer

"With the Golden Tone"

Aside from being the finest in the market, every Sun Reproducer is positively guaranteed to be uniform. This is an important factor and will help create sales and satisfied customers. The special processed aluminum and manner of forming the diaphragm is our own development. This diaphragm is rigidly mounted and protected to give years of service.

The type M-28 Sun Reproducer with the Willett patented diaphragm is considered the most valuable contribution to the art of sound reproduction and is the greatest development in the phonograph industry. This reproducer will eliminate excessive surface noise, blasting and metallic shrill and yet gives a powerful volume that is full-throated and real as life itself. Nothing made, regardless of price or claims, will surpass this performance.

Sun Reproducers can be found in the finest music stores and are standard equipment on a number of new style phonographs. They have been sold and shipped to almost every Country in the World and the quality reproduction they give is winning new friends each day.

WRITE TODAY FOR CATALOG AND DETAILS

The Golden Sun Co. 2829-31 Grand Ave.
LOUISVILLE, KY.
Broadcast of RCA Demonstration Hour Inaugurated by Radio Corp.

First Program Broadcast Over WJZ and the Blue Network in April—Demonstration of Receiving Set Performance and Broadcast Entertainment

A unique feature, known as the RCA demonstration hour, was inaugurated by the Radio Corp. of America on Saturday afternoon, April 21, when the first program was broadcast over WJZ and the Blue network of the National Broadcasting Co. The feature consists of high class entertainment and will be broadcast every Saturday afternoon from 2:30 to 3:30 p.m. until the end of 1928. This hour, as its name implies, will serve to provide dealers with material for satisfactory demonstration of radio receivers and speakers.

"The RCA demonstration hour," said J. L. Ray, general sales manager of the Radio Corp., "will be replete with that variety and excellence so essential in providing for a proper demonstration of broadcast entertainment and receiving set performance. The selections will run the entire gamut of musical entertainment, to please all classes, tastes and ages. It is the prime purpose to provide radio merchandisers with the necessary means of demonstrating radio receivers and accessories to the best advantage both in the shop and in the home of the prospect. Heretofore there has been a marked scarcity of good program material during the usual business hours. In the RCA demonstration hour the radio merchandiser is assured of sixty minutes of ideal program material with ample variety and selections, orchestration, instrumental solos and vocal renditions, broadcast by leading stations."

Reports From Milwaukee Indicate Satisfactory Volume of Business

Intense Local Interest in Trip of Victor Record Girls’ Club to the Victor Headquarters in Camden, N. J.—Affair Sponsored by the Badger Talking Machine Co.

Milwaukee, Wis., May 7—Wholesale and retail dealers are reporting fairly satisfactory business on radios and phonographs during the last months. Business at the George C. Beckwith Co., distributor of Federal and Mohawk-All-American radios, is reported as active, and the trade is reporting good business.

The Interstate Sales Co., distributor of the Freed-Eisenmann and Bosch brands, has been growing along at a very satisfactory pace, according to R. H. Zinke, secretary and general manager.

The Milwaukee office of the Tay Sales Co., distributor of the Sowen in Wisconsin, was closed about May 1. No announcement was made at that time as to the establishment of any other Wisconsin headquarters, but it is expected that the Wisconsin territory will be taken care of from Chicago.

The Milwaukee retail trade is interested in the trip which the Badger Talking Machine Co., Victor dealer, and members of the Victor Record Girls’ Club will make to Camden. The party will leave Milwaukee on Wednesday morning, May 30, in special parlor cars. Stops will be made in Chicago, Washington, Atlantic City, Philadelphia and, of course, Camden, N. J.

Tuesday, June 5, the party will leave Camden for the Philadelphia, and here the party will separate on various tours, some going to Montreal, New York, and other cities. A large number of dealers from Wisconsin, and Milwaukee, and a number of the Victor Record Girls’ Club, managers of the record departments in music stores, have made reservations for the trip.

The Badger Talking Machine Co. has conducted a sales contest among the members of the Milwaukee Victor Record Girls’ Club. The winners in the first group are Miss Helen Gunnis, of Edmund Gram, Inc.; Mrs. Edna Carl-son, of the J. H. Bradford Piano Co., and Miss Helen Moreau, of the Boston Store. In the second group the winners are Miss Alvina Aigner, of the Sandre Music Shop, Fond du Lac, and Miss Alimire Krewe, of the Buechele Co., which is located in Sheboygan.

A. V. Orth, of the Orth Music Co., reports Carryola business good. This is the season for portables, and while they have been keeping up all Winter, the effect of favorable weather is beginning to show in increased sales, he states.

The Flanner-Hafsoos Music House, Inc., reports good activity on the Kellogg line, distributed by the Standard Radio Co., Milwaukee. The house has been featuring the Kellogg AC set with good success, and has found the demand for radios to keep up during the Spring season on the high-priced sets.

The La Crosse Radio Dealers Association held its first annual radio show in that city during April. The dealers, all authorized distributors for nearly thirty different manufacturers, exhibited their lines and succeeded in making the show a fine stimulant for early Spring business.

Live Dayton Dealer Has a Busy Month

Earl Pence, of the Rike-Kumler Co., Dayton, O., within a period of a little more than a month, sold and delivered twelve Brunswick Panatrope-Radiolas, model P.R. 138-C, which retail for $1,175, counting among his customers some of the most prominent personages of Day-

QUALITY PLYWOOD SHIPPING CASES

Backed by
Eighteen years' successful manufacturing experience.
Virgin Birch and Maple timber resources.
All new machinery equipment.
No Increase in Price

Northern Maine Plywood Co.

Statler Building

Boston, Mass.

EARL PENCE

BURLINGTON, I. 0. This aggressive young man is thoroughly alive to the possibilities of the higher unit sales, and his actual results on the expensive model of the Brunswick Panatrope are an interesting example of the sales possibilities of that instrument.

New Grebe Station

A new short-wave station, owned by A. H. Grebe & Co., Inc., New York, and situated at the top of the Grebe radio factory in Richmond Hill, N. Y., began daily operation on Sunday, April 22, broadcasting simultaneously with station WABC of the Atlantic Broadcasting Corp., in New York. This short-wave station has been designed so as to include all of the latest developments known to short-wave engineers and its range is practically unlimited.

Each time WABC broadcasts 2XE will simultaneously send forth the identical program on short waves. The new station was opened on 88.5 meters, using 250 watts. At the time this issue reaches our readers, May 15, this will be increased to 1,000 watts.
These new Portables are Profit Makers

Put a display of these New Caswell Portables in your best window

Watch the people stop, look and come into your store. Their remarkable values, their attractive finish and fine workmanship will win new customers and new profits. Show them and sell them.

Order your new Caswells now. Compare them with any other machine for workmanship, for mechanical features, for real music-making ability, for beauty of finish. Then you will understand why they lead the field. Then you will understand why they are such profit-makers. Take advantage of this opportunity while it is fresh in your mind. Be the first in your community to feature the New Caswell.

Caswell Manufacturing Co., 10th and St. Paul Ave., Milwaukee, Wis.

CASWELL
Portable Phonographs of Distinction
Expensive Instruments Have the Call in the Cincinnati Territory

Sales Continue Brisk and the Entire Trade Anticipates a Satisfactory Spring and Summer Business—New Victor Model Aroused Interest of Trade and Public

CINCINNATI, O., May 9—Leading dealers in talking machines report that sales are holding up very well and state that there is an increasing tendency on the part of buyers to choose the more expensive models and combinations. The great majority state that there is a growing demand for portable machines, and practically all report that there is a fine demand for records at the present time.

The Rudolph Wurtele Co. has just received the new Victor No. 8-33, which is a straight Orthophonic, designed after the style of a low bookcase. It now occupies a conspicuous position in one of the store's show windows, and it is attracting a great deal of attention. The M. W. Fosti Co. has taken over the territorial distribution of QRS, U. S. and Imperial music rolls, and will carry a large stock of each, both popular and standard.

The Starr Piano Co. has just received the new Style 3 electric pick-up machine, and three or four other models of this instrument are expected to arrive at an early date. "The new Starr portable has already become very popular," said G. E. Hunt, retail manager.

At the Biddle Brunswick Shop, which is located in the store of the Starr Piano Co., it was reported by H. O. Biddle that talking machines and records are moving in a way that may be described as better than fair. The Radiola 16, recently received, is attracting a great deal of attention, it was stated.

H. H. Sellers, who for some time has been assistant to E. B. Daulton, local manager for the Brunswick-Balke-Collender Co., has been transferred to the sales department, and is now covering the Columbus, O., district. Mr. Sellers has been succeeded by John Dodson, who is an "Old Southwick man." The company has just added to its list of dealers the Costner-Knobb Co., in Nashville, Tenn. "Portable machines are selling so rapidly that we cannot keep up with the orders," said Mr. Dodson.

The George P. Gross Co. has added to its sales force two experienced men, these being E. Long and W. L. Mitchell.

At the store of the W. E. Sheets, Graul Piano Co., where the Columbia-Kolster line recently has been added, it was reported that this instrument is moving in a satisfactory way.

"At this time the tendency is largely toward the Electrola types, but combinations are in fairly good demand," stated C. H. North, secretary of the Ohio Talking Machine Co. "Our Southern Series records are in splendid demand, late ones being 'Romona' and 'Tomorrow,' by Gene Austin," stated Mr. Bates. A recent visitor to this concern was K. Innis, Victor representative, who reported conditions in his territory as being very encouraging. He had just visited the newly opened Dining-Room Music Co. in Louisville.

According to Miss Rose Helberg, local manager of the Columbia Phonograph Co., the recent appearance of Columbia artists in Cincinnati, Jan Garver and Moran and Mack, did much to stimulate the sale of records made by them. "The demand for the Columbia-Kolster has been larger than we had hoped for, and all of our models have been moving well," stated Miss Helberg.

David Sarnoff Honored

David Sarnoff, vice-president and general manager of the Radio Corp. of America, was elected an honorary member of the Pratt Institute Electrical Engineering Alumni at the April meeting of this body, which is composed of graduates who have become prominent in their chosen fields. Mr. Sarnoff attended Pratt Institute, Brooklyn, N. Y., in 1909, where he completed in one year an electrical engineering course ordinarily covering a three-year schedule.

Among other offices which he holds, Mr. Sarnoff is president of the newly formed Radio Marine Corp. of America, and the RCA Photophone Co., Inc., and is a director of the National Broadcasting Co. He also holds an honorary degree of Doctor of Science from St. Lawrence University, is an honorary member of the Radio Club of America, and a Fellow of the Institute of Radio Engineers.

NEMA Radio Warranty

For the protection of the purchaser of a radio receiver, as well as the protection of the entire retail trade, the Radio Division of National Electrical Manufacturers' Association has recommended to its members the use of a standard form of warranty.

"This manufacturer's warranty is very similar to the standard form successfully used by the automobile industry for many years," says Geo. A. Svaty, chairman of the Manufacturing Council, Radio Division. "Its use by the radio manufacturer protects the purchaser for a sufficient time to determine that the radio receiver is not defective. It also protects the manufacturer, the jobber and the dealer against unjustified claims and losses. It tends to place the radio industry on the same basis as the automobile industry in the elimination of free service after a reasonable lapse of time."

Jewell Electrical Instrument Co.

1650 Walnut Street  -  Chicago
Announcing

Majestic

Electric Radio

You cannot buy a better radio set at any price
MAJESTIC FEATURES
CABINETS

The finest woods and the finest workmanship that brains and unlimited resources can create. All cabinets made in Majestic's own great, modern cabinet plants.

CHASSIS

Rigid and sturdy throughout. Trim and beautiful in design, and at the same time built to give lasting satisfaction. All parts readily accessible.

POWER

Majestic supremacy in the manufacture of electric radio power is acknowledged. All power units for the new receivers designed for performance of the highest quality, under the most exacting conditions.

DYNAMIC SPEAKER

Designed and manufactured in the Majestic plants. The most rigid tests have demonstrated conclusively its dependable construction, its ability to withstand the most severe shocks, its consistent high performance in the face of all climatic changes.

Cabinets, Dynamic Speakers, Chassis, Power—Everything made from beginning to end in the six great Majestic Plants.

To see and hear these new wonder radio receivers is an experience that will thrill you, no matter how long you've been "in the game."

Majestic Was First to

MODEL 72, $167.50 LIST

Seven tubes, completely shielded, using R.F.I. balanced circuit, consisting of three tuned radio frequency stages and a tuned antennae input and audio power amplifier. Two 6T7 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panels and doors of matched burl walnut, complete with Majestic electric power unit and Majestic dynamic power speaker.

Prices Slightly Higher West of Rocky Mtns.

The Majestic name and products are already known to millions. Our new high-pressure advertis-
That explains the astounding prices—but the quality, performance, and tonal magnificence must be seen and heard.

Build high-quality low-priced electric radio power to suit everyone's desire and purse.

**Majestic is First to offer the world's finest radio, at the world's lowest prices.**

**MODEL 71, $137.50 LIST**
Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antenna input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panels of matched burl walnut, complete with Majestic electric power unit and Majestic dynamic power speaker.

**MODEL 61, $85.00 LIST**
Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antenna input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panels of matched burl walnut, complete with Majestic electric power unit.

**MAJESTIC FEATURES**

**SIMPLICITY**
Majestic receivers are true one-dial sets and are so constructed that a child may secure remarkable results over the entire range of stations.

**SENSITIVITY**
An outstanding feature that has amazed even veteran radio engineers. Under actual tests, in comparison with every leading make of set, no matter what the price or number of tubes, Majestic has "out-picked" and "out-distanced" anything on the market.

**TOE**
Majestic receivers reveal a fidelity, breadth, and magnificence of tone without distortion, that will thrill you. Both high and low notes of all broadcast auditions faithfully reproduced.

**PRICES**
Majestic prices speak for themselves. Stated briefly, comparison will show them the highest-quality receivers in the world for the least money.

Prices Slightly Higher West of Rocky Mts.
<table>
<thead>
<tr>
<th>Distributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harry Alter &amp; Company</td>
</tr>
<tr>
<td>Chicago, Illinois</td>
</tr>
<tr>
<td>Badger Radio Corporation</td>
</tr>
<tr>
<td>Milwaukee, Wisconsin</td>
</tr>
<tr>
<td>Benwood-Linze Company</td>
</tr>
<tr>
<td>St. Louis, Missouri</td>
</tr>
<tr>
<td>Capitol Electric Company</td>
</tr>
<tr>
<td>Indianapolis, Indiana</td>
</tr>
<tr>
<td>Chapin-Owen Company</td>
</tr>
<tr>
<td>Rochester, New York</td>
</tr>
<tr>
<td>Cooper-Louisville Company</td>
</tr>
<tr>
<td>Louisville, Kentucky</td>
</tr>
<tr>
<td>Detroit Electric Company</td>
</tr>
<tr>
<td>Detroit, Michigan</td>
</tr>
<tr>
<td>E. S. &amp; E. Co.</td>
</tr>
<tr>
<td>Albany, &amp; Buffalo, New York</td>
</tr>
<tr>
<td>Fobes Supply Company</td>
</tr>
<tr>
<td>Portland, Oregon</td>
</tr>
<tr>
<td>Fobes Supply Company</td>
</tr>
<tr>
<td>Seattle, Washington</td>
</tr>
<tr>
<td>Fobes Supply Company</td>
</tr>
<tr>
<td>Spokane, Washington</td>
</tr>
<tr>
<td>Harger &amp; Blish</td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
</tr>
<tr>
<td>Hamburg Brothers</td>
</tr>
<tr>
<td>Pittsburgh, Pennsylvania</td>
</tr>
<tr>
<td>Harbour-Longmire Co.</td>
</tr>
<tr>
<td>Oklahoma City, Oklahoma</td>
</tr>
<tr>
<td>Heib Radio Supply Company</td>
</tr>
<tr>
<td>Marion, South Dakota</td>
</tr>
<tr>
<td>Holmes &amp; Crane</td>
</tr>
<tr>
<td>Oakland, California</td>
</tr>
<tr>
<td>Horrockis-Ibotson Company</td>
</tr>
<tr>
<td>Utica, New York</td>
</tr>
<tr>
<td>Kimball-Upson Company</td>
</tr>
<tr>
<td>Sacramento, California</td>
</tr>
<tr>
<td>K. W. Radio Company</td>
</tr>
<tr>
<td>New York City, New York</td>
</tr>
<tr>
<td>D. W. May, Inc.</td>
</tr>
<tr>
<td>Newark, New Jersey</td>
</tr>
<tr>
<td>North American Auto Supply Co.</td>
</tr>
<tr>
<td>Cleveland, Ohio</td>
</tr>
<tr>
<td>North American Radio Corp.</td>
</tr>
<tr>
<td>New York City, New York</td>
</tr>
<tr>
<td>North Ward Radio Co.</td>
</tr>
<tr>
<td>Newark, New Jersey</td>
</tr>
<tr>
<td>Peirce-Phelps, Inc.</td>
</tr>
<tr>
<td>Philadelphia, Pennsylvania</td>
</tr>
<tr>
<td>Penn Phonograph Company, Inc.</td>
</tr>
<tr>
<td>Philadelphia, Pennsylvania</td>
</tr>
<tr>
<td>F. D. Pitts Company</td>
</tr>
<tr>
<td>Boston, Massachusetts</td>
</tr>
<tr>
<td>R. S. Proudfit Company</td>
</tr>
<tr>
<td>Lincoln, Nebraska</td>
</tr>
<tr>
<td>Roycraft Company, The</td>
</tr>
<tr>
<td>Minneapolis, Minnesota</td>
</tr>
<tr>
<td>Radio Equipment Company</td>
</tr>
<tr>
<td>Dallas, Texas</td>
</tr>
<tr>
<td>Radio Equipment Co.</td>
</tr>
<tr>
<td>South Bend, Indiana</td>
</tr>
<tr>
<td>Roberts-Toledo Company</td>
</tr>
<tr>
<td>Toledo, Ohio</td>
</tr>
<tr>
<td>Shaw’s Incorporated</td>
</tr>
<tr>
<td>Charlotte, North Carolina</td>
</tr>
<tr>
<td>Specialty Service Corporation</td>
</tr>
<tr>
<td>Brooklyn, New York</td>
</tr>
<tr>
<td>Sterling Radio Company, The</td>
</tr>
<tr>
<td>Kansas City, Missouri</td>
</tr>
<tr>
<td>Stern &amp; Company</td>
</tr>
<tr>
<td>Hartford, Connecticut</td>
</tr>
<tr>
<td>Fredk. H. Thompson &amp; Company</td>
</tr>
<tr>
<td>San Francisco, California</td>
</tr>
</tbody>
</table>

*Distribution arrangements in sections not covered above will be announced later.*
Al Jolson Records
His “Mammy” Song

Renewed Popularity of Song Created by Vitaphone Production, “The Jazz Singer,” Resulted in New Brunswick Recording—Wide Sale Is Expected

Because of the renewed popularity of Al Jolson’s “Mammy” song, created through the Vitaphone production of “The Jazz Singer,” one of the most successful movies in the history of film, record companies are now selling a great number of copies of the song.

A. K. Dealers Meet in Atlantic City

Louis Buehn Co., Philadelphia Atwater Kent Distributor, Entertains South Jersey Dealers—Increased Business

Atlantic City, N. J., May 7—Atwater Kent dealers from this city and nearby points recently met for a brief business session and dinner at the Hotel Ambassador as guests of the Louis Buehn Co., wholesale distributor of Philadelphia, Pa. Russell E. Huntig, sales manager, conducted the meeting. J. A. Prestele, district manager of the Atwater Kent Mfg. Co., reported that the volume of business in Philadelphia and South Jersey territory had shown a 6 per cent increase during the last twelve months as compared with the previous year.

The Hughes Electric Co., of Syracuse, N. Y., recently filed a petition in bankruptcy. The firm handled radio receiving sets.

Columbia Spanish Catalogs Are Issued

Record Supplements and Consumer Literature on Columbia Products Issued for Benefit of Spanish-Speaking Trade

The export department of the Columbia Phonograph Co. recently issued a number of record supplements and consumer literature regarding Viva-tonal phonographs for the Spanish-speaking trade. The literature includes a complete catalog of Columbia celebrity records, two supplements of recently recorded electric discs, a folder describing and illustrating the complete Viva-tonal phonograph line, and two leaflets, one devoted to the Columbia Viva-tonal portable, model No. 130, and the other to the Harmony table model No. 5.

William A. Blank has been appointed as receiver in the bankruptcy of Sigmund Halperin, music dealer, of Brooklyn, N. Y.

RADIO CABINETS

By

Superior of Muskegon

Five years ago radio authorities said “Sell in front of the panel.” Today the trade watchword is “Sell your prospect radio furniture.” With the advent of the small, compact, self-contained radio receiver comes SUPERIOR radio furniture in which to house it, to help clinch the sale, to more than balance the sales loss encountered through the decrease in demand for batteries and eliminators.

SUPERIOR will continue the policy established in 1927—the building of high quality radio cabinets at moderate prices. Our 1928 line is far more attractive in design and incorporates entirely new and original features. Each SUPERIOR cabinet will be an attractive addition to the living room of any home and is built to accommodate all of the new 1928 radio receivers.

Visit our display booths 112, 113 and 114 at the Second R. M. A. Trade Show, Hotel Stevens, Chicago, June 11-15, 1928

Look for This Label

SUPERIOR CABINET COMPANY
MUSKEGON, MICHIGAN

Studner Bros., Inc., 67 W. 44th Street, New York City, Sales Representatives
Shoers Bros., Inc.,
Plans for Busy Year

Plants Controlled by Company Cover 126 Acres—Powel Crosley, Jr., Approves of the 1928 Cabinet Designs

The trade undoubtedly will be interested in the far-reaching plans of Shoers Bros., Inc., Bloomington, Ind., the largest manufacturer of furniture in the world and well known throughout the industry as one of the foremost makers of radio cabinets. The plants controlled by this company cover 126 acres of ground, and in addition to the Bloomington, Ind., and Burlington, Ia., plants illustrated herewith, they also own large factories at Bloomfield, Ind., and a kitchen cabinet plant at Bloomington.

The 1928 Shoers Bros. cabinet designs have already been approved by Powel Crosley, Jr., as ideally adaptable for his receivers. Shoers Bros. are now celebrating their sixtieth anniversary, and an extensive experimental laboratory is under construction for the development of radio cabinet and furniture designs and the perfection of the most advanced manufacturing methods.

The radio department is under the direction of C. A. Caudle, well known throughout cabinet manufacturing circles, and among the sales representatives are Bob Thompson, Jimmie Woods, Don MacKenzie and Pete Hawley. The sales organization is now getting ready for a record-breaking year in radio furniture, and the outlook is excellent.

Radio Stocks in
Hands of Dealers

Survey Made by Electrical Equipment Division of Bureau of Foreign and Domestic Commerce and NEMA

The Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce, in co-operation with the Radio Division of the National Electrical Manufacturers’ Association, recently compiled figures showing stocks of radio receivers and equipment in the hands of radio dealers. On January 1, 1928, there were 6,278 battery operated sets as against 6,921 on October 1, 1927, and 2,584 AC operated sets as against 6,087; on January 1, 1928, there were 74,771 ordinary loud speakers as against 63,861 on October 1, and 3,054 amplified loud speakers as against 3,280.

Storage battery stocks showed 42,580 on January 1, 1928, and 52,242 on October 1, 1927; dry batteries (45-volt), 226,835 on January 1, 1928, and 246,134 on October 1, 1927; power units and eliminators: “A” with storage batteries, 8,536 on January 1, 1928, and 9,370 on October 1, 1927; “A” without storage batteries, 7,169 on January 1, 1928, and 3,935 on October 1, 1927; “B” with or without “C”, 90,785 on January 1, 1928, and 17,232 on October 1, 1927, and “A” and “B” combined, 13,166 on January 1, 1928, and 10,775 on October 1, 1927.

Receiving tube stocks were reported as follows: dry battery, 144,210 on January 1, 1928, and 118,944 on October 1, 1927; storage battery, 376,006 as against 376,317 on January 1, 1928, and 376,377 on January 1, 1927; AC, 115,004 on January 1, 1928, and 29,278 on October 1, 1927; rectifying tubes: high voltage for “B,” 36,644 on January 1, 1928, and 22,776 on October 1, 1927; low voltage for “A,” 11,169 on January 1, 1928, and 10,432 on October 1, 1927.

The approximate annual volume of radio business is placed at $90,785,080.

Marketing New Filmo Camera for Amateurs

Bell & Howell Co.’s New Product Is Light and Compact—Designed for Outing Use

The Bell & Howell Co., Chicago, manufacturer of Filmo motion picture cameras, projectors and accessories, recently announced a new amateur model known as Filmo “75,” which retails at $125, including a leather carrying case, a price one-third lower than Filmo “70,” the original Filmo.

Lightness and compactness are features which recommend the new Filmo “75” for general, sport, vacation and outing use, for, since it is slim and flat, it may be slipped into a coat pocket between shots. The camera weighs three and one-half pounds, and its size is 1½ inches by 4 inches by 8½ inches. The glassview Finder is concealed within the frame, and the winding key, permanently attached, folds flat against the side of the camera, having a ratchet device permitting winding like a watch. Only one hand is needed to hold and operate the Filmo “75,” since the starting button is located on the front plate beneath the lens, where the index finger naturally falls when the camera is held to the eye. The Filmo is finished in filigreed wear-proof metalic covering, available in a choice of three colors, silver, black, and walnut brown. Regular equipment includes a sturdy, genuine polished leather carrying case, with suitcase style handle and shoulder strap, 20 mm. F 3.5 Taylor-Hobson Cooke anastigmat universal focus lens and a carefully calculated exposure chart.

Other details include a safety lock on the starting lever, instant interchangeability of lenses, viewfinder adjustable to the angle of vision of every alternative lens, without need for auxiliary matched viewfinder lenses, an upper right viewfinder image as seen through binoculars, elimination of the necessity of lubrication for two years, operating speed of sixteen exposures per second, capacity of 100 feet 16 mm. film, twin-spun units of highest grade, imported Swedish steel with driving capacity of twenty feet of film per winding, extremely simple daylight loading, shuttle film movement of utmost precision of registration, aperture and gate of stainless steel mirror polished, easy removal of gate for cleaning, accurate film footage dial and ample protection for all of the working parts.

The new Filmo “75,” the manufacturer states, does not in any way replace the original Filmo “70,” which contains a number of features not found on Filmo “75” and which will be produced in the future as in the past.

The Kenwyn Music Co., Huntington, W. Va., carrying a complete line of musical instruments, including the Orthophonic Victor line, recently moved to new and larger quarters at 319 Ninth street. The new store opened with appropriate ceremonies.
IN ORDER to obtain 100% results in the way of tone quality, volume, distance, and even more important than this, to get satisfactory life out of A.C. tubes, an R-B-M VOLTAGE REGULATOR is an absolute necessity on every A.C. set. This device is guaranteed to deliver the correct voltage to your set regardless of your line voltage, the make of your set, or the number of A.C. tubes that it uses. It is small, compact, beautifully finished, and attaches to your radio set in just a few seconds’ time. It does not require the use of any tools or the connecting of any wires, other than plugging it into the light socket. No rheostats or voltmeters required with this device. It does not waste or consume any current, nor heat up.

How it works
The R-B-M VOLTAGE REGULATOR will deliver 110 volts to your A.C. set no matter whether your line voltage is 90 volts or 130 volts or at some point in between. By delivering the proper voltage at all times to your set, it will give you the maximum efficiency in the operation of your receiver since it will always burn your A.C. tubes at the voltage for which they were designed to give the best results. In districts where the line voltage is exceedingly high, it will prolong the life of your A.C. tubes to their rated number of hours. On the other hand, where the line voltage runs as low as 90 volts, this device enables you to get all of the kick and volume out of your set because it will boost the voltage up to the right point for which the set was designed, viz.: 110 volts. Thus you never have to worry about ruined reception due to low voltage which is very common in many districts.

Sell it over the counter
Think what it means when one of your customers comes in with a burned out A.C. tube. Immediately you sell him this device right over the counter. Your customer can install it just as efficiently as you can. It does not require the use of a service man, voltmeter, or any tools to install it. Once set for the proper voltage there is nothing to get out of order. You not only make a profit on the sale of this device but it means satisfied customers and no more free service calls due to burned out A.C. tubes. The R-B-M VOLTAGE REGULATOR is fully covered by patent applications.

DEALERS: If your jobber cannot supply you with R-B-M VOLTAGE REGULATORS, write us direct.

MANUFACTURERS desiring to equip their sets with this voltage regulator will receive special attention.

R-B-M MANUFACTURING CO.
Logansport, Indiana
Atwater Kent showed the world the advantage of compactness in a radio set—and Atwater Kent dealers made money.

Atwater Kent cut the dials from three to one—and AGAIN Atwater Kent dealers made money.

Atwater Kent found the easiest, simplest, best way of utilizing power from the light socket—and AGAIN Atwater Kent dealers are making money.

The enormous success of our self-contained A.C. set is only one of a series of consistent successes that have come to the dealers who have handled our radio year after year.

The story of Atwater Kent Radio is written in the prosperity of the merchants who sell it.

They don’t merely hope this year will be a good year. They know—from experience!

Atwater Kent Radio Hour every Sunday night 
on 19 associated stations

One Dial Receivers licensed under U.S. Patent 1,014,002
Prices slightly higher West of the Rockies

RADIOS BEST SELLER

MODEL 37

Model E Radio Speaker, $24
Radio's truest voice. All parts protected against moisture. Comes in a variety of beautiful color combinations.

Model 38, without tubes, $125
An extra powerful A.C. set of particular value where distance getting or maximum daylight reception is essential or an inside antenna is necessary. Beautiful tone quality. Unusual selectivity. Uses seven A.C. tubes and one rectifying tube.

without tubes
Col. C. M. Tichenor
Is With Kellogg Co.

Appointed Works Manager of Kellogg Switchboard & Supply Co., Chicago—Wide Manufacturing Experience

The Kellogg Switchboard & Supply Co., Chicago, manufacturer of Kellogg AC radio receivers, AC tubes, telephone equipment and automotive apparatus, recently announced the appointment of a new works manager, Col. C. M. Tichenor. Col. Tichenor joins the Kellogg Co. with a wide background of manufacturing experience gained in the electrical and automotive industries.

As a young man Col. Tichenor held his first executive position with the Robbins Motor Co., Clyde, O., where he was superintendent. Later he was superintendent and divisional chief engineer of the Maxwell Motor Co., Detroit. When the Gray-Davis Co., Boston, Mass., was organized to produce automobile lighting and starting equipment, Col. Tichenor was made sales manager of the manufacturers' division, and later was placed in complete charge of manufacturing and mechanical engineering.

Col. Tichenor made an exceptional service record during the war. As a captain in the Signal Corps he was made chief of aircraft engine inspection with headquarters in Washington. During this activity he directed the inspection of all airplane motor manufacturing plants making government motors. Later in 1917 Captain Tichenor was made lieutenant-colonel in the Signal Corps, at which time he and Col. Henry B. Joy mobilized and trained 14,000 skilled mechanics to assist the French army. Having completed this task he was given the tremendous task of mobilizing and training the personnel for the American airplane assembly base at Romorantin, France. In addition to mobilizing the personnel he was also responsible for laying out and planning the buildings and equipment for this important base. Later he was made chief of the aircraft armament section which had to do with the furnishing of machine guns, bombs, bomb dropping apparatus and fighting equipment for all airplanes in the war service.

Upon leaving the service Col. Tichenor was connected with the G. W. Goughels Engineering Co., New York City, and later was in charge of the operating end of the Pierce-Arrow and Rickenbacker Motor companies. Col. Tichenor has a very wide acquaintance in the automotive industry, and his many friends will be glad to learn of his new connection. For the Kellogg Co. he will direct the entire production and manufacturing procedure.

Buckingham Moving to Larger Quarters

500 Per Cent Increase in Space Results From Move by Chicago Manufacturer of Radio Receiving Sets

The Buckingham Radio Corp., well-known Chicago manufacturer of radio sets, is moving its offices and factory from 25 East Austin avenue to 440 West Superior street. The new factory location will increase past production facilities five times.

Extensive installation of special machinery and equipment for the manufacture and finishing of all component parts and materials used in the Buckingham radio receivers is being rushed to completion. Production on a complete line of new alternating current models will be in full swing by the latter part of May. Anticipation of a big demand for Buckingham products has necessitated not only a general expansion of manufacturing programs and equipment but additions to personnel as well.

Paul McK. Deeley, for a number of years chief engineer of the Electrical Research Laboratories, has joined the Buckingham organization in the capacity of assistant to the president, and in charge of sales. Mr. Deeley has been actively connected with the radio industry since about 1915, and brings to the Buckingham organization a world-wide fund of experience in radio engineering, factory production and management, sales and advertising.

Condenser Pick-Up for Phonograph Reproduction

Among the several radio novelties which attracted the attention of William Dubillier, well-known condenser engineer and manufacturer during his recent trip abroad, is the condenser pick-up or reproducer developed by the British Dubillier organization. This pick-up, which may be employed to reproduce any standard phonograph disc record, makes use of the principle of variable dielectric and, therefore, variable capacitance, following the vibrations of the usual needle tracing the record groove. The condenser pick-up is connected with the usual detector tube, thereby causing the varying capacity to affect the grid and the plate circuits much after the fashion of radio signals.

Invents Phono-Radio

D. A. Gillibon, piano tuner, of Decatur, Ill., announces a combined talking machine and radio on the constructive principle of which he has secured patents.

Popular Artist Makes Brunswick Recording

Arnold Johnson, Well-known Orchestra Leader, Relinquishes Other Interests to Resume His Musical Activities

"I'm Riding to Glory" is the title on the first Brunswick record by Arnold Johnson and His Orchestra to be released after his long absence from the music field. Arnold Johnson will be remembered as one of the outstanding orchestra leaders of a few years ago who left the music world for other ventures, but the lure was too great, and he is back again with a new organization of young men.

Johnson's aggregation of arrangers, musicians and singers numbers sixteen and he has gone to great pains to make his return to Brunswick records an event. Arnold Johnson and His Orchestra are "puckling them in" nightly at the Park Central Hotel, in New York, where they furnish the music for the dinner hour, and the orchestra is also a weekly feature of radio station WEAF.

New Record Company

Gramophone Records, Ltd., has been formed in London, Eng., with a capital of £265,000. According to the prospectus the company will produce electrically manufactured records playing twice as long, size for size, as any standard record. Its six-inch record will be equal in playing time to any ten-inch standard record at present on the market. Arrangements have been made with Ebonestas Inhabitats, Ltd., for the manufacture and pressing of 200,000 discs per month, so that no capital will need to be expended in factories or plant. Exclusive contracts are being arranged with well-known bands and artists. The company's director of music will be Lieutenant-Colonel J. Mackenzie Rogan, C.V.O. An issue has been made of 400,000 ordinary shares of ten shillings each, and 40,000 deferred shares of one shilling each, both at par.—Music Trades Review, London, Eng.

Reduces Tube Prices

Reductions in list prices of several types of Ferrymen tubes were recently announced by H. B. Foster, general sales manager of the Ferrymen Electric Co., New York. The new prices are as follows: PA-112A, now $1; PA-171A, $3; PA-226, $2.50; TA-227, $3; PR-280, $4.50.
Announcing

S. KARPEN & BROS.

NEW YORK      CHICAGO      MICHIGAN CITY
LOS ANGELES   SAN FRANCISCO

RADIO CABINETS

The House of Karpen, makers of the highest grade of fine furniture for the past 45 years, after a period of careful research and preparation, present their complete line of radio cabinets.

Consumers will welcome the opportunity of purchasing radio receiving sets equipped with cabinets manufactured in the Karpen factories.

Consistent national advertising coupled with character of design, finish and construction have built prestige which offers sales potentialities invaluable to your organization.

Karpen cabinets have been designed to accommodate the chassis of all standard makes of radio sets. When specified, cabinets will be equipped with RCA speakers.

Complete display on exhibition at the Second Annual R.M.A. Trade Show, Hotel Stevens, Chicago—June 11th to 15th

National Sale Agents
Radio Cabinet Division

STUDNER BROTHERS, Inc.

New York—67 West 44th St.
Chicago—28 E. Jackson Blvd.
Grigsby-Grunow Co. Announces the "Majestic" Line of Radio Sets

Four Receiving Sets Constitute Line—Large, Modern, Specially Equipped Plants Provide 300,000 Square Feet of Space—Distributors Enthusiastic

Three years ago the Grigsby-Grunow Co., Chicago, then the Grigsby-Grunow-Hinds Co., started the manufacture of radio products. Entering the radio field as a manufacturer of radio reproducers, or loud speakers, it was not long before the company officials foresaw the remarkable opportunity for some firm which could produce "B" power units for the electrical operation of radio receivers. At that time "B" eliminators sold for approximately $55 and $60, and the Grigsby-Grunow Co. produced the Majestic "B" eliminator at $39.50, and, with no decrease in sales, they lowered the price last summer to $29.50, complete with tube, doing a larger volume of business at this figure than was done the preceding year at the higher list price and making a greater net profit.

Last Summer the Majestic "A" unit was introduced and, with the Majestic "B," sales of Majestic products last year were near the six-million-dollar mark at manufacturer's f. o. b. factory prices. Last year a considerable portion of the Grigsby manufacturing facilities were devoted to making AC power units for many of the leading set makers of the country, but the larger part of their production was kept on merchandise for dealers and jobbers. The result of such a policy has been that there is hardly a city or village in America where Majestic products are not known and used, and many foreign countries, among them England, Australia, Japan and China, are users of Majestic merchandise.

Two years ago the Grigsby officials realized that the destination of the company was inevitably pointed towards large production of a quality radio receiver. For nearly two years a laboratory has been in operation, independent of the Majestic factory proper, and devoted to nothing but experimental work on what is now known as the new Majestic radio receiver. During the period mentioned no expense or effort was spared to produce a quality radio receiver with original imported parts at prices within easy reach of a vast market.

Preparatory to beginning actual manufacturing operations, the firm, last summer, acquired the Grigsby-Grunow plant of the Grigsby-Grunow Co., Chicago, in addition to the present Majestic plant on Armitage avenue, which was doubled to twice the size, giving the Grigsby-Grunow Co. approximately one-half million square feet of floor space for operation on the new Majestic receivers.

No distributor has been chosen who does not have ample facilities for serving dealers, nor were any chosen who did not visit the Majestic plants personally. This was done for the reason that the company wished all distributors to know from their own observance that Majestic could actually produce quantities of radio receivers on a price basis that would put them within reach of every home in America.

The Majestic plant, it is said, are as well equipped as any in the radio field. A large part of the machinery in the plants has been designed and built especially for quick and economical operation, having to do with the production of Majestic products. In the cabinet factory, for instance, machines that are almost a human are building cabinets of quality in a minimum period of time and with perfection of finish. The mechanical section of the company's plants operates with equal efficiency and speed. A large percentage of employees are engaged in nothing but inspection work, each sub-assembly and assembly of parts of units and complete units being tested thoroughly after each operation. When the completed set is ready for shipping and the final test is given it is simply a safety-value, so to speak, of the quality of every unit that has gone to make up the complete Majestic receiver.

The Grigsby-Grunow Co. claims to be the only radio manufacturer in the country making every part of its receivers in its own plants. These parts include cabinets, chasses, coils, transformers, dynamic speakers and even screws and bolts. All Majestic products are manufactured under R. F. L. and Radio Corp. of America licenses, as well as under patents controlled by the Majestic company.

The Majestic line as presently constituted consists of four receivers, ranging in price from $85 to $167.50. There are two console models, one a high-boy type, and both are complete with power packs and dynamic power speakers, as well as power amplifiers, listing at $117.50 and $167.50. The table models, one a straight table model and one a spinet-type, list complete with power packs at $85 and $99.50, respectively. All Majestics are seven-tube receivers with push-pull type of amplification.

Upon the sending out of initial samples of Majestic sets the company received from its distributors ample evidence in the form of telegrams that the Majestic line is really all and more than they expected.

H. L. Williams in New Post

H. L. Williams, former sales promotion manager of the Bendix Brake Co. and later of Diamond T Motor Car Co., has been appointed advertising manager to Silver-Marshall, Inc., Chicago, manufacturer of radio equipment. Mr. Williams has a thorough knowledge of sales promotion problems and is an able executi..
Putting a Hump in the Summer Slump!

Wouldn't you like to eliminate the usual summer sag from your sales curve this year? Wouldn't you like to at least level it up and perhaps even create a profitable hump where last year you only had slack business.

Here is a good way to do it: Add a new and profitable department to your business! A department that fits in logically, which will appeal to a large portion of your present customers and attract new trade to your store as well. A line of band and string instruments can do the trick for you.

If radio sales or talking machine sales fall off, sell people musical instruments—ukuleles and guitars for the summer camps and beaches, banjos, saxophones and trumpets for amateur orchestras.

You will be amazed to see how your profits will increase and how attractive this class of merchandise will look in your window and in your store.

To make it easy for you to get started with this profitable sideline we have made up this "Rapid Turn" assortment which we know from experience will give you an adequate display and selection, plus a good profit, yet with a minimum investment on your part.

Study this assortment. Realize the amount of extra business it will bring you this summer. Then use the attached coupon.

Lyon & Healy

DISTRIBUTORS OF GUARANTEED MUSICAL MERCHANDISE
Jackson Boulevard and Wabash Ave., Chicago

MAIL THIS COUPON TODAY!

LYON & HEALY
Jackson and Wabash, Chicago, Illinois

Please give me full particulars regarding your special "Rapid Turn" Unit assortment.

Name ____________________________________________
Street ________________________________ City ____________
State ____________________________
The Automatic Phonograph Has Come Into Its Own
—and here is the best

This year the latest advancement in the phonograph is the automatic.

Dealers are already piling up profits by selling automatic phonographs in homes, hotels, boarding houses, clubs, in fact, everywhere.

We foresaw this development years ago. The Fulamatic Creatone is not a sudden development put on the market to fill a demand. It has over ten years' experience behind it. It is absolutely fool-proof.

What automatic phonograph are you selling to fill this demand?

Investigate the Fulamatic Creatone today
Write us now for full details

DECA-DISC PHONOGRAPH CO.
WAYNESBORO, PA.
Sonora’s great development plans are rapidly unfolding

The new Sonora building on 57th Street close to Fifth Avenue, in the heart of New York’s famous musical center, is indicative of the position Sonora is about to assume in the industry. It stands as a pledge that Sonora’s plans are coming true.

Sonora has startling innovations—revolutionary new musical instruments that far exceed in perfection of performance any in the reproducing field, either phonograph or radio. These new instruments will be announced soon.

Sonora’s engineers are working overtime—testing and perfecting the marvelous new Sonoras. Soon Sonora dealers will be exhibiting the finest instruments ever known.

* * *

Officials of the Sonora Company will be pleased to welcome you at Sonora’s headquarters during the Music Trades Convention at New York and at the Chicago office during the R. M. A. Trade Show.

* * *

If you are not already a Sonora dealer, send for further information. Learn of Sonora’s dealer policies, ask about the wonderful Sonora development, become acquainted with Sonora’s organization and its far-reaching plans.

Address Sonora Phonograph Company, Inc., 50 West 57th Street, New York, or 64 East Jackson Boulevard, Chicago.

Sonora CLEAR AS A BELL
For 75 years—this Shop mark

Has been furniture's proudest coat of arms. The oldest and best known furniture trade mark in America. Continuously advertised for 40 years. Now you will find it on radio furniture—in a range of styles, sizes, and prices to meet every profitable sales need.

Berkey & Gay
Radio Furniture

First Shown at Stevens Hotel
Chicago . . . June Radio Show

Created by the furniture style leaders of America. All of the beauty, quality, and richness of finish for which Berkey & Gay have been famous for 75 years—now in Radio Furniture at sensationaly low prices. Finest built-in cone speakers. Sizes for practically every popular make of set.

Nationally Advertised

The only radio furniture made with a Shop mark known for 75 years, nationally advertised for 40 years. It should be the surest selling radio furniture you can handle. See it at the Chicago Show. Get in on it at the very first.
President of Pittsburgh Radio Council Discusses the Outlook

Albert A. Buehn Feels That Radio Training Schools Will Have Decided Influence in Bettering Conditions—Frederick Piano Co. Takes New Quarters

PITTSBURGH, Pa., May 8.—Albert A. Buehn, the new chairman of the Radio Council of the Pitts-
burgh Chamber of Commerce, who is also head of the Esenee Co., Atwater Kent distributor in the
Pittsburgh district, has issued a statement relative to future radio conditions here. His
outlook transcends in optimism the now-com-
monplace enthusiasm over better programs and
increased Summer sales. The new council
chairman is enthused with the pleas of the
council for a Pittsburgh radio training school
on which the Radio Council will concentrate
all of its energies. Mr. Buehn, however, is of
the opinion that the outstanding feature of the
school should be service rather than sales, be-
lieving that with good service there is bound
to be increased sales. Mr. Buehn is of the
opinion that the radio training school will
herald a new era of local accomplishment in the
broadcasting field. Not only would the poten-
tial set-buyer have the safeguard of installation
by an expert but thousands of boys with a de-
sire for scientific knowledge of the technic-
als of radio would have access to authoritative in-
struction along that line if a radio course were
to be included in the vocational training curri-
culum of the public schools, Mr. Buehn said.

He stressed the safety element which installa-
tion by trained service men would entail. "The
importance of this factor of safety to the pur-
chaser is obvious," said Mr. Buehn. "Any num-
er of casualties caused by stringing aerials
over high-tension wires and other forms of
dangerous and indifferent installation would be
eliminated." Mr. Buehn stated that the furnish-
ing of such a service would not be beyond the
means of the ordinary dealer and intimated that
the customer would in all probability be
willing to pay a nominal sum for the addi-
sional security it would gain thereby.

Associated with Mr. Buehn on the Radio Coun-
cil are John M. Froehlich, first vice-chair-
man; W. A. Bittner, second vice-chairman, A.
S. Keller was re-elected secretary. The other
members of the council are C. W. Horn, Harold
W. Goldstein, Elmer A. Hamburg, William
The Standard Talking Machine Co., Victor
and Sparton radio distributor, was represented
on a recent trade tour through the Beaver
Valley visiting about a dozen towns in two days.
J. C. Rosh, president of the Standard Talking
Machine Co., was second vice-chairman of the
committee in charge of the tour. These tours
are to be held monthly for the next six months.

J. W. McNutt, Columbia dealer at Princeton,
W. Va., entertained the members of the Rotary
Club of that place with a number of selections
on the new Columbia electric phonograph.

Knerr, Inc., of Harrisburg, Pa., has been ap-
pointed exclusive distributing agent for the At-
water Kent line, Cunningham tubes and radio
accessories in the Harrisburg distributing area.
The officers of the firm are C. G. Knerr, presi-
dent; William J. Knerr, vice-president, and G.
R. Knerr, secretary. The new salesroom and
warehouse of Knerr, Inc., is at 1008 North
Third street.

The W. F. Frederick Piano Co., Victor and
Zenith distributor, which for twenty years
was located at 635 Smithfield street, has taken
possession of the fifth and sixth floors of the
Oppenheim, Collins & Co. Building.

Lechner & Schoenberger, Victor and Edison
dealers, have taken possession of their new
display rooms at 631 Liberty avenue.

The talking machine department of the
Rosenbaum Co. is now located on the fourth
floor of the department store, adjoining the

Radio Show in Detroit

The 1928 Detroit Radio Show dates have been selected and the event will take place Oc-
tober 15 to 20, at Convention Hall. In addition to the regular exhibits, this year's show will have
a television display and a number of radio electric stunts. The annual exposition is spon-
sored by the Radio Trade Association of
Michigan. A. M. Edwards is managing the
event, which promises to be a big success.

Sam Semels Is New Bloomingdale Buyer

Sam Semels, who has been connected with
the music-radio trade for the past twenty
years, recently assumed the management of the
radio department. C. J. Coyne is the manager.

Brunswick dealers report a brisk demand for
the new Brunswick portables, which are proving
to be very satisfactory to patrons. Brunswick
records are also brisk sellers.

UNITED RADIO CABINETS
THE LAST WORD!

When the UNITED line of radio cabinets is
revealed to the trade you will agree, with
furniture authorities, that it is "the last
word" from every standpoint—design,
construction, eye-value, and price.

The UNITED CABINET MANUFAC-
TURERS CORPORATION is not a new-
comer in the radio field. We have been in
the cabinet business since its birth, and we
are not guessing as to what styles and mod-
els will sell this year. We know, and we
have designed our 1928 line of twenty cabi-
ets to meet every conceivable demand of
purses and individual preference. This year,
even more so than in the past, the appear-
ance of the cabinet will be the clinching
factor in the sale, and, in 1928, cabinets are
"bread and butter" merchandise in the
retailing of radio.

Don't overlook the best bet in the cabi-
net field. Watch for the announcement of
the UNITED line of radio furniture and
when at the R. M. A. Trade Show in
Chicago, we invite you to personally inspect
the UNITED cabinets in Display Booth 95,
or in Room 605, at the Hotel Stevens.

United Cabinet Manufacturers Corp.
1615 South Michigan Avenue
Chicago, Illinois
Atwater Kent Mfg. Co. to Entertain at Western Trades Convention

More Than 1,000 Western Music Dealers Will Be Guests at Atwater Kent Banquet to Take Place During Annual Convention of Western Music Trades Association

Climaxing the entertainment features planned in connection with the Fifth Annual Convention of the Western Music Trades Association in Los Angeles, June 26 to 29, inclusive, will be the Atwater Kent banquet, scheduled for the night of the 27th. More than a thousand music trades delegates from the eleven Western States will be guests of the Atwater Kent Co., of Philadelphia, on this occasion.

Presiding as toastmaster at the banquet will be Ray Thomas, president of Ray Thomas, Inc., Atwater Kent distributor for Southern California, who will act as the personal representative of A. Atwater Kent. Mr. Thomas will introduce several widely known manufacturers, jobbers and dealers from all sections of the country who have announced their intention to attend the convention and banquet.

The entertainment program will be unique and novel in the extreme, it is announced by T. Wayne MacDowell, convention manager for the Atwater Kent Co., of Philadelphia, who recently visited Los Angeles on a special trip to arrange preliminary details. One of the finest aggregations of musical talent ever assembled on the Pacific Coast will contribute to the entertainment, and a number of soloists will lend their talent to this gala festival.

The Music Trades Association of Southern California will hold its annual meeting this year in conjunction with that of the Western Music Trades Association, and the two will be merged into the 1928 Music Pageant, which promises to bring to Los Angeles the largest number of musicians, manufacturers, jobbers and dealers ever to assemble in the West.


The Bedford Music Shop, Bedford Hills, N. Y., has filed a petition in bankruptcy.

TYPE M RECORDING WAX
Developed for Electrical Recording. Works at 70° or Normal Room Temperature
F. W. MATTHEWS
28 Prospect Street
E. ORBEE, Jr.

Panatrope a Feature at Cooking Lecture

Brunswick Instrument, Supplied by Landay Bros., Provides Entertainment at Opening Lecture of Newark Class

Word sent out by the Newark Star Eagle, Newark, N. J., newspaper, that a Brunswick Panatrope would entertain during the opening lecture in its course of cooking recently helped to attract thousands of women to the hall where the demonstration was to be held. They came early and waited in the streets for the doors to be thrown open to admit them. The stage was arranged with white kitchen furniture and cook utensils, and on the left-hand side, where everyone could plainly see it, was a P-11 Brunswick Panatrope, ready to do its part in entertaining the large body of women who were present. A number of popular and semi-classic Brunswick records made up the musical program demonstration, and it is said that Landay Bros., Brunswick dealers in Newark, who furnished the Panatrope for the occasion, have traced many sales to this effective publicity.

Everett Worthington
Has a Son and Heir

Everett Worthington, well known throughout the radio and phonograph industries and identified with the trade for many years, is receiving the congratulations of his many friends upon the arrival of an heir to the Worthington fortunes. The "head" of the family made his debut at the Illinois Masonic Hospital Association, Chicago, on April 30, and Mr. and Mrs. Worthington are now making ambitious plans for his future.

Market New Tone Arms

W. S. File, secretary of the F. C. Kent Co., Irvington, N. J., reports that the new tone arms recently announced by the company have been well received by the trade and substantial orders have already resulted. The Kentone attachments for playing lateral cut records on Edison machines are in heavy demand.

The Demand for Quality Never Ceases

To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

CLAREMONT WASTE MFG. CO.
Claremont, N. H.
Watch Steinite!

New 1929 LINE to be announced soon

A Pledge:

by FRED W. STEIN:

"STEINITE will always represent America's greatest radio value"

All eyes are on Steinite. When the full story of what Steinite has accomplished reaches the dealers of America, the startling facts it contains will make the Steinite franchise the most feared piece of unbeatable competition in all radio history!

The organization which produced America's pioneer electric set at America's lowest price, and introduced a new era of service-free sales, would be expected to have an amazing radio achievement in its new A.C. line. It has!

Dealers who write now, will find themselves in an advantageous position when Steinite's franchises are ready for distribution. The name of your nearest jobber will be supplied on request.

THE STEINITE RADIO COMPANY
506 South Wabash Ave., Dept CE, Chicago, Ill.
Factories: Atchison, Kansas

An Invitation!

to visit our display at the R. M. A. Show
JUNE 11th to 15th
SPACES 20 - 21 - 22
Ballroom STEVENS HOTEL Chicago

A Third Factory!
Soon a third factory unit will be in operation on the sensational new 1929 line.

Mail this Coupon TODAY!

STEINITE RADIO COMPANY
506 South Wabash Avenue, Dept CE, Chicago

As soon as the New Steinite Line is announced, please send me complete information.

Name: ____________________________  My Jobber's Name and Address is ____________________________
Street Address: ____________________  ____________________________
City: ____________________  State: ____________________

As soon as the New Steinite Line is announced, please send me complete information.

Mail this Coupon TODAY!
New Victor Portable
Has Unique Features

Features All-Metal Construction With Special Orthophonic Type Sound Box and Efficient Tone Chamber

The Victor portable talking machine, model 25-55, recently placed on the market, is a decided departure from the former types of portables and has a great many outstanding features. The engineers of the Victor Co. in designing the model emphasized the designers of automobile bodies and achieved strength and minimum weight by developing a cabinet and tone chamber of cold rolled and drawn steel throughout. Tone quality and volume superior to those of former models are assured through the use of a special Orthophonic type sound box.

The exterior presents an attractive appearance. Covered with fabrikoid, padded and fitted with gold-plated fittings—a solid leather handle—all result in a high-grade piece of hand luggage. When open, the simplicity and perfection of the equipment arrangement, plus the combination gold and damaskene finish, continued the pleasing reaction to the outward appearance.

A special angle wind permits winding of the motor without placing the instrument at the corner of a table and makes possible the use of a larger winding key which is detachable. A spring clip is riveted to the horn in the rear of the turntable to hold the removable winding key. The automatic eccentric groove brake is another refinement, unique in portable manufacture. The ten-inch turntable is made of a special light metal and is covered with fabrikoid to match the outside cabinet covering and the outer edge is finished in gold lacquer.

Other features include a new type non-spilling needle cup which also serves as a sound-box rest, a record container with space for ten-inch records hinged to the lid and a gold-plated clasp and lock on the outside of the cabinet.

The outstanding feature, however, is the complete metal construction. The playing equipment is built as a single unit, to which the cabinet is attached as a cover. The tone arm, the horn and the motor are all attached to the metal motor board, which in turn is attached to the metal cabinet. The playing equipment is removable from the cabinet as a single unit for servicing. Another feature of the instrument is that the spring motor uses allows three records to be played without rewinding.

Paul Ash, Columbia Artist, in New York

Orchestra Leader, Idol of Chicago Audiences, Opens at Paramount Theatre for Lengthy, Indefinite Engagement

Paul Ash and His Orchestra opened a long engagement at the Paramount Theatre, New York City, on May 12, and was acclaimed by both the press and public. Paul Ash, who is an exclusive Columbia recording artist, never before appeared on Broadway, but his fame as a musician has preceded him from the Middle West, where he is regarded as the greatest box-office attraction. Ash is said to be the originator of the stage band policy of entertainment which is now sweeping the country. The "Rajah of Jazz," as Ash has been christened, comes to New York from a sensational run of more than three solid years in Chicago. In 1925 he opened at the McVicker's Theatre and soon became such an attraction that he was billed over every picture presented.

AC Sets Featured in Fada Displays

Window displays featuring Fada AC receivers were sent to all Fada dealers by F. A. D. Andrews, Inc., recently. These displays, one of which is illustrated herewith, are lithographed in eight colors with special attachments which permit of fastening if desired to the large key display supplied Fada dealers early this year.

New Fada Window Display

which is illustrated herewith, are lithographed in eight colors with special attachments which permit of fastening if desired to the large key display supplied Fada dealers early this year.

Attended Board Meeting

Jackson, Mich., May 5—Captain William Sparks, president; W. J. Corbett, vice-president, and H. G. Sparks, sales manager, have just returned from Cleveland, O., where they attended a meeting of the Board of Directors of Sparks-Wilkinson Co., radio and motor signal manufacturer of Jackson, Mich. The general plans and policies of the company were discussed for the 1926-27 season and the company's activities in general are to be greatly increased.

Buys Interest in Store

Sacramento, Cal., May 4—Sidney Camp, who has been connected with Sherman, Cly & Co. for the past twenty-three years, has acquired a substantial interest in Ye Music Shoppe, 914 K street. He will be associated with Maurice Silverman as secretary and financial manager.
You can make money on this New line of trade-marked Radio Cabinets by Showers

WHEN a customer looks at a radio cabinet, she is trying to visualize it in her home. She has accepted the fact that the set will bring in a program clearly. Now, she wants to get something that will satisfactorily hold the set, and at the same time harmonize with the rest of her furnishings.

And right here is where you can get your extra profits. If you have the right line to show her!

The line must be good looking, well made, and complete. And, most important of all, it must offer a real value and still enable you to make a good profit. The price isn't so important—it's value that counts. And the Showers line is famous for its real values.

For sixty years the Showers Brothers Company have been building merchandise and giving values that today have made them the largest furniture manufacturers in the world. The Showers trade-mark on furniture is a guarantee of honest merchandise.

And now they are introducing this new line of trade-marked radio cabinets. It is a complete and beautiful line—you'll find there are Showers cabinets designed for practically every set on the market. The variety of styles and finishes enable you to meet the demands of even the most exacting customer. Precious cabinet woods are used; new and unusual veneers; blended finishes, highlighted, hand-wiped and hand-rubbed to a soft velvety surface. And Showers cabinets are well-constructed—built to stand years of hard usage. In short, everything possible has been done to make this line a fast seller.

Take Number 404 (illustrated), for example. Constructed of walnut veneer and hardwood with antique moire walnut veneer on fronts and ends; it is probably the only radio cabinet on the market with this veneer. The posts are beautifully turned and fluted—the stretchers attractively shaped. It's bound to be a big seller. It's new—unusual—attractive—but then, you'd have to see it to really appreciate it.

We'll be delighted to show this beautiful cabinet as well as the rest of the line, in our Space B-1 and 2 at the Hotel Stevens. Or, if you're not coming to the exposition, write us and we'll send you photos and put you in touch with our nearest jobber.

SHOWERS BROTHERS COMPANY
Bloomington, Indiana

Factories:
Bloomfield, Indiana, Bloomington, Indiana,
Burlington, Iowa

See Us at
Space No. B-1 and 2
Radio Manufacturers' Association Trade Show
HOTEL STEVENS
Trade in New England Territory Is Showing Decided Improvement

Radio Distributors and Dealers Anticipate Marked Stimulation in Business Through Broadcast Events Scheduled for Near Future—News of the Month

BOSTON, Mass., May 8—Business in the New England territory is showing some improvement in the talking machine lines, and the radio business is better than ever. One of the things that dealers and jobbers are hoping will promote a bigger demand is the forthcoming presidential election in which the whole country will be daily and nightly interested. Then there is the Tunney-Henney fight which will, as usual, go on the air. In the meantime the news of the Bremen with all that is to follow, probably the return of the famous airplane to the other side, is a great source of radio news, and all this makes for good business.

W. S. Parks Ends Trade Tour

William S. Parks, manager of the New England district for the Columbia Co., has lately returned from a most comprehensive tour of the larger cities in the field, and everywhere he was received heartily by the dealers who are all most enthusiastic over the success of the Columbia-Kolster, and who, incidentally, have been enjoying a big sale of Columbia records. Parts seven and eight of the Two Black Crows also were found to be going heavily in almost every city and town. The interest in these Moran and Mack records is keeping up amazingly. Mr. Parks says that in a few days the new combination Columbia-Kolster models will be on display here.

J. H. Burke Co. Enjoy Record Month

Better than usual at this time of year, is the report from the J. H. Burke Co., of 219 Columbus avenue, where the Atwater-Kent line is going big. It has been the biggest April in the history of the company, according to report, and there is general enthusiasm for the future, especially as the two presidential conventions will be popular radio features in due time, not to mention other outstanding events about which all the country will want to hear. There have been a special demand for the AC models 37 and 38, so all told, the future, immediate and remote, is good for the house. As of April 30 the J. H. Burke Co. closed its fiscal year very satisfactorily.

Returning from a visit among the J. H. Burke Co.'s dealers in the northern part, that is Maine and northern New Hampshire, J. F. Burke, the company's credit manager, brought back bad reports of the condition of the weather, which has meant that people have been so housed that the radio has been in great demand; and his observations have been that it is surprising how the battery sets hold up in those more or less isolated sections.

F. D. Pitts Signs Up Dealers

Francis D. Pitts, who guides the destinies of the F. D. Pitts Co., tells The World representative that business has been exceptionally good, and he has lately signed up a number of new dealers who have taken a large quantity of goods as initial consignments, for each dealer orders a complete line. Mr. Pitts plans to go West soon to visit the Kellogg establishment. A local caller at the Pitts house was Herbert E. Young, of the Grigsby-Grunow Co., whose Majestic radio line, a model of which is installed in the Pitts warerooms, is attracting much attention.

Columbia Artist Visits Dealers

William A. Kennedy, the Irish-American tenor, who is an exclusive Columbia artist, was in town the week of April 23, appearing at the Keith-Albee Theatre, and he found time to make a call on a number of the Columbia dealers, where he got a cordial reception. Especially was Mr. Kennedy accorded a great welcome at the Columbia headquarters, where Manager Parks had the privilege of entertaining him and his wife, who is with him on this tour.

Eastern T. M. Co. Busy

Business at the Eastern Talking Machine Co.'s quarters continues to show improvement and the demand for goods at this time is considerably in excess of this season a year ago. From going to time, Alan Steinert, who is in charge of the department, visits the dealers and keeps in close touch with business conditions throughout the field.

J. B. Elliott Welcomed at Brunswick Co.

Local Brunswick business has been making a notable advance the past few weeks, and Manager Shaw is much encouraged over the improved situation. Mr. Shaw has just given welcome to J. B. Elliott, who comes here from Baltimore to be the branch manager of the Panatrope division of the Brunswick Co. Mr. Elliott is well versed in the business. A number of Brunswick dealers have called at the Stuart street headquarters of the company since Mr. Shaw has been in charge, and all of these report a splendid business in records especially, and this has made quite a demand upon the local Brunswick stock.

News Gleanings

Carl Fischer, Inc., of 252 Tremont street, close to the Metropolitan Theatre entrance, has taken on the Victor line of goods.

Through the Humo Piano Co. in Boylston street, which carries a large line of talking machines, Boston University recently purchased two Columbia-Kolsters, which are to be used in the school auditoriums.

A recent Boston visitor was Richard Grant, field auditor of the Columbia Co., who spent several days at the Boston office of the company.

Winthrop A. Harvey, head of the C. C. Harvey Co., who went to Northern Africa accompanied by Mrs. Harley a couple of months or more ago, is back home.

Francis D. Pitts, head of the F. D. Pitts Co., is planning to start on a fishing trip toward the middle of May to the Moosehead Lake section of Maine.

Ted Lewis Draws Crowds

Ted Lewis, Columbia record star, is said to have more than doubled the audiences at the Hennepin-Orpheum Theatre, Minneapolis, Minn., during his recent appearance there. Ted Lewis followed this appearance with one at Kansas City and then headed for the Pacific Coast to fill other engagements.

DOLLARS OR DIMES?

Big Unit Sales in Instruments—larger than ever before in Victor history—and quick turnover in records are now possible for the dealer who has vision and energy plus a representative stock.

DITSON Service Will Supply the Products—and Help in Their Selling

Oliver Ditson Co.

BOSTON
BERG A. T. & S. CO., Inc.
Long Island City, N. Y.
Generally Favorable Condition Throughout St. Louis Territory

New Victor Instrument Introduced to Trade—Visit of Moran and Mack, Columbia Artists, Stimulates Record Sales—New Brunswick Portable Well Received

St. Louis, Mo., May 7.—A continuation of the generally favorable conditions of the past few months was experienced by the talking machine and radio trades in St. Louis during April. The Koehrer-Brenner Co., local Victor distributor, reports a ready market for the new 8-35 model phonographs, which were formally introduced to the trade at a meeting held at the Statler Hotel here during the month.

E. C. Rauh, of the Koehrer Brenner Co., in a brief sales talk discussed the future outlook of Victor business in the State, after which Walter S. Hires, of the Victor Co., outlined some good merchandising and display ideas.

Gene Austin's latest release, "Ramaonia," had a stimulating effect upon Victor record business in the city. The release of the record coincided with the showing of the picture "Ramaonia" at a local movie house, with the result that it is proving increasingly popular throughout the city, and its environs.

The recent visit of Moran and Mack to St. Louis has added stimulus to Columbia record business in the city, the local branch of the company utilizing the appearance to lay the groundwork for an intensive sales campaign on Parts 7 and 8 of the "Black Crow.

Considerable advertising and exploitation was carried on by the Columbia Co., also in connection with the appearance at the St. Louis Theatre of Ted Lewis and his Columbia orchestra, and Elsie Waters, the coloratura star of "Alcina," who brought her company of sixty to the Shubert-Radio Theatre here.

The Brunswick Co. reports a good reception of the new portable, which was formally introduced to the trade, last month, while the Artophone Corp. announces the demand for portables has been so great that the company recently was compelled to increase the production facilities of its plant by adding another floor to its manufacturing space.

The Artophone Corp. also announced that L. W. Miller, who successfully represented the company's line of musical merchandise, has been placed in charge of the musical merchandise division of the concern, with headquarters in St. Louis, and that J. C. Clinehouse has been placed in charge of the Kansas City branch office of the company.

During the past month W. C. Fuhri, vice-president and general manager of the Columbia Phonograph Co., spent several days in St. Louis, discussing company matters with the members of the local branch. A. G. Bolt, formerly assistant manager of the local Columbia office and now manager of the Columbia record department of the Sterling Radio Co., of Kansas City, also visited the local branch.

In the radio field primary interest centered upon the efforts being made by the city to eliminate the operation of radio loudspeakers and phonographs on the streets of the city.

Opposition to the action was voiced by members of the St. Louis Trade Association. They expressed the opinion that a blanket ordinance against the use of loud speakers in public demonstrations would be in restraint of trade, and promptly appointed a committee to urge the City Council to consider what reaction the proposed ordinance would have upon the trade.

Brunswick Markets
New Portable Model

Latest Product of the Brunswick-Balke-Collender Co. Reflects the Influence of Modern Improvements in Musical Reproduction—Plans Sales Campaign

The new Brunswick portable phonograph recently introduced by the Brunswick-Balke-Collender Co., Chicago, shows some extremely interesting developments in the smaller instrument, reflecting the influence of the latest improvements in musical reproduction. "Cabinet Instrument Reproduction in the Portable" has been selected as the campaign slogan on the new instrument.

The new Brunswick portable has an exceptionally large tone chamber, and, in proportion to the size of the instrument, the tone development of the new Brunswick portable is said to be greater than that of most cabinet instruments. The scientifically determined, mathematically exact curve of the horn built into the new machine tends to eliminate distortion of reproduced sounds, to amplify extremely low and high notes, and to assure a clear, bell-like quality of tone.

The new Brunswick portable is listed at $25. A complete list of dealer advertising material includes prepared ads in that form and a special set of the instrument itself, and an attractively prepared descriptive folder. The Brunswick company is planning an intensive campaign on this portable that will last during the entire year and the instrument promises to achieve widespread popularity.

Paris Opera Will Record for Columbia

Columbia Phonograph Co. Obtains Exclusive Rights for Five Years to Record Performances of the Organization

By an agreement just signed with the Paris Opera, the Columbia Phonograph Co., New York City, has obtained exclusive rights for five years to record the performances of this eminent organization, its artists, chorus and orchestra, according to an announcement made by Louis Sterling, chairman of the board of the Columbia Phonograph Co.

Founded in 1869, the Académie Nationale de la Musique, popularly known as the Paris Opera, has been in turn royal, national, imperial and republican. It has followed the changes of government and has survived them all, as well as revolutions in taste. This great lyric theatre has been the scene of many battles between partisans of conflicting operatic styles. Among the great men who built up its tradition were Lully and Rameau. The Paris Opera is the oldest and finest model of the subsidized theatre in the world.

The Columbia Co. will immediately begin recording the performances at the Paris Opera, in which this organization is unexcelled. "Pelleas and Melisande" will be a feature. The director of the Paris Opera is Jacques Rouché. The conductors are Gounod, Bizet and Puccini. Among the leading singers are Medenild Beaton, McCormick and Ferrer, and Messrs. Jourdan, Dufrene and Maguenat.

A new music store has been opened in Delhi, N. Y., by Humble and Co., carrying the complete Victor line.

EDUCATIONAL VALUE

Music teachers everywhere are now using TALK-BACK records with marked success. The use of this thoroughly perfected home recording outfit enables the teacher to visualize the students' progress, and represents a vital help and inspiration to students and teachers.

TALK-BACK Recording Outfit, Complete

$7.50

The Talk-Back enables anyone to make records to hear themselves as others hear them. It works on any phonograph, can be put on or taken off in two minutes. It is of simple construction and does not get out of order.

TALK-BACK PHONOGRAPHIC RECORDER CO.

1703 East 50th St.

Los Angeles, Calif.

3 for $1.00
T. M. & R. Men's Banquet a Success

Record-Breaking Crowd Attends Annual Event at Hotel Commodore—Record Artists Entertain—Program Broadcast

All attendance records for the annual banquet of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut were broken on April 21, when approximately 750 members of the trade, including distributors, manufacturers, their families and friends gathered at the Hotel Commodore, New York City, and made merry. Dinner was served at 7:30 and during the feast the dinners were entertained continuously by outstanding recording dance orchestras. The entertainment continued throughout the evening and far into the wee hours of the morning.

The year book and program committee, of which Byron R. Foster is chairman, did a splendid job in preparing an attractive program of fifty-two pages with a cover printed in four colors on a grape-green stock. The flyleaf contained an illustration of the new trade mark of the association, and Irwin Kurtz, president, announced that window decals of the design could be procured from the secretary.

Among the dance orchestras providing music for the dancing were the following: B. A. Rolfe and his Palais d'Or orchestra (Edison), Ben Selvin and his orchestra (Columbia), Frank Walker and his Penn Boys (Edison), Kemp Cummins and his orchestra (Brunswick). Sam Lamin of the Ipana Troubadours and W. C. Perry of the Fisk Tire orchestra acted as guest conductors during the program. The orchestra engaged for the evening, which alternated with the above bands, was Max Smolen's MoBo Crusaders, who are familiar to radio fans in the Mo-Bo Cleaner Home over Station WOR and the Acousticlon Hour over the National Broadcasting Co. circuit.

Some of the many entertainers taking part were the following: Oscar Grogan, tenor (Columbia); Harry Breuer, xylophonist, a member of Roxy's Gang; Rube Bloom, pianist-composer; Buckley and Chadbourne, of the National Broadcasting Co.; Clarence Williams and company; Bill Smith and Mr. Williams, composer-publisher, at the piano. The program was broadcast in its early stages over Station WODA, Paterson, and after 10:30 over Station WJZ, New York, as well. John T. Gartnield (well known as NTG) did most of the announcing over the two-station hook-up.

Geo. C. Beckwith Co. an Amrad Distributor

Mendford Hills, Mass., May 7.—The Geo. C. Beckwith Co., of Minneapolis, Minn., well known as a wholesaler of Victor talking machines in the Northwest, was recently appointed exclusive Amrad distributor in the large area served from Minneapolis, according to an announcement made by W. H. Lyon, general sales manager of the Amrad Corp. of this city. R. C. Colman, of the Beckwith Co., who was a recent visitor to the Amrad branch factory in Chicago, finds very enthusiastic over the Amrad setup for business and looks forward the best year in the history of his company.

Morgan and Mack, exclusive Columbia record artists, are at it again, and parts 7 and 8 of "Two Black Crows" have been released. This will turn up on Columbia record No. 1350-D. Columbia dealers are receiving advertising material consisting of two-color window streamers, newspaper mats and streamers for demonstration booths. Demand for the record has been satisfactory.

PRE-AMPLIFIER
New!

the booster
for old sets!

Uses 222 Screen Grid Tube

STERLING engineers have found the way to unharmonize the engine of the Screen Grid tube for use with practically every DC set without any changes in the set, using the same batteries or "B" Power unit, and the same DC tubes. The Pre-Amplifier, connected ahead of any 6 volt DC set.

(1) Gets stations never heard before.
(2) Brings weak signals in at good volume.
(3) Uses short aerial to reduce static.
(4) Separates stations—increases selectivity.
(5) Greatly improves tone quality.

If all these "too good to be true" claims can be proved, think what Pre-Amplifier means to the thousands of sets in use. Your test will prove every claim. More than that, actual demonstration in your store will turn the summer slump into sure-fire sales.

Order a Sterling Pre-Amplifier from your jobber. Put it through these live tests. Take advantage of this new Screen Grid performance.

R-75 Pre-Amplifier without Screen Grid Tube ........................................ $15.00
UX 222 Screen Grid Tube ........................................................................... 6.50

Biggest Value in AC Field

TRI-POWER—fastest seller because it is complete

For every sale of an AC tube set there is a ready opportunity to convert at least ten old sets to use AC tubes. And every time Sterling Tri-Power carries the sale because it is the complete AC job. No outside condensers or resistances. No extra parts to buy. Standard cables and adapters give neat and permanent installation. Ready to install without fuss, without added expense. This means easy sales, no come-backs, clean profits.

List Price R-810 Tri-Power without Raytheon tube or cable .......... $32.00
R-880 Tri-Power without 280 tube or cabinet ................................... 35.00
Cables to suit .......................................................... $6.00 to 8.00
Raytheon BH Tube ...................................................... 4.50
Raytheon 280 type tube ............................................. 5.00

Universal AC Tube and Set Tester

Show's you just where you stand in tube replacements. Keeps your stock clean. Satisfies customers. Shows where tube is shorts—hi-grid; plate-grid; plate-fil; also shows emission on 226, 227, 199 and 130 tubes.

Model R-514, List Price ................................................................. $13.50

STERLING
THE STERLING MFG. CO.
2831 Prospect Ave., Cleveland, O.
Normal Spring Demand Reported Throughout Quaker City Field

Convention of Pennsylvania Association of Stage—Distributors Featuring the Music Merchants Holds Center of Business New Majestic Radio—Other News

PHILADELPHIA, Pa., May 7.—While the early Spring demand for talking machines was somewhat quieter for the majority of dealers, there was more active business for those retailers who took particular pains to stimulate orders by special efforts and drives backed by proper advertising methods. Electric radios are most active in demand at the present time.

Record sales kept pace with the improvement that set in with the early days of Spring and, while not as large as they were a year ago, nevertheless, were fairly well maintained despite the slower pace of the talking machine business. The new electric types of talking machines, which now are the most popular of the models, brought a livelier demand for the record list of popular numbers.

Manufacturers of accessories, repair parts and supplies for the talking machine trade report a quieter trend except for the reproducers and new tone arms that are being used for improving the tone of old machines.

Wide Interest in Convention

Radio and talking machine trade associates will play an important part in the Third Annual Convention of the Pennsylvania Association of Music Merchants, which meets in this city today and tomorrow at the Hotel Adelphi. Among the speakers are prominent authorities in the trade who will stress various phases of the industry in their talks. There is a diversified program of business sessions, social and entertainment features. Complete details of the convention appear elsewhere in this issue.

In addition to participating in the activities of the convention, the several firms identified with the trade will entertain at the respective headquarters the visiting conventionists who may be interested in the wholesaling or retailing of merchandise. Among the firms keeping "open house" are H. A. Weymann & Son, Philadelphia Victor Distributors, Inc., Columbia Phonograph Co., Brunswick-Balke-Colllden Co., Philadelphia branch, Radio Corp. of America, Penn Phonograph Co., Atwater Kent Co., Victor Talking Machine Co., Camden; H. C. Roberts Electric Supply Co., Elliott Lewis Electric Supply Co., Frank H. Stewart Electric Co., Louis Buehn Co., C. J. Hepple & Son, F. A. North Co., Ramsdell & Son and the Cunningham Piano Co.

Featuring Majestic and Zenith Radio

Special demonstration of the Majestic and Zenith radios will be given at the headquarters of the Penn Phonograph Co, 913 Arch street, during the month, and with cordial hospitality, while the convention is in force, to the visiting associates of the local distributors of these sets. There will be on display the newest electrical sets of the Zenith and the Majestic and these will be given practical tests throughout the month at the headquarters. D. W. Mayberry, sales manager of the company, is now going through the State trade giving demonstrations of the new Majestic set for the dealers as well as their prospects and customers.

Artists Meet Victor Club Members

Fred and Tom Waring, of the famed Waring's Pennsylvanians, met the Quaker City Victor dealers at the monthly session of the Philadelphia Victor Record Club, held at the Chamber of Commerce here on April 10. A special request from Raymond J. Boldt, head of the record department of the Philadelphia Victor Distributors, Inc., to the Waring Bros. brought the trade and the noted orchestra leaders together. When the social session was over the trade listened to Miss Dorothy Martin, of the Victor Talking Machine Co., and her outline of helpful record sales hints, as the guest speaker of the April session.

Distributors to Meet at Victor Co.

The Philadelphia trade will be represented at the annual meeting of the Victor distributors, to be held at the Camden factory headquarters on May 31, when the nation's wholesalers will assemble in their yearly convention. Those who will represent the Quaker City distributors are President Louis Bleecker, Philadelphia Victor Distributors, Inc.; Vice-President Harry Ellis, and Secretary Frank Reineck, of that concern. Manager Raymond J. Boldt, of the record department, also will attend.

From H. A. Weymann & Son, President Harry A. Weymann, Herbert Weymann and Charles H. Bahl, manager of the wholesale Victor department, will attend as representatives of that concern.

Planning Aggressive Sales Drive

A special corps of women workers will be placed on the staff of G. H. Frew Co., 1115 Chestnut street, for the Summer months to campaign on talking machines and radio in a door to door drive. The Hepple radio and talking machine department has been unusually alert to the possibilities of reaching the customer in the home. By direct mail contact many sales have been rounded up on radio and talking machines, and now the company is backing its three-day trial service on the Orthophonic in the home by a newspaper campaign announcing that this method of radio listening is available to the consumers. A coupon is included in the advertisement which, when filled in with the address of the prospect, is cut from the daily newspapers and mailed to the firm. The company then sends a salesman to the residence and he completes the deal by having the Orthophonic installed for three days and later returns to complete the sale. Each repair chaser is satisfied to keep the machine. Under Manager Leo Cromson, the department has been able to keep up interest in the radio and talking machine stocks and sales have been numerous under this mode of campaigning. There has been a 300 per cent increase in radio sales by the direct mail sales drive and demonstration methods.

New Portables Please Trade

Since the introduction of the new improved type of Guarantee portable talking machines to the Philadelphia trade they have been installed in all the leading stores. The Guarantee Talking Machine Supply Co., 35 North ninth street, manufacturer of the new portables, has been especially active in promoting national sales of the new models. They are the Guarantee Junior, Deluxe, and the Special. All of the models are in good demand.

J. A. Fischer Co. Busy

Though the trade has been less active in repair parts in these days of mid-springtime, the J. A. Fischer Co., 730 Market street, has been particularly active with shipments of the Violophonic and the Rhiophonic reproducers used for revamping older types of talking machines for new tone style records. There has been a particular demand for the Rhiophonic, the newest popular-priced type which the manufacturer of the Valley Forge main springs and parts has brought out. Irvin Epstein, of the company, is now making the round of the trade in the Southwest, while Martin Kрукnic is covering New England and Benjamin Kruknic is traveling through the Coast States of the South. In all sections where the travelers have been there (Continued on page 78)
An Open Letter --
To Radio Jobbers and Dealers:

In your section are many people who have had their first experiences with radio. Some are thinking of and looking for a better one.

Add these to the many who own cars and fine things and have yet to buy their first set, and you have a potential on which a real selling job is bound to capitalize.

These buyers are the type that will demand good radio, simple, convenient operation, and furniture design in harmony with homes of character.

The Slagle 1928-29 numbers, soon to be announced, are engineered to attract that desirable body of prospects, and priced accordingly.

All-electric operation, loop control, power speaker, phonograph pick-up connection,—these popular features will be expected of good radio. Some one is going to supply them.

Does your sales program anticipate your securing a rightful share of this business?

From your intimate contact with radio you have seen the ordinary type, and you have listened to radio really outstanding. Slagle Radio, we believe, is the kind you would enjoy in your own home. It should be a profitable line for you to sell.

See the Slagle line at the second R. M. A. Trade Show, week of June 11th, Stevens Hotel, Chicago—Spaces 88-89, Grand Ball Room.

Division of

Slagle Radio Company Fort Wayne, Indiana
has been a good order list for the reproducers. The Fisher Co. now is placing in the mail its newest booklet on the tone arms and reproducers and other attachments made by the Valley Forge producers.

Columbia Sales Continue to Gain
Since the new model Viva-tonal, listing at $200, has been introduced to the Philadelphia dealers by the local branch of the Columbia Phonograph Co, there has been a gratifying order list secured for the latest of Columbia developments in machines. Headquarters here, under Manager J. J. Doherty, have been enjoying much heavier business in the record department with two good sellers in the shape of Black Crow records and those of Dave Harmon, now at the Fox Theatre, with whom the company has been footing dealers' exploitation. The newest Black Crow records, Parts 2 and 8, will be on the market May 10. The new Columbia Viva-tonal Kolster radio combination, listed at $500, will be ready for trade distribution on May 20, when the new model will be in the local branch at 40 North Sixth street.

C. Hughes has been added to the Columbia sales staff to cover North Philadelphia; J. J. Doherty, manager, will be active in the Music Merchants' Convention on May 7 as one of the speakers, while F. Sard, director of the Schubert Centennial celebration, will talk on the Masterworks records. Vice-President and General Sales Manager W. C. Fuhri will journey to the City of Brotherly Love to attend the convention, and to speak on behalf of his company.

Dealers View Majestic Line
A series of dealer gatherings were arranged during the late days of April by the distributors of the Majestic radio, the Pierce-Phelps Co., 224 North Thirteenth street, for the purpose of giving demonstration of these new sets. For four days these meetings were held in the Philadelphia headquarters, and then carried out upstate, where the retailers were much enthused with the newest development of the Majestic manufacturers, the Grigsby-Grunow Co., of Chicago. Dealer demonstrations were held in Wilkes-Barre, Scranton, Lancaster, York, Bethlehem, Reading, Pottsville, Coatesville, Harrisburg and Williamsport and Atlantic City, N. J., the latter being held on May 2. At these gatherings J. T. Pierce, sales manager of the company, presided, explaining to the trade the operation of the new set, and then giving practical evidence of its reception by demonstration. At every meeting a tremendous ovation was forthcoming, and presaging the present activity at headquarters where shipments have been consuming all available supplies of this new radio product.

Frank Fingrud Has Son
Frank Fingrud, secretary of Everybody's Talking Machine Co., Inc., is receiving the congratulations of his friends throughout the trade upon the birth of a son on Sunday, April 15. The new future executive of Everybody's Talking Machine Co., Inc., has been named Elliott Arnold Fingrud.

Will Move to New Quarters
The new building in which Philadelphia Victor Distributors, Inc., will shortly establish their new distribution quarters is rapidly nearing completion, and President Louis Bueth is busy formulating moving plans that will allow this move to take place without interruption to the Victor service, for which Philadelphia Victor Distributors are noted.

Feature "Mother's Day" Records
Philadelphia Victor Distributors, Inc., have mailed to the dealers as part of their usual service an attractive pen-and-ink sketch featuring Mother's Day, calling attention to various Victor records particularly appropriate and the Victor Mother's Day album.

Drive on New Orthophonic
H. A. Weymann & Son, Inc., Victor distributors, have addressed an interesting letter to Victor dealers in their territory upon the new Orthophonic Victrola B-35. The Weymann sales promotion department is working intensively with the dealers in the promotion of this new instrument.

Takes Over Victor Business
With the purchase of the talking machine business of the Foster Bros., Manayunk furniture dealers, the stock of Victor machines and records has been removed to the music store of Quintus Brown, at 407 North Fifth street. Under the transfer of the Victor department to the new owner the Brown Music Shop acquires the agency for the Orthophonic and other Victor machines.

T. Fairchild With Brunswick
Ted Fairchild, who has won laurels at the field at the University of Pennsylvania as All-American end on the Red and Blue football squad, has become attached to the local offices of the Brunswick-Balke-Collender Co., 40 North Sixth street, and will cover the trade in this section for the Brunswick. The local branch has been tying up with the appearance of Liddy Holman, comedy singer with the Brunswick, who has been featured at the Fox Theatre, and dealers have been reaping rewards in increased sales of her recordings. There has been an unusually heavy demand for the recordings of Al Jolson, who by special request of the Brunswick made the "Mammy," "Dirty Hands," records now so broadly sold by the manufacturer. The local offices have been keeping pace with the national record made by the com-
New Dynamic Speakers

Radio's first loud speaker—still the finest

Here is the original—the first type of loud speaker ever made. Created by Magnavox in 1911. The only type of speaker that has stood through every period of speaker development. Supreme in the beginning. Supreme today. Patented, controlled and made famous by Magnavox—and Magnavox has been made famous by it.

Over 400,000 Magnavox dynamic power units are now in use. The new models are widely acclaimed by press and public. They are used as built-in equipment by America's fine set makers—and the Magnavox principle is being adopted by speaker manufacturers under license agreements.

New perfected models—to meet every power need—at new low prices

**Aristocrat Model (left)**

Beautiful butternut walnut cabinet finished in two tones. It houses Dynamic 6, 7 or 80 unit. List prices:

- Dynamic with Dynamic 6, $70
- Dynamic with Dynamic 7, $75
- Dynamic with Dynamic 80, $85

**Dynamic 80 (right)**

110 volts AC. Has power-transformer and dry rectifier. The most popular unit of the new line. Designed to operate with AC sets. Unit, list $150.

**Cordova Model (above)**

With dynamic 700 unit, 110 volt, 60 cycle AC. Combining rectifier and power amplifier. Takes place of last audio stage in set. Operates with one 361 or 281 tube and one 310 or 210 tube. Handsome walnut cabinet. List $175. Unit $125.

**Dynamic 6 (left)**

6 volts DC. Field current consumption, 65 amperes. Operates from A battery. Unit list price $35.

**Dynamic 7**

110 to 220 volts DC. Field current consumption, 45 to 90 milliamperes. For use with power amplifiers using high voltage rectified alternating current—or with DC power supply. Unit, list $40.

Send for Dynamic power speaker bulletins, giving full information.

The Magnavox Company, Oakland, California

Eastern Sales Office: 1315 South Michigan Avenue, Chicago

Special Notice—Magnavox Dynamic Speakers are made under one or more of seven U. S. patents and six foreign patents. The Magnavox Company hereby gives notice of intention to vigorously prosecute manufacturers, jobbers and retailers who sell unlicensed units infringing Magnavox patents.

The Talking Machine World, New York, May, 1928
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 78)

Company for its sales of records are now at the highest in the history of the company. Local sales have been soaring with the popularity of the Brunswick artists, Herbert Gordon, who has been making the local records for the Brunswick, who will entertain the music trade when it meets in convention here at the Adelphi, where he is engaged to supply the dance music.

The Brunswick is being exhibited at the Atlantic City store of the company along the Boardwalk, where very effective window displays are being made and with the twelve new records being broadly exploited. The new portable Brunswick at $25 is proving a popular model for the summer months. It has the newest features in its reproducers that now are combined in the higher-priced models, and tonal qualities are exceptionally fine for the low price of the machine.

Foreign Manufacturer a Visitor
Among the group of business men who have been making a tour of the United States as representatives of the leading German commercial enterprise and making the City of Brotherly Love their stopping point in the mid-April days was Carl Twardous, talking machine manufacturer of Germany. These men are members of the Leipzig Fair and were met by John W. Purner, secretary of the Foreign Trade Bureau of the Philadelphia Chamber of Commerce. The tour is in charge of John Falkeberg, of the American Express Co. They spent an entire day touring the Victor Talking Machine Co. as guests of that manufacturing concern. Later they will take in Detroit, Chicago, Niagara Falls, Boston and Washington.

Presents A. K. Sets to Ball Players
Two fine radio sets were presented by the Atwater Kent Co. to Ty Cobb and Tris Speaker, noted baseball veterans, before the opening of the first of the 1928 series of the games of the Athletics in the early days of the month. The radio sets were broadly exploited in banner announcements at Shibe Park ball field just before the opening game with the New York Yankees. The sets were presented on behalf of Atwater Kent, head of the company, as a pre-season gift.

Exports to Colonies
Frank Butler, buyer for the music department of the Strawbridge & Clothier Co., department store, who was confined to his home for several weeks from grippe and threatened pneumonia, is now at his desk again. The Strawbridge & Clothier Co. has added the Zenith and the Kobler to the radio department, under management of Thomas J. Cummins, who also is assistant buyer.

Fine Victor Publicity
There has been a breezy column on the Victor recordings of the month, and prospective listings to come appearing in the Philadelphia Record, the local daily. Accompanying this lively commendation of the Victor artists is a co-operative ad of the dealers in the city and surrounding territory where these records may be bought. The column is written by Leonard H. Arnold and its paragraphs are lined with snappy comments on each of the numbers that have appeared in record form, resulting in some unusually effective publicity.

Everybody's Talking Machine Co.
Celebrates Twelfth Anniversary

Business Started Twelve Years Ago in a Small Way in Philadelphia Has Developed to the Point Where It Now Is a National Institution

PHILADELPHIA, PA., May 7—This month marks the twelfth anniversary of Everybody's Talking Machine Co., of this city. During the entire month "open house" will be observed and parts for talking machines. Specialization on small parts mounted to big business, and the establishment flourished. Mr. Grabuski had all the attributes of a successful executive and notably that of surrounding himself with capable co-workers. As the business grew he brought into the business his brother, Philip I. Grabuski, and an equally enterprising young man named Samuel Fingrud. Upon his untimely death the business rested (Continued on page 82)
Program of the 2nd Annual Radio Manufacturers' Association
Trade Show and 4th Annual Convention

MONDAY, JUNE 11
10:00 A.M.—Registration.
10:30 A.M.—Meeting R.M.A. Board of Directors.
2:00 P.M. to 10:00 P.M.—Trade Show open.
Schedule of R.M.A. Committee Meetings will be announced at the Convention Monday, June 11.

TUESDAY, JUNE 12
1:00 P.M. to 10:00 P.M.—Trade Show open.

WEDNESDAY, JUNE 13
CHICAGO TRADE DAY
10:00 A.M.—Closed R.M.A. Membership Meeting.
10:00 A.M.—Sectional meetings of the following divisions of Federated Radio Trade Association—Radio Wholesalers, Radio Dealers and Radio Manufacturers' Representatives.
1:00 P.M. to 10:00 P.M.—Trade Show open.

THURSDAY, JUNE 14
FLAG DAY
10:00 A.M.—Closed R.M.A. Membership Meeting.
1:00 P.M. to 5:00 P.M.—Trade Show open.
Note: All Demonstration Rooms will be closed Thursday, June 14, at 5:00 P.M. on account of R.M.A. Banquet.
7:00 P.M.—R.M.A. 4th Annual Banquet at Rainbo Gardens.

FRIDAY, JUNE 15
10:00 A.M.—R.M.A. Board of Directors' Meeting.
12:00 M.—Joint Meeting Board of Directors of the R.M.A.—N.A.B.—F.R.T.A.
1:00 P.M. to 10:00 P.M.—Trade Show open.
Additional speakers during the Convention will be announced later.
on the shoulders of these two younger men as president and vice-president and treasurer, respectively. Later Frank Fingrault, a brother of Sam Fingrault, was elected secretary of the company. Now how it has succeeded under their capable direction is no secret. Everybody's Building at 810 Arch street, owned and completely occupied by Everybody's Talking Machine Co., visibly proclaims the growth of the company.

Last year upon the occasion of the celebration of the eleventh anniversary, the building was remodeled, providing particularly attractive display rooms on the main floor and a suite of executive and general offices on the second floor, which rank among the most attractive in the field.

While Everybody's Talking Machine Co. has built its reputation upon Honest Quaker main springs and talking machine repair materials, a distributing division of the company also provides practically every product sold in talking machine warerooms. Everybody's Talking Machine Co. is entering its new business year with the firm resolve to surpass all previous accomplishments.

New RCA Sales Helps for Retail Dealers

Two New Folders, Revised Edition of the Catalog and Book Matches Carrying Dealer's Ad Included

Two new folders and a revised edition of the catalog are now available for RCA Authorized Dealers. Both of the folders are printed in two colors and attractively illustrated. Another new feature which has been added to the list of RCA sales helps is a supply of book matches, printed in three colors, with the dealer's own imprint on one side of the book.

A new music store has been opened at 214 North West street, Allentown, Pa., by Allen J. and Walter J. Benner.

Shape Plans for the Federated Convention

Wholesale and Retail Divisions of the Federated Radio Trade Association Will Meet During Week of June 11-15

The Federated Radio Trade Association is shaping its plans for a convention of all members and prospective members during the Radio Manufacturers' Association trade show, June 11-15, in Chicago. The attending radio wholesalers will hold a meeting under the auspices of the Radio Wholesalers' Association to complete the newly formed organization and also to make standard recommendations on trade practices and the code of ethics.

The dealers' section of the Federated Radio Trade Association will hold a separate meeting devoted exclusively to dealer problems and the perfecting of their organization to aid dealers generally throughout the country. The manufacturers' representatives section will also meet to devise ways and means whereby they can increase the good will of the entire industry. The Federated Radio Trade Association held a special meeting of its board of directors on Monday, April 16, in order to assume their share of the urgent legislative business which is now before the Federal Radio Commission. They appointed a committee of five to meet with similar committees from the other organizations in the radio industry to discuss ways and means for the reallocation of broadcasting stations with the Federal Radio Commission. The board of directors also completed plans for the coming convention.

Harold Wrape, president of the Federated Radio Trade Association, is very optimistic regarding the present reorganization of the group which was started in Milwaukee in February.

Three New Splitsdorf Jobbers Appointed

Three new jobbers have been appointed by the Splitsdorf Radio Corp., Newark, N. J., rounding out its New York State distributing facilities. Buffalo Ignition Sales Co., of Buffalo, N. Y., has been named as exclusive distributor for the Splitsdorf line in the western counties of New York State and a number of Pennsylvania counties. This automotive jobbing house is establishing a special radio department under the management of Harold D. Domey, who was formerly State representative of Temple, Inc. of Chicago, speaker manufacturer. In addition to six men in the automotive division, three radio men have been engaged to cover the territory.

To handle the Rochester jobbing section of the State, Cook Iron Store, Inc., has been appointed exclusive distributor for this is a long-established house located in Rochester and engaged in the hardware and automotive fields. The special radio department is in charge of C. S. Norton. For eastern New York (the Albany Hardware Co., of Albany, N. Y., has been appointed. This firm is said to be one of the largest in the hardware field in New York State and also has a special department for radio. The firm travels seventeen men in the territory.

Interesting Dealer-Jobber Exploitation

Radio fans in Decatur, Illinois, were recently invited to test their knowledge of the identity of broadcasting stations by the Decatur Review, a local newspaper. Each day a picture puzzle appeared in the Decatur Review, and the readers were invited to name the station to Unique Mohawk Window Tie-Up which the cartoon referred, and to submit their solutions to the newspaper. The accompanying photograph showing a window filled with the completed puzzles, indicates the interest and enthusiasm which the contest brought forth.

The Decatur Review in collaboration with the Washington Auto & Supply Co., Mohawk distributors of Washington, Ill., and Blankenheim & Baker, Decatur, Ill., dealers, sponsored the contest and the prize was a Mohawk set.
First Quarter's Business in Twin Cities Is Improvement Over 1927

S. C. Schulz, Brunswick Manager, Credits Increased Record Sales With Improvement in Total Volume—Coin-operated Orthophonic Proves Good Seller

MINNEAPOLIS and St. Paul, Minn., May 8—Two weeks in April and continued fine weather did considerable damage to all lines of business in the Northwest. The last week of April, however, promised to usher in the longer delinquencies.

S. C. Schulz, manager of the Brunswick branch, declared the first quarter of the year to have been very encouraging as compared with last year. Much of the credit for the increased sales can be attributed to the improved record—or improved in selections, orchestras and artists, recordings and price reductions. Also to the consistent advertising and new merchandising methods.

Great impetus has been given record sales by the release of Al Jolson's famous "Mammy" and "Dirty Hands, Dirty Face." Jolson has sent out on his own letterhead a clever letter, expressing his pleasure in the records, and Abe Lyman, who played the orchestral accompaniments, adds a postscript in the same vein. The letter will be featured in advertising.

Mr. Schulz has returned from a trip through Montana and North Dakota with L. S. Buchnak. They found that the small towns are doing a splendid business both in machines and records. There is much enthusiasm over the new portable.

Brunswick dealers will have special window displays for Mother's Day. Hangers will emphasize records as appropriate gifts. There are about twenty-five records of Mother songs, including Al Jolson's "Mother of Mine, I Still Have You."

Nick Lucas is playing at the Hennepin Orpheum the first week in May and Brunswick dealers will tie in with his appearance. The "Crooning Troubadour" is expected to draw crowds when he appears at the dealers' stores. A golf match has been arranged between Eddie Dunstader, Brunswick recording organizing, and Nick Lucas.

C. C. Hicks, manager of the George C. Beckwith Co., reports a remarkable pick-up in business for the last week of April, and attributes it very much to the appearance of "Mammy." The coin-operated Orthophonic has proved to be a marvelous seller, and the Beckwith Co. was able to increase the organization in order to handle the volume. A sample of the new portable is an attractive model and has a full Orthophonic tone. The three-hundred-dollar instrument, Orthophonic $8.35, cannot be shipped in sufficient number to supply the demands.

R. C. Coleman, who has charge of the radio department of the Beckwith Co., is very pleased with the department's business done in the Crosley line, which the company has handled for just that length of time. Mr. Coleman believes that all radio dealers are interested in a "fill-in" line for the dull months in a radio demand. The Toyball refrigerator has already proved a wonderful adjunct to the main line and the dealers are ordering far in advance of the hot weather. The Geo. C. Beckwith Co. is about to open a branch in Aberdeen, S. D., for jobbing radio goods. New radio accounts are opened weekly by Mr. Coleman. He expects to leave for the Crosley conference at Cincinnati on May 15 to be gone a week.

J. E. Date has been reappointed as factory representative in Minnesota and the Dakotas for the Magnavox Co. New samples are on display at his showrooms on Nicollet avenue and they are attracting much attention.

There has been a decided demand for the public-for dynamic speakers. The Magnavox Co. holds the original dynamic patents and its Dynamic cone speaker was the first of its kind, it is said.

Wm. A. Linguist, head of the music house of that name, is delighted with its St. Paul store. It was established six months ago and has shown a splendid volume of business. Joel Hallgren is in charge.

The Williams Hardware Co., of Minneapolis, has signed a contract with the Splinters Corp. as distributor for its lines in Minnesota and the two Dakotas.

Capital stock of the Belmont Corp., Sonora distributor, has increased from 200 shares to 1,500, 1,400 of which are common stock and 100 preferred. Geo. Michel is president of this well-known and successful company.

Max Kohrs, of Minneapolis, presented all the players of the ball club with Carryola Master portable phonographs at the opening game of the season.

Ted Lewis and his band made their usual impressive hit in the Twin Cities the last week in April, playing to packed houses. Columbia dealers reaped the benefit.

Ruth Etting, another Columbia favorite, is expected here in May, and there is a possibility that Paul Whiteman will bring his band to the new Minnesota Theatre in June.

Ray Reilly, formerly with Sonora, but now sales manager for the Carryola Co., was a recent visitor to the Twin Cities.

Harry Gibb, who used to be with the Brunswick Co., but is now with Sonora, was in Minneapolis a week ago.

Trade News From Richmond Territory

RICHMOND, Va., May 3—Conditions in this territory are good and dealers are enthusiastic over the outlook for the future. The fact that the du Ponts are building a big Rayon plant on the outskirts of Richmond which will give employment to more than 5,000 people is expected to bring business in time.

J. C. Howlett, of the J. C. Howlett Piano Co., South Boston, Va., has taken over the site at 420 East Grace street, formerly occupied by Stieff's, and will operate a music store there under the name of Stieff's Warerooms with the Victor line as leader.

The Manly B. Ramos Music House, 212 West Broad street, has taken on the Sonora line of phonographs and records.

The Columbia Furniture Co., Victor and Columbia dealer, has become a member of the Furniture Syndicate of America. This firm is contemplating adding a radio department in the fall.

Kaufman's department store has moved its radio department from the third to the second floor and has a receiver operating continuously for the entertainment of shoppers. Sales have been stimulated by the move. The Artwater Kent and Freshman lines are carried.

Sears, Roebuck & Co. have opened a store at 121 West Broad street. Radio is included in the lines carried.

Walter F. Davis and Louis J. Heindl, owners of Walter D. Moses & Co., Victor dealers, have purchased the building in which the store is located for $135,000. The firm plans to remodel the three floors it occupies at an estimated cost of $15,000.

Anderson's Furniture Store, Columbia dealer, has installed a record department with Miss Evelyn Walker in charge.

John Cowan, of the James Cowan Co., recently returned from a trade trip through the Carolinas and reports business in that territory, particularly in North Carolina.

Hughes-Peters Corp. Is New Fada Jobber

The Hughes-Peters Electric Corp., Columbus, O., has been appointed wholesale distributor for Fada Radio products in the central portion of the State of Ohio, according to a recent announcement by F. A. D. Andrea, Inc., Long Island City.

The Hughes-Peters Electric Corp. is one of the oldest electrical wholesale houses in Columbus. M. A. Bridge, Jr., general manager, accompanied by several executives of his company, visited the plant of F. A. D. Andrea, Inc. in Long Island City prior to their decision to take on the Fada line. Orders for a representative stock were signed, and the Hughes-Peters organization expects large volume sales at the outset.
Music-Radio Sales in the Buffalo Territory Meet Trade Expectations


Buffalo, N. Y., May 9.—Spring radio sales have been fully up to the expectations of the trade, and the wholesaling business also has been in line with the hopes of dealers.

T. H. Lewis is moving his talking machine store from 84 Clinton street to 124 Broadway.

The Wholesale Radio Equipment Co. has closed its Buffalo office, which has acted as Federal jobbers for the Buffalo territory. The manager, Thomas White, has gone to Chicago where he is expected to become identified with the radio trade. It is expected here that the Federal Co. will soon announce a new system of distribution for the Buffalo territory. Meanwhile it is handling dealer business in this territory direct from the factory in this city.

B. L. Kudick, who has been identified with the Philadelphia Storage Battery Co. here for a number of years and is widely known among the radio trade, has resigned to become sales manager for the General Electric Refrigerator Co., Erco, Inc., for this district.

The South Side Furniture Co. has added the complete Fada line to its stock.

E. E. Ecker has been named vice-president and general manager of the King Mfg. Co., manufacturer of King radio, and G. A. Backley has been made factory manager. W. L. Morley, former service manager, has been promoted to sales manager.

The King Co. has disposed of its automotive business formerly operated under the name of King Quality Products, Inc., to the McQuay-Norris Co., of St. Louis, which will remove the automotive industry to another city in the near future, leaving the King Co. its entire building to use for its radio line.

Felix Serno, well-known radio dealer of Belmont, N. Y., has purchased the Belmont Theatre in that city and will operate it hereafter, although continuing his radio line as formerly.

A new radio store has been opened by the Meco Electric Corp., at 18 East Chippewa street, under the management of Elmer C. Metzer. Freshman radio and a general line of talking machine business are being featured.

Incorporation papers have been filed under the name Lucas, Inc., by Ralph Lucas who recently opened a Victor store at 237 Delaware avenue. Mr. Lucas, John E. Twigg and Frank J. A. McCarthy are the partners.

Yahrling-Rayner Co. Move to New Home

The formal opening last week of a new three-story home of the Yahrling-Rayner Music Co., 366 West Federal street, Youngstown, Ohio, was the occasion for a large gathering of friends who extended congratulations on the opening of one of the finest music stores in America. The Victor Orthophonic and Brunswick phonograph, under the management of Mrs. G. B. Hellman, is one of the great features of the building. Ten thousand records are catalogued. The radio department is on the mezzanine floor, and a full line of Zenith, Kellogg, Spartan and Atwater Kent sets are carried, together with accessories. The piano and player departments are thoroughly modern.

An Aggressive Salesman

Wanted by a large manufacturer of nationally known radio line. Radio experience not necessary, provided you know how to do constructive selling to jobbers and dealers. Experience in selling musical instruments, washing machines, or similar lines of merchandise, will be beneficial but does not require a man of pleasing personality and unusual aggressiveness. The territory is Ohio, Michigan, Indiana, Kentucky and western Pennsylvania. The income will be substantial to attract a high-grade man, and will be increased as results warrant. Address Box 1630, The Talking Machine World, 420 Lexington Ave., New York.

Entries Received in Schubert Contest

More than 590 manuscripts have been entered in the $20,000 prize contest for orchestral compositions in honor of Franz Schubert, sponsored by the Columbia Phonograph Co., in celebration of the Schubert bicentennial this year. The zone prize winners will be announced between May 15 and May 31. The following compositions will then be sent to Vienna, where, during the summer, they will be voted upon. The American delegate to the group is Walter Damrosch.

The K. T. Mearcanile Co., of Omaha, Neb., has purchased the Dclaven Music Co., of Taber, La.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TALKING MACHINE WORLD"

PUBLISHED WEEKLY AT NEW YORK, N. Y., UNDER THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of this issue of May 1, 1928, 7,000 copies were printed and 6,975 copies distributed as follows: To subscribers, 6,575; to dealers and others, 400; to manufacturers, 30; to distributors, 25; to public libraries, 25; to dealers, 20; to owners; 5; to bookstores, 5; to others, 10.


The publication office is 420 Lexington Ave., New York, N. Y. The mailing office is Litho Publishing Co., Litho Publishing Bldg., 420 Lexington Ave., New York, N. Y.

The name and place of business of the publisher, editor, and managing editor are as above.

The publication price is $5.00 per year, payable in advance.

The volume and number of this publication are Vol. 10, No. 19.

No part of this publication may be reproduced without the written consent of the publisher.

This brings to mind that Pienaro made the first radio console, the first high boy, the first console speaker, the first Washington Desk Model and now the French Console.

BE FIRST WITH PIERNAR!

America's Foremost Line of Radio Furniture

The Pierson Company

Rockford, Illinois

First Showing of French Consoles at the R. M. A. Show in Chicago

As always Piernaro sets the pace. This season we are showing for the first time French Consoles. Also modern French cabinets.

This brings to mind that Piernaro made the first radio console, the first high boy, the first console speaker, the first Washington Desk Model and now the French Console.

BE FIRST WITH PIERNAR!

The Talking Machine World, New York, May, 1928
Interesting Events of the Trade in Pictures

Above—Atwater Kent distributors in the Southwestern territory discussed Spring and Summer sales drive at an enthusiastic meeting held at the Hotel President, Kansas City, Mo. Addresses were delivered by P. A. Ware, merchandising manager; H. T. Stockholm, territory manager, and L. A. Charbonnier, service manager, of the Atwater Kent Mfg. Co.

Right—Music department of Nugent's St. Louis, showing Moran and Mack, the Two Black Crows, signing records for patrons. Whenever these artists have appeared tie-ups have resulted in a marked increase of sales of their records.

Above—Leading distributors from all parts of the country who handle the Zenith radio line were present at the Zenith conference held recently in Chicago. Interesting talks and enthusiasm marked the gathering, which was one of the most successful meetings ever sponsored by Zenith.

Above—J. J. Reilly, mid-Western representative of Kolster radio, with headquarters in the Great Northern Building, Chicago.

Above—Distinctive window display devoted to Stromberg-Carlson radio installed by Donnels Music Co., Los Angeles, Cal. Dealers are finding striking window displays an excellent source of sales.

Above—Piper & Taft, Splitdorf radio distributors, of Seattle, Wash., back up their belief in future by ordering radio receiving sets in carload lots.

Left—Atwater Kent radio occupied center of stage at opening of ball season at Shibe Park. Model 37 was presented by A. Atwater Kent to Cobb and Speaker, of the Athletics.

Right—Mark Fisher, Chicago stage band leader, enjoying his new Brunswick Panorama.
Freshman Equaphase
Prices Are Reduced

Substantial Reductions Affecting Eight Models Are Announced Effective Immediately—Expect Big Volume of Sales

Substantial reductions in list prices of the Freshman Equaphase line of radio receivers, manufactured by the Charles Freshman Co., Inc., New York City, were recently announced to the trade. The new prices became effective immediately following the announcement.

Model G-1 with Model E speaker table, formerly listed at $175 complete with tubes, is now $99.50, less tubes. Model G-3, formerly $200 complete, is now $124 less tubes. Model G-4, formerly $225 complete, now lists at $149 less tubes. Model G-5, formerly $250 complete, is now $155 less tubes. Model G-7, formerly $185 complete, is $122.50 less tubes. Model G-10, formerly $195 complete, is now $113 less tubes.

Model G-4, phonograph and radio combination, heretofore listed at $350 complete, is now $225 less tubes, and Model H-9, power phonograph and radio combination, formerly $500, is now $295. Volume sales during the Summer months are expected by the Freshman organization on the new price schedule.

Splitdorf Holds Sales Convention

On the eve of the announcement of a new line of radio receivers with several novel and striking features, Splitdorf Radio Corp., Newark, N. J., has been holding a series of meetings at the Newark factory. Presided over by Hal P. Shearer, general manager of the company, the object of the conference was to demonstrate the new sets and discuss sales and merchandising plans for the coming season.

Among those in attendance were: Roy S. Dunn, central district sales manager; H. H. Silliman, Eastern district sales manager; James K. Beach, Southwestern sales manager; George T. Algeo, and J. F. McCarthy, sales engineers; H. G. Blakelley, Southern sales manager; Noel S. Dunbar, advertising manager; S. Schaeffer, assistant advertising manager; L. E. Parino, service manager and Mr. Shearer, general manager of the company.

All advertising and selling plans were gone over and discussed with reference to their territorial application and Splitdorf's national program in radio was treated from every angle of interest to the selling organization assembled. In the course of the meetings it was announced that the outlook, based on careful analysis of product and market, is exceedingly bright from every viewpoint.

Radio Deadline Is Set for September

The "dead line" for readjustments throughout the country under the new radio law has been definitely set for September 1 by the Federal Radio Commission, according to Commissioner O. H. Caldwell, who has been making a general study of the situation in the Metropolitan area and New England.

New A. K. Quartet

A new quartet has been organized for the Atwater Kent Radio Hour which opened the Summer schedule Sunday, May 13, through stations WEAf and associated stations. This quartet, which will be heard during the Summer months, is composed of Victor Edmunds, first tenor; George Rasty, second tenor; Ercyn Mutch, baritone; James Davies, basso.

A Radio Salesman

Wanted by large manufacturer of nationally known radio line. Must be seasoned man capable of selling high-grade equipment line to best merchants in Chicago, northern Illinois and northern Indiana. This job requires a man of pleasing personality and unusual aggressiveness. To the right man the income will be made satisfactory to start and will be increased according to results. Address Box 1638, Talking Machine World, 420 Lexington Ave., New York.

George C. Smith Wins Voice Competition

Well Known as the Director of Broadcasting Activities of the Zenith Radio Corp., Station WJAZ in Chicago

George C. Smith, who directs the broadcasting activities of the Zenith Radio Corp., station WJAZ, Chicago, was the winner of the National Federation of Music Clubs male voice contest, in 1921, and was also the winner in a voice contest held by the Society of American Musicians of Chicago, the Orchestral Association and Frederick Stock, conductor, Chicago Symphony Orchestra, Chicago, in 1921.

Mr. Smith began the study for his profession with E. Warren K. Howe, noted Chicago voice teacher, in 1915. This was interrupted by over two years' service in the army, during which time he spent eighteen months overseas. The last four months in France he attended the University of Bordeaux, where he had excellent opportunity to study the language and hear French music and artists. After his return, he resumed the study of voice with his former teacher at the American Conservatory of Music, graduating with high honours in the Spring of 1921.

Mr. Smith possesses a natural high baritone voice of beautiful quality, developed to great power and resonance. His singing is colorful, and his perfect placement and excellent control give his audience that satisfaction which comes from feeling that the artist is perfectly sure of himself. Mr. Smith for several years has been connected with the broadcasting activities of the Zenith Radio Corp., and is one of the most popular announcers on the air.

Grebe to Exhibit at Atlantic City

Exhibiting their latest product, the Synchrophase AC Six and complete line, A. H. Grebe & Co., Inc., New York City, will have a booth at the National Electric Light Association exhibit and convention, which is to be held in Atlantic City, June 4 through June 8. In addition to the display of the new Grebe all-electric six-tube radio receiver, they will also show its natural speaker line and socket power devices, as well as the Synchrophase Five and Synchrophase Seven, battery operated receiving sets.
A NEW PORTABLE
(Fully Protected by Patents)

An entirely different method of sound reproduction from any other on the market—thus eliminating competition.

Although well built, measuring only 12x12x6, light weight and attractively finished, it sells itself on its TONE. The volume is so great that electrical amplification is unnecessary.

List Price Only

$25

Liberal Jobber’s Discount

With the Serpentine Portable you can build your business without competition. Write today for full details.

ASTRAL RADIO CORPORATION
1812 Chestnut Street

Louis Sterling Host to American Columbia-Okeh Staffs at Dinner

Chairman of the Board of Columbia Graphophone Co., Ltd., Columbia Phonograph Co., Inc., and Okeh Phonograph Corp., Gives Dinner at Hotel Astor, New York

The accompanying picture was taken at the dinner tendered recently at the Hotel Astor, New York City, to his American staff by Louis "Olympic" for the British Isles and the Continent.

Among the guests were H. C. Cox, president of the American company; F. H. Bratton, ass’t secretary and ass’t treasurer; and Otto Heineman, president of the Okeh Phonograph Corp. Additional guests included the heads of the various departments, such as the recording, research, legal, sales, advertising, foreign, cabinet, and export, as well as Raymond Gloetner, manager of the factory at Bridgeport, and a number of men working with him. E. W. Gattenberger, manager of the New York branch, and members of the Okeh Phonograph Corp. staff were also present. James P. Brat and N. F. Milnor, both widely known in the phonograph industry some years ago, attended as the personal friends of Mr. Sterling.

Otto Heineman, acting as toastmaster, called upon many of the guests, who responded with informal speeches; some humorous, some serious, some recalling the old days of the industry, others commenting upon present developments and all paying their sincere respects to Mr. Sterling, their friend. During the evening a number of well-known Columbia artists entertained the guests with songs and instrumental numbers.

Atwater Kent Buys Estate

Philadelphia, Pa., May 4—A. Atwater Kent, president of the radio manufacturing firm which bears his name, has enlarged his Summer estate at Bar Harbor, Me., according to a recent news dispatch, through the acquisition of the adjoining estate, Brook End, formerly belonging to the late Dr. Robert Abbe, of New York. "Sonogee" was purchased by Mr. Kent two years ago from Frederick Vanderbilt shortly after the death of Mrs. Vanderbilt. It is said to comprise more than five acres and is one of the show places of Bar Harbor.
Victor Co. Takes Over All the Distributorships in Baltimore Area

Will Establish Own Distributing Organization Covering Maryland, Washington and Richmond—W. M. Mueller Dies—Pollocks Buy Oldewurtel Stock—Other News

BALTIMORE, May 8—A veritable bombshell struck the local talking machine dealers when circular letters were sent out announcing that effective May 1 the Victor distributorships of Messrs. Cohen & Hughes, of Saratoga, near Howard streets, and Messrs. H. R. Eisenbrandt & Sons, of 215 West Franklin street, have been taken over by the Victor Talking Machine Co.

The same action is forecast to take effect by the fifteenth of May with the remaining jobbers of Washington, Baltimore and Richmond. It is learned that the Victor Talking Machine Co. has decided to establish its own subsidiary distributing companies in Maryland, in consequence of which the now existing Victor jobbing houses in these cities have ceased to exist.

It is also understood that Mr. Davis, for many years district representative for the Victor Talking Machine Co., will manage thereof. It might also be mentioned that the equipment, fixtures, leases and stocks of the various jobbers affected will be taken over by the Victor Talking Machine Co. subsidiary in their entirety.

The E. F. Droop & Sons Co., of Thirteenth and G streets, Washington, D. C., one of the jobbers affected by this plan, announce that they propose to continue as retail dealers.

Pollocks Buy Oldewurtel Stock

A. & J. Oldewurtel, whose removal from 305 North Howard street, to 316 North Howard street, was announced last month, have sold their stock to Pollocks, the Baltimore Furniture Stores. This company plans to remodel this building and operate a modern talking machine shop there.

William M. Mueller, prominent talking machine and piano dealer of this city, who operated stores at 306 South Third street, 1438 North Gay street, and 3052 West North avenue, died suddenly at Atlantic City, April 28. Mr. Mueller went to the resort for a rest. He was fifty-one years old. Besides his widow, Mrs. Katherine Kruger Mueller, he is survived by two daughters, Mrs. Francis Schamberger and Miss Esther Mueller, a son, Anthony H. Mueller, and a brother, Victor Mueller.

Get Publicity by Unusual Method

The Hamilton Co., of 309 North Charles street, in connection with the announcement of the opening of its exclusive Victrola and radio studio, gave away one Victor black label ten-inch record of owner's own selection with every purchase of two or more records and with every sale of an Orthophonic Victrola purchased during the opening week, records to the amount of 5 per cent of the purchases were given away. With every radio purchased the necessary tubes were included without charge. This announcement was productive of extremely good results.

Normal Brunswick Demand

Joseph Victor, manager of the Panatrope division of the local branch of the Brunswick Co., states that conditions in this territory are normal at the present time. Dealers are very enthusiastic about the new Brunswick portable and many orders have been received for this instrument.

Mrs. Florence P. Haenele of the record sales promotion department at Chicago, has been assigned to the Baltimore territory for a limited time. She will visit dealers in Maryland, Virginia, Delaware, Pennsylvania, North Carolina and the District of Columbia. Emanuel Kautman was recently assigned to the Baltimore branch as a member of the record sales staff.

Braiterman-Fedder Co. Busy

Braiterman-Fedder Co., of 414-416 East Pratt street, continue to be jubilant over business conditions. They report an increase for the month of April of approximately 25 per cent over that of last year. To take care of their increasing business, Sol Stein has been added to the sales force. He will cover West Virginia and North Carolina. Mr. Fedder, a member of the above firm, who had just returned from Pittsburgh, was forced to return there in an attempt to placate his dealers for he found that he had greatly over- sold their manufacturing capacity on portable sets. This extremely live and wide-awake concern has made arrangements with three of the leading department stores of Baltimore to display their wares during "Baltimore Products Week."

Dealers Tie-Up With New Radiola

Radio Corp. of America's announcement of its new and improved Radiola 18 was tied up with similar advertisements of most of the dealers. The great difficulty now seems to be to get enough instruments to supply the large demand thus created.

E. B. Shiddell Gets Position in Japan

Columbia Executive Appointed Assistant Managing Director of Nipponophone Co., Japan—Widely Experienced

E. B. Shiddell, for twenty years associated with the Columbia Phonograph Co., New York City, and at present as executive in the General Sales Department, New York City, has been appointed assistant to L. H. White, managing director of the Nipponophone Co., Columbia subsidiary in Japan. The appointment, made by Louis Sterling, chairman of Columbia's Board, has just been announced by H. C. Cox, president of Columbia. Mr. and Mrs. Shiddell will sail from San Francisco, June 8, on the President McKinley, of the Dollar Line.

Mr. Shiddell has had a very varied Columbia experience. He started with Columbia's Kansas City branch in 1905, as collector of installment accounts in the retail department, at a time when Columbia had transcontinental stores of its own.

Within seven years Mr. Shiddell passed through all stages of branch experience, including posts as shipping clerk, repair man, retail salesman, traveling salesman and assistant manager. Then in 1913, Columbia sent him to the West Indies, where he built up a wholesale and retail business. Two years later saw him branch manager for Columbia at Dallas, Texas, and after the World War was connected with the Cincinnati branch.

He formed the E. B. Shiddell Co., in Boston, in 1928, for distributing Okeh records in the New England territory. He presently joined the Okeh sales staff as manager of New York distribution, and since 1926 has been in his present Columbia post at 1019 Broadway, New York City.

New Grebe Distributor

A H. Grebe & Co., Inc., New York radio manufacturers, have announced the appointment of A. K. Sutton, former owner of N. J. F. Co., 30 West First street, Charlotte, N. C., as a distributor for the Grebe line of radio products.
The Newest in Radio

Four New Radio Sets

Grundy-Gryphon Co., Chicago

Model 61, seven-tube, completely shielded receiver, using R. F. L. balanced circuit, with high-fidelity transformers, frequency selectivity, tuned antenna input and radio power amplifier. Two 571 power tubes connected in push-pull in power output stage, controlled by secondary control for obtaining additional selectivity. Volume control instantaneous in action. Walnut cabinet with front panel of burl walnut, front grille of walnut, with Majestic electric power unit. List price $92.50.

Model 62, same receiver and specifications as Model 61. Furnished in walnut cabinet, with front panel of matched burl walnut, completely with Majestic electric power unit. List price $99.50.

Model 71, same receiver and specifications as Model 61. Furnished in walnut cabinet with front panel of black walnut, completely with Majestic electric power unit. List price $99.50.

AC Tube Checker

Steele-Winst Mfg. Co., Cleveland

Model 80, Jr. Junior AC tube checker, No. 80-84, operates from 110 volt, 60-cycle AC. Designed especially to detect "short" and "open" where tube requires shorting. Checks 27 tube types. Also checks shorted amplifiers and rectifiers in types 2A5, 2A6, 12A, 12A1, 12B1 and all rectifier tubes 218, 256, 244. Includes test leads, including shielded leads. Weight 31 pounds. List price $34.

AC Tube Checker, Model 85, tests seven-tube, shielded grid pre-amplifier for practically all levels in AC sets. Gives amplification of about ten times the RCA 257. Quick checking of between six and twelve seconds, superior sensitivity and a life comparable, with that of the best DC tube, is claimed. General specifications are: detecting plate potential, 45 volts; heater filament voltage, 250; heater filament current, 1 ampere; amplification constant, 5; mutual conductance, .508; plate impedance, 11,000 ohms. Three tubes are most generally used in the selecting circuit of AC receiver, but can be employed throughout the amplifying system.

Metal Radio Bechets

W. H. Howell Co., Grover, III. Metal radio bench, Model 92-R, is a handsome walnut shape, 42 inches high, 18 inches wide, and 18 inches high. The base is finished in black and gold lacquer, and the bench is upholstered in a rich figured jacquard velour. They are packed three to a case. K. D. Tops packed three to a carton. The shipping weight (3) is 69 pounds.

Air Column Speakers


Ultralite air column speaker No. 87,18 inches high, black, 114 inches, white, 115 inches deep. Length of all columns 45 inches. May be installed in cabinet through use of special mounting board. List price, $12.50. Are equipped with two 18-inch, high, 24 inches wide. The tops is finished in black and gold lacquer, coated with red and green. Arboretums can be had of other colour.

Radio Amplifiers

Sylvania Products Co., New York.

Syntan X-222 shielded grid amplifier, intended for use primarily with Hi-Fi Radios, is shielded from the plate, preventing capacitance feed back between these elements and permitting a high amplification per stage in properly designed sets. Plate voltage 3.3, plate current 0.15, plate voltage (front) 1.86, plate voltage (back) 1.80, negative grid base (voltage) 1.5, amplification constant 5.3. List price $60.00.

Speaker Extension Cord

Beldeen Mfg. Co., Chicago, Ill. A 50-foot long speaker extension cord consisting of two rubber-insulated conductors inside a brown cotton braid, is equipped with pin tip terminals on each end. A built-in connector is provided for connecting to speaker terminals. The rubber insulation prevents voltage in the long cord.

Phonograph Pick-Up

J. B. Gordon Co., Chicago, Ill. Gordon phonograph pick-up, reproducing records electrically through a radio receiver and loud speaker. Practically as much undistorted energy as the best mechanical pick up, and in its tone response is considerably better than the Sx-220, it has been designed to work with either the Sx-220 or with the RCA 219 tube, which has more drive per volt. Unit is designed for operation from 110 volt, 60 cycle AC circuits.

Replacement Tube

Arterius Radio Co., Newport, N. J.

Five-piece base replacement tube, manufactured under license of General Electric Co., for use in receivers requiring a 27 type heater tube, and is available in any quantity at low prices. List price $3.50.

Radio Panel Light

Matchless Electric Co., Chicago, Ill.

Light both for radio panels of high quality as Lostle High-Vacuum tubes made by same firm. Manufactured under license of General Electric Co., for use in any quantity at low prices. Made in standard sizes and voltages.
Radio Cabinets

Aston Cabinet Manufacturers, Chicago. Radio cabinet No. 200, built in 2550, is of matched butternut, one hundred per cent tossed. Antique copper trimmings. Finishes in satin lacquer, interior gilt polyvinyl. Cabinet size 42 x inches.

Output Transformer

Acme Electric & Mfg., Co., Cleveland, O. Output transformer and filter condenser. Complete assembly. 15 x 20 x 15 inches. Voltage connected between the tube set and speaker. Transformer enables the operator to adjust the set to the particular conditions of the room and personal preferences, making the receiver extremely sensitive. The transformer is available in five sizes. Price list available on request.

Single Control Set

Brenner-Tully Mfg. Co., Chicago, Ill. Radio receiver, model "20." Is a strictly single control, drawn back and designed for direct reading and illuminating the dial against a shaded pilot light. AS an added feature, it enables the operator to adjust the set to the particular conditions of the room and personal preferences, making the receiver extremely sensitive. Price list available on request.

Seven-Tube AC Set

Bush & Lane Piano Co., Holland, Mich. Model 2, seven-tube AC receiver, delivers three tubes. tubes; one 12 volt with a 15 volt transformer. Price list available on request.

 Phonograph Pick-Up

Faneau Electric Co., New York City. Model 100-A. Phonograph, a magnetic pick-up, complete with balanced tone arm, mounting support and volume control. An announced.

Phonograph records are available in three cabinet styles. Model "R" with columnar cabinets and walnut finish, set of 66 by decorative overlay of darker finish on each side of center panel; Model "S" of walnut with projecting base and
tatched with highly polished pewter pack, one receiver, UX-240. List price $40.00, without tubes.

DC Receiver

AC Receiver, model UX-226. Mfg. Co., Chicago. Radios are supplied with the latest in patents and improvements. Shipping weight 42 pounds. Height overall 36 inches. Walnut or mahogany type tables to accommodate Altin, 01, and Kohler arts.

Voltage Regulator

R. M. M. Manufacturing Co., Lagunac, Ind. Voltage regulator for AC.

Radio Receiving Set

Tyman Electric Corp., Chicago, Ill. "500" five-tube "All-Purpose" radio receiver, tuned radio frequency circuit, using two Shadetube tubes and three UX-106 tubes. Tunes 15 tubes at a time and one 15 volt battery for "C" battery supply. The necessary voltages, one volume control, equipped with Utah unit, all components packed in a walnut cabinet. Price list available on request.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of "Talkers" for March—General Increase Over the Year Previous.

Washington, D.C., May 20.—In the summary of exports and imports of the Commerce of the United States for the month of March, 1928, the following are the figures bearing on talking machines and records:

The fulfilments of talking machines and parts during March, 1928, were valued at $2,250, compared with $2,025 worth of imports during the same period of 1927. The three months' total ended March, 1928, showed imports valued at $6,919.99, in the same period of 1927, $14,443.00, a substantial decrease. The cash machines to the number of 11,750, valued at $183,598, were valued at a comparison of 1,941, valued at $1,436, in the same period of 1927. The three months' total ended March, 1928, valued at $2,436, in the same period of 1927, a substantial decrease. The cash machines to the number of 4,843, valued at $79,960.89, in the same period of 1927, a substantial decrease. The cash machines to the number of 4,843, valued at $79,960.89, in the same period of 1927, a substantial decrease. The cash machines to the number of 4,843, valued at $79,960.89, in the same period of 1927, a substantial decrease.
Phonograph Manufacturers Will Exhibit at Coast Music Pageant

Approximately 180 Feet of Plaza and Store Space Contracted for by Phonograph Makers at International Pageant of Music to Be Held June 18 to 30

Los Angeles, Cal., May 5—The International Pageant of Music and Exposition, being held in Los Angeles, June 18th to 30th, promises to be well represented from a phonograph display point of view. Approximately one hundred and eighty feet of store and plaza frontage has been contracted for by phonograph manufacturers and, in one instance, by a phonograph jobber. These will be housed in artistic and graceful buildings, including a dazzling East Indian architectural front for the Victor Talking Machine Co., with interiors decorated in futuristic fashion harmonizing with that made familiar in the Victor Co.'s special circulars and hangers. The Brunswick Co. has chosen a most colorful design in Egyptian decoration and architecture and—as in the case of the Victor display—a stage for pageantry and tableaux is artfully built in the design from which, when a least suspected curtain arises, some of the musical attractions will be given. Thomas A. Edison, Inc., is housed in Italian buildings adjoining that of the Pacific Wholesale, Inc., with Okeh records. It would be difficult to describe the beauty and attractiveness of these examples of Italian architecture from which no details have been omitted with their dainty balconies, red tiled roofs and rose vine adorned walls. The Allen portable is also shown with Italian settings. The Caswell and other portables have selected the plaza booths.

In connection with the International Pageant of Music, a most interesting contest is taking place which is receiving a great deal of publicity through the newspapers and also by means of special window displays in various music stores. This contest, in which hundreds of girls between the ages of fifteen and thirty-five are entering, is for the choice of one who will be sent for a trip around the World. She will be chosen by very competent judges for her grace, intelligence and beauty—but emphasis is laid on the fact that it is not a beauty contest only. A contest over radio was recently held for a snallc name for this Southern California Ambassador, the person suggesting the best name—in the opinion of the judges—receiving a prize of fifty dollars ($50.00). The winning name was "Southern California's Joan of Arc." The lady who wins this title will not only be awarded an extended trip around the World, but she will be supplied with a complete wardrobe, together with a liberal allowance of spending money and she will be accompanied by a chaperone. Chambers of Commerce and public bodies in various foreign cities will receive her and it is anticipated that she will not only be a bearer of greetings from Southern California, Los Angeles and from the dealers and manufacturers sending her, but will also be an Ambassador of Good Will from the American people as a whole.

Convention Assured Big Crowd

Cards are being received at convention headquarters from music dealers in cities and towns scattered all over the eleven Western States notifying the committee of their intentions to be present at the Western Music Trades Convention, Los Angeles, June 26th, 27th, 28th and 29th. The convention will take place at the Ambassador Hotel, which stands in the center of twenty-two acres and is situated but two minutes' ride from the center of downtown.

C. H. Mansfield in New Post

C. H. Mansfield, well-known phonograph and radio sales manager, has joined the Platt Music Co., receiving the appointment of associate general sales manager with Edwin Lester, who has held the position alone for some time. Mr. Mansfield, whose articles on sales management have appeared in The Talking Machine World, has an enviable reputation for success in obtaining the best results from salesmen and in planning carefully laid out sales campaigns.

E. L. Hayes to Manage Fitzgerald Sales

Edward L. Hayes has been appointed sales manager of the phonograph and radio departments of the Fitzgerald Music Co., succeeding C. H. Mansfield, who recently resigned. Mr. Hayes has had a varied experience in phonographs and radios and was for some time in charge of the phonograph and radio department of Bullock's Department Store. Later he was engaged in the wholesale radio department as a salesman for Ray Thomas, Inc., Atwater Kent distributor in Southern California. Recently he was in the phonograph and radio sales department of the Birkel Music Co.

H. J. Zeusler in Town

H. J. Zeusler, Pacific Coast manager of Thomas A. Edison, Inc., spent a few days in Los Angeles last month. Mr. Zeusler arranged details for exhibition of Edisons at the International Pageant of Music and Exposition, at the same time reserving hotel accommodations for himself at the Ambassador Hotel during the Western Music Trades Convention and also tentative reservations for Charles Edison and Arthur Walsh, who, it is hoped, will attend.

Enjoyed Prosperous Year

The European Phonograph Co., Inc., New York City, recently concluded its second year of occupancy at 1493 First avenue and reports that business during that period has been most satisfactory.

The new Stevens Speakers are ready

Richer in tone—greater in volume, and a model to meet every important price demand. Each speaker equipped with a new perfected unit to handle power amplification of the most powerful A. C. Sets

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gothic Wood Cabinet Model</td>
<td><strong>$25.00</strong></td>
</tr>
<tr>
<td>Modern—Futuristic Cabinet Model</td>
<td><strong>$35.00</strong></td>
</tr>
<tr>
<td>Standard Cone Model, with &quot;Golden Chime&quot;</td>
<td><strong>$18.50</strong></td>
</tr>
<tr>
<td>DeLuxe Cone Model, with &quot;Golden Chime&quot;</td>
<td><strong>$25.00</strong></td>
</tr>
</tbody>
</table>

Stevens Manufacturing Corporation

SUCCESSORS TO STEVENS & CO., INC. STEVENS BUILDING
46-48 East Houston Street
New York City
Lektophone Licenses Granted to 13 Firms

Extends Licensing Policy—Patents Available to All Major Radio Manufacturers in the United States

The Lektophone Corp., according to a recent announcement, has extended its original policy of licensing and hereafter will make Lektophone patents available to all major radio manufacturers in the United States who can come up to the company’s standard. The Lektophone Corp. is said to own and control the basic patents and improvements on controlled edge cone speakers.

Mr. McRae, in charge of the record and phonograph sales at the L. S. Ayres Co., is extremely pleased at the record sales. “Sales in this department are much ahead of last year, with vocal numbers leading the sales at the present time,” Mr. McRae said.

C. P. Herdman, of the Baldwin Piano Co., reports business as on a par with last year. Especially in the record department have sales been exceptional. “We are extremely happy over our record business,” he reports.

“Business in records is going remarkably well,” according to Miss Blanche Mitchell, in charge of this department at the Pearson Piano Co. Victrola sales have been fair, with a slight increase in the sale of portables, which Miss Mitchell attributes to the opening of the boating and camping season.

All dealers are of the opinion that because so many events of national interest will be broadcast sales in this line should take a leap upward. This conclusion seems feasible in view of the fact that the proposed heavyweights of the world’s championship struggle as well as the annual 500 mile automobile races will be broadcast. These, taken together with the regular feature of baseball games, the National political conventions, the Kentucky Derby and several other events which form a program that has a range of interest should be of material benefit to the radio dealer in his sales.

Max Targ Visits New York

Max Targ, head of the well-known house of Targ & Dinner, Chicago, Ill., was a visitor to New York this week prior to sailing to Europe on Saturday, May 5, accompanied by Mrs. Targ. While in the East Mr. Targ called upon Andy Prangjane, head of Andrew P. Prangjane & Co., Lyndhurst, N. J., one of his very old friends and whose products his company distributes in Chicago territory.

Organize Bowling Teams

Good-natured rivalry has been engendered within the organization of A. H. Grebe & Co., New York, City, manufacturers of the Grebe Synchrophase receiving set. Bowling teams have been organized at both the executive offices and factory at Richmond Hill and the fight is on to the finish.

Business Is Brisk in Indianapolis Field

INDIANAPOLIS, Ind., May 8.—“Record sales are exceptional, while the sale of phonographs is temporarily slow,” Ira C. Williams, of the record and phonograph department at the New York store, declared. “The trade is entering on a period now when general business is inclined to be slow because of the readjustment that takes place at this period of the year,” Mr. Williams said. He believes, however, that there will be a reaction and looks for business to take a leap upward soon.

Mr. McRae, in charge of the record and phonograph sales at the L. S. Ayres Co., is extremely pleased at the record sales. “Sales in this department are much ahead of last year, with vocal numbers leading the sales at the present time,” Mr. McRae said.

C. P. Herdman, of the Baldwin Piano Co., reports business as on a par with last year. Especially in the record department have sales been exceptional. “We are extremely happy over our record business,” he reports.

“Business in records is going remarkably well,” according to Miss Blanche Mitchell, in charge of this department at the Pearson Piano Co. Victrola sales have been fair, with a slight increase in the sale of portables, which Miss Mitchell attributes to the opening of the boating and camping season.

All dealers are of the opinion that because so many events of national interest will be broadcast sales in this line should take a leap upward. This conclusion seems feasible in view of the fact that the proposed heavyweights of the world’s championship struggle as well as the annual 500 mile automobile races will be broadcast. These, taken together with the regular feature of baseball games, the National political conventions, the Kentucky Derby and several other events which form a program that has a range of interest should be of material benefit to the radio dealer in his sales.

Max Targ Visits New York

Max Targ, head of the well-known house of Targ & Dinner, Chicago, Ill., was a visitor to New York this week prior to sailing to Europe on Saturday, May 5, accompanied by Mrs. Targ. While in the East Mr. Targ called upon Andy Prangjane, head of Andrew P. Prangjane & Co., Lyndhurst, N. J., one of his very old friends and whose products his company distributes in Chicago territory.

Organize Bowling Teams

Good-natured rivalry has been engendered within the organization of A. H. Grebe & Co., New York, City, manufacturers of the Grebe Synchrophase receiving set. Bowling teams have been organized at both the executive offices and factory at Richmond Hill and the fight is on to the finish.

Business Is Brisk in Indianapolis Field

INDIANAPOLIS, Ind., May 8.—“Record sales are exceptional, while the sale of phonographs is temporarily slow,” Ira C. Williams, of the record and phonograph department at the New York store, declared. “The trade is entering on a period now when general business is inclined to be slow because of the readjustment that takes place at this period of the year,” Mr. Williams said. He believes, however, that there will be a reaction and looks for business to take a leap upward soon.

Mr. McRae, in charge of the record and phonograph sales at the L. S. Ayres Co., is extremely pleased at the record sales. “Sales in this department are much ahead of last year, with vocal numbers leading the sales at the present time,” Mr. McRae said.

C. P. Herdman, of the Baldwin Piano Co., reports business as on a par with last year. Especially in the record department have sales been exceptional. “We are extremely happy over our record business,” he reports.

“Business in records is going remarkably well,” according to Miss Blanche Mitchell, in charge of this department at the Pearson Piano Co. Victrola sales have been fair, with a slight increase in the sale of portables, which Miss Mitchell attributes to the opening of the boating and camping season.

All dealers are of the opinion that because so many events of national interest will be broadcast sales in this line should take a leap upward. This conclusion seems feasible in view of the fact that the proposed heavyweights of the world’s championship struggle as well as the annual 500 mile automobile races will be broadcast. These, taken together with the regular feature of baseball games, the National political conventions, the Kentucky Derby and several other events which form a program that has a range of interest should be of material benefit to the radio dealer in his sales.

Max Targ Visits New York

Max Targ, head of the well-known house of Targ & Dinner, Chicago, Ill., was a visitor to New York this week prior to sailing to Europe on Saturday, May 5, accompanied by Mrs. Targ. While in the East Mr. Targ called upon Andy Prangjane, head of Andrew P. Prangjane & Co., Lyndhurst, N. J., one of his very old friends and whose products his company distributes in Chicago territory.

Organize Bowling Teams

Good-natured rivalry has been engendered within the organization of A. H. Grebe & Co., New York, City, manufacturers of the Grebe Synchrophase receiving set. Bowling teams have been organized at both the executive offices and factory at Richmond Hill and the fight is on to the finish.

B.M.S. HOME BROADCASTER

fool your
friends—

be your own
broadcaster

This is the product—judge its
sales merits yourself:

An adapter plug that slips into the detector tube socket of any radio set, with a long extension cord that plugs into another room or outlet, where you talk into a microphone and broadcast via the loudspeaker. Get some friends together, tune in on your favorite station, case out of the room, to the broadcaster reception—simply press the switch button, automatically turning off radio interrupter signals from Fort or Shanghai, give a wrong time signal, wake some friend—say anything! Then release the button and let the program continue. It fools everybody.

and sells in a steady stream wherever it is displayed

List Price $7.50 Complete

See our exhibit at Chicago Trade Show, Booth 146.
Making a New Coin-Operated Phonograph

Capitol Piano Co. Introduces Electrical Instrument Housed in Attractive Console Cabinet—Plays Twelve Records

A new coin-operated electrical phonograph, embodying many distinctive patented features, has been announced to the trade by the Capitol Piano Co., New York City. This new instrument, illustrated herewith and advertised elsewhere in this issue of "The World," is housed in an attractive console cabinet and plays twelve records consecutively.

One of its features is its ability to select or repeat any record at will. The manufacturers claim that another patented feature makes it possible to play a thousand records without the necessity of changing needles. Samuel Kresberg, president of the Capitol Piano Co., states that due to the remarkable musical tone of this new phonograph and its many unique points, it will be of great demand in coin-operated stores, drug stores, clubs, restaurants, tea rooms, etc. The instrument is said to be of simple though efficient construction and requires a minimum of attention and no adjustments, important features.

The Capitol Piano Co. is one of the foremost manufacturers and operators of nickel-in-the-slot pianos and musical instruments. William A. Goetz, secretary of the company, is for many years sales manager of the Wurlitzer Co., New York, and is thoroughly familiar with the requirements of the coin-operated business. This new product, which is being marketed after many years of research and experimentation, according to Mr. Goetz, is confidently expected to become most popular because of its ease of operation and maintenance.

A. K. Radio Hour Opens Music Week

The fifth annual observance of National Music Week was held last week, May 6 to 12, and was participated in by cities, towns and villages to the number of 2,000. Several governors issued proclamations endorsing the Music Week celebrations and in many states governmental departments took an active part in the festivities. Other organizations which took a major part in fostering the Music Week celebrations include the State Federations of Women's Clubs and Federations of Music Clubs, State Parent-Teacher Associations and the D. A. R.

The Atwater Kent Radio Hour on Sunday, May 6, broadcast over a widespread network of stations, was again the official opening of radio's part in the week's observance. Eleven famous artists broadcast, including Anna Case, Maria Kunenko, Kathryn Meisel, William Simmons, Charles Hackett, Tochea Seidel, Richard Bonelli, Allen McQuaie, Agnes Davis, Graham McNamee and Wilbur Evans. During this hour C. M. Tremaine, secretary of the National Music Week Committee, spoke briefly, telling of the aims and far-reaching results of National Music Week. A. Atwater Kent also spoke, touching on the importance of the event and his happiness in being present and in having a share in promoting the cause of music.

R. B. Miller Elected Secretary of Assn.

SAN FRANCISCO, CAL., May 9—At a recent meeting of the board of directors of the Music Trades Association of Northern California, R. Miller, manufacturer of the Allen Co., was elected secretary of the association. Mr. Miller has been associated with the Wiley B. Allen Co. for the past twenty-four years and has been secretary of the company since 1921. Since the sale of the Wiley B. Allen Co. business in Northern California to Sherman, Clay & Co., Mr. Miller has been closely occupied in settling the many details connected with the transfer. He has also spent considerable time in connection with the sale of the branch at Los Angeles and in closing up the San Diego store.

The Music Trades Association of Northern California anticipates a very active year, and in assuming the office of secretary Mr. Miller's long and intimate association with the music business ably equips him to assist in the solution of the many matters vital to the trade which undoubtedly will present themselves in the coming year.

Making Important Tests

More than 70 models of a single type pick-up may be seen in the laboratory of the Pacent Co., manufacturer of the Pacent Phonovox and tone arm, a magnetic phonograph pick-up. These models were built for the purpose of testing the effect of different weights applied to records in relation to the result upon reproduction secured with a good radio amplifier. To go with these pick-ups in experimental work various types of counter balance tone arms have been necessary, according to Pacent officials, and more than a dozen have been tested extensively with different weights of pick-ups with a view to perfecting the quality of reproduction.

An interesting announcement made by the Pacent Co. recently is that their new Phonovox model is equipped to take either fiber or steel needles. The use of the former is said to eliminate needle scratch, increase volume and tone range and render music softer and better.

Bush & Lane to Exhibit Line

Bush & Lane Piano Co., Holland, Mich., will exhibit the pianos, radio receivers and phonographs manufactured by the company in the Hotel Commodore, New York City, at the Music Industries Chamber of Commerce Convention in June. Chester L. Beach, president, treasurer and sales manager; E. P. Stephon, general manager, and William R. Townhill, New England and New York City representative; A. W. Holdgate, South Atlantic States representative, and Frank D. Van Nostrand, export manager, will be in attendance.

The Wonder Radio Sales Co., Chicago, Ill., recently moved to new and larger quarters at 340-50 Irving Park boulevard. A musical department will be installed shortly with the Victor Orthophonic line as leader.

Permanent popularity is assured for this popular priced combination

Red Lion Cabinet
with
The NEW Atwater Kent Model 37 A. C.

IT'S pleasing performance as a radio and its pleasing effect as a beautiful piece of furniture have caught the public fancy. The unusual demand from all parts of the country for this popular priced combination is proof positive of its popularity.

Your Atwater Kent distributor can supply you with a complete line of Red Lion Cabinets in desk, console and chest types for the new Atwater Kent Model 37 A. C. Radio. And, of course, you can also get the regular line of cabinets for Atwater Kent models 35, 30, and 33.

Shown above is one of these ideal Red Lion-Atwater Kent Combinations—which supplies cabinet, A. C. set and built-in speaker to retail at $133.

Complete information about all models sent on request

Red Lion Cabinet Co.
Red Lion, Pa.
Columbia Viva-tonal and Kolster Radio Combination Announced

Instrument Is Completely Electrical and Self-contained—Special Pass Switch Provides for Isolation of Phonograph or Radio When Other Is in Operation

The Columbia Phonograph Co., New York City, recently introduced to the trade the long-awaited Columbia Electric Viva-tonal and Kolster radio combination. The instrument is completely electrical and completely self-contained. When plugged into the house current, fifteen records, is equipped with numerically arranged indices.

The cabinet is artistic in design, of walnut veneer, shaded toned and high lighted, and is a piece of fine furniture which will harmonize with the surroundings of any home, in addition to housing musical instruments of the highest standard.

The Columbia Electric Viva-tonal and Kolster radio combination is the result of the combined efforts of two great companies: the Columbia Phonograph Co., maker of Viva-tonal Columbia phonographs, electrically recorded Columbia New Process records and kindred products, and the Kolster Radio Corp., manufacturer of Kolster radio receivers.

Milwaukee Dealers Make Tie-up Displays

MILWAUKEE, Wis., May 5—The twelfth annual convention of the Wisconsin Federation of Music Clubs afforded local dealers with a splendid opportunity to tie up with the activities of this group of music enthusiasts. The J. B. Bradford Piano Co., the Edmund Gram Music House, the Flanner-Hafoos Music House, Inc., and the William A. Kaun Music Co. all featured exhibits of musical instruments of all kinds, musical merchandise and sheet music in a special display room at the Hotel Pfister.

About 250 teachers attended the Wisconsin Music Teachers’ Association’s nineteenth annual convention in Milwaukee from April 24 to 26. The teachers were welcomed by Mayor Daniel W. Hoan and the annual convention address was made by Theodore W. Kolster, Sheboygan, president of the Association.

A high school band is being organized at Florence, Wis., with Herman W. Olsen of Wisconsin Mountain, Mich., as director. There will be approximately thirty members.

Kolster Radio Sales Conclave in Newark

District Representatives and Field Men From All Parts of the United States and Canada Present at Meetings

District representatives and field men from all sections of the United States and Canada attended the Kolster radio sales convention, held at the Newark Athletic Club, on April 16, 17, 18 and 19. Approximately forty-five members of the Kolster sales organization attended the various meetings under the chairmanship and guidance of Major Herbert H. Frost, vice-president in charge of merchandising of the Kolster Radio Corp.

Major Frost and H. A. Hutchins, assistant manager of the merchandising division, addressed the gathering and discussed sales and merchandising plans which were enthusiastically received. Philip V. D. Stern, advertising manager, and John D. Cole, of Hanf-Metzger, Inc., advertising agency for Kolster Radio, described the well-rounded national advertising campaign now under way. Each district representative was called upon to give a bird’s-eye view of sales and merchandising conditions in his territory.


George Coby, CeCo Head, Goes Abroad

President of C. E. Mfg. Co. to Make Extended Tour of Europe in Interest of Radio Tube Development

PHOENIX, Ariz., May 7—George Coby, president of the C. E. Mfg. Co., the manufacturer of CeCo radio tubes, sailed on the “Leviathan” on Saturday for an extended tour of Europe in the interest of television radio tube development and general research of advanced technique in radio tube manufacture.

England, France, Germany, Italy, Austria, Poland and Russia will be included in Mr. Coby’s itinerary. Much credit is due Mr. Coby and his associates, Messrs. Egnotoff, treasurer; Copek, secretary, and Kauer, vice-president, for the steady and rapid advancement of this company. Under their leadership it became necessary to recently open CeCo plant No. 2 to take care of production. Even at this ordinarily quiet time of the year it is reported that thousands of tubes are being shipped daily from the CeCo plant. The C. E. Mfg. Co. has engaged large space at the Trade Show in Chicago, where it will display the entire line of CeCo tubes.

Beginning May 15th

All communications for CLAYTON IRWIN, Jr., General Manager of the R. M. A. Trade Show should be addressed to the Stevens Hotel, Chicago, where Mr. Irwin and his organization will be located up to and including the show period.
Sonora's Plans for New Products
Some of New Products Will Be Shown at New York and Chicago Offices During the Week of Music Convention

Some of the new products of the Sonora Phonograph Company, Inc. will be shown at the New York and Chicago offices of the company during the week of the New York Music Convention, June 4 to 8.

Finished products will not be in production for some months. In the new line there will be the latest developments in modern circuit construction.

In view of the present developments the Sonora Company will not exhibit at the Radio Trade Show in Chicago in June but will occupy space in both the Chicago and New York public shows in September. The complete line will be presented to the trade and to the public at the same time.

Since the organization of the new Sonora Company and the Acoustic Products Company a few months ago rapid progress has been made. However, the time has been too short to allow the completion of the entire range in time for the Trade Show.

Many refinements in the development of the new line assure Sonora of having highly unusual products and this will be taken advantage of and capitalized to the fullest extent.

Sales of the present Sonora radio sets are extremely good. These sets will continue to be available. For a company still in its first year of new business operation the present volume of sales reflects favorably the enthusiasm of the Sonora dealers.

Sonora Announces Distributing Policy
Under New Policy Company Will Direct Distribution in Major Cities Through Own Branches—Six Jobbers Retained

The Sonora Phonograph Company, Inc., recently put in effect its new policy of directing distribution to the trade in major cities through its own branches.

The new arrangement places Sonora sales in the midwest area under the supervision of Harry B. Bibb, Mid-west sales manager, and operations will be conducted from the Sonora branch at 64 East Jackson boulevard, Chicago. New England sales are under the supervision of the sales manager of that territory, H. L. Spencer, with headquarters at Boston. The Eastern territory is in the hands of H. B. Haring, with headquarters at the home office of the Sonora Phonograph Co., Inc., at 50 West Fifty-seventh street, New York City. The western territory has as its sales manager, H. E. Gardner with headquarters at San Francisco.

Six distributors have been retained and will continue to function as before. These are: Belmont Corp. covering Minnesota, North and South Dakota, Montana with the exception of Beaverhead County, and eleven counties in Nebraska. The Belmont office is at Minneapolis. Moore, Bird & Co. of Denver will cover Colorado, most of Wyoming and western Nebraska. Orsko Motor Supply Co. of Springfield, Mo., will cover eastern Missouri and southern Illinois. H. C. Schultz, Inc. of Detroit will cover Michigan, except the upper peninsula, and northern Ohio, Streelt-Patterson Hardware Co. of Salt Lake City will cover Utah, northern Idaho, Beaverhead County in Montana, and northern Nevada.

The Anchor Radio Co., of Dallas, Tex., was recently incorporated with a capital stock of $5,000.

Have You Any of These Radios or Radio Phonographs in Stock?

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>RADIOLA No. 20 Models:</td>
<td>RADIOLA No. 16 Models:</td>
</tr>
<tr>
<td>7-1 Victor</td>
<td>7-10 Victor</td>
</tr>
<tr>
<td>7-3 Victor</td>
<td>Radiola No. 16 RCA</td>
</tr>
<tr>
<td>7-30 Victor</td>
<td>Radiola No. 17 Models:</td>
</tr>
<tr>
<td>Alhambra-I Victor</td>
<td>7-25 Victor</td>
</tr>
<tr>
<td>Radiola No. 20 RCA</td>
<td>Radiola No. 17 RCA</td>
</tr>
<tr>
<td>RADIOLA No. 25 Models:</td>
<td>RADIOLA No. 25</td>
</tr>
<tr>
<td>7-2 Victor</td>
<td>RADIOLA No. 28</td>
</tr>
<tr>
<td>9-1 Victor</td>
<td>RADIOLA No. 15</td>
</tr>
<tr>
<td>Alhambra-II Victor</td>
<td>FADA</td>
</tr>
<tr>
<td>Florenza Victor</td>
<td>STROMBERG-CARLSON</td>
</tr>
<tr>
<td>Radiola No. 25 RCA</td>
<td>KOLSTER</td>
</tr>
<tr>
<td>Cordova-5 (Brunswick)</td>
<td>ATWATER KENT</td>
</tr>
<tr>
<td>RADIOLA No. 28 Models:</td>
<td>SONORA</td>
</tr>
<tr>
<td>VV 9-15 Victor</td>
<td></td>
</tr>
<tr>
<td>Borgia-1 Victor</td>
<td></td>
</tr>
<tr>
<td>Radiola No. 28 RCA</td>
<td></td>
</tr>
<tr>
<td>Cordova-8 (Brunswick)</td>
<td></td>
</tr>
</tbody>
</table>

You can turn them into cash immediately and at a real profit, too!
Many dealers are successful in converting these radios and radio phonographs into A. C. power amplified electrics and are selling them at a real profit. With the sensational invention—POWERIZER—thousands of these now obsolete models have been transformed into DeLux power amplified A. C. electrics. The improvement in tone quality is amazing. Power amplification brings out those rich, deep tones just the same as the $800 to $1,000 sets—for the Powerizer is the same tone and power plants used in the most expensive sets. It is easy to change these sets over, too; for the Powerizer comes complete with Harness and Adapters.

RCA dealers have already powerized over 6,500 Radiola 25s and 28s.

Write for Bulletin T-M-1—it will tell you how to turn into cash at once all your battery-operated radio and radio phonograph combinations.

RADIO RECEPTOR COMPANY
106 Seventh Ave. NEW YORK CITY
Licensed by Radio Corporation of America and Associated Companies
Visit of Metropolitan Opera Co. Stimulates Trade in Cleveland

Record Sales Greatly Increased by Appearances of Operatic Stars—Dealers Use Newspapers and Displays to Effect Tie-ups—Appointed Okhe Distributor

CLEVELAND, O., May 8—Business was helped considerably through the celebration of Music Week and also the visit of the Metropolitan Grand Opera Company. It was one of the best weeks that the trade has experienced in a considerable time and the majority of those sold were of the operas presented by the Metropolitan Company. New line window displays of these records and albums were shown by the various music houses and quite a lot of newspaper advertising was also used, which is most desirable space to calling attention to music week which all helped boost business along.

R. A. Lewis has been appointed manager of the Cleveland branch of the Detroit Electric Co. The Detroit Electric Co. distributes Grebe receivers and accessories exclusively, the Cleveland branch having been established last year to take care of the business in this territory. The H. Lesser Co. moved into its new home during the month at 314 Prospect avenue. Two entire floors are devoted to the display of nationalities wares and accessories. A feature of the new store is the number of demonstration rooms it has, each containing sets hooked up ready for operation. H. Lesser, president, said it is one of the most progressive radio dealers in Cleveland and has won popular approval by his broadcasting of half-hour games, play by play, through station WJAY.

The downtown stores of the Euclid Music Co. on East Ninth street have reopened their sheet music department which was closed when the piano department was moved to the Heights store. The demand for sheet music was so insistent that the company had it put in again.

The most important announcement of the month was that the Grossman Music Co. had been appointed a distributor for Okhe and Odene records for Ohio, West Virginia and western Pennsylvania. The company has been enthusiastic over the prospects of business with these nationally known lines and the sales force has already sent in a nice volume of business. Both Okhe and Odene records have enjoyed well merited popularity in Cleveland and the new distributor expects to open a number of aggressive, radio departments as a result.

R. B. Bechtol, general manager of the Cleveland Ignition Co., and T. E. Chadwick, radio sales manager of the company, attended the opening of the new Lyningto furniture store at Youngstown. The company has a very complete radio department in which Atwater Kent radio is featured. They also called on a number of Atwater Kent dealers in that vicinity. The latest addition to the Atwater Kent dealers is the Ohio Rug & Furniture Co., of 1202 Superior avenue, which took on the line this month.

Robert E. Taylor, president of the Ohio Music Merchants' Association, and manager of the Cleveland branch of the Starr Piano Co., accompanied by Restford C. Hyre, secretary of the Association; and A. L. Marsh, president of the Cleveland Music Trades Association, were present at Cleveland Music Trade Week held at 5th May 5th calling on various manufacturers for the purpose of interesting them in exhibiting their products at the State Convention that is to be held in Toledo, Ohio, Memorial Day. The Columbia dealers throughout this territory are featuring the records of Emerson Gill and his orchestra, several of which he recently recorded. They called these "Blue Danube" and "Yale Blues," are among the numbers which are special favorites among Clevelanders, and their sales are expected to reach a high mark. Little Jack Little, Columbia artist, appeared at Keith's Palace during the month and made a great hit. He was one of the first "Whispering" singers, and his records have always proved good sellers.

The Brunswick branch officials, as well as Brunswick dealers throughout this territory, are greatly interested in a recent announcement made to the trade regarding the new contract entered into between the Radio Corp. of America and the Brunswick Co. whereby they are to handle the distribution through all Brunswick branches. Plans are already being made to handle the additional volume of business which is keeping the Cleveland branch very busy. E. S. Germain, district manager, reports that both record and instrument sales are keeping up very well indeed and with every prospect of continuing. Televisions and radios to be on sale within a few weeks' time and the first distributor will be Herman Lesser of the Lesser Co., 314 Prospect avenue, who has announced that he believes the radio distribution for the American combine of which Charles Iesnasker, of New York, is a member, which purchased the North American rights to the Bair Television Radio, will be successful.

The Knabe Warerooms will discontinue their store on Euclid at East Fourteenth street and all stock will be removed to the Mason & Ham- licote store on Euclid near Seventeenth street. The May Co. at its May Day sale sold $30,000 worth of radio apparatus in addition to phonographs and other musical merchandise.

News of the Trade in Detroit Territory

Both Radio and Music Stores Have Been on Up during First Half of Month—Capehart Orchestrone Demonstrated

DETROIT, Mich., May 8—There has been rather brisk trade in radios by the talking machine and radio dealers since the middle of April and very good business on the combination phonographs among the music stores is about even with a year ago, but dealers look forward to a good pick-up in this department, as this is the season of the year when people start fixing up their Summer homes and they usually lay in a large stock of records for the hot weather months. A rather consistent business is done on portables which can be bought at a price and which can be used on boats or at Summer places.

The People's Outfitting Co. recently conducted a very successful sales drive on Sonora portable phonographs. Manager Rockway of the music department, laid in a big stock, used full page ads in the local papers and made a very attractive display.

The Crowley, Milner Co., recently reorganized and now the second largest department store in Detroit, has increased the size of its music and talking machine department and is going after this class of business with a very wide ray. Both Victor and Brunswick lines are handled.

Practically every large retail store on Woodward avenue is now handling radios, putting it in a special department. In addition to the J. L. Hudson Co., and the Crowley, Milner Co. we can mention Heynez Bazaar, Ernst Kern Co., and the Frank & Sedir Co.

At the recent Aircraft Show held in Detroit, the first of its kind in the country, there was a demonstration of the Capehart Orchestrone by the Jefferson Radio Corp., which is the exclusive distributor for Wayne County. The machine exhibited was in a cabinet of walnut. It attracted a great deal of attention at the show. The machine is made by the Capehart Automatonic Phonograph Corp., of Huntington, Ind.

On Thursday, April 28th, the Jefferson Radio Corp. held its greatest display of records and its Columbia Recording Orchestra, featuring the latest Columbia records. The orchestra played for a half-hour—from 12 to 12:30—and the store being in the very heart of the fashionable section attracted more people than the place could hold during the noon hour. Even the sidewalk in front was blocked.

Portable Victrola No. 2-35 Announced

The Victor Talking Machine Co. recently announced a new portable Victrola, Model No. 2-35, which will be placed on the market this month. This instrument, made to meet the demand for a low priced portable with good musical qualities, lists at $25, and has aroused considerable interest throughout the trade.

The cabinet is made of drawn steel, covered with black fabric and finished top and bottom. An Orthophonic sound box consists of angle wind, combination non-spilling needle cage, and sound box rest and combination record container and lid reveal some outstanding features of the new instrument.

The No. 2-35 is 7 inches high, 16½ inches wide, 14½ inches deep and weighs 23 pounds. The interior is finished in tan shivered and the metal parts are finished in gold plate, gold (lacquer, black enamel and black nickel).

Radio Interest in Alaska Growing

That radio interest in Alaska has taken a sudden jump and is continuing to broaden out in the cold stretches of land in the Far North is manifest in the announcement by A. H. Grebe & Co., Inc., of New York and Los Angeles, to the effect that they have just appointed their first Grebe radio dealer in that possession this year.

Reports show that reception conditions there are ideal since the severe cold enables listeners to tune in on many of the powerful United States stations. West coast stations, of small output, are heard at all times in the North, while on some occasions reports state that reception of Eastern stations, KDKA, at Pittsburgh, Pa.; WABC, at New York City, and many mid-Western stations come in with great clarity and plenty of volume.

Audak Products Continue in Good Demand

While the Audakphone, the newest member and leader of the Audak line is foremost in the trade's eyes, the other lower-priced models in the line also continue to be very successful, according to Maximilian Weil, president of the Audak Co., New York, and inventor of the various reproducers which bear the Audak name.

The Audak factory is very busy, in fact, working to capacity. "Audak products sell without general buying done anywhere or not," stated Mr. Weil. "The discriminating or critical buyer is usually always in the market and when buying falls off the ordinary buyer generally follows, as they are critical. The sales combination of the demand for Audak products to the critical buyer, we have developed a fairly uniform demand throughout the year."
Mid-West Awaits New Models to Be Exhibited at RMA Show

Annual Radio Exposition and Music Industries Convention in New York Have Middle Western Music-Radio Trade in Expectant Mood—Portables Selling Well

CHICAGO, Ill., May 8—The Middle West music-radio trade is in an expectant mood at this time, for, in a few weeks, new lines of radio phonograph and kindred products will be formally revealed, and retailers will be enabled to lay their plans at an early date for their Summer and Fall campaigns. The Music Industries Chamber of Commerce Convention, in New York City, which always brings with it the introduction of new phonograph and musical merchandising products is being looked forward to with interest, and the RMA Trade Show to be held at the Hotel Stevens, Chicago, June 11 to 15, for the second consecutive year, has already established itself as the opening of the new radio season. It is believed, from advance indications, that the Chicago Trade Show this year will draw almost twice as many dealer visitors as in 1927.

Bright Outlook

The year 1928 should be an auspicious one for the music-radio trade, for the close association between the talking machine and radio industries is evidenced more than ever in the past. Radio manufacturers are producing electrical pick-ups for phonographs; talking machines in combination with radio receivers will soon be placed upon the market by many radio companies; phonograph manufacturers plan to market radio receivers and cabinets, with the result that the music dealer is in the enviable position of being, more than ever before, the most logical outlet. Moreover, the advent of the small compact radio receiver calls for the promotion of cabinet sales, and here again the music-radio dealer, accustomed to the selling of reproducing instruments in housings of artistic beauty and quality, will be a distributing factor of dominance.

Portables Are Popular

At this time, just before the host of new products make their appearance, the portable phonograph's best season, the Summer and vacation period is fast approaching. All indications point to an exceptional sales volume on the small instruments, all of which have been vastly improved by their makers during the past few months, and retailers who devote a good portion of their time and effort to the merchandising of portables are looking forward to gratifying returns.

Record Sales Continue Good

Record sales continue at a steady pace and are, in the majority of cases, ahead of the corresponding period of 1927. There has also been shown a marked demand for automatic talking machines, including coin-operated instruments, and those for home use, during the past month. With reference to the coin-operated phonograph, aggressive dealers have found that there is a large and profitable unexploited market awaiting these products.

Columbia Trade Activities

Columbia dealers located in the Middle West, and especially those in Chicago, are expressing themselves favorably regarding the release of "Coquette" and "Beloved" and other new Columbia records by Guy Lombardo and His Royal Canadians. The Lombardo orchestra has been broadcasting nightly for many months from the Granada Cafe, a Chicago night club, and has literally played its way into the hearts of radio listeners in the Middle West. This orchestra to-day is one of the outstanding organizations in this part of the country, and according to advice from the Chicago Columbia branch office the Lombard recordings are starting off with a sensational demand.

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., New York, spent several days in Chicago during the latter part of April, and during his visit he attended the Music Supervisors' National Convention held at the Hotel Stevens, where the Columbia-Kobler instrument was demonstrated.

(Continued on page 98)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 97)

C. F. McCain, president of the Lincoln Fixture & Supply Co., Columbia distributor of Lincoln, Neb., visited the Chicago branch office of the Columbia Phonograph Co., early in May, to arrange for shipments of the Columbia-Kolster combination instruments, and to learn of the Columbia sales plans for the Summer and Fall months.

D. W. Guthrie, Columbia representative in Chicago's loop district, is the proud father of a ten-pound baby boy. Mrs. Guthrie will be remembered as the former Miss Lucille Wright, and she was at one time manager of the Wat- terson, Berlin, Snyder music store, in Chicago.

Joseph Bayless, heading a Columbia Phonograph Co. recording expedition, passed through Chicago recently en route to Honolulu, where he hopes to capture and record on Columbia records, Hawaiian melodies as played and sung by native musical organizations.

Muter Co. Building New Home

The Muter Co., has completed the construction of a modern, fireproof factory at Eighty-fifth street and South Chicago avenue, this city. The Muter Co., headed by Leslie F. Muter, president, is one of the pioneers in the radio busi-

ness, having started in October, 1921, and has served an increasing number of manufacturers and jobbers with a complete line of parts and accessories since that time. The Muter Co. is constructing a modern, fireproof factory at Eighty-fifth street and South Chicago avenue, this city. The project will be completed in the near future, and the factory will be ready for operation in the near future.

The new building will be occupied on or about June 10, at which time the firm's executives propose to extend an invitation to all dealers, jobbers and manufacturers to inspect the new quarters during the Trade Show.

Mrs. Leon C. Samuels Heads Company

One of the few women in radio manufacturing and distribution of phonographs is Mrs. Leon C. Samuels, head of the L. C. Samuels Corporation, Chicago. The late Leon C. Samuels, her husband, was a well-known figure for many years in the industry and at one time was one of the large stockholders in the Vitavola Talking Machine Co. He later organized his own firm, conducting that business until his death, April, 1927.

While Mrs. Samuels took no active part in the operation of the firm, she was naturally interested in the phonograph industry, and upon Mr. Samuels' death she wished to continue the company whose operations had been conducted solely by Mr. Samuels. Since the establishment of the courts it became necessary to incorporate a new company to take over the business. This was done and for the past year Mrs. Samuels has been de-

voicing her attention to the firm's activities as president and has carried on successfully. As far as can be determined, Mrs. Samuels is the only woman in the phonograph manufacturing business in the United States. The products of the L. C. Samuels Corp., are known as Mellowood phonographs. The firm maintains its executive offices in the Republic Building, Chicago, and as a display space at the American Furniture Mart, in that city.

G. W. Marquis With Dukal Lane

George W. Marquis, formerly vice-president of the Ray Sales Co., Chicago, has been appointed as representative of the Bush & Lane Piano Co. in Milwaukee territories, according to an announcement by W. F. Winstrom, sales manager of the Bush & Lane radio division. Mr. Marquis, who will devote his attention to radio sales, is well known throughout the Middle West trade, and has been active in merchandising of radio for many years.

Unique Methods of Kellogg Dealer

The April issue of the Kellogggram, published by the Kellogg Switchboard & Supply Co., Chicago, in the interests of its dealers, in an illustrated article sets forth an interesting advertising scheme employed by the West Allis Music Shop, West Allis, Wis. Charles Faetenheuer, proprietor of the shop, advising that many of the pieces of advertising literature stuffed into mail boxes are left on doorsteps without being read. He received a_ a box of records, and after a week's experiment, the shop was only a fraction of the mail received had been opened.

Tom Brown Music Co. Moves

The Tom Brown Music Co., on May 1, moved its store and studios to 332 Wabash ave., which the firm occupies larger and more centrally located quarters in the center of Chicago's music row. The Tom Brown Music Co., headed by Tom Brown, who is one of the original Six Brothers Saxophone Sextette, has announced that his company will continue to handle Brunswick and Columbia phonographs, and stereophones, Leedy drums, Paramount banjos, Vega banjos and other nationally known lines of musical merchandise.

Davis Amplifiers, Inc., Offer Stock

Offering was made on May 2 of 25,000 shares Davis Industries, Inc., no par class "A" preferred and participating stock at $15.50 a share, yielding over 8 per cent, by Morris Mather & Co., Inc. Application was made to list this stock on the Chicago Stock Exchange. Each certificate carries a detachable warrant entitling the holder to purchase prior to November 1, 1928, one-half share of class "B" stock at $10 a share for each share of class "A" stock held. The class "A" stock is being issued from Illinois personal property tax and dividends are exempt from normal Federal income tax. The Davis Industries plant and headquarters are in Kokomo, Indiana, and the firm, headed by Mr. Davis, president, and A. M. Davis, vice-president, has been active in the phonograph manufacturing field for a great many years. Another plant is maintained by the company in Cincinnati, and, in addition to phonographs, the firm manufactures novelty household furni-

ture, cabinets, desks and radio products. From an original capital of $10,000 the company has built up assets of $3,500,000.

Record Quarter for Stewart-Warner

Net earnings of the Stewart-Warner Speedometer Corp., Chicago, radio set manufacturer, for three months ending March 31, last, were the best for any first quarter since 1924, and are expected to continue increasing during the remainder of the year. The consolidated net income for the quarter amounted to $1,387,284 after all charges, including Federal taxes, equivalent to $2.31 a share on $99,900 shares of no par capital stock.

Bush & Lane Plans Sales Drive

According to W. F. Winstrom, sales manager of the radio division, Bush & Lane Piano Co., Holland, Mich., during a recent visit to Chicago reported that his organization was making plans for an intensive sales campaign this year in behalf of its radio receivers. Several new salesmen have been added to the company's staff, including John McNally, who has been transferred from the territory consisting of Missouri, Kansas and Iowa.

The Bush & Lane Piano Co. manufactures a seven-tube AC radio receiver furnished in several different models. The firm plans to arrange to market an attractive table speaker in a brown mahogany cabinet.

Erla Licensed by Magnavox

Electrical Research Labs., a prominent manufacturer of radio receivers and parts, recently was granted a license by the Magnavox Co., Oakland, Cal., to manufacture and sell Erla amplifiers and phonograph phonograph pickup equipment. It is anticipated that the Erla organization plans to be in production on the new dynamic cone by May 15, and it will be used in Erla radio receivers and console cabinets. In addition the firm plans to sell the product to other radio manufacturers and cabinet makers for original installation.

Attractive Karas Display Sign

The Karas Electric Co., Chicago, maker of the Karas AC-Former, is furnishing its dealers attractive displays for Erla phonographs. A new and attractive display sign, which it has produced in collaboration with the Carter Radio Co., Chicago, manufacturers of an adapter harness. The card measures 10x12½ inches, and is executed in
Approves Copyright Price Clause Change

House Patents Committee Approves Legislation Repealing the Price Fixing Clause for Mechanical Reproduction

WASHINGTON, D. C., May 10—Legislation repealing the price-fixing clause for mechanical reproduction now carried in the copyright law is approved by the House Patents Committee in a report submitted by Representative Vestal of Indiana. The purpose of the legislation is to modify the so-called compulsory license provisions of the copyright act of 1909, by securing to the proprietor of a musical copyright an opportunity of bargaining with respect to the use of his musical composition on parts of instruments such as phonograph records and perforated music rolls, and to extend the remedies of the act for the prevention of and prosecution for infringements by means of such mechanical devices.

Trade News From the Chicago Territory

(Continued from page 98)

green, red, black and gold, the latter color forming the keynote of the card. It depicts the case with which one may convert a battery set to AC operation, using the Karas AC-Former and the Carter adapter harness. The Karas company has followed the practice of telling its story in pictures so that owners of battery sets who see the sign will be forcibly impressed with the utility and ease of converting their receivers.

A. C. Stewart in New Post

A. C. Stewart, who has been actively identified with radio retail, distribution and association activities in Chicago, has been appointed sales manager of the Ultratone Mfg. Co., loud speaker maker of this city. Mr. Stewart was one of the organizers of the Mid-West Radio Trade Association, and for a year and a half served as president of that organization, later acting as executive secretary. For several years he was manager of the radio department of the L. Fish Furniture Co., of Chicago.

Ultratone loud speakers are made in seven different sizes for cabinet installation, and the company has also placed upon the market a table-type loud speaker finished in walnut. The company is establishing distributors for its products throughout the country, and is making active preparations for an intensive sales campaign during the approaching season. J. Kreutzer is president, and Frank Kreutzer is secretary and treasurer of the Ultratone organization, which maintains its offices at 1046 West Van Buren street, Chicago.

Paul Whiteman Signs to Record Exclusively for the Columbia Co.

(Continued from page 34d)

The list of distinguished Columbia record artists, in all fields of music and entertainment, to its array of orchestras, which already include Ted Lewis, Leo Reisman, Paul Ash and many other artists known throughout the world, such organizations as those of Ben Selvin and Jan Garber.

For the New R.C.A. No. 18 Set

A metal table finished in antique walnut and gold to match the set. An ensemble that will grace any home. The lower shelf can be used for books or other purposes.

List $55

(Continuing 10-A Speaker Unit)

West of Mississippi slightly higher)

Sold only through authorized R.C.A. Dealers

Look us up at the Radio Trade Show—Chicago

Also manufacturers of Metal Console Tables for Atwater Kent, Crosley, Kolster and other stand makers.

Place your order with your jobber

ROBERT FINDLAY

MFG. CO., Inc.

BROOKLYN, N. Y.

Showroom

ALBERT WAHLE CO., Inc.

242 Fifth Ave. - N. Y. City
Radio Corp. of America Reports Substantial Gain in Business

Gross Income for the First Quarter of the Year Totalled $16,792,547.63—Net Income, After Preferred Dividends, Equal to $2.40 Per Share of Common Stock

Important gains in earnings were shown by the Radio Corp. of America in its recent report for the first quarter of 1928, as compared with the first quarter of 1927. Gross income from sales, communications, real estate operations and other sources totaled $16,792,547.63 for the three months, which is $6,220,057 above the first quarter last year, when gross revenue was $10,572,490.

General operating and administrative expenses, depreciation, cost of sales, patent amortization, estimated Federal income tax and accrued reserve for year-end adjustments totaled $13,669,673.58 for the first quarter this year, leaving surplus profits of $3,122,874.05, a gain of $2,996,096 over the same period last year, when profits were $1,266,778. Compared with 1926, these profit figures represent an increase of $1,334,364.

The net income for the first quarter of 1928 is equal, after preferred dividends for the period, to $2.40 a share earned on 1,155,400 outstanding common shares, and compares with a profit equal to 32 cents a share on the preferred stock outstanding in the first quarter of the year 1927.

New Reproducers as an Aid to the Sale of Modern Instruments

F. A. Sunderhauf, Sales Manager of the Golden Sun Co., Declares That Many New Talking Machines Can Eventually Be Sold to Owners of Old Machines

Louisville, Ky., May 4—F. A. Sunderhauf, sales manager of the Golden Sun Co., manufacturer of the Sun phonograph reproducer, in a recent interview tells how the new type reproducer can be used to interest owners of the old type phonographs in the new and improved instruments. He says:

"There is no doubt that in every locality there are hundreds of old phonograph users, who still believe their old machine is the finest in the world. The dealer could call on these people and talk for hours without accomplishing a thing. Why? Because this prospect has not been shown the vast improvements recently made in the new electric cut record and new style phonograph. Of course the dealer could invite this prospect to the store for a demonstration, but as this is a rather hard thing to do at times, the real way is to demonstrate these improvements in the prospect’s own home. This can be easily accomplished by placing a Sun reproducer on the old machine and leaving a few new electric cut records with the prospect for a few days. You will notice immediate results, because this prospect will begin to realize the great improvement that has been made in the new electric cut record, he will have a new conception of phonograph reproduction, it will be lifelike and real. His friends will call and hear the improvement, they will also be interested in the change if they have an old machine, if not, they will have a new conception of phonograph reproduction and no doubt will be interested in a new talking machine.

The real profits will come after five or six months when the prospect has played his old machine and has been thoroughly convinced of the many improvements. He will begin to think of the new furniture design and greater results, which can only be obtained in the new style phonograph. A number of phonograph dealers have overlooked this wonderful field of more than ten and one-half million old phonograph users. The real reason for selling a good reproducer is to increase record sales and ultimately sell a machine. Therefore he must realize that the reproducer you are selling is the finest that can be obtained, otherwise you will not only lose the sale of the reproducer and a lot of new records, but you will fail to create a prospect for a new phonograph. The live dealer is working hard on these old phonograph owners in his locality and this fellow usually is the leader in the community."

The Golden Sun Co., of Louisville, Ky., has prepared some interesting facts on this subject and will be glad to supply them to anyone interested in the sale of reproducers or new phonographs, as the case may be.

Dealers Quota of Sparton Radio Gain

Jackson, Mich., May 5—Voluntary increases in the quotas of Sparton Radio dealers amounting to from 100 per cent to 150 per cent in a great majority of cases are reported by E. T. H. Hutchinson, assistant sales manager of the Sparks-Wilkinson Co., following a recent Eastern trip.

Equal optimism is indicated by the orders signed by a great number of distributors and dealers who have been at the factory at Jackson, Mich. Almost every distributor has voluntarily doubled his quota or more, basing his action on the general growth of Sparton sales last season. Production facilities have been tremendously increased to keep pace with this demand.

Prospects on the Pacific Coast are described as exceedingly bright by Wilbur Jackson, of the W. E. & W. H. Jackson Co., of San Francisco, one of the visiting distributors.

Seek to Increase Freshman Capital

A meeting of the stockholders of the Charles Freshman Co., New York City, maker of Freshman radio receivers, will be held on May 18 to increase the capital stock from 225,000 shares of no par value to 675,000 shares, divided into 150,000 shares of class “A” and 575,000 shares of class “B.” The present stockholders are to be given the right to subscribe to 112,500 shares of the class “A” stock at $10 a share to the extent of 50 per cent of their holdings.

To Issue Booklet on Static

A new, revised and improved booklet advising the public how to reduce static troubles will be issued shortly by the Radio Manufacturers’ Association. The interference manual, “Better Radio Reception,” issued some time ago, has had a sale of more than 60,000 copies to dealers and service men throughout the country.
Pennsylvania Merchants in Annual Convention in Philadelphia

Carl V. Wittich Elected President of Pennsylvania Association of Music Merchants—Interesting Addresses Made by Music-Radio Trade Leaders

Philadelphia, Pa., May 8—With a wide range of vitally interesting trade features the Third Annual Convention of the Pennsylvania Association of Music Merchants, called to order yesterday at the Adelphi Hotel. Though the music merchants from all parts of Pennsylvania made up the group of 260 attendants at this 1928 gathering and many factors of interest to the music industry as a whole were laid before the visiting members and associates, there were topics that brought the radio and talking machine discussion to the forefront of business possibilities of their business and propounded by eminent authorities of these branches of the industry.

With a brief but warm word of welcome President A. Z. Moore, the Pennsylvania Association of Music Merchants, greeted the members and other trade associates who came from all parts of the State to attend the event and on behalf of the Convention, expressed his appreciation of the hospitality demonstrated by Mr. Roger Summerfield, assistant to President Philip H. Gadsden, of the Philadelphia Chamber of Commerce, who in turn spoke in behalf of the Chamber and extended its hospitality to the convention members. As chairman of the convention committee, a word of hearty cordiality was forthcoming from President G. C. Ramsdell, of the Pittsburgh chamber of commerce, who might well have received the responsive cordial in the welcome given by Louis Buehn, of the Philadelphia Victor Distributors, Inc., in behalf of the Associate Membership Committee of the Convention.

Election of Officers


Important Resolution Adopted

Upon the motion of President A. Z. Moore, the following resolution was adopted and despatched to Senator David A. Reed, of Pennsylvania, at his offices in Washington, D. C., so that his co-operation might be acquired upon the bill which is to be considered this week. The resolution is of vital importance to music merchants who do an extensive instalment business and who are obliged to pay double taxes under the present law for instalment merchandise.

"The Pennsylvania Association of Music Merchants, in annual convention assembled, hereby passed the following resolution, which is respectfully submitted to you:

WHEREAS, in the Income Tax Division of the present Revenue Bill about to be reported to the Senate by the Finance Committee there is the clause headed "Instalment Selling," which has been passed as at present drawn will result in double taxation affecting retail merchants selling on the basis of credit, and having changed, or desiring to change from the cash or 30 days or installment basis of business now in existence and in use;

WHEREAS, the passage of this bill in its present form will work a very great hardship upon retail merchants in all lines of business and is entirely contrary to the spirit of the law and contrary to the principle of the income tax law of this State, as set forth in the law; and

WHEREAS, the Pennsylvania Association of Music Merchants, respectfully urge that the Senate grant to the Finance Committee of the Senate the most careful consideration of the matter before it, and that you, as Chairman of the Senate Finance Committee, impress upon the members of your Committee the necessity of amending the bill in such manner as will make it reasonable and fair.

Resolved, that the Pennsylvania Association of Music Merchants respectfully urge that you, the Senate, give this matter as much attention as you may give in this important matter."—A. Z. Moore.

Talk on Radio Merchandising

Outstanding among the topics of interest to the phonograph and talking machine trade were those discussed by Mr. D. Smiley, of the Atlanta Kent Co., and his associate on the executive staff of that concern, P. A. Ware. In his treatise on the merchandising of the Atlanta Kent Co., of similar prominence, Assistant General Manager of Sales Smiley reviewed the needs of the music trade to keep radio within the industry and to help it along this line. He pointed out the necessity of the highest standard of the radio industry on a parity with the auto trade and stressed the importance of meeting sales problems along the same lines as those followed in that commodity.

With a brief review of the radio industry within recent months, P. A. Ware, of the Atlanta Kent Co. staff and its merchandising manager, told of the present stabilized conditions of that branch of that trade. He stressed the importance of window displays as the most profitable and impressive method of keeping radio sales in the music trade. He gave his estimate of the ethics which now rule the radio industry and how the code had been instrumental in promoting the business of the firm with which he was connected.

Address on Record Merchandising

"Record Merchandising" was the topic which made the address of J. E. Henderson most interesting to the trade. With a well-pointed talk he told how many dealers are not alert to finer possibilities of records as the means for promoting sales of other merchandise and particularly talking machines of the modern type. He urged the dealers to keep their stocks within trade boundaries and not to mix the music business with the sales of soda water and other foreign wares not linked with the music goods.

He pointed out that the market was made for a well-rounded stock of musical merchandise would enjoy a big business if it would use proper sales service, displays and advertising methods and that it would not be necessary for him to seek other commodities if he followed out these lines in his own specialties of trade wares. As manager of Record Sales with the Drums-\-wick-Balke-Colender Co., he reviewed the excellent possibilities of the record sales as boosters for the trade and profitable merchandise. He stated that the record sales of his firm in the United States and Canada in October were 3,000,000 and the industry in the history of the business and indicated the excellent possibilities which might be had for those who would properly merchandise these accessories.

One of the inspiring statements and effective sales talks on the classic record sales was that given by Frederick E. Sard, of the Columbia Phonograph Company, and Director of its Schu-
Pennsylvania Music Merchants Hold Annual Two-Day Convention

(Continued from page 100a)

With the many genial quips which added to the zest of his topic, he reviewed the progress of the radio industry and itscribable program for future replacement sales. He stated that it compared favorably with the auto trade, as its future was based on replacement of old types as the newer developments in radio were made available in perfected new devices. This phase of the radio industry, he stated, was the most profitable feature that could be offered for the future of the dealer, who carried reliable radio models. He gave account of the statistics of radio users, stating that there were 8,000,000 sets in use presently, and the sales amounted to about 5,000,000, the prospects being dissatisfied radio owners who were seeking perfected reception.

Other Addresses

James Francis Cook, of the Presser Foundation, outlined the characteristics of the impressive radio concerts resulting from inspiring musical activities of the higher type.

President Richard W. Lawrence of the Bankers' Commercial Security Co., gave an interesting financing program for the trade through patronage of financing concerns which offer broader terms for the piano and instal- ments, including an ordinary bank channels. His experiences with New York piano and music trade dealers were interesting in the savings that resulted from this form of financing and the proper use of paper securities.

The Afternoon Session

During the afternoon program of Tuesday the presiding member, Homer C. Davis, of the Dealy Co. was president of the Philadelphia Victor Dealers' Association, introduced the various speakers in the absence of President J. Ralph Wilson, who was scheduled to speak, and who was detained in Atlantic City on business.

Radio as the competitor of the player-piano was the strain of the talk of Corley Gibson, president of the Autoptone Co. of New York. In his comparison of the sales possibilities of both trade ware he gave a concise and impressive illustration of the distinctiveness of sales results with the player-piano and the modern competitive entertainment devices. The player-piano, he said, filled the need of the lover of music who could not play the ordinary piano. The player piano gave the dealer an opportunity for expression of music to his class of customer, who is electrically operated player or reproducer, who could not afford human touch and feeling to the playing. He regretted the negligence of the dealers in not bringing this angle of the player-piano to the customer, stating that most salesmen thought that radio was the only substitute for the old-time popular players and gave more attention to promoting sales of these than to the foot-operated pianos. He stressed how the foot could control the human emotions needed to produce good music and to substitute the hand manipulation and effectiveness.

Dr. Francis Chapman, of Temple University Law School, told of the dangers of the Conditional Sales Contract of the State of Pennsylvania and advised the dealers to stick closely to the letter of the law as it is interpreted by the courts. He warned against too free usage of these leases without knowing the rights of the landlords to levy on these goods with the products which they en- joy in this State. He advised the dealers to be sure that their contracts were properly filed so that they may enjoy the rights which they were entitled to under such leases without inter- ference of the landlord and his broader rights under the present laws which have in force for more than 100 years.

C. M. Tremaine, managing director, National Bureau for the Advancement of Music, New York, told of the outcome of his organization during the last year and how the Bureau had been instrumental in promoting an interest in music in the educational, fraternal, religious, civic, and social organizations, with the result that 24,102 persons had been brought directly into contact with the work of the Bureau during the year. He told of how 5,000 music teachers and Associations of Radio Dealers had been reached at the recent Chicago con- vention and how these instructors had been pledged to co-operate with the Bureau in ad- vancing the cause of the organization.

As C. B. Amorous, manager of wholesale sales of the Aeolian Co., took the platform the trade became keenly alive to the possibilities of obtaining live leads on the conduct of business and particularly to the modernizing of advertising. His talk was brimming with new ideas and refreshing data and modernizing advertising data. He urged the trade to abandon tradition that belonged to another era and to awake to the present-day needs of merchandising and harmony selling.

Following the advertising treatise of Manager Amorous, a word along similar lines was given by Edward C. Bykin, director of publicity, National Association of Piano Manufacturers, New York. He stated that the answer to all intricate problems of business was selling and that sales make or break a business. Success, he said, depended upon a single or less. Bidding for public opinion was the mo- tive of most national advertising and it was up to piano advertisers to enter public opin- ion in promoting sales. His address was concluded.

Famous Speakers for Convention

John Erskine, S. L. Rothafel (Roxy), Governor Albert C. Ritchie to Address Music Industries Annual Convention

The various committees in charge of the ar- rangements for the National Music Industries Convention, to be held at the Hotel Commodore, New York, during the week of June 4, are now working to the end of promoting a successful gathering, with a great deal of real and genuine value to the music industry as a whole. The slogan for the convention will be, in substance: "The Public, Properly Approached, Will Buy Music; the Merchants Will Sell, and the best chance of the program will be predicated on the premise that there are music merchants throughout the country who are selling sub- stantial quantities of all kinds of musical instru- ments and that the experience of these men offered in the meetings will prove of benefit to those who are having difficulty in building up worthwhile sales totals.

Although the general program, as heretofore, will call for group meetings of members of various divisions of the trade, such as musical merchandise, hand instrument, radio, talking machine and piano interests, it is believed that the caliber of the speakers who will address the music merchants at the luncheon of the Music Industries Chamber of Commerce on Monday of convention week and at the sessions of the National Association of Music Mer- chants, as well as at the meeting of every music company in the industry, regardless of his direct affilia- tion, anxious to attend the meetings and listen. Arrangements have been made for the hold- ing of a banquet at the Hotel Com- modore during convention week, under the rules and regulations set down by the Music Industries Chamber of Commerce and affiliated associations, principal among them being the ruling that all exhibits must be kept closed during the business sessions of the convention.

The privilege of exhibiting is limited to those companies that are members of the Music Industries Chamber of Commerce or affiliated with that body through membership in one of the associations.

Among the notable speakers who will address the convention delegates during the various sessions will be John Erskine, president of the Jubilfield School of Music, an accomplished mu- sician, and also widely known as the author of "The Private Life of Helen of Troy" and other similar books; S. L. Rothafel, "Roxy," manager of the famous Roxy Theatre, New York, who is well known over the radio circle; Coke McKee, president of the Homer McKee Co., Inc., Indianapolis, a leading advertising man; F. E. Moskovics, president, "The Car," who will talk on "Know Your Market," and Governor Albert C. Ritchie, of Maryland, who will be the principal speaker at the annual banquet on Thursday, June 7.

Vicito Co. Opens Distributing Branch

Baltimore Victor Distributing Co. Purchases Business of Five Jobbers in Balt- imore-Washington-Virginia Area

BALTIMORE, Md., May I.—The Baltimore Victor Distributing Co., with headquarters at 225 West Saratoga street, this city, was established to- day for the distribution of Victor products. The organization is a branch of the Victor Talking Machine Co., Can- den, N. J., and will be under the management of William Lewis, of the Victor sales department staff.

The new firm has purchased the Victor dis- tribution business of the five Victor jobbers in the Baltimore-Washington area.

The Victor distributors involved in the deal are Cohen & Hughes and E. F. Droop & Sons, both of Baltimore and Washington; H. R. Essenberg, A. Son of Baltimore; Robert Rogers Co., Washington, and the Corley Co., Richmond, Va.
Atlantic Fliers Tell Story Via the Radio

Vivid Narrative Told During the Radio Hour Sponsored by Kolster Radio Corp.

The first opportunity to hear the Bremen trans-Atlantic fliers tell via radio the complete story of their epochal flight was afforded the public on May 4, during the Kolster radio hour, sponsored by the Kolster Radio Corp., Newark, N. J. A special microphone, connect-ed with the Columbia broadcasting system, was installed in the aviators' suite at the Ritz-Carlton Hotel, New York, and they were introduced over the air by Major Herbert H. Frost, vice-president, Kolster Radio Corp.

Captain Koehl, technical director of the flight, spoke in German and availed himself of the first chance he had had to tell his personal experiences in or out of print. Baron von Huenefeld and Major Fitzmaurice spoke in English. An absorbing first-hand word-picture of the Bremen trip, from start to finish, was presented by the three fliers.

State Merchants Hold Convention

SYRACUSE, N. Y., May 3.—The annual convention of the New York State Music Merchants' Association was held at the Hotel Syracuse, here, yesterday and to-day with a program that proved thoroughly interesting, one of the principal speakers being James M. Kelley, of the Atwater Kent Mfg. Co., whose topic was "Radio Merchandising in the Music Store" and who covered his subject very thoroughly. Other speakers at the convention sessions and the banquet which brought it to a close were: Hermann Irion, president of the Music Industries Chamber of Commerce; C. J. Roberts, president, and Delbert L. Loomis, executive secretary of the National Association of Music Merchants; Harold Butler, dean of the College of Fine Arts of Syracuse University; Corley Gibson, president of the Autopiano Co.; E. C. Boykin, of New York; Samuel Weinstein, a well-known attorney of New York City, and other prominent trade figures.

Officers elected for the ensuing year were: E. R. Weeks, Binghamton, president; J. J. Glynn, New York, first vice-president; B. E. Neal, Buffalo, second vice-president; Kenneth Marks, Elmira, secretary, and F. W. Bush, Penn Yan, N. Y., treasurer. The new directors are: M. J. Slason, Malone; F. H. Scudder, Albany, and Harry M. Leiter, Syracuse.

Thomas A. Edison will be presented with the Gold Medal for Science of the Society of Arts and Sciences at a dinner at the Hotel Astor on May 24.

House Subcommittee Favors Price Fixing

WASHINGTON, D. C., May 7.—Legislation permitting producers of trade-marked or branded goods to fix the prices at which their commodities may be resold is favored in a report made to the House Committee on Interstate and Foreign Commerce by a subcommittee which has been in charge of this legislation, which is so important to the industry.

The legislation at best is of a negative nature, it is pointed out in the subcommittee's report, and while it may remedy the price-cutting evil to a certain extent it is certain that the public at large cannot be harmed by it. The measure permits the vendor to sell trade-marked or branded articles under agreement that the vendee will not resell except at a stipulated price, but there are no specific penalties provided and the only remedies which a seller has are his civil remedies.

Victor Wholesalers Meet May 31-June 1

The annual trade conference of Victor wholesalers will be held May 31 and June 1, it was announced this week by E. E. Shumaker, president of the Victor Talking Machine Co., who pointed out in his report to the board of directors that the early date will give the distributors an opportunity to get a good start on the new line of instruments and insure a splendid Summer and Fall business. He also reported that record sales are unusually good for this time of year, orders for April running 25 per cent ahead of last April.

"Record sales resulting from our connection with the motion picture industry are on the increase," he said, "and from these connections we will not only increase our record business in this field but we also expect to write the scores and do the recording. Sales of Auditorium Victrolas are increasing.

Announcing An entirely new and exclusive line of creations by McMillan Engineers and Cabinet Makers

See them at the

R. M. A. SHOW

Demonstration Room 507A or at Booth B79

McMillan RADIO CORPORATION

1421 So. Michigan Ave.

Chicago
Fansteel Introduces Balkite AC Receivers at Sales Convention

(Continued from page 346)

Coutrip, head of the Fansteel Co.'s service department, was host to the guests. At the close of the afternoon session the guests, numbering about sixty, were conveyed in motor coaches to the Bonnie Brook Country Club, near Waukegan, Ill, where the banquet was held, after which a demonstration of the new Balkite radio receiving sets took place.

Guests at the Banquet Sponsored by the Fansteel Products Co. to Introduce the New Balkite Line

The Saturday morning session was opened with an address by B. S. Warren, secretary of the Berkey & Gay Furniture Co., Grand Rapids, Mich. The Berkey & Gay Furniture Co. will manufacture the radio furniture in which the new Balkite radio receiver will be housed, and Mr. Warren illustrated his talk with lantern slides showing the core and precision with which the Berkey & Gay furniture products are built in their factories. W. O. Seelye, of George Harris & Phelps, Inc., Detroit, Mich., advertising counsel of the Berkey & Gay organization, outlined the representatives the manner in which advertising, coupled with quality furniture, over a period of many years in the industry, had built up prestige and standing for the Berkey & Gay Furniture Co. He exhibited a number of advertisements sponsored by Berkey & Gay during the past few years and also the first advertisement for the company, which appeared in 1889. Mr. Seelye stressed the point that "eye appeal" was one of the biggest factors in the selling of radio furniture.

Profits in radio cabinets, in radio furniture's best year thus far, according to advance predictions, were stressed by H. T. Roberts, head of the H. T. Roberts Co., Chicago. Mr. Roberts' organization functions as the radio furniture sales division of the Berkey & Gay Furniture Co. The rise in importance of the music-radio dealer as an outlet for high-grade radio products was described by Lee Robinson, business manager of The Talking Machine World, who stated that the improvements which had come about in radio receivers themselves, coupled with the refinements in cabinet design and construction, had placed the music-radio dealer in an enviable position as a merchandiser and logical outlet for those products.

J. M. Troxel, chairman of the board of the Fansteel Products Co., Inc., returned from a business trip to the Pacific Coast to deliver a welcome to the sales representatives and to thank them for the whole-hearted support which they had given to the Balkite organization in the past. He stated that the Fansteel laboratories were keeping well abreast of radio developments and would continue to supply the trade with a product thoroughly modern, of quality construction, as has been the case.

Landis Co. Appointed Carryola Ad. Agency

O. L. Prime, President of Carryola Co., Announces Appointment of Reed G. Landis Co. to Handle Advertising

O. L. Prime, president of the Carryola Co. of America, Milwaukee, Wis., has just announced the appointment of the Reed G. Landis Co., of Chicago, to handle the advertising for Carryola portable phonographs, electric pickups and the rest of the Carryola products. This announcement, following so closely on the selection of Ray Bally as sales manager, promises a forceful, effective advertising and sales program for Carryola which will not only cover the United States completely, but will extend into the world's export markets, where Carryola already enjoys a strong sale.

Major Reed G. Landis, the owner of the advertising company bearing his name, is not a stranger to the phonograph business. He was advertising manager of Brunswick when he entered the World War in which he shot down thirteen enemy aircraft as a pursuit aviator, and rose from the rank of private to major, commanding one of the crack American squadrons.

In addition to the Carryola business, the Reed G. Landis Co. handles advertising for over thirty important concerns, among which are the Chicago and North Western Railway Automobile Equipment Association, National Air Transport, Inc., and Campbell-Smith-Ritchie Co., builders of Boone kitchen cabinets.

Major Landis has stated after a careful survey of the Carryola line that he is delighted with the Carryola merchandise. "Carryola dealers and distributors are bound to show a fine profitable volume in the Carryola line," he concluded, "if they will match the fine support Carryola is giving them, with a sensible amount of effort on their own part."

Collins to Open Branch

W. T. Collins, music dealer of Columbus, O., will open another branch of the Collins Music Stores, Inc., to be known as the Grandview Music Shop, at 1281 Grandview avenue. In addition to various musical instruments Mr. Collins will handle radio parts and accessories, records and sheet music. He also will have a circulating library.

Incorporation

The Miami Music Co., Dayton, O., has been incorporated with a capital stock of 100 shares at par, $100. Nancy E. Weaver, Davis Lorbach and Leonard Gaver, Jr., are the proprietors.
E. E. Shumaker, Victor President, Anticipates Banner Sales for 1928

(Continued from page 34a)

crease, and we have recently made connections with motion picture producers, which will not only increase our record business in that field, but in addition we expect to write the scores and do the recording. We expect a rapid growth in this branch of our business. We are doing a nice business in the field of Auditorium Victrolas, and more and more hotels, parks and other large establishments are realizing the advantage of having an Auditorium instrument. Prospects are good in this field.

“Our new factory in Buenos Aires, Argentina, is progressing rapidly toward completion. In the meantime we are working night and day with our present facilities, and we are very much encouraged with the prospects in the Argentine. We have recently appropriated funds to provide record manufacturing facilities in Chile and Brazil. These fields are largely undeveloped. Heretofore records have been shipped to these countries from the United States or from the Argentine, the high duties making the cost almost prohibitive. This will be overcome when we get our factories working. Our new plant in Japan began the production of records in January, and is rapidly approaching present capacity. Japan we believe presents a very fertile field for development, after which we will consider China.

“The Victor Talking Machine Co. of Canada is continuing to have a most satisfactory business. We own at present 80 per cent. of the total outstanding capital stock of 10,000 shares, and will acquire the balance of these shares during 1928. The business of our associate in Europe—the Gramophone Co., Ltd., of England—is in splendid shape and it is certain to have by a considerable margin the best year in its history. All in all, I think, we can feel well pleased with our prospects.”

Since Mr. Shumaker's announcement was received the Victor Co.'s statement for the first quarter was released.

The financial statement of the Victor Talking Machine Co. for the first quarter of 1928 shows a net income for the three months of $1,568,201.31, as compared with $1,001,985.87 for the first quarter of 1927, or an increase of $566,215.44. Net income of the company for the quarter ended March 31, 1928, is equivalent, after deduction of dividend requirements on the three classes of preferred stocks, to $1.84 a share on 714,731.45 shares of common stock outstanding March 31, 1928; and after further deduction of the quarterly prior preference stock sinking fund appropriation, to $1.32 a share on the common. For the first quarter of 1927, net income was equivalent, after preferred dividend requirements, to 72 cents a share on the common stock on the present share basis, and after further deduction of the sinking fund appropriation, to 50 cents a share.

During the three months ended March 31, 1928, 71,822 shares of $6 convertible preferred stock were converted, at the rate of two shares of common for one share of preferred, thus effecting an increase of 143,644 shares of common stock outstanding. The report shows net sales, less returns and allowances, for the first three months of this year totaling $10,346,744.84, compared with net sales of $10,213,012.17 for the same period of 1927.

Dolores Del Rio, motion picture star, featured in "Ramona," has recorded the song of the same name for the Victor catalog.

Irving F. Shalek Now With the Carryola Co.

Joins Sales Organization of Prominent Milwaukee Portable Manufacturer

Irving F. Shalek recently joined the sales organization of the Carryola Co. of America, Milwaukee, maker of portable phonographs, ac-

Irving F. Shalek

According to an announcement by Ray Reilly, sales manager of the company. Mr. Shalek is well known in the music trade, having operated two music stores in Chicago on the northwest and west sides of the city for eight years, the stores being known as the Brunswick Music Shops. For the past ten months Mr. Shalek has been Wisconsin manager of the Tay Sales Co. with offices in Milwaukee. In his new post he will contact Carryola distributors.

HELYCON

"HELYCON"

Stands for All That Is Best in

PHONOGRAPH EQUIPMENT

If you are a manufacturer or a dealer in phonographs or phonograph equipment, you should investigate the "Helycon."

509 For high grade cabinet phonographs

308 For small phonographs and portables

POLLOCK-WELKER, Limited

Kitchener, Ont., Canada

Cable Address: Polwel, Kitchener

Code: A.B.C., 5th Edition, Bentley's
Columbia Statement for Fiscal Year Shows Profits of $760,139.89

(Continued from page 34c)

The company has made substantial progress during the past year, evidenced not only in the increased net profits, but also by a substantial increase in sales of over 40 per cent. This increase in sales reflects an improvement in both domestic and export business.

"In September, 1927, the company introduced its first electrical amplifying phonograph. This product has been most favorably received and commented upon with the result that the demand has up to this time exceeded our output. The products of your company generally are enjoying greater public appreciation and trade confidence to-day than ever before. The liberal merchandising policy pursued by the company is likewise reflected in increased good will throughout the trade.

"As a practical means of centering public attention on music your company last year sponsored the Beethoven Centennial, which was celebrated from March 20 to 26, 1927, in over five hundred American cities and towns. In further advancement of this cause the company is now sponsoring the Schubert Centennial and is offering $20,000 in cash prizes in an International Prize Contest for original orchestral compositions of symphonic works of which the winning work will be presented to the public through all available means. Twenty-six nations will participate in the Schubert Centennial, which will be celebrated in November, 1928.

"In accordance with the approval voted by the stockholders at the special meeting held on October 25, 1927, the stated value of the 85,000 outstanding no par shares of your company has been reduced from $6,000,000 to $5,000,000. This change is reflected in the accompanying balance sheet.

"Of special interest to stockholders is the fact that the company has recently declared and paid an initial dividend of $4.00 per share on its outstanding capital.

"The stockholders, at the annual meeting in May, 1928, authorized the sale of the No. 14 Building of the West Plant at Bridgeport, Conn. This building has been vacant since that time and is not needed in operations. This property was sold for cash in April, 1928, at a price which will show a profit over the value at which it was carried on the books. The sale of this property will result in a substantial reduction in the property and plant account with a corresponding increase in the cash position, not reflected in the present statement. The company is in excellent financial position. The outlook is most encouraging."

Books for the Record Owner

The first two volumes of a series of handbooks for the owners of talking machines, just issued by the Gramophone (Publications), Ltd., 58 Frith street, London, W. I, are entitled "Operatic Translations." They have been prepared by H. F. V. Little, who has been contributing translations of operatic arias and German lieder to "The Gramophone" for the past few years. The book will be found invaluable to those record lovers who desire correct translations from French, Italian and German of leading operas and lieder. In most cases the original text is cited and the translation printed immediately below it, line for line, in italics. The third volume of the series, entitled "Novice Corner," will be published in about a month. The price is two shillings per volume, and indications point to a wide sale.

Peck Agency in New Branch

The Peck Advertising Agency, which has handled the advertising of a number of talking machine and radio homes, has announced the occupation of new branch offices in Brooklyn. An entire five-story building has been purchased at 503 Atlantic avenue and will be entirely occupied by this agency. Harry Peck, president, points out that the Peck Agency enjoys the distinction of being the sole agency of its kind in New York City which operates a Brooklyn office to take care of its extensive clientele there.

Sell Interest in Wurlitzer's

CINCINNATI, O. May 7—The interests of Howard E. Wurlitzer, former manager of the Rudolph Wurlitzer Co., and his family have been purchased by Rudolph H. Wurlitzer, present president, and Fanny Wurlitzer, younger brothers of Howard E. Wurlitzer.

Walter Donaldson, composer, Walter Douglas, executive, and Mose Gumbel, professional managers, have formed the firm of Donaldson, Douglas & Gumbel, Inc., with offices at 1959 Broadway, New York City, and will start operations on or about June 1.

World's Classified Advertising

TWO LIVE SALESMEN

Exceptional opportunity for two live salesmen who have established radio jobber and dealer following to connect with maker of high-grade, all-electric radio receivers. Successful man will enjoy substantial success. Manufacturer now ready for increased representation. Liberal commission with opportunity of general or sales management. Confederate. Please apply by letter to Box 340, Talking Machine World, 430 Lexington Ave., New York.

WANTED

Manufacturer's Representative

On commission basis in key cities, such as Boston, Chicago, St. Paul, Denver and Pacific Coast. Orchestra Phonograph Co., Inc., 414-46 East Pratt St., Baltimore, Md.

SALES MANAGER with thirty years covering the tropics and Latin America is about to start handling exclusive musical merchandise, such as portable phonographs, records and repairs, etc. Will cover Cuba this coming season, taking orders for reliable manufacturers in the U. S. on a commission basis. My crew consists of five with several years Latin American canvassing. Also six house-to-house agents covering retail trade. Firms in the U. C. desiring to enter this new field in the above class of merchandise get in touch with the manager of this crew. For further details address Volney L. Heid, Bayate, Oriente, Cuba.

RESPONSIBLE salesman calling on trade vicinity of Cincinnati, interested in representing manufacturers. P. O. Box 34, Station D, Cincinnati, O.


POSITION WANTED—Talking Machine and Radio Paper and Manager. Have had 10 years successful retail and wholesale experience—high grade—on small—mid size department store. Conscientious with importance turnover—clear hard working—able to sell fast—salesman on small—mid size department store. Conscientious with importance turnover—clear hard working—able to sell fast—salesman on small—mid size department store. Conscientious with importance turnover—clear hard working—able to sell fast—salesman.

POSITION WANTED—Salesman with car—several years' phono- graph and radio experience—several New England—salary and commission basis—best references. Address Box No. 161, Talking Machine World, 430 Lexington Ave., New York.

POSITION WANTED—Expert Phonograph Repairman. 8 years experience on all makes of American and foreign makes, also some experience in selling phonographs. Please write or telephone the manager of the music store. Address Box No. 161, Talking Machine World, 430 Lexington Ave., New York.

Wonderful Bargain

We have a surplus of new phonographs with the paper cone that can be bought for cash. Reply Box No. 70, Syracuse, New York.
Musical Merchandise Dealer Must
Know the Product He Features

David L. Day, President of the Bacon Banjo Co., Presents Some Thoughts on Selling
Small Goods That Are the Result of Many Years’ Experience

It is quite necessary that the dealer today, to sell fine goods, is able to talk banjoistically.
In other words if he is not fully acquainted with the details and fine points that go into the
latest productions of the best makers, how is he to impress these on his customer who, if
given the proper presentation, might become interested? We know by the many sales of our
latest products, the B & D Silver Bell—silver, gold and gold engraved styles of banjos—which
have been constantly increasing from year to year, that there is a greater future for dealers
who are educated in the higher grade lines.

There never has been a time like the present when such beautiful and artistic creations in
banjo craft have been produced. Music is making itself a necessity in many of the present-
day activities and it can truthfully be said that the luxuries of yesterday are the necessities of
the present time.

The present standards in all lines have advanced rapidly and this applies to the banjo as
well as any others. Not only has the instrument advanced in its regal beauty and artistic
construction, but also in a most important way—in its tonal quality.

You will find in the hands of almost every leading artist today, beautiful gold and gold en-
graved banjos with necks and resonator parts of rare woods. The fingerboards and pegheads,
also resonators, in varied enamelled colors of original designs are additional beauty that
makes the banjo of the present day a wonderful creation, a real work of art. With the present
luxury standards in all lines, there has been devised a sales system of payments so that
whatever they may wish to buy in the way of luxury or pleasure is within reach. In this way
many of the higher-priced instruments are sold. A serious mistake can be easily made if one
does not investigate thoroughly or does not have the proper information as to the quality
of the particular instrument desired. It may be found that outside of a flashy looking instru-
ment you have not obtained the real value that you had in mind.

Those who have given a lifetime of study to the advancement of the banjo fully realize their
responsibility in keeping up its prestige and standing. They are the ones who can talk
and produce tone, construction, durability and all other intricate details of banjo craft that can
only be learned by years of experience. There is no question about the future of the banjo.
Throughout the country today there are players from 12 to 15 years old who have made won-
derful progress, and have appeared before the pub-
lic in concert and also before that invisible audience over the radio. Banjo clubs are being
formed and drilled by competent teachers and directors also throughout the country, and one
of the largest clubs of 125 is giving a concert in Schenectady in the near future. At the pres-
et time the banjo is heard in stage presenta-
tion orchestras in the larger moving picture
houses. Besides all these activities, the banjo
for a number of years has been an indispensable
instrument in all dance orchestras. Many small
clubs are formed for entertainment with the
banjo doing its share of the work.

In the Symphony Concert Orchestra at the
opening of the new Stanley Theatre in Pitts-
burgh, a short time ago, there were included in
this wonderful organization, two celebrated
banjo artists. One of the larger Broadway
movie houses also has a banjoist as a perma-
ment member of the orchestra and we under-
stand at this writing that the large symphony
orchestra at Roxy’s has taken on the banjo,
which will add its bit of tone color to the in-
strumentation when desired. With this review
of the many opportunities which the banjo has
won through its merits, there is no question
but that it has entered the threshold of a
greater future.

Two harmonica contests for rural schools
were held at Ringsted, Ia., May 7 and 8.

He That Works Without Tools
Is Twice Tired

SELLING is hard work at the best. You need help
if you are to do a successful job.

King Instruments do a manly job of helping out.
Self-demonstrating merit is built into every horn. You
can say “here it is, try it,” confident that your prospect
will arrive at a favorable decision.

And we don’t stop at building a good, honest in-
strument. We give our representatives an abundance
of selling cooperation. National advertising is backed
by an intelligent dealer-help service. (Have you seen
copies of the King Dealer News and The White Way?)

If sales aren’t coming as they should, perhaps it is
the merchandise, and not yourself, that is to blame.
We will welcome a chance to tell you how King
Instruments will lessen sales resistance.

THE H. N. WHITE CO., 5215-99 Superior Ave., Cleveland, Ohio

Makers of "KING"

BAND INSTRUMENTS
The Talking Machine World, New York, May, 1928

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 103)

Hohner Exhibit at Supervisors' Meet

Hohner Harmonica Literature Shown at Annual Music Supervisors' Conference in Chicago—Development Explained

M. Hohner, Inc., New York City, maker of the Hohner harmonica, exhibited at the recent Music Supervisors' National Conference at Chicago. Several thousand supervisors attended the biennial conference at the Hotel Stevens and it is reported over 3,000 people passed through the doors of the Hohner exhibit rooms during the week. Of this number 400 supervisors left their names and addresses for further material to be sent to them.

Sidney Winfield, sales representative of M. Hohner, Inc., and Charles Hohmann were in charge of the exhibit, and explained to the many interested listeners the Hohner program of harmonica development work. The exhibit displayed Hohner literature, window and counter displays, including a piano and Victor Orthophonic talking machine for demonstration purposes. James Hartley and James McClain, Hohner field agents, were also on hand for the various demonstrations. More than 1,700 diners at the banquet were presented with a souvenir—Little Lady Harmonicas—as a memento of the occasion.

Many Band Contests Featured This Year

Wide Interest in National School Band Contest Indicated by Increase in the Number of State Contests to Be Held

The number of States in which school band contests will be held prior to the National School Band Contest to be held at Joliet, III., on May 24 to 26, shows a remarkable increase over last year. The National Bureau for the Advancement of Music recently announced that band contests have been scheduled in thirty-four contest units, comprising individual states, sections of states and groups of states. In 1927 twenty-two units held these band contests. The newcomers this year are: Florida, Maine, Mississippi, Missouri, New Jersey, New Mexico, New York, Oregon, Utah, Eastern and Western Washington and probably West Virginia.

An indication of the wholehearted manner in which the new entrants have joined the movement is provided by the number of entries thus far listed for their respective contests. They are: Main, twelve bands and twelve orchestras; Mississippi, six bands; Missouri, eight bands; ten orchestras; New Jersey, twenty-one bands, eight orchestras; New Mexico, six bands, six orchestras; New York, fifteen bands; Oregon, ten bands; Utah, nineteen bands; Washington, twelve bands. The total for Washington is for the two sections: Eastern Washington, seven, and western Washington, five.

As the time for the National contest in Joliet, III., approaches, arrangements are rapidly being completed. The Bureau for the Advancement of Music is co-operating with the Committee on Instrumental Affairs of the Music Supervisors' National Conference in promoting both the state and national contests, and the advices received from the various communities indicate that the interest in the contests is greater than ever, arguing for the national tournament a participation that will be larger and more representative than in any year since the first national meeting was held.

For the most part the competitions for the state trophy offered by the National Bureau to the winning band will be held under the auspices of the public education departments or state universities, and in many cases the school band contests will form a feature of the annual music festivals in the respective states.

King Saxophone Prices Are Revised

Cleveland, O., May 3—The H. N. White Co., manufacturer of King band instruments, recently revised prices on all King soprano saxophones in order that King dealers might meet competitive prices without any lowering of King quality. The revised prices, which went into effect on April 15, are as follows:

<table>
<thead>
<tr>
<th>Model</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>G-IV</td>
<td>$120.00</td>
</tr>
<tr>
<td>G-V</td>
<td>$120.00</td>
</tr>
<tr>
<td>G-VI</td>
<td>$135.00</td>
</tr>
<tr>
<td>G-VII</td>
<td>$150.00</td>
</tr>
<tr>
<td>G-VIII</td>
<td>$165.00</td>
</tr>
<tr>
<td>G-IX</td>
<td>$180.00</td>
</tr>
<tr>
<td>G-X</td>
<td>$195.00</td>
</tr>
<tr>
<td>G-XI</td>
<td>$210.00</td>
</tr>
<tr>
<td>G-XII</td>
<td>$225.00</td>
</tr>
<tr>
<td>G-XIII</td>
<td>$240.00</td>
</tr>
</tbody>
</table>

New Hohner Booklet on the Harmonica

Entitled "The Harmonica as an Important Factor in Modern Education of Girls and Boys"

M. Hohner, Inc., New York City, has just published a very interesting twenty-eight-page booklet entitled "The Harmonica as an Important Factor in the Modern Education of Girls and Boys." The purposes of this brochure are stated as follows: First, to make clear the noteworthy position which the harmonica has achieved in the modern educational and recreational world. Secondly, to indicate specific ways and means by which the advantage of the harmonica can be utilized in group activities, in the formation of harmonica orchestras and in the development of harmonica contests.

On succeeding pages the following subjects are presented: Outstanding Social and Educational Values of the Harmonica; Character Building Through Harmonica Group Instruction; Practical Helps for Individual and Group Instruction on the Harmonica; The Philadelphia Harmonica Orchestra as a Conspicuous Example; Reports on Harmonica Activities in Educational Institutions; Harmonica Contests as a School and Community Asset; Bibliography of Harmonica Publications, and The Value of the Harmonica as Expounded by Leaders of the Nation's Thought.

Ralph Eliazer, formerly proprietor of the Modern Music Store, San Francisco, Cal., has opened a new music establishment on the site occupied by the Lubbe Music Co, on Market street.

B & D "Silver Bell" BANJO ARTISTS

MONTANA Country Band

ROY SMECK Wizard of the Strings

FRANK REINO

Banjoist, New York's Orchestras

STEVE FRANCIKANO

Banjoist, Reveler's Commandery Hotel, Girls Orchestra

SLEEPY HALL

With His Orchestra at

Castilian Royal Palace Parkways

New 1927-28 Illustrated 48 Page Catalogue

THE BACON BANJO CO., Inc.

Groton, Connecticut
Berlin to Publish Sousa Marches in Banjo, Guitar, etc., Arrangements

Secures Exclusive Publication Rights of Sousa Marches Controlled by John Church Co. for Tenor Banjo, Mandolin, Guitar and Saxophone as Solos

A transaction has just been closed between the Irving Berlin Standard Music Corp. and the John Church Co. whereby the Berlin organization has taken over the exclusive publishing rights of the famous John Philip Sousa marches.

will make these series a very valuable asset which will be benefited mutually by the two organizations.

Amongst the marches included in the deal are "Stars and Stripes," "El Capitan," "Manhattan Beach," "Free Lance March," "Invisible Eagle," "King Cotton," "Brude Efect" and many others of equal prominence. These marches will be arranged by Roy Smeck and Ralph Collicchio, two of America's foremost artist composers for fretted instruments.

Harry England, acting for the Irving Berlin Standard Music Corp., has already formulated a publicity campaign whereby these famous marches, arranged in these forms, will be brought to the attention of every teacher of these instruments as well as the trade in general. A considerable advertising campaign will be under way shortly and will cover every branch of the consumer. The consensus of opinion is that these famous marches are most adaptable for fretted instruments as well as accordion, and should enjoy a very substantial sale. The entire series will be gotten out as individual solos. They will also be published for accordion in solo, duet, quartet, quintet, sextet and octet form. Work on arranging these marches has already been started and their releases will be announced shortly.

The Irving Berlin Standard Music Corp. has been only inaugurated about one year, has developed one of the finest catalogs of standard music in the industry. Its Motion Picture Library alone consists of over 200 individual compositions by America's foremost composers who are under exclusive contract, such as Maurice Baron, Leo A. Koenigpin, Joseph Pas- temack, Gerhard Carbonara and H. Maurice Jacquet, etc. Among the other valuable compositions published by the Irving Berlin Standard Music Corp. are enjoying a very substantial sale, are the series of Twelve Piano Recreations in folio form, also a collection of Screen Dramatics published in loose-leaf form as well as Theatre Organ Series for motion picture use. Arrangements are now under way whereby other copyrights of other publishers will be contracted over, for arrangements of a similar nature which will give the Irving Berlin Standard Music Corp. one of the finest editions of modern solos for the fretted instruments.

Sam Fox Takes Over the Pallma Catalog

The Sam Fox Publishing Co., Cleveland and New York City, announces that it has closed negotiations whereby it has taken over the catalog of Pallma, Inc., of Chicago. It was originally arranged that the Fox organization would purchase the two outstanding songs in the Pallma catalog for which it was ready to pay $10,000.00. A later deal was completed, however, whereby all the Pallma publications were transferred together with the Pallma business to the Fox organization.

The two outstanding songs involved in this sale are "When Twilight Comes" and "Just for Today," both of which were originally introduced by John McCormack, and later, were taken up by many other noted concert and popular artists. Other important songs included in the Pallma catalog, which will now carry the Fox imprint, include "Dawn," "Land of Drowsy Waters," "Lost in London Town," "The Gift Supreme," "Valse Primrose" and the sacred song, "He Went Forth rejoicing."

With the above announcement the Fox organization plans a widespread and energetic campaign to add further importance to "When Twilight Comes" and "Just for Today," and other selected numbers in this collection through the medium of the concert field and other channels. These plans will not lessen the activities of the Fox organization on its present catalog, the whole organization being enlarged to care for the added activities.

The new Chicago office of the Sam Fox Publishing Co. is located at 64 East Jackson boule- vard, and Leonard Greenberger, of the Cleveland Sam Fox organization, has been appointed manager there. Stanley Warner, who has been associated with the Chicago office in the past, will continue in his former work.

New Feist Numbers

Leo Feist, Inc., New York City, recently announced three new publications, which until May 31 are listed as Class "A," or 20 cents a copy. They are: "Dixie Dawn," fox-trot song by John Trent and Peter De Rose; "Say "Yes" To-day," by Walter Donaldson; and "Last Night I Dreamed You Kissed Me," ballad by Gus Kahn and Carmen Lombardo. On and after June 1 these songs will be listed as Class "B," or 22 cents a copy.

FIVE RECORD RECORD BREAKERS

WE LOVE IT
I WONDER
(My Heart Keeps Speaking)
HELLO MONTREAL
I'M AFRAID OF YOU

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 BROADWAY, NEW YORK
Complete Score for New White "Scandals"

Announcement has been made that Buddy De Sylva, Lew Brown and Ray Henderson have completed the score of the new George White "Scandals," which will open some time in June. In addition to preparing the musical score, the firm, of which the above-mentioned writers are the name members, will publish the music of the show.

The musical numbers in the new "Scandals" will be eagerly awaited, for in last year's production, written by the same trio, such sensational items as "Black Bottom," "The Birth of the Blues," "Lucky Day" and "The Girl Is You and the Boy Is Me" were given to the world. This year De Sylva, Brown & Henderson scored heavily with the score of "Good News," which has for its "hit" numbers the favorite "Varsity Drag," "Lucky in Love," "Good News" and "The Best Things in Life Are Free."

Add New Numbers to Berlin Catalog

Irving Berlin, Inc., New York City, has released a new song, "They're Calling Me" by Gene Austin, entitled "Old Pals Are the Best Pals After All." The firm contemplates a big campaign on this song with the profession, orchestras, radio, etc. It will be one of the outstanding feature songs in the catalog.

They also announce a big feature song for this Summer, entitled "Get Out and Get Under the Moon." This will be exploited in a very big way. It shows every indication of becoming one of the outstanding hits. The firm enjoys one of the strongest distributing catalogs in years. At present they have six outstanding song hits that are enjoying a very large sale throughout the country, namely: "Mary Ann," "Back in Your Own Backyard," "Sunshine," "I Can't Do Without You," "Beloved" and "Moth of Mine, I Still Have You."
Shapiro, Bernstein Numbers Pay Tribute to German-Irish Flyers

It is a little late to tell of the wonderful welcome which was accorded the German-Irish trans-Atlantic flyers for the newspapers for weeks have carried pages upon pages telling of the stirring tribute paid them. Prior to the city's welcome, however, tribute was paid in the form of songs in their honor, and these marks of honor are still doing yeoman duty in extolling the brand of the flyers in short music form, on talking-machine records and player-piano rolls.

Shapiro, Bernstein & Co., Inc., New York City, report that the sale of their two numbers, "They Landed Over Here From Over There" and "Well! the Irish and the Germans Got Together" have sold in a most satisfactory manner and with practically a 100 per cent "break" on mechanicals the sales from these songs have added materially to the total volume of business for the month.

"They Landed Over Here From Over There" was written by Tom Kennedy and J. O. Donovan, both of the United Booking Offices, and "Well! the Irish and the Germans Got Together" is the work of Fred Turk and Fred E. Ahlert.

The title pages of both songs carried pictures of Baron E. G. Von Haensefeld, Captain Herman Koch, and Colonel James Fitzmaurice with a photograph of the Bremen.

Big Campaign on "My Angel" Planned

De Sylva, Brown & Henderson, Inc., New York City, recently acquired what promises to be a tremendous hit in "My Angel" (Angela Mia) the latest composition by Erno Rapee and Lew Pollack, writers of two of the outstanding hits of the past season "Charmaine" and "Diane." The song is written in four-four tempo with a construction that lends itself both to smooth fox-trot rendition and tango. The dance orchestration promises to be a revelation in harmonica manipulation.

"My Angel" is the theme song of the Fox super-feature film, "Street Angel," now showing on Broadway and starring Janet Gaynor and Charles Farrell. De Sylva, Brown & Henderson, Inc., are planning a big campaign for the song in connection with the film tie-up, and from all indications the song should prove one of the best sellers in short order.

Skidmore Music Co. Has New Comedy Song

The Skidmore Music Co., New York City, of which Shapiro, Bernstein & Co., are the sole selling agents, recently published a new college comedy song, "She's the Sweetest of Six Other Girls," by Howard Johnson and Robert King, writers of a great number of successes, including the recent comedy hit, "Ice Cream." The Skidmore Music Co. has had unusual success with comedy numbers, being the original copyright owner of "Yes, We Have No Bananas" and "Last Night on the Back Porch."

J. W. Green One of "Coquette" Authors

It has been called to the attention of Leo Feist, Inc., New York City, that several of the records of "Coquette" now on the market give credit for the authorship of the song to Gus Kahn and Guy Lombardo. In addition to Mr. Kahn and Mr. Lombardo, John W. Green is one of the writers of this song, and the omission of his name from the phonograph record labels was due to the fact that on the advance manuscript copies released by the Feist organization his name was inadvertently left off by the music engravers. It is the desire of the publisher that Mr. Green be given full credit for his participation in the writing of "Coquette" and future pressings of the record labels will bear his name.

Records Triangle Number

A new song has just been published by the Triangle Music Co., New York City, entitled "The Death of Floyd Bennett," written by Carson J. Robison. The number has been recorded for a number of record companies by Vernon Dalhart.
Fred K. Steele, Inc. Announces New Song

Fred K. Steele, Inc., New York City, recently placed on the market a new song entitled "I Can’t Believe It’s True," which is meeting an exceptionally satisfactory demand. This number has been featured over the air for some time by Billy Day, radio star, and the requests for the sheet music for the song from cities all over the country led the publisher to print the selection before he had intended to. This demand has given Mr. Steele the greatest confidence in the song and he states that orders from dealers have exceeded his expectations.

Another number in the Steele catalog which has shown great strength is "Blue Idol," the work of Jane Frazer Fish, who, although a newcomer to the popular field, has won a wide reputation as a composer of several operettas. Practically all the mechanical companies have made arrangements to include this song in their catalogs.

De S. B. & H. Secure "Constantinople"

De Sylva, Brown & Henderson, Inc., New York City, has secured the American publishing and selling rights for a novelty song, "Constantinople," which is at present a sensation in London and all over England.

The Lawrence Wright Music Co., London, is the original publisher of the song. Lawrence Wright, it will be remembered, composed the music for the sensational "Among My Souvenirs."

Robert Crawford, president of De Sylva, Brown & Henderson, Inc., paid the Wright Co. one of the biggest advances ever in a transaction of this nature for the rights for "Constantinople." Although the exact amount is a secret, Mr. Crawford has announced that it exceeds the amount paid for "Among My Souvenirs."

"Constantinople," coming, as it does, on the heels of novelty fads in this country, should prove a decided success, and the publisher defy anyone to spell the word correctly in strict rhythm with the melody the first time.

Robbins Publishing Book by Ferde Grofe

The Robbins Music Corp., New York City, announces the publication of a book entitled "Ferde Grofe’s Modern American School of Music," which will undoubtedly prove a wide market.

Mr. Grofe is acknowledged to be a leader in his field of endeavor. His latest work, "Metropolis," an American fantasy in blue, has been the subject of great praise, and on April 25, one hour after midnight, Paul Whiteman and His Orchestra featured the composition over the radio in a coast-to-coast hook-up.

The famous "Rhapsody in Blue," by George Gershwin, is wholly a Grofe arrangement, as are practically all of Paul Whiteman’s Victor recordings. Mr. Grofe’s activities are not confined to orchestral arrangements of other’s works, however, as he enjoys a reputation as a composer, having written "Mississippi Suite," "Three Shades of Blue" and the more recent "Musette."

Mr. Grofe’s book on arranging is designed for the widest appeal, both to amateurs and professionals. It is replete with considerable practical advice and contains many interesting anecdotes.

"N’ Yon," the popular waltz, issued by the Marks Music Co., is proving a big seller.

Smalle-Robertson a Busy Harmony Team

One of the most important factors in exploiting a popular song is to have the selection included in the routine of an artist or artists who are constantly before the public and who through their work have built up a personal following. For this reason Ed Smalle and Dick Robertson are constantly sought after to introduce and exploit new songs, for this team is one of the busiest of the present day. Smalle and Robertson record for Victor, Columbia and Brunswick, and, in addition, are regular features over station WEAF and WJZ. They are a great harmony team, and, in addition, are well known for unique arrangements. This team was selected as one of those participating in the all-American broadcast heard over station WJZ on Saturday, May 5.

"Ladron," a new Argentine tango, has been issued in attractive sheet music form by the Edward B. Marks Music Co. "Ladron" was written by Carlos Cobian, an Argentine composer and orchestra director. The record and roll companies have seen the possibilities of the new tango and are listing it for early release.
### Studner Bros. Represent Many Lines

Have Completed Lines for Coming Season, Adding Gordon Co. Motors and Stewart Warner Speakers

Studner Brothers, Inc., manufacturers' representatives, New York and Chicago, have completed their lines for the coming radio season over a month in advance of their showing at the RMA trade show in Chicago. While as heretofore they will represent prominent cabinet manufacturing firms as national sales agents, they will also nationally distribute motors of the L. S. Gordon Co. and the speaker line of the Stewart-Warner Speedometer Corp., both of Chicago.

Studner Bros. will nationally distribute the production of three great cabinet manufacturers during the forthcoming season, S. Karpen & Bros., New York, Chicago, Michigan City, Los Angeles and San Francisco; Superior Cabinet Co., Muskegon, and Buckeye Mfg. Co., Springfield, O. With the products of the two latter cabinet houses, Studner Bros. have just concluded an exceptionally successful season. While S. Karpen & Bros. are making their initial bow to the radio field, this long established house with its five large factories has long been a prominent factor in the field of fine furniture and their contribution to the trade is eagerly awaited.

From the early days of radio merchandising the Studners, both Myron and Jack, have been actively identified with its advancement. In the last two years the growth of the organization has been phenomenal, until at the present time Studner Bros. maintain twenty-eight men on the road covering the trade and rendering service to customers. In both New York and Chicago offices and display rooms are maintained. In New York 1,500 square feet are given over to an attractive display of the lines handled, and in Chicago the display space is 800 square feet. In addition branch display rooms are also located in Los Angeles and Detroit.

In commenting upon the growth of the organization, Myron Studner stated in part: "Our growth has been rapid but fundamentally sound. In our business dealings we have maintained a high standard that has not only favorably affected the manufacturers we represent, but our own organization as well. We have not only sold merchandise but assisted in designing a number of cabinets as well, drawn from our intimate knowledge of the preferences of the trade. We are completely lined up for the new season and expect to surpass all previous accomplishments."

### Metal Console Tables for Radio Receivers

Although only introduced to the trade last January, metal console tables for radio receiving sets have already become an accepted factor in radio merchandising, according to the Robert Findley Mfg. Co., Inc., Brooklyn, N. Y., which reports a heavy demand for its product.

This line, which is on display at the showrooms of an associated company, Albert Wallace Co., Inc., 242 Fifth avenue, New York City, includes tables for the RCA, Watervale Kent, Kolster and Crosley sets. This modern innovation in radio cabinets was made possible through the introduction of the AC set. Although in metal, the console is finished in every instance to match the set whether the set is cabinet in metal or wood.

The Robert Findley Mfg. Co., Inc., is a member of the Radio Manufacturers Association and will exhibit the new console tables for the new sets at the Chicago Trade Show.

### First Issue of Plaza House Organ Is Out

The first issue of the house organ to be published monthly hereafter at the Plaza Music Co., New York City, appeared this month. What the new magazine is to be called is being left to the trade. The first issue appeared titleless and the Plaza Music Co. will pay $25 for the best name suggested.

Leo B. Bernstein, advertising manager of the Plaza Music Co., has added the editorship of this publication to his shoulders and has inaugurated as a feature of the first page the monthly presentation of the strongest merchandising article in the Plaza line for the following month. The center spread has been devoted to a reproduction of the double-page spread of the Pal portable that appeared in the March issue of The Talking Machine World. Merchandising hints and suggestions make this magazine not only of great interest, but valuable to the Plaza dealer wherever situated.

Another interesting piece of literature emanating from Plaza headquarters is a novelty folder, entitled "And Now Our Famous Performer Pals," which through a succession of cartoons and brief sentences presents the Pal story. This folder is for dealer distribution and there is space for dealer imprint.

### New Peerless Speaker Line

The new line of Peerless speakers, made by the United Radio Corp., Rochester, N. Y., recently licensed manufacturers of radio speakers under the Lekstrom patents and improvements, will be confined to controlled-edge cone speakers made under these patents.

### Pre-Amplifier Is Placed on Market

New Product of Sterling Manufacturing Co. Said to Secure Distance, Better Tone and Give Selectivity

Cleveland, O., May 7—The Screen-Grid Pre-Amplifier, for use with all six-volt DC radio receiving sets, recently placed on the market by the Sterling Mfg. Co., of this city, has had an enthusiastic reception from dealers and from the public. This unit serves a number of purposes, chief of which is its amplification qualities, its elimination of static, as an aid in securing selectivity and its betterment of tone. The Pre-Amplifier is especially welcome to the trade at the present time because of its appeal during the Summer months. Dealers are featuring the unit in their windows, describing its advantages in holding their customers and increasing their sales.

#### Using the Pre-Amplifier

The Pre-Amplifier is used to bring out amplification in portable equipment so that radio reception can be enjoyed under all circumstances. The Pre-Amplifier is connected in instead of any six-volt or four-volt DC receiver, without rebuilding or rewiring, without changing any tubes and without new batteries or socket power.

### Atlas Plywood and Empire Mfg. to Merge

#### Recommendation of Directors Approved at Stockholders' Meeting

Boston, Mass., May 10—Special stockholders' meetings of both the Atlas Plywood Corp., of this city, and the Empire Mfg. Co., of Goldsboro, N. C., were held the early part of May, and the recommendation of the directors of both companies for a merger and unification under which the Empire assets will be acquired by Atlas were approved.

This merger will put the Atlas Plywood Corp., according to Ralph M. Buck, president, in a strategic position to expand its business in the fast-growing manufacturing centers of the South and will furnish additional plant capacity to meet the Middle West demands.

The Empire Mfg. Co., manufacturer of plywood packing cases, was organized in 1910. Its gross business approximates one-third that of Atlas. Messrs. A. H. Edgerton, Herman Weil and G. S. Daniels, who have so successfully developed this business for the past seventeen years, will actively manage the Empire Mfg. Co. division of the Atlas Plywood Corp.

### New Federal Distributor

Buffalo, N. Y., May 7.—The Federal Radio Corp., manufacturer of the Federal Ortho- spheric radio receiver, has announced the appointment of the Washington Automobile Supply Co., Washington, Ill., as distributor for the central section of Illinois, with warehouses in Peoria, Springfield and Decatur.

---

**Note:** The text contains historical references and mentions older technologies and brands which may not be immediately recognizable or easily accessible to modern readers. The content is preserved as is to maintain the integrity of the source material.
THE LATEST RECORD BULLETINS—(Continued from page 112)

Okeh Records

LIST FOR MAY 5, 1925

1041 LITA (Gottlieb-Frank-Bow) — Foot-stomp Voxen, C. A. Knoche and His Orchestra.

1042 Share my song with the world, H. B. Davis and His Orchestra.

1043 Tacony—Tavern song, H. B. Davis and His Orchestra.

1044 Sing me a song, Carl Brown and His Orchestra.

1045 Savor the song, Ed. B. Hart and His Orchestra.

1046 It's better that you part, C. A. Knoche and His Orchestra.

1047 It's better that you part, C. A. Knoche and His Orchestra.

1048 It's better that you part, C. A. Knoche and His Orchestra.

Vocal Records

OLD SOUTHERN TUNES

515 McPeary—Louis Lundy—Song—With Old-Time Band—Uncle Hovey Mason, With his Front Line Jug Band—Ss—Model.

516 Blackberry—Ladies—Singing—With Orleans Orchestra—Hollin Orches.


519 In the Chasing (Vocals-Harrington)—Vocal Band—With Piano, Violin, and Tommy McCreery.

520 Lowdown—Voice—With Frank and James McCray—Vocal Band—With Orches.

521 Keep your voice out of the dust, Robert Winder—Vocal Band—With Orches.

522 I'm Man of the World, Frank Morello—Vocal Band—With Orches.

523 I'm Man of the World, Frank Morello—Vocal Band—With Orches.

524 I'm Man of the World, Frank Morello—Vocal Band—With Orches.

525 I'm Man of the World, Frank Morello—Vocal Band—With Orches.

526 I'm Man of the World, Frank Morello—Vocal Band—With Orches.

527 I'm Man of the World, Frank Morello—Vocal Band—With Orches.

Regal Records

DANCE RECORDS

1581 In my bosom of memories—Foot-stomp, Alcyon Davies and His Orchestra.

1582 Happy go lucky lass—Foot-stomp, Alcyon Davies and His Orchestra.

1583 Sweet sus—Just you—Foot-stomp, Alcyon Davies and His Orchestra.

1584 After my laughter—Foot-stomp, Alcyon Davies and His Orchestra.

1585 I can't be without you, Mary Benson and His Orchestra.

1586 Southern Rose—Waltz, W. F. Sullivan and His Orchestra.

1587 There's something about a rose—Foot-stomp, W. F. Sullivan and His Orchestra.

1588 Just across the street front porch blues—W. F. Sullivan and His Orchestra.

1589 I'm rich, whichever way you name me—W. F. Sullivan and His Orchestra.

1590 Pocahontas—Waltz, W. F. Sullivan and His Orchestra.

1591 Believe me—Foot-stomp, W. F. Sullivan and His Orchestra.

1592 Wait for me—Foot-stomp, W. F. Sullivan and His Orchestra.

1593 The you throw me down—Waltz, W. F. Sullivan and His Orchestra.

VOCAL RECORDS

1594 Sunbonnet—Tener solo, with orch. accompaniment, The Hawaiian Quartet.

1595 Sunbonnet—Tener solo, with orch. accompaniment, The Hawaiian Quartet.

1596 Back in your own back yard—Male duet, with H. J. Maxwell and Ed. F. Armstro.

1597 I still love you—Tener solo, with orch. accompaniment, The Hawaiian Quartet.

1598 The Hawaiian—Tener solo, with orch. accompaniment, The Hawaiian Quartet.

1599 Hawaiian—Tener solo, with orch. accompaniment, The Hawaiian Quartet.

NOVELTY RECORDS

1600 In the Hills of old Kentucky—Tramp, with new orch., with orch. accompaniment.

1601 Drafting down the train—Dixieland, with orch., With orch. accompaniment.

1602 Sunset—Spanish and hood, with orch. accompaniment, The Hawaiian Quartet.

1603 Layed by the door front gate—Male duet, with orch. accompaniment, The Hawaiian Quartet.

1604 Your Harding girl—Irving Kaufman.

1605 Laid down—Irving Kaufman.

1606 Let's give three cheers—Tener solo, with orch. accompaniment, The Hawaiian Quartet.

1607 Another song of the Hawaiian—Irving Kaufman.

1608 Good man is hard to find—Green Vocal, with orch. accompaniment, The Hawaiian Quartet.

1609 Vagabond—With orch. accompaniment, The Hawaiian Quartet.

1610 Laid down—Irving Kaufman.

1611 Laid down—Irving Kaufman.

1612 Laid down—Irving Kaufman.

1613 Laid down—Irving Kaufman.
THE LATEST RECORD BULLETINS—(Continued from page 113)

6396 Shirle! Here Comes My Sugar—Foy ten—with Vocal Reprise and Vocal Accomp., The Cotton Pickers (Dix, Andy Manfield). After About Two Minutes, By Count Basie. Vocal Accomp., Reprise and Basie Orch.

6397 Rainy Day I'll—Foy ten—with Vocal Reprise and Vocal Accomp., The Count Basie Orchestra. There's Something About a Rose (That Reassis—I Love My City—Mamie Smith. Vocal Accomp., Reprise and Orch.)

6400 You Gotta Get To—Foy ten—with Vocal Reprise and Vocal Accomp., Bessie Smith. St. Louis, Missouri Baseball Band.

6401 Sweet Elaine—Maple City Four of WLS—Just a Little Bit (from Live Wire), Maple City Four of WLS.

SACRED VOCAL


6405 Boogie With the Loon—Perry and Son—by Fred and Joe Marion. Perry and Son Accomp.

6406 Old Time Playin'—The Jimmie Davis Quartet—You're All Here—Big Night Tonight—Old Time Harmony—The Jimmie Davis Quartet. Peterson Martinson Through Georgia—Old Time Harmony—Johnie Peterson.

PIANO NOVETY

6407 Willow Tree—Wm. E. Reinhart and Al Goodkind—Just an Old Romance—Wm. Rebhardt and Al Goodkind. In front of the Music Store.


6409 In My Heart—Male Vocals—Just A Long Comfortable Song—Male Vocals. "Tenor from New Orleans, American Singers "

LIST FOR MAY 1

POPULAR DANCE

6410 Rain or Shine (Tell Me the Sunshine)—Fox trot, with Vocal Chorus—E. J. Caruso—The New Yorkers. "Rain or Shine" is a Fox trot with Vocal Chorus, E. J. Caruso, The New Yorkers.

6411 Ne'kore'—on My Mind—Moonlight—The Starlight and You—Ne'kore'—on My Mind—Moonlight—The Starlight and You. Vocal Chorus and Ne'kore'.

6412 Wake Up—Wake Up—Wake Up—Wake Up—Ne'kore'. "Wake Up—Wake Up—Wake Up—Wake Up" is an old favorite, Ne'kore'.

6413 Indian Cradle—Song-Fox trot, with Vocal Chorus—St. Louis Royal Orch. "Indian Cradle" is a Fox trot with Vocal Chorus, St. Louis Royal Orch.

6414 I'm Gonna Get Same—Street—St. Louis Royal Orch. "I'm Gonna Get Same—Street" is a Hit with the St. Louis Royal Orch.

6415 Isabella—Fox trot, with Vocal Chorus—The Bobcats. "Isabella" is a Hit with the Bobcats.

OLD TIME SACRED SINGING

6416 Bowstring—Ronald Hack, Accomp.—Woodsmen Quartet. "Bowstring" is a Hit with Ronald Hack, Accomp.

BANO NOVETY

6417 Lip-Stick—Los Cabalitos and His Blues Satchels—Los Cabalitos. "Lip-Stick" is a Hit with Los Cabalitos and His Blues Satchels.

6418 Masi Girl—Dust —The Oskaa Scramblers Just One Back—The Oskaa Scramblers. "Masi Girl—Dust" is a Hit with The Oskaa Scramblers.

PUBLIC POPULAR

6419 Wouldn't It Be Nice—Sing Along with Bania Accompany—The Banners. "Wouldn't It Be Nice—Sing Along" is a Hit with The Banners.

6420 Waitin' for Katy—Dust—With Bania Accompany—The Banners. "Waitin' for Katy—Dust" is a Hit with The Banners.

6421 Down By the Old Front Gate—Dust—Caroline—With Bania Accompany—Caroline. "By the Old Front Gate—Dust—Caroline" is a Hit with Caroline and Bania Accompany.

6422 For You—My Baby Came Home—On Back—Bania Accompany and Reprise. "For You—My Baby Came Home—On Back" is a Hit with Bania Accompany and Reprise.

6423 Methodist Pas—Guitar Accompany—Miller—The Bill Miller Kincaid of WLS. "Methodist Pas—Guitar Accompany" is a Hit with Miller-

6424 Sourwood Mountain—Guitar Accompany—Miller—The Bill Miller Kincaid of WLS. "Sourwood Mountain—Guitar Accompany" is a Hit with Miller-

6425 Red or Green—Fiddle and Guitar Accompany—Spirituals of Tell City—Tell City. "Red or Green—Fiddle and Guitar Accompany" is a Hit with Tell City.


6427 Ramona—Boogie—Guitar Accompany—Ray Whiterettes. "Ramona—Boogie" is a Hit with The Ray Whiterettes.

RACE RECORD

6428 Why Should I Grieve After You're Gone—Boogie—Richardson—Orch. "Why Should I Grieve After You're Gone—Boogie" is a Hit with Richardson—Orch.


Banner Records

6431 You Can't Buy Me Love—Solo, Trumpet and Piano Band—With Says They Don't Care—Foy ten—by Lynx and His Orch. (Foy ten)

6432 Sweet Sue—Just You—Foy ten—Lambert's Dance Orch.

Two Little Rooms—Fox trot—Hollywood Dance Orch.

Harmony Records

6231 II The Dance of the Blue Danube—Fox trot, with Incidental Singing—The Florensky and His All Star Trio "The Dance of the Blue Danube—Fox trot, with Incidental Singing" is a Hit with The Florensky and His All Star Trio.

6232 II M. B. Bell and His Three Brothers—Fox trot, with Vocal Reprise and Vocal Accomp., Andy Swennell and His All Star Trio "M. B. Bell and His Three Brothers—Fox trot, with Vocal Reprise and Vocal Accomp." is a Hit with Andy Swennell and His All Star Trio.

6233 II Pacific Rag—Fox trot, with Vocal Reprise and Vocal Accomp., Jack Kahn and His Orch. "Pacific Rag—Fox trot, with Vocal Reprise and Vocal Accomp." is a Hit with Jack Kahn and His Orch.

6234 II That's My Mammy—Fox trot, with Vocal Reprise and Vocal Accomp., Jack Kahn and His Orch. "That's My Mammy—Fox trot, with Vocal Reprise and Vocal Accomp." is a Hit with Jack Kahn and His Orch.

Bell Records

6590 Waitin' for Katy—Fox trot, with Vocal Reprise—Terry Ramblers "Waitin' for Katy—Fox trot, with Vocal Reprise" is a Hit with Terry Ramblers.

6591 Indian Cradle—Song—Juke Jaks' Stray Boys "Indian Cradle—Song" is a Hit with Juke Jaks' Stray Boys.

6592 Mood of the Mountains—Fox trot—Terry Ramblers "Mood of the Mountains—Fox trot" is a Hit with Terry Ramblers.

6593 Who Can Be Wrong—With Vocal Reprise—The Harmonians "Who Can Be Wrong—With Vocal Reprise" is a Hit with The Harmonians.

6594 Happy Go Lucky Lulu—Fox trot, with Vocal Reprise, Reprise and Vocal Accomp., Andy Richards and His Orch. "Happy Go Lucky Lulu—Fox trot, with Vocal Reprise, Reprise and Vocal Accomp." is a Hit with Andy Richards and His Orch.
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD
Ready Reference for Salesmen, Dealers and Department Heads

Columbia Wholesalers
Open Kolster Accounts

OFFICIALS OF BALTIMORE DISTRIButing FIRM
REPORT MANY APPLICATIONS FOR KOLSTER FRANCHISE—COMBINATION IN DEMAND

Baltimore, Md., May 8—Columbia Wholesalers, Inc., reported a very gratifying "Among the features of the Spring sales campaign," said Wm. H. Swartz, vice-president, "that are bringing remarkable results may be included our extensive broadcasting of Columbia records and Columbia-Kolster promotion over a number of broadcasting stations throughout the territory. Unquestionably this is a very fertile form of sales promotion and dealers should appreciate what we are setting up to help their sales. Use of the wonderful Columbia-Kolster combination in the playing of records at the store door is not only simultaneous but makes for maximum advertising and evidently creating a desire of ownership for this machine, as sales of the model 900 are showing remarkable results."

"The most striking form of promotion, as well as a fortunate combination of real hits on Columbia records, with, of course, the tremendous interest in the new series of Two Black Crows—New Leaders—have made our business for the Spring months look very promising indeed."

L. E. Andrews, president of Columbia Wholesalers, Inc., reports that the addition of Kolster radio has greatly strengthened the radio department. A surprising number of strong accounts have applied for the Kolster franchise, as well as equally all Columbia dealers will specialize on Kolster radio for the coming season. During the past several weeks the following Kolster dealers have been appointed: R. A. Rice, Inc., Bristol; Augusta Furniture Co., Stantam, Va.; Hobbie Bros., Roanoke, Va.; Fulwiler Hill Co., Roanoke, Va.; Seagle Bros., Pulaski, Va.; Wilson's, East Radford, Va.; Miller's Music Store, Harrisonburg, Va.; St. Charles Supply Co., St. Charles, Va.; Pennington Hardware & Furniture Co., Pennington Gap, Va.; Scott & Carminich, Radford, Va.; and the Iron Horse Electric Co., Washington, D. C. Consistent Kolster advertising and fine weekly broadcasting by Kolster is making sales of Kolster sets easy in this territory.

Scrap Your Smoked Glasses (An Editorial) .................................................. 3
Sets Record Sales Quota ....... 4
Stock's Price Plan Wins Customers .................................................. 8
Profit Winning Sales Wrinkles .................................................. 14
Selling the Latin-American Market .................................................. 10
Know Your Radio Line to Build Re- tail Success .................................................. 24
Money-Making Suggestions for Ambitious Merchants .................................................. 26
Operation of AC Tubes and Socket Power in General .................................................. 28
How the Radio Corporation of Amer i ca Advertises to Country Buyers .................................................. 34
Last Minute News of the Trade 34a to 34d
Price Maintenance Again to the Fore 34e
Utilitarian Value of Radio .................................................. 34c
Compromise on Copyright Legislation .................................................. 34b
An Interesting Radio Experiment .................................................. 34b
Additional Dealer Profits .................................................. 34b
Record Sales Gain .................................................. 34b
Good Trade Publicity .................................................. 34b
The Hustler Wins .................................................. 34b
A Few Merchandising Ideas That In creased Profit .................................................. 35
Advertising's Part in Developing the Radio Industry .................................................. 36
Creating a Record Demand for the Finest Music .................................................. 40

CORRESPONDENCE FROM LEADING CITIES

Boston Radio Manufacturers' Association held its May meeting, the program of which was as follows:

The third anniversary of the Brooklyn Salon, Fifth avenue and Fifty-third street, New York City, of which Chester Abelowitz is proprietor, was fittingly observed on April 26 with a recital of Brooklyn artists which was attended by approximately 200 very material patrons of the establishment. Edward R. Strauss and H. Emerson Yorke, of the New York headquarters of the Brooklyn Co., were present, the latter acting as master of ceremonies. Chester Abelowitz and his staff welcomed the guests and Mr. Abelowitz made a short address of welcome.

Among the artists who entertained were Marie Morrissey, contralto, well-known concert artist; Frederick Fradin, violinist; the Ritz Quartet from "Funny Face," the record-breaking musical show; Zelma O'Neal, comedy star of "Good News," and Vincent Lopez and his Orchestra, who concluded their share of the entertainment with a semi-classical arrangement of "Alexander's Ragtime Band."

Refreshments were served during an intermission in the program and at the conclusion of the recital a Brooklyn recording made by one of the artists participating in the recital was presented to each guest.

Interesting Booklet

A handy manual entitled "The Gateway to Better Radio," has been issued by the American Mechanical Laboratories, Inc., 110 W. 47th St., N. Y., manufacturer of the Clarostat and other radio products. There are thirty-two pages of practical radio information, profusely illustrated.

Incorporation

Scientific Laboratories, Inc., has been incorporated in Wilmington, Del., with a capital of $100,000, for the purpose of dealing in musical, radio, phonographic and other instruments.

Brunswick Saloon
Has Anniversary

Brunswick Recording Artists Give Recital in Warerooms of Fifth Avenue Establishment on Third Anniversary

The third anniversary of the Brooklyn Saloon, Fifth avenue and Fifty-third street, New York City, of which Chester Abelowitz is proprietor, was fittingly observed on April 26 with a recital of Brooklyn artists which was attended by approximately 200 very material patrons of the establishment. Edward R. Strauss and H. Emerson Yorke, of the New York headquarters of the Brooklyn Co., were present, the latter acting as master of ceremonies. Chester Abelowitz and his staff welcomed the guests and Mr. Abelowitz made a short address of welcome.

Among the artists who entertained were Marie Morrissey, contralto, well-known concert artist; Frederick Fradin, violinist; the Ritz Quartet from "Funny Face," the record-breaking musical show; Zelma O'Neal, comedy star of "Good News," and Vincent Lopez and his Orchestra, who concluded their share of the entertainment with a semi-classical arrangement of "Alexander's Ragtime Band."

Refreshments were served during an intermission in the program and at the conclusion of the recital a Brooklyn recording made by one of the artists participating in the recital was presented to each guest.

Interesting Booklet

A handy manual entitled "The Gateway to Better Radio," has been issued by the American Mechanical Laboratories, Inc., 110 W. 47th St., N. Y., manufacturer of the Clarostat and other radio products. There are thirty-two pages of practical radio information, profusely illustrated.

Incorporation

Scientific Laboratories, Inc., has been incorporated in Wilmington, Del., with a capital of $100,000, for the purpose of dealing in musical, radio, phonographic and other instruments.

Radio Manufacturers' Association held its May meeting, the program of which was as follows:

The third anniversary of the Brooklyn Salon, Fifth avenue and Fifty-third street, New York City, of which Chester Abelowitz is proprietor, was fittingly observed on April 26 with a recital of Brooklyn artists which was attended by approximately 200 very material patrons of the establishment. Edward R. Strauss and H. Emerson Yorke, of the New York headquarters of the Brooklyn Co., were present, the latter acting as master of ceremonies. Chester Abelowitz and his staff welcomed the guests and Mr. Abelowitz made a short address of welcome.

Among the artists who entertained were Marie Morrissey, contralto, well-known concert artist; Frederick Fradin, violinist; the Ritz Quartet from "Funny Face," the record-breaking musical show; Zelma O'Neal, comedy star of "Good News," and Vincent Lopez and his Orchestra, who concluded their share of the entertainment with a semi-classical arrangement of "Alexander's Ragtime Band."

Refreshments were served during an intermission in the program and at the conclusion of the recital a Brooklyn recording made by one of the artists participating in the recital was presented to each guest.

Interesting Booklet

A handy manual entitled "The Gateway to Better Radio," has been issued by the American Mechanical Laboratories, Inc., 110 W. 47th St., N. Y., manufacturer of the Clarostat and other radio products. There are thirty-two pages of practical radio information, profusely illustrated.

Incorporation

Scientific Laboratories, Inc., has been incorporated in Wilmington, Del., with a capital of $100,000, for the purpose of dealing in musical, radio, phonographic and other instruments.
KNOWING HOW

There is a well-defined reason for the success of EMPIRE TONE-ARMS and REPRODUCERS, for these products represent fourteen years of "knowing how." They are accurate in every detail, tested thoroughly before they leave our factory, and are not experiments or laboratory models. "Knowing how" to build tone-arms and reproducers has been the prime factor in Empire's acceptance by leading manufacturers as standard equipment for their products.

The Prices Are Right
Send Today for Samples

Among other Empire products are the No. 15 Tone-Arm; New Premier Reproducer and No. 2 Tone-Arm; the Nos. 12 and 15 for all types of machines; No. 75 for large machines and No. 2 for portables.

The Empire Phono Parts Co.
Established in 1914
WM. J. McNAMARA, President

10316 Madison Avenue
Cleveland, Ohio

Mexican Representative—Radio Fonografica Mexicana, S. A., Balderas 110, Mexico D. F., Mexico
They’re Gay Chasers of Gloom • These NEW EDISON RECORDS
by

WHETHER it’s the symphonic jazz of Gershwin’s “Rhapsody in Blue” or the slow, soothing beauty of “When Day Is Done”—there’s a quality to these Recordings by the Edisonians that you’ll admit is rare. The Edisonians are no ordinary orchestra organization. Each member is an outstanding virtuoso—grouped together they form a superb orchestra. Play their records on the new Edisonic! Let your patrons understand what real “close-up” music is! Phonograph—and Record—sales are bound to follow.

THE EDISONIC

ADDRESS THE DISTRIBUTOR NEAREST YOU

EDISON PHONOGRAPH DISTRIBUTING
CO., Orange, N. J.; 155 So. Forsyth St.,
Atlanta, Ga.; 185 State St., Boston, Mass.;
3160 So. Michigan Ave., Chicago, Ill.; 500
Elm St., Dallas, Tex.; 1416 Lawrence St.,
Denver, Colo.; 1215 McGee St., Kansas City,
Mo.; 668 First Ave., N., Minneapolis,
Minn.; 128 Chartres St., New Orleans, La.;
909 Penn Ave., Pittsburgh, Pa.; 1267 Mission St., San Francisco, Calif.; St. Thomas,
Ont., Canada; B. W. SMITH, INC., 2019
Euclid Ave., Cleveland, Ohio; PROUDFIT
SPORTING GOODS CO., 2327 Grant Ave.,
Ogden, Utah; GIRARD PHONOGRAPH
CO., Broad and Wallace Sts., Philadelphia;
C. B. HAYES CO., INC., 19 W. Broad
St., Richmond, Va.; SILVERSTONE ME-
SIC CO., 3114 Olive St., St. Louis, Mo.
Brunswick Electrical Records

Business is Good!

Brunswick

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

Special Trade Show Section Beginning Page 54
THE MOST
POPULAR
LINE ON THE
MARKET TO-DAY

There's no secret about the ever increasing popularity of Toman reproducers and tone-arms. Finer performance and greater value—that's the explanation. Made of the finest selected metal alloys, constructed on latest scientific principles, and tested at every stage of manufacture—Toman Products just can't help being right. And Toman Dealer Helps you sell these fine products. Not only selling to Dealers, but helping Dealers to greater volume and profits by stimulating consumer demand—that's the Toman idea. The two color window card and eight page consumer folder shown here are two of the most recent sales aids for Toman Dealers. If you are not now enjoying the profits to be had from the fast selling Toman line, write at once for an outline of our generous Jobber and Dealer policy.

All Toman Products are reasonably priced. Guaranteed quality inside and out. Samples sent promptly upon request.

E. Toman & Company
2621 West 21st Place

CHICAGO, ILL.
Get it Better with a Grebe

See
The Complete Grebe Line

Stevens Hotel, Chicago, June 11 to 15 incl. 1928

Grebe Synchrophase

A-C Six

List Price

Less tubes $22750

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

Grebe Synchrophase

Seven

List Price

Less tubes $145

A receiver of such superiority that it will always be an outstanding leader.

Grebe Synchrophase

Five

List Price

Less tubes $105

A ready seller that offers unusual opportunity for quick turnover and substantial profits.

Grebe Natural Speaker

List Price

$35

A Grebe-made speaker that affords the final touch of perfect reception to any receiver.

Grebe No. 1750 Speaker

List Price

$1750

Grebe quality in a speaker that may be sold at a low price without sacrifice of volume or tone quality.

Send for Booklet TW
It fully describes the exclusive selling points of the Grebe Synchrophase A-C Six.

We're looking forward to seeing you at our Booth 65A at the Trade Show.

Grebe Synchrophase

A-C Six

RADIO

A. H. Grebe & Co., Inc., 109 West 57th Street, N. Y. C.
Factories: Richmond Hill, N. Y. Western Branch: 440 S. San Pedro St., Los Angeles, Cal.
Makers of quality radio since 1909
Panatrope Musical Effects

... Yet its price is only $25

Slightly Higher West of Rockies

New-Type Horn increases tone range more than 100%

Are you getting your share of Portable business? Don't miss the unusual opportunity offered you in Brunswick's new Portable. Here is a musical development whose sales importance can scarcely be overestimated. Much of the deep bass effect of the Brunswick Panatrope is attained in this superb little instrument. It offers more and better music than even the costliest of the old-style phonographs.

Push this Brunswick Portable through the summer months. The $25 price gives you a decided advantage over competition. While a summer leader, the Brunswick Portable is more than merely a source of summer entertainment. Many music lovers who cannot afford the larger models of new-type instruments will gladly pay $25 for a Brunswick Portable. A Portable sale usually means a new record customer—don't forget that.

Brunswick meets every musical need:—The Brunswick Panatrope, and Panatrope with Radiola, Brunswick Electrical Records...and now BRUNSWICK RADIO!

The horn, exclusive of the tone-arm, of the Brunswick Portable if straight would be the length pictured here.

Brunswick

The Radio Season Opens

The 1928-1929 radio season opens officially this month. The Fourth Annual Radio Trade Show and Convention of the Radio Manufacturers' Association in Chicago, and the more or less "private" exhibits of new radio products by manufacturers bring before the wholesale and retail trade of the country the latest products—both radio receiving sets and accessories—in which are incorporated improvements and refinements devised by some of the best engineering brains of the country. That radio this year will be better than ever there is no doubt. Many manufacturers are presenting lines of distinction and merit at prices that should prove attractive to the public. Retailers from practically every State in the Union are in Chicago to make personal inspections of the new lines. However, thousands of merchants will not be able to be present at the RMA Trade Show and Convention.

Read and Think

For this reason as well as for the benefit of the dealers who are fortunate enough to be in the "Windy City" during Show Week, The Talking Machine World, in this issue, describes the new products of the manufacturers—those who are exhibiting at the Trade Show as well as those who have no exhibits. Whether you, Mr. Dealer, are at the Show or stay at home, read this issue of The Talking Machine World. Now is the time to decide the important questions, "What lines shall I handle the next year? Which products offer the best possibilities for sales and profits in my particular territory? Will another line of radio prove an advantage?"

The descriptions of the new lines in this issue give you the vital information you need. What may be the best line for the dealer a thousand miles distant from you may not be a sales factor locally. Each dealer should be conversant with his local radio problems. He must know the radio needs and preferences of the people who make up his community. He must cater to the public.

The only way for a merchant to make an intelligent selection of the radio receiving sets and accessories best suited to his purpose is to select by comparison. That is, the dealer must compare the various products as to merit, price, talking points. He should select a line with a thought to the service the receiver may require. The firm behind the product also is important. All factors should be carefully considered. Mistakes are always costly and pull down the retail merchant's profits from radio.

Every Dealer Should Read These Articles

Features the Classics—An article filled with valuable information. (Page 4)
Broadcasting Builds Radio Sales (Page 6)
Selling Records to the Collegians (Page 8)
Develop New Sales Fields—By J. M. Schlacter (Page 16)
Florida Travels the Road to Business Recovery—By Arthur Smith (Page 20)
Do You Know Your Costs of Operation?—By Robert L. Kent (Page 30)
From Twenty Lines to Four—By Roy Stewart (Page 33)
Summer Profits—By Leslie A. Ferguson (Page 40)
Creating a Record Demand for Finest Music—By W. Braid White (Page 42)

The Future

Given the right merchandise dealers should profit in the months to come. Radio has gradually reached the point where it is distinctly up to the dealer whether this phase of his business is satisfactory. Many of the vexatious problems over which the dealer had no control in the past have either been entirely eliminated or they have been partially solved, so that outside influences no longer make the serious inroads on profits that nullified the merchandising effort of the retail trade. This is truly the day of high-grade products and equally first-class merchandising. The two go together. Eliminate one or the other and business is bound to suffer. This is a fundamental fact. No longer will the public purchase any kind of radio set. People have become more discriminating. There are many fine sets on the market. They select the model suited to their desires and purses. The dealer who handles a well-rounded stock and makes a serious bid for business will get the cream in his territory. But be sure you have lines that will give you a fair chance to get your share of the radio business in the face of the keen competition that every dealer faces at the present time. Remarkable changes have taken place in radio in the past year. The AC set has become the big gun of the industry. Other refinements have been made which may have an important bearing on your future radio business. Know what you are doing. Analyze the new products in this issue.
Specializing in the Best Records Steps Up the Individual Sales

Based on an Interview With Joseph F. Brogan of the Gramophone Shop

A

LITTLE more than two months ago, on April 1, to be exact, the Gramophone Shop opened for business at 126 East Forty-first street, New York City, specializing in records of the best type of music and with a catalog of more than 300 titles of imported records, recorded in Europe, and not to be found in the listings of any of the American record manufacturers. William H. Tyler and Joseph F. Brogan, the proprietors of this establishment, both veterans in the metropolitan retail music field, have long felt that there was a need for a shop which would cater to the lover of music who finds the same fascination in collecting the best in recorded music as does the book collector who cherishes first editions. That they were right in their surmise is evidenced by the fact that on July 1 the Gramophone Shop leaves the small store in which it had its beginning and proceeds to new and considerably larger quarters.

The present site of the Gramophone Shop is small, about nine by eighteen feet, and contains but one demonstration booth, a small counter and three cabinets for records. Nevertheless, during the past two months, record sales have averaged over $1,000 per week, and the sale of several high-priced talking machines has brought the sales totals for this period to a most satisfactory volume.

A 5,000-Record Stock

About 5,000 records are carried in stock, of which 2,000 are contained in album series. The balance of the stock includes records issued singly by domestic companies and record manufacturers in France, Italy, Germany, England, Spain and South America. The Gramophone Shop is a selling agent for the National Phonographic Society of America, and in order that these recordings may find a permanent place in the libraries of their customers, Messrs. Tyler and Brogan have had albums made up so that purchasers who so desire may complete their own sets of recordings.

A Specialized Service

Naturally, before opening this establishment both the proprietors engaged in a long period of studying the foreign record output and compiling lists of the "cream" of the various catalogs. Their opening announcement, entitled "A Message to Musical America," contained on the inside cover of the catalog of imported works, tells best the aims and purposes of the establishment. It reads in part: "To the lover of music we offer a service based upon many years' experience, during which recorded music has been not only our business, but a real hobby. We have scanned all the foreign catalogs, searched musical journals for notices of new releases, and have spent months in various European musical Art Centres looking for records of important works. We have found many, and listened critically to them all. The astounding wealth of material which we have discovered has resulted in the Gramophone Shop.

"Our intimate knowledge of foreign records has enabled us to eliminate titles which elicit high expectations but upon hearing turn out to be 'dead wood' because of unsuccessful recording, which, as we all know, is sometimes inevitable. Rather do without a favorite work than compromise with an inadequate recording of it. A successful one is bound to appear later."

Large Sales to Individuals

Perhaps the most interesting feature of the business done at the Gramophone Shop is the amount of the average unit record sale. A check-up of the sales figures over a week's period disclosed the fact that the average sale netted a few cents over nineteen dollars, an almost unbelievable figure when compared with the average unit of the majority of dealers. The fact, however, that over 99 per cent of the records sold are of the album type, or of a number of classical records in account for this high figure. A glance at the sales slips reproduced on this page will give an idea of the type of sales which are common at the Gramophone Shop. These slips are exact copies taken from the sales book. They were selected at random and represent neither the highest nor lowest individual sales. Transactions ranging from a few dollars to a hundred dollars are not unusual, and the customers are lovers of music in the true sense, and look forward to the release of new recordings and are constantly adding to their collections of fine records.

Mailing List a Sales Builder

In order to maintain a satisfactory volume for the type of recordings sold by the Gramophone Shop it is, of course, necessary to have an active mailing list. Buyers of album sets and higher-priced records are few in number than dance music enthusiasts and purchasers of popular music. The territory served is without limits because of the unusual character of the merchandise carried, and competition from other dealers, not only in New York City but throughout the entire country, is confined to a few stores.

To announce its message to the public the Gramophone Shop decided to put on an advertising campaign, but to select carefully the mediums used so that the fullest possible benefit would result from the advertisements. Newspapers would not be entirely satisfactory because of the limited appeal of the merchandise being advertised. Messrs. Tyler and Brogan finally decided to use space in the "Music Lovers' Phonograph Monthly Review," which confines itself solely to matters phonographic, and full-page advertisements have appeared in the past few issues of this publication, listing the latest imported records. A smaller advertisement also appears in "Creative Art." Both of these mediums have proved their efficacy, for numerous letters have been received from all sections of the country requesting catalogs, and in dozens of cases checks were enclosed for specified albums that were advertised.

Favorable Publicity

Another factor which has helped spread the reputation of the Gramophone Shop is that several of the musical magazines recognized the opening of the establishment as being worthy of mention in their editorial columns, and many requests for further information and catalogs were received through this source.

(Continued on page 9)
AL JOLSON is the Highest-Priced Entertainer in the World

There's a year-round demand for Jolson Records

"My Mammy" . . . "Dirty Hands! Dirty Face!"—with Abe Lyman's California Orchestra. 3912

"Mother of Mine, I Still Have You" . . . "Blue River" 3719

"Back in Your Own Back Yard" . . . "Ol' Man River" (from "Show Boat"). 3867

"Four Walls" . . . "Golden Gate" 3775

JOlSON records cost no more than recorded imitations of Jolson by lesser artists. East-West-North-South, wherever you may go, the American public knows Jolson through his Vitaphone production of the "Jazz Singer." These same people want Jolson records— procurable only on BRUNSWICK Electrical Records.

Brunswick's one-standard-price-policy—all 10-inch records 75 cents; all 12-inch records $1.00—Popular and Classics, gives the greatest money-buying value on the market.

2—Two good selections on every Brunswick Record—2
EVERY retailer who handles radio should be deeply interested in the progress of broadcasting, for improvement in this direction means a more general interest in radio and, consequently, greater sales volume. Radio itself would be worthless were it not for the year a number of outstanding programs are being arranged that should have a marked effect on sales. One of these is the broadcasting of the proceedings of the Democratic and Republican National Conventions at Houston, Tex., and Kansas City. The campaign speeches of

The National Players Studying Script for One of the Sunday Evening Biblical Dramas Heard Through the NBC Network.

The tremendous strides made in broadcasting during the last few years has had a more important bearing on radio sales than most dealers realize. From the status of a device that proved interesting chiefly because of its novelty radio has become an instrument that graces the homes of the poor, the rich, the cultured and uncultured. Why? Because the variety of programs and their excellence as well contains something of interest to every strata of society. The public is willing to pay for anything that increases the richness of living, and radio does that to a pointundreamed of a few years ago.

Important events in the world of politics, sports, broadcasts by world-renowned artists, etc., have all contributed to the popularity of radio. The individual dealers have profited most who capitalized these programs and made them the basis of their sales campaigns. This

One of the features of the broadcasting will be a change in method from that employed four years ago. At that time, the announcers merely reported the votes as they came in, and turned on the crowds or the band between ballots. This year, the "dead" spaces will be filled for the most part with analyses of the preceding events by trained political observers, avoiding the ballot-after-ballot monotony of previous convention broadcasts.

According to M. H. Aylesworth, president of the National Broadcasting Co, the expenses of this entire arrangement will be footed by the company, as a part of its regular public service program. This is only one of several outstanding programs scheduled for the coming months, and the vast amount of interest in radio developed by this program can hardly be estimated. It means dollars and cents to the retail trade, however, and the tie-ups should be vigorous and sustained. A special sales campaign preceding the actual events should be the method employed. It is an opportunity that comes but seldom for an industry to profit by an event that is not directly connected with its own progress.

Manufacturers of radio are spending huge sums of money each year to bring before the public via the other programs that are of wide interest. They are doing this because they realize that good programs more than any other single factor, aside from efficient receiving apparatus, will build sales. If the dealer is prosperous the manufacturer stands to gain.

Another program that will mean thousands of dollars in the pockets of the dealers is the forthcoming heavyweight championship fight in New York. Last year when Dempsey fought Tunney in Chicago dealers all over the country sold sets on the strength of the interest of the public in the outcome of the contest. Millions of men, women and children listened to that dramatic seventh round in the seclusion of their own homes. The same will be true this year, and just as many dealers reported the few

(Continued on page 9)
Announcing
the NEW
Stromberg-Carlson

An A.C. TUBE Receiver with the famous
Stromberg-Carlson TONE . . .
at a surprisingly ATTRACTIVE PRICE

This new Receiver marks the success of long experimentation by Stromberg-Carlson engineers in producing a Receiver having the convenience and simplicity of A.C. Tubes with all the glorious tone quality for which Stromberg-Carlsons are celebrated.

Designed and priced for the average home this new Stromberg-Carlson rounds out a dealer's line of high quality Receivers. Handsome in cabinet work—a beautifully grained American Walnut; extremely sensitive; highly selective and producing fine volume over the entire tuning range from 200 to 550 meters it provides a remarkable instrument at a very reasonable price.

Like other Stromberg-Carlsons the provision for phonograph operation gives it added value. It is totally shielded, tunes with a single selector (illuminated), is entirely self-contained and operates from any A.C. lighting current, using no batteries nor liquids.

Altogether, a Receiver which opens immense new sales possibilities because of its price, and gives additional desirability to the Stromberg-Carlson line.

Stromberg-Carlson

Makers of 'voice transmission and voice reception apparatus for more than thirty years.
Selling Records to the Collegians

After studying the situation the Columbia Phonograph Co. decided that the best way to reach this market would be through the medium of college publications, the students' own newspapers and magazines. But after selecting the media, what should be advertised? Do the colleges provide a market only for jazz or is there a demand for the classics, the compositions of great composers and for standard selections? What type of phonograph is most popular, the portable or cabinet? If the latter, will the student's choice be for a radio combination, an electrical reproducing instrument for records only, or for the straight phonograph without electrical features?

After careful research and study of these problems the advertising department of the Columbia Phonograph Co. found that while "popular" music was in greatest demand there was also a strong and growing demand for such music as is included in the Columbia Masterworks Series. It was also discovered that many records were sent home by students as gifts on such occasions as Easter and Mother's Day. As to phonographs, it was found that while the general public is favoring the radio combinations and electrical reproducing instruments, in the colleges the portable predominates in popularity, although there is a nice market for the more expensive cabinet models as well.

Having secured these facts, the Columbia advertising campaign places greatest emphasis on the popular dance and vocal records and on portable instruments. The other classes of records and phonographs are not neglected, however. Special advertisements on Christmas records, Masterworks and phonographs are used.

After choosing media and after determining the copy appeal, the next question was the copy to be used. Again careful study was necessary. From this it was found that an advertiser should not try to be too "collegiate" nor on the other hand too staid. A careful mixture of the two is being used, resulting in copy that sells—copy that is short and snappy and is appealing to the college reader.

The illustrations on this page are reproductions of those used in the Columbia Phonograph Co.'s advertisements in college publications. The text matter in the advertisements varies to a great degree, but the following are typical of the written message used:

When the Midnight Oil Burns Brightest

When trends and fads are published from these hiding-places and the midnight oil burns brightest in preparation for one of life's great moments—the Christmas home-timing—there will be tucked away in the corners of these traveling impediments many a Christmas gift, symbolic of college life, for the folks and friends at home. No gift at Christmas is more acceptable than a gift of music that you have chosen. The popular songs that the fellows sing, the latest hits of the great orchestras to which you listen, all available on Columbia New Process records. Electrically recorded the New Way, paints a picture that endures through years. Among your Christmas gifts this year be sure to include Columbia New Process records.

Another ad of a different type reads:

Examination Blues

Chase away those flunking blues. A tranquil mind surrounds mental hazards.

One of the best ways of tuning up to exam. pitch is to listen to smooth, pepzy music—the sort that Columbia supplies in any desired quantity.

Apply a needle to some of Columbia's latest vocal or dance numbers. Hear Ted Lewis, Lou Reitman, Art Kahn, the Singing Sophomores, or any of the famous Columbia artists. Examination Blues will fold their tones like the Arabs.

The Yale News Pictorial was the first publication selected by the Columbia Co. to inaugurate its campaign. Quarter-page space was used. Whitlock's, a New Haven dealer, ran tie-up advertising, and with the co-operation of this store, the campaign was a success from the start. The demand was most satisfactory. The increase in sales of Columbia products in New Haven was so encouraging that the company decided to add mediums connected with Brown, Princeton, Harvard and Pennsylvania to the list.

The reception in each of these universities, and the increased business done by Columbia dealers catering to the students was most gratifying.

(Continued on page 32)
There are twenty types of RCA Radiotrons, each with a special purpose. When you stock the complete line you can offer your customers every kind of vacuum tube that any set requires. And for each use the designated RCA Radiotron is recognized as the standard of performance by the leading manufacturers of all receiving sets sold on a quality basis.
The public has put the stamp of its approval on RADIOLA 18 and its predecessor—the "17"—by the purchase of more than $30,000,000 worth of these simplified, perfected, dependable alternating-current receivers.
For record sales in June

MAGAZINE ADVERTISING
National Political Convention pages in Collier's, Literary Digest, Liberty and Saturday Evening Post.

NEWSPAPER ADVERTISING
Big display copy for Radiola 18 and the Loudspeaker 100A in leading dailies over the country.

BROADCASTING
The new RCA Demonstration Hour (Blue Network and Associated Stations) every Saturday afternoon at 2:30 Eastern Standard Time.

HOME DEMONSTRATION
A Radiola 18 demonstrated in the home by the dealer usually stays in that home.

SALES HELPS
Dealer mats, descriptive literature, etc.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON
RCA Loudspeakers

are the product of the Research Laboratories of three great associated companies—Westinghouse, General Electric and the Radio Corporation of America.

RCA DE LUXE LOUDSPEAKER 105
The finest radio reproducing instrument ever designed. Unrivalled in range, capacity and realism. Operates on 110 volt, 50-60 cycle A.C. Will supply "B" and "C" potentials for radio receiver.

RCA LOUDSPEAKER 100A
The outstanding non-powered reproducer, and the standard of comparison in the industry.

RCA DE LUXE LOUDSPEAKER 105

RCA Loudspeaker
MADE BY THE MAKERS OF THE RADIOLA
Broadcasting Builds Radio Sales of the Retail Trade

weeks preceding the fight, the most prolific in the history of their businesses so, too, this

clined to delay their purchases is immediately before these or any other unusual programs that

Specializes in the

Finest Recordings

(Continued from page 4)

At the present writing there are on the books of the shop about 800 names of customers and prospective customers who have evinced a desire to receive information on all releases received at the shop. Such documents are usually written in person when making purchases, or by having written in and asking to be so informed. Fully 50 per cent of these people live outside of New York City and transact their business entirely by mail. Records sent out of town are packed in specially-made wooden containers, and to date not one complaint has been received that records were broken in transit.

Sell the Leading Lines

Although the imported records in which the Gramophone Shop specializes form a great proportion of the stock, domestic releases are not neglected. Victor, Columbia, Brunswick and Odeon records are carried, and bulletins listing each month’s releases are sent out regularly. Although popular and dance recordings at the present time form less than 1 cent of the record business, they are carried in stock, and the latest releases of the lighter music can always be obtained.

While the advertising which has been done by this establishment has been successful to an unusual degree, a big factor in the store’s success has been the publicity given it by satisfied customers who by word-of-mouth advertising to their friends have contributed greatly to the ever-growing clientele. Direct mail has also helped to sustain the store’s activity, for in addition to sending out the regular bulletins of domestic records, post cards describing a composition, or a series of works are sent to the entire mailing list whenever a new shipment of records is received from abroad.

Experienced Merchandisers

Both Mr. Tyler and Mr. Brogan are well qualified to conduct the business in which they are engaged, and that, in the final analysis, is the real reason for its rapid success. Mr. Tyler has been connected with the talking machine and record business for about fifteen years, and has held positions with Landay Bros., Lord & Taylor and the New York Band Instrument Co., among others. Mr. Brogan has had about the same length of experience, and was during that period with the talking machine department of the Knabe Piano Co., Wanamaker’s New York store, and with the New York Band Instru-

New Atlas Plywood Plant

The Atlas Plywood Corp. has started operation of its tenth assembling plant at Grand Rapids, Mich., to provide daily service to new customers. This is the fourth new assembling plant started by Atlas during the fiscal year.

Active for Hoover

E. C. Summers, vice-president of the Victor Phonograph Co., formerly secretary to Herbert C. Hoover, has been appointed chairman of the Knox County Hoover Association. Mr. Pratt, also of the same company, was named city manager in Vincennes, Ind.

The Maxwell Group, an Aggregation of Radio Entertainers Who Have Won Nation-wide Popularity

(Continued from page 6)"
"They won't know the difference," declared a certain talking machine manufacturer—referring to the trade and its ability to distinguish between superior and ordinary reproduction.

We are very happy to report that he was wrong. We proved it conclusively, with AUDACHROME. We found that the average music merchant does understand not only musical merchandise, but also the difference between real music and mere sound.

In every case where AUDACHROME was tried and compared with other reproducers, the dealers recognized the tremendous superiority of AUDACHROME, at once. They listened; their EARS caught the difference, the wonderful faithfulness, the realism of this scientific instrument—and the verdict in favor of AUDACHROME was unanimous.

It was a treat to see hard, practical business men actually enthralled by a salesman's demonstration. Listening first to AUDACHROME, then to some other soundbox—comparing—going back over certain difficult passages again and again—exactly like retail purchasers.

Yes, the music trade is critical. Dealers do "know the difference."

The AUDAK
565 Fifth Avenue
"Makers of High Grade Electrical and
Sheer merit and nothing else has made AUDAK instruments the standard by which others are judged and valued. And AUDACHROME has taken its place at the head of all AUDAK reproducers, making the dealer himself marvel that musical interpretation could reach such a high degree of accuracy and realism.

Cabinet or Portable—Any Machine Equipped with an AUDAK REPRODUCER Is a High Grade Machine

AUDACHROME "The Standard by Which All Others Are Judged and Valued"

Company
New York, N. Y.

Acoustical Apparatus for More Than 10 Years"

Volume requisitions for AUDACHROME are still keeping us on the hop. Orders from four continents now lie before us, awaiting their turn. Over the world is spreading the name and fame of this excellent interpreter of music and speech.

Summer is with us. That means outdoor recreation for kiddies and grown-ups, too. Outdoor recreations and music go hand in hand. PORTABLES! Idea number one. AUDAK equipped! Idea number two. Get busy and get BUSINESS!

One of the most impressive facts about this talking machine business is its very vastness, potentially. Over and above the tremendous possibilities for sales of new machines there are more than twelve million old machines already in homes, which should be serviced with new records and a constructive improvement like AUDACHROME.

You can't repeat to yourself too often that the job of building record sales is the trade's job. The business is there, like hidden mineral wealth in a hillside. If your customers do not buy as many records as they should, try opening their purses by selling their EARS. Let them listen to REAL music, interpreted by AUDACHROME!

Sharpen their appreciation of accurate reproduction. There's nothing technical about the doing of it. Heighten their interest in talking machine entertainment as compared with other forms of amusement—by showing them what they miss without AUDACHROME.

AUDACHROME means better business for the music trade.

Remember, record sales PAY, if you can make enough of them. Every home-owner who buys an AUDAK instrument of you immediately goes on your "intensely active" list. Frankly, there's enough profit in just plugging this end of the game to repay you many times.

Gillette made dividends on his blades—not on his razors!
RMA Defines Various Types of Receiving Sets

Five Definitions of Different Type Sets Developed by RMA to Improve Advertising and Merchandising and to Aid Public in Its Purchases of Radio Receivers

To improve advertising and merchandising of radio-receiving sets and to aid the public in its purchases by official definitions of "electric," "socket-powered" and other receiving sets, the Radio Manufacturers Association, in cooperation with other radio trade associations, is presenting a radio receiver nomenclature. The definitions of different types of receiving sets are designed as a guide not only to the 80 principal radio manufacturers belonging to the RMA, but also to advertising and business interests, as well as the public. Use of the official receiving set definitions in manufacturers' advertising, and also in that of jobbers and dealers handling RMA products, will be requested. Advertising and merchandising agencies, including Better Business Bureaus, also will be advised of the definitions agreed upon, designed to avoid misinformation to the public of the different varieties of receiving sets now on the market.

The receiving set definitions were developed by the RMA Engineering Division, of which H. B. Richmond, of Cambridge, Mass., is director, with the assistance of technical committees of other organizations. The definitions were adopted and approved unanimously by the RMA board of directors at their meeting at Buffalo, May 3, and are expected to receive the official approval of other radio trade associations, so that the definitions may be generally adopted in manufacturers' literature and advertising during the coming season.

In an effort to improve merchandising practices and keep the radio-buying public from being misled in the use of terms applied to receiving sets, the RMA Engineering Division and the board of directors recently adopted definitions for "socket-powered" and other radio operation. These were designed more as engineering definitions rather than for guidance of the public and use in the merchandising of radio receiving sets and accessories.

The new and official radio merchandising definitions are as follows:

1. **Battery-Operated Set**
   - A radio receiver designed to operate from primary and/or storage batteries shall be known as a "Battery-Operated Set."

2. **Socket-Powered Set**
   - A radio receiver of the "Battery-Operated" type, when connected to a power unit operating from the electric light line, supplying both filament and plate potentials to the tubes of the receiver, shall be known as a "Socket-Powered Set."

3. **Electric Set**
   - A radio receiver operating from the electric light line, without using batteries, shall be known as an "Electric Set."

4. **A. C. Tube Electric Set**
   - A radio receiver employing tubes which obtain their filament or heater currents from an alternating current electric light line without the use of rectifying devices, and with a built-in tube rectifier for the plate and grid-biasing potentials, shall be known as an "A. C. Tube Electric Set."

5. **B. C. Tube Electric Set**
   - A radio receiver employing tubes which obtain their filament or heater currents from a direct current electric light line without the use of rectifying devices, and with a built-in power plant for the plate and grid-biasing potentials, shall be known as a "B. C. Tube Electric Set."

---

**Despres-Jacobs Now Represents Steinite**

Despres-Jacobs, Eastern district sales representatives, have completed their selling arrangements for the coming year and will act as district managers in the States of New York and New Jersey for the Steinite Radio Co., manufacturer of the Steinite electric set.

They will continue to act as Eastern district representatives for the Adler Manufacturing Co., maker of Adler Royal Cabinets, and for Radio Foundation, Inc., Lectophone licensee, which is shortly announcing an entirely new line of "R. F. J." cone speakers.

A complete display of these three lines has been permanently installed in Despres-Jacobs' new quarters at 123 Greenwich street, New York City, where the district offices of the three above-mentioned companies are now located.

**New Bremer-Tully Distributors Named**

CHICAGO, Ill., June 5—The Bremer-Tully Mfg. Co., manufacturer of Counterphase radio receivers, recently announced the appointment of the Albany Hardware & Iron Co., of Albany, N. Y., the Syracuse Electric Co., Waterbury, Conn., and Reiner Bros., Dubuque, Ia., as distributors of Bremer-Tully products in their respective territories. The expansion of this company's business in foreign fields is keeping pace with domestic activities. Among a number of distributors appointed in foreign centers is the Eastern Electric & Trading Co., Bombay, India.

The M. L. Price Music Co., formerly at 701 Tampa street, Tampa, Fla., has moved to the five-story building at Tampa and Twiggs streets, occupying the ground floor.

---

**New Line of Portable Phonographs**

The World Famous Portable Phonograph

Latest Offering by the Makers of Nyacco Products

New Baby Outing $12.00 List
New Junior Outing $15.00 List
New Senior Outing $25.00 List

Jobbers—Write for Special Quantity Discount

NEW YORK ALBUM & CARD CO., Inc.
Established 1907
64-68 Wooster Street, New York
These Jobbers Have Been Appointed to Distribute the New Vocalion Records

Made Electrically

FEATURING

Popular Dance and Vocal Old-Time Southern Melodies Novelties Race and Mexican Selections

ASK the nearest jobber to tell you about the new Vocalion Records...made electrically. He'll tell you of the new policy of specialization which has already resulted in phenomenal sales gains. Briefly stated, Vocalion's new policy is to concentrate on special fields: Race, old-time southern, etc. In its special fields, Vocalion aims to lead every record manufacturer in (a) popularity of selections, (b) choice of artists, (c) timeliness.

All the new Vocalion Records are made by the newest electrical methods. From the standpoint of music, no musical merchandise anywhere excels them. And now in their various fields, the new Vocalion Records give the dealer the novelties, race, Mexican and other specialties that his customers want.

If you are situated in a territory where the demand is for records of the kinds mentioned then you're missing something by not handling the new Vocalion. Take the matter up with the nearest jobber, or write direct to Vocalion Record Department, 623 S. Wabash Ave., Chicago.

THE NEW Vocalion Records

Made Electrically

Division of The Brunswick-Balke-Collender Co., Chicago

Alabama
Forbes Piano Co.
322 Third Ave., N., Birmingham.
Florida
Bash Bros. Co.,
23d and Evergreen Ave., Jacksonville.
Georgia
Atlanta Sales Co.,
215 Peachtree St., Atlanta.
Illinois
Kielp Music Co.,
201 W. Madison St., Chicago.
Indiana
Stewart Sales Co.,
114 E. Ohio St., Indianapolis.
Minnesota
Northwestern Piano Supply Co.,
375 H. Peter St., St. Paul.
Missouri
Photograph Repair & Access Co.,
119 N. Broadway, St. Louis.
Illinois Music Co.,
11th and Mulberry Sts., Kansas City.
Montana
Kalispell Mercantile Co., Kalispell.
Ohio
Davies & Hemery Music Co.,
324 Main St., Cincinnati.
Cleveland Phonograph Co.,
131 Payne Ave., Cleveland.
Tennessee
Los E. Polk Co., 130 E. Market St., Memphis.
Texas
Hasher-Texco Co., Dallas.
El Paso, Pasadena, Tex.
The Brunswick-Balke-Collender Co.,
Branches in the following cities.
JOBBERS WANTED!
California
312 S. Los Angeles St., Los Angeles.
601 Mission St., San Francisco.
Massachusetts
215 Stuart St., Boston.
Michigan
107 S. Jefferson St., Detroit.
New York
233 Washington St., Buffalo.
79 Seventh Ave., New York City.
Oregon
525 3rd St., Portland.
Pennsylvania
46 S. 4th St., Philadelphia.
409 Penn Ave., Pittsburgh.
Washington
1091 John St., Seattle.
Board of Appeals Sustains Hazeltine

In an interference proceeding between Lester L. Jones and Louis A. Hazeltine before the Board of Appeals in the U. S. Patent Office, the board has sustained a previous decision of the examiner of interferences, and has awarded priority of invention on all accounts to Louis A. Hazeltine. The announcement of this decision states that the interference relates to the patent-covering plate-circuit neutralization. It is said that this terminates the proceedings insofar as the patent office is concerned and leaves Louis A. Hazeltine as the sole and original inventor of plate-circuit neutralization in this contest.

Hurd's Music Store, Harvey, Ill., has changed its name to Horton's Music Store, simultaneously with its removal to new quarters at 110 East Fifty-fifth street.

Bosch Reports Big Increase in Income

The American Bosch Magneto Corp. reports net income for the quarter ended March 31 of $71,276, after depreciation, but before Federal taxes. This is equal to 54 cents a share on the 207,399 shares outstanding, and compares with net income of $42,782 or 21 cents a share on 201,999 shares outstanding in the same quarter a year ago. Net sales for the first quarter this year amounted to $1,967,910, against $1,404,361 in the corresponding quarter last year, concrete evidence of Bosch radio popularity.

In a recent bulletin to the trade, F. A. D. Andrea, Inc., manufacturer of Fada Radio, pointed out the importance of reading the trade press. Special attention was called to an article in the March issue of The Talking Machine World, entitled "How Two Live Dealers View the Problem of Radio Trade-ins."

Crosley Radio Corp. Takes Over WSAI

CINCINNATI, O., May 29.—Two of Ohio's largest and most powerful radio stations, WLW and WSAI, will hereafter be operated by the Crosley Radio Corp., as the result of a deal recently announced by which Powel Crosley, Jr., president of the Crosley Radio Corp., and owner of WLW, takes control of WSAI. In addition to owning these two stations, Mr. Crosley has confirmed reports that he will soon acquire a 50,000-watt transmitter.

It is understood that Mr. Crosley will purchase 3NN, the experimental station operated by the Bell Telephone Laboratories at Whippany, N. J., if permission is given by the Federal Radio Commission to operate WLW with increased power.

William H. Fowler, music dealer of Taylorville, Ill., has filed a petition in bankruptcy.

The New Improved PEERLESS Portables

Comparison with the machines you are now selling will reveal their superiority

Due to increased production we are now able to offer these wonderful machines to jobbers and other large users at the right prices. If desired, you can obtain them under your own name or trade mark.

---

Peerless Master-Phonic—$25.00 List

Appearance—Quality—Tone

Covered with genuine DuPont Fabrikoid of heaviest quality

Elaborately decorated in multi-color effects

Peerless Vanity—$12.50 List

Dimension 3½x12x13.

Four Colors

Peerless Junior—$15.00 List

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album

Removable Pockets for Records

PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK
Freshman Leads

ALWAYS in the van—a few steps ahead of the crowd—again Freshman will surprise the industry with something new at the Chicago Show. Not just "new"—there’s little merit in that—when Freshman says "new," it means "better!"

And before the show—the "so-called" slow season? Not for Freshman dealers. A nation-wide merchandising and advertising campaign offering tremendous reductions in prices on standard, up-to-the-minute Equaphase Electric Radios, enabled every Freshman dealer to do volume business.

Freshman Radios are sold direct to Franchised Dealers. This assures the most profitable type of merchandising and advertising co-operation.

We Hope to see You at the Show

CHAS. FRESHMAN CO., Inc.
Freshman Building, New York 2626 W. Washington Blvd., Chicago
800 N. Spring St., Los Angeles
Develop New Sales Fields

How Lion Store Music Rooms, Toledo, O., Is Building Up Its Business Among the Local Restaurants

By J. M. Schlacter

WHEN Smith stops buying from Jones, why not try to sell Adams? The problem confronting the music store to-day is that of finding new outlets. Too many dealers clinging to the notion that if the industrial worker is unable to purchase a musical instrument the jig is up. They refuse to extend themselves or work up sufficient enthusiasm to locate prospects long neglected or entirely overlooked of which there are a great many more than is usually supposed.

With usual aggressiveness the Lion Store Music Rooms, Toledo, O., in their search for new worlds to conquer, came upon the list of restaurants, of which there are several hundred in the city, and at once decided to solicit this market, which evidently had been neglected. Workers were assigned to the task and special demonstrations were planned.

The first step in the campaign, as in others of a like nature where the store has staged was that of preparing and mailing a letter. This message is relied upon to "break the ice," to speak, and pave the way for the salesman's call. The letter stated:

To the manager:

The Lion Store Music Rooms have decided to extend their music-selling business to the business houses, cafeterias, and restaurants of the city, and therefore are prepared to make demonstration sales in the various places. A special demonstration has been made in several places with very satisfactory results. If you are interested, we would be glad at any time to arrange a demonstration in your store.

The new Dulce-Tone cabinets are a decided advance over the old Dulce-Tone, and the department managers are clamoring for a demonstration. Nothing of the kind—but it did accomplish its purpose. For when the salesman called on the telephone and asked if the letter had been read—mind you, read—the reply was in the affirmative, in the majority of instances. Telephoning the prospect is the second step in the campaign. The third is making a personal call. The telephone conversation often produces leads which are along the line of the great artists in their home every day, and owning an instrument will enable him to enjoy the music of the hour as well as the entire range of the Victor and Brunswick catalogs over and over again.

It is, of course, obvious that such a line of reasoning would have little effect upon a business man. He is little concerned with artists and sweet strains of music. What he desires to know is how he can increase his business. Therefore, salesmen calling upon restaurant owners use the appeal that an Orthophonic Victrola playing in his establishment will draw more patrons, give his shop more prestige and induce people to return often and bring their friends. In short, it will make his eating-place a preferred place—a more enjoyable spot to stop for a meal, meanwhile enjoying the music and refreshing oneself.

Salesmanship, based upon such reasoning during the first week of the drive secured five demonstrations, two of which were turned into sales, with the remaining three still out.

In this connection, Mr. Markwood stated that many of the restaurants called upon are not large enough to afford an Orthophonic. In that case a smaller machine is often sold. Not a few parlors have been disposed of to small eating-places. It must be remembered always that every machine sold to a restaurant is practically certain to make a large number of recorded sales, for few owners will play the old discs for long. The public demand for something new must be satisfied.

Superior Perfects Distribution Plan

Perfecting of a national distribution organization has been announced by the Superior Cabinet Corp., New York. Representatives have been appointed in the following cities: Boston, Philadelphia, Pittsburg, Cleveland, Detroit, Chicago, Atlanta, Dallas, Denver, Los Angeles, San Francisco and Portland, Ore.

In making this announcement, Bernard J. Greenbaum, president of the Superior Cabinet Corp., stated that manufacturing facilities have recently been greatly increased in the Superior plant and the organization is enjoying a very satisfactory volume of business.

Use Fada Speaker in Art

Two vaudeville headliners, Ann and Frank, are featuring a Fada Radio speaker in their stage act. These entertainers are known as the Southern Radio Aces, and until recently were broadcasting regularly over station WSBM, at New Orleans, La.

The formal opening of the Harbor Music Co.'s new store at 362 West Sixth street, San Pedro, Cal., was held recently and attracted thousands of residents of the harbor district.

The store is said to be one of the most attractive on the Pacific Coast.
The Fusion of two Pioneers
will result in faith-keeping with accredited dealers
The Mohawk Corporation of Illinois and the All-American Radio Corporation, pioneers in the Radio Industry, have been ever active factors in the advancement of the industry—and in the establishment of a solid and secure foundation of integrity and merit upon which towers the gigantic radio business structure of today.

— in Trend with the Spirit of the Times Assures an Improved Product and Increased Demand

The recent consolidation of The Mohawk Corporation of Illinois and the All-American Radio Corporation, is in strict keeping with the modern trend toward more scientific and economical methods of manufacture and distribution.

Centralization of effort—consolidation of vast funds of experience—merger of the latest manufacturing facilities under the roof of one immense plant—the pooling of financial resources—are factors which have made possible a noteworthy improvement in excellence of construction, finer precision in every phase of production and operation and have effected a substantial reduction in manufacturing and selling costs. All of which is convincingly evident in the prices, appearance and performance of the 1928-29 models as presented by the All-American Mohawk Corporation.
Superb beauty of design — elegance of finish never before attained — refinements that reach beyond the most exacting demands — variety that permits a wide range of selection — unapproached values backed by proven quality that guarantees service far in advance of present-day expectations, provide in our new radio receiving sets every element essential to the promotion of quick, profitable sales and continuous trade development. Yes, dominant, undisputed leadership!

Proof of ever-increasing value of a Dealer Franchise with the All-American Mohawk Corporation will be mailed to you upon request. Write for it today. Form an alliance with an established and thoroughly reputable organization that is eager and able to aid you in the development of desirable trade and to protect your interests.

ALL-AMERICAN MOHAWK CORPORATION
4257 Belmont Avenue
Chicago, Ill.
The Fusion of two Pioneers marks a noteworthy achievement in the radio world.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

"Bigger value—better business—that's the answer to why you should line up with the All-American Mohawk Corporation."

American Phonograph Co.

61-63 Hudson Avenue
ALBANY, NEW YORK

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS
1928-1929

"Maximum Quality at Minimum Price— and you can prove it!"

Automotive Electric Company
306 Sixth Street
SIOUX CITY, IOWA

Exclusive Distributors for
ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“The new All-American Mohawk Corp. Receiver is that rare combination of quality, constructional perfection and cabinet artistry—watch sales leap.”

In the Greater New York Territory

Blackman

Wholesale Radio Distributors
Distributing Co., Inc.
28-30 W. 23rd St., New York, N.Y.

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.
"We believe in the old Mohawk saying—

‘Building Them Better
Pricing Them Lower
Selling Them Faster!’"

The Columbia Stores Company
221 S. W. Temple Street
SALT LAKE CITY, UTAH

Exclusive Distributors for
ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

"We have not found anything better. For three consecutive years we have distributed this line of receivers only. We ought to know."

Cycle & Auto Supply Company
339-341 Genesee Street
BUFFALO, NEW YORK

Exclusive Distributors for
ALL-AMERICAN MOHAWK CORP.
"We’ve tested them all. We find the All-American Mohawk Corp. Radio Receiver the last word in radio efficiency. Look at the prices!"

W. M. Dutton & Sons Company

HASTINGS       NEBRASKA

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation
RADIO RECEIVERS
1928-1929

“We are proud to distribute All-American Mohawk Corp. Radio Receivers in the following counties of Wisconsin:”

COLUMBIA
DANE
DODGE
FOND DU LAC
GREEN LAKE
JEFFERSON
KENOSHA
MARQUETTE

MILWAUKEE
OZAUKEE
RACINE
ROCK
SHEBOYGAN
WALWORTH
WASHINGTON
WAUKESHA

MICHAEL ERT, Inc.
530-32 Jefferson Street
MILWAUKEE, WISCONSIN

Exclusive Distributors for
ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

Radio Receivers

1928-1929

"Our fifth year! Anything we may say about the All-American Mohawk Corporation would not be high enough praise. The set is a wow!"

Excelsior Auto & Battery Company

17th and Derry Streets

Harrisburg, Pennsylvania

Exclusive Distributors for

All-American Mohawk Corp.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

"A radio achievement of the greatest significance—watch the All-American Mohawk Corp."

In the Entire State of California

Listenwalter & Gough, Inc.

819 East First Street, Los Angeles, Cal.
325 Fifth Street, San Francisco, Cal.

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

"Our third year!
We have the best dealers in our territory.
This statement speaks for itself."

Louisville Auto Supply Co.

754 South First Street
LOUISVILLE, KENTUCKY

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation
RADIO RECEIVERS
1928-1929

"A better set for less money. There is a lot of satisfaction in knowing you are giving your trade the greatest value on the radio market."

National Radio & Auto Supply Co.
518 Mullin Building
CEDAR RAPIDS, IOWA

Exclusive Distributors for
ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

"Perfection—at a price that is within reach of the average radio-buying purse."

In Massachusetts, New Hampshire and Rhode Island

Northeastern Radio, Inc.

269-285 Columbus Avenue, Boston, Mass.

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

"We predict all sales records will be broken with this highly improved radio receiver."

Philadelphia Motor Accessories Co.

3127 North Broad Street

PHILADELPHIA, PENNSYLVANIA

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

ACROSS CENTRAL OHIO

THE SMITH BROS. HDWE. CO.
COLUMBUS, OHIO

Wholesale only to Dealers in 50 counties
across Central and Southeastern Ohio

OUR 3rd YEAR WITH MOHAWK
'NUFF SED

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“Clear tone quality, selectivity, and beautiful cabinet work make the All-American Mohawk Corp. Radio Receiver radio’s greatest achievement.”

In the Northern Ohio Territory

B. W. SMITH, Incorporated
2019 Euclid Avenue
CLEVELAND, OHIO

Exclusive Distributors for
ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

"We've heard it . . .
we've seen it . . . the
All-American
Mohawk Corp.
Radio Receiver
leads them all."

The Tovan Electric Company
310 West Seventh Street
CINCINNATI, OHIO

Exclusive Distributors for
ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

New High Standards of Quality—

New High Peaks of Sales.

Waite Auto Supply Co.
560 Westminster Street
PROVIDENCE, R. I.

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.
All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“They’re Built Like
Rolls-Royce
Motor Cars.”

Washington Automobile Supply Co.
WASHINGTON, ILLINOIS

Exclusive Distributors for
ALL-AMERICAN MOHAWK CORP.
Seattle Music-Radio Trade Adopts Code of Ethics

No Sets on Approval but Demonstrations Can Be Arranged—Installation Charge and Service

SEVERAL weeks ago before the radio group meeting of the Radio and Music Trades Association, in Seattle, Wash., E. P. Denham, factory representative for radio lines, presented very constructive ideas, the outcome of which was a series of meetings of dealers, and then dealers and jobbers. The direct result, however, was the conceiving and adopting of a Code of Ethics which was immediately put in effect. The general public was well informed as to the code by means of newspaper publicity. Sherman W. Bushnell, of the National Radio Co., aided Mr. Denham by giving generously of his time and ability in the drawing up of the code. The committee consisted of fourteen, including both downtown and suburban dealers. At the outset of sales from now on the customer understands thoroughly what to expect. Retail radio business will be standardized to a remarkable degree by this code, which is as follows:

No radio will be sent out on approval, but we are ready at any time to make a demonstration in your home at such time as you may choose, except at a time when other demonstrations are being made. Sets on demonstration will not be left more than two nights.

If necessary to install antenna equipment a minimum charge of $10 will be made. This charge, consisting principally of labor, will not be canceled. Inside aerial and ground shall have a minimum charge of $2.

After thirty days from date of sale all service calls shall be charged at a minimum rate of $1.50 per hour during the day and $2 per hour at night (time to be figured from store to store). All tubes and batteries are tested before delivery. No exchanges will be made except for actual defects in material furnished.

We guarantee all equipment furnished by us to be free from defects in material and workmanship. If any defect develops within the manufacturer's guarantee period, provided the merchandise is returned to us and has not been tampered with, we guarantee to repair or replace the equipment at our option. Where an exchange is made—tubes and batteries are not included.

We do not guarantee distance—this being entirely dependent upon location, type and construction of antenna, atmospheric conditions, proximity to man-made interference and the skill and patience of the operator.

We stand unquestionably opposed to misrepresentation in demonstrating or selling, and sincerely solicit co-operation to the end that this shall never take place in our business.

Leslie G. Thomas With Polymet Corp.

Leslie G. Thomas, who has been appointed factory manager of the Polymet Mfg. Corp., manufacturer of radio power supply essentials, according to a recent announcement, comes to Polymet with a broad experience gleaned from years in the electrical and radio fields. He was formerly a factory manager for F. A. D. Andrea, Inc., later works manager of the Freed-Eisemann Radio Corp., and was also associated with the General Electric Co. and the Diamond Battery Co. for a number of years.

Bowling Tournament Ends

A bowling tournament among the employees of F. A. D. Andrea, Inc., Long Island City, was recently brought to a close with the presentation to the winning team of a silver trophy donated by F. A. D. Andrea, president of the company. The individuals of the winning team were also presented with gold watch charms in the shape of diminutive bowling balls. The bowling season was concluded with a banquet, and R. M. Klein, general manager for Fada Radio, presented the trophy and the prizes to the winning aggregation of players.

Made Ad. Counsel for Stevens Corp.


Selling Radio Equipment

Overture Reproducer

Made by Symphonics

List Price
Nickel Plated . $500
Gold Plated . $700

An acoustical gem in a magnificent setting—Each Symphonics and Low-Loss Reproducer is beautifully encased in a gold embossed silken container commanding attention and bespeaking its quality.

Symphonics Sales Corporation
370 Seventh Ave.
New York

Pioneers and Leaders in the Independent Reproducer Industry
As a manufacturer of Radio Power Units, Balkite has built one of the greatest names in the industry. That name has been built on a very simple principle—manufacturing to a standard of quality.

This standard is continued in Balkite AC radio. Balkite has not attempted to go into the low-priced field where the market is already full and well-served. Balkite has attempted to produce the finest commercial receiver that money can buy.

Balkite recognizes that such a receiver must be authoritative furniture as well as fine radio. Both Balkite table model and console are housed in cabinets by Berkey and Gay. Nothing finer can be said.

The receiver, as an electrical instrument, leaves little to be desired. 7 AC tubes. Neutrodyne circuit. Push-pull audio. Single dial tuning. In the console a dynamic speaker, because only the finest speaker will bring out all Balkite tone. In all models, a dynamic drive is part of the set,
so a dynamic can be installed more simply and at a lower cost. A phonograph jack for operating your phonograph is provided. Single dial, direct drive, silent tuning. Complete shielding. Protection against fluctuating voltages. Unique Balkite condensers. Construction that for simplicity and accessibility has to our knowledge never been equalled—construction worthy of an automobile. Yet these are details. Judge the set by its fidelity.

The receiver will be backed by sound policies. It will be advertised in the typical Balkite manner. Dealers who sell it, like Balkite dealers in the past, will make money. If you haven’t yet seen the set, consult our jobber.


HAVE YOU SEEN
THE BALKITE SYMPHION

It is the finest instrument in music
SEE IT AT THE SHOW
BOOTH 85-6-7

BALKITE A-7 [HIGHBOY]
Same model as on opposite page, but with doors open. Includes dynamic speaker. Complete but for tubes—$487.50

BALKITE A-3
For those who want all radio. Housed in a simple but sightly all-metal case. Complete but for tubes and speaker—$197.50
Arthur Smith

Retail dealers in Florida have been, and still are, facing problems in connection with the operation of their businesses which make the troubles of dealers in most other sections of the country seem petty by comparison. During the boom days prosperity reigned in spite of competition of the severest character. Not only did many dealers open up for business but the talking machine-radio merchant had to compete with the fever of speculation in real estate. However, the people who flocked into the cities and hamlets from all parts of this and other countries, among other items, purchased musical instruments, and the dealer achieved a profitable turnover of stock.

When the bubble burst the merchant in the music line was one of the chief sufferers. His business was largely on the installment basis. People without money cannot meet instalments. The dealer was distinctly up against it. If he repossessed the merchandise he simply loaded his store with it, for the chances of selling had been narrowed to an amazing degree. Many dealers since that time have been forced out of business. Others, with the courage of men who do not know the meaning of the word "fear," have managed to hang on, barely existing the while, and hoping for the day when Florida would stage a "come-back.

The time is drawing near when these dealers will be rewarded for their faith. Florida is coming back, but not to the hectic prosperity of a few years ago. That is a phase in the progress of this great State that now is history. False prosperity is certainly and surely being replaced n development on substantial and lasting lines. Speculation has been replaced by investment, and every month sees some improvement.

Many articles have been written about Florida, regarding conditions during the peak of the speculative era as well as the post-boom days. But never has anything been written that shows so clearly what a small business man who has established himself, he hopes, permanently, has gone through and what the future holds for him, as the letter written to the Talking Machine World by Arthur Smith, head of the Arthur Smith Music Co., Tampa, Fla. Mr. Smith has made an analysis of the business in his section based upon his own experiences and observations. He has studied the records of his own enterprise, and he presents plain, unvarnished facts that paint a vivid picture of the struggle to keep going in the face of obstacles that seem insurmountable. He emphasizes the point that his experience is by no means unique, as he believes that other dealers are in the same fix.

"I am just an average small merchant," he says, "trying to make the best of a difficult situation. I have presented the naked figures from my store.

<table>
<thead>
<tr>
<th>Sales</th>
<th>1925</th>
<th>1926</th>
<th>1927</th>
<th>1928</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$125</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$12.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$9.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$8.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$6.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$3.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$3.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$125</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$12.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$9.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$8.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$6.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$3.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$3.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$125</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$12.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$9.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$8.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$6.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$3.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$3.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$125</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$12.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$9.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$8.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$6.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$3.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$3.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$125</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$12.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$9.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$8.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$6.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
must be sold at higher initial payments than phonographs.

Among this class the phonograph still reigns supreme as the home entertainer. In proportion to our investment, our record sales run very high. We have to utilize four demonstration booths Saturdays and Mondays to accommodate buyers. We use extra sales ladies on these two days. In spite of a sharp decline in general sales, we sell more records than ever; more now than during the peak of the boom period. We also sell many player rolls, but our store is a distinctly poor outlet for both popular and classical sheet music. Our highest figure for record sales during the past seven years was not December, 1925, as one might expect from the graph peak, but actually April 16, 1928, our biggest single record day up to the present.

The best selling class of records in our store is the so-called "Old Time Dixie Songs" series. We often have calls for sacred numbers only for hours at a time, and as we demonstrate at all times right in our doorway on a powerful electric phonograph we sometimes feel that the indirect good we do is comparable with Billy Sunday's salvations and the Salvation Army. Often, on Saturday nights when we are featuring some new sacred selection, I feel like putting out tubs to catch the tears which I know will be shed in front of our record customers. Such primitive display of emotion used to be an occasion of levity with me, but somehow this elemental nu-

world of culture and beauty which is being shaped in modern America.

Now to an analysis of the business graph. Between the month of June, 1925, and June, 1926, the twelve hectic months of the feverish land speculation, our sales increased 250 per cent and returned to normal again. Had capital been adequate it might have increased 1,000 per cent. But in 1926 it did not only return to normal, but were better than 50 per cent off normal. That much of this busi-

ness was fictitious is evidenced by the fact that the collection curve did not follow the sales curve proportionally.

Also the collection trend has been consistent-

ly downward ever since the peak of December, 1925. After hitting bottom in sales in July, 1926, sales took a sharp rise, and by September we all thought Florida had come back. It was this short trade revival that got so many Flori-
da merchants overstocked. We all placed big orders during that one short month of business recovery. After the usual holiday peak busi-

ness sagged again and has remained sub-

normal, with us at least, ever since.

An analysis of our repossession curve shows that losses and cancellations have always been alarmingly large in Florida. We had the prob-

lem before the boom, during the boom, and, more than ever, after the boom. This cancella-

tion curve does not show the sharp rise that might be expected, but allowance must be made for a sort of moratorium policy in effect everywhere in the State. If every past due account was canceled, it would be a very dif-

ferent record. As soon as sales recover there will be wholesale repossession from slow ac-

counts, and this curve will show a sharp rise.

During the period covered by the figures sub-

mitted our store has retained the same lines, the same organization and the same location.

In the Summer of 1926 floor space was doubled by taking in an adjoining store and remodeling and redecorating. Also two modern show windows were built, and three additional demon-

stration rooms. The peak sales of December, 1925, were effected from a "hole-in-the-wall" shop, with limited capital, delivery troubles, embargoes and insufficient sales help. By the time these adverse factors could be corrected the buying was temporarily over.

As to the future outlook in Florida, we con-

fidently predict a business revival this Winter for those who survive. The curve in the sub-

mitted graph is quite deceptive in the respect that it is figured on a dollar basis, and the gradual increase in sales is offset by a reduc-

tion of prices. Both wholesale and list prices have gradually been reduced during the period of slow recovery, and the practice of meeting "distress" sale competition, in our used instru-

ment department particularly, hurts our sales record. Also there is a national falling off in the appeal of the foot-power player-piano. This failure to interest prospects in the player is our particular pressing problem to face. An impor-
tant factor is the widespread interest in the portable. In our particular location, unless the player business comes back, we have some painful readjustments to face.

As to Florida in general, contrary to general impression, the State is gaining rapidly in population and wealth, and forging ahead in varied agricultural, industrial and distributing enterprises. This notwithstanding the fact that cattle now roam over the blue-print streets of many of the phantom cities laid out, and I am sorry to say, sold out, during the feverish days of 1925. Florida is right now suffering from a plethora of estates, golf links, sunken gardens, artificial lakes and palaces in general, but ham-

mers are resounding on the outskirts of all the big cities, and workingmen's cottages are go-

ring up in inconceivable numbers, to be occup-

ied as soon as the paint is dry. The estab-
lished centers are growing, maybe at the ex-

pense of the small towns, and maybe not, but anyway growing in man power and wealth fast. Among the working people of our cities the phonograph has no competitor as first choice among musical instruments, and it will hold this place for many, many years to come. If it were not for the maladjustment between rap-

idly increasing population and more slowly growing industry, we would be selling more phonographs than during 1925. We have never witnessed more genuine enthusiasm in the phonograph and its sister product the record, but unemployment postpones purchasing among many. For the wealthier, more advanced trade, of course, the phonograph must wed the radio, but under present living standards there must always be thousands and thousands content to get their musical programs through the medi-

um of the phonograph alone.

Barrimore Victor Recordings

Two of the most famous speeches in all of Shakespeare were recently selected by John Barrimore for recording by the Victor Talking Machine Co. They are the Soliloquy from "Hamlet," Act II, Scene 2, and the Soliloquy of Richard, Duke of Gloster, from the third part of "Henry VI," Act III, Scene 2.
A Revolutionary
FEDERAL
See Federal FIRST!

The tremendous financial, manufacturing and
marketing resources of Federal Furniture
Factories, Inc., have produced a new series
of Radio Cabinets that will revolutionize
this division of the Radio Industry.

Open and closed views of three typical
models in this great new series are shown
on these pages.

Real artistry of design in every model
will make them the most popular
of the 1928 season.

Real craftsmanship in construc-
tion guarantees
lasting consumer
satisfaction.

FEDERAL
FEDERAL FURNITURE FACTORIES, Inc.
New Series of CABINETS

At Chicago Radio Show!

Perfect acoustical qualities guarantee full reproduction value of any speaker employed. New price levels throughout guarantee tremendous turnover and profits.

All Federal Cabinets are made to accommodate practically every known set, including all of the popular models. Each cabinet is available, equipped with RCA 100-A Speaker if desired. Be sure to see this complete new Federal Series at the Chicago Radio Show. Come to Booth FF-5.

CABINETS

206 Lexington Avenue - New York City
Money-Making Suggestions for Ambitious Merchants

Portables and the Vacation Season—An Unusual Use of Records—Abusing the Store-Door Playing Practice—Twenty-seven Victrolas and 5,000 Records Sold to School Board by Atlanta Dealer—Make the Non-selling Employee Produce

With the close of this month the annual beguva to the shore and country starts. The railroad stations will be jammed with boys and young men on their way to Summer camps for the entire vacation season. Have you sold them many portable talking machines? Have you tried to? At intervals during the next few months adults who have not the entire Summer season to use in recreation will also depart for their annual vacation. Have you sold them portables and records? Have you tried to, or are you going to try? Many families are now packing to go to their Summer homes from whence the neon life will commute daily and spend the week-ends enjoying a real rest. Have you sold them any portables? Going to try? Many young folk rent bungalows and cottages for rest and good times on week-ends. They will buy portables if properly approached. Try them!

Record Uses

An interesting newspaper dispatch from Germany recently told how five Communist Reichstag deputies, candidates for re-election, are campaigning with gramophone records because police have warrants for their arrest, charged with sedition. The police hearing the voices of the deputies at a meeting went toward the platform and were embarrassed when they found talking machines in the center holding the attention of the audience. The five deputies distributed complete sets of records all over the country, with individual speeches addressed to various sections. Aside from the usefulness of this item it should point a moral to the talking machine and record dealer. The possibilities of the machine and record arc practically unlimited. Sales managers and executives of large corporations use them to bring a message to sales meetings; records are used to supply the music for Vitaphone programs and countless other unusual uses have been found for the discs. While these uses do not interest the dealer as they cannot be used to build profits for himself, they should stimulate the trade to take advantage of every legitimate opportunity of putting the products they have to sell before the public. If a record can hold an audience interested delivering a political talk, how much more effective to hold the same audience with a program of music, records, presented by 21 Victorias. During the next few months the opportunities for demonstration before crowds will be numerous. Outings, picnics, lawn parties—at small wayside inns, at refreshment stands on motor highways—in every and each one of these places a talking machine has a place. Sell them to the proprietors of public places to entice and attract customers. Rent or loan them to the moving spirits behind social gatherings. Remember, the more people who hear the instrument, the more prospects will be made.

Use Discretion

Every so often in various cities of the country action is taken by the authorities to suppress the practice of talking machine and radio dealers playing instruments at the store door in such a fashion as to be declared nuisances. At the May meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, Irwin Kurz, president of the Association, stated that he had received several notices from dealers that they had been given summonses from the police because of the practice. He expressed a request that all New York City and surrounding territory dealers moderate store-door playing until a conference, which he is anxious to arrange with the police department, can be held and some definite action taken. While store-door playing has been proven one of the best means of attracting customers in certain localities, especially in stimulating record sales, there can be no doubt but that a great many dealers have abused the practice. Radio broadcast programs are played, amplified to such a degree that they constitute a positive nuisance and annoy and harass residents of the neighborhood or business men attempting to concentrate on their daily affairs. Naturally complaints are registered and the result is that dealers who are innocent of violating the law and who play an instrument so that it can be heard outside the door or within the lobby which is a part of many stores are haled to court and fined. Some months ago in these columns such an incident was related when two dealers were fined and ordered to desist the practice of store-door playing. One was flungly guilty, the other suffered with him. At that time the writer said: "Use Discretion"—he repeats the same warning again.

Selling Schools

It should not be necessary for anyone to urge the talking machine and radio dealer to cooperate with the public schools in his vicinity, and use every possible effort to sell them instruments and records. In the first place, aside from the profits of the sale, the fact that the instruments will be heard by thousands of children who will in some future day be potential buyers of musical instruments and even at the present, yield a big influence with their parents in the purchase of articles for the home, should move the dealer to make strenuous efforts to secure the school trade. Quite recently a Long Island dealer sold several instruments and a large quantity of records to schools in several townships surrounding his store. For the past several years, Schwartz & Makrin, of Brooklyn, N. Y., have found the schools to be fertile markets, with the initial sale to the institution having the effect of a stone thrown into a pool causing wider and wider ripples. Other sales coming from teachers, pupils and other schools in the neighborhood. Within the past two months Bames, Inc., of Atlanta, Ga., re-ordered from this city's Board of Education for twenty-seven Orthophonic Victrolas and 5,000 records to be used in the schools of the city. An order to be welcomed by any dealer.

Non-selling Employees

A recent investigation showed that the percentage of non-selling employes in retail music stores ranges all the way from 44 to 66 per cent, depending on the various cities where they are located. When the ratio of music store payroll to gross annual sales range from 11.5 to 19 per cent, the disorganized management of this section of dealers' activities becomes apparent. There is not a wide enough diversity of conditions or methods confronting the retail music merchant to warrant such discrepancies. They can be traced to but one element, varying degrees of efficiency in management. The non-selling employee is a necessity, but there is no reason why he or she should be entirely non-selling in his or her activities. The contacts which your bookkeeper or stenographer or doorman or truckman has can be made as valuable in increasing sales as these of the floor or outside salesman. Why not take advantage of these contacts?

The LINE of PROFIT

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

BIG

Buys for your customers and Sales for you

Columbia-Kolster Viva-tonal
The Electric Reproducing Phonograph
“like life itself”
Model 930—List Price $375.00

Columbia-Kolster Viva-tonal
The Electric Reproducing Phonograph
“like life itself”
Model 901—List Price $475.00

Columbia Electric Viva-tonal
and
Kolster Radio Combination
“like life itself”
Model 960—List Price $600.00

Check Columbia for
[ ] Phonographs
[ ] Records
[ ] Service
Paul Whiteman

Initial Columbia Recordings are:

- **Record No. 50070-D** 12 in.  $1.00
  - La Paloma
  - La Golondrina

- **Record No. 50069-D** 12 in.  $1.00
  - The Merry Widow
  - My Hero (from "The Chocolate Soldier") *Vocal Refrain* Waltzes

- **Record No. 50068-D** 12 in.  $1.00
  - The Man I Love *Vocal Refrain*
  - My Melancholy Baby *Vocal Refrain*

- **Record No. 1401-D** 10 in.  75c
  - Last Night I Dreamed You Kissed Me *Vocal Refrain*
  - Evening Star (Help Me Find My Man) *Vocal Refrain* Fox Trots

- **Record No. 1402-D** 10 in.  75c
  - C.O.N. S.T.A.N.T.I.N.O.P.L.E *Vocal Refrain*
  - Get Out and Get Under the Moon (Vocal Refrain) Fox Trots

---

Paul Ash
and His Orchestra

Jan Garber
and His Orchestra

Charles Kaley
and His Orchestra

Norman Clark
and His South Sea Islanders

Mal Hallett
and His Orchestra

S. C. Lanin
Director, Ipana Troubadours
The Talking Machine World, New York, June, 1928

throughout the years
for Columbia

Ted Lewis

Latest Columbia Recordings are:

Record No. 1391-D 10 in. 75c
Oh, Baby! (from "Rain or Shine") (Incidental Singing by Ted Lewis)
Start the Band (Incidental Singing by Ted Lewis)
Fox Trots—Ted Lewis and His Band

Record No. 1346-D 10 in. 75c
Hello Montreal! (Incidental Singing by Ted Lewis)
Fox Trot—Ted Lewis and His Band

Record No. 1296-D 10 in. 75c
The Sweetheart of Sigma Chi (Incidental Singing by Ted Lewis)
Good Night (Incidental Singing by Ted Lewis)
Waltzes—Ted Lewis and His Band

Record No. 1242-D 10 in. 75c
Keep Sweeping the Cobwebs Off the Moon
Fox Trot—Ted Lewis and His Band with Ruth Etting
Away Down South in Heaven (Incidental Singing by Ted Lewis)
Fox Trot—Ted Lewis and His Band

Record No. 1313-D 10 in. 75c
Mary Ann (Incidental Singing by Ted Lewis)
Cobble-Stones
Fox Trots—Ted Lewis and His Band

GUY LOMBARDO
and His Royal Canadians

HARRY RESER
Director, Clicquot Club Eskimos

BEN SELVIN
and His Orchestra

LEO REISMAN
and His Orchestra

FRED RICH
and His Hotel Astor Orchestra

PAUL SPECHT
and His Orchestra
Columbia Portables

A Portable for Every Taste and Every Purse

COLUMBIA-HARMONY PORTABLE JUNIOR
List Price—$15.00

"The Little Giant of Portable Phonographs."

COLUMBIA VIVA-TONAL PORTABLE
"Like life itself"
Model No. 130
List Price—$30.00

A portable light in weight yet sturdy in construction. Beautifully finished in blue and red, this instrument has a charm as appealing as music itself. Marvelous tonal brilliance and volume.

COLUMBIA-HARMONY PORTABLE
Model No. 2
List Price—$25.00

Famed for its sturdy compactness and artistic appearance affording exceptional value.

COLUMBIA VIVA-TONAL COLUMBIA PORTABLE
"Like life itself"
Model No. 161
List Price—$50.00

The performance of this Viva-tonal Columbia Portable is comparable—both in tone and volume—to the more expensive cabinet phonographs. Finished in a Baby Alligator Fabrikoid, constructed throughout of the finest materials, this portable is a finished piece of craftsmanship—a companion, of which its owner may well be proud.

Columbia Phonograph Company, 1819 Broadway, New York City
Canada: Columbia Phonograph Company, Ltd., Toronto

Schubert Centennial—Organized by Columbia Phonograph Company
Cuban Dealer's Unique Record Trade-in Plan Aids Business

Volney L. Held, of Bayate, Oriente, Cuba, Has Evolved Interesting System Whereby Record Customers Secure Rebate on New Records on Returning Former Purchases

Every so often there crops up in the trade the question of finding some solution to the problem of disposing of old records in order to stimulate owners of talking machines and phonographs in purchasing recent releases. At the present time there must be millions upon millions of old records that are never used, reposing in the record cabinets of instrument owners. No workable solution has ever been developed which would take these discs out of the possession of their owners to make way for further purchases. Dealers, from time to time have counseled their customers to donate such records to worthy charities. There are also instances when dealers evolved a record trade-in plan to meet some particular situation. Libraries from which records could be rented as are the books from the present-day circulating libraries have been operated, but there has never been any permanent plan of nation-wide scope. Can a record trade-in plan be worked out which will operate profitably and bring the desired results? The following experience of Volney L. Held, importer and dealer of Bayate, Oriente, Cuba, should prove interesting to dealers who have devoted thought to the record trade-in problem. Mr. Held, who has spent thirty years in the mailing game in Latin America, has solved this problem to his own satisfaction and is glad to pass on his information to the readers of The Talking Machine World. Describing his method, Mr. Held says:

"On account of duty, etc., seventy-five-cent records retail in Cuba for one dollar each. The dealer's discount from jobbers is 35 per cent. I sell each record at $1.00 and present each customer with a coupon valued at twenty (20) cents to be used as a credit, provided the record is returned in good condition and a new record purchased within thirty days. Should the customer wait longer than thirty days the trade-in allowance is lessened to 15 per cent or fifteen (15) cents. An allowance of 10 per cent is given on records in good condition purchased in some other dealer's store.

"Here is how the plan works. A customer enters the store and buys two or three records at the regular price of $1.00 each. He is given a credit slip for twenty (20) cents on each record. Within thirty days, if he returns the records in good condition, he is allowed the twenty (20) cents allowance per record to apply against the purchase of new records. "These returned records I classify as to their worth and sell them at prices ranging from 75 cents to 95 cents as used records, thereby getting my money back and a small profit besides. Prices on new records are never reduced."

"I find by this plan that I double my record sales without price cutting and greatly increase the number of new customers. I do not, however, make the full amount of profit on all sales, as it amounts in some cases to 25 per cent profit instead of the regular 35 per cent. The increase of sales and the bringing into the store of more new customers more than make up the difference. For instance, by this plan I sell 160 records with a profit of 25 per cent where before I sold 100 records at a profit of 35 per cent, showing a balance of five ($5.00) dollars to the good over the old plan. In addition, the plan builds up the number of customers and keeps them better satisfied, a valuable business asset."

Mr. Altschul is one of the most successful and widely known dealers in the metropolitan territory. Two of his stores are located in New York City, one at 104 West Forty-second street and the other in the Bronx section of New York. In addition, he operates the radio department of Levy Bros., Elizabeth, N. J.; the radio department of Gimbel Stores Co., Trenton, N. J.; W. B. Moses & Sons' radio department, Washington, D. C. and the A. Eistenberg Co., Inc., radio department, in Baltimore, Md. Talking machines, radio and musical instruments are handled.

Mr. Altschul has been engaged in the business of merchandising musical instruments for more than twenty years and he is thoroughly familiar with every phase of retailing. In recent years his efforts have been centered largely on radio. The formation of Altschul & Jones is something new to the radio field, and under the company's policy it is hoped that retailers will have a broader opportunity to profit through increased sales.

Features the Panatrope

The Emporium, of San Francisco, has been using a Brunswick Panatrope Model P-13 with a powerful amplifier suspended from the great central dome, for the purpose of interesting and entertaining the visiting public.

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

Read it Carefully

For the New R.C.A. No. 18 Set

A metal table finished in antique walnut and gold to match the set. An ensemble that will grace any home. The lower shelf can be used for books or other purposes.

List $55
( Including 100-A Speaker Unit)
(West of Mississippi slightly higher)
Sold only through authorized R.C.A. Dealers
Look us up at the Radio Trade Show—Chicago
Also manufacturers of Metal Console Tables for Atwater Kent, Crosley, Kolster and other standard makes.

Place your order with your jobber

ROBERT FINDLAY
MFG. CO., Inc.
BROOKLYN, N. Y.

Showroom
ALBERT WAHLE CO., Inc.
242 Fifth Ave. - N. Y. City
IT is with unusual pride that we announce to the radio trade this line of electrical radio receivers representing the most modern developments, the crest of engineering achievement, and a tone quality that we believe has hitherto been unknown in the industry.

Four console models, the product of America's foremost designers, perfect pieces of modern furniture, each one equipped with a Dynamic Power speaker specially mounted on a baffle board, each one purely electrical in operation—and with a radio chassis produced to obtain the finest possible results under present day broadcasting conditions.

Authorized AMRAD distributors now have sample sets on display, and we urge you to hear them, test them and carefully examine them before determining upon your line-up for 1928.

In the field of fine radio receivers there are few that match the Symphonic Series in appearance—none that surpass it in radio efficiency, and in tone production AMRAD stands alone!

AMRAD models in the Symphonic Series are designed and priced to SELL! They represent extreme value—and will be advertised nationally to ten million consumers. And the prices are astounding certain moderate.

The AMRAD Electrical Chassis uses three stages of radio detector: two stages of power amplification and two rectifiers—8 tubes in all. Uses power tube UX-210 or UX-210.
NEW DYNAMIC MODELS

Purely Electrical Operation!

THE NOCTURNE

A beautiful console model of Walnut veneer, with doors of antique Buff Walnut stock. Finished in the latest modern tone of Walnut because power amplifiers require high power and quality of tone to produce the great beauty and richness of tone Walhnut possesses. The radio is purely electrical house current type, non-power tube UX-210 or UX-215. Specialized design in one piece cabinet, double shielded and separate sections. Illuminated panel. Dimensions: 54x18x17". Price $295, (with tubes). Priced slightly higher West of the Rockies.

Special Features
The Nutcracker includes a tear control in the rear of the cabinet, enabling the user to adjust the tone of the medium to suit his taste, eliminating either the high or the low notes.

It also has an electronic photograph pick-up attachment which becomes effective by throwing a small switch, eliminating the pick-up entirely, the single transformer, the one tube, and one tube circuitry of the radio—helping to fill out the range in volume of tone. This is the one of small partial photograph.

One of the outstanding features is that which protects the tone of the medium against the metal of the switch (though for being marketed as an advantage and stringing, it will never attract either moisture or rust), and in which one neither printed or printed电信 can be united. It is the printed circuit of the medium and printed wire. The princed one of the medium that it is impossible to be damaged by being placed in the above or in the distant room.

THE CONCERTO

This beautifully proportioned cabinet reflects artistic inspiration in furniture. Panel doors are used with top and sides of American walnut and front of satinwood maple. The panel is the same as the case of this model. The cabinet is a combination of sturdy and rich beauty. Dimensions: 54x18x17". Price $475. (with tubes). Priced slightly higher West of the Rockies.

Special Features
This model features an electronic picture pick-up attachment, which can be thrown in by a small switch. The entire tone circuitry of the radio is eliminated. Using the pick-up entirely, the single transformer, the one tube, and one tube circuitry of the radio—helping to fill out the range in volume of tone. This is the one of small partial photograph.

THE SONATA

Large XV, finished in dark walnut with satinwood paneling. Beautiful panel of satinwood and rich wood selected for as well as beautiful design and skill. The radio is purely electrical house current type, non-power tube UX-210 or UX-215. Double shielded, extremely sensitive and designed for outdoor, indoor, and home use. The cabinet has been adapted to a Canadian radio, and is due to be put on the market as a Dynamic next quarter. It is a 105" cabinet that the silver neck of the milled scale with chromatic, bright, and clean. Dimensions: 54x18x17". Price $555. (with tubes). Priced slightly higher West of the Rockies.
FREED-EISEMANN
presents the New MAGNIF

WE did two things before we started the wheels going around on this 1928-1929 line: first we found out what our dealers wanted. They said, "One standard chassis. A set which will cut down service. A set which will perform under all electrical conditions in the United States. Light Socket operation, of course. Low price for high value."

Then we went to the public—the people who buy radio sets. We asked the same question: "What do you want in radio?" The answer was "A receiver which will bring in the broadcast even clearer and louder than it is in the studio, so we can tune it down to exact likeness with the music, the speech, the song. Homelike tone. Beauty! Perfect electrical operation!"

Then we made it.

Now we present it—the new Freed-Eisemann Magnifying Radio. Just as a magnifying glass makes objects clearer and larger, this magnifying receiver can bring the broadcast into the home clearer and louder than it is in the studio. This is the same reserve power that makes a man love to drive a powerful car; he doesn't always need the power—but it is there when he wants it.

The magnification without distortion rests primarily on an entirely new and differently designed audio system. No other set has it.

Freed-Eisemann, steadily becoming more successful during the past years, now starts its greatest season. Insure your profits by handling a line backed by years of Electric set manufacturing. We have been building radio sets since broadcasting began. Join with us for success.

$125.00
list, without tubes or speaker

Prices higher west of the Rockies

The Perfected Electric Radio!
Below is shown the Freed-Eisemann Great Eighty (Model NR80) in hammered silver effect metal case. A magnificent 8 tube (7 and rectifier) neutrodyne receiver, with 4 tuning condensers under single control; illuminated dial; three stages tuned radio frequency, two stages audio frequency; output transformer supplementing audio stages; matched coil inductances; fully neutralized radio stages; individual copper compartments for each coil. Made in models for either Direct or Alternating house current, 25, 40, 50 or 60 cycle.
FREED-EISEMANN makes it easy for dealers this year with one standard chassis only, modified for operation on DC and AC current or for operation with the great new Dynamic Speaker. The set is adaptable for table or console housing. Easy to sell; easy to service (if it ever needs it). The line also includes magnetic and cone speakers.

We are going to make this a Freed-Eisemann year in radio with the finest job we have ever turned out, at an easy selling price, backed by advertising and plenty of it. See the Great Eighty at Chicago, Booths 94 and 95. Demonstration Room 512—offices 1800-1801-1801A, Stevens Hotel. Coupon below will bring you the details of our proposition to distributors and dealers, which is based on our knowing that our success rests on making it possible for our distributing organization to make money. If you agree with this idea, send the coupon.

**Freed-Eisemann Radio Corporation,**
Junius St. and Liberty Ave., Brooklyn, N. Y.

Something new at last in Radio! I'm willing to be shown. Send me your proposition!

Name ....................................................

Address ................................................
Where the Retailer's Money Goes—Importance of Cost Finding

The retailer must know how much each item of his business costs. If he is a good manager he should have a cost accounting system and study the costs of running his business carefully. The study should include all costs, both fixed and variable, and the results should be analyzed to determine the most economical way of doing business.

ACCURATE cost finding is one of the most important functions of management, and a salesperson should not be judged entirely on his sales records, but on his understanding of the business and the manner in which he makes it work. The retailer to-day, faced with keen competition as to whether sales are profitable, must know where to save. He must know the importance of every department of his store. Certain knowledge of his department's requirements is essential. He must know which departments of his business are profitable and which are not falling to produce. The retailer must know the importance of every department of his store, the importance of every step to place every phase of the business on a basis that means a satisfactory return on investment. Lack of this data above is the forerunner of failure. The importance of knowing costs cannot be underestimated. Where does the money go? This is a question every one of his departments should answer as accurately as possible. How is the difference between the purchase price of an article and the retail selling price distributed? Where do you find the highest percentage of your business to the end that each department should answer to obtain maximum profit on the investment.

The Science of Retailing

In the foreword to Analyzing Retail Selling Costs by E. E. Ettner, of the United States Department of Commerce, Frank M. Surface, assistant director in charge of Domestic Commerce, points out that retailing is becoming more and more a science. To conduct his business successfully, the retailer is required to know how to buy, where to buy and when to buy, to meet the existing requirements of his community. If he overbuys, he will build up large inventories to absorb an undue proportion of his operating capital; and if he buys stock that is not needed, while this may reduce absolute overhead costs, it will also result in the accumulation of an inventory from which the retailer cannot recover his entire investment.

On the other hand, if he buys insufficient quantities to satisfy the demand, he will lose point customers. He may retard his stock turnover by carrying an excessive number of similar items. In buying the successful retailer recognizes his function to be that of serving his community as a purchasing agent. He anticipates his customers' requirements as to kind, quantity and price range. Having intelligently purchased stock to meet the requirements of his customers, he then faces the necessity of discounted merchandising—merchandising that will attract the attention and arouse the interest of the patrons of his store. Thereafter, comes the test of his entire operation—that of selling his merchandise in a manner most acceptable to his customers without building up an unnecessary cost of service.

Example:

- Sales: $1,200
- Expenses and cost of doing business: $700
- Net profit: $500

Average Overhead Figures

A survey of overhead costs conducted by the Talking Machine World some time ago brought to light some interesting facts regarding costs in stores handling telephones and radio and appliances. Among the smaller establishments, and even in some of the larger ones, lack of adequate cost-finding systems was made apparent from the answers received in response to questionnaires.

The average overhead for talking machine and radio departments totaled 30 per cent, divided as follows: Salaries, 15 per cent; advertising, 6 per cent; rent, 4 per cent; depreciation, 1 per cent; financing and carrying charge, 1 per cent. It must be remembered that these figures are averages. Individual concerns may run a considerably higher overhead or perhaps less, depending on efficiency of operation.

It is interesting to note in Mr. Ettner's analysis of the relation of retail store wages to the sales dollars that salaries of retail store employees are 12.9 per cent (see illustration at top of page), as compared with the figure obtained by the Talking Machine World in its survey of 13 per cent. In a recent survey of the relation of retail music store payroll to gross sales a wide difference was found in salary overhead in different cities. In Syracuse this item of costs totaled only 11.5 per cent; Seattle, 13.21 per cent; Denver, 14.75 per cent; Oakland, 15 per cent; San Francisco, 15 per cent; Chicago, 17 per cent; Baltimore, 18.84 per cent, and in Kansas City 19 per cent. The average in 90,000 stores in fourteen cities, including all lines, as mentioned before, was 12.9 per cent.

Another interesting point developed in the survey of general retail stores is that only 54 per cent of employees are engaged in selling activities, 46 per cent being engaged in other work not directly concerned with producing the profits. The 54 per cent of retail sales people do not spend their entire time selling, however. According to the survey only 42 per cent of the time is spent in making sales; idleness takes up 33 per cent of the day; stock care, 17 per cent, and interviews 8 per cent.

What does all this mean, especially to the talking machine dealer? It means that his business is similar to other retail enterprises and included in these surveys. There is the idle time of sales people, for example. Cut down this form of waste by reducing idle time and production increases and profits will increase in direct ratio. Also there is no valid reason why the non-selling employees in the store should not contribute, no matter in how small a way, to the sale of merchandise.

Some concerns recognize this fact and several of the largest retail music establishments in the country have employees who are required to sell by offering bonuses and commissions on sales made by or through these individuals. The volume business derived in this way may not be large over a period of a month, but at the end of a year these sales may make all the difference between a profitable turnover and a loss. The bookkeeper, the delivery man and the service man all can and should be interested in the sales end of the business. The service man, in particular, has been found an excellent source of business. These are a few small net profits and the dealer must have moved over head wherever possible and increased turnover by more efficient methods of operation.
When you hear Operadio, instantly — you know it's better! The tone values are all there.

The "New Senior"
Better than ever. Added refinements in appearance and finish will make this model more popular than ever. Weight materially reduced. $25.00

The "Junior"
New finish—lighter weight. One of the greatest values at $15.00.

A complete line ranging in price from $15.00 to $250.00, including Dynamic models in cabinets. All Cabinet models supplied with or without the new Operadio Super Power Amplifier.

The Bloc-type has established itself as an entirely new, different and better kind of Speaker. Stonite, the inert material of which the tone chambers are made, prohibits distortion and wave absorption. It has at last made possible radio recreation supreme in musical beauty—an accurate reproduction over the wide range of musical sounds.

Prices slightly higher west of the Rockies and in Canada.

MODERN! Beautiful! The last word in speakers for use in the home. Operates efficiently with any set—A.C. or D.C.—regardless of design. The new Westminster Model will be on demonstration at the R. M. A. Trade Show. See it—Hear it—Don't miss it!

SUITE 705, STEVENS HOTEL
Profit Winning Sales Wrinkles

"Two Black Crows" Dialogue in Display—Ivan E. Meyers, Edison Dealer, Believes in Telling the World—Kieselhorst Appeals to the Chinese Trade—Clever Lighting Arrangement Aids Display

One of the most successful methods of stimulating record sales is that of effecting a tie-up with visiting recording artists and cashing in on their popularity with customers who have been among the audiences during the local engagement. An example of this can be illustrated by the experience of the phonograph department of the Jones Store, Kansas City, Mo., which, during the appearance of Moran and Mack with Earl Carroll's "Vanities," made an effective tie-up by means of a record display. In one corner of the window a miniature theatre stage was erected with the figures of the "Two Black Crows" in the foreground. A continuous conversation between the two black-faced comedians was flashed across the screen by a motor sign arrangement. A Columbia Viva-tonal phonograph and a number of "Black Crow" records completed the display. Officials of the Jones establishment reported this window to be one of the most effective that they ever had, with an amused crowd before it most of the day and night.

Billboard on Wheels

Although situated in Leroy, Minn., which has a population of only 700, Ivan E. Meyers, Edison dealer, uses methods that are as aggressive and up-to-date as those of dealers in the big cities of the country. Mr. Meyers is a firm believer in keeping the name of his store and the Edisonic products constantly before the eyes of the buying public. His latest stunt was to decorate a motor car in such a fashion that it is a billboard on wheels, as can be readily seen from the illustration. It is painted snow-white, and all four sides are reminders of Edisonic phonographs and records. The "Billboard on wheels" is seen all over town and for many miles about. When the local high school engages in baseball games or similar sports, Mr. Meyers has one of the students take the circus car to the grounds with a table model Edisonic inside and play a varied selection of the latest Edionic records for the entertainment of those attending the game. School dances have also proved to be fertile fields for demonstrating the instrument and records. Renting instruments with the latest records for special occasions and to the Oak Dale Amusement Park on Sundays is another method which Mr. Meyers has found profitable and a means of interesting more people in his line.

A Chinese Circular

Miss Helen Moore, manager of the record department of the Kieselhorst Piano Co., St. Louis, Mo., overlooks no opportunity to increase the clientele of the store and to render every possible service to customers. The store has a number of Chinese customers, and Miss Moore decided to send a circular letter to them and to other Chinese in the city in order to increase the sale of Chinese records. She had one of her Chinese customers lay off "Sporting-up" laundy tickets long enough to get up a special letter in Chinese characters to send the Kieselhorst message to the Orient.

Light in Display

One of the factors which plays a large part in the attractiveness and effectiveness of a window display is that of the lighting arrangement. The use of a spotlight to call attention to an instrument or a certain feature of an instrument, indirect lighting, or the use of colored lights to arrest the eye—all these play their part in helping "make or mar" a display.

The accompanying photograph is that of a window display of Stanley Hubbard, Stromberg-Carbon dealer of Riverside, N. J. This display is unusually attractive, although simplicity is its keynote. A great part of the window's distinction lies in the unusual method of lighting. One large and powerful electric bulb was placed behind the center window card, casting its light on the Stromberg-Carbon receiver and cone speaker, illuminating the other window card without any glare to detract from the scene, and producing an effect bound to attract attention.

Tie Up With Radio

During the past month one of the largest talking machine record manufacturers called the attention of its dealers to two national broadcasts of its artists over wide networks on commercial hours. Dealers should not find it necessary to have their attention called to the sales possibilities offered by broadcasts of this nature. Read the programs and use them.

The Bentonville Music Store has been opened in the Meteor Theatre Building, Bentonville, Kan. Phonographs, records and sheet music are handled.
A good dependable product, which sells not alone on its reputable name, but on its A-1 qualities.

Every spring built to a high standard—sufficient guarantee of perfect performance and lasting satisfaction.

VALLEY FORGE—the trustworthy, reliable trademark to remember always, for really good main springs.
The United Pick-Up brings electrical reproduction to any phonograph with astonishing volume and tone quality. Equipped with our famous "Super-Magnet," and constructed of finest materials, this product is the most exceptional in the entire field. The Pick-Up complete with arm, cord, plug, and volume control retails at only $16.50. Here is a highly profitable field for alert Jobbers and Dealers . . . converting mechanical phonographs now owned by customers already on your looks. Send today for samples.

The most exclusive motor for portable phonographs — United No. 2. It gives silent power and positive, uniform speed. It is sturdy, strong-pulling, sure and is equipped with an easy, noiseless, worm-gear wind usually found only in more expensive cabinet motors. Designed and built exclusively for portables, it is the one modern motor for the purpose.
DEALERS know that the finest performance guarantee they can offer their trade is . . . Equipped with United Motor.

This is particularly true in selling portables, as the motor is the most expensive unit in the machine and therefore expected to be the most efficient.

Better portables today are United equipped for the manufacturer has come to realize that United No. 2 helps the Dealer in his selling. It means something to say "The motor in this portable gives you strong, silent, lasting power, at uniform running speed which is absolute." The dealer has more value to sell in portables, United equipped.

We will be glad to send samples and quotations to recognized Manufacturers and Jobbers so that they may actually see how United Motors give the utmost in reliability and lasting business to their Dealers.

United Motors are designed and built in this modern plant. The product of trained specialists who know phonograph motors.

9705 Cottage Grove Avenue, Chicago, Illinois
FOR those who worship at the shrine of Music, there is only one perfect reproduction—the Utah. A single demonstration will convince you of its superiorities over ordinary reproducers!

There is a Utah to meet every requirement of

WE ARE MANUFACTURERS NOT ASSEMBLERS
All Utah speakers use this "patented" Utah power motor. The Utah model is not guaranteed for days but always.

Type X30—$30.00
Beautiful genuine brown mahogany cabinet speaker equipped with Utah power motor. One of Utah's leading new creations.

Type X35—$35.00

Model 18—$18.00
equipped with magnet cone unit.

Nature-like voice coil an exclusive Utah feature.

See! UTAH'S complete line of DYNAMIC SPEAKERS

UTAH RADIO PRODUCTS COMPANY
1615 South Michigan Avenue • • • Chicago

Utah is licensed under Lektophone patents. Utah Dynola Power Speakers licensed under Magnavox patents.
AND MAKE NEW PALS

Plaza Always Leads

Feature PAL Portable Phonographs — Display them — Advertise them — There is no surer way of making enthusiastic customers for your store.

Sell your customers QUALITY!
Sell them RELIABILITY!
Sell them PERFORMANCE!
Then, instead of giving portables away, you can sell at a PROFIT!

Order samples from your jobber or write to us for jobber’s address.

10 WEST 20th ST., N.Y.
Sell More Phonograph Needles

Feature “VERIBEST” Gilt Ten-Play Needles

Unusually fine needles put up in attractively colored boxes and displayed in this metal revolving stand. They sell themselves—quickly and profitably!

Send to your jobber or direct to us for a sample unit — the whole thing costs you only $5.50 (including stand) — and refills of 100 boxes are only $4.50 — Your Profit is 100%!

Plaza Music Co., 10 West 20th St., N. Y.

NOTE: Headquarters for every type of Phonograph Needle. Write for prices.
Last-Minute News of the Trade

Edison Combines With Splidorf-Bethlehem, Entering Radio Field


A distinct sensation was created in phonograph and radio circles through the announce-ment that Thos. A. Edison, Inc., had finally entered the radio field as the result of the formation of a combination with the Splidorf-Bethlehem Electric Co., prominent maker of radio apparatus for the joint manufacture and sale of radio equipment and electric phonographs. The move is regarded as having par-

(Continued on page 150)

Distributors Attend Annual All-American Mohawk Convention

Two-day Sessions Held at Hotel Stevens on June 8 and 9—National Distribution Greatly Strengthened Since Consolidation—New Wholesalers Recently Appointed

CINCINNATI, June 8—Distributors' repre-
sentatives from all sections of the country, numbering about sixty, are gathering in Chicago as the June issue of The Talking Machine World goes to press, for the annual distributors' convention of the All-American Mohawk Corp., radio receiver manufacturer of this city. The business sessions of the two-

day meeting will be held at the Hotel Stevens, on June 8 and 9, two days before the opening of the Radio Trade Show at that hotel. Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp., returned a day ago from an extended trip, during which he visited many of the firm's distributors in the West and on the Pacific Coast, and will be on hand to swing the gavel when the first business session of the convention is called to order.

The new line of radio receivers developed by the All-American Mohawk Corp. will be unveiled in full during the convention for the distributors' inspection, and the event will be climaxed by a banquet on Saturday evening at the Hotel Stevens.

Since the announcement of its consolidation two months ago, the All-American Mohawk Corp. has greatly strengthened its national distribution, adding to its list several new distributors of prominence and standing throughout the country. Among these distrib-


Victor Distributors Hear Plans for 1928

New Line of Victor Models Viewed by More Than 200 Jobbers, Members of Their Staffs and Victor Sales Forces

CAMDEN, N. J., June 2—More than two hundred guests, including Victor distributors, members of their staffs and of the Victor sales force, who gathered in Camden this week to view the new line of Victor instruments and hear plans for the balance of the year, were entertained at dinner on Thursday evening at Green Hill Farms, Overbrook, by the Victor Company. E. E. Shumaker, president of the Victor Company, presided. The principal speaker of the evening was H. W. Prentis, Jr., vice-president of the Armstrong Cork Co. Entertainment was furnished by the Victor Concert Orchestra, with Rosario Bourdon conducting; Jimmie Rodgers, Victor's "Blue Yodeler," the Revelers, and Walter O'Keefe, a new Victor comedian.

The distributors' meeting, which lasted two days, will be followed by a conference of record sales people who are coming from all sections of the country.

RCA Announces Changes in Staff

Quinton Adams, formerly manager of the Radio division of the Radio Corp. of America, has been appointed manager of a new major sales division to be known as the Engineering Products Division, which will handle the sale of broadcasting stations, special apparatus and various sales contracts of the Radio Corp.

Other changes in the general sales and district offices of the RCA, announced by J. L. Rax, general sales manager, are as follows: L. A. Nicholas, formerly district sales manager at New York, becomes manager of the Radio division; A. R. Breyer, formerly assistant district sales manager at Chicago, becomes district sales manager at New York, and D. A. Lewis becomes assistant district sales manager of the Chicago territory.

Allen-Hough Mfg. Co. to Sponsor Broadcasts

RACINE, Wis., June 1—Don T. Allen, president of the Allen-Hough Mfg. Co., of this city, announced this week that arrangements had been consummated whereby his company would sponsor radio broadcasting every Friday evening over station WBBM, of Chicago. This broadcasting will feature the well-known line of Allen portables and the Allen electrical pickup and represents one of the firm's free in the company's extensive advertising program.

Sparton Jobbers in Three-Day Conclave

As The Talking Machine World goes to press, distributors of the Sparks-Withington Co., maker of Sparton receivers, are gathering at Jackson, Miss., for the three-day convention and sales meeting on June 6, 7 and 8, and an exclusive pre-showing of the 1928 Sparton radio products. Details of the convention will appear in the July issue of The World.
Federated Business Publications, Inc.

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

Raymond Bill, Editor
C. R. Tighe, Managing Editor
Lee Robinson, Business Manager
B. B. Wilson, Associate Editor
V. E. Moynihan, Assistant Editor


Published the 15th of every month at 420 Lexington Ave., New York

Subscriptions: United States, 2.00 per year; Canada, $1.00; all other countries, $2.00. Single copies, 25 cents.

Advertisements: $1.50 per inch, single column, per insertion. Advertising pages $275.00. On yearly contracts for display space a special discount is allowed.

Remittances should be made payable to The Talking Machine World by check or Post Office Money Order.

Telephone: Lexington 1768-71 Cable: Eldhill New York

Vol. 24 June, 1928 No. 6

Power of Concerted Action

The success of the Music Industries Chamber of Commerce, backed by the protests of hundreds of members of the music industry and by other outside interests in persuading the Senate Finance Committee to amend the New Revenue Tax Bill to relieve merchants selling on instalments from the burden of being called upon to pay double taxes on their accounts, is a matter for congratulation. As a result of the Senate action the Conference Committee accepted the amendment with only a slight alteration, although the House had turned it down, and as a result the amendment was included in the final bill as passed by Congress on May 26, and signed by the President on May 29. This favorable result represents a distinct tribute to the effectiveness of concerted action and of persistent protest.

Robbing Peter to Pay Paul

When a dealer sells a portion of his instalment paper to a finance company, for the purpose of securing liquid capital with which to discount his bills and provide for sound business expansion, he is making proper use of a service that is calculated to keep business moving. When, however, he realizes upon his paper for the purpose of paying current running expenses he is likely to be storing up trouble for himself. Financing costs are prohibitive unless the cash realized can be used for business purposes that will bring in profits in excess of the discount charges. Otherwise it is a case of robbing Peter to pay Paul.

An Important Announcement

The announcement by the Victor Talking Machine Co., late last month, that prizes aggregating $40,000 in cash for original compositions by American composers is one of outstanding importance, for it serves to reflect once again the substantial part that the talking machine and its makers have played and are playing in the development of musical instruments and appreciation in this country. In addition to offering what is believed to be a record prize of $25,000 for a symphonic composition considered by the judges to be the best of those submitted, the Victor Co. has gone a step further and given formal recognition to the lighter and more popular forms of music, with a first prize of $10,000 and a second prize of $5,000 for a concerted number that may be played by the American dance, jazz or popular concert orchestra. If the enthusiasm of a notable company gathered to hear the announcement is to be regarded seriously then the move is one of the most far-reaching importance for the composers of American birth.

Radio Commission Takes Action

The seriousness with which the Federal Radio Commission regards its work of regulating broadcasting and insuring programs that measure up to a certain standard of excellence is evidenced by the announcement that unless they can show cause why their stations should continue on the air after August 1st the license holders of these stations will have their licenses canceled on that date. Even free air has become a thing of the past.

New Business Comes First

The replacement business as a factor in building up sales volume in the retail radio field in the near future must be given due consideration, but it is not at all wise to give to that factor an importance it does not deserve. Replacement business means trade-ins, double selling, and, unless properly handled, shaded profits. Handled conservatively it helps build up the gross, but it should come only after the field for new sales has been worked intensively. In short, it will not pay to neglect the new for the old.

Bargain Prices Kill Confidence

Bargain prices never built public confidence. They may attract business for a time, and, if made for an honest and legitimate purpose, may serve to move stock quickly, but if persistently done, it serves to interfere with rather than aid selling. The radio trade has had its share of the bargain fiends—of the type of dealer who depends upon sensational announcements to move his stocks without offering any notable values to those who fall for his appeal. It has taken the better element of the industry some few years to offset even a portion of this influence of the bargain store, and it is still a problem that must be regarded seriously by those who seek to build an industry that will hold business through confidence and respect rather than through cut prices.

A Tie-Up of Importance

The tie-up of talking machine interests with motion picture film activities, following upon the close association of the phonograph and the radio, has established a triumvirate the possibilities of which even the leaders of the industry cannot fully conceive. It is a tie-up that makes for the holding of public interest and the establishment of the buying urge, and at that is hallowed only as leading to even bigger things.

Big Things in the Offing

There are some big things stirring in the talking machine-radio field these days, with formal announcements in the offing that may properly be expected to portend substantial business progress for the future. Among the talking machine manufacturers, particularly, there is an evident desire to keep doing things for the purpose of holding public interest. It is evident that the one-time mistake of resting on the oars with smug satisfaction in past accomplishments is not going to be repeated.

Work for the Association

The industry that possesses a strong trade association is equipped for self-regulation to a degree which, if wisely directed, will effectively preclude Government interference by rendering it unnecessary. This is from a speech by Abram F. Myers, a member of the Federal Trade Commission, and offers still another, and, in a sense, official endorsement of the trade association idea. The music industry has done much along this line, but there is still much to do.

Dangerous Ground

A HIGHLY patriotic 100 per cent American talking machine dealer in the Middle West is on record as saying, "American music for Americans." He probably confines his stock, exclusively to recordings of American-Indian chants and folk songs. Otherwise he is treading on dangerous ground.
“WELCOME” you and your associates most cordially to view what they believe is one of the most outstanding and distinguished exhibitions of the show — executed in the “modern manner” at the Second RMA Trade Show, Stevens Hotel, Chicago, June 11 to 15.

Visit Our Displays

Muskegon, Mich.  New York  Springfield, Ohio
Booth No. 112-113  Chicago  Booth No. 114
Michigan City
Los Angeles
Booth No. 136

STUDNER BROTHERS, Inc.

A national sales and merchandising organization

New York City  Chicago
67 West 44th St.  28 East Jackson Blvd.
"7-11" is going to be a LUCKY NUMBER for Victor Dealers

You'll know why the first time you see this new Victor instrument. Everything a radio fan and a record enthusiast could want in a combination model is here. At a price so reasonable that instantly the customer knows he is getting a genuine bargain. Read over this big list of features:

- A genuine Victrola with Orthophonic-type Sound-box
- Radiola 18, RCA's improved model of the popular "17"
- A built-in Speaker
- An all-electric radio. Just plug in and play
- Four record albums, fully bound in buckram, with backs decorated with gold stamping and highly colored labels
- A beautiful cabinet for both instruments. Designed to harmonize with any modern interior. Built at just the right height for comfortable tuning and for playing records

VICTOR TALKING MACHINE
All for $250, List Price

Anybody in your neighborhood who is planning to buy a radio next fall won’t have to think twice before making up his mind on this instrument. He has the chance to hear the big-league baseball scores, and the national political conventions, as well as the regular radio programs. And, in addition to the finest radio on the market, he is practically getting a Victrola free. The value is right there before his eyes.

Order your samples now. They will provide a powerful stimulus to your summer sales. For experience has proved Victrola Radiola combinations can be sold during the summer months.
Otto Heineman to Devote Entire Time to Okeh Phonograph Corp.

Prominent Member of Industry Resigns as President and General Manager of the General Phonograph Corp.—Has Had Long and Successful Career in Industry

Otto Heineman, internationally prominent as one of the foremost members of the phonograph industry, announced to the trade this week that he had resigned as president and general manager of the General Phonograph Corp. in order to devote all of his time in the future to the Okeh Phonograph Corp., which is the sales agency for all phonograph products of the subsidiaries of the General Phonograph Corp. The Okeh Phonograph Corp., of which Mr. Heineman is president, is a subsidiary of the Columbia Phonograph Co. and has attained signal success in the merchandising of Okeh records, Heineman motors and Okeh steel needles.

The General Phonograph Corp. is a holding company controlling the General Industries Co., Elyria, O., and the General Phonograph Manufacturing Co. In offering his resignation to the directors of the General Phonograph Corp. Mr. Heineman commented upon the fact that the General Industries Co., of Elyria, O., and the General Phonograph Manufacturing Co. of New York are both ably conducted by experienced and prominent specialists in their respective industries—namely, A. G. Bean of Elyria and John M. Dean, Jr., of Putnam, Conn. Mr. Bean is one of the recognized leaders in the manufacturing world and under his direction the General Industries Co. has achieved international success. Mr. Dean has been identified (Continued on page 310)

J. B. Price Resigns From Stevens & Co.

Has Been Identified With Phonograph and Radio Industry for Many Years—Is Well Known From Coast to Coast

J. B. Price, identified with the phonograph and radio industry for many years and for the past several years with Stevens & Co., visited jobbers and dealers from coast to coast and he numbers among his business and personal friends the leading wholesalers and retailers as well as the foremost executives in the music industry.

In addition to his phonograph and radio experience, Mr. Price is equipped with a fund of general merchandising knowledge and dealer and jobber contact obtained from seven years with Robert H. Ingersoll & Bros., the famous watch manufacturers. "J. B.," as he is familiarly known to the trade, has been recognized generally as one of the most competent sales executives in the radio field and he has a host of friends throughout the industry.

NEMA Radio Section Holds Its Convention

Annual Convention of Radio Section of National Electrical Manufacturers' Association Meets in Chicago

CHICAGO, ILL., June 8—The radio division of the National Electrical Manufacturers' Association held its annual convention at the Drake Hotel, here, starting on Monday. In the morning of the first day the various committees met and during the afternoon the transmitter section of the organization held its session. The first merchandising council gathering took place on Monday evening with a discussion of sales and advertising costs. Addresses were made by Thomas F. Logan, chairman of the Radio Committee of the American Association of Advertising Agencies, and F. M. Nicodemus, treasurer of the Commercial Credit Co.

The vacuum tube section held its meeting on Tuesday morning, June 5, and following luncheon the first general session of the radio convention was held, with talks by Alfred E. Waller, manager of the association; C. W. Hough, president of Wired Wireless, Inc., and Dr. Herbert E. Eves, television engineer of the Bell Laboratories, Inc. The second merchandising council session took place during Tuesday evening, with addresses by J. K. Utz, of the Kellogg Switchboard and Supply Co., and Powel Crosley, Jr., president of the Crosley Radio Corp.

The power supply section held its meeting on Wednesday morning, June 6, and was followed in the afternoon by the first session of the receiving set section. The merchandising council met again on Wednesday evening, with addresses by Frederick P. Vose, R. J. Duncan, president of the Radio Institute of America, and C. H. Pfingsthorn.

The receiving set section held its second meeting on Thursday morning, June 7, and a general session was held in the afternoon, featured by talks by Dr. Alfred X. Goldsmith, chief broadcast engineer of the Radio Corp., and Roy H. Manson, chief engineer of Stromberg-Carlson Tel. Mfg. Co. The annual banquet was held on Thursday evening, with Congressman Clyde Kelly as the principal speaker.

The annual convention of the other divisions of the National Electrical Manufacturers' Association are being held at Hot Springs, Va., during the period of June 6 to 15.

Kellogg Co. Adds to Its Organization

W. E. Conners Gets Part of Illinois and Indiana—B. H. Darst Covers Ohio and Parts of Five Other States

The Kellogg Switchboard & Supply Co., Chicago, manufacturer of Kellogg AC radio sets and AC tubes, has appointed W. E. Conners as representative in the northern Illinois and Indiana territory. Another addition to the Kellogg force is B. H. Darst. He will represent his firm in Ohio and in parts of Pennsylvania, West Virginia, Kentucky, Indiana and Michigan. Mr. Darst has spent several years in specialty sales work with distributors and dealers. He has successfully filled the position of crew manager, handling sectional sales for a well-known household article. He has also marketed specialty products for a large department store. Dealers in Mr. Darst's territory will be able to present their retail problems to this new representative and profit from his experience.

The Ossining branch of the Dunlap Music Store, Peekskill, N. Y., has been closed.
Superior Radio Cabinets for the coming season reflects the skilled craftsmanship and artistry in radio cabinet furniture that has established for itself an outstanding name during the radio season of 1927-1928.

The above photograph illustrates just one of a varied selection in the Superior Line, and is done in many periods, following out in detail the tradition of each type.

Our radio cabinets this season, which we believe will be the outstanding line, again are the ultimate in cabinet artistry.

Visit our display booths Nos. 112 and 113 at the Second RMA Trade Show, Hotel Stevens, Chicago, June 11th-15th, 1928.

Superior Cabinet Company
Muskegon, Michigan

Studner Bros., Inc.
Chicago

New York
67 W. 44th St.

National Sales Agents

Chicago
28 E. Jackson Blvd.
Last-Minute News of the Trade

Carryola Features Three New Portables

Three New Models and a New Power Amplified Electric Portable Announced—Contain Many New Features

The new line of Carryola portable phonographs, manufactured by the Carryola Co. of America, Milwaukee, Wis., containing many new features and developments, is making its initial appearance as the June issue of The World goes to press. The new Carryola line features three new portable phonographs known as Model 20, Model 30, Model 40 and a new power amplified electric portable phonograph. (Continued on page 165)

Stevens & Co. Merge With Adams-Sibley

Amalgamated Companies to Be Known as Stevens Mfg. Corp.—Own Valuable Patents on Acoustical Devices

Stevens & Co., New York, N. Y., well known in the cone speaker field, have announced a merger of that organization with the Adams-Sibley Development Corp., the amalgamated companies to be known as the Stevens Mfg. Corp. The officers of the new corporation are Leslie Stevens, president; James T. Sibley, vice-president; Clifford E. Stevens, treasurer, and Philip C. Adams, secretary. Leslie Stevens is the founder of Stevens & Co. and inventor of the speaker that bears his name. He brings to the new concern a wealth of experience in the design and manufacture of acoustical products. James T. Sibley is recognized throughout the phonograph industry for his inventive ability and has had many years' experience in the manufacturing and engineering end of the business.

The new corporation is said to own valuable patents on acoustical devices covering both radio loud speakers and phonographs. An electric motor has also been developed which, on account of its unique principle and size, may be used for portable phonographs as well as large models, and it was announced that the company is already in production of large contract orders for this motor. An electric pick-up is used in the designing of automatic phonographs.

E. E. Collison New Capehart Executive

Appointed Factory Manager of Capehart Automatic Phonograph Corp.—Orchestrone Displayed at Trade Show

H. E. Capehart, vice-president and general manager of the Capehart Automatic Phonograph Corp., Huntington, Ind., announced last week the appointment of E. E. Collison as factory manager of the Capehart organization. Mr. Collison was formerly chief engineer of the Holcomb & Hoke Co., Indianapolis, and he is well known throughout the music trade as an authority on the designing and building of automatic phonographs.

The Orchestrone was first announced to the music trade late in March, and has enjoyed an enthusiastic reception throughout the country. At the Music Trades Convention just closed at the Hotel Commodore, New York, it was seen and heard by hundreds of dealers who were impressed with its playing of twenty-eight records on both sides continuously, turning and changing them automatically.

The Orchestrone, which is sold exclusively through dealers, is also on display during the Chicago Radio Trade Show, at the Chicago district offices of the Capehart Automatic Phonograph Corp., in the Lyon & Healy Building.

Raytheon—QRS Merger

Cambridge, Mass., June 4.—The Raytheon Mfg. Co., of this city, has absorbed the radio tube division of the QRS Music Co., Chicago, III. This brief announcement was obtained as this issue of The World closed for the press. Details regarding the deal are to be given later.

You Are a Welcome Visitor at Space 29—Room 750 Headquarters of the Talking Machine World "Standard Authority of the Music-Radio Industry"

The June Trade Show Issue Breaks All Records

1. More Radio Advertisers.
4. More Editorial and Text Pages Than have ever been published in a single issue of any music-radio paper.

"There must be a reason"
Now ready!

Provides Musical Dollars

The SEEUBURG Autophone

Automatic Phonograph
Selective or Continuous Play

HERE at last is the coin-operated phonograph for which so many in the trade have waited. Rampant rumors for several years have centered around the possibility of the SEEUBURG Company supplying such an instrument in keeping with the well-known quality of their pipe organs and pianos. Now it is here.

Made in their own factories by highly skilled SEEUBURG tradesmen, the product offered bears their meritorious endorsement. Not experimentally new—but scientifically designed and tested under years of actual operating conditions—distinctly conforming to SEEUBURG standards of quality, simplicity, reliability and durability. SEEUBURG dealers have relied upon this pledge for more than two decades and the flood of "sight-unseen" orders which even preceded our official announcement is mute evidence of the sincerity of that confidence.

Past years have proven any coin-operated instrument must be made in a special way to stand the strenuous service to which it is subjected. The SEEUBURG Company are familiar with every requirement of the industry and have incorporated this knowledge in the AUTOPHONE.

J. P. SEEUBURG PIANO COMPANY
World's Largest Manufacturers of Automatic Musical Instruments
1510 Dayton Street Chicago, Illinois, U. S. A.

(Cable Address: SEEUBURG, Chicago.

ABC Code, 5th Edition

(Mail This Coupon)

J. P. SEEUBURG PIANO CO.

Date

1510 Dayton St.,
Chicago, Ill., Dept. P.

Gentlemen;

Please send circular entitled: "A Newer Sensation". I can prove my financial ability to handle your dealer proposition.

Name

Address
CARRYOLA No. 40—$35
Very handsome. All metal parts gold plated; Tone Modulator, Patented, exclusive Bakelite tone arm and reproducer; Patented diaphragm, velvet turntable and Automatic stop. This new design is also provided with a patented, built-in Wood Record Container—50-in. air column, new type horn chamber and a motor that plays three full selections without rewinding. Beautifully finished in heavy black or Brown Fabricoid. Weight only 23 pounds.

CARRYOLA No. 20—$15
New type horn chamber and other substantial improvements make this new model by far the greatest value ever offered below $25.00.

MASTER MODELS FOR EVERY
Introduces

Three Entirely New and Improved Master Models

FINER music—bigger, handsomer instruments—with the most amazing improvements ever built into a portable phonograph, mark the introduction of the new Carryolas.

As the dominating factor in the portable phonograph business, it is only natural that Carryola should be first with outstanding improvements to still further increase the popularity, sales and profits of its vast army of successful dealers.

We are proud to introduce these splendid new Master Models to the music lovers of America. In all the world of acoustical science there is nothing that can be compared in VALUE, quality and richness of tone, in refined beauty of design, or the mechanical perfection of the Carryola line for 1928 and 1929.

You will be delighted with their new, larger sizes, refined elegance of color and finishes, their new reproducers, volume control, Bakelite tone arm and other features—together with the most extensive national advertising and sales program ever given to merchandise of like character.

These new Master Models make their formal bow to the musical world during the Music Trades Convention in New York City, week of June 4; Chicago, week of June 11, and West Coast Music Pageant, week of June 18. We invite you to see and hear them there and then, or write now for our beautifully illustrated and completely descriptive booklet.

THE CARRYOLA COMPANY OF AMERICA
The World's Largest Manufacturer of Portable Phonographs
645 Clinton St., Milwaukee, Wisconsin

CARRYOLA No. 30—$25
With long air column horn chamber of unique design; Patented, exclusive Bakelite tone arm and reproducer and Patented dia- phragm. Motor will play three selections without rewinding.
Velvet turntable—finished in new special design Fabrikoid, in Black, Blue, Green, Red and Brown.

HOME AND FOR EVERY PURSE
A PIPPIN—NOTHING LESS!

HERE truly is the masterpiece of all portables. An instrument that is necessary to round out the family equipment. Nothing in world of portables approaches this gem. Consider then, Mr. Victor Dealer, the immediate and tremendous sales possibilities which it offers. No. 2-35 spells profit and satisfaction for Victor dealers—more still for those who believe in application and work.

Don't let this opportunity pass you by. Remember it is a Victor Portable (with all that the name assures). This makes it exclusively yours. Make the most of it.

C. BRUNO & SON, Inc.
Victor Distributors to the Dealer Only

351 FOURTH AVENUE 
NEW YORK, N. Y.

1834—Almost a Century of Dependable Service to the Music Trade—1928
From 20 Lines to 4!

Essig & Ives Started With Twenty Radio Lines and
Now Carry Four—Gaining Sales and Cutting Overhead

By Roy Stewart

Because of the number of fine new radio receiving sets on the market to-day, the matter of selection of the lines which will prove most profitable to the dealer in his own locality is an important one. Too many lines very easily will result in overstocking, for the simple reason that it is practically impossible for the average retail merchant to handle the complete lines of each manufacturer. Experience has proved conclusively that it is better to select several sets that meet with local popular approval in performance, appearance and price than to attempt to handle ten or twelve lines. The investment required for many lines is beyond the means of most dealers. The same sales results can be obtained with more limited variety of make but with complete coverage in models.

Started With Twenty Lines

The above, briefly, is the conclusion reached by the firm of Essig & Ives, of Freeport, Long Island, one of the leading concerns in a large territory in that section of New York State. The company has been in business over a period of eight years, and has built up prestige by handling quality merchandise. When radio came on the market and the demand warranted, the company opened a department, and in common with most dealers, faced the serious problems of selling and service. The overnight popularity of radio is history, but because of the plethora of sets brought out at the time, and for which all sorts of extravagant claims were made, this firm catered to the varied demand by installing eighteen or twenty makes of radio. It looked like a prosperous market, and all the sets seemed good. Then the trouble started.

Too Much Competition

The first result of this radio popularity was competition from the "battcher, the baker and the candlestick maker." Manufacturers were concerned only with maintaining production to the point where it approximated demand. They installed their lines in every conceivable kind of store. No dealer was protected. The merchandise was poor and demands for service poured in on Essig & Ives. Profits were conspicuous by their absence.

Order Out of Chaos

The radio end of the business reached the point where this company decided that something must be done. The first move was to analyze the products of the various manufacturers in connection with local reception conditions and the taste of the public. This resulted in throwing out all the lines but four. Herbert A. Ives, who with a partner, G. P. Essig, operates the store, declared in order for the dealer to place his radio department on a profitable basis he must select his merchandise with thought to the service requirements on the product, his locality and the companies back of the products. "Cheap radio is made of cheap materials," said Mr. Ives. "Such a set is OK for a short time and then comes the trouble. Not only is excessive service costly, but good will is dissipated when customers are unsatisfied with their purchase. We have found that the best time to avoid service demand is at the time of installation. The average installation made by our service men takes about two hours. If the work is done right in the first place the chances are that no trouble will develop later. In all our experience in selling and installing radio receiving sets, we never have had to go back on a job. We select only the very best materials for the installation job. This alone costs between $5 and $7. Because of our policy regarding installations we are perfectly safe in offering our patrons six months' free service. We are seldom asked to make a service call, and then it is usually a case that does not reflect in any way on the work we have done. After the six months' period we make a labor charge on all service calls. This charge is based upon several factors; viz., the nature of the service, cost of materials, time consumed, traveling expense, etc. Traveling expense is an important item for the reason that our business is not confined to this city, but covers the surrounding villages and countryside for miles.

Select Customers

Repossessions, slow payers, and other unsatisfactory conditions following the sale are eliminated to a large extent by Essig & Ives because a radio set is not sold to every person

(Continued on page 36)

"HELYCON"

The proven phonograph equipment manufactured by men who have been in the industry for a generation.

Write for Catalog of Motors, Tonearms and Reproducers

POLLOCK-WELKER, Limited
Kitchener, Ont., Canada

Cable Address: Polwel, Kitchener  
Code: A.B.C., 5th Edition, Bentley's
TWENTY-SIX years ago this month, the first Atwater Kent advertisement was published.

We were then making an inter-communicating telephone. Here are some of the descriptive phrases from the first advertisement.

... well made
... easy to install
... durable
... gives perfect service
... so simple it cannot get out of order
... the only thing cheap is the price

For twenty-six years these have been our manufacturing principles. They explain why the one-room factory has grown to 15½ acres — why Atwater Kent Radio has gone into 1,600,000 homes — why the new A.C. set has reached and crossed the 200,000 mark since January 1st.
true then — true now!

What radio enables the dealer to make the greatest amount of profit on every dollar of the original investment?

Atwater Kent Radio

Always the leader in sales, Atwater Kent Radio from January to May, 1928, has had a sales record six times greater than for the same period in any previous year.

The satisfaction of realizing quick and generous profits from the fastest turnover of capital has come to the dealers who have concentrated their sales effort on Atwater Kent Radio. The Atwater Kent franchise, valuable in the past, will be even more valuable for this coming year.

Atwater Kent Manufacturing Company
A. Atwater Kent, President, 4725 Wissahickon Ave., Philadelphia, Pa.

On the air—every Sunday night—Atwater Kent Hour—listen in!
$169.50 to
Now the Price Range of the New Kellogg Line
TO BE DISPLAYED AT THE
R.M.A. Trade Show
CHICAGO
June 11-15th

With this wide price range there are exceptional profit possibilities in selling Kellogg Radio. Everyone, regardless of pocketbook, is now your prospect—if you are a Kellogg dealer.

At the Trade Show see the new Kellogg models in our booth, B25 and 26, Hotel Stevens Ball Room—and hear the marvelous Tone of Kellogg reproduction in the Kellogg Demonstration Room, room 719, Hotel Stevens.

For the benefit of dealers unable to attend the Trade Show we have prepared a complete presentation of this new line which will be sent on request.

Kellogg Switchboard & Supply Co., Dept. A-259 Chicago

Change in Policy from Many to Few Lines Meant Real Profits

(Continued from page 33)

who wants one. For one thing, the initial payment must be at least one-third down and the balance in six months, divided into equal payments. The large down payment is necessary, according to these enterprising dealers, because the dollar down fund is barred from making a purchase. The individual who asks for delivery of an expensive piece of merchandise following an extremely low first payment represents a dangerous type of customer, not because he may be dishonest, but because he usually cannot afford the set he selects and the danger of repossession is materially increased. Insistence of the one-third first payment discourages individuals of this character and automatically much collection trouble and expense is avoided.

A Stabilized Business

Mr. Ives believes that radio has now reached the point where it may be considered a staple article. "The dealer to-day may select his merchandise with the conviction that, compared with the sets of a year or more ago, he is handling a product of greater refinement in performance and appearance. The manufacturers, too, are giving more attention to the selection of the right kind of retail dealers to handle their products. Franchisees are not given as freely as they were. The radio dealer is now generally recognized as the logical outlet for radio."

The company has become one of the most popular music houses in its locality because from the very beginning a definite campaign to build prestige was started, and it has never stopped. The firm believes in service, but not to the extent of killing profits. The merchandising policy precludes the necessity of giving a great deal of free service, for the simple reason that only lines are handled that, because of their fine quality, make excessive service unnecessary. This applies not only to the radio department but also to every other branch of the business, talking machines and other musical instruments also being handled.

An $80,000 Home

Essig & Ives have just finished building what is one of the finest music stores on Long Island, consisting of basement and two floors, and costing in the neighborhood of $80,000. The building is thoroughly modern, located on a corner, the front and sides, both first and second floor, being one huge display window. The lighting system in the windows provides for the use of various colored lighting, flood lighting of displays and spot lights. This is concrete evidence of the success these two aggressive dealers have achieved in the past eight years.

Gillespie Features Phonograph Parts

Proprietor of Radio Phonograph Shop, Jacksonville, Fla., Has Developed a Profitable Parts Business

One of the characteristics of William Gillespie, proprietor of the Radio Phonograph Shop, 129 Broad street, Jacksonville, Fla., is thoroughness, and one of the policies of his business is to take complete advantage of the window display space to stimulate business in whatever product or products he is featuring. The displays which occupy the show window are many and varied, and none is allowed to stay until it collects dust or becomes monotonous to passers-by.

Some time ago The Talking Machine World reproduced a photograph of a display of the Radio Phonograph Shop, which featured a single record release, a display which was responsible for selling a surprisingly large number of records. Herewith is reproduced a picture of a recent phonograph parts window which had a like result. Mr. Gillespie has found that the sale of phonograph parts and the maintenance of a repair department can be made a profitable undertaking with very little effort. Many dealers for one reason or another overlook the possibilities of this type of business.

A glance at the accompanying photographs will attest to the thoroughness of Mr. Gillespie's methods. Every part and every accessory of the phonograph, from a bolt to a motor, is shown in the display.

The Miller Music Store has made its debut in new quarters at 149 Sixth street, Salem, Mass., handling phonographs, radios, pianos and musical merchandise.
Radio

Selling Records to the Collegians

(Continued from page 8)

In nearly every instance these dealers have run tie-up sales and have been enthusiastic over the results.

Recently Columbia has added to its college advertising schedule several of the college magazines—"the comics," so that the Columbia message is read by the students of some twenty colleges and universities. In addition to stimulating the sales of Columbia products, results beneficial to the entire record industry have been obtained. Prior to the advertising done by this company, a few college periodicals, the Michigan Gargoyle and the George Washington Ghost among them, conducted a record review column. Since the Columbia advertisements began to appear, many more magazines have added this feature. All makes of records are reviewed, and renewed interest in phonographs and records is being built up thereby.

One of the members of the advertising department of the Columbia Phonograph Co., when asked concerning the results of the campaign, stated that it is too early to draw any extensive definite conclusions as to the results obtained. That the advertising does pay is attested by some dealers—others are uncertain. The Columbia Co. does believe, however, that the present college co-operation and student interest has been quickened wherever the advertising has appeared for a length of time sufficient for it to take hold.

A number of talking machine dealers who are located adjacent to colleges when queried as to the student trade have informed The Talking Machine World that this market is a fertile one for certain types of merchandise. Portable phonographs are favored over all other models of talking machines and radio receivers, and records also form a considerable item of the sales made to students. In every instance popular recordings far exceed other classes of records, some dealers stating that the percentage of popular records is 85 per cent of all records sold to students.

RCA Campaign on the New Radiola 18

A window display campaign is now being conducted on the new Radiola 18 by the Radio Distributing Corp. of Newark, N. J. The contest is open to all RCA authorized dealers in the Radio Distributing Corp.'s territory.

Max H. Kirch, president of the organization, recently addressed a letter to dealers and newspapers in New Jersey promoting the sale of the new RCA Model 105 loud speaker for use by the newspapers in all announcements of important news and sport events now being broadcast regularly.

Radio Broadcasts Aid Victor Record Sales

Two national radio broadcasts of the past month were used by Victor dealers to stimulate the sales of records and instruments. The first of these was the Victor Herbert program given on May 24 over station WEAJ and twenty-nine other stations under the auspices of the American Society of Composers, Authors and Publishers. The second broadcast featured Gene Austin, exclusive Victor artist, in the Maxwell House Hour on May 31 over a network of thirty-six stations. The Victor Company provided dealers with a special window poster featuring the Austin broadcast and Austin records and in a letter urged dealers to tie up.

Plan the Annual Los Angeles Radio Show

Trade Leaders Plan to Hold Exposition on Greatly Increased Scale Over Last Year—Many Interesting Features

LOS ANGELES, CAL., June 6—Radio trades leaders of the Southwest are engaged in preparing the Sixth Annual National Radio Show Beautiful, to be held in the Ambassador Auditorium, here, September 2 to 5, on a considerably increased scale over that of last year, according to announcement by A. G. Farquharson, secretary of the Radio Trades Association of Los Angeles.

With every booth in the auditorium subscribed, plans are now underway for disposal of space in a large auditorium annex to be erected adjacent to the permanent building. This method of increasing the space of the exposition was followed last year with great satisfaction to all concerned, according to Waldo T. Tupper, managing director, who is well known here in connection with his activities in promoting radio shows.

Various methods of merchandising radio to the Southland now are being worked out, Mr. Tupper stated. The crowds this year are expected to be attracted through display of scientific devices, rather than through entertainers, it was said, although entertainment, as always, will be one of the important features of the show. Extraordinarily beautiful booths will be constructed especially for the approaching radio show. The show is expected to create great additional interest in radio throughout Southern California and Arizona. Its sales effect has been noticed immediately on previous occasions, according to California dealers, and every effort, it is said, will be made to intensify that success.
FARRAND, JUNIOR CLOCK TYPE (Model 64)
A new Farrand Speaker—new in exterior, new in unit construction, new in value standards—that bids fair to become the most popular of all Farrands—past or present. In beautifully finished, clock-motif, bronzed cabinet, 10 inches in height.

$19.50

Farrand Presents for the Coming Season
The most remarkable line in Speaker history!

NOW Farrand Speakers for every price class—now Farrand Speakers for every reproduction requirement—now Farrand DYNAMIC Speakers that set aside all former Dynamic standards of performance and value. Only Farrand "know-how" and manufacturing facilities—the largest speaker plant in the industry—can produce such vast acoustical advancements, such diversity of design, such dominance in value. Communicate with your nearest Farrand distributor NOW—today—for full details.

FARRAND MFG. CO., Inc., Metropolitan Bldg., Long Island City, N.Y.

FARRAND GOTHIC Model 60. Two-tone walnut cabinet. $35
FARRAND PANEL Model 62. Two-tone walnut, portrait frame effect. $25
FARRAND Built-in Table Model 68. Two-tone walnut table, 30" in height. $45
FARRAND Box CHASSIS Model 42-B. For dealers, distributors, and console manufacturers. $18

BALANCED ARMATURE
The outstanding value in Dynamic table speakers

See the complete Farrand line—Booths 58 and 59—at the
R. M. A. TRADE SHOW
Hotel Stevens, Chicago
(Demonstration—Room 430A)

FARRAND DYNAMIC CHASSIS
For 6-volt Storage battery $35
For D. C. operation 40
For A. C. operation 45

FARRAND DYNAMIC
Tiffany Table Model. Charm-ing upright console of two-tone walnut. $75

FARRAND DYNAMIC
Console Grande Model. Exquis-ite two-tone walnut console. $110

Farrand GOTHIC DYNAMIC
$50
For either A. C. or D. C.—or Storage Battery operation

All Farrand Speakers—both Dynamic and Balanced Armature types—are licensed under Lektophone Patents.

FARRAND DYNAMIC TYPE
PORTABLE phonographs have come into their own. North, East, South and West dealers report a constantly increasing sales volume of these excellent small instruments. Although the portable is a year-round seller of the great classifications, reaching the peak during the Summer months, bringing up the sales curve during what is normally, insofar as other lines are concerned, at least, a comparatively slow season.

Canvassing for Sales
Many methods of increasing the sales volume of portable instruments are being used by aggressive dealers, who realize that each sale of a portable means a cash profit and that purchasers of portables are also excellent prospects for records. From the simple thought of placing a number of portables on the counter in the store or in some other conspicuous place, to aggressive, well-planned canvassing campaigns, dealers are getting behind this product to their own distinct advantage.

One retailer in Connecticut reports an average sale of twenty-five portables a month simply by displaying them on the counter in the store. Another dealer within commuting distance of New York City, facing the keenest kind of competition from Gotham dealers, who plays up these instruments in his windows, sells more than two hundred a year, and, bear this in mind, each sale is made on a cash basis. The income derived in this way pays the overhead. An average of three records is sold with each portable, and usually these patrons are repeat buyers of records. That is nice business.

Home Demonstration
There is a talking machine merchant in the Middle West who has been unusually successful in selling portable instruments to farmers. There is no secret about it. He simply loads a number of portables in his flivver and goes out into the country. When he comes to a farmhouse he visits with the inhabitants and usually succeeds in leaving a portable for a few days' trial or on the plea that he has other stops to make and will return in several days for the instrument. With the machine he leaves a number of records and urges the farmer to make use of the portable until he, the dealer, returns. In the majority of instances the machine remains in the permanent possession of the farmer and his family.

Canvas Summer Places
The manager of a retail store in a small city on the Hudson River, in New York State, has found a nearby cottage colony a prolific source of portable talking machine and record sales. He makes the rounds of the cottages once a month, striving to sell those who have no instrument a portable and demonstrating records for machine owners. This is the type of aggressive merchandising that is turning "dull Summer" into a period of activity and profit for far-sighted retailers.

In the Cities
In the larger cities, where the dealer has no Summer resort business to work on, there is a growing market for portables. The very small two and three-room apartments give the dealer the opportunity to engage in highly lucrative sales promotion work in the interest of the portable. A dealer on Broadway, New York, whose sales field consists entirely of huge apartment houses and hotels, sells close to three hundred portables a year. How? Not by any super-salesmanship. He simply displays the lines he carries and resorts to advertising and direct mail to bring the merits of his products to the attention of the public.

He also has made an arrangement with the bellhops in the nearby hotels to pay commissions on sales. The results are remarkably satisfactory.

A Broad Field
These are only a few outlets for the portable. Every person is a prospect. One fact stands out sharp and clear: If the dealer will really make a sustained effort to sell portable instruments he will have little difficulty in doing so. The opportunities are unlimited and there is a broader aspect to this business which must not be lost sight of. Record sales are an important part of the retail talking machine business and each portable sold not only means a worth-while stimulation of record business, but the contact established by the sale of a small instrument eventually may lead to the sale of a larger model talking machine or radio set. It is a profitable market.

L. R. Schadwald Joins Northeastern Radio, Inc.

Boston, Mass., June 4—A. Ullman, president of Northeastern Radio, Inc., radio distributor, recently announced the addition to the sales staff of L. R. Schadwald. Mr. Schadwald has been connected with the French Battery Co. since 1923 and for the past three years has been in charge of Ray-O-Vac sales as New England district manager. He will represent Northeastern Radio, Inc., in the Greater Boston territory.

New RCA Booklet

A recent lecture delivered by Pierre Boucheron, advertising manager of the Radio Corp. of America, before the Harvard Business School on "Advertising Radio to the American Public," has been made the subject of an attractive booklet. It is an exposition of the part played by advertising in the development of the radio industry from its inception, and is an authoritative treatise on the subject. It is profusely illustrated.
HEINEMAN MOTOR

No. 40

AT A LOW PRICE......

with the pulling Power of the famous

Heineman No. 77.

The marvel of it......

starts immediately at high momentum.

After four full 10 inch selections it

finishes with....

EXCESS POWER

This is the "4+Motor"

The Motor of Power and Perfection.
Okeh phonograph corporation

Otto Heineman, President and General Manager

25 West 45th Street New York, N. Y.

Okeh electric records for July

41025
10 in. 75c
DINAH—Fox Trot
THE WILD DOG—Fox Trot
Both played by Joe Venuti's Blue Four

41026
10 in. 75c
SHE'S THE SWEETHEART OF SIX OTHER GUYS—Fox Trot
WAITIN' FOR KATY—Fox Trot
Both played by Fred "Sugar" Hall and His Sugar Babies

41030
10 in. 75c
SOMEONE STOLE MY GAL—Fox Trot
THOU SWELL (From "A Connecticut Yankee")—Fox Trot
Both played by Bix Beiderbecke and His Gang

41032
10 in. 75c
INDIAN CRADLE SONG—Fox Trot
MY MELANCHOLY BABY—Fox Trot
Both played by Dorsev Brothers and Their Orchestra

41044
10 in. 75c
JUBILEE—Fox Trot
I'M MORE THAN SATISFIED—Fox Trot
Frankie Trumbauer and His Orchestra
Larry Abbott and His Orchestra
Johann Strauss

ODEON ELECTRIC RECORDS

3225  12 inch  Blue Danube Waltz, (Johann Strauss)
     1.25                          Dajos Bela and his Orchestra

3224  12 inch  In a Monastery Garden,
     1.25  (A. W. Ketelbey)

5140  12 inch  Cavalleria Rusticana, (Mascagni)
     1.50   Prelude, Part 1 and 2 - Siciliana
     1.50   "O Lola"

PIETRO MASCAGNI, Conducting the Orchestra of the State Opera House, Berlin

5141  12 inch  Cavalleria Rusticana, (Mascagni)
     1.50   Prelude, Part 3 and Entrance
     1.50   Chorus

PIETRO MASCAGNI, Conducting the Orchestra of the State Opera House, Berlin

Okeph Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street  New York, N. Y.
Steel.....
It is content to take the note and
sound it—
Pure...Brilliant and True
When.....
the finished points of perfection
are—Okéh and True Tone Needles

Okeh Phonograph Corporation
Sole Sales Agent

Otto Heineman, President and General Manager

25 West 45th Street

New York, N.Y.
R. B. Nall Joins the Kellogg Sales Staff

Former Sales Manager of Davidson Talking Machine Shop Will Cover Northern Illinois and Indiana, Excluding Chicago

CHICAGO, Ill., June 4.—R. B. Nall, former sales manager of the Davidson Talking Machine Shop of this city has been selected to represent the Kellogg Radio Division of the Kellogg Switchboard & Supply Co. in the territory covering Northern Illinois and Indiana, exclusive of Chicago.

The retail experience gained in radio by Mr. Nall will make him especially valuable in his new post. Mr. Nall thoroughly understands dealers' problems, and will be able to give Kellogg dealers the benefit of his experience.

Fromar Co. Appointed Kolster Distributor

Appointment of the Fromar Co., Harrisburg, Pa., as distributor of Kolster Radio in eastern Pennsylvania, has been announced. The territory allotted to the Fromar organization surrounds Harrisburg, including Altoona on the west and Williamsport on the north. Paul D. Bodwell will direct the sales of the Kolster line in this district.

Eveready batteries, Cunningham tubes, Magnavox speakers and Dubilier products are among the radio lines now handled by the Fromar Co. Troy B. Wildermuth, president of the organization, expressed gratification at the addition of Kolster Radio to their other successful lines.

Using Page Ads in “Post”

Another evidence of increasing Summer activity in radio is the announcement by Major Herbert H. Frost, vice-president of the Kolster Radio Corp., that the Kolster products will be advertised in full-page displays in the Saturday Evening Post during the Summer months, beginning with the issue of May 19. Advance copies of the advertisements are being sent to authorized Kolster dealers to display in their windows as a tie-up with the extensive Saturday Evening Post campaign.

Changes Name

The Great Falls Phonograph Co., of Great Falls, Mont., has changed its name to the Cory Music House. In addition to phonos, Edison phonographs, records and King band instruments are carried.

PERRYMAN RADIO TUBES

Distance Without Distortion

All the A.C. Types!

Get our 1928 proposition. Easier sales, unlimited guarantee and extra profit.

1. Extra profit in the sales price.
2. Extra profit because Perryman Types 226, 227, 280 and 281 have been perfected and improved and are guaranteed to give extra long life and service.
3. Extra profit because they stay sold. No replacements to eat up profits. (They must make good or we do.)
4. Extra profit because they bring back new business on their excellent performance.

See the Perryman Exhibit at the Chicago Show. We'll be in Room 502, Hotel Stevens. Be sure to get our attractive 1928 proposition.

PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th Street
New York, N. Y.

Plant: North Bergen, New Jersey

PERRYMAN RADIO TUBES
A Complete Line of Standard Equipment for every Radio Purpose
Creating a Record Demand for Finest Music

Faith in the Best Music

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

ONE of the most encouraging features of the record situation, as I view it, is to be seen in the determination of houses like Victor and Columbia, to pin their faith to the standard of high-class music. This faith is constantly being justified by the way in which owners of certain types of voice, recorded so well with the old horn and diaphragm that it would be absurd at this time to castigate them. On the other hand, there is a great deal of such recording still available that represents singing or playing which can no longer be repeated since the art has passed from the earth.

The "Unfinished"

Nevertheless, for orchestral, instrumental ensemble, choral or orchestraally accompanied solo work, there is nothing for it but to bring the catalogs up-to-date as rapidly as possible by re-recording; and this is now going on steadily. Personally, I am delighted with the results. Certainly, nothing that is on offer, that is to say, the Unfinished Symphony of Schubert. How many thousands of men and women have obtained their first insight into the beauties of artistic music through listening to the old records of this lovely work, it is doubtless not possible to estimate; but the number is certainly vast. Now, another novelty which has heard this symphony played by a great orchestra in a suitable concert room knows that the old recording was defective, despite its many excellences, in respect of the range of the sounds it would record. Thus, the opening of the first movement of the Unfinished Symphony introduces a passage for the stringed contra-basses which, although it has gone through a half-dozen measures, sets the emotional key of the whole movement and is tremendously impressive. The old recording does not, because it cannot be heard in its entirety; hence, the effect of this passage. What it does give is the series of upper partial tones above the fundamentals of the low bass notes. The resulting effect is not satisfactory and the impressiveness of the passage is lost. In order to comprehend what the electrical method of recording has done for the phonographic art, one only has to contrast its treatment of the opening passages of the Unfinished Symphony with that which the other system gave. There is simply no comparison.

Again, the second movement of the Unfinished Symphony opens with a wood wind and string passage which I have never heard brought out by the old method to even approximate perfection. The electric method brings out perfectly just what the other misses; namely, the complete effect of the pizzicato (plucked) notes of the double basses and the low tones of the oboes. If the work is a good one, this tone effect is singularly lovely; but only electrical recording can manage it.

If I were selling records I think I should take special care to let all my "high-class" customers know that it is worth their while to become extremely "disillusioned" with their old-style orchestra records. Nothing is easier than to produce the same effect in any recording, it is only necessary to let owners of old style orchestral or ensemble records hear the re-recordings.

I could give many examples of what I mean by the term instance in string quartets. It might seem as if the electrical method would not show up so markedly here, but in point of fact the relative difference is just about the same. The cellos, nearly always thrust too much into the background by the acoustic recording, now stands out in its true place. Similarly, the violins, many of the greatest in the orchestra, come likewise into desired and needed clearness.

For examples let me suggest the Columbia recording of Schubert's Death and the Maiden, which, wrote down every idea that occurred to him in the famous sketch books, whose leaves have revealed so many of the secrets of his methods of composition. On the whole, it is safe to dismiss all old records which have swung around the origin of the Preludes and to suppose that Chopin found himself in need of more substantial success for the retailers.

Cortot

Cortot has fulfilled "his" task nobly. Himself, a Frenchman, and one of the finest of contemporary pianists, he has always been a conscientious artist of Chopin and as such has a wide repute as an interpreter of the Polish tone-poet's works. Cortot is by no means a sentimen-talist and his interpretations of Chopin are marred by no such overdone mannerisms as often spoil the playing of de Pachmann and others of the same temper. Yet he manages here to give not merely an adequate but an intensely interesting interpretation of the famous 24. In particular I would direct attention to the 3rd, the 6th, the 13th, the 16th, the 20th, and the 22nd, as specimens of Cortot's amazing, almost uncanny, mastery both of the keyboard and of Chopin's peculiar idiom.

Sell the Music Lovers

There should be no difficulty in selling these records. Every piano teacher in town ought to be made acquainted with them. Given a full-sized machine of the most modern type, one can get results from these records which not even the most fastidious of music lovers will quarrel with. I will not say that the effect on the ear is the same as one gets from actually listening to the same artist at the piano in a concert room; but I do say that for style, interpretation, method, for an illustration which can be used over and over again, with the printed music in hand, of how a great artist plays these Preludes, nothing could be finer.

It is in work of this kind that the phonograph dealer can find ways of reaching the hitherto unreachable and unreachable musical mind, which to so large an extent still refuses to take the phonograph seriously. As I have always said, "yet the musicians, the school-music teachers, the organists, the musical society members, on your side. Get them and you have got the whole community."

And it might be added that when one has "got" the whole community, in the sense discussed above, one has got a good deal more than might appear from the context. One has then a steady and ever profitable record business.
AN announcement of new achievements that will sharply influence the entire radio industry is to be made by Sparton at the Chicago show. Dealers not attending the show are invited to file their names with us AT ONCE, to receive by mail the full details of a very definite step ahead in radio design and sales. We promise interesting disclosures.

THE SPARKS-WITHINGTON COMPANY
JACKSON, MICHIGAN

Be SURE to visit our
DEMONSTRATION ROOMS
Rooms 502, 904, 905 and 906
Stevens Hotel, Chicago

June 11th to June 16th

MAIL THIS COUPON

The Sparks-Withington Co., Jackson, Mich.

Send me full information about the new Sparton

Name
Address
City
"I'm glad Daddy got a Shamrock. It's so easy to operate."

"I never was this popular before. I guess it must be that the crowd likes the new Shamrock up at our house."

"I didn't know what selectivity really was, till I heard Shamrock for the first time."

It Took Seven Years to Develop This Receiver

NEVER content with resting on its laurels—Shamrock again steps ahead this year with the new Dynamic Electric—the logical yet sensational result of seven years of radio engineering and experiment.

Judge it critically, severely, without bias—and you will see why dealers who are veterans in radio, who are usually blind to radio advertising claims and deaf to salesmen's spout-

Now the Dynamic Electric

$95 list (less tubes)
likes a Shamrock family agrees on!

"I'm getting acquainted with my own children again, now that Shamrock keeps them home in the evening!"

"Bob's going to give me a Shamrock for our new little home."

"Oh boy! but can't I drag in the stations ..."

ing—why these "hard-boiled" radio men are placing their money on the Shamrock Dynamic Electric. Judge it yourself! That's all we say. Judge it for distance, for selectivity, for volume, for tonal value. The Shamrock Dynamic Electric is not "just another electric." It is the newest advance in radio by one of the pioneer builders of radio. Hear it!

Shamrock Cabinets are available in finishes to accord with every color scheme—Antique Walnut, Chinese Green Lacquer, Mandarin Red Lacquer, Ebony and Gold, and Ivory. Their beauty of design and decorative carved wood panel make them effective on any type of table, cabinet, or console, yet they are modestly priced at only $95 list.

NATIONAL ADVERTISING

National advertising with a real human interest appeal is broadcasting the good news that here at last is a radio set the whole family agrees on!

SHAMROCK DYNAMIC ELECTRIC

160 Summit Street Newark, N. J.
Radio Stocks in the Hands of Dealers

Bureau of Foreign Domestic Commerce Compiles Figures Showing Stocks of Radio Merchandise as of April 1, 1929

In a compilation of the merchandise in the hands of radio dealers as of April 1, 1929, made by the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce, Washington, D. C., with the assistance and co-operation of the Radio Division of the National Electrical Manufacturers' Association, the following totals are reported from 8,291 dealers who replied, of the 31,298 to whom questionnaires were sent. The figures of the stocks in hand as of January 1, 1928, are also given for comparison purposes. Receiving sets, battery operated; 49,682, April 1; 62,778, January 1; AC operated, 31,009, April 1; 25,584, January 1. Loud speakers: ordinary, 67,652, April 1; 74,771, January 1; amplified, 3,126, April 1; 3,054, January 1. Batteries: storage "A," 37,579, April 1; 42,500, January 1; 45 volt dry "B," 142,060, April 1; 188,376, January 1; 22½ volt dry "B," 47,376, April 1; 59,204, January 1; 4½ volt dry "C," 82,673, April 1; 88,409, January 1. Socket power units: With "A" storage battery, 6,523, April 1; 8,536, January 1; without storage battery, 5,403, April 1; 7,169, January 1; "B," 16,999, April 1; 20,882, January 1; "A" and "B," 10,987, April 1; 13,166, January 1. Tubes (receiving); power (output) 77,070, April 1; 79,125, January 1; AC-DC, 154,503, April 1; 153,004, January 1; battery tubes, dry, 136, 150, April 1; 144,210, January 1; storage battery tubes, 274,516, April 1; 299,471, January 1. Tubes (power); ideal voltage for "B," 28,551, April 1; 28,644, January 1; low voltage for "A," 11,903, April 1; 11,169, January 1.

Jewell Issues Catalog of Instruments

Full Line of Electrical Measuring Instruments Made by the Jewell Electrical Instrument Co. Is Described

CHICAGO, Ill., June 6—One of the most complete catalogs ever issued devoted to a description of electrical measuring instruments has been issued by the Jewell Electrical Instrument Co., of this city. This catalog, known as No. 16, consists of 112 pages, giving a complete description of the products manufactured by the company, and it is profusely illustrated. A foreword on page 2 explains the slogan which is being used in Jewell advertising and which forms a running head over each page. The slogan is "Twenty-eight years making good instruments." The "twenty-eight" years refer to the period in which the organization has been engaged in continuous research, development and manufacture of electrical measuring instruments; "making good instruments" is the claim, conservative and honest, which is the ideal every Jewell employee, executive and instrument maker alike, strives to uphold.

Among the many instruments made by the Jewell organization for use with radio sets and which are illustrated and described are the A-B Relay for accomplishing trickle charging and B-eliminator switching automatically; volt-meter, pattern No. 100, designed for the small panel type instrument in sets using alternating current; the Jewell Tip-Jack Voltmeter, the Dox Voltmeter, the Don Reading Two-inch instrument; Pattern No. 135-B voltmeter for "A" and "B" battery checking; the AC-DC set Analyzer, pattern No. 137, designed for servicing both AC and DC operated radio sets; pattern No. 133-A set analyzer for the dealer servicing only DC operated sets; pattern No. 133 set analyzer, similar to the 133-A, with the exception that it is designed for reading at lower range. Other service test sets include pattern No. 117, built in two sections, the upper containing the instrument panel and tool drawer, the lower a compartment for carrying a set of batteries; the direct reading vacuum tube test set, pattern No. 130, designed to eliminate the necessity of plotting curves to obtain tube characteristics; radio test set, pattern No. 145, designed to cover the sets using the new types of tubes, particularly those requiring high voltages. The tube checkers include the AC-DC tube checker, the DC tube checker and the Junior tube checker, which is designed for checking tubes at home.

A variety of other instruments, including the B-eliminator tester, grid leak tester, direct reading capacity meter, a high resistance voltmeter for B-eliminator testing, B-eliminator checker, a de luxe portable voltmeter, many other patterns of voltometers, a timing arrister, panel cutters and portable resistors are described and illustrated in the catalog.

Orval Simpson, president of the Jewell Electrical Instrument Co., states that any electrical engineer or individual using or specifying the use of instruments in any quantity can secure a copy of the catalog by writing the Jewell offices on his firm's stationery.
THE MOST
DRAMATIC RADIO
ANNOUNCEMENT
OF 1928!

New "Pace Makers" in Radio with Full
FEDERAL ORTHO-SONIC TONE

FEDERAL will christen two new, distinctive, popular
priced, all-electric receiving sets using A. C. tubes; a new,
low priced, 6-tube battery model and other business getting
additions to its line at the R. M. A. Show. These sets will be "Pace
Makers" in Radio—a step ahead of the rest of the field.

Beautifully designed  .  .  . Distinctively new in style
Compact in size  .  .  . Marvels in selectivity
Deep, rich Ortho-sonic tone  .  .  . All self-contained
Inviting low prices that will bring new radio business to the Dealer—
AND
Built by a manufacturer whose reliability and products are firmly
established in the industry.

The Federal Line is getting the business because of its complete selection of both
all-electric and battery sets, because of its wide price range with a model for every
purse and because of the recognized quality of Ortho-sonic Tone—now conceded
to be the biggest selling factor in radio.

A New National "Trade-in Plan" that is
Bringing Quick Profits

This selling plan was tried by hundreds of "Designated Federal Dealers" during
February, March and April. 283 reports showed an average of over 120% increase in radio business over the same months in 1927. This plan on a country-
wide basis is exclusively Federal's—an innovation in the industry. It makes every
one of the twelve months a radio month.

FEDERAL RADIO CORPORATION, BUFFALO, N. Y.
(Division of The Federal Telephone Manufacturing Corp.)
OPERATING BROADCAST STATION WGR AT BUFFALO
Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.

FEDERAL ORTHO-SONIC RADIO

Licensed under patents issued and/or controlled
in Canada by Canadian Radio Patents, Ltd.
See you at the R. M. A. Show, Rooms 531 and 8 and Spares
in Room 81 and 82. If you don't attend, use this coupon

FEDERAL RADIO CORPORATION, 1738 Elmwood Avenue, Buffalo, New York
Please send me the facts about the new Federal "Trade-in" Plan and
the new Federal Ortho-sonic Models.

Name ____________________________
Address ____________________________
City ____________________________
Cash Bonuses for Extra Efforts Build Volume

San Antonio Music Co. Offers Incentive to Record Sales Staff and Is Rewarded With Business Gain

By B. C. Reber

An ingenious plan for increasing the amount of each sale has been worked out in the record department of the San Antonio Music Co., of San Antonio, Tex., which, because of its economical operation and effectiveness, is worth passing on for the benefit of other dealers. The plan is described by J. E. McDonald, general manager of the firm:

"By a unit sale, we mean the amount in dollars and cents in merchandise sold to each customer. When this is taken into consideration it will have an important bearing on the success of any department. It is evident that the overhead on a sale totaling $5 is little if any more than one amounting to $50 cents or $2. It is more likely that the sales force can be educated to boost the unit sales to a maximum amount without annoying or overselling the customer, then the firm will be benefited accordingly.

"A few months ago in making a survey in our record department we found that the total of each sale was not at all what we thought it should be. The idea that persisted in the minds of the sales people was that if they sold one record to a customer, that constituted a sale and the transaction was closed. Very seldom was any special effort made to sell more than one or two records, and above that the sale was a matter of persistence on the part of the customer.

"In studying over this problem we concluded that the fault was not with the sales people, but in our management. The employees of a store look up to the management for ideas and suggestions for increasing sales or improving the service. If the manager is content to let things roll along without any changes, his attitude is reflected in the efforts of the employees, and he has no one to blame but himself if the sales volume is not what it should be. The employees must be encouraged."

Creating the Urge to Sell

"To do anything there must first be an incentive. No definite action can be taken until some urge has been created, and this urge must be purely personal. A firm may tell its employees that they should sell so many records during the week. The next week it may tell them that they should sell so many more. For a week or two this plan may prove successful and some results will be obtained. But if it is to enjoy a continuous success they must have some stipulation whereby the employee will be benefited for any special effort.

"We have had sales meetings and sales conferences whereby we talked to the employees of plans we had in mind for stimulating business. We have endeavored to make them realize that in the success of the business lies their success; that if we do a good volume they will benefit. But if we ask special effort beyond what an employee considers an average week's work the result will be a failure unless we are willing to pay something for that effort.

"We wanted to increase the amount of each individual sale. Instead of having sales slips for 75 cents and $1.50 we wanted slips for several times that amount. We felt that we had the field if it was properly worked. We felt that if through some special plan we could increase sales without increasing overhead we would profit accordingly and would be getting a lot of the business that existed, but which we were letting pass by."

Remuneration for Highest Unit Sales

"The result of our studies was that we worked out a sales plan whereby a small week's sales would be of more value to the sales person in our record department who has the largest unit sales in dollars and cents. We figure that in this way: If a sales girl has 1,000 sales slips at the end of the week, and her total sales amount to $2,000, then her unit sales average $2 each."

"We explained to the sales girls and told them of the cash bonus that would be awarded at the end of each week for the girl who had the highest unit sales average. We have four girls in this department and they are all experienced and reliable, so it is not surprising that we expected some good results, and that is just what we got."

How the Plan Worked

"In order to give an idea of how close these four young ladies came in their averages, here are the figures for the last week: $1.85; $2.65; $2.65, and $2.75. This is but one week's figures, but the rest are similar. It shows the amount of interest shown, how hard each one is trying. And, there is a good feature in the fact that they are all so close that none get discouraged, but feel inspired to try harder next week."

"The increase in sales comes from various sources. One of these is in the sale of record books filled with six records. The sales on these books will run up to six or seven dollars per sale, which is a great improvement over the sale of a single record. There is also a greater effort on the part of the sales girls to sell more records. Each customer is canvassed for all the business that he can be had. It is the customer who drops out now, and not the sales person."

"During the time this plan has been in effect our record sales have shown a wonderful increase. It is impossible to tell off-hand how much this has been, but we believe, between 15 and 25 per cent would be a good estimate. In addition to that the sales girls are more alert. A customer is given immediate service as soon as he enters the department. He not only hears the records he inquired about, but others are left for him to play. Novelties are pushed, and we have enjoyed a good demand in these. Our business has proved higher in every respect, and the small pride we give each week is money well spent."

To the merchant seeking an economical and effective way for boosting his record sales this plan is recommended. It stimulates interest on the part of the employee, and it sustains this interest through the weekly bonus.
ALLEN NOW OFFERS

THE GREATEST
PORTABLE VALUES
EVER CREATED

A COMPLETELY new line of Allen Portables... revolutionary new principles—more volume—fuller tone... faster sales—more profits for you.

First, we show you the Allen No. 20. The only portable in its price class with a built-in air column horn. Just one of many exclusive features you may now offer to your trade. Hear and see this wonderful little musical instrument. It is a sure seller.

Now turn the page... another Allen achievement awaits you...

The Allen Portable No. 20
List $15.00

Full volume long air column horn—a feature of the No. 20—and an important part of the new Allen Method of Reproduction.
SENSATIONAL NEW
SURE TO INCREASE

THE ALLEN PORTABLE No. 6
LIST $25.00

Double spring motor, strong pulling, even running... plays 3 to 4 records. A feature of the Allen No. 6.

The finest reproducer ever to grace a portable—perfect performance. A feature of the Allen No. 6.

Built in long air column horn... more volume, fuller rounded tone. A feature of the Allen No. 6.

The finest portable ever designed. More real tone quality, greater musical range, and much fuller volume than any portable you’ve ever heard. Standard Allen quality throughout plus exclusive selling features—double spring, 3-to 4-record motor, long air column horn, incomparable reproducer—the New Allen Method of Reproduction!
DEALERS told us how to build our original line, and many thousands of these portables have been sold to our mutual profit.

You told us that you needed new developments . . . and here they are in the most sensational new products we believe have ever been created. Exclusive features that aid you in selling—greater portable values than ever before! Allen quality throughout, in standard colors—red, blue and black of Du Pont Fabricoid cushioned on velvety padding. Convincing new selling points which are bound to increase your sales and profits.

The livest jobber near you is undoubtedly an Allen Distributor. Telephone, write or wire him today for samples of this remarkable new line. Or, address us direct for free catalog and special merchandising plan. Obey that impulse . . . profit most by acting now!

The market is created for you. Consistently each month Allen advertising goes into more than 3,000,000 homes—helping you sell!

ALLEN PORTABLES

ALLEN-HOUGH MFG. CO.
RACINE, WISCONSIN
FACTORIES: RACINE AND NEW YORK

THE ALLEN Portable No. 5
LIST $20.00

The most popular portable on the market today. A consistent seller, and an important part of the Allen line . . . now priced even more favorably!
FASTEST SELLING PRODUCT ever in this business

$750 list price

NEVER before in this business has a product caused so much immediate interest as Phono-Link.

Jobbers and Dealers everywhere are writing for details. Why... because Phono-Link is “natural”... a product which will sell the moment your customer hears it!

And no wonder... Phono-Link is the easiest thing in the World to attach and operate—you don’t even have to remove a tube to change from radio to phonograph. It is the lightest pick-up ever designed (barely 2½ ounces) and therefore is least wearing on your records.

Phono-Link comes to you absolutely complete and ready to operate on any radio. Every package contains connectors for both A C and battery operated sets, with adaptors for old style tube sockets. You don’t have to wonder whether it will fit this radio or that... it is complete for all radios. Everyone to whom you’ve sold a radio or a phonograph, will immediately want a Phono-Link!

What a market... if you have not wired or written for our Merchandising Plan, by all means, do so today. Your Jobber will gladly supply samples!

Allen-Hough Manufacturing Co.
Racine, Wisconsin

FACTORIES:
NEW YORK AND RACINE

Makers of the famous
Allen Portables
House Votes Medal in Honor of Edison

Secretary of Treasury Authorized to Strike Off Gold Medal in Commemoration of Achievements of Famous Inventor

WASHINGTON, D. C., May 28.—A joint resolution authorizing the Secretary of the Treasury to strike off a gold medal in commemoration of the achievements of Thomas A. Edison has been adopted by the House of Representatives. Duplicate medals in bronze would be made and sold in whatever quantities may be required and at a price sufficient to cover the cost, it is said.

In reporting the resolution, which was introduced by Representative Perkins, of New Jersey, the House Committee on Coinage, Weights and Measures estimated the monetary value of industries entirely based on the inventions of Edison, or materially stimulated by his inventions, at $15,999,000,000, distributed as follows: Motion pictures, $1,250,000,000; telephones, $1,000,000,000; electric railways, $6,500,000,000; electric lighting, $3,000,000,000; electric supplies, $837,000,000; fixtures, $37,000,000; phonographs, $105,000,000; car shops, $189,000,000; dynamo and motors, $100,000,000; batteries, $5,000,000; concrete, $271,000,000; telegraph, $350,000,000; wireless telegraph, $15,000,000.

Dubilier Corp. Opens Ad and Sales Offices

In order to maintain closer contact with the radio and electrical trades which it serves, the Dubilier Condenser Corp. has established an office at 10 East Forty-third street, New York City, for its sales and advertising departments. Heretofore these departments have been included in the general office at the Dubilier factory at Woodlawn.

At the new offices are located W. H. Lipscomb, the recently elected president of the Dubilier Condenser Corp.; G. E. Palmier, general sales manager; J. A. Fried, industrial sales manager, and J. George Uzmann, advertising manager. The corporation's factory is located at 4377 Bronx boulevard, as before.

Sousa for Northwest Show

MINNEAPOLIS, Minn., June 6—John Philip Sousa and his famous seventy-five-piece band will be one of the attractions at the Seventh Annual Northwest Radio & Electrical Show, which will be held at the new Minneapolis Auditorium the week of September 24 to 29. This is but one of the many attractions being arranged for this exposition, which promises to be one of the most successful held here.

Plan Big Campaign on Symphonic Radios

Attractive Brochure Illustrates and Describes New Amrad Corp. Products—National Advertising Campaign Planned

The new Symphonic Series of radio receiving sets produced by the Amrad Corp., Medford Hillside, Mass., has been interestingly presented by means of a particularly attractive brochure in heavy cover and in colors. The four new models have been reproduced in natural colors and there is also illustrated display material for the dealers. The national advertising campaign is described and this year will include the Saturday Evening Post, Liberty, House & Garden, Life, Town & Country, Spur and Radio News. With these publications it is estimated the Symphonic Series will be advertised to ten million homes with from twenty to thirty million readers during the radio season. Newspaper advertising, in cooperation with Amrad dealers, will commence in June and run until December of this year.

An accompanying eight-page folder entitled "Facts About the Symphonic Series" presents technical information about Amrad electrical radio receivers and accessories for distributors, dealers and their salesmen.

The Stenola Line of Radio Tables

Equipped with Model 100A RCA Speaker

Write for Prices and Catalogs

Model 61
For RCA Radiola 18. Also tables for Zenith, Kolster and Atwater Kent.

Manufactured by
STETTNER PHONOGRAPH CORP.

Telephone: Butterfield 4777-2932

"Pioneers in Radio Cabinets"

Factory and Show Rooms — 314 - 322 East 75th Street, New York

Model 80
Will accommodate RCA Radiola 18 or any other set on the market.
THIS is the winning hand!

THESE cards will be laid on the table at the R M A Trade Show, New Stevens Hotel, Chicago, June 11 to 15.* □ The dealer who sits in on the business of 1928-9 with this hand is sure to rake in the blue chips! □ He will have a card to play on Table Models that will be ace high over any competition. □ He will have Console Models of such a style and quality at such a price that lots of his customers who thought they
could only afford a Table Model will change their minds. And he will have Power Reproducers and a Table Cone which will run up a nice volume of business by themselves. Such is the Kolster Hand for 1928-9.

Keep a poker face to everyone until these cards are laid face up on the table, and take no action till then.

(®) NOTE: The Kolster Line will be on display at Booths 60, 61 and 62, on the ballroom floor. As you approach the Booths take note how strongly the beauty of the cabinets impresses you as you get your first glimpse. That first impression is valuable because that's the customer's point of view as he enters your store.
To Concentrate on Manufacturing

Bush & Lane Piano Co. Closes Retail Branch Stores in Portland, Seattle, Detroit, Port Huron and Flint

With a view of carrying out most completely its new policy of concentrating all its activities in manufacturing, the Bush & Lane Piano Co., Holland, Mich., has closed out its branch stores in Portland, Seattle, Detroit, Port Huron and Flint, and has thus retired entirely from the retail field. In the future the company will devote its entire efforts to the production of pianos, phonographs and radio apparatus.

The development of the new policy is credited chiefly to E. P. Steplan, who took over the general managership of the company some time ago and who has brought into his work a substantial fund of creative and executive ability, having had a wide experience as a manufacturer, factory organizer and sales executive in the furniture industry. Mr. Steplan is not only prominent in the furniture world, being the president of the National Furniture Manufacturers' Association, but has also figured in public affairs, having held the office of Mayor of Holland for five years.

Chester L. Beach, president and treasurer of the Bush & Lane organization, who has been connected with the company for over twenty years, and who has been one of the great stimulants in the development of the Bush & Lane organization, is particularly keen about sales and promotion work, and thus is particularly interested in the new policy of the company. His associates on the executive board are William H. Beach, vice-president, and V. R. Hungerford, who, through his long association, has acquired a thorough knowledge of the Bush & Lane business and its progress.

The Bush & Lane Piano Co. intends to devote considerable attention to the development of the phonograph and radio business, in addition to its plans in the piano field.

**Australian Store Has Modern Layout**

Phonographs, Ltd., of Perth, Australia, Spared No Expense in Fitting Establishment With Regard for Comfort

Sparing no expense in outfitting its store on the most modern and efficient lines and giving every attention to the promotion of the cus-

---

**The Kenton**

**ATTACHMENT NO. 2**

**KENT ATTACHMENTS**

**EXCELS IN**

Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability

**Noteworthy for**

Grace
Beauty
Tone and
Execution

"WIN THEIR WAY BY THEIR PLAY."

With its full curved, continuously tapered goose-neck, made of seamless brass tubing, correct in principle, faultless in design, delightfully harmonized and carefully assembled, it is

The Latest and Best Device for Playing

LATERAL CUT RECORDS on the EDISON DISC PHONOGRAPH

Made by

F. C. KENT COMPANY, Irvington, N. J.

Manufacturers of Tone Arms and Sound Boxes

---

**Secure Short Wave Adapter**

DAYTON, O., June 5—The A-C Dayton Co., in conjunction with the Radio Products Co., has acquired the sole right of manufacture in this country of the Flewelling Short Wave Adapter, which makes possible the receiving of intercontinental radio programs. It is understood that the device will be marketed within the next year and will be workable with the present-day receiving sets. E. T. Flewelling is now associated with the A-C Dayton Co. as consultant and development engineer.

**New Store in Seymour, Ind.**

The E. H. Hancock Music Co., Seymour, Ind., recently opened its new store on Chestnut street. The crowd attending the opening was so great that many were unable to gain entrance. Approximately 3,500 people attended the opening and Mr. Hancock gave his visitors souvenirs and flowers, while an orchestra and soloists entertained those present.
PORTABLE

The Most Complete Line
Seven Models Described Below

Write for new circular

BERG A. T. & S. CO., Inc.
Long Island City, N. Y.

BERG

Artone

PORTABLE

PHONOGRAPHS

The Smallest

Artone No. 14, $12.50
A flat model with four tone.

The Largest

Artone Grand, $35
A strictly deluxe model with four tone, column and special reproducer.

Seven Models

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 14</td>
<td>$12.50 List</td>
</tr>
<tr>
<td>No. 828</td>
<td>15.00 List</td>
</tr>
<tr>
<td>No. 728</td>
<td>16.50 List</td>
</tr>
<tr>
<td>No. 528</td>
<td>20.00 List</td>
</tr>
<tr>
<td>No. 228</td>
<td>25.00 List</td>
</tr>
<tr>
<td>Grand</td>
<td>35.00 List</td>
</tr>
<tr>
<td>No. 30, with electric pick-up</td>
<td>32.50 List</td>
</tr>
</tbody>
</table>

BERG A. T. & S. CO., Inc.
Long Island City, N. Y.
Annual RMA

Show and Con

Major Herbert H. Frost

THE Fourth Annual RMA Convention and the Second Annual RMA Trade Show this week at the Stevens Hotel in Chicago is without question the most important event ever staged by the radio industry. From June 11 to 15 Chicago is the radio capital of the United States, and leaders of every phase of the industry, as this is being written, are pouring into the city. Manufacturers, jobbers and dealers, and also broadcasters numbering between twenty-five and thirty thousand, it is estimated, will participate in the convention and view the exhibits.

Approximately three hundred manufacturers, who produce 90 per cent of all radio apparatus made, will have exhibits in the exhibition hall and the grand ballroom of the Stevens Hotel, and the thirty thousand square feet of space devoted to the showing of 1928-29 products is jammed. Complete new lines of radio receivers, speakers, cabinets, tubes, batteries, power units and scores of other radio products are being shown in the exhibit space and on every floor of the hotel. Thousands of invitations to view the exhibits and attend the open meetings of the RMA have been distributed and it is certain that the new lines will attract more attention than at any previous show held by the industry.

The RMA Trade Show and Convention is more than a showing of new models and a gathering of a few trade representatives. It is a definite step toward stabilization of the industry. It is designed to take the peaks and valleys out of the sales curve. By concentrating the exhibits of new lines at one place early in the season dealers are enabled to make their plans well before the holidays. By bringing out new models simultaneously manufacturers have taken the most important step to eliminate uncertainty in the minds of the public regarding future improvements in radio products.

The AC type of receiving set will undoubtedly dominate the exhibits. The tremendous popularity of AC operation has been manifested since the introduction of the first of these receivers during the past year. Refinements are the outstanding feature of the new products, rather than any radical improvements. New type and vastly improved speakers are being shown for the first time, an interesting development being the Dynamic speaker. Another point is the great variety of styles, giving the dealer a wider selection than he ever has had in the past. There is a strong tendency among the manufacturers, as indicated by the exhibits, to make complete lines of radio receiving sets, both as to style and price, in the various classes. The improvement in appearance of the receiving sets is marked. Never before has radio been housed so attractively. Cabinets housing sets now compare with the finest furniture. The value of beauty in design of radio furniture as a factor in breaking down sales resistance is generally recognized and some of the foremost cabinet manufacturers in the

Program of the RMA Convention and Trade Show

**Trade Show Hours**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, June 11</td>
<td>2 p. m. to 10 p. m.</td>
<td>Opening Meeting RMA Convention</td>
</tr>
<tr>
<td>Tuesday, June 12</td>
<td>1–10 p. m.</td>
<td>Welcoming address, Honorable Wm. Hale Thompson, Mayor, City of Chicago</td>
</tr>
<tr>
<td>Thursday, June 14</td>
<td>11 a. m. to 5 p. m.</td>
<td>Response, Mr. C. C. Colby, president RMA Convention</td>
</tr>
<tr>
<td>Friday, June 15</td>
<td>10 a. m. to 10 p. m.</td>
<td>Address, Mr. Earle C. Anthony, president National Association of Broadcasters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Address, Honorable Ira E. Robinson, chairman Federal Radio Commission</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Address, Mr. Harold J. Wrake, president Federated Radio Trades Association</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wednesday, June 13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Meeting RMA Wholesalers' Association</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dealers' Section Federated Radio Trades Association, Association Section Federated Radio Trades Association, and Associate Membership of Manufacturers' Representatives</td>
</tr>
</tbody>
</table>

**Meetings**

Monday, June 11 | 10 a. m. Registration |
| 10:30 a. m. Meeting RMA Board of Directors; Committee Meetings (to be scheduled) |

Tuesday, June 12 | 10 a. m. Opening Meeting RMA Convention |

Thursday (Flag Day), June 14 | 10 a. m. Closed RMA Convention Meeting |

Friday, June 15 | 12 a. m. Joint Meeting Board of Directors of the three associations, the RMA, N.A.B. and F.R.T.A. |
Second Annual Trade Show of the RMA at the Hotel Stevens, June 11-15 — 300 Exhibits of 1928-9 Lines

country are devoting a large portion of their activities to developing artistic cabinets for leading makers of radio sets.

The RMA convention program has been carefully worked out. Figures prominent in radio and public activities are scheduled to deliver addresses at the open sessions of the RMA. The Federated Radio Trade Association, the national organization of jobbers, dealers and manufacturers’ representatives and the National Association of Broadcasters also have prepared programs for the week of the RMA Convention and Trade Show, so that all branches of the radio triangle of the industry will have special features of interest to the thousands of visitors.

Throughout the week, from Monday until Friday, inclusive, exhibits will be open for inspection from 2 p.m. to 10 p.m., with the exception of Thursday evening, when all demonstration rooms will be closed on account of officers. Major Herbert H. Frost, of New York, the first president of the RMA, was nominated at a meeting of the board of directors of the Association, held in Buffalo on May 3, for another term to succeed President C. C. Colby for the ensuing year, there being a one-year tenure in the presidency. Other nominations were: First vice-president, V. W. Collamore, of Philadelphia; second vice-president, Morris Metcalfe, of Springfield, Mass.; third vice-president, L. E. Noble, of Buffalo, and treasurer, John C. Tully, of Chicago.

The RMA annual banquet on Thursday evening will be held at the Palmer House instead of Mann’s Million Dollar Rainbo Gardens, as originally planned. The entire fourth floor has been taken and this will be the climax to the program of entertainment. A series of musical revues and other features will be staged. An innovation is the absence of a speakers’ table; a stage, centrally located, replacing this for the use of the entertainers. Many of the star acts will be broadcast over the chain of stations arranged by the National Broadcasting Company.

The convention will close on Friday with the meeting of the board of directors of the RMA in the morning and the joint meeting of the boards of directors of the RMA, N.A.B. and F.R.T.A. at noon. The exhibits will be on view until 10 p.m. on Friday evening. In closing, credit must be given to the men who planned and carried out every detail of the work in connection with the Convention and Trade Show. Arrangements for the Trade Show were again in the hands of Major H. H. Frost, chairman of the RMA Trade Show Com-

(Continued on page 56)
Annual RMA Trade Show and Convention in Chicago

(Continued from page 55)

The importance of the exhibits is so evident that it seems almost superfluous to emphasize this feature of the present gathering in Chicago. However, it will not be amiss to urge that dealers who are able to journey to the convention city take the time for thorough inspection of the various products shown. A large percentage of the retailer's income is derived from the sale of radio and accessories, and the present RMA Trade Show is the opportunity for study and comparison of the different products. The retailer or wholesaler who does not go home from the convention and trade show with new thoughts regarding the product he handles and the lines he contemplates adding has failed to take advantage of the opportunity of the year. Conditions in the radio industry change so rapidly; new products come on the market so frequently; improvements from year to year are so marked, that the merchant who keeps abreast of the times is the one who has the best chance of building a profitable radio department. And one way of procuring first-hand knowledge of products is to see them and, in the case of radio, hear the performance of the various lines. Study performance, marketability in your territory, the price factor, appearance and you have a pretty clear picture of what may be expected in the way of sales promotion. Plan campaigns for the coming Fall season in the light of what you have found out regarding radio developments for the 1928-1929 season.

Plan of Booths at RMA Trade Show, Exhibition Hall, Stevens Hotel

See Page 58 for the Booth Plan of the Grand Ballroom and Foyer of the Stevens Hotel in Chicago
Exhibits at Second

RMA Trade Show in Chicago

Annual

1928-1929 Lines of Radio Products on View

at

Hotel

the

Stevens From June 11 to 15 Show the Progress That Has
Been Made in the Radio Industry Trade's Best Exhibition

—

Abox Co., Chicago, III. (Space
Abox AC 6-volt converter; 4-volt

158.)

con-

same as models 85 and 86 except
they are equipped with a dynamic
speaker instead of the magnetic speakThe phonograph combination
er.
model 66 includes a 6 tube Ail-American AC receiver with an electrical
pick-up,
Heinemann Spring phonograph motor with a magnetic speaker.

model,

the

American

Magneto

Bosch

Springfield, Mass.
Complete line of
ceivers, including

(Space

B

1928-1929

model

28,

8

tubes,

dynamic

electric

AC operated, $295 Concerto
tubes,
electric
dynamic
model,
8
speaker, AC operated, $320; Sonata
model, 8 tubes, electric dynamic RCA
105 speaker, AC operated, $475; Opera
combination phonograph and "radio.
speakers,

;

Apex Electric Mfg. Co. (Division of
United States Elec. Corp.), Chicago,
111.,
(Space B-87.). Apex model 36, 6

Corp.,

11-12-13).
re-

radio

table-type,

Apex Model
neutrodyne

tube

receiver, table
single dial control, illuminated
walnut finish, metal cabinet,

type,
dial,

Abox AC Converter
Abox filter and electrolytic

verter;

condenser.

B

A-C Dayton

Dayton, O. (Space

Co.,

Complete

fi3.)

of

line

A-C Dayton

radio receivers, AC operated, ranging
in price from $98 to $148.

Acme Electric & Mfg.
land, O., (Space 54.) Dry

Clevesocket

Co.,

ABC

power unit; battery chargers, universal A power, B power units; output
transformer and tone filter and automatic control switch.
Adler
(Space
radio
inets,

B

Mfg.

Co.,
74-75-76.).

Louisville,

Complete

28

AC

operated, eight tubes, single tuning
control,
illuminated dial, mahogany
cabinet,
$132.50;
model 29-B, same
chassis as model 28 with super-dynamic speaker and special high-power
speaker supply in handsome console
cabinet,
model 28-A, console
$295;
type, same chassis as model 28 with
standard speaker, $197.50.

American

Mechanical

Laboratories,

View

Brooklyn, N. T., (Space 25.). Complete line of clarostats including a grid
leak clarostat, volume control claro-

of

cab-

same chassis and speaker as Sonata,
$875.

cago,

111.

(Space

of

line

B

for sets using 171 tube, $18; type B
for 210 operation, $25.
Also Mershon
condensers manufactured exclusively
by Amrad in a variety of sizes.

Chi-

Complete
All-American-

66-67.).

1928-1929

Also Stoelting voltage regulators

which automatically keep line voltage
constant from 95 to 135 volts; type A

Wireless Corp., Brooklyn,
N. Y. (Space It 83.). Complete line of
condensers, resistors, grid leaks, etc.
Corp.,

F. A. D. Andrea, Inc.,

Mohawk

Corp. radio receivers, inModel
cluding the following models

City,

:

N. Y., (Space

line of 1928-1929

Fada

Arcturus Radio Co., Newark, N. J.
Complete line of
(Space B 30, 31.).
Arcturus tubes, including detector,
amplifier, power, High-mu, shield grid

and

AC

Aston
(Space

detector and amplifier types.

Cabinet Mfrs.,
105.)

Complete

Chicago,
line

of

III.,

radio

Long Island

18-19.).

Complete

receivers includ-

ing the following models: Fada-10. 7
tubes, AC operated, mechanism completely self-contained in an ornamen-

American Mechanical Laboratories
Duplex Clarostat
stat, standard clarostat, heavy duty,
power, table type, and duplex clarostats.

Model 36 Chassis

DC

Amrad "Opera"

Aerovox

All-American-Mohawk

of

$85; east of the Rocky Mountains; almodel in the No. 36, $60 east
so a
of the Rocky Mountains.

Ky.

line

furniture including radio
consoles and tables.

American Bosch Model

36

AC

All these types are available in

almost any resistance range that they
be desired by the radio engineer

may

Fada Model
two-tone
single tuning

tal,

10

metal cabinet, entire
knob, illuminated sta-

tion-finder and single volume control.
$110; model 11. table type, same chassis as model 10 in an attractive burl
walnut cabinet, $135: model 30, console type, containing the chassis of the
Fada-10 receiver and the Fada 4

B

cone speaker. Attractive walnut console with switch control, tuning arrangement and illuminated station
finder identical with model 10. $1S7.50;
model 31, high-boy console type em-

American

Mechanical Laboratories
Clarostat Antenna Plug

Also displaying
and manufacturer.
the clarostat light socket antenna plug'.

Amrad
Mass.,

All-American

Mohawk

Corp.,

Medford

Aston Cabinet No. 205
cabinets
202,

203,

designated
205,

206,

as
207,

numbers
20S,

209,

201.
210,

bodying the chassis of model 10 and

Hillside,

(Space 99 and 100). Complete

Corp. Console

table type, 8 tubes, AC operated,
S
tubes,
console type,
$125;
85,
AC operated, $185; 80, console type,
8 tubes, AC operated, $225; 88 phonograph combination, 8 tubes, AC
operated, $395; 85 D, console, 8 tubes,
AC operated, $220; 86 D, console, 8
tubes, AC operated, $260; 60, table
type, 6 tubes, AC operated, $92.50; 65,
console type, 6 tubes, AC operated,
$135
66, phonograph combination, 6
tubes. AC operated, $225. The 8 tube
80,

;

Fada Speaker

Ail-American Mohawk Corp.
Table Model
combination, model

phonograph

RCA

providing for the built-in Fada 4 B
speaker above the radio receiver, handsome two-tone walnut cabinet, $235
model 50, 9 tubes, table type, AC operated, in handsome newly designed burl
walnut two-tone cabinet, single tuning
knob, illuminated station-finder, single
volume control, $225; model 70, console
type, containing the chassis of the
Fada 50 receiver and the 14 B cone
speaker, a newly developed dynamic
speaker, two-tone burl walnut cabinet,
$340; also Fada-4 speaker, a small
cone speaker housed in a die-cast
metal case of the mantel clock type,
$30; Fada-14 dynamic speaker, $65.

88,

listing at $395, includes the
electrical pick-up, General Electric Co. in-

duction motor, dynamic speaker and
the regular Mohawk-American 8 tube
receiver. Models 85 D and 86 D are

Amrad Nocturne
Symphonic series, Amrad

line of
receivers

comprising

the

radio

Nocturne

57

Aston Cabinet No. 211
211,

from

212 and 214, listing respectively
$59.50 to $299.50.
(Continued on page 60)


RMA Trade Show Exhibit Booth Plan of the Grand Ballroom and Foyer of the Stevens Hotel, Chicago
Bosch Radio Dealers are way out ahead this season. New and sound merchandising policies in the current Bosch Radio contract provide greater profits and advantages not to be had in any other contract.

Bosch Radio Dealers this year will enjoy the advantages of a more flexible inventory investment, a wider selling range and a price position quite unparalleled in any other quality radio line.

The new plans are so interesting and the profit opportunities so enlarged that the Bosch Radio contract will be the outstanding money-maker this year.

A request will bring you the details. Write the Main Office or the Branch nearest you today if you want to be counted in our plans this season.

Prices slightly higher west of Rockies and in Canada

AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD, MASS.

Branches:
New York Chicago San Francisco

Bosch Radio is licensed under patents and applications of R.C.A. — R.F.L. and Lecttphone.

Bosch Radio Model 28 — for 110 volt AC operation using seven alternating current tubes and one power rectifying tube. Single tuning dial electrically lighted, solid mahogany cabinet. Price $132.50 less tubes.

Authorized Bosch Radio Dealers are now showing the console Model 29A, 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 29A with super-dynamic speaker and special high-power speaker supply with Bosch Radio Model 28 Receiver for $295.00.
Exhibits at the RMA Trade Show


A. K. Model 37

A. K. Model 28 and E. Speaker

cabets featuring new products which will be described in the July issue as

Bush & Lane Plans Co., Holland, N.J. (Space H 15-16). Complete line of radio receivers including model 27, 7 tube, table type, AC operated, metal cabinet speaker, model 23 chassis in artistic figured walnut, $250; model 94, 4 tube type, 9 tubes, AC operated, all practical purposes. The AC shielded grid tube is of the separate heater type requiring an input unit of 15 volts, 1.5 amps, on the heater and has a 5-probe socket. The control grid comes out through the bottom of the tube the same as the DC shielded grid tube.

Chilliecote Furniture Co., Chilliecote, Mo. (Space M 1). Complete line of radio cabinets listing from $40 to $150.

Bush & Lane Plans Co., Holland, N.J. (Space H 15-16). Complete line of radio receivers including model 27, 7 tube, table type, AC operated, metal cabinet speaker, model 23 chassis in artistic figured walnut, $250; model 94, 4 tube type, 9 tubes, AC operated, all practical purposes. The AC shielded grid tube is of the separate heater type requiring an input unit of 15 volts, 1.5 amps, on the heater and has a 5-probe socket. The control grid comes out through the bottom of the tube the same as the DC shielded grid tube.


Ceco Mfg. Co., Inc., Providence, R.I. (Space 4-3). Complete line of Ceco local radio receiver accessories including AC and DC shielded grid tubes.
-and now

news about the *New*

STEWART WARNER

AC All Electric

RADIO

and how-
It's Here!  The New Stewart-Warner AC All Electric Radio

Model 802
$110.50
Without Tubes

REALISM in RADIO

UNMATCHED REALISM of voice and music reproduction sounds the keynote among the big sales features of this new line. It will make thousands of Stewart-Warner dealers succeed in 1928 and in years to come. Through an exclusive method—the Electrical Ear Process—Stewart-Warner Radio exactly reproduces music in all its original tone, depth, color and volume.

The Electrical Ear is a sensitive mechanism which records the minute tone vibrations of the music itself and also the vibrations of the same music re-created by the Stewart-Warner set—then compares the two records for perfect reproduction.

Many times more accurate than the human ear, this device enables Stewart-Warner to build sets with Realism approaching absolute perfection. This assures Stewart-Warner and Stewart-Warner dealers undisputed Radio Leadership.

One of the new line leaders is Model 802. In sensational features this great set stands alone. An All-Electric A. C. Receiver, portable, self-contained, with built-on reproducer, built-in power unit and built-in light socket antenna. A small compact metal cabinet, beautifully finished in Bronze Moiré (pronounced Moray).

Three stages of radio frequency amplification with FOUR tuned circuits. Utilizes six receiving tubes, one rectifier tube. Protected by safety cartridge fuse. Operates on voltages from 105 to 130, with taps for high or low voltage, insuring maximum tube life and efficiency. Gold-plated dial, calibrated in wavelengths. One control for tuning, one for volume. Has phonographic pickup receptacles and re-creates record music equal to any new-type phonograph.

The new Stewart-Warner Reproducer harmonizes with the set in lines, finish and performance. It also comes as a separate unit, Model 435.

Model 801 Receiver has the same cabinet and chassis as 802, but is without the built-on reproducer. D. C. Model 806 is identical with Model 801 except that it is designed for battery or battery eliminator operation.

CONSOLES—A complete line of popular-priced console cabinets, strikingly beautiful examples of master craftsmanship by the Buckeye Cabinet Co., Springfield, Ohio, are approved for the new Stewart-Warner models.

STEWART-WARNER SPEEDOMETER CORPORATION - Chicago
See the Stewart-Warner Line at the June Trade Show, Space B-46 and 47

Get the full news about this great new line and the advertising and merchandising help that will back it. If the Stewart-Warner franchise is open in your territory, write or wire us now. It's an opportunity to make more money and build big permanent trade. Territories closing fast! Don't delay! Act!

No. 3
Price $62.50

No. 4
Price $72.50

No. 1
Price $42.50

No. 5
Price $87.50

No. 2
Price $52.50

CONSOLE CABINETS, made by the Buckeye Cabinet Company, Springfield, Ohio, are approved for the new Stewart-Warner Radio Models. These cabinets, with built-in Stewart-Warner Reproducers, range in price from $42.50 to $87.50. Console No. 1 is recommended for A. C. sets only, as it has no place for batteries. All other consoles are for either A. C. or D. C. sets.

WARNER The Voice of Authority in RADIO
The Talking Machine World, New York, June, 1928

Back of STEWART-WARNER Radio are
the Reputation and Resources of this $50,000,000 Corporation

When you handle Stewart-Warner Radio you make
a business hook-up with the prestige of the Stewart-
Warner name; with a 22-year record of success and
achievement; with 18 million products in use; with
public good will built on manufacturing quality and
merchandising service.
The 1929 Stewart-Warner Radio will win ready
acceptance on the strength of its name, its quality,
performance and price. Unparalleled opportunity
awaits the dealer who secures this line.
We want aggressive dealers, who seek to give their
patrons greatest radio value; who want to win new
business in the best and biggest way. Learn about
our plans to increase your radio sales.

Write or wire us today

STEWART-WARNER SPEEDOMETER CORPORATION • Chicago
22 years in business—World-wide Service—50 million dollars in resources—4th successful radio year
SEE US AT THE JUNE TRADE SHOW, CHICAGO, SPACE B-46 and 47

STEWART—WARNER
The voice of authority in radio
Exhibits at the RMA Trade Show


Diamond Vacuum Products Co., Chicago, III., (Space 2J). Complete line of shield plate and electron tubes.


Electrod, Inc., New York, N. Y., (Space 15A). Complete line of parts and accessories, including the Electrod in every style and finish required by the jobber and retail dealer.

Electrod Lead-40 lamp socket antenna being used at 81 and tested at 2000 volts AC; also Electrod certified lead-out line at 49 volts.

Electrod Lamp Socket Antenna triple-ply insulation covered with waterproof wrapping; one-piece copper strap, heavily tinned to prevent corrosion.

Electrical Research Lab., Chicago, Ill., (Space 841). Complete line of 60-cycle radio receivers, dynamic cone speakers, speaker units, power amplifiers and magnetic pick-ups.

Elgin Cabinet Corp., Elgin, Ill., (Space 25). Complete line of radio cabinets including the following models, all of which have the RCA 106-A speaker built in: Nos. 15, 16, 17 and 20 radio consoles and No. 151 desk console.

Essential Radio DeVitree Co., Chicago, Ill., (Space 31). Exhibiting the latest Hall Umbrella Aerial.

Excelsior Products Corp., Corona, N. Y., (Space B 64-65). Complete line radio stations in all types of radio or phonograph consoles, model 72, 6 volt, $35; model 73, 8 volt, $35; and model 77, 10 volt, $45. Complete new 6-volt, $35, 2-watt tube, a dynamic reproducer housed in an attractive upright console finished in two-tone walnut, model 74, 8 volt, and model 77, 10 volt, $45. Farrand dynamic speakers are designed to operate with any make of set, using a 171, 219, or 250 type. The Farrand Balanced Armature speakers in the following models: Farrand Gothic, model 60, $55; and mounted in reinforced steel cabinet, single drum type tuning control with direct connecting drive, electrically tapered drum type volume control, automatically illuminated wave-length scale, reinforced steel chassis with oil-drip finish, $125; model NF-80 direct current electric, same chassis as on NE-80, set operating on 110 to 120 volts direct current supply, $125.

Floyd-Eisemann Hand-Painted 7 AC electric tubes, same set cabs as NF-80, a high power amplifier unit being used instead of the power unit being built into the set, the set is especially designed for use with the Floyd-Eisemann line. A new dynamic moving coil loud speaker; an automatic connection jack being built into the set to accommodate this dynamic speaker, $160. Any of the model NF-80 sets are supplied in special color metal cabinets at an increased list price of $10 per set; three different finishing being available, each QM-38. The Floyd-Eisemann loud speaker line comprises the model 300 Dynamic, (enormous sound) at 85; model 300 chassis only, $45; model 241-Magneto speaker, $50; model 241 chassis only 250, model 300 cone type in wall and table models, $25; model 300 floor type, $50. Also a complete line of wrenched tube models by the Adler Mfg. Co., of Louisville, Ky., including four cones designated as model F-30 table type, model F-48 chassis, model F-50 Colonial console; model F-43 Table Console and the model F-23 loop speaker table. Also a complete line made by the Adler Mfg. Co., Two Rivers, Wis., designated as the model F-6 consoles.

Fried-Eisemann, 111-20, N. Y., (Space 111). Complete line of metal console tables for

Findlay Radio Table many standard table models including Radiola, Atlas, Western Kent, Crosley, Fried-Eisemann, Bermon-Tul- ly and Shamrock sets. Also metal console tables for phonograph radiation; a feature model in the radio table line being the No. 14-100-A for the Radiola 15 receiver.

(Footnotes continued on page 64)
Newcombe-Hawley Dynamic Cone Reproducers

A remarkable free floating dynamic cone unit, made under Magnavox patent license protection, is the heart of all Newcombe-Hawley Dynamic Models. Unsurpassed tone quality and plenty of volume are obtained.

All models can be furnished with dynamic cone units for battery or light-socket operation. Special condition equalizer assures perfect reproduction.

All models are in beautiful walnut, finished to harmonize with the finest interior appointments.

Never before has such an outstanding and complete line of radio reproducers been offered to the radio trade by one manufacturer. The 1928-1929 line of Newcombe-Hawley Radio Reproducers includes the three most successful types—Dynamic—Magnetic—Air Column.

Air Column Reproducers

**MODEL 70**
**AIR COLUMN CHASSIS**
Has genuine Nathaniel Baldwin Rival Unit 36-inch air column. Furnished without cabinet.

**MODEL 71**
**TABLE**
Wide enough to hold most radio receivers. Equipped with Newcombe-Hawley 72-inch air column and Baldwin Unit.

**MODEL 72**
**CONSOLE**
Has Newcombe-Hawley 72-inch air column reproducer and Nathaniel Baldwin Unit. Accommodates popular radio sets.

**MODEL 73**
**DRUM REPRODUCER**
Equipped with genuine Nathaniel Baldwin Unit. Air column 54 inches long.

**MODEL 959 PORTABLE**
Equipped with D.C. Dynamic Cone Reproducer for battery operated sets or A.C. Dynamic Cone Reproducer for light socket operation. Condition equalizer is provided for controlling quality of reception. This attractive reproducer is mounted in a beautifully finished Walnut cabinet. Its small size and low cost combined with the remarkable tone quality of Newcombe Hawley Dynamic Reproducers makes it a very attractive unit.

**MODEL 969 PORTABLE**
Equipped with D.C. Dynamic Cone Reproducer for Battery operated sets or A.C. Dynamic Cone Reproducer for light socket operation. Condition equalizer is provided for controlling quality of reception. This attractive reproducer is mounted in a beautifully finished Walnut cabinet. Its small size and low cost combined with the remarkable tone quality of Newcombe Hawley Dynamic Reproducers makes it a very attractive unit.
Line of Radio Reproducers

MODEL 909 TABLE
A popular table model in beautifully finished burl walnut. Unusually compact, yet large enough to hold most table type radio receivers. Has D. C. Dynamic Cone Reproducer for battery operated sets or A. C. Dynamic Cone Reproducer for light socket operation. Condition equalizer is provided for controlling quality of reception.

MODEL 929 SMALL CONSOLE
Has compartment above reproducer grill for average receiver. Blank panels cut to fit any standard receiver. Equipped with Dynamic Cone Reproducer for either storage battery or light socket operation.

Magnetic Cone Reproducers

MODEL 80 MAGNETIC CONE
A powerful magnetic cone of exceptional tone quality. Furnished in all styles with wood baffle box.

MODEL 31 TABLE
For large receivers such as R. C. A. Model 18 all-electric sets. Has magnetic cone reproducer.

MODEL 81 TABLE
For large receivers such as R. C. A. Model 18 all-electric sets. Has magnetic cone reproducer.

MODEL 83 PORTABLE
A beautiful portable reproducer with a high quality magnetic cone unit. Furnished in burl walnut cabinet.

MODEL 109 COMBINATION CONSOLE
With Dynamic Cone Reproducer, electric phonograph turntable, and space for radio receiver. Has radio-phonograph selector switch.

ALERT radio dealers and jobbers will instantly appreciate the enormous sales advantage of the complete Newcombe-Hawley line. Pave the way for profitable reproducer business by hooking up with Newcombe-Hawley.

Mail the Coupon Today

NEWCOMBE-HAWLEY, Inc.
203 First Avenue North
St. Charles, Illinois

Please send full details about the complete Newcombe-Hawley 1928-29 Reproducer Line by return mail.

Name:

Address:

Exhibits at the RMA Trade Show


Grebe Synchromatophonic AC Six loud speakers, speakerjacks and cord, $50 to $75; manufacturer's exclusive line, $75 to $95; all types AC operated, with Grebe Synchromatophonic receiver, $95 to $110; Grebe Synchromatophonic table, $115 to $135; Grebe Synchromatophonic speakers, $150 to $175; Grebe Synchromatophonic table, $175 to $200.

Lit. U. R. H. Jewell Mfg. Co., Grand Rapids, Mich. (Space 15). Complete line of radio furniture for radios and phonographs, including the following models: model 551, 7 tube, 4 dynamic unit, 210 watts; model 552, 7 tube, 480 watts; model 553, 7 tube, 600 watts; model 554, 7 tube, 1000 watts; model 555, 7 tube, 1500 watts; model 556, 7 tube, 2000 watts; model 557, 7 tube, 2500 watts; model 558, 7 tube, 3000 watts; model 559, 7 tube, 3500 watts; model 560, 7 tube, 4000 watts.

Reli-Out Corp., Owingsboro, Ky. (Space 90). Complete line of radio cabinets and AC power units.

Kingston Products Corp., Kokomo, Ind. (Space 152), Kingston B current supply units, AC and DC current supply units, AC and DC power units.

Kohler Radio Corp., Newark, N. J. (Space 153). Complete line of 1928-1929 Kohler radio receivers and speakers complete six models in 6, 7, 8, 9, 10, and 11 tubes, with AC, DC, and radio power units.

Kohler Console McMillan Radio Corp., Chicago, Ill. (Space 154). Complete line of AC-DC-DC.

(Continued on page 65)
These new Portables are Profit Makers

Put a display of these New Caswell Portables in your best window

Watch the people stop, look and come into your store. Their remarkable values, their attractive finish and fine workmanship will win new customers and new profits. Show them and sell them.

Order your new Caswells now. Compare them with any other machine for workmanship, for mechanical features, for real music-making ability, for beauty of finish. Then you will understand why they lead the field. Then you will understand why they are such profit-makers. Take advantage of this opportunity while it is fresh in your mind. Be the first in your community to feature the New Caswell.

Caswell Manufacturing Co., 10th and St. Paul Ave., Milwaukee, Wis.

CASWELL
Portable Phonographs of Distinction
Exhibits at the RMA Trade Show

McMillon Console

Milicon AC operated receivers comprising four models:

- Molded Wood Products, Inc., Chicago, Ill. (Space B 30). Complete line of Molded Wood tone chamber, chassis, cabinets, etc., for public and home use; tone chambers complete and parts for the manufacture of the entire line; complete line of speakers.
- Northwestern Conserve & Lamper Manufacturing, Milw. (Space D 8). Complete line of phonograph reproducer cabinet, 550, etc., under the trade name "Nephyne," and complete line of panels.
- O’Neil Mfg. Co., Pt. West New York, N. J. (Space F 21-23). Complete line of radio loud speakers in the following styles: 60, 90, 120 and 150 watt instantaneous output, each speaker designed to produce a high fidelity sound reproduction.
- Operadio Mfg. Co., St. Charles, Ill. (Space B 24-26-28). Complete line of Operadio radio receivers; the new model 991, with AC dynamic reproducer, is designed to compete with the best "a" line receivers; model 993, with AC dynamic reproducer, is designed as a "b" line receiver, and model 995, with AC dynamic reproducer, is designed to compete with the best "c" line receivers.
- Operadio Mfg. Co., St. Charles, Ill. (Space B 28). Complete line of radio receivers; the new model 991, with AC dynamic reproducer, is designed to compete with the best "a" line receivers; model 993, with AC dynamic reproducer, is designed as a "b" line receiver, and model 995, with AC dynamic reproducer, is designed to compete with the best "c" line receivers.
- Operadio Mfg. Co., St. Charles, Ill. (Space B 28). Complete line of radio receivers; the new model 991, with AC dynamic reproducer, is designed to compete with the best "a" line receivers; model 993, with AC dynamic reproducer, is designed as a "b" line receiver, and model 995, with AC dynamic reproducer, is designed to compete with the best "c" line receivers.

Operadio Westminister

15.5/64 inches high, is a new model with a tone chamber measuring 91 inches in length, 4 1/4 inches wide, and 1 1/4 inches deep. The Junior speaker is designed to meet the general design but is only 7 inches high; differing in finish from the Senior in that it is obtainable in bright colors. The tone chambers of all these speakers are cast of an inert light-weight composition giving a monolithic structure. The Operadio line of loudspeakers ("a" type) are designed to operate with a 60 watt power tube and an AC or DC set.

Operadio Electric Pick-Up

tonom: Operadio cabinet cone speaker, $80; electric phonograph motor, $15; two stage A.C. amplifier or electric phonograph, $150; driver unit for radio speakers audio and power transducers, $25; telephone electric phonograph for use with radio.


($65.00 with tonarm and $15.50 without

(Continued on page 48)
HY the dealer should investigate the Stevens line—Substantially constructed—trouble proof—eliminating profit destroying servicing. Double point suspension, non-freezing—non-rattling armature unit. The only seamless waterproof fabric Diaphragm, insuring uniform performance regardless of climatic conditions—no adjusting required.

Conceived to appeal to the widest range of tastes to command volume of sales Universally good on all sets, insuring a more uniform product for the dealer. Price range and models to meet all standard market conditions. Sustained net profits to the Dealer.

STEVENS MANUFACTURING CORPORATION
Formerly Stevens & Company, Inc.
46-48 East Houston Street
New York City
Exhibits at the RMA Trade Show

Phileco Table Model

Barnish brown, $115; also produced in colors—Silt green, Mandarin red and Lake blue, priced by Louis Hewes, Phoenix, $125. Philco highboy, designed as a mating version of the television receiver, is made of same chrome as table top, in hand-coin speaker; wooden cabinet; Philco full-size speaker; radio receiver equipped with phonograph pick-up, power supply and built-in auxilary, $275. Philco console receiver, AC operated, same as above as table model, designed after Louis XJ period, selected walnut panels. Philco console grand speaker.

Philco Highboy

phonograph jack, $200; also Philco speakers including the huge Bell and Ross model, hand-crafted measuring 13 inches in diameter and 6 inches high, Spanish brown, $52; hand-carved dynamic speaker, $75.00; also the Philco console grand model to go with the Philco Highboy. Philco console grand model set made of selected walnut panels, $50, including new Philco speaker.

Flutter Cabinet Co., North Vernon, Ind. (Space 91). Complete line of radio speakers, radio cabinets and phonograph-radio combinations.

Poly-Matic Mfg. Co., New York, N. Y. (Space 115). Complete line of various condenser and resistance elements, also 112 speakers, phonographs, etc.

Pioneer Co., Rockford, III. (Space 114). Complete line of radio cabinets and contents of all descriptions, also 1121 speakers, phonographs, etc.

DC Tube Powerer

stage and the UX 10 in the second, being used by masonic lodges for demonstrating photographs. The UX 10 Standard Powerer at $90 and a modul Powerer with power pack designed exclusively for Radiola 25 and 26 at $84.


S. B. M. Mfg. Co., Long Island, Ind. (Space 125). K. B. M. voltage regulator for AC receivers containing both

Sandor End Table Model 15 table model dynamic, model 21, for 6-volt DC and AC at $125; table console for 6-volt DC and AC at $140; balanced arc;

Sandar Fasel speakers in the following models: Sandar Fasel, $25; Radiola Cabinet, $25; Radiola 25, $30; Radiola 35, $50; Built-in table, $25; box Chas. $35.

Shamrock Mfg. Co., Newark, N. J. (Space 116). Featuring the new Sham rock dynamic electric radio receiver at $250. AC operated, Price for $30 in 20 cycles use. It can also be supplied for

Shamrock Dynamic AC Radio

26 cycles at an increase of $10; attractive cabinet design in antique walnut, mahogany, hard wood, black lacquer, gold, ivory and brass finished. Single dial, direct drive in green finish, illuminated, $50. (Continued on page 67)
We are ready to serve Zenith dealers and prospective dealers in the Bronx, Northern New Jersey, New York State and Connecticut.

These exquisite examples of the "all-electric radio of humanized tone" are the ones for which the Mackenzie Radio Corporation and other Zenith distributors recently placed advance orders for the coming season with the factory totaling $12,000,000.

The most complete line on the market—16 models—battery or electric—

$100 to $2500

Mackenzie Radio Corporation
1225 BROADWAY :: Phone: Chickering 8386-7-8 :: NEW YORK, N. Y.
The New Zenith Radio

See ZENITH at the Radio Manufacturers’ Trade Show—Booth No. 89 Demonstration in Suite 505A


Model 39 Zenith 8-tube circuit with loop and power speaker built integrally in cabinet. Completely Electric in operation. The famous Zenith power speaker embodied in this model is a wonderful performer under all broadcast conditions. Artistic cabinet of walnut veneer, attractively carved. Power speaker installed directly behind ornamental grille. Price—Less tubes—$450.

See the Zenith Automatic at the Show!

Watch for this tremendous sensation at the radio show. The biggest thing since All-Electric radio—Zenith is first again with an idea that will sweep the country.

ZENITH RADIO CORPORATION
3620 Iron Street, Chicago, U. S. A.

ZENITH

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO
Smashes All Previous Standards

We are proud to present the new line of Zenith Radio to the industry and to the public. It's the best job of radio building that Zenith has ever done. When Zenith distributors saw the 1928-29 line at the recent convention they placed orders for more than double the entire Zenith business of last year. The outlook is bright. Zenith dealers have made money consistently for the past seven years. This year, with a product that is worthy of Zenith's position as the world's largest manufacturer of high grade radio, the profit possibilities are greater than ever.


15 Models - 3 different circuits - 6, 8 and 10 Tubes including DeLuxe Models - with or without loop or antenna - battery or fully electric—$100 to $2,500. Western United States prices slightly higher—"Licensed only for radio amateur, experimental and broadcast reception."


Model 31 - The 6-tube table model for Battery operation. Price—Less tubes—$100.
IF YOU'RE LOOKING AHEAD —
SELL

ZENITH

THE ALL-ELECTRIC RADIO OF HUMANIZED TONE

—AND IF YOU'RE REALLY LOOKING AHEAD—YOU'LL SIGN YOUR ZENITH FRANCHISE NOW!

NORTH AMERICAN RADIO CORP.

1845 BROADWAY, NEW YORK Phone: Columbus 7514

Exclusive Zenith Distributor for
MANHATTAN BROOKLYN LONG ISLAND STATEN ISLAND
Advance orders for Zenith Receivers have shattered all previous records

AUTOMATIC TUNING
An Exclusive Zenith Feature

1928-1929—30 Zenith Models
Ranging from $100 to $2500
World’s Largest Line of High Grade Radio

A Zenith Dealer Franchise guarantees you prestige, permanency, and more profit.

KIMBERLY RADIO CORP.
54 East Erie Street, Chicago

During the RMA Trade Show—Room 563, Stevens Hotel
"THE BELL TONED PORTABLE" FOR THAT WONDERFULLY CLEAR AND DEEP TONE—THERE IS NOTHING TO COMPARE WITH THE BELLPHONIC No. 7 AT $25.00 LIST.

FEATURES OF MODEL No. 7—WOOD TONE CHAMBER 52 INCHES LONG; VIOLIN CONSTRUCTION. SNAKE TONE ARM. SPECIAL REPRODUCER. COVERED IN GENUINE DU PONT FABRIKOID. FOUR COLORS. TOP AND ALBUM IN TWO-TONE DECORATIONS. GENERAL INDUSTRIES FLYER MOTOR.

THE LIFTON MANUFACTURING CO.
40-46 WEST 20th STREET
NEW YORK CITY
A New Sleeper Monotrol Challenges Comparison

Every year—you've seen it happen.

The old story of ill-advised manufacturers doing their level best to "give" you all of the latest improvements demanded by the public each year—at prices that would scarcely cover half of these improvements. Cutting quality where it's least likely to be seen is... as every automobile and radio manufacturer knows... the easy route to prices sensationally low.

Every year you've seen it fail.

The cut-price window around the corner is congested every Spring with what sounded like miraculous bargains the previous Fall.

The name that has been famous in radio for so many years swings into 1928-29 stride with a new all-electric Monotrol (one control—trademark registered) that will give farsighted dealers a genuine thrill of satisfaction and confidence.

For the features are there which the most discriminating public now demands. And at no point, visible or hidden, has absolute, enduring quality been sacrificed a thousandth of an inch.

This year is already shaping itself up to be remembered in the radio trade as "The Year of Dynamic Speakers."

And as every thoroughly-posted dealer already knows—the dynamic speaker shows up inferior quality in a radio set as no acid test ever has before.

These Outstanding Sleeper Features
Yield Greatest Satisfaction
Per Dollar Spent

7 tubes. 6 A. C. in tuning circuit and one for full wave rectification.
Line voltage control for regulation of any A. C. current between 90 and 130 volts.
(Special feature). Available in 25 or 60 cycle models. Important for Buffalo, Upper Michigan, Canadian cities, etc.

Also available in 6 tube model for D. C. Electric Lines.
Specially wired and powered for using dynamic speakers.
Panel switch for photograph operation.

Illuminated wave length scale.
Flawless volume control. Also local-distance control.
 Vernier adjustment.

1928-29 Sleeper Monotrol All-Electric With Electric Clock

The famous Sleeper System of A. C. Operation—rectifies A. C. hum instead of suppressing it—thus retaining all of the vocal or instrumental range.

Sleeper offers radios most original and appealing sales feature. Every 1928-29 Sleeper Monotrol specially equipped without extra charge with one of the much-discussed new electric clocks. As you know, nine people out of ten forget to wind the clocks in their homes—at last, a home clock that runs on for years without rewinding! Purchasers of 1928-29 Sleeper Monotrols will at last be sure of having one clock that's absolutely electrically accurate—a clock by which all other clocks in the house can be set. And a constant easy reminder of the moment at which the desired program goes on.

Completely self-contained in table model as illustrated above—and in two consoles by Adler Royal Option of built-in Temple Air-Crome Speaker.

These Outstanding Sleeper Features
Yield Greatest Satisfaction
Per Dollar Spent

---MAIL THIS COUPON---

SLEEPER RADIO & MFG. CORP.,
Sixth and Washington Avenues,
Long Island City, N. Y.

Personal Attention: Mr. Gordon Sleeper
1 am a (check which) [ ] Distributor [ ] Dealer,
and I would like to hear from you immediately regarding your generous policy on 1928-29
Monotrol exhibited by you in Chicago as a
member of the R. M. A.

Name

Address

SLEEPER RADIO & MFG. CORP., Sixth and Washington Aves., Long Island City, N. Y.
A RECORD
of achievement

LESS THAN SIXTY DAYS AGO—The ORCHESTROPE was announced to the trade—AND NOW! It has swept the country and created a wave of enthusiasm wherever it has been shown.

At the National Music Show which just closed at the Hotel Commodore in New York, the Orchestrope was heard by immense crowds who unhesitatingly pronounced it the most outstanding development in musical reproduction in years. A nation-wide distributing organization is already in the field to serve the dealer, and sales up to date have so far surpassed expectations that, even working night and day, it has been impossible to produce enough instruments to satisfy the demand.

Such popularity must be deserved, and why—The ORCHESTROPE is essentially new and radically different ... the only machine on the market which incorporates such outstanding features: Plays 28 records on both sides continuously, changing and turning them automatically ... Amazing simplicity of operation ... Immense volume ... Delightful tonal qualities ... A cabinet of refinement and beauty ... these are some of the reasons for the wonderful success of the ORCHESTROPE.

Due to the late date we were unable to secure space at the Chicago Radio Show, but the ORCHESTROPE will be on display at our Chicago office, the Lyon-Healy Bldg., 643 E. Jackson Blvd., Suite 613-614. You are cordially invited to see and hear this new musical sensation.

We have always sold exclusively through Dealers

CAPEHART AUTOMATIC PHONOGRAPH CORP.

Mfrs. of The Orchestrope

Huntington, Ind.
:

;

Exhibits at the
Showers Bros.
(Space

B

cabinets

RMA Trade Show

loop, dynamic power speaker,
phonograph pick-up connection, illumidial, handsome walnut cabinet
model D, ten-tube console high-boy,
Technidyne circuit, AC operation, inbuilt directional loop, dynamic power
speaker, phonograph pick-up connec-

two of the 250 tubes and doubledynamic speaker reproducers;
the

Huntington, Ind.

tional

utilize

Complete line of radio
meet all requirements of

nated

Junior console models utilize one of the
250 tubes with one dynamic reproducer.
The Senior models are as follows
Salem (without top), $575; with top,
.Winthrop, $750; Devon, $850.
$725;
The Junior console models are the
Como, $450; Avon, $290; Lorenzo, $390,
There are also two
and Warwick.

Co.,

1-2.)

to

;

a new AC line voltage stabilizer,
which gives to AC sets a constant 115volt supply on the tube filaments; en-

AC Line Voltage Regulator
automatic in operation, entirely
dry with no tubes or batteries. Also
featuring model R-375, screen grid preSterling

tirely

amplifier

Showers Cabinet

No.

for

practically

all

six-volt

CI

the trade, featuring a line of cabinets
ideally adaptable for Crosley radio re-

Slagle 10

Tube AC Set

illhr.inat-d dial
ti:n
net of the Florentine

handssme

cabi

period, walnut
equipped with or without phonograph turntable and space for records provided; model E, ten-tube confinish,

high-boy, Technidyne circuit. AC
operated, directional in-built loop, dynamic power speaker, phonograph pickup connection, illuminated dial, handsome butt walnut cabinet, equipped
with or without phonograph turntable
and space for records provided. All
models have a single positive tuning
sole

control.

Splitdorf Devon Model
table models, the Abbey, Jr., $135; and
Abbey, Sr., $175; the latter being built
with "250"-power amplification for use
with a dynamic loud speaker.
All
models with the exception of the Abbey, Jr., have a phonograph jack for
phonograph record amplification.

standard Radio Corp., Worcester,
Mass. (Space 26).
Complete line of
Standardyne radio receivers, AC oper-

Sleeper Radio & Mfg. Corp., Long
Island City, N. Y. (Space 1(>). Com-

ated.

plete line of all electric receivers, un"Sleeper Electric
der
trade name,
Monotrol," including two-table models

Steinite
Radio Co., Chicago, III.
(Space IS 20-21-22).
Complete line of
Steinite radio receivers comprising the

and two consoles, single control, illuminated wave-length scale, six tubes
in the tuning circuit of the new AC
type with a full-wave rectifier tube.

Sterling

DC

Model R-375

Fre-amplifler

giving amplification of about
ten times that of the 201-A tube, list
price without screen grid tube, $15.
sets,

Stevens Mfg. Corp., New York, N. Y.
(Space 157). Complete line of Stevens
192S-1929 loud speakers in the follow-

Showers Cabinet No. C3
eelvers and approved by Powel Crosley,
president of the latter company.

Public address ampli(Space B 6-7.)
No. 685, $160; short wave receiver
transformers, variable condenkits,
sers, drum dials, cabinet shields and
receiver kits of all types and descripfier

tions.

Slagle Radio Corp. (Division United
States Klectric Corp.), Fort Wayne,

B

Complete line
88-8!)).
Ind. (Space
of
Slagle radio receivers, including

model
dyne

A,

nine-tube

circuit,

AC

console,
operation,

Techni-

Sleeper

dynamic

electric clock

Table Model Set

on the control panel, con-

nection for dynamic speaker, special
switch for use of phonograph pick-up,
panel of solid walnut, price range from
$140 to $235.

Stevens LG-28

Speaker

models: A-28, $18.50;
LG-28, $25, and the S-28,
ing

Sonatron Tube Co., Chicago, 111.
(Space B 19). Complete line of Sonatron Radio Tubes.

the

LG-28 and the S-2S

B-28,
$35.

$25;

Both

(illustrated)

Sparks, AVithington Co., Jackson,
Showing new
Mich. (Space 126-127).
developments in Sparton products to be
announced in next month's issue.

Radio Corp., Newark, N. ,T.
Complete line of
72-73).
Radio Receivers, AC operten models designated as

Splitdorf

(Space

B

Splitdorf
ated,
in

Stcinite Sevilla

following models

Model

style 261, table type,
six tubes,
operated, cabinet of
Duco finished wood, single control, il:

AC

Steinite

Table

Model No. 261

luminated drum dial, $75; Sevilla conSpanish design, with the 261 chassis. $150
Rembrandt console with 261
chassis, $131; Standish console with

Stevens S-28 Speaker
have the Stevens double-suspension
unit with the Burtex diaphragm.

TT

sole.

;

261 chassis. $115. All Steinite consoles
are made of black walnut veneer, finished in Duco, and all consoles and

Slagle 0 Tube AC Set
power speaker, housed in cabinet of
walnut finish, model B, ten-tube console

model,

operation,

Technidyne
in-built

circuit,

directional

console cabinets are equipped with the
Steinite
Polyphonic long air-column
speaker.

AC

loop,

speaker, phonograph
pick-up connection, illuminated dial,
handsome walnut cabinet; model C.
ten-tube console low-boy, Technidyne
circuit,
AC operated, in-built direc-

dynamic power

Mfg. Co., Cleveland, O.
Complete line of radio acincluding pocket ammeters,
voltmeters,
tube
reactivators,
tube
testers and similar products, featuring
Sterling

Splitdorf

Como Model

Senior and Junior models; the difference being that the Senior consoles

(Spaco

36).

cessories,

69

Stewart-Warner Speedometer Corp.,
Chicago,

111.

plete line of

radio

(Space

B

Com-

46-47).

Stewart-Warner 1928-1929
and new reproducer

receivers

sets being designated as the series
"S00," featuring model 802 with builton reproducer, a compact portable receiver with cabinet finished in bronze
moire; AC operated, seven tubes, builton reproducer, single dial control, elecphonograph pick-up. complete
trical
with built-on reproducer, $111 model
801 without reproducer, same chassis
;

(Continued on page 70)


Exhibits at the RMA Trade Show

as model 902, $91.25. Also for attractive console cabinets of period designs equipped with the model 902 receiver and the new reproducer, made by the Hickory Mfg. Co., of Sarasota, O., is a complete line of reproducing equipment designed to blend successfully with the appearance and tone quality of the Hickory furniture, as well as many other types of furniture, as the Hickory line is offered in many styles and designs, including both the modern and period types. Complete line of Hickory reproducer units, including models 74, 80, and model 115, $6. The Hickory Complete Dual section unit for replacement units is as model 902. Complete line of Hickory reproducer units, including models 74, 80, and model 115, $6. The Hickory Complete Dual section unit for replacement units is as model 902.

Newhart-Watson Model 901

characteristics with the AC model 901. Also the new Newhart-Watson reproducer, magnetic type and attractive design, at $128.25.

Super-Ball Antenna Co., Green Bay, Wis. (Space 153). Complete line of Super-Ball Antennas, 82.5; MI. 5, $12.50.

Superior Cabinet Co., Muskegon, Mich. (Space 123-124). Complete line of cabinets and radio furniture for all standard sets and to meet all requirements of the trade.

Telewatt Corp., West New York, N. J. (Space 151). Complete line of Telewatt radio, including amplifier, power supply, rectifier, dry cell and AC tubes.

Sylvania Products Co., Emporium, Pa. (Space B 15-B18). Complete line of Sylvania radio tubes, including five types of amplifier tubes, a guaranteed detector tube, two types of dry cell life and AC tubes.

Superior Cabinet Corp., New York, N. Y. (Space 85). Complete line of radio cabinets all equipped with the RCA 90-A loud amplifier and with a price range from $35 up, a feature

Superior (New York) Model 21

model being used 210 to accommodate any standard radio set, contains ex-
remely rigid and useful inter-changeable panel, finished in black lacquer. Model 210, $14.50; model 211, $16; model 212, $19.95; model 215, $22.50; model 216, $24.95; also the Temple Complete Dual section unit for replacement units, $30.

Timmons Radio Products Co., Philadelphia, Pa. (Space 170-171). Tim-
mons Speaker

sensitiveness to the design, balanced armature type and embodying distinctive features, $25.

Toner Mfg. Co., Boston, Mass. (Space B 117). Toner speakers in following types: Adventurer One model, $21.50; Crystal One speaker, $35.50; Spirit One speaker, $50; model 28, $75; model 26, $12.50.

Tyrman Electronic Corp., Chicago, Ill. (Space 147). Tyrman portable receiver model 50, five-tube set, finished in walnut, encased in a double drum finish with window light, $122.

Usdell Works, Indianapolis, Ind. (Space 141). Complete line of Usdell radio cabinets containing all types and models to accommodate standard sets and to meet all requirements of the trade.

United Radio Corp., Rochester, N. Y. (Space 41). Every type of de-
corators in magnetic type and dynamic speakers, also speaker tables.

Utah Radio Products Co., Chicago, Ill. (Space B 142). Complete line of Utah radio cabinets in following types: Model 9, magnetic, $50; model 26, cone magnetic, $25; model 30, cone magnetic, $40; model 31, cone magnetic, $50; model 35, cone magnetic, $50; Utah Screen cone magnetic, $55; dynamic unit, $110 AC, $19; dynamic unit, six volt, $110 DC.

Utah Radio Model 50

35: model 35, cone magnetic, $50; Utah Screen cone magnetic, $55; dynamic unit, $110 AC, $19; dynamic unit, six volt, $110 DC.

Utah Radio Model 25

25: dynamic cabinet model. Also dynamic cabinet table, $110 AC, and dynamic cabinet, $110 DC, and dynamic table, $110 DC, and six volt, $110 DC. Also Utah DeLuxe unit, $75. Also Utah cabinet receivers, including type XH, $25; type XH, $22; type XX, $21; type XH, $16; and type XH. Also Utah cone, type X, $55.

Victor Estate Co., Cleveland, O. (Space 117). Complete line of radio frequency transformers, transformers, etc.

Wasmuth-Goodrich Co., Perry, Ind. (Space B 11). Complete line of Was-
muth-Goodrich cabinets, including the No. 51 Bristol, stripped walnut, Jacobean period, sliding draw for electric equipped with RCA speaker. No. 17 Carter, finished in walnut to accom-
modate any radio set, available in mahogany and walnut, equipped with RCA speaker; Seville model with walnut finish, doors is closed, a victorian accent AC tube box, to accommodate any set.

Wasmuth-Goodrich Cabinet No. 13

model in walnut, motor and cone speaker, electric pick-up, sliding draw large enough to accommodate any radio set.

Wasmuth-Goodrich Cabinet No. 13

model in walnut, motor and cone speaker, electric pick-up, sliding draw large enough to accommodate any radio set.

Wasmuth-Goodrich Cabinet No. 33

model any radio set, special shelfed compartment for record library.

Watson Table & Furniture Co., Watson, Ind. (Space 114). Complete line of radio tables and cabinets with do-it-yourself speakers, including a complete line of radio-frequency combinations.

Webber Electric Co., Racine, Wis. (Space 1). Complete line of sub-
miniature transmitters, power transformers and electric pick-ups.

Wellis-Gardner Division (Consoli-
dated Radio Corp.), Chicago Ill. (Space 162). Complete line of radio receivers, including the AC 90-A model.

Weston Electrical Instrument Corp., New York, N. Y. (Space B 94). Complete line of electrical measuring in-
strumentation and accessories, featuring the newest Weston model 397, AC-DC radio set tester, as a companion for-
ture, a small, triple-range portable AC instrument, known as the Weston model 395.

Weston 525 Set Tester

(Continued on page 72)
HIGHEST
QUALITY AT LOW COST

MANUFACTURERS—Jobbers—
Dealers—Consumers—all are to-
day showing a real preference for Oro-
Tone quality reproducers and tone-
arms!

Distinction and grace of design,
full volume with richness and definition
of tone, fine performance which con-
tinues to be fine after many years—these
are the things you want—and get—in
Oro-Tone reproducers and tone-arms.

Every tone-arm is made in our own
plant—every Oro-Tone reproducer is
completely fabricated under one roof—
our own. This undivided responsibility
assures you of that high quality of ma-
terial and workmanship you expect
from Oro-Tone. And this same unity
of manufacture means economy in pro-
duction too—so that you may buy gen-
true Oro-Tone reproducers and tone-
arms for no more than you would pay
for assembled products.

Our new catalog, shown above, is just off
the press bringing you complete information
and prices on our entire line. The one line
offering you everything you need for a sound,
profitable, repeat business—quality—service—
and a liberal margin of profit. This new cat-
alogue will be sent gladly to Manufacturers, Job-
bers or Dealers, upon request. Write today!

Model 90
Reproduces the entire musical range faith-
fully with every detail of the highest and
lowest notes. List price—Nickel, $7.50; 
Gold or Oxidized, $9.50.
Radio Wholesalers in Closed Meeting

Problems of Wholesale Trade Discussed at Membership Meeting Held at the Stevens Hotel, Chicago

The Radio Wholesalers' Association, affiliated with the Federated Radio Trade Association, Chicago, held a closed membership meeting on Saturday, June 9, at the Stevens Hotel, preceding the trade show. At this meeting, problems of the wholesale trade were discussed. The manufacturers' relations committee, headed by Harry Alter, Chicago, had some interesting news to present to the entire membership regarding their activities during the past two months. The dealers' relations committee, headed by Fred Wiese, Brown & Hall Supply Co., St. Louis, also presented a report of their activities.

This was the first complete membership meeting of the Radio Wholesalers' Association and was one of the most successful held in trade association activities. The Radio Wholesalers' Association has grown from its very modest beginning during the Milwaukee convention of the Federated Radio Trade Association, to a nation-wide organization with the most prominent wholesalers in the country belonging to this recognized group. In order to have the association function in the best possible manner, requests have been made to all the members to submit ideas and suggestions concerning the problems that radio wholesalers should handle and many new and interesting features have been developed in this manner.

The Association will hold an open meeting on Wednesday, June 13, at the Stevens Hotel, open to all radio wholesalers in attendance at the convention, and at this time memberships will be invited. Election of officers will take place during a closed meeting in the latter part of the forenoon.

Federal Wholesalers in Pre-Show Meeting

A pre-season round-table discussion of Federal wholesalers was held at the Hotel Statler, Buffalo, N. Y., on June 6 and 7. This get-together began a series of business meetings in which the Federal Radio Corp. and its wholesalers discussed important marketing plans.

K. E. Reed, sales manager of the Federal organization, presented suggested marketing plans for discussion and exhibited the new Federal products. Proposed advertising schedules, presented by S. M. Doak, advertising manager of the company, were discussed, and dealer helps were also given close attention.

The Music Shop, carrying the Victor and Columbia lines, was recently opened in Gainesville, Ga., by Messrs. Parker and Miller, its proprietors.
ANNOUNCING

CASE SEVENTY
LINE
OVER-ALL POWER

THIS year the buying radio public will be satisfied with noth-
ing less than the outstanding performance in radio receivers, that has been repeatedly promised, but seldom fulfilled.

In the new "Seventy" line, Case engineers have created a ra-
dio set that definitely embodies the essential factors necessary to meet this consumer demand.

The famous Hazeltine Neutrodyne principle as the basis, with access to the hundreds of radio patents under which we are licensed by R. C. A., Hazeltine, Latour and others, gives the new Case "Seventy" a remarkable advantage.

The factors of sensitivity, selectivity and volume in this set are so correlated as to produce a sum total of power that defi-
nitely results in performance needed to satisfactorily cope with present-day broadcast conditions. Add to this a range of de-
cidedly popular prices, a distinct appeal to the eye in furniture value, and to the ear in tone quality. Immediate and lasting success is inevitable.

The engineering formula, O. A. P. (Over-All Power) which is here given for the first time, will have a vital bearing on radio merchandising hereafter, as the means of conveying in unmistak-
able terms, the relative efficiency of radio receivers.

Thus, the Case Radio staff not only contributes the remark-
able "Seventy" line, but also has the distinction of conceiving and presenting the term, O. A. P., as a fair standard of measurement of the actual value and efficiency of a radio receiver.

It is our claim that the Case "Seventy" line will be the in-
variable choice of everyone who is governed by the rigid com-
parative tests which O. A. P. exacts.

A. Z. Case
President

CASE ELECTRIC CORPORATION
DIVISION UNITED STATES ELECTRIC CORP.
MARION INDIANA
1928-1929 Radio Lines
Not Exhibited at the Annual Trade Show

Wide Variety of Radio Products for the Coming Season Show Decided Tendency Toward AC Operation and Improvement in Cabinet Designs

Kellogg Distributors Attend Sales Convention in Chicago

Showing of Laboratory Models of the 1928 Kellogg Line a Feature of All-Day Session—Four New Models Demonstrated to Distributors—Have Wide Price Range

On Monday, May 7, a group of Kellogg radio distributors and jobbers gathered at the Edgewater Beach Hotel, in Chicago, for an all-day session. The meeting was called by J. K. Uts, sales manager of the Kellogg Switchboard & Supply Co., for an initial showing of laboratory models of the new Kellogg line for 1928. De- tails were given to the distributors of the new models present. Four new models were shown, ranging in price from $169.50 to $775.00. The lowest priced model is a table-cabinet housing, a typical radio model, completely shielded, and made with the same care and workmanship as the higher priced models. A medium sized console was shown to retail at $375. This con- sole has several exclusive Kellogg features and met with approval on the part of the distrib-
The New Sandar Speakers

Introducing the 1928-1929 Models

With the advent of the new radio season, Sandar—the one radio speaker especially designed for low-tone beautification—is assured of even greater public acceptance than before. Sandar's famous, mellow, bass reproduction—unequalled by any other speaker—is now still further improved, thanks to unceasing engineering research.

And now, too, come Sandar Dynamic Speakers to add further laurels to Sandar low-tone supremacy—and Sandar value-giving.

Here, indeed, is the speaker line for the progressive radio dealer. There's a model for every purpose and purpose—for every type of set—for every source of current supply—all designed to give the wanted low-tone reproduction for which Sandar is pre-eminent.

Get in touch with your Sandar distributor, or

See the Sandar Line
Booth 101
R. M. A. Show
Hotel Stevens, Chicago
(Demonstrations—In Room 100A)

Other Dynamic Models

End-Table Model (75)
A charming end-table console model of richly finished two-tone walnut, certain of active sale wherever shown. For A. C.—D. C.—or Storage battery operation ... $75

Table Console (77)
A magnificent console model of two-tone walnut, with panels and grill handsomely carved. For A. C.—D. C.—or Storage battery operation ... $110

Dynamic Chassis (73)
An extremely compact reproducing unit, especially designed for radio and phonograph consoles. For 6-volt Storage battery operation, $35—for D. C. operation, $40—for A. C. operation, $45

All Sandar Speakers—both Dynamic and Balanced Armature types—are licensed under LEKTOPHONE PATENTS.

Other Balanced Armature Models

Panel Model (63)
An attractive portrait frame effect. Two-tone walnut panel with richly carved ornamentation ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... $25

Table Cabinet (61)
An unusually graceful table-type Sandar. Beautiful, two-tone walnut cabinet, with uniquely carved grill ... $35

Built-in-Table Model (69)
An exquisite two-tone walnut console model. Speaker built in below table to be occupied by receiver. Dimensions, 30 x 24 x 14 ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ... ......
Portables and Records Selling Well in Baltimore Territory

Columbia Wholesalers, Inc., Report Splendid Volume of Sales for May—Brunswick Sales Staff Holds Convention—Awaits Columbia-Kolster Combination

Baltimore, Md., June 5—Columbia Wholesalers, Inc., report a splendid volume of Columbia business for the month of May, thereby bringing the sale to the first month in a very gratifying total. Record business has been particularly good, although machine sales have also been at a high level, due largely to the big sales of the Columbia-Kolster electric phonograph, model 900. The demand is growing.

Dealers are very enthusiastic over the wonderful tone qualities of this particular model, and are featuring it in their doorways continuously. This has helped increase record sales and at the same time has sold many machines. The Russell G. Grimes Music Co., of Frederick, Maryland, reported that it made a cash sale of one of these machines to a man who had been planning the store every week-day for two years, but had never been in the store or even stopped to look in the windows until a Columbia machine started broadcasting records in the doorway. The unusual volume of the instrument made him stop for the first time, and then a realization of its tone qualities made him want to buy it.

Columbia Wholesalers report a great amount of interest in the new Columbia-Kolster radio phonographs just being announced. For the last eight months this Baltimore office has been deluged with daily inquiries, by letter, phone, telegram and in person, asking about the new combination machines. The new Columbia portable No. 101, with its baby alligator gray fabricoid covering, has made an instant hit with local dealers. Many dealers are making special window displays of this model because of its appeal.

The Kunkel Piano Co., one of Baltimore’s biggest and oldest music merchants, reports good sales of the Wagner Masterworks sets. This dealer has also been doing some spectacular Columbia advertising, in the newspapers, by mail and over the air. “Kunkel’s Columbia Concert” every Friday night has become one of the leading attractions over local station WCAO, which station is also on the Columbia chain. Columbia records are also broadcast by this station in the morning from 7:30 to 9 o’clock, and as the exact time is announced every five minutes this feature has become very popular. Other Baltimore dealers who are doing active Columbia record broadcasting over the other Baltimore station, WFBK, include the G. Fred Krauze Co., Mueller Music Shops, the Highland Music Shops and the Hub Piano Co.

Baltimore talking machine dealers have no complaints to make regarding Spring business. Many of the dealers report sales of expensive models for the June graduate, as well as the June bride, and increasing sales of the portable for camp use.

A number of years ago J. S. Reed Co. decided, contrary to all tradition of retail merchandising, that a good business could be built up away from the retail shopping center of the city, and, accordingly, established a store at 29 West North avenue, which is about three miles beyond what is considered the center of the city. Results prove that they were far from wrong. In the first place, increasing motor traffic has linked all sections of the city. Secondly, by locating on this broad thoroughfare the downtown parking nuisance is eliminated to their patrons. Thirdly, they foresaw the trend of Baltimore’s new shopping center. Since their location at this point no less than four banks have been established within a radius of two blocks of their store. A new public market is being erected almost directly opposite which will provide shops, stores and market stands. Away from the high-rent section and in what was then, and is now, for that matter, the center of the residential section, they have been enabled to appeal to Baltimore’s thrifty shoppers in a telling way. And, as a result, they have outgrown their former site and have acquired the adjoining building, which is being renovated and will be combined with their present location into fitting salons for the display of their merchandise.

Mrs. S. F. Whitteman, formerly located at 681 West North avenue, is now located at 801 West North avenue.

J. E. Henderson, record sales manager, visited the Baltimore branch of the Brunswick-Balke-Collier Co. on May 10, 11 and 12, and conducted a sales meeting for the members of the Panatrope division, during which he outlined extensive plans for the merchandising of Brunswick phonograph records.

Mrs. Florence Hazle, of the record sales promotional department, Chicago office, is now making a round of the Baltimore dealer organization in the Virginia district.

Joseph G. Mullen, manager of the Brunswick-Balke-Collier Co., reports that record sales continue to increase. M. Kuhn, former Washington representative, has been assigned to the City of Baltimore, and Sidney Schwartz is now covering Washington in the capacity of special representative.

Kimball Markets New Model Phonograph

Style 90, Latest Addition to Line of W. W. Kimball Co.—Has Number of Distinctive Features—Well Received

A new phonograph, Style 90, is the latest addition to the line of products manufactured by the W. W. Kimball Co., Chicago. The new instrument was introduced to the trade a few weeks ago, and judging from the letters received by the Kimball Co. from its dealers Style 90 fully met the expectations of the trade when it is handled.

Style 90 is furnished in a distinctive cabinet, finished in either brown mahogany or walnut with the new high-lighted or blended finish. The latest developments in acoustical equipment, reproducer, tone and sound chamber are included in Style 90, resulting in the producing of a full-rounded tone, with ample volume. Style 90 measures thirty-six inches high, twenty inches wide and eighteen inches deep, and retails for $90.

Represents Balkite in Pittsburgh Area

Effective May 1, Charles F. Saenger, sales representative of the Fansteel Products Co., Inc., North Chicago, Ill., took charge of the Pittsburgh territory, comprising all of western Pennsylvania and West Virginia. This territory for the past three years was under the supervision of William R. McElroy. Mr. Saenger has been associated with the Fansteel Products Co. for the past five years as Ohio representative, and is one of the oldest Balkite representatives, having spent many years prior to that time representing other interests of the organization in western Pennsylvania and Ohio.

Last May the new Balkite radio receiver was displayed to the Pittsburgh trade by Mr. Saenger, and the first showing of the new product met with considerable enthusiasm and interest at the hands of the western Pennsylvania retail dealers.

Paul Whiteman Records

From now on, you will be able to supply your customers with Paul Whiteman’s latest recordings only on Columbia New Process Records, because Whiteman is now an exclusive Columbia Record Artist. This is done with a view to better the competition with other labels.

See the Columbia four page insert in this issue.

The second page gives the first Whiteman Columbia release. National newspaper advertising and a gigantic radio hook-up will tell the big news to your customers.

Special dealer help is provided for you. Write us for details.
Genuine Flyer Motor parts—precision made of proper materials, finely finished—are sure to fit and do their work. Made right with the famous Flyer Motors. Your orders filled in 24 hours.

List of Flyer Motor Parts

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>110</td>
<td>Screw for attaching Winding Shaft Tension Spring</td>
</tr>
<tr>
<td>2509</td>
<td>Governor spring screw</td>
</tr>
<tr>
<td>2596</td>
<td>Motor Mounting Screw</td>
</tr>
<tr>
<td>5003</td>
<td>Governor shaft</td>
</tr>
<tr>
<td>5004</td>
<td>Filters Handle Escutcheon</td>
</tr>
<tr>
<td>5047</td>
<td>Metal Handle Escutcheon</td>
</tr>
<tr>
<td>5118</td>
<td>Cup washer used under spring fi xed</td>
</tr>
<tr>
<td>5163</td>
<td>Pinion arm post</td>
</tr>
<tr>
<td>5167</td>
<td>Dial and pointer assembly</td>
</tr>
<tr>
<td>5169</td>
<td>Governor complete</td>
</tr>
<tr>
<td>5204</td>
<td>Governor collar</td>
</tr>
<tr>
<td>5212</td>
<td>Winding handle</td>
</tr>
<tr>
<td>5253</td>
<td>Governor die</td>
</tr>
<tr>
<td>5325</td>
<td>Felt oil retainer used around turntable shaft</td>
</tr>
<tr>
<td>5383</td>
<td>Retainer for No. 525 felt</td>
</tr>
<tr>
<td>5471</td>
<td>Main spring</td>
</tr>
<tr>
<td>5553</td>
<td>Motor frame</td>
</tr>
<tr>
<td>5554</td>
<td>Motor bottom plate</td>
</tr>
<tr>
<td>5586</td>
<td>Screw for holding Governor</td>
</tr>
<tr>
<td>5594</td>
<td>Upper spring barrel collar</td>
</tr>
<tr>
<td>5596</td>
<td>Spring barrel shaft</td>
</tr>
<tr>
<td>5597</td>
<td>Intermediate gear</td>
</tr>
<tr>
<td>5598</td>
<td>Turntable shaft</td>
</tr>
<tr>
<td>5599</td>
<td>Speed regulator tension spring</td>
</tr>
<tr>
<td>5600</td>
<td>Speed regulator bracket</td>
</tr>
<tr>
<td>5601</td>
<td>Spring barrel complete</td>
</tr>
<tr>
<td>5602</td>
<td>Winding shaft extension</td>
</tr>
<tr>
<td>5603</td>
<td>Screw for attaching spring barrel to motor frame</td>
</tr>
<tr>
<td>5613</td>
<td>Spring cup and gear assembly</td>
</tr>
<tr>
<td>5614</td>
<td>Governor screw washer used on wind shaft</td>
</tr>
<tr>
<td>5615</td>
<td>Governor bearing set screw</td>
</tr>
<tr>
<td>5616</td>
<td>Screw for attaching No. 2509 motor frame to No. 5253 motor frame</td>
</tr>
<tr>
<td>5617</td>
<td>Governor screw washer used under No. 6023 screw</td>
</tr>
<tr>
<td>5618</td>
<td>Screw used to hold pointer arm to post</td>
</tr>
<tr>
<td>5619</td>
<td>Winding shaft and pinion gear assembly</td>
</tr>
<tr>
<td>5620</td>
<td>Spring barrel cover</td>
</tr>
<tr>
<td>5621</td>
<td>Spring barrel winding gear</td>
</tr>
<tr>
<td>5622</td>
<td>Screw used to hold turntable on shaft</td>
</tr>
<tr>
<td>5623</td>
<td>Spring barrel shaft rivet</td>
</tr>
<tr>
<td>5624</td>
<td>Governor spring washer</td>
</tr>
<tr>
<td>5625</td>
<td>Spring barrel rivet</td>
</tr>
<tr>
<td>5626</td>
<td>Brake</td>
</tr>
<tr>
<td>5627</td>
<td>Screw for attaching No. 5433 speed regulating bracket to motor frame</td>
</tr>
<tr>
<td>5628</td>
<td>Governor bearing</td>
</tr>
<tr>
<td>5629</td>
<td>Rubber motor mounting washer</td>
</tr>
<tr>
<td>5630</td>
<td>Steel motor mounting washer</td>
</tr>
<tr>
<td>5631</td>
<td>Governor bearing retainer clip</td>
</tr>
<tr>
<td>5632</td>
<td>Spring barrel washer</td>
</tr>
<tr>
<td>5633</td>
<td>Winding shaft spring</td>
</tr>
<tr>
<td>5634</td>
<td>Governor spring and weight assembly</td>
</tr>
<tr>
<td>5635</td>
<td>Cotter pin</td>
</tr>
</tbody>
</table>

Send all orders for FLYER MOTOR PARTS to The General Industries Co., Department M R, Elyria, Ohio.
The New
MASTER FLYER
Ready July 1st
Meeting every demand, for 12 years the Flyer Motor has given unequalled all-around service in portables.

The new Master Flyer Motor plays three full 10-inch selections, with safe margin, from one winding. There is ample reserve power—no running down. Easy winding to full tension.

As always, built like a fine ship's clock, with every essential improvement. Made still better for larger sales of portables and more demand for records.

Insist on the new Master Flyer Motor in all your standard-size portables.

DIRECT FLYER AND JUNIOR MOTOR PARTS SERVICE
The New
MASTER JUNIOR

Ready July 1st
Just as well made as the Master Flyer, the Master Junior Motor will give your little portables exceptional power value.

NOTED for excellent performance and long service, now the Junior Motor steps up in capacity. Two full 10-inch selections, with safe margin, from one winding, is the new standard of the new Master Junior Motor.

You will sell a lot more light portables of popular price, because of the higher degree of service. They will bring you many more good sales of records.

Make sure you get the new Master Junior—exclusively, in all light portables—for real volume selling.

You need its superior design, better materials and construction—extra strength of frame, athletic 2-selection spring with the new worm wind, precision-cut gears and worm, long-duty bearings—abundance of smooth, silent vibrationless power. You need the assurance of complete satisfaction in power supply that goes with every portable containing one of these new improved Master Junior Motors.

No harder to get—so much easier to sell. And best by far—remember always—for your sale of records. Accept no substitute.

GENUINE PARTS DIRECT TO DEALERS IN 24 HOURS
Order direct from the factory

Genuine Junior Motor Parts — the parts your customers expect. Made right, machined and finished to fit. Certain to function properly, giving good-as-new service. All orders filled within 24 hours.

List of Junior Motor Parts

<table>
<thead>
<tr>
<th>Part</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>406</td>
<td>Motor Mounting Screw</td>
</tr>
<tr>
<td>2556</td>
<td>Screw for assembling Governor Spring and Weight to Governor Disc</td>
</tr>
<tr>
<td>5941</td>
<td>Fiber Escutcheon for Winding Handle</td>
</tr>
<tr>
<td>5067</td>
<td>Metal Escutcheon for Winding Handle</td>
</tr>
<tr>
<td>2534</td>
<td>Spring Barrel Washer</td>
</tr>
<tr>
<td>5333</td>
<td>Governor Spring and Weight Assembled</td>
</tr>
<tr>
<td>3391</td>
<td>Screw for Governor Collar</td>
</tr>
<tr>
<td>5419</td>
<td>Felt for Speed Regulator Lever</td>
</tr>
<tr>
<td>5772</td>
<td>Speed Regulating Arm</td>
</tr>
<tr>
<td>5846</td>
<td>Spring Barrel Shaft Rive</td>
</tr>
<tr>
<td>5672</td>
<td>Governor Bearing Set Screw</td>
</tr>
<tr>
<td>6008</td>
<td>Screw for assembling Regulating Arm to Regulating Brake</td>
</tr>
<tr>
<td>4013</td>
<td>Steel Washer for Mounting Screw</td>
</tr>
<tr>
<td>6030</td>
<td>Winding Handle</td>
</tr>
<tr>
<td>6350</td>
<td>Fiber Washer for Winding Shaft</td>
</tr>
<tr>
<td>6472</td>
<td>Speed Regulator</td>
</tr>
<tr>
<td>7354</td>
<td>Screw which Holds Bottom Plate to Frame</td>
</tr>
<tr>
<td>7354</td>
<td>Spring Barrel Cup Cover</td>
</tr>
<tr>
<td>5750</td>
<td>Winding Gear</td>
</tr>
<tr>
<td>5741</td>
<td>Motor Frame</td>
</tr>
<tr>
<td>5764</td>
<td>Governor Shaft</td>
</tr>
<tr>
<td>5767</td>
<td>Bottom Plate</td>
</tr>
<tr>
<td>5762</td>
<td>Governor Disc</td>
</tr>
<tr>
<td>5763</td>
<td>Governor Collar</td>
</tr>
<tr>
<td>5764</td>
<td>Governor Complete</td>
</tr>
<tr>
<td>5762</td>
<td>Screw for assembling Governor Brake to Frame</td>
</tr>
<tr>
<td>5760</td>
<td>Winding Shaft Tension Spring</td>
</tr>
<tr>
<td>7094</td>
<td>Speed Regulating Arm Tension Spring</td>
</tr>
<tr>
<td>5760</td>
<td>Governor Brake</td>
</tr>
<tr>
<td>5767</td>
<td>Turntable Shaft</td>
</tr>
<tr>
<td>5762</td>
<td>Short Turntable Shaft Tip</td>
</tr>
<tr>
<td>5763</td>
<td>Long Turntable Shaft Tip</td>
</tr>
<tr>
<td>5763</td>
<td>Spring Barrel Cup and Gear</td>
</tr>
<tr>
<td>7042</td>
<td>Main Spring</td>
</tr>
<tr>
<td>5763</td>
<td>Spring Barrel Complete with Spring</td>
</tr>
<tr>
<td>5763</td>
<td>Spring Barrel Shaft</td>
</tr>
<tr>
<td>5763</td>
<td>Intermediate Gear</td>
</tr>
<tr>
<td>5764</td>
<td>Winding Shaft</td>
</tr>
<tr>
<td>5767</td>
<td>Spring Barrel Rive</td>
</tr>
<tr>
<td>5763</td>
<td>Washer used under No. 2559 Screw</td>
</tr>
<tr>
<td>5764</td>
<td>Turntable Brake</td>
</tr>
<tr>
<td>5764</td>
<td>Governor Bearing</td>
</tr>
<tr>
<td>5764</td>
<td>Governor Bearing Ratchet Retaining Clip</td>
</tr>
<tr>
<td>5764</td>
<td>Rubber Washer for Mounting Screw</td>
</tr>
</tbody>
</table>

Send all orders for JUNIOR MOTOR PARTS to
The General Industries Co.
Department M R
Elyria, Ohio

Component parts of Junior Phonograph Motor. Keep this page. Prices of Fiver Motor parts on request.

The GEneral INDustries Co.
2812 Taylor Street, Elyria, Ohio

Makers of Precision Products for 25 Years
Brunswick St. Louis Branch Reports Big Increase Over 1927

H. E. Brown, Local Manager, States That Business for First Four Months of Year Shows a 125 Per Cent Increase Over the Same Period of Last Year

St. Louis, Mo., June 5.—Announcement by the local branch of the Brunswick Co. of an increase of 125 per cent in business during the first four months of this year as compared with the same period last year constituted the outstanding feature of the talking machine and record trade in St. Louis during the past month. The figure, according to H. E. Brown, local manager of the company, includes phonographs, records and combinations, and is attributable to the company's more aggressive sales policy as well as the improvement in products. Records showed the greatest increase, although sales of phonographs and combinations also showed a good increase.

So great has been the demand for Brunswick products, Mr. Brown said, that the company has been compelled to add three new salesmen to the territory served out of St. Louis. A. J. Tucker has been added to the southern Illinois and southern Missouri territory: E. S. Duerer has been added to the Memphis Division, and S. J. Cahill to the New Orleans branch. The local branch of the company at present is concentrating its efforts to a great extent upon introducing the new Brunswick 106 portable.

Columbia portable business also has been brisk in the St. Louis territory, N. B. Smith, manager of the local branch, announced. He declared that much of the activity is the result of introduction of the new 160 model, which is being greeted with general approval. During the past month announcement was made by the company of the new Columbia-Kolster combination model 900, and dealers throughout the territory are anxiously awaiting receipt of the first model. In anticipation of its formal introduction to the trade, the local branch has installed a special demonstration room in its present quarters which will be used exclusively for the display of electric lines.

The release of parts 7 and 8 of the "Two Black Crows" has had an important influence in stimulating local Columbia record business, officials reporting that sales have been "tremendous."


The radio trade in St. Louis reports more interest this Spring than ever in radio, and that sales of sets continue with vigor. The many excellent programs that have been planned, including the Republican and Democratic political conventions, coupled with other similar factors, are accredited as the reason.

The new Zenith lines were formally introduced to the trade by Harold Wrape, of the Beowood-Linze Co., who is St. Louis distributor. The new lines include the model 33, a six-tube table model, and model 34, shown in an open face lowboy console. Mr. Wrape also announced the acquisition of the Majestic line of receivers being manufactured by the Grigsby-Grunow Co., of Chicago. These receivers are being shown in four models, and use the R. F. L. balanced circuit with seven tubes.

Otto Heilman, well known among the radio men of this city, has organized a new company, known as the Otto E. Heilman Co., with offices in the Chemical Building here. The company announced the Newcomb-Havley line of radio speakers, as factory representatives, and the line of Carter products.

Announcement also was made of the opening of a new store by the Schweig-Engel Corp. here. The store is in Wellston, a suburb of St. Louis, and Miss Ethel Kirkland is in charge. The Schweig-Engel Corp. is one of the oldest radio concerns in St. Louis.

Issues Complaint Against Radio Corp.

A new complaint has been issued by the Federal Trade Commission against the Radio Corp. of America, taking exception to article 9 of the RCA license agreement in which the licensees agree that in selling radio sets made under the corporation's patents they will supply them with the corporation's tubes. Commenting upon this announcement, Col. Manton Davis, attorney for the Radio Corp., said:

"The act solely relates to article 9 of the Radio Corp.'s license contract with radio receiving set manufacturers. It is the contention of the Radio Corp. that this provision is governed entirely by the patent law, but that all of the issues involved in that complaint are under submission to the Circuit Court of Appeals at Philadelphia, and the Radio Corp. would consider it inadvisable to discuss the complaint prior to the decision of the Philadelphia Court."

North Carolina Columbia dealers recently profited in record sales by the appearances of Miss Lee Morse, who gave concerts at Charlotte, Raleigh, Greensboro and Winston-Salem.
Seeburg Automatic Phonograph Marketed

Latest Product, the “Autophone,” Is Coin-Operated or Self-Playing—Has Electric Pick-up and All-Electric Amplifier

The J. P. Seeburg Piano Co., Chicago, one of the oldest and best-known firms in the music industry, introduced a few weeks ago its latest product, the “Autophone,” a coin-operated automatic phonograph. The firm has manufactured coin-operated instruments for more than two decades, and has been developing and testing the “Autophone” for several years past. The “Autophone” is coin-operated or self-playing, as the owner desires, and is also either selective or continuous in operation, playing eight records. The instrument is equipped with an electric pick-up, adjustable, and an all-electric amplifier. A small one-twentieth horsepower motor uses a small amount of electrical current, and ball-bearing construction and simplicity of working parts are among the features of the “Autophone.” A tempo regulator makes it possible to vary the time of the music to suit any requirement, such as dancing.

When packed for shipping the “Autophone” weighs 50 pounds, and it is fifty-nine and one-half inches high, forty-one and one-eighth inches wide and twenty-six and one-half inches deep. The cabinet is finished in handsome satin-finish hand-rubbed walnut, the pick-up and turntable being in full view of the operator. Wherever the “Autophone” has been displayed and demonstrated the instrument has met with keen approval and enthusiasm, the music-radio trade being well aware of the market awaiting development in the coin-operated automatic phonograph field.

Seeberg Automatic Phonograph

Corley Co. Planning to Greatly Extend Its Retail Operations

Fred Kessich, Former Manager of Victor Wholesale Department, Is Appointed in Charge of Retail Talking Machine Section—Other News of Music-Radio Trade

RICHMOND, VA., June 4.—Fred Kessich has been made manager of the retail phonograph department of the Corley Co. after this company sold out its wholesale department to the Victor Co. recently. Mr. Kessich had been manager of the wholesale department for the last four years. He entered upon his new duties as manager of the retail department June 1. Sale of the wholesale department to the Victor people is said to have involved approximately $250,000.

The Corley Co., it is announced, will continue, to represent the Victor product exclusively in Richmond in the retail business. The company is now planning to extend its retail operations in Virginia and throughout North Carolina. It has had branches for some time in Petersburg, Va., and in Greensboro and Durham, N. C. It also has other affiliations in both States. The company recently bought out the stock of the Biggs Music Co., Brunswick and Columbia dealer. On September 1 William R. Reinhardt, former manager at Biggs, becomes manager of the retail piano department of the Corley Co.

Major Arthur Vivian, who traveled for many years for the wholesale department of the Corley Co., has joined the organization of the Victor interests, and will travel out of Charlotte, N. C., for the branch office just opened. Siegel Bros., who have been operating a furniture store here for many years at 10 North Eighteenth street, recently opened a music store at 6 North Eighteenth street, which is featuring Phonophones and Okeh records. The music store is in charge of Leon Siegel and Max Siegel.

J. Warren Butler, salesman for the Richmond branch of James K. Polk, Inc., distributor of Phonophones and Okeh records, is just back from a trip through North Carolina territory. He reports that the Duff Piano Co., Wilson, N. C., which carries Okeh records, recently moved into a handsome new store on Main street in that city. The store also handles the Victor line of talking machines. It is in charge of Erskine Duff.

F. M. Greene has returned to the Public Hardware Company at Durham, N. C., as manager of its music and radio department. The firm handles Phonophones and Okeh records.

The Briggs-Rice Furniture Company at Bristol, Va., has taken on the Okeh line of records. James Cowan, of James Cowan Co., Richmond, has just returned from a trip through North Carolina calling on his many accounts in that State.

Virginia Dealers Add Kolster Line

BALTIMORE, MD., June 5.—L. L. Andrews, president of Columbia Wholesalers, Inc., recently returned from a Kolster distributors' meeting in New York City and is most enthusiastic over the prospects of a wonderful season ahead for dealers handling the Kolster and Columbia lines. In a statement to his dealers he said in part: "We believe that the Kolster franchise will unquestionably be the most valuable one this season, as there will be available a low-priced set with a range on up to the higher prices, including what is described as the world's most advanced radio receiver, embodying several patented devices which are startlingly novel."

Columbia Wholesalers, Inc. distribute Kolster products in Maryland, District of Columbia, the counties in Pennsylvania bordering the Maryland line, the lower counties of Delaware, the western half of Virginia, including Roanoke, Charlottesville, etc., and the twelve counties in West Virginia, east of the mountains.


Ties Up With Fashion Show

The G. Fred Kranz Music Co., Columbia dealer of Baltimore, Md., recently supplied a Columbia-Kolster electric reproducing phonograph for a fashion show at Martha's, Inc., fashionable women's shop.
CeCo Manufacturing Co., Inc., Providence, R. I.

There's a CeCo Tube for Every Radio Need
Pacific Wholesale Is an Allen Distributor

Will Handle Allen Portable Phonographs in the Southern California Territory—Launch Aggressive Sales Drive

Pacific Wholesale, Inc., Los Angeles, Calif., has been appointed distributor of Allen portable phonographs in the southern California territory, according to an announcement recently made by Don T. Allen, president of the Allen-Hough Mfg. Co., Racine, Wis., maker of the popular Allen instrument. This arrangement became effective early in May, and the Pacific Wholesale organization has already instituted an aggressive sales campaign in behalf of the Allen portable, as well as for the Phonolink, electric pick-up for talking machines, which the Allen-Hough Mfg. Co. sells nationally.

Walter M. Pagan, a well-known and popular figure throughout the Coast trade, heads Pacific Wholesale, Inc., as president, and through his aggressive leadership, the firm, now in its sixth year, has become one of the most prominent music-radio distributing organizations on the West Coast. Among the lines which the firm handles are such well-known products as Sparton radio receivers, Okeh and Odeon records and Cunningham tubes. In 1927 the company enjoyed a 600 per cent increase in sales during a ten-month period.

Pacific Wholesale, Inc., follows the policy of keeping closely in touch with its dealers, attempting to increase the sale of the products which it handles by newspaper advertising, and passes on many sales promotional ideas and schemes to its retailers through the Pagan Broadcast. The Pagan Broadcast is a monthly house organ published by the firm, containing sound business editorials by Mr. Pagan, clever, conversational style descriptions of the Allen portables, Sparton receivers, Cunningham radio tubes, Electro-phonie needles, Okeh records and other products. The firm has its headquarters at 433 East Twelfth street, Los Angeles.

Superior Cabinet Co. Introduces 1928 Line

New Line Contains Many Features Which Make Products More Attractive and Acceptable—Huge Plant Used by Firm

The Superior radio cabinets, manufactured by the Superior Cabinet Co., Muskegon, Mich., are constructed in one of the most modern plants in the industry with a total floor space of about 150,000 square feet. The firm has been active in the dining-room and bedroom furniture field for many years, and after making radio cabinets on contract for several well-known radio set manufacturers the officials of the firm decided in 1927 to market a line for the distributor and dealer trade. Success greeted this effort, and at the present time the Superior organization is introducing its 1928 line of cabinets and radio furniture to the trade.

According to advice from the Muskegon headquarters, the 1928 line of Superior cabinets will be more attractive in the matter of design, and will incorporate many details which will make them more acceptable to the trade and public alike. The firm exercises an unusual degree of care in the proper selection of woods, details of construction, and finishing and packing. New labor and time-saving factory equipment and machinery have recently been installed in the Superior factory, materially increasing the production this year.

W. E. Johnson, vice-president and general manager of the Superior Cabinet Co., has been connected with the furniture industry for eighteen years and with the Superior organization since 1912. His first position with the company was that of general correspondent, and he has advanced from time to time to various other offices, so that he is familiar with practically every phase of the production and merchandising angles of the furniture business. For the past two and one-half years Mr. Johnson has been in charge of the Superior plant.

Incorporated

The Lassen-Card Music Co. has been incorporated to take over the business of the Ogden branch of the Beeley Music Co., Salt Lake City, Utah, capital $10,000. Columbia phonographs and Columbia-Kolster combination phonographs and radios, as well as pianos, are handled.

BEAUTY is selling radio today

THE Splidorf line alone meets the requirements of the new market in radio which demands a radio receiver as good to look at as it is to listen to.

The new Splidorf Receivers are designed from the most beautiful models of period furniture and are the only receivers offered today that combine decorative value with superlative radio performance.

Splidorf Radio Corporation
Subsidiary of Splidorf-Bethlehem Electrical Company

The LORENZO—One of the many beautiful Splidorf models.
New Rola Dynamic Power Speaker
At the Chicago Radio Show!

When you hear the new Rola Dynamic Power Speaker, you will instantly pronounce it the finest loudspeaker on the market today. It meets every demand for volume and range, with a superb quality of reproduction. The dynamic speaker has established itself as the speaker for the better class of radio business. By itself the dynamic offers a margin of profit comparable with the cheaper priced radio sets, and in the Rola Dynamic Power Speaker radio dealers are offered a loudspeaker possessing the following advantages:

Volume: The new Rola Dynamic Power Speaker under actual test with a given input, has nearly twice the volume of any other dynamic now made. With a 171 type tube the Rola Dynamic gives approximately four times the output of the electro-magnetic type of reproducer.

Range: The new Rola Dynamic Power Speaker reproduces with equal intensity all frequencies within the range of the most modern broadcast stations.

Tone Quality: An exclusive feature of the new Rola Dynamic is the almost complete absence of not only resonance peaks but resonance "blind spots". It has a wonderful rich bass, but the bass response is not disconnected from the rest of the tone values.

Write for the name of the nearest Rola Jobber.

The Rola Company

Model 30 Dynamic Table Cabinet for 110-volt AC operation. Price $75.
Excelsior Co. Is in New Modern Home

Excelsior Auto and Battery Co., Harrisburg Mohawk Distributor, Erects New Building and Increases Business

HARRISBURG, Pa., June 5.—The Excelsior Auto & Battery Co., distributor of Mohawk-American radio receivers and speakers and automotive electrical supplies, of which H. L. Myers is proprietor, recently erected a new building at Seventeenth and Derry streets, this city. The structure has an eighty-foot frontage on one of the most prominent streets in the city.

New Home of Excelsior Auto & Battery Co.

Layout is unique and, as it faces two streets, a private alley and an open space, it practically occupies a miniature block of its own, which permits wonderful daylight illumination. The construction is of brick, steel and concrete and is modern in every respect, being entirely fireproof with a sprinkler system installed. At the present time the building is one story in height with a basement, which is used for storage purposes, but a concrete floor forms the roof, in preparation for an additional story to be erected later.

Mr. Myers states that in the few months during which the new quarters have been occupied business has increased over 50 per cent.

Incorporated

The Pearl Singer Music Co., Mt. Vernon, Ore., has been incorporated with a capital stock of $2,000.

Capehart House Organ Makes Its Appearance

The Orchestrope Amplifier Contains Wealth of News and Information Regarding Coin-Operated Phonograph

The first issue of the Orchestrope Amplifier, house organ published by the Capehart Automatic Phonograph Corp., Huntington, Ind., made its appearance a few weeks ago. The publication, which is in newspaper form, is named for the Orchestrope, the automatic, electrically operated phonograph, which the firm manufactures and which is gaining widespread distribution through the country. The Orchestrope Amplifier contains a wealth of news and information for the music-radio dealer who is interested in the sales possibilities of coin-operated automatic instruments.

On the first page of the publication appears a picture of the Capehart factory, and the executives of the company, including J. W. Caswell, president; H. E. Capehart, vice-president and general manager; Wm. Runyan, secretary-treasurer; J. E. Broyles, general sales manager; E. O. Holbe, sales promotion and advertising manager, and T. W. Smail, chief engineer. Seventeen Capehart district managers are already in the field and have opened district offices at strategic points throughout the United States. After a thorough training at the factory on sales plans and policies, as well as factory experience with the mechanism of the Orchestrope, these men have gone into the field to organize their districts and man their territories.

The Orchestrope is described in detail in the publication, several views of manufacturing processes are shown, the district managers are pictured and listed, and in addition there are named a large number of music dealers who have added the Capehart Orchestrope to their line of merchandise.

Making Metal Table for Victor Portables

Robert Findlay Mfg. Co., Maker of Radio Tables, Enters Talking Machine Field With a Table for Portables

The Robert Findlay Mfg. Co., New York City, which is well known in radio circles through its various metal console tables for RCA, Atwater Kent, Kolster, Croxley and other standard makes, has now entered the talking machine field.

The new product is a metal table to support the new Victor 2-55 portable and is produced in an artistic combination of colors. It is an innovation among talking machine products and is designed to materially increase portable sales.

Sparks-Withington

$1,000,000 Issue

Manufacturer of Sparton Radio to Create a New Issue of $1,000,000 of 6 Per Cent Convertible Preferred Stock

Stockholders of the Sparks-Withington Co., Jackson, Mich., maker of Sparton radio receivers, met on May 31 and approved the proposal to create a new issue of $1,000,000 of 6 per cent cumulative convertible preferred stock of $100 par value. It was also voted to eliminate the present authorization of 10,000 shares of 7 per cent cumulative stock.

Captain William Sparks, president of the company, in his letter to stockholders, stated that the firm's business had greatly expanded during the past two years and is increasing. It was planned to offer the new stock to shareholders of record as of May 31.

It is understood that the outstanding $184,300 of 7 per cent preferred stock will be retired and the new 6 per cent issue, which is convertible share for share into common stock until 1933, will be offered to all shareholders of the company at par. The Sparks-Withington Co. has arranged with W. E. Burton & Co. to purchase all unsubscribed stock.

A. L. Autrey has been appointed manager of the Oklahoma Music Co., at Okemah, Okla.
BIG PROFITS MADE
by dealers who turn Radio sets and Phonographs into Power Amplified A.C. ELECTRICS

Through Powerizers amazing invention — and effective advertising — buyers everywhere will be looking for the dealer who makes every battery set a Power Amplified De Luxe Electric. Wire for details on becoming a Powerizer sales and service station and for Bulletin P-1 which tells how to make every radio or phonograph a power amplified A. C. All Electric.

RADIO RECEPTOR CO.
106 Seventh Avenue 			 New York
RMA Show—Booth B-69
Licensed by Radio Corporation of America and Associated Companies

POWERIZER A—converts battery set to A. C. operation where "B" Eliminator is used. Supplies filament current and grid bias to from six to seven UX-226 Tubes, two UX-227 Tubes, and two 171 Tubes, Taps for the 226 and 227 and 171 Tubes, and also a "B" connection and "Hum control." Can be wired into set or we supply Harness and volume control. $35.00

POWERIZER JUNIOR—converts a battery set into the usual electric employing the 221 Radiotron in the last stage, such as the Atwater-Kent or Radiola 17 or 18. Supplies current for six or seven 228 Tubes, Two in three 227s, and 171s. Hum control—external on and off switch. $15.00

POWERIZER—A Powerizer that gives power amplification—finest tone quality in radio. General model for all standard sets. $54.00

Special Powerizer and Power Pack designed for Radiolens 35 and 39, and Victor and Brunswick models. $84.00

AMPLIFIER POWERIZER—Two Stage Two-stage amplifier, using UX-250 in the first stage and UX-210 in the second, with phonograph pickup and gives marvelous results. $75.00

Also Amplifier Powerizer—three stage UX-250 type.

D. C. TUBE POWERIZER—For those sets which operate only with the UX-226 Tubes UX-227 Screen Grid Tubes, Super Heterodyne 812, Radiola 26 and 27, 7-3 Victrola.$85.00
Howard Radio Co. Moves to New Home

Increased Volume of Business Necessitates Considerably Larger Quarters—Fourth Removal in Past Seven Years

The Howard Radio Co., Chicago, is now installed in new and considerably larger quarters at 4949 North Crawford avenue. This move is the result of the greatly increased volume of business now being transacted by the firm, and a decided advantage of the new location is its nearness to transportation lines and the excellent labor facilities close at hand.

The Howard Radio Co., one of the oldest in the industry, has shown a steady growth, starting on Clinton street in 1921 in a small but well-equipped plant, which it outgrew within three years, and the Howard policy of producing high-quality products and the resultant demand for them is attested by the firm’s substantial growth. The removal from the East Ohio street site to the new Northwest Side plant makes the fourth removal within the last seven years to meet the increasing demands of a constantly increasing business. In each instance an increase of at least 30 per cent in floor space and manufacturing facilities was necessary.

This firm manufactures a complete line of AC radio receivers encased in a variety of artistic cabinets and the new Howard combination radio-phonograph. In the production of these sets only the most skillful and highly paid artisans are employed, the highest grade of materials used.

A. Howard, president of the firm, is a prominent figure in the radio field. He was a member of the Board of Trade for over fifteen years, and his record in that capacity was one of efficiency and unusual executive ability. Affiliated with the president in the company are R. R. Howard, sales manager for over four years, formerly with the O’Cedar Furniture Co. for seven years in a similar capacity, and also vice-president; Ather Howard, vice-president, and T. J. Sullivan, secretary and treasurer. The Howard Radio Co. is licensed under Radio Corp. of America patents and Hazeltine patents.

RCA District Sales Executives Meet

San Francisco, Chicago and New York Representatives Hold Series of Meetings to Discuss Plans for Coming Season

Sales executives and representatives of the district offices of the Radio Corp. of America in San Francisco, Chicago and New York held a series of meetings in New York during the week of May 21 to discuss plans for the coming season.

J. L. Roy, general sales manager, delivered the opening address at the first meeting. E. A. Nicholas, who has just been promoted from Eastern district sales manager to manager of the Radialta division, was the next speaker. He was followed by Pierre Boucheron, advertising and publicity manager, who spoke on the advertising and sales promotion program for 1928-29. At the succeeding meetings L. F. Chadeayne discussed sales promotion, and H. M. Gallop, account executive of the advertising agency of Lord & Thomas and Logan, and L. R. Galvin, assistant advertising manager of RCA, spoke on space advertising.

George Clark, manager of the RCA shows and exhibitions division, told of his activities in detail. The closing address of the series of meetings was given by J. Haber, in charge of the RCA information bureau, who spoke on the function of publicity in the Radio Corp.’s sales program.

On the last day of the week the party inspected the transoceanic facilities of RCA and the Radiomarine Corp. of America.

Announcing the Addition of FIVE NEW MEMBERS to the Brach Radio Family

BRACH "A" DRY ELIMINATOR

Universally acclaimed by radio experts to be the most perfect "A" Eliminator yet produced.

Operates automatically from the radio set switch. No extra switches, extra wiring or acids are used, nor is it necessary to add water.

It is different, simple, reliable, permanent and better—a notable addition to the Brach Radio Family—an addition that more than meets every Brach high standard.

Each of the Other Four New Members Offers Something Different and Distinctly Better in Power Supply

Brach "B" Eliminator
Brach "ABC" Power Supply
Brach Power Amplifier and "B" Power

Growing More Popular Every Day Is the Famous

BRACH STORM KING
LIGHTNING ARRESTER

The Dollar Arrester That Carries $100 Free Insurance

Over 2,500,000 are now in service protecting the homes of radio users—giving maximum protection at minimum cost.

Other Notable Members of the Family—All Winning Greater Favor

Because of the Efficient Service They Have Rendered Are

Complete Antenna Outfits
Extension Cord Connectors
Shock-Proof Radio Plugs
Socket Aerial Plugs
Window Lead-Ins
Drip-Proof Hydrometers

Low-Loss Crystal Insulators
Brach-Stat Filament Controls
Fixed Crystals
Solderall
Mouth Blow Torches
Electric Soldering Irons
Peerless Flux

*Patent Nos. 1,680,325; 1,680,322 and 1,680,242 were issued on May 8, 1928, on Cord Connectors and Radio Plugs, not for which we have been licensed.

L. S. BRACH MFG. CORP.
Newark, N. J., U. S. A.

The Talking Machine World, New York, June, 1928

Suffers Fire Damage

The B. F. Russell Music Store, on East Capitol street, Jackson, Miss., suffered considerable damage in a recent fire, which destroyed several instruments on the floor of the store.
A RADIO DISCOVERY

"Neutrodyne-Plus"
A New Term in Radio

The Term to describe a novel development due to a remarkable enlargement of the Neutrodyne principle—a discovery by Philco radio engineers! Impartial radio scientists agree that Neutrodyne produces the finest tone quality known to radio. Superbly clear—no howls or squeals—absolutely free from those disturbing oscillations which destroy purity of tone. To this, Philco engineers have added something new—super power, greater than has ever been known to Neutrodyne before.

The Result? A perfected tone quality plus the acme of distance and selectivity.

Genuine RE-Production. A tone quality never heard before. Close your eyes while listening—and you will hardly realize that you are hearing a radio, the sound waves are so perfectly RE-produced. Individual instruments in an orchestra retain their identity. Drums are not lost—they're there! The human voice comes out as it never before such LIFE-like RE-production.

Plus Power Yes, for the first time, full power—super power. Together with that superior tone quality, you get selectivity and range so controlled as not to take away from the tone quality. And this power means Remarkable Distance Getting

Stations thousands of miles distant may be heard, in many cases just like local stations. You will get low-power stations you never knew existed.

Wonderful Selectivity Yes, marvelously sharp tuning! With a hair's-breadth turn of the control you can often shut out a powerful station completely and bring another—miles away—booming in. Even local stations are confined to narrow limits. In large cities you can get distance, because you can tune out local interference. You'll never know what real selectivity means till you take a turn at the Philco dial.

This combination of Tone-Quality plus selectivity and range has been sought for years. Many radio sets heretofore either secured selectivity at the expense of tone or tone at the expense of selectivity, and most of them compromised between the two. Now, the combination of tone with selectivity and range has been achieved in the Philco Set.

Radio's Greatest Achievements Combined

This remarkable Philco Set is a product of the combined achievements of radio's greatest scientists. The Philco is licensed under the patents of The Radio Corporation of America, The General Electric Co., The Westinghouse Electric & Manufacturing Co., The American Telephone & Telegraph Co., Latour Corporation, Lowell & Dumore and the Hazeltine Corporation. Then added to this are Philco's own discoveries by the Philco staff of engineers.

Here is the Highboy of our complete line of Quality Furniture Models Designed by Hollingsworth-Pearce and Albert Carl Mowitz. Louis XVI period in the latest, most modern vogue—selected walnut panels, beautifully grained and superbly finished by expert cabinet makers. Includes Console Grand Speaker, Radio Receiver, Power Supply and Built-in Aerial.

No Aerial Necessary—Therefore Movable

—yes, the Philco Radio Set can easily be moved from room to room—merely plugging it into the light socket. An aerial is not necessary to get perfect reception of local stations—and many distant stations. Special provision has been made for a portable ground. And if you decide to use an aerial, only twenty feet of wire in the room will bring you in stations from a remarkable distance. Longer aerials can be used to attain even greater results.

All Electric— Entirely Dry

The new Philco Set is an all-electric AC Radio receiver—merely plug it into the light socket and tune in. No batteries. Requires no water, acids or liquids of any kind. Entirely dry.

(Continued on next page)
Smooth Volume Control

Smooth, positive, uniform control of volume—Philco has solved the problem. You can gradually reduce the Philco tone to a whisper, then step it up to full intensity—and you do it all with the volume knob alone. No detuning—you don't touch the tuning dial; no interference with Philco tone quality or selectivity—and still perfect control of volume.

A Range Control

An exclusive Philco feature which permits the separation of strong overlapping local stations, in cities like Chicago, New York and elsewhere. Powerful local stations may be confined exactly to their high point on the dial, separating them clearly from nearby local stations of equal or greater power.

Four Condensers

This, plus new and startling developments in the design of the radio frequency circuit, means a maximum of amplification and remarkable selectivity, actually making possible eight-tube performance with six tubes. And fewer tubes always mean less expense, less trouble, reduced service and, of course, purer tone quality.

No bothersome AC hum

Philco has done away with the annoyance of the characteristic AC hum so well that the keenest ear can scarcely detect it, even when the set is silent.

One Dial—illuminated

All the convenience and simplicity of illuminated one-dial operation is available to the Philco user. The four tuning condensers are counter-balanced and mounted on a one-piece drawn steel casing.

PHONOGRAPh JACK-

Built in. A socket on the dial plate into which an electric pick-up for phonograph records may be inserted, thus using the audio power tubes of the Philco for reproduction. Greater enjoyment from a phonograph than you've ever had before.

then—NEUTRODYNE-PLUS!

That perfect tone quality—genuine R.E. reproduction of the original sound waves combined with distance-getting and selectivity.

We have already made private tests before impartial and critical listeners. They have been amazed, delighted and mystified.

At a Price!

Philco has managed to produce its super-quality set in exquisite furniture models at surprisingly moderate prices.

But more important still, we have put the same identical chassis in radio metal cabinets to sell at popular prices. Every feature that makes Philco the outstanding set of the year is contained in the lower-priced models as well as in the highest-priced cabinet.

(Continued from next page)
the
PHILCO Speaker
Establishing a New Standard of Tone RE-production

A wonderful Cone Speaker, compact in size, beautiful in design and appearance, and with a superb softness and richness of tone. The Philco Speaker gives perfect reproduction over the entire musical scale; a beautiful, pure treble; a rich, full bass. No smothering of tone; no distortion; no snarl or rattle at any point—even at fullest volume.

A direct comparison of the Philco Speaker with its best-known competitors is the most convincing of all tests. Such tonal depth, such uniform resonance, such true articulation, is new to radio.

When we first produced this really superior speaker there were those who said we should not put out such an ultra-quality product at so low a price. The public, it was argued, might more or less judge performance by the price. But after many tests on many people we recognized that the superiority of this Philco Speaker was so obvious, even to the untrained ear, that the proof of excellence would be evident to everybody on first hearing.

Hence, the low $25.00 price simply cannot be used to prejudice the listener, but, instead, it will prove a tremendous factor in making the Philco Speaker the one great seller of the year. Because the Philco Speaker positively out-performs other well-known speakers for which the public is accustomed to pay $10 to $15 more.

Speakers, Too, in COLOR

The superb Philco Speaker can be had in colors to match the two-toned Philco Radio Metal Cabinets. It follows the shades of these beautifully colored models—Labrador gray, Mandarin red, Nile green and rich furniture brown.

Each hear, in its decorative design, the handiwork of the same celebrated designers. Thus the marvelous Philco Speaker may be had in colors to harmonize with the decorative plan of any home.

(Continued from page 2)

From the standpoint of performance, there will be only one Philco—the best. Different models, yes—but only one chassis. So no matter what model a radio buyer may prefer, no matter what price he chooses to pay, he knows that he never gets less than the minimum of Philco performance. With equal quality in lower-priced cabinets, Philco (so everybody tells us) is bound to be the season’s biggest seller.

A Firm Furniture Policy

Philco directors have determined upon a rigid furniture policy, namely, the Philco radio will be sold only in Philco cabinets—and in no other way. Because Philco's cabinets are specially designed to bring out the best in the Philco Set. We are not interested in having the Philco offered in inferior cabinets at bargain prices. We say: "The quality of the Philco justifies the price and a Dealer is entitled to his legitimate profit."

Furthermore, every Philco Set and every Philco Cabinet will carry a serial number and the Philco protective seal, which will be plainly visible when the lid is open. Thus the public will know quickly and positively when they get a Philco Set in a genuine Philco Cabinet. And when we say: "The Philco will carry the factory guarantee only while contained in its original Philco cabinet. This fact and this guarantee will be advertised far and wide.

The most important object of Philco—more important than its own profit—is the fullest co-operation this year and next year and for years afterward of those who take a Philco franchise. Therefore, Philco is determined to shape its policy so that right from the start every Philco Dealer gains a real net profit—money in the bank at the end of the season.

Protected Territory for Dealers

Important! We shall particularly guard the interests of Philco Dealers by giving them territorial protection. This means that we will have only a limited number of Philco Dealers within a given radius. The Philco offer is not for everybody. We are going to select our Dealers. To these Dealers we will give the utmost protection and co-operation.

We fully appreciate the fact that it is absolutely vital to everybody concerned that the Radio Dealer makes money—actual net bankable profit. We know that your success means our success, and our first and foremost purpose this year in putting Philco on the market is to see that it is our Dealers prosper, and that thereby we prosper also.

Trade-In Plan for Old Sets

The coming of the AC Electric light socket set has made over seven million (7,000,000) radio sets obsolete—out of date. This means millions of new prospects for Radio Dealers.

A Trade-In offer is now a mighty important part of every Radio Dealer's selling plan. A tremendous opportunity for profit! But unless Dealers follow an intelligent Trade-In policy there's as much opportunity for loss as there is for profit.

Under the plan of Trade-In which we have formulated for Philco Dealers, we propose to see to it that our Dealers do not throw away their profits on Trade-Ins. To cash in on this year's wonderful opportunity you positively send the right plan—a plan that makes money for you and leaves you your real net profit.

Financing Plan

All arrangements completed by Philco to afford Philco Dealers a very liberal and truly workable financing plan. Your installment paper is financed for you, so that you, Mr. Dealer, get the cash and get to pay no tax exorbitant charges for financing.

(Continued from the previous page)

By all means READ the next— the final page!
Philo will quickly put the news of its new "Neutrodyne-Plus" Radio Set before the entire American public with a gigantic advertising campaign. Double-page spreads in four colors and in two colors in the big National Magazines—The Saturday Evening Post, Liberty, Collier's, American Weekly, National Geographic, World's Work, Scribner's, Review of Reviews, Harper's, The Golden Book and the Atlantic Monthly—reaching twelve million (12,000,000) families and over fifty million (50,000,000) readers, each and every issue.

Every Radio Dealer knows that Philco advertising brings the instant sales. When a Philco advertisement appears in a magazine or a newspaper the retail Dealer gets concrete results in sales and cash the next day and the days thereafter. That is why this gigantic National Magazine advertising campaign is of such vital interest to you.

Tremendous Newspaper Advertising

Hundreds of thousands of dollars—yes, as much as that will be spent in a single month in the big newspapers of all the important trading centers to bring the news of Philco's astounding new Radio Set before the entire radio public. And these big, national advertisements—week after week—will be advertisements that get the business—immediate sales for you and all other Philco Dealers.

Every one of the many thousands of Philco advertisements—whether in the National Magazines or in the newspapers—will carry an inquiry coupon. This means that people in large numbers will not only call on the Philco Dealers throughout the United States, but inquiries—coupons and letters—in large numbers will also pour in by mail to our factory. These many thousands of inquiries will be turned over to the Dealers in the neighborhoods where they originate.

Original Window Display

Yes, entirely new and original and very attractive window and counter display material.

This service also includes a complete assortment of advertisements in all sizes for the Dealer's own use in his local paper; also a complete series of letters and folders for direct mail and distribution to the store customer.

Send Coupon Now!

There Are Many Important Details

that we have not yet told you about our splendid proposition for this season. We want to give you the complete story and we know that you surely want it. So merely sign your name and address and mail the coupon today. It may easily become the most important move you ever made.

We Want You to Choose

Radio Dealers will choose their proposition carefully this year. And we want only those who are business men enough to do this. Much will be claimed—and the man of judgment will take time to investigate every claim thoroughly.

And Philco Will Choose Carefully

The Philco offer is not for everybody. We are eager, of course, to get the best Dealers in every locality. The "best" does not necessarily mean the largest, but it does mean that the Philco franchise will be granted only to those Dealers (large and small) who will take a genuine interest in Philco, and who will take the fullest advantage of this wonderful "Neutrodyne-Plus" radio receiver.

Of course, Mr. Dealer, we want you to investigate. But you must do so with the utmost promptness. You may be the very Dealer (large or small) whom we most desire to get in your locality. It would be your loss and our loss if you delay, and in the meantime we involve ourselves elsewhere so that it becomes too late to grant a Philco franchise to you. So do not delay sending this inquiry coupon. No obligation.

Philadelphia Storage Battery Company

Automatic Phono.  
Shown in New York

Electrically Controlled Instrument, Invented by M. L. Ord, of Denver, Marvel of Mechanical Efficiency

A new automatic phonograph, electrically controlled, was recently placed on display in New York by its inventor, M. L. Ord, of Denver, Col. This new product is said to eliminate all band operation and automatically change a series of eighteen ten-inch or twelve-inch records as well as change a series of any mixed number of ten-inch and twelve-inch records.

This new phonograph, according to Mr. Ord, will selectively turn over and play each side of ten or twelve-inch records and will selectively repeat the first face of any ten or twelve-inch record so that it can be heard for three or less times. It will selectively repeat the reverse face of any record three times or less, selectively pause three, six or ten minutes between the playing of the faces of records, and selectively pause three, six or ten minutes between individual records. It will selectively stop playing after any record and selectively stop playing after any face of any record.

The mechanism does not allow the records to come in contact with one another and handles any standard make of lateral type record. Any record can be taken out and replaced by another without disturbing the balance of the records in the box. A volume control is provided and a simple device permits remote control from any place in the room. Provision is made for a combination radio installation if desired, using the same power and speaker unit as the phonograph.

Ortho-sonic Set
Survives a Flood

Los Angeles, Cal., May 29—The Southern California Music Co., 806 South Broadway, has at-Ortho-sonic receiver in its window that was salvaged from the recent St. Francis Dam Flood caused by the breaking of the dam. This retailer took advantage of the opportunity by displaying a new Federal Ortho-sonic chassis with the shielding box removed, showing why this receiver after being buried in four feet of mud and water still performed.

Harry Gage of Bardendale district is the owner of this receiver. Shortly after returning to his home early in the evening of March 26 he heard a terrific sound and hurried to the door. There he saw death and destruction roaring down the valley toward him. Mr. Gage rushed back into his home, seized his wife and children and carried them to the upper floor, just as the wall of water struck. The house was swept from its foundations, and crashed against a huge tree, and there it held, as the flood swirled, battered and passed. The family was unharmed, the tree having served as an anchor of safety.

On the following day Mr. and Mrs. Gage were able to salvage some of their belongings, and out of four feet of silt they dug up their Federal Radio receiver, pictured herewith.

It did not occur to him that this mud saturated receiver would operate, so he returned it to the dealer, who, however, was more curious than Mr. Gage, immediately hooking it up and much to his surprise it operated as good as it did originally. It was necessary to scrape the mud off the dial in order to turn it.

The fact that this receiver withstood such treatment and lived to continue to give the performance for which it was designed is nothing short of phenomenal. Durability of the entire Federal line is one of its outstanding qualities. Complete shielding, all-metal construction, enameled wire and enclosed condensers result in this durability.

Plans to Feature the Grebe Line of Radio

Detroit Electric Co. Has Remodeled Store—Special Booths for Display of Grebe Synchrophase Line of Radio Sets

The Detroit Electric Co., 107 East Jefferson Avenue, Detroit, Mich., has completely remodeled its store so that at the present time, and with the new layout, two demonstration booths, ten by fifteen feet, are available. In these booths the company announces that it will display the new Grebe Synchrophase A-C sets.

Attractive settings of Grebe Synchrophase receivers and Grebe speakers will be effected by means of multi-colored drapes and announcement cards. In addition to the products of A. H. Grebe & Co., the Detroit Electric Co. will also display large photographs of the Grebe factory, which is located at Richmond Hill, Long Island.

Dublier Issues
Interesting Articles

The musical appeal of radio is emphasized in a technical article written by the engineering staff of the Dublier Condenser Corp., New York City, upon the subject of "Tuning the Audio Transformers to Please Musical Tastes."

"There never will be a universally ideal amplifier or loud speaker, because all ears and musical tastes do not run alike," the article states. "Some prefer an accentuated sharpness or crisp reproduction, others prefer a mellow, deep rendition. Others strive for a happy medium. Fortunately, however, it is possible, with the aid of small, inexpensive micros or mica condensers, to obtain almost any musical quality from the usual radio set." The article then continues to set forth technically how the various tones may be accomplished.
Brunswick Export Manager Makes Extensive Visit to Latin America


Z. E. Salisbury, export manager of the Brunswick-Balke-Collender Co., Chicago, Ill., manufacturer of Brunswick Panatropes and Grigsby-Grunow products, recently returned from an extensive trip throughout Latin America. His report on conditions in this territory is a most comprehensive and interesting one. The points visited by Mr. Salisbury on his trip included: Havana, Cuba; Colon, Panama; Panama City, Panama; Lima, Peru; Iquique, Chile; Antofagasta, Chile; Valparaiso, Chile; Santiago, Chile; Mendoza and Buenos Aires, Argentina; Montevideo, Uruguay; Porto Alegre, Santos, Rio de Janeiro, and Pernambuco, Brazil; Trinidad and Barbados, British West Indies.

Mr. Salisbury spent one day in Havana, but that was sufficient to complete the final details of a new arrangement made in August of last year whereby Messrs. Luis & Antonio Ruiz take over the Brunswick Panatrope and record distribution for the Republic of Cuba. Ruiz Bros. have operated in Central Cuba for some years with a great deal of success. Mr. Salisbury reports that the Cubans are most appreciative of good music and respond with enthusiasm to merchants carrying quality merchandise. To achieve the greatest success with this trade, however, it is necessary that in addition to the music of other countries they receive a good proportion of records made by Cuban artists of typically Cuban music. To meet this condition the Brunswick Co. is sending a recording expedition to Havana. This will be the first journey outside of the continental limits of the United States of a Brunswick recording outfit.

Panama City and Colon, the two important cities of Panama, are cross-roads and meeting-places for a great number of steamship lines and are important commercially. Brunswick is represented in Panama City by Casa Fernandez and in Panama City by L. J. Granie.

Although Brunswick Panatropes and records have been available on the east coast of South America for many years, it was not until 1927 that proper distributing arrangements were completed in Lima, Peru. The Brunswick Co. is now represented by R. Antonio Are, who has been connected with the phonograph and record business for the past twenty years. Mr. Are is most optimistic over the outlook and believes that the Brunswick products will appeal to Peruvians of all classes.

Messrs. Eckhardt & Piegler, merchants, with more than thirty years' experience in Chile behind them, have charge of Brunswick distribution in that country and they have succeeded extremely well in putting the products before the Chilean public in a series of special shops in all parts of the country. They feel that musical instruments should be sold under conditions other than those required by other lines of merchandise and to this end have erected shops which are creations of an interior decorator.

Buenos Aires, Argentina, boasts a street, the Calle Florida, closed to automobile traffic from 4 in the afternoon, where every imaginable musical instrument obtainable from European countries and the United States can be heard. Brunswick products are displayed in a number of shops on this avenue, as well as in the windows of the distributors, Messrs. J. J. Pratt & Cia, and the retail establishment, Casa Max Gluckmann. In Montevideo, Uruguay, the most picturesque city on the continent, Casa Max Gluckmann takes care of the demand for Brunswick products. Although this city is small in size, a substantial business has been built up, so large that both the dealer and the manufacturer marvel at the number of instruments and records required.

Messrs. Assumpeca & Cia., Ltda., have, for a number of years represented the Brunswick line in Brazil and their Brunswick Salons in Sao Paulo and Rio de Janeiro are most attractive, with no expense spared in outfitting them. Other representatives are Esteves Barboza & Cia., Porto Allegre, and Carneiro & Calvao, Ltda., of Pernambuco.

Mr. Salisbury states: "All of these countries are fruitful fields of endeavor for the manufacturer of musical instruments of quality, and it naturally follows that competition, both North American and European, is not inactive, but on the contrary does aggressively bid for the approval of these highly cultured races.

"Both American and European capital has been invested in Chile, Argentina and Brazil in order to manufacture records in the respective territories; records made for local color and from native music in order to satisfy the very normal desire of these nations that their own cultural efforts may be perpetuated on records, not only for their own enjoyment but for the ever-increasing demand by other countries for the typical music which all of these nations possess. Needless to say, we are taking similar steps to round out our appeal in these territories."

Brandes Basketball Team Awarded Cup

Brandes Employees' Aggregation Wins Twenty-four Out of Twenty-five Games in Ironbound Industrial League

After winning twenty-four out of twenty-five games the Brandes Products basketball team was awarded a cup in the Ironbound Industrial Basketball League, composed of factory teams in Newark and vicinity. The Brandes employees, makers of Kolster Radio products, have earned an enviable reputation in athletics as well as in radio production in the last few years, with strong league teams in baseball, bowling and soccer. One of the soccer players was selected for the American Olympic team and is now on his way to Amsterdam.

Van and Schenck, Columbia artists, flew by airplane from Baltimore to Rochester, N. Y., recently to keep an engagement at the Rochester Theatre. While in that city the popular duo autographed records at the Lewis Music Store, while a Columbia Kolster Vivaltonal played a number of records.
Now You can Meet the Demand for

**BETTER RADIO CABINETS AT LOWER PRICES**

Glad News for Live Radio Dealers

The unequalled facilities and resources of the world's largest table manufacturers are now applied to the production of a complete line of radio cabinets to sell at unprecedented low prices.

**CANTERBURY**—Made of five-ply Walnut and Qld. Gum, finished Antique Walnut, shipped set-up packed singly, top 33 x 17", height 42", set compartment 28 x 14 x 10 ".

**STRATFORD**—Made of five-ply Walnut and Qld. Gum, finished Antique Walnut, shipped set-up packed singly, top 31 1/4 x 17", height 41 1/4, set compartment 21 x 11 x 10 ".

**FLEUR DE LIS**—Made of five-ply Walnut and Gumwood, finished Antique Walnut, shipped set-up packed singly, top 26 x 14", height 41 1/4, set compartment 21 x 11 x 10 ".

**THINK** what this news means to you, Mr. Dealer! In every neighborhood scores of intending buyers of radio cabinets have been holding out for better values than small manufacturers can possibly hope to offer. These people are not expert judges of radio receiving sets but they do know and can judge the worth of a piece of furniture.

As purchasers of fine walnut and mahogany in the trainload quantities required for the manufacture of 250,000 tables each year sold by every prominent furniture dealer in America, we are able to buy at the lowest prices.

With a woodworking plant covering fifteen acres, employing 350 skilled cabinet workers and equipped with a million dollars worth of automatic machinery, we are able to cut costs through every step of manufacture while the finished product carries only a fraction of our overhead expense.

Consider these enormous advantages. Then investigate. See the benefits they offer you in lower prices and bigger profits.

*Don't fail to see the St. Johns exhibit at the R. M. A. Show, Hotel Stevens, Chicago, June 11th — 15th, space 16. Also Demonstration Room 548-A*

**St. Johns Radio Cabinets**

ST. JOHNS TABLE COMPANY  G. M. PETRIE, President  CADILLAC, MICH.
T. M. Cook, Inc., Winner of Kellogg Display Competition

Manufacturers' Promotional Work in Stimulating Better Window Displays Is Proving Beneficial—Kellogg Switchboard & Supply Co. Stages Campaign

WITHIN the past year or two there seems to be a growing realization among all members of the industry and trade—manufacturers, jobbers and dealers—of the value of the window display as a means of stimulating and sustaining business. This statement is not made to imply that in past years talking machine and radio dealers neglected their display space, but it must be evident that the attention being given the “face” of the store is becoming more and more widespread. One of the chief reasons for this progress must be accorded the manufacturers who have inaugurated special departments for sales promotion which are devoting considerable attention to the problem of creating displays which will be available to every dealer. Several companies design and have executed displays of materials so costly and elaborate that they would be out of the question for an individual dealer to have prepared. These displays are loaned or rented out to dealers by the manufacturer and not only do they serve their purpose for the time which they occupy his show space, but they have the subtle influence of educating the dealer to keep his display space in A No. 1 condition at all times.

Another method of keeping dealer interest in their windows at high pitch is that of conducting contests for attractive displays. There have been a greater number of such competitions during the past year than ever before and the results have shown a quickening of interest on the part of the retail fraternity and a betterment in their taste.

Several of the leading companies in the music-radio industry have developed systems of having dealers subscribe to a window display service at a nominal sum per display. By this means, at certain intervals, in many cases every thirty days, window display material prepared by experts is shipped the dealer. This material is designed to harmonize with the season, to best attract attention to the latest products of the company, and the cost price of each display is considerably more than the price which the dealer pays. Thousands of dealers throughout the country have taken advantage of these various services with the result that the windows of the music-radio dealers better reflect an atmosphere in keeping with the products sold.

A contest recently conducted by the Kellogg Switchboard & Supply Co., Chicago, Ill., was the most successful in attracting the dealers and in stimulating sales. The rules of the contest were simple. Any dealer who was eligible to enter provided he displayed a Kellogg model No. 511 AC radio receiver in his window during the contest and sent a photograph of the display to the Kellogg Co. on or before a stipulated date.

Hundreds of entries were received and so high was the standing of excellence that the judges, J. E. Dallinghaus, of the Chicago Tribune; C. C. Foggary, of Mattoon, Foggary and Jordan, and E. Butt, of the Rosenow Co., were hard put to finally select the winning windows.

The three winners of the highest awards,

Platt Music Co. Appoints New Department Heads

LOS ANGELES, CAL., June 1—A number of interesting appointments and reappointments have recently taken place in the Platt Music Co. and are now announced by Ben Platt, president, through Edwin Lester, general sales manager. C. H. Mansfield is appointed associate general sales manager; G. F. Hall, formerly assistant sales manager, becomes radio merchandise manager; A. B. McCrea is appointed manager piano department at the main Broadway store; Leo Gold Poulin is appointed assistant manager piano department at the main Broadway store; Chas. R. Bowen receives the appointment of manager, radio and phonograph departments at the main Broadway store; Fred Kahn becomes assistant manager radio and phonograph departments at the main Broadway store; F. Walter Nubling receives the appointment of director of affiliation activities, including the handling of artists, teachers, etc.; Rutherford M. Perry has been engaged for special promotional work.

M. Perry has been engaged for special promotional work.

Many of these mentioned above are entirely new to the Platt organization. First of all C. H. Mansfield, who has become associate general sales manager with Edwin Lester, has an enviable record of able executive activities principally in phonograph and radio departments. Before coming to Los Angeles, half a dozen years ago, he was in Texas where he was well known as a phonograph man. A. B. McCrea has been in charge of piano departments in the East as well as in Los Angeles. Leopold Poulin has since distinguished himself as a finished piano salesman both in Los Angeles and San Diego. Charles R. Bowen bears the reputation of being one of the keenest go-getters in the phonograph and radio sales end. Fred Kahn has been with the Platt Music Co. for some time and owes his promotion to loyal hard work and steady, good sales record. F. Walter Nubling has served in the piano field; Rutherford M. Perry was formerly sales manager for Kohler & Chase Co., San Francisco.

PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer
The Standard Case for Talking Machines and Radio Sets

Mades by
PLYWOOD CORPORATION,
Goldsboro, N. C.
Mills in Va., N. C. and S. C.
“Bigger and Better”

NOT a phrase, but a fact! Hohner Harmonicas have built for themselves such an unshakable reputation in the homes of America, and have done so much to encourage boys and girls, men and women, to embark upon the pleasures of musical performance, that each year sees more Hohner Harmonicas sold by those up-to-date merchants who sense the trend of the times in things musical.

Hohner Harmonicas bring thousands of new “prospects” to the merchant’s store—and give him an opportunity to make life-long customers for his entire line of merchandise.

Watch for Hohner Advertising in These National Magazines

KEEP in step with the 1928 program that Hohner Harmonica national advertising is making toward the goal of “making all America Musical.” This year’s Hohner campaign will include larger space than ever in the following great national magazines, reaching millions upon millions of the families of America:

AMERICAN WEEKLY
COUNTRY GENTLEMAN
PEOPLE’S HOME JOURNAL
SUCCESSFUL FARMING
CHILDREN
NORMAL INSTRUCTOR & PRIMARY PLANS
AMERICAN SCHOOL BOARD JOURNAL
JOURNAL OF NATIONAL EDUCATION ASSN
BASEBALL MAGAZINE
POPULAR SCIENCE MONTHLY
EVERY GIRL’S MAGAZINE
MUSIC AND YOUTH
ST. NICHOLAS
CHILD LIFE
LADIES’ HOME JOURNAL
HOUSEHOLD MAGAZINE
PROGRESSIVE FARMER
AMERICAN BOY
BOY SCOUTS’ HAND BOOK
OPEN ROAD FOR BOYS
POPULAR MECHANICS
AMERICAN GIRL
GIRLS’ WORLD
SCHOLASTIC
YOUTHS’ COMPANION
SATURDAY EVENING POST
M. HOHNER, Inc., Dept. 72, 114 E. 16th St., New York
Canadian Address: HOUGH & KOHLER, 468 King St., W., Toronto
Market for Quality Records Is a Fertile Field for Dealers

Frederick N. Sard, Columbia Sales Promotion Manager, Talks on Methods of Merchandising Record Album Sets at Pennsylvania Dealers' Convention

In an address delivered before the third annual convention of the Pennsylvania Association of Music Merchants, held in Philadelphia last month, Frederick N. Sard, sales promotion manager of the Columbia Phonograph Co., New York City, and executive director of the Schubert Centennial, gave an interesting discourse on the Masterworks series of records issued by the Columbia Phonograph Co. and the aims and purposes of the Schubert Centennial, which is being observed this year. Mr. Sard spoke of the demand for album sets as a new market for dealers and gave suggestions on merchandising the products. He said, in part:

"About four years ago the Columbia Phonograph Co. adopted the policy of promoting business. It started with eight and ten-block works. This modest group included a few symphonies, some sonatas, and the first attempt in this country to present unabridged chamber music—the last and highest form of music—in which a composer expresses his philosophy of life and his meditations in the spirit.

"Two prejudices had to be overcome: first, the widespread belief that there is a highbrow music and a lowbrow music; second, that America is culturally inferior. Our initial task, therefore, was an educational one. With the aid of the musical forces of this country we established that good music is not remote from the average mind nor is it forbidding to the average ear.

"Certain developments favored our task: the multiplying of concerts and recitals; the spread of musical education throughout the schools; the improvements in the standards of manufacturing records; and the growing realization that the best popular tunes are borrowings from the classics.

"In the succeeding four years the Masterworks catalog grew by leaps and bounds and now has reached the substantial figure of eighty-nine separate albums, comprising thirty-five symphonic works, over thirty classes of chamber music—trios, quartets, quintets and a group of sonatas and concertos. When the new Schubert Centennial Edition stands with the other Masterworks, the total will exceed one hundred. This growth has more than numerical significance; it proves that the merchandise is sound and that there is a public for it, with the potential demand exceeding, to a considerable degree, known demand.

"Neither these Masterworks nor the people who buy them are purists. The people who buy them are no queerer than the millions who buy the Bible, Shakespeare and the Harvard Library of Classics. The human nature which shows away trashy books and magazines and reserves good books for the home is the same human nature that enjoys the popular dance music, which it so quickly hits of, and then turns to the broader field of music for constant refreshment and permanent beauty. The buyer of Masterworks is not a fool; once a Masterworks lover always a Masterworks lover. Dealers who know this hold the key to a desirable, steady business, in which prestige does not interfere with profit.

"The response to the Masterworks from the country over has caused a fundamental change in the outlook of dealers. They now recognize that they are armed with a new merchandising force. Many who started by selling $25 worth of Masterworks in a day (found, within six months, that their total was three to four hundred dollars a day). A recent instance of the new rate of turnover is afforded by the Masterworks Set known as No. 79, sold at $1650. This set contains exclusively Wagner selections, recorded by us in the Bayreuth Festival Theatre, the finest acoustical auditorium in the world. Dealers in many cities sold between seventy-five and one hundred sets the first three days of the release. The case of the mounting sales on Set 41, the Unfinished Symphony of Schubert, is also relevant to our discussion.

"But we have scratched only the surface. There are millions ready for the appreciation of good music to whom this music has not come—the great army of wage-earners whose standard of living makes them potential users of quality merchandise, whether in music, books, furniture or decoration."

Philco Has Line of Receivers in Color

Full Line of Models of New Philco Radio Sets Finished in Popular Colors—Sayre M. Ramsdell Tells of New Vogue

Philadelphia, Pa., June 5—The advance in radio cabinet design has been one of the outstanding trends in the industry and with each announcement of new models, the inclination toward finer furniture in the cabinets housing sets is noticeable. A recent announcement by the Philadelphia Storage Battery Co., of this city, manufacturer of Philco socket powers and sponsor of the "Philco Hour" states that a full line of models in the new Philco radio receiver line will be in popular colors.

"The vogue for color is very strong, we find," said Sayre M. Ramsdell, sales promotion manager of the company. "Hence we believe radio sets in shades that will harmonize with most any color scheme will prove highly popular. We made a careful survey amongst furniture designers and distributors as well as housewives before committing ourselves definitely. We found red and green to be in exceedingly high favor. So we have designed truly beautiful effects in Nile green, Mandarin red and Labrador gray, as well as in brown. These have been delightfully decorated by hand in a floral motif. The effects are rich and harmonious and are bound to impress lovers of color, line and form, for we have employed the best talent for the designs.

"Our color combinations have been planned with the single aim of good taste and harmony. I might mention, too, that we have a new instrument that embodies inventions of our own technical division. We believe this sounds a new note in quality of performance."

Music in the Summertime

The Goldman Band, which has become one of the great attractions of New York during the Summertime, will resume its concert season on June 11 and will continue to August 19, the time being divided between the Mall at Central Park and the Campus at the New York University. The "Symphony in Brass," as the Goldman Band is popularly termed, which has been developed and conducted by Edwin Franko Goldman, is one of the great organizations of the country, and has won wide renown both through its radio broadcasts, and the records of the band which are issued by the Victor Co. That the coming season will be most successful and enjoyable is evidenced by the tremendous and increased interest in these concerts.
Mr. Atwater Kent says:

"The new line of Pooley Radio Cabinets is certainly very interesting and should appeal to all those who want the highest type of modern radio furniture.

"For this reason, I heartily approve of their use with Atwater Kent Radio for 1928-29"

(signed) A. Atwater Kent

See the new Pooley line at the Second Annual Trade Show, June 11th to 15th inclusive, Booth B-10, Stevens Hotel, Chicago. If you cannot get to the Trade Show, look over the line at the Pooley distributor's in your territory.
Vast Holdings of Atlas Plywood Corp.

Acquisition of Empire Mfg. Co. Adds Materially to Holdings—Now Owns 265,801,000 Standing Feet of Timber

Boston, Mass., June 4—The recent acquisition by the Atlas Plywood Corp. of the Empire Mfg. Co., of Goldsboro, N. C., which was announced last month, has added materially to the Atlas Plywood Corp.'s holdings and facilities. The Empire timber lands contain an excess of 150,000,000 feet of lumber, a supply estimated to take care of all their requirements for the next thirty-five to forty years. This tract includes hardwood gum, of which plywood for packing cases is made, and hard Southern pine, utilized for cleating. Thirty miles of standard gauge railroad are included to handle this timber. The Empire plant is equipped to handle all its own logging, sawing and cutting operations and the complete manufacture of plywood cases.

The Atlas Plywood Corp. is said to be the world's largest manufacturer of plywood packing cases. Although this company has specialized for many years in plywood cases for phonographs and similar purposes, other Atlas plywood cases are used in many other fields and the Atlas Corp. has recently manufactured and added to its line "Speedpack," the plywood container for furniture, and Atlas refrigeration cases. The Atlas Plywood Corp., on the acquisition of the Empire Mfg. Co., will own and operate six up-to-date manufacturing plants, advantageously located as regards raw materials, labor and transportation. The corporation owns 265,801,000 feet of standing hardwood and softwood timber in New England, North Carolina and Canada, and currently acquires additional timber through purchase of stumpage rights. It also operates ten assemblng plants in centers of consumption throughout New England, the Middle Atlantic and Middle Western States. The purchase of a manufacturing plant in North Carolina will place the corporation in a position to offer Atlas service in advising upon packing problems to manufacturers in the South.

A. H. Edgerton, formerly president of the Empire Mfg. Co., comes to the Atlas Plywood Corp. as vice-president, and Herman Weil and George S. Daniels continue to manage and operate the Goldsboro factory.

C. W. Hunter Covers New Kellogg District

Represents Concern in the States of California, Oregon and Washington—Fine Record of Achievement in Industry

C. W. Hunter, of the Kellogg Switchboard & Supply Co., Chicago, has been appointed to represent the radio division of the firm in the States of California, Oregon and Washington.

Consider the New VINCENTES Veralelectric Phonograph

DAILY, this remarkable innovation in the phonograph field is gaining prestige and profits for aggressive dealers. This fine machine, a new creation by Vincennes artists and engineers, has been pronounced a revelation in its quality of reproduction and construction. The Vincennes Xeralecric is destined to do big things for dealers who desire to stimulate phonograph sales. Its list price is only $385.

All Vincennes phonographs open new avenues to quick returns and handsome profits. A popular model is the Vincennes Rival phonograph, listed from $95.00 to $100.00. The Vincennes Veraphonic phonograph, with our patented Veraphonic reproducer, is listed from $95.00 to $150.00. You can “cash in” on the growing popularity of this money-making line. Any of the following distributors will supply you with full details of the attractive Vincennes dealer discounts.

THE SHIELD COMPANY, 98 East 115th Street, Distributors for Northern Texas and Southern Oklahoma.
FRANCIS GASEKINS, 309 Golden Avenue, Hyde Park, Distributor for Ohio, Western Pennsylvania, Northern Western Virginia and Northern Kentucky.
AMERICAN SALES COMPANY, INC., 270 Avenue B, New York, New York, Distributors for Southern Texas, Louisiana, New Mexico, and Arizona.
RICE SALES COMPANY, 101 East Road, Birmingham, Alabama, Distributors for Alabama.
HUGHES & REED, 28 Room 814, Omaha, Nebraska, Representatives for Iowa and Nebraska.
W. F. STOUT, 1107 Summit Ave., Little Rock, Arkansas, Representatives for Arkansas.
J. M. HILL SALES CO., Room 102, Louisville, Kentucky, Representative for Kentucky.
SAMUEL PATTERSON OFFICE EQUIP- NENT COMPANY, 110 Chestnut Street, Denver, Colorado, Distributors for Colorado.
C. D. BURCHELL, Greensboro, North Carolina, Representative for North and South Carolina.

Vincennes Phonograph Mfg. Co.
Vincennes, Indiana, U. S. A.

C. W. Hunter
Mr. Hunter made an excellent record in his former territory, which consisted of Ohio, Michigan and parts of Pennsylvania, West Virginia, Kentucky and Indiana, having established some excellent distributing agencies for Kellogg during the past several months.

For several years prior to his affiliation with the Kellogg Co., Mr. Hunter acted as general sales and production manager for the Malleable Steel Range Co., South Bend, Ind. At one time he was in charge of sales for the enamelling division of the Benjamin Electric Co., Chicago. Mr. Hunter’s California headquarters will be at offices of the Kellogg branch, 1054 Mission Street, San Francisco.

Radio Equality in Politics

Broadcasting stations will not be allowed to be partisan in the coming campaign and all candidates for public office must be given equal opportunity to express their views.

Such is the substance of a general order just issued by the Commission, which is based on a section of the radio law of 1927. Violation of the order, the Commission says, will be considered sufficient ground for cancellation of license.

It is stated, however, that no obligation is imposed on a station to let any candidate talk over the air, but if the facilities are allowed to one candidate all other recognized candidates must be granted the same opportunity.

New Columbia Artists

Tracy-Brown’s Orchestra, of Omaha, Neb, one of the most popular vaudeville and radio aggregations in that section of the country, and who for the past two years has played at the Ad-Sell Restaurant, Omaha, is now recording for the Columbia catalog. The new artists’ first records couple “Chloe” and “Beautiful.”
Howard provides the selling advantage of Quality Merchandise calling for minimum service—with the maximum of satisfaction to the customer.

PRICE RANGE—$125 TO $2,500

HOWARD RADIO COMPANY
Makers of Fine Radio Receivers—Exclusively
4949 N. CRAWFORD AVE.
CHICAGO, U. S. A.

Licensed by R. C. A. and Associated Companies

---at the Radio Trade Show
BOOTH 106
G. E. Brightson Dies Following Accident

Founder of Sonora Phonograph Co. and President of Firm Until His Retirement Succumbs to Injuries

George Edgar Brightson, founder of the Sonora Phonograph Co. in 1912, and president of the company until his retirement some three or four years ago, died in Bellevue Hospital, New York, in May as the result of injuries received when he was knocked down by an automobile truck at Lexington avenue and Forty-fourth street. He was seventy-seven years old.

Mr. Brightson was born in Brooklyn and was prominently connected in the business world before the organization of the Sonora Co. He was prominent as a yachtsman, and was active in racing along the Sound for forty years. He made his home in New York at 140 East forty-fifth street, and also maintained a Summer home at Harbour Point, near Oyster Bay. He is survived by his widow and two daughters, both married. Funeral services were held at St. Bartholomew's Chapel on Monday afternoon and were attended by many members of the music trade.

Latest Phonograph and Radio Patents


How far does a phonograph needle travel?

A phonograph needle, playing a twelve inch record, travels 740 feet — nearly as far as the famous Woolworth Building is high! And the point must remain sharp for the entire distance, or else a priceless record will be damaged.

BRILLIANTONE STEEL NEEDLE COMPANY OF AMERICA, INC.

370 Seventh Avenue New York City
Sixty-two Distributors View New 1929 Steinite AC Receivers

Steinite Wholesalers From All Sections of Country Attend Two-Day Gathering at Company's Plant in Athchison, Kan.—Four Models Introduced in New Line

In a rush of events that lasted two full days, fifty-two distributors of Steinite radio products visited the Steinite factory, Athchison, Kan.

Jobbers View Steinite Experimental Tower amid scenes of enthusiasm that have seldom been equaled at a similar gathering. The convention included the first showing of Steinite's new 1929 line of AC receivers to the jobbers, and this showing was said to be so impressive that each of the distributors present placed orders for specified delivery dates covering his entire requirements for the season.

Among the events which occupied the interest of the assembled distributors on Monday, April 30, and Tuesday, May 1, were two luncheons, a dinner and a banquet at which various angles of Steinite's activities for 1928 were outlined; an address of welcome by the Mayor of Athchison, speeches by Fred W. Stein, president, and Oscar Getz, vice-president of the Steinite Radio Co.; a sight-seeing tour to the country club, where, besides playing golf, the visitors were shown through the Steinite research laboratory and the Steinite experimental tower, and a list of other events which furnished an interesting as well as a profitable visit.

The distributors enjoyed an interesting trip through the Steinite factories Nos. 1 and 2, and observed the construction work on factory No. 3, which will shortly be in production on the new Steinite line. The attending distributors, as well as officials of the Steinite company, included the following:


Band Leads Jobbers Into "Steinite Town"


The Demand for Quality Never Ceases

To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

THE DEMAND FOR QUALITY Never Ceases

For the Metropolitan Musical Bureau, a series of concerts in the South and West, beginning in June. Dealers have an excellent opportunity to tie up advantageously.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILALEY'S GRAPHITE PHONOGRAPH SPRING LUBRICANT

This lubricant never makes "clicks" or "grinding" noises. It is prepared in the proper consistency, will not run out, dry up, or become sticky or stiff in its original form indefinitely. Put up in 1, 2, 4, 6, and 8 oz. tins for dealers. This lubricant is also put up in 4-ounce tins to be sold at 25 cents each under the trade name of "EUREKA."
In presenting our new line of Radio Cabinets and Speaker Consoles, we believe that we have again anticipated the popular demand for the coming season in quality, design and price.

All Superior Cabinets and Consoles are equipped with the RCA 100 A Speaker, scientifically and acoustically mounted to enhance the wonderful tone of this famous unit.

These models will be on display in the Stevens Hotel Exhibition Hall—Booth 83 during the 2nd Annual Radio Trade Show in Chicago, June 11 to 15.

"You must come over"

Superior Cabinet Corporation
206 Broadway New York City
Bremer-Tully Moving to Larger Building

Two Acres of Floor Space Will Be Devoted to Making of Counterphase Radio—Plan to Increase the Business Over 300 Per Cent This Year

Chicago, Ill., June 4—Two acres of floor space will be devoted to the manufacture of Counterphase radio products in the new quarters of the Bremer-Tully Mfg. Co., at 659-662 Washington boulevard, this city. The move from the former location on Canal street, where the company has been so long established, is the first step in a plan to enlarge business at least 300 per cent this year.

The Bremer-Tully organization is one of the pioneers in the radio industry. It began with the advent of broadcasting although both John C. Tully, president, and Dr. Harry A. Bremer, vice-president and chief engineer, have been in close contact with radio developments for the past twenty-five years.

The company originally made parts and later developed circuits and kits, thus furnishing a foundation upon which a sound and profitable set manufacturing business has been built. Bremer-Tully entered the set manufacturing business four years ago and is now an exclusive manufacturer of receiving sets, speakers and phonograph combinations, the line for the coming season ranging from $100 to $1,000.

COTTON FLOCKS
Air floated, all injurious foreign matter eliminated for
Record and Radio Manufacturing
THE PECKHAM MFG. CO. 218 South Street Newark, N. J.

The Surest Shipping Protection for Fine Finishes

A TLAS Plywood Packing Cases are the best insurance against the ruinous mars and scratches that render beautifully finished radios and phonographs unfit for immigrant customer display at the receiving end. Jobbers and retailers are seldom equipped for expensive touch-up processes or complete refinishing of marked-up cabinets. It is little wonder that they welcome and buy in cases—cases that not only protect the finishes but assure the safety of intricate working parts of these cabinets. Atlas Packing Cases are a genuine economy for both shipper and receiver.

Facts and Figures on Sparton Radio Ads

Tremendous Volume of Advertising on Sparton Radio Illustrated by Array of Figures—115 Newspapers Used

Jackson, Mich., June 6—Some interesting figures which stress the tremendous volume of Sparton radio advertising were recently compiled by the publicity department of the Sparton-Washington Co. of this city, makers of Sparton radio receivers. The statement reads:

"Persons who are accustomed to thinking of advertising as an intangible something, costing much money and delivering certain results that are hard to measure, may have their ideas changed by the following figures.

"During the seasons of 1927-28, Sparton radio was advertised with extreme success in 115 metropolitan papers and national magazines. "Imagine the task of passing a handbill to every man, woman and child in the United States. Imagine, then, covering the same territory again and repeating the process. Then cross into Canada and supply every man, woman and child there, and think of having several million bills left. This will give an idea of the number of Sparton ads printed in nine months. There were 278,000,000 of them.

"If these advertisements were all combined into one and that one were a single column wide, that single column would be so long that the Twentieth Century Limited would require more than four months to go from one end to the other. Further, if the papers and magazines containing Sparton radio ads during these nine months were stacked one on top of the other and placed on a street corner to sell, the stack would be over five hundred miles high.

"If a small town newspaper were to undertake to print these ads, one at a time, on a flat-bed press making 1200 impressions an hour, and worked eight hours a day—seven days a week—the task would be completed by the grandson of the man who started the job, more than seventy years later.

"The paper alone, occupied by these ads, weighed in the neighborhood of two million pounds, and an entire freight train would be required to carry it.

"There is nothing intangible about these figures. The publishing houses which received the Sparton advertising checks printed these millions of tons of paper; printed these hundreds of millions impressions, and then distributed the Sparton ads to the readers.

"And these figures cover Sparton radio only."

The Kaufman-Leonard Co., Shelton, Wash., reports that it has secured good business for the new Victor Orthophonic automatic instrument from restaurants in town.
An Invitation

Radio Manufacturers' Association

invites all Dealers, Jobbers and Distributors to attend the Second Annual Radio Trade Show to be held in conjunction with the Fourth Annual R.M.A. Convention at the Hotel Stevens, Chicago, June 11-15th inclusive.

EXTRA! EXTRA!
The Second Annual R.M.A. Banquet, which was scheduled to be held at Rainbo Gardens, will be held at the Palmer House, State and Monroe Streets, Chicago.

RADIO MANUFACTURERS' ASSOCIATION TRADE SHOW
Under Direction of U. J. Herrmann and G. Clayton Irwin, Jr.
HOTEL STEVENS—CHICAGO
Columbia Phonograph Co. to Market Columbia Radio Receiver

Set Will Be Manufactured Through Special Arrangements With the Kolster Radio Corp. and Contain a Number of New Features—Will Be Introduced Next Season

W. C. Fuhr, vice-president and general sales manager of the Columbia Phonograph Co., has just announced that Columbia is going into radio. A new radio set, to be known as the "Columbia," will be ready for the market early next season. This set will be manufactured through special arrangement with the Kolster Radio Corp. and is to contain a number of new features developed in the Columbia research laboratories. A choice of models is to be offered and a carefully worked out price range will be established.

The Columbia radio set, besides enabling Columbia dealers to offer the public a complete line of Columbia cabinet, portable and electric reproducing phonographs, radio-phonograph combinations and straight radio sets, is of especial interest as the history of Columbia products extends over a period of forty years back to the days when dictating machines and phonographs were interchangeable, and it was customary to listen to the playing of a record by placing tubes in the ears, much in the manner of the present-day radio lead set.

Kolster Radio Base-Ball Team Wins

Winners of Waverly League Championship Last Year Open Season With 9-4 Victory Over the Pittsburgh Nine

The Kolster Radio baseball team, champions of the Waverly League last year, opened this season with a 9-4 victory over the Pittsburgh

Kolster Team Opens Season With a Victory

Pluto Glass nine, last year's champs in the Ironbound Industrial League in Newark, N. J. As soon as their schedule will permit will be ready to meet any teams for the championship of the radio industry. Big league ceremonies marked the opening of the season. The Kolster Radio Band of fifteen pieces played the national anthem while Old Glory was raised to the top of the stand.

Herbert A. Wiedoefle Dies in the West

Orchestra Leader and Brunswick Artist Passed Away as Result of Injuries Received in Automobile Accident

Herbert A. Wiedoefle, popular and widely known orchestra leader of Seattle and San Francisco, died a few days ago at Medford, Ore., from internal injuries which he received when his automobile skidded off the Medford-Klamath Falls Highway. Herb Wiedoefle, as he was more popularly called, was a Brunswick phonograph artist and from the numerous engagements that he had filled on the Pacific Coast his dance music was constantly demanded. For two recent engagements, covering a period of about two years, this noted orchestra leader was at the Hotel Butler in Seattle. Following this, on May 20, 1927, he opened the Trianon Ballroom where he played for a long engagement which did not end until March 31, 1928. Several weeks before the end of this

C. R. Bowen, of the Fitzgerald Music Co., Los Angeles, Made Sales of Panatrope Exceeding $10,000 Last Year

Sells Panatropes to Many Movie Stars

C. R. Bowen, of the Fitzgerald Music Co., Los Angeles, is a typical modern salesman. It is interesting to know that during the last

C. R. Bowen Demonstrating a Panatrophe year he has made over $10,000 in Brunswick Panatrope sales alone. From all appearances he is going to exceed that figure this year. Mr. Bowen's clientele includes many of the famous movie stars. He recently sold a Panatrophe to a Hollywood gossip who was pleased with its results. He had been using his 'A' Groundhog and was enthusiastic over the new model. The Panatrophe is a valuable addition to the actor's kit and is sure to be a success.

Columbia Tram in Africa

In Durban, South Africa, is a city "tram" or street car, known as the "Columbia" from its extensive exterior advertising. Front, back and sides of this conveyance carry the Columbia message in brilliant blue, orange and silver. What's more, the car is a two-decker, so there are two side strips of advertising, one for each deck. Messrs. H. Pollak & Co., Columbia agents in Durban, report that the "Columbia Tram" provokes continuous interest, and is considered to be the most attractive vehicle in the city fleet.

In New Engagement

Leo Reisman and His Orchestra, exclusive Columbia record artists, who for ten seasons have played in the Egyptian room of the Hotel Brunswick, Boston, Mass., opens on the "Roof" of the Waldorf-Astoria Hotel, New York City, on Monday, June 11, for a summer engagement. The orchestra returns to Boston in the fall.
ANNOUNCING
THE NEW
FADA 10
A.C. ELECTRIC

Hard-boiled New York fell for it overnight—and how! Radio never saw such a welcome before. Re-orders the third day. With the new FADA 10 to sell, the 5000 Fada dealers are sitting on top of the world.

Here's why the FADA 10 won New York so quickly:

An A.C. Fada at $110—Single Dial—Uses 5 indirect heater A.C. tubes—seven tube total—Illuminated Station Finder, showing wave lengths—Volume control from full on smoothly down to a whisper—Single casing encompasses entire mechanism—Completely shielded—Improved circuit that minimizes A.C. hum—Exceptional long life of A.C. tubes—Adapted for either short or long antenna—Vernier for proper adjustment to length of antenna used—180 Volts on power tube—Operates efficiently on any rated 90 to 130 Volt A.C. line—Available in 25 or 60 cycle models—Unusually attractive cabinet.

On Exhibition at Chicago Trade Show, Hotel Stevens and at Fada Headquarters, French Room, Blackstone Hotel.

F. A. D. ANDREA, Inc., Long Island City, New York

*Slightly higher West of the Rockies
Talking Machine and Radio Men Nominate

Officers for New Season to Be Elected at June Meeting—Permanent Secretary to Be Employed—W. F. Scanlan Speaks

The May meeting of the Talking Machine and Radio Men, Inc., held at the Cafe Boulevard, New York City, on Wednesday, May 16, opened with a silent tribute to Cyrus L. Adler and George E. Brighton, prominent members of the phonograph-radio industry, who had died since the last meeting of the association. Resolutions were passed that expressions of sympathy be sent the families of the deceased.

The principal business of the meeting was the nominating of officers for the coming year. The following were named: President, Irwin Kurtz and Joseph H. Mayers; vice-president, Max Landay, C. Buckner and J. H. Mayers; radio jobbers' vice-president, Irving Sarnoff, E. B. Ingham, Jack Weber, Maurice Landay and Mort Salaman; phonograph manufacturers and jobbers' vice-president, E. W. Guttenberger; New Jersey dealers' vice-president, Messrs. Spring and Hertzel; Bronx dealers' vice-president, Joseph Tykoff and D. Rosenbaum; Lower East Side dealers' vice-president, L. A. Tietfsky; Lower West Side dealers' vice-president, M. Goldberg; Upper West Side dealers' vice-president, Moe Goldsmith and L. J. Rooney, and salesmen's representative, Messrs. Forster, Goldsmith, Cohen and Rooney.

The question of employing a paid secretary to attend to the needs of the organization and to give his entire time to the Association's welfare was discussed. Again the question of whether or not there should be a paid secretary was raised. Messrs. Kurtz and her Majesty recommended that the position should write a letter stating their qualifications to Irwin Kurtz, president of the Association, and a committee composed of Joseph H. Mayers, E. W. Guttenberger and E. B. Ingham will pass on the merits of the various applicants.

President Kurtz informed the meeting that a drive has been started by the Police Department to curb the practice of dealers playing radio receivers and phonographs at their store doors. Mr. Kurtz and Mr. Cunningham, of the legal staff of the Columbia Phonograph Co., have made a request for an interview with some official of the Police Department in order that the situation may be satisfactorily adjusted.

Dudley F. Cohen told of the plans for the RMA Trade Show special train and urged all dealers who plan attending the convention and show at Chicago to put in their application for accommodation immediately.

Warren F. Scanlan, of Stanley & Patterson, technical adviser of the Association, gave a brief talk on the subject, "Why We Have Service Problems." He stated that 90 per cent of the service calls on AC receivers are due to incorrect installations. He advised dealers to check up on the voltage being received in a purchaser's home before a set is installed and raise or lower it to the proper level in order that a receiver might operate properly.

The next meeting of the Talking Machine and Radio Men will be held on June 27, at the Cafe Boulevard, when officers will be elected.

Kellogg Advertising Via Billboard Route

Maker of Kellogg Radio Closes Deals for Billboard Space in Middle West and East—Important Aid to Dealers

The words "Kellogg A-C Radio" will be stamped upon the minds of thousands of people this summer, for outdoor illuminated billboards and wall bulletins, placed where they will be viewed by the greatest number of people, will broadcast the Kellogg sales message to millions. The Kellogg Switchboard & Supply Co., Chicago, has contracted for billboard space in several large cities in the Middle West and the East. The contract covers a period of six months and specifies that the copy on the boards is to be changed every month. There will be a total of about fifty billboards and wall bulletins used during the campaign.

Dealers, whether they are located near the Kellogg boards or not, will benefit by this advertising because motorists from points throughout the country will see these posters. The Kellogg company has a special co-operative outdoor advertising plan for dealers in cities and towns where Kellogg billboards are not located.

New Schubert Album Issued by Columbia

The Columbia Phonograph Co., New York City, as part of its activities in the observance of the Schubert Centennial, is issuing each month a new Schubert Masterworks Album of records, the latest of which is the composer's Sonata in A Major, Opus 120, played by Myra Hess, the celebrated English pianist. The company's plan is to spread educational material evenly over a period of months, culminating in special features for November, the month of Schubert's death.

A special booklet describing the composition and containing a brief biography of Schubert and of Myra Hess, together with a full listing of the eighty-seven Masterworks albums, has been distributed to Columbia dealers for consumer distribution. This is in line with Columbia's exploitation plans on these records.

Trade Mourns Death of Cyrus L. Adler

Founder of Adler Manufacturing Co., Phonograph and Radio Manufacturer, Dies After Six Weeks' Illness

Louisville, Ky., June 4—Cyrus L. Adler, former president of the Adler Manufacturing Co., of this city, died on Thursday afternoon, May 3, at St. Joseph's Infirmary. Mr. Adler had been in poor health for four or five months, and had gone to St. Joseph's some six weeks prior to his death to undergo an operation.

Mr. Adler was born in Rochelle, Ill., in 1865, and at an early age entered the lumber business. In 1903 he came to Louisville and organized a company to manufacture reed organs and pianos. Gifted with indomitable energy, a keen and analytical mind, a rare personality and the ability to make and hold staunch friends, the business prospered and the present Adler Manufacturing Co. is the outgrowth of his original venture. During the past ten years the Adler phonograph was added to the products manufactured. In recent years the company has been a large manufacturer of radio cabinets, manufacturing both for the makers of sets and for the retail trade.

Mr. Adler is survived by his widow, Mrs. Alice G. Adler, his daughter, Mary Helen, a senior at Vassar, and his son, John, a freshman at Yale. His loss is mourned by a wide circle of friends and associates and by his employees, who fairly idolized him. It is the ambition of his associates to maintain the same high ideals in the conduct of the business which characterized it during Mr. Adler's lifetime. N. P. Bloom, formerly secretary and general sales manager of the company, succeeds to the presidency.

Carl Bautz, music dealer of Brooklyn, N. Y., died suddenly on Friday, May 25.
The New STANDARD PACKAGE

Raytheon Type B-H
The Standard Replacement Tube for 'B' Eliminators
List Price $4.30
IONIZED MELTUM FOR LONG LIFE
Rational Packaging

MILLIONS
IN USE
MILLIONS
TO BE
REPLACED

Raytheon
LONG LIFE RECTIFYING TUBE

How many will you Sell?

Raytheon
LONG LIFE RECTIFYING TUBE
Interesting Events of the Trade in Pictures

Left—An example of Mohawk delivery efficiency. Big, fast trucks such as the one illustrated bring Mohawk dealers and distributors together—another instance where "Service to the Customer" is the watchword.

Above—The Geist Music Co., of Shamokin, Pa., had the attractive exhibit illustrated herewith at a local fair and secured a great amount of publicity and attention in addition to stimulating sales.

Above—In the town of Eagle Pass on the banks of the Rio Grande the Riskind Furniture Co., Brunswick dealer, does a flourishing business. The establishment recently sold a Panoramic to the Central, leading hotel, so that residents and visitors can eat their Mexican food amid the strains of the latest Brunswick records.

Above—Members of the F. A. D. Andrea organization spent many a merry night during the past winter competing in the Fada bowling league, and so intense competition was so keen that the trophy illustrated above served as the reward for the winners.

Above—George Cugley, vice-president of the Buckeye Mfg. Co., of Springfield, O., prominent member of the radio industry.

Above—Ernest R. Lazear, advertising manager of the Philadelphia Storage Battery Co., who is busily engaged planning the tremendous advertising campaign which will launch the new Philco radio.

Above—The Rocky Mountain Radio Corp., Denver, Col., exclusive Majestic Distributor for Colorado, Wyoming and New Mexico, created a great amount of interest for Majestic products by a mystery advertising campaign. The tire covers on each of the salesman's automobiles carried the name "Majestic" and a large question mark and people in all sections were speculating as to the meaning of the question. The members of the sales organization shown in the photograph are: Helen Edwards, Paul B. Lanius, president; Frank W. Gray, Rose Van Storm, R. R. Delville, Mrs. D. H. Edwards, Cecil Tate, A. D. Myers, F. S. Peecher, sales manager; W. M. Rubidge, F. J. Heighberg and H. K. Hamann.
Panatrope Display at Omaha Exposition

Noll Electric Co., Brunswick Wholesaler in Omaha Territory, Sponsors Interesting Exhibit at Better Homes Show

At the recent "Better Homes Exposition," held in Omaha, the Brunswick Panatrope was prominently displayed by the Noll Electric Co., jotter of Brunswick products in that district. The Noll display was one of the most striking in the exposition, and in addition, this company supplied the music for the exposition with a P-3 model of the Panatrope, mounted on the balcony. A special girl was engaged to operate the instrument with an album of 150 records. In that way over 50,000 people heard the Panatrope during that week, and it is understood that the Noll Elec. Co. developed numerous prospects during the week of the exposition.

Market New Bodine Electric Turntable

Designed Especially for Use in Radio-Phonograph Combinations — Equipped With Single Phase Induction Motor

The Bodine Electric Co., 2256 West Ohio street, Chicago, Ill., announces the new Bodine Model RC10 electric turntable, which has been designed especially for use in radio-phonograph combinations. The Model RC10 unit is equipped with a single phase induction motor that has no commutator or brushes, and therefore cannot introduce interference in the loud speaker, usually caused by sparking at the brushes.

The modern trend to use an electric phonograph pickup in conjunction with the amplifier in a radio receiver for electrical reproduction of phonograph records has created a demand for an electric turntable which will not create disturbances in the electrical circuit which operates not only the electric turntable, but also the radio amplifier and rectifier units.

The new Bodine Model RC10 electric turntable will be furnished to manufacturers of electric phonographs and also will be merchandised through the regular jobbing channels.

Audak Co. Issues Fine House Organ

"Audak Ultra Rays" has made its bow to the trade. This interesting house organ, edited by Hart Lehman, advertising counsellor to Maximilian Well, president of the Audak Co., New York, is published monthly in the interest of the music trade. Its contents are aptly described in the opening paragraph: "A little of this and a little of that . . . here a chuckle and there a bit of homely advice . . . a smile or two to lighten the day's routine . . . and we hope you'll like us."

Appointed Maryland Majestic Distributor

H. R. Eisenbrandt Sons, Inc., Will Cover Entire State of Maryland and Portions of Other States and Washington

H. E. Young, Eastern manager of the Grigsby-Grunow Co., manufacturer of the Majestic line of radio equipment, recently announced the appointment of H. R. Eisenbrandt Sons, Inc., 216 West Franklin street, Baltimore, Md., as a distributor of the Majestic line to cover the entire State of Maryland and portions of Delaware, Washington and Virginia. The Eisenbrandt organization is one of the best-known distributing organizations in its section of the country and is favorably regarded by music dealers, having formerly been a Victor wholesaler. Mr. Eisenbrandt and his entire sales organization recently made a trip to the Grigsby-Grunow plant in Chicago.

ART MODERNE

AGAIN looking ahead in trends of the fickle public taste regarding furniture, Watsontown will introduce to the trade Radio Furniture designed in the Moderne Manner. The better shops are introducing the startling beauty of this new art in Furniture to the Public.

Visit our Trade Show Exhibit and see the beauty of this furniture. It will profit you, for the profits go to those who lead and not to those who follow.

A Surprise Awaits You

Booth 74. Demonstration Room 561
R. M. A. Trade Show
June 11-15. Stevens Hotel, Chicago

Watson town Table & Furniture Co.
Watsontown, Pa.
National Carbon Co., Inc., to Enter Radio Receiving Set Field

Manufacturer of Eveready Batteries Will Produce AC and Battery Operated Sets—Will Be Offered to the Public in Fall Under Trade Name “Eveready”

The National Carbon Co., Inc., manufacturer of Eveready batteries, has announced a decision to enter the radio receiving set field with a line of both AC and battery operated sets, beginning with the Fall radio buying season. The announcement was made in the following statement signed by W. J. Knapp, president: “The National Carbon Co. has decided to enter the radio receiving set field. Both AC batteryless receiving sets and battery operated sets will be marketed by this company under the trade name of Eveready. The decision to produce the sets has been arrived at as a result of considerable research and experimentation, as this company, with its great responsibility to the trade and the public, did not feel that it could conscientiously enter this new market until a receiving set of wholly desirable standards had been developed.

“We make this announcement at this time to dispel various rumors which are prevalent as we do not wish to contribute in any way to a situation which might be calculated to disturb the radio trade. Models of the sets will be offered to the public in the Fall. Details of the technical aspects of these receivers will be made public in a few weeks. It is but right to say that we have carefully considered every phase of the radio industry at this time, and believe that there is ample room for volume sales of both a strictly modern AC set and a battery operated set based on a power consumption principle which should mark an innovation in that side of the industry.”

In addition to its leadership in the radio battery, flashlight and carbon products fields, the company is also a pioneer in broadcast entertainment, being the sponsor of the Eveready Hour, which is broadcast weekly over a national network. Its sales organization is said to be in contact with more than sixty thousand dealers and its intimate association with the jobbing and distribution systems of the country has resulted in a wide trade acceptance for its products. The company recently introduced a new anti-freeze preparation for automobiles.

Entrance of the National Carbon Co. into the radio receiver business brings into that field of radio activities an organization of sufficient scope in resources, sales personnel and administrative abilities to mark it as a factor of major importance. At the outset of the original boom in radio the company assumed leadership in the selling of radio A, B and C dry cell batteries. It developed the Layerblist B battery, constructed in layers instead of cylindrical cells, and is now marketing two types of Layerblists, one for heavy duty and one for light duty.

Demand for Portables Features Month in Cincinnati Trade Area

New Victor Portable 2-55 Proving a Sensation—Brunswick Symphony Recordings Featured at Biddle Shop—New Starr Electric Pick-up Gets Fine Reception

CINCINNATI, O. June 4.—Dealers in talking machines state that sales have been at a very good level the past four weeks. At this time all lines are moving in a satisfactory way and there is an exceptionally good demand for portable talking machines.

The latest sensation here in the talking machine line is the new 2-55 portable Victor, which is now being distributed in this territory by the Ohio Talking Machine Co. “It has an Orthophonic sound box and its reproduction is unexcelled,” explained C. H. North, vice-president of the Ohio Co. “At present the demand for this instrument is greater than the supply, but we will have a larger stock soon.”

At the Baldwin Victrola Shop it was reported by Miss Nan Tighe, manager, that the new Victor housewive model has been moving in a fine way and that there is a splendid demand for portables at this time.

At the Biddle Brunswick Shop the Brunswick Symphony recordings are being featured and these are attracting a great many discriminating lovers of music.

“The demand for portables is very large and these instruments have become an important trade feature,” said M. W. Fantle, head of the M. W. Fantle Co. E. J. Liebman, Fantle field man, who has just returned from a trip through central Ohio, reports that business is improving in all parts of his territory.

At the store of the Starr Piano Co. it was reported by G. E. Hunt, retail manager, that the new Starr Electric Pick-up talking machine has met with a fine reception. This is now offered in the Style 24 case, but other models will be put out from time to time. Charles J. Meinberg, local manager, has just returned from a visit to the Starr factories in Richmond. At the Oldsmobile Store, Seventeenth and Elm, it was reported that they have been having a fine demand for Radiola No. 18, and that the Pal and Artone portable instruments have been moving briskly.

E. B. Dauton, manager of the Cincinnati branch of the Brunswick-Balke-Collender Co., spent the past week in Louisville, looking after business affairs in general.

Dr. Stanley Marie, CeCo Chief Chemist

Addition to Organization of Providence Firm Widely Experienced

PROVIDENCE, R. L. June 1.—Ernest Kaner, chief engineer of the CeCo Mfg. Co., this city, announced the appointment of Dr. Stanley Marie as chief chemist of the CeCo organization. Dr. Marie has published about 100 technical papers. He has taught science and radio in Boston English High School, is a member of the American Chemical Society, American Association for Advancement of Science, American Society for Testing Materials and the American Electro Chemical Society. He also has had considerable experience as a radio amateur, his license being 11C and 10F.

He was at one time chief chemist of the Acme Smelting Co., and consulting chemist for a good many organizations, among them being the U. S. Smelting & Refining Co., Columbia Lacquer & Paint Co., and others. Dr. Marie was educated at Wentworth Institute, Franklin Union, and Harvard, receiving his Ph.D.

Fada Plans for Show Week

In addition to the permanent Fada exhibit at 2619 South Michigan avenue, Chicago, Fada Radio is showing the complete line both at the Blackstone Hotel and the Hotel Stevens during the Radio Trade Show. The Fada receivers will be demonstrated at the Blackstone. A banquet to distributors and special jobber meetings are also planned by F. A. D. Andrews, Inc., for show week.

New Federal Products

BUFFALO, N. Y. June 4.—For the past month it has been rumored that the Federal Radio Corp. of this city, is preparing to announce an entirely new line which will be shown at the RMA trade show in Chicago next week.

Exclusive Features

which will increase the sales value of your phonographs are incorporated in the superior line of

KRASCO silent MOTORS

Krasco Phonograph Motor Co.
Elkhart, Indiana, U. S. A.
Glad to Prove It!

If you believe in saving all the money possible on packing and shipping costs, send for an H & D Package Engineer. He will gladly show you how to effect substantial economies in your packaging. Fragile glassware, delicate instruments, electric motors, heavy paint cans, live baby chicks—these and hundreds of other products of all sizes, shapes and weights, have been packed in specially designed H & D Corrugated Fibre Shipping Boxes and shipped safely to the four corners of the nation—at a saving over previous methods.

An H & D Package Engineer will be glad to prove he can save you money—at no cost to you. Write now and secure real proof.

THE HINDE & DAUCH PAPER COMPANY
230 Decatur Street
Sandusky, Ohio
Sixth Annual Crosley-Amrad Distributors’ Convention Held

More Than 250 Delegates Representing the Entire United States and Canada Participate in Most Successful Gathering—New Receivers and Speaker Shown

With more than 250 present, delegates representing the entire United States and Canada, the Sixth Annual Distributors’ Convention of the Crosley-Amrad radio corporations, held in Cincinnati, May 15 and 16, was the most successful in the history of either organization.

Introduction of greatly improved new receiving sets and a remarkable new loud speaker featured the convention.

Enthusiasm among Crosley and Amrad distributors reached a high pitch, and the suggestion by Powell Crosley, Jr., president of the Crosley Radio Corp., and chairman of the board of the Amrad Corp., that business of both concerns this year would double that of last year, was enthusiastically received by the salesmen. Even before the convention adjourned, orders were placed for a large volume of business.

One of the outstanding features of the convention was an elaborate banquet and entertainment staged in the ballroom of the Hotel Gibson on the evening of May 15, when the principal guest of honor was Hon. Murray Sea-son-good, Mayor of Cincinnati. He highly complimented Mr. Crosley and his organization for the progress it has made in the radio world, and tendered the thanks of Cincinnati for the dignified, yet very forceful manner in which the corporation is spreading the virtues of the Queen City to the world. This is being done principally through the two broadcasting stations operated from the Crosley factories. They are WLW and WSAS, the operation of which was recently acquired by Mr. Crosley.

Before leaving Cincinnati the visiting distributors and salesmen gave H. Curtis Abbott, general sales manager, assurance that they will double their efforts in 1928, and will be greatly disappointed if they are not successful in increasing the volume of business 100 per cent.

Many pilgim features marked the convention. New receiving sets and a remarkable new loud speaker attracted the favorable attention of the visitors. Nothing, however, could have made a more lasting impression than a jewel-box scene presented as the climax to a three-hour entertainment on Tuesday evening. The accompanying photographs tells the story.

The girls who represented the various hours, which are heard by radio users everywhere, were selected from the offices of the Crosley Corporation. The climax of the Convention Radio Corp. Just before the alluring maidens thrust their pretty faces through the velvet curtain, silver balloons were popped to make way for the girls. The picture presented by the balloons was that of a string of pearls; then when the young ladies appeared the picture was a string of other jewels.

Distributor Flies to Attend Conclave

Fred E. Burrall and His District Managers Make a Quick Trip to Steinite Convention in Atchison, Kan.

One of the interesting highlights of the recent convention of distributors at the Steinite Radio Co. factories in Atchison, Kansas, April 30, was the flight from Green Bay, Wisconsin, to Atchison by Fred E. Burrall, president of the McMyler-Burrall Co., Steinite distributor for Wisconsin and upper Michigan, and five of his district managers.

After attending the two-day conference at the Steinite factory, radio flying troops determined to bring the first Steinite AC electric radio for 1929 to Green Bay by air. With one of the new receivers on board the party flew the short distance from Atchison to Green Bay in exactly four hours and forty-one minutes. Arriving at the Wisconsin city, Mr. Burrall presented the set to William Hubols, a leading Steinite dealer in Green Bay.

The trip furnished a striking illustration of the progress in both aviation and radio. The spectacle of a jabber flying to a convention sponsored by a manufacturer and rushing back the new season’s model to a dealer by the same route, all in three days, under the relatively high importance of radio in American life. The gentlemen shown in the above photograph from left to right are Lee H. Jelly, Oshkosh district sales; Walter Jessen, Madison district sales; Eddie Merritt, pilot of plane; Fred E. Burrall, president, McMyler-Burrall Co., Edward F. Burrall, Wanam district sales, and Everett C. Jessen, Milwaukee district sales.

Fada Executive Sees Seasonal Slump End

The year 1928 may see the seasonal slump in radio forever eliminated from the consideration of manufacturers, according to R. Klein, general manager of F. A. D. Andrea, Inc., manufacturer of Fada Radio.

“In the early years of broadcasting March to September were the dog days,” said Mr. Klein, “This seasonal slump held through 1925. Then in 1926 the falling off in sales occurred late in April with a correspondingly earlier pickup in the Fall. Last year manufacturers were rushed until the middle of May. The slump broke in July with sales curves showing a healthy rise through the remainder of the Summer. This pointed to bright prospects for 1928 and these hopes are being realized. There has been a scarcity a lumps this year, with an earlier start than ever in the history of the business. This year dealer orders were on the books as early as May.”

Mr. Klein attributes this partly to the clearing up of broadcasting problems with consequently better twelve months’ service on programs and the improved design of radio sets.

Nick Lucas, Brunswick recording artist, autographed records at the phonograph section of the Kansas City Power & Light Co. during a recent visit to Kansas City, Mo. The company tied up through displays and advertising.
The NEW “De Luxe” Models Pacent Phonovox

Read the 6 outstanding features at the right! Compare them with any other pick-up you know about! Each feature furnishes a real sales building talking point. Not until you have actually heard the reproduction of this newest Pacent creation can you realize how far superior is the performance of this “year in advance” electric pick-up.

Prove these statements to your complete satisfaction! Order a sample from your jobber and test it out in your own home—in your store! If he cannot supply you—write us and we will see that you receive one promptly.

PACENT ELECTRIC CO., INC.
91 SEVENTH AVE. - NEW YORK CITY

Outstanding Features of the DE LUXE Models
Pacent PHONOVOX THE Electric Pick-up

1. The ONLY pick-up device designed for use with the fibre needle without loss of volume. Using fibre needle gives clear tones without the directional needle scratch.
2. Permits changing from radio to electric phonograph reproduction without the necessity of removing the detector tube.
3. Gives complete coverage of the musical range due to the scientifically designed magnetic generator.
4. Counter-balanced tone arm provides correct weight at needle point for obtaining best reproduction.
5. Swinging Tone Arm Attachment on De Luxe Model 105A without Tone Arm, permits installation on phonographs with either left or right hand tone arms.
6. New design triangular needle holder takes either steel or fibre needle and assures proper angle of needle to the record.

List Price $13.50

Complete with Counter-Balanced Tone Arm, adapters for both A.C. and battery operated sets, and volume control.
Canadian Victor Branch Managers Hold Convention in Montreal

Executives and Sales Staffs of Victor Talking Machine Co. and Associated "His Master's Voice" Companies Hold Three-Day Gathering at Mount Royal Hotel

Montreal, Canada, May 23—The Victor Talking Machine Co. and the associated "His Master's Voice" companies wound up the three-day convention of their branch managers and sales staff at a dinner tonight in the Mount Royal Hotel, which has been the headquarters for the conference since Monday. The speakers at the dinner were B. M. Berliner, president, and Col. H. J. Trickey, one of the directors.

Tours of inspection of the factory and new models and round-table discussions formed the order of the day on Monday. This was followed by an address by H. E. Walker, secretary-treasurer. In the evening a theatre party was held after dinner at the hotel. Yesterday morning discussions continued on the previous day's findings. Miss Mahel Rich, who was in charge of the educational department, addressed the large delegation at the hotel on "Educational Work in the Schools." The speakers threw much light on some of the puzzling problems concerned with musical education of the child, both at home and at school. J. H. Biggar, sales manager of western territories, and J. Dumoncel, manager of eastern territories, addressed the gathering at luncheon on "Sales Promotion" and "Orthophonics." Half an hour was set aside immediately after both addresses for the propounding and answering of questions and trials proved one of the most instructive features of the convention.

J. W. Barnes, assistant sales manager, gave an address on "Radio Conditions," in which he outlined the company's radio policy and pointed out that everyone could face the future with a deep feeling of satisfaction so far as handling a set worthy of the name of Victor was concerned. He said that when the quality of the new receiver becomes generally known sales will automatically increase. Other talks were given by Edgar G. Hermann on "Advertising;" L. W. Jones, on "Dealers' Advertising;" G. J. White, on "Service Repairs;" H. C. Darnall, on "Factory Production;" R. Wrenn on "Electrolas;" and A. H. Joseph and Miss O'Brien on "The Record Situation."

Five Men Added to Jensen Sales Force

Four to Call on Jobbers, Other One to Call on Manufacturers—New Jobbers Appointed in Important Districts

Five appointments to the sales force of the Jensen Radio Mfg. Co., Chicago, Ill., and Oakland, Cal., have been made by Thomas A. White, general sales manager. Four of the men have been assigned definite territory and will devote the greater part of their time to the jobbing trade, while the fifth will call on manufacturers.

J. W. Sands, with headquarters at Dayton, Ohio, will contact the wholesale trade in Ohio, Michigan, Indiana, Kentucky and West Virginia. Mr. Sands was with the Magnavox Co., at the same time Mr. White was with that organization. Prior to this recent appointment he was with the Spalding sales department.

The New York City territory, in addition to the States of Pennsylvania, Delaware, New Jersey, Maryland and Washington, D. C., has been assigned to James A. Kennedy, who will make his headquarters in New York.

L. R. Hadin, prior to his appointment, was associated with Jack D. Underhill, manufacturer's agent for the Farnsted Co. Mr. Hadin, with headquarters in Schenectady, will travel upper New York State and the entire New England States.

In the Northwest territory, consisting of Wisconsin, Minnesota, Iowa, Nebraska, North and South Dakota, W. V. Crowley will be the Jensen sales representative. Mr. Crowley will make his headquarters at Chicago, where he was formerly connected with Charles H. Freshman, Inc.

In the Midwest and Southwestern territory, consisting of Missouri, Arkansas, Mississippi, Texas, Oklahoma, Colorado, New Mexico, Arizona, Nevada and Utah, the following appointments have been made:

Mr. C. F. Crane, who up to the time he joined the Jensen organization was assistant sales manager of the Briggs & Stratton Co., Milwaukee, will call on manufacturers. Mr. Crane will also travel out of the Chicago office.

According to Mr. White, excellent progress is being made in the building up of the sales and production personnel. The Jensen company's activities will be centered and directed from the new factory and offices established in Chicago. Distributing connections in the jobbing trade are also being closed rapidly. Among those closed recently are R. W. Radio, New York; Wholesale Radio Equipment Co., New York and Newark; Hem South Bros., Philadelphia; Detroit Electric Co., Detroit; Harry Alter Co., Chicago; and the Bewood-Lince Co., of St. Louis, Mo.

Sonora Dealer on the Air With Music

Troup Bros., of Harrisburg, Pa., Sponsor Daily Hour of Music Over Station WMBS—Wide Interest Developed

Troup Bros., Sonora dealers of Harrisburg, Pa., have instituted their own hour of broadcast entertainment over station WMBS of Harrisburg, and are on the air every evening from 6 to 7 o'clock Eastern Standard Time. This broadcast has created great interest, and the results, say both Messrs. L. A. and A. C. Troup, are eminently satisfactory. The sales have increased and inquiries in the form of "fan mail" have been received from as far west as the Pacific Coast and as far south as Florida.

The entertainment is broadcast from radio studios which are located on the fifth floor of the Troup Building. Mr. Doyle, manager for the Sonora dealers, is in charge of the arrangements. Sonora phonographs are used in broadcasting. The Troup brothers own their own store, a modern six-story building, devoted exclusively to their musical merchandise. The fifth floor is devoted entirely to radio. Mr. Doyle says that the record and roll business has increased 600 per cent since the inauguration of the nightly broadcast program. The success of this business is indicative of what aggressive and progressive business methods can accomplish in the retail field.

Splitdorff Radios Shown at Conclave

Radio Line Included in Exhibit Held in Atlantic City

Atlantic City, N. J., June 1—The Splitdorff Boston Electric Co., Newark, N. J., had an exhibit occupying 1140 square feet at the Convention of the National Electric Light Association, which was held in this city recently. Eight booths were necessary to house the exhibits of this company. The Splitdorff Radio Corp., a subsidiary company of the Boston Electric Co., exhibited radio receivers in a variety of types ranging from the simple table models to line art furniture models housing all-electric sets. "Beauty in Radio" was the theme of the exhibit and cabinets arranged to convey the idea were shown. The Splitdorff-Conetone was also exhibited.

Outing Portables in Favor

The New York Album & Card Co., New York City, which is now manufacturing the Outing portable phonograph, reported great success manifested by the trade in the new line of this long known portable. Mr. Willinger, president of the company, has been engaged in the appointment ofjobbers for the Outing and states that a number of distributing houses already taken on the line.

For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer . . . that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by all this. Write us for quotations.

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

C. F. Crane, who up to the time he joined the Jensen organization was assistant sales manager of the Briggs & Stratton Co., Milwaukee, will call on manufacturers. Mr. Crane will also travel out of the Chicago office.

According to Mr. White, excellent progress is being made in the building up of the sales and production personnel. The Jensen company's activities will be centered and directed from the new factory and offices established in Chicago. Distributing connections in the jobbing trade are also being closed rapidly. Among those closed recently are R. W. Radio, New York; Wholesale Radio Equipment Co., New York and Newark; Hem South Bros., Philadelphia; Detroit Electric Co., Detroit; Harry Alter Co., Chicago; and the Bewood-Lince Co., of St. Louis, Mo.

Sonora Dealer on the Air With Music

Troup Bros., of Harrisburg, Pa., Sponsor Daily Hour of Music Over Station WMBS—Wide Interest Developed

Troup Bros., Sonora dealers of Harrisburg, Pa., have instituted their own hour of broadcast entertainment over station WMBS of Harrisburg, and are on the air every evening from 6 to 7 o'clock Eastern Standard Time. This broadcast has created great interest, and the results, say both Messrs. L. A. and A. C. Troup, are eminently satisfactory. The sales have increased and inquiries in the form of "fan mail" have been received from as far west as the Pacific Coast and as far south as Florida.

The entertainment is broadcast from radio studios which are located on the fifth floor of the Troup Building. Mr. Doyle, manager for the Sonora dealers, is in charge of the arrangements. Sonora phonographs are used in broadcasting. The Troup brothers own their own store, a modern six-story building, devoted exclusively to their musical merchandise. The fifth floor is devoted entirely to radio. Mr. Doyle says that the record and roll business has increased 600 per cent since the inauguration of the nightly broadcast program. The success of this business is indicative of what aggressive and progressive business methods can accomplish in the retail field.

Splitdorff Radios Shown at Conclave

Radio Line Included in Exhibit Held in Atlantic City

Atlantic City, N. J., June 1—The Splitdorff Boston Electric Co., Newark, N. J., had an exhibit occupying 1140 square feet at the Convention of the National Electric Light Association, which was held in this city recently. Eight booths were necessary to house the exhibits of this company. The Splitdorff Radio Corp., a subsidiary company of the Boston Electric Co., exhibited radio receivers in a variety of types ranging from the simple table models to line art furniture models housing all-electric sets. "Beauty in Radio" was the theme of the exhibit and cabinets arranged to convey the idea were shown. The Splitdorff-Conetone was also exhibited.

Outing Portables in Favor

The New York Album & Card Co., New York City, which is now manufacturing the Outing portable phonograph, reported great success manifested by the trade in the new line of this long known portable. Mr. Willinger, president of the company, has been engaged in the appointment of jobbers for the Outing and states that a number of distributing houses already taken on the line.

For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer . . . that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by all this. Write us for quotations.

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago
O’Neil Speakers are licensed under the LEKTOPHONE patents—Enough said

Announcing
the new line
of
The FAMOUS O’NEIL RADIO SPEAKERS

Red stripes on a peppermint stick make it look good to a youngster and he wants it. The New Line of O’NEIL RADIO SPEAKERS “looks good” because they are designed to appeal to the eye as well as the ear and to see them is to want them.

The New O’NEIL Super X unit, a conceded standard of comparison in speaker units, is an integral part of these speakers. This unit is a non-adjustable condensed type in which the vital parts are protected by a transparent shield from dirt, dust, or any foreign element, thus insuring the smooth operation of the speaker at all times. O’Neil speakers are “fool-proof” being permanently adjusted at the factory.

O’NEIL Speakers are completely FACTORY BUILT and TESTED. Their full, rich, natural and mellow tones proclaim them as quality instruments for use with the new electric or battery sets. They range in price from $14.75 to $69.50—an appeal to the pocketbook— and full appreciation of them means to SEE, HEAR and EXAMINE them.

Set and Cabinet Makers will be especially interested in the New O’NEIL Chassis Speaker which also has the new Super X Unit. It’s made with or without a Baffle Box (10-in. x 10-in. x 6¼-in.). Special prices on request.

On continuous demonstration at the R.M.A. Show, June 11-16, Booth 71-78 or Rooms 1604-5-6, Stevens Hotel, Chicago

O’NEIL MANUFACTURING CORPORATION

“The Famous O’Neil Radio Speaker”

West New York, New Jersey
Lyon & Healy Bowlers Hold Annual Dinner

Close Most Successful Season — Every Department Is Represented on Teams Comprising the League

Closing its most successful season the Lyon & Healy bowling league recently met and dined in the Palmer House, Chicago. This annual affair has become the most popular party of the year and is attended by most of the men employees, and this year’s dinner program is said to have set a record with a varied bill of local and professional talent. C. H. DeAcres, vice-president and general manager of Lyon & Healy, acted as toastmaster.

The Small Goods team composed of John Shea, captain; Roberts, Zorn, Parks and Maboney, were this year’s champions in a twelve-team league. Sixty bowlers made up the teams with about sixty more available as substitutes. Every executive of the company bowls in the league as a regular, either on the executive team or on one of the other groups. M. A. Healy, chairman of the board of directors; R. E. Durham, president; C. H. DeAcres, vice-president and general manager; H. H. Fleer, vice-president in charge of pianos; Walter P. Roche, vice-president in charge of wholesale; R. K. Jagor, treasurer; C. H. Anderson, secretary; all are regulars who never miss a Tuesday night match.

A fine spirit of sportsmanship prevails and every department of the business is represented, usually by the department manager himself as well as the other men. Interest is keen and competition is bitter between the teams as well as the individual bowlers.

A girls’ league of twenty bowlers was formed three years ago, and they too have their regular schedule and prize list. Nothing could be better to foster a feeling of good fellowship in an organization, and Lyon & Healy gladly explains the features of its bowling organization to any other music house that might be interested in forming a league. A championship cup to the team and gold medals to the individuals are awarded the champions each year as well as many other prizes for teams and individuals of the organization.

William A. Semple, music dealer of Utica, N. Y., recently filed a petition in bankruptcy, listing liabilities of $31,569 and assets of about $20,000.

H. T. Griffith Is New Udell President

Popular Trade Executive Will Direct Sales and Advertising of Udell Works — Has Spent Many Years With Firm

INDIANAPOLIS, Ind. June 4 — H. T. Griffith, known to his many friends in the trade as “Tom” Griffith, has been promoted to the presidency of the Udell Works, the prominent furniture and cabinet manufacturers of this city, with James E. Perry, prominent financier of Indianapolis, and president of the Indianapolis Baseball Club, as vice-president; Howard H. Phillips, another Udell veteran, as secretary and treasurer.

Mr. Griffith, who as head of the company will look after the sales and advertising, has been with the Udell Works since 1902, joining that organization as a boy. His rise through the ranks has been steady, due to persistent and capable effort, and for some years past he has been vice-president of the company. Howard H. Phillips, secretary and treasurer, has been with the Udell Works since 1895, and has given his particular attention to factory and production matters. These two gentlemen recently purchased the controlling stock interests of the company, from the executor and trustee of the estate of Albert A. Barnes, founder of the business, for an amount set at $165,000. Mr. Perry, the latest addition to the executive staff, a capable executive, will look after the financial affairs of the company.

The Udell Works are bringing out a new line of products and will show an excellent assortment of radio cabinets at the Hotel Stevens, Chicago, during the Radio Trade Show, in Booth 142 and also in Room 522. In addition the company will show a minimum of forty new patterns at the Chicago Furniture Show at the American Furniture Mart, Chicago, which is scheduled to begin June 25.

Here’s the latest from Buckingham

An A-C ELECTRIC CHASSIS

Scientifically Built — Low Priced

A new standard in high quality—a new level in low price. 99% of all parts that go into the Buckingham chassis are made in our own factory. That’s why we are enabled to offer this astounding value.

Buckingham chassis offer you an unusual money making proposition — enables you to compete in price and quality with any other set on the market.
-the big news!

EDISON Radio

and Phonograph-Radio Combinations

THOMAS A. EDISON, INC., ORANGE, NEW JERSEY
Announcing the New

TEMPLE SPEAKERS

The New Air Column

TRUE realism in speaker reproduction, for which Temple Air Columns are justly famous, has taken another step forward—Model 15 is ready. Another year of development has culminated in an offering that shows a marked improvement—from a performance standpoint, from a manufacturing standpoint and from a sales standpoint.

Temple Model 15 is the new improved and longer exponential air column—the same mathematically correct and properly designed type of speaker which made the name Temple famous. It is lighter in weight and smaller, yet at the same time the improvements in its tone are the most important of all. Advanced manufacturing facilities have made all these things possible and we find in this new model a tonal beauty, a natural reproduction of the actual broadcast, a response to all frequencies, and a handling capacity that is really a revelation in speaker construction—all with volume to spare.

From the standpoint of appearance Model 15 will impress everyone with its rich and pleasing beauty—truly a masterpiece of harmony in its artistic and dignified lines. Even the most critical will take their hats off to it. It is encased in genuine walnut with sides of the same color in beautifully grained leather effect.

Model 15 is even better than that—you'll have to hear and see it to appreciate it.

The New Air Chrome

ONCE again Temple steps to the center of the stage with a new offering to the radio industry—the new Model 20 Air Chrome Speaker. Its entry promises to be just as sensational as that of the famous Temple Air Column when it was first announced, and its bow to the public will receive the same enthusiastic approval.

Coupling as it does the latest and most advanced principles of reproducer design with an unequalled engineering and manufacturing experience this new model promises unheard of sales possibilities and will be in great demand especially among the class that is satisfied only with the finest in tone reproducers.

Model 20 is of the open radiator type with a large surface diaphragm. The balanced tension principle of its construction however, lifts it bodily out of the class of cone type speakers. In Air Chrome construction the larger, or front half of the diaphragm is tuned to the lower frequencies while the smaller, or back half is tuned to the higher frequencies. Each and every tone reproduced may be said to be individually distinctive, its frequency range is from lowest bass to the highest treble, all with a degree of naturalness that is as startling as it is pleasing.

Or refined beauty, its design adapts itself with harmony into the surroundings of the most fastidious—its genuine walnut frame together with the leather effect of its sides give it an eye appeal most pleasing, to say the least.

TEMPLE, Inc.
1915 S. Western Ave., Chicago, U.S.A.

See the new Temple Speakers at the R.M.A. Show, Space 108—also in Room 457, Stevens Hotel.
Zenith’s Ten Months Earnings, $727,995.29

Annual Report of President Made at Stockholders’ Meeting Shows Considerable Progress—Assets of $2,144,161.15

E. F. McDonald, Jr., president of the Zenith Radio Corp., in his report to stockholders of the company at their annual meeting, held in the three executive offices of the company on Tuesday, May 29, reported net earnings of $727,995.29 for the ten months ending April 30, 1928. The change in the date of the fiscal year from June 30 to April 30 is for the report covering only a period of ten months. Mr. McDonald’s report was as follows:

"It is a pleasure to report to our stockholders that your company has made considerable progress during the past year. Zenith radio sets have had a far greater acceptance by the public than ever before. The prestige which our products enjoy, resulting as it does from our well-known policy of producing only the best radios that can be built, places us in a strong position in the industry."

"A preliminary showing of our new models and circuits at our wholesale distributors’ convention in April resulted in a large volume of orders. Our new automatic tuning device, now being made under patents which we acquired during the past year, represents, in our opinion, the most important step forward in radio development since the all-electric type was made commercially feasible."

"During the past three months our production methods have been changed so that a larger manufacturing output may be achieved. Our laboratories have designed systems and apparatus for inspection and testing which, we believe, go far beyond any customary in the radio industry. Our production engineers have provided us with new machines peculiarly and specially desirable in the manufacture of Zenith radio. From these machines we expect still greater uniformity in our products."

"Because of existing contracts, and particularly because of the necessity of having our business year end with the radio season, our directors changed the date of our fiscal year from June 30 to April 30. Our auditors’ report for the last fiscal year is, therefore, for ten months.

"After all charge-offs, depreciations, reserves, commissions, bonuses, royalties and all taxes, the net earnings of the company were $727,995.29 for the ten months ending April 30, 1928."

"The balance sheet as prepared by our auditors at the end of our fiscal year, April 30, 1928, is as follows:

<table>
<thead>
<tr>
<th>Assets</th>
<th>1928</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$11,290,037.46</td>
</tr>
<tr>
<td>Receivables (Less Reserve)</td>
<td>101,043.45</td>
</tr>
<tr>
<td>Merchandise Inventory (Less Obsolete)</td>
<td>250,736.95</td>
</tr>
<tr>
<td>Equipment</td>
<td>1,006,245.75</td>
</tr>
<tr>
<td>Reserve</td>
<td>1,006,245.75</td>
</tr>
<tr>
<td>Liabilities</td>
<td>$12,594,361.19</td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>39,512.22</td>
</tr>
<tr>
<td>Notes</td>
<td>250,383.72</td>
</tr>
<tr>
<td>Miscellaneous Accruals (Including Taxes)</td>
<td>204,825.71</td>
</tr>
<tr>
<td>Capital and Surplus (After Dividend Declared)</td>
<td>$1,794,362.88</td>
</tr>
</tbody>
</table>

Latin America

An analysis of the exports of talking machines and records for March (the latest compilation) indicates that South and Central American countries are becoming large buyers of these products made by manufacturers in the United States. The total figures in dollars amounted very closely to $2,700,000 for the month. For instance, 1,937 talking machines, valued at $88,536, and 132,289 records, valued at $62,704, were exported to Colombia. This comes next with 921 talking machines, valued at $30,005, and 91,981 records, valued at $42,466; Mexico purchased 1,196 talking machines, valued at $41,980, and 111,887 records, valued at $54,500; Argentina, 1,104 talking machines, valued at $31,590, and 76,087 records, valued at $54,032; Brazil made an equally good showing, ordering 570 talking machines, valued at $31,511, and 73,137 records, valued at $39,955; Venezuela bought 462 talking machines, valued at $17,926, and 35,304 records, valued at $24,491.

Other South and Central American countries which made a good showing in the importation of talking machines and records from the United States were Ecuador, Chile, Uruguay, Guatemala, Honduras, Salvador and Nicaragua.

Banquet to Honor Federal Executive


A banquet and meeting in honor of L. C. F. Horle, vice-president and chief engineer of the Federal Radio Corp., Buffalo, N. Y., was recently given at the Hotel Taft, New Haven, Conn., by the Plymouth Electric Co., wholesaler for Federal. More than eighty five Federal retailers were guests. R. J. Mallhouse, president of the Plymouth Electric Co., acted as toastmaster and was followed by Mr. Horle, who outlined the progress of radio from 1905 to date. Earlier in the afternoon Mr. Horle gave a lecture to Yale students.

K. E. Reed, sales manager of the Federal Radio Corp., outlined 1928 possibilities and emphasized the necessity for retailers to concentrate on a fewer number of radio lines to obtain maximum results in developing a successful retail business.

Prizes were awarded to retailers who sold the greatest number of Federal sets since February. 1. William Wakelee, of the DeLuxe Radio Parlor, Bridgeport, Conn., won first prize; second prize went to Louis Yudkin’s Store, Danbury, Conn., and Morgan J. Bliss, of Hoehlein Radio Salon, Hartford, Conn., received third prize. A special prize was awarded to George T. Wurm, representative of the Plymouth Electric Co., for selling the greatest amount of Federal merchandise in the last three months.

American Light Co., Locates in Columbus

The American Light Co., Zanesville, O., distributor for the Zenith Radio Corp., will locate its radio warehouse and offices in Columbus, O., it has been announced following a meeting between A. J. Goldberg and F. H. Lee, of the Zanesville organization, and T. H. Endicott and Oscar H. Hubbell, of the Zenith Co. Mr. Lee, who is known as one of Columbus’ radio pioneers, will have charge of the Columbus branch of the business.

It is understood that Zenith sets will be handled exclusively. The American Light Co. has been in business in Zanesville for 27 years, and has handled the Zenith radio for the past five years.

Announcing the Advanced
APEX
NEUTRODYNE

S85

SEE IT and HEAR IT at
the
Chicago Show, June 11-15

Eighteen years of dill- ing manufacturing activities are back of the exception-

E

This advanced set represents one of the greatest values in the RADIOTRONE. This ad-

91

By APEX NEUTRODYNE.

tures in the RADIOTRONE. This ad-

omn

Newton, Conn., by the Plymouth Electric Co., wholesaler for Federal. More than eight

tives in the RADIOTRONE. This ad-

omn

Newton, Conn., by the Plymouth Electric Co., wholesaler for Federal. More than eight

Securities. Connecticut, and Mason J. Bliss, of Hoehlein Radio Salon, Hartford, Conn.,

mercial is the APEX ALL-ELECTRIC NEUTRODYNE. This advanced set represents one of the greatest values in the RADIO field today—it means enormous sales and good profits for every deal-

omn

Newton, Conn., by the Plymouth Electric Co., wholesaler for Federal. More than eight

tives in the RADIOTRONE. This ad-

omn

Newton, Conn., by the Plymouth Electric Co., wholesaler for Federal. More than eight

See the APEX exhibit at the Radio Manufacturers’ Association Trade Show—Booth B-87, Grand Ballroom Stevens Hotel, Chicago, June 11th to 15th, in-

APEX ELECTRIC MFG. CO.
Division of United States Wave, Inc.
Dept. B, 1410 W. 59th St., Chicago

Gentlemen: I am interested in an APEX franchise and would like to receive complete de-

Name

City
CROSLEY

New 6 Tube AC Electric GEMBOX $65
New 8 Tube AC Electric SHOWBOX $80
Improved 8 Tube AC Electric JEWELBOX $95

Crosley present their crowning achievement in their history of successes...an engineering triumph in QUALITY...a production miracle in PRICE. Radio has never seen such value!
Crosley radio maintains its leadership by always giving the public MORE for its money than it expects.

The Improved BANDBOX $55

Whatever happens in 1928

"...You're there with
New DYNACONE Dynamic Speaker $25

Improved Battery Operated BANDBOX $55

Improved BANDBOX JR. $35

Today, determined by laboratory and actual home installation comparisons, Crosley Radio on a dollar for dollar basis is superior in performance to any radio on the market. Now, Crosley makes it possible for any purchaser to know how a Crosley Radio will perform in his home before he buys.

CROSLEY CORPORATION, Cincinnati
President

The new DYNACONE output transformer and Type F for sets utilizing an output transformer. Dealers will see that you get the RIGHT type for your set. The Type F is particularly recommended for the Jewel box and Show box described in this ad.

As both of these sets, being push-pull, utilize an output transformer, two of the leads from the speaker go inside of the set to pin jacks, which supply the DC field current from the power unit, and the other two leads plug in on the regular manner and conduct the AC voltage, which actuates the armature and gives forth the sound.

Price of the two models is identical.

Crosley Musicones became the world's fastest selling loud speaker several years ago when first introduced and have maintained that leadership ever since. Today this new model holds NO equal for value. Constantly improved, the Musicones have consistently given the world the full joy and pleasure of radio at low prices. The Musicone stands alone now, as ever, since its inception in the field of magnetic speakers — clear, resonant, powerful and pure of tone!

Musicone, Winner, Colorado, New Mexico and West, please slightly higher.

a Crosley
Gotham Trade Views

Zenith's New Models

North American Radio Corp. and Mackenzie Radio Corp., Metropolitan Jobbers, Exhibit at Hotel Pennsylvania

The Mackenzie Radio Corp., 1225 Broadway, and the North American Radio Corp., 1845 Broadway, New York City, metropolitan distributors for the Zenith Radio Corp., Chicago, Ill., manufacturer of the Zenith line of radio receivers, held a showing of the new Zenith radio receivers at the Pennsylvania Hotel, New York City, during the week of May 21 to 26, inclusive.

The distributing organizations occupied adjoining rooms and the full line-up of Zenith sets was on view in each. The exhibit sponsored by the North American Radio Corp., which was attended each day and night by D. F. Goldman, general manager, and his entire sales staff, also included the new line of Parrand speakers, including the dynamic model, the rooms occupied by the exhibit of the Mackenzie Radio Corp., were attended by M. W. Craddock, vice-president and general manager of the company, and the entire sales staff. T. H. Endicott, general sales manager of the Zenith Radio Corp., and William J. Gaynor, Eastern representative of the same company, were constantly in attendance.

All of the officials stated that the dealer attendance was most satisfactory. Mr. Gaynor stated that he found that the dealers not only attended, but placed orders for immediate delivery of receivers that were far beyond the expectations of the most optimistic. As the new models are now being shipped from the factory, dealers are delighted with the opportunity of being able to offer them to customers in time for the major broadcasting events which are scheduled for this season.

The new receivers shown at both companies' exhibits included model 33, table type, six-tube, AC operated; model 32 in lowboy cabinet, six-tube, battery operated; model 31, battery operated, six-tube table model; model 34, six-tube, AC operated receiver in lowboy cabinet; model 35, six-tube, AC operated set in highboy cabinet with cone speaker; model 35P, six-tube, AC operated set in highboy cabinet with dynamic speaker, and model 39, an eight-tube, AC receiver, hoge-operated with dynamic speaker. The price range of the new line is from $30 to $40.

Moves to New Quarters

Cleveland, O., June 5—The Cleveland Distributing Co., formerly the Cleveland Ignition Co., Atwater Kent distributor, has moved into new quarters at 5205 Euclid avenue. The new concern was organized on May 1.

Post & Lester Staff Visit Fada Factory

Branch Managers and Sales Representatives of New England Distributor Visit Plant of F. A. D. Andrea, Inc.

A group of sales representatives and branch managers of Post & Lester, well-known New England distributor, is shown hereon a visit to the Long Island City factory of F. A. D. Andrea, Inc., manufacturer of Fada Radio. The visit was made to study the production and processes of manufacture of the Fada products. Post & Lester operate in eight New England cities and were recently appointed Fada distributors in that territory.

J. A. Fischer Co. Adds to Its Space

Philadelphia, Pa., June 4—The J. A. Fischer Co., of this city, manufacturer of Valley Forge main springs and talking machine repair materials, has taken possession of the entire third floor of the building at 730 Market street in addition to the second floor which it has occupied since the formation of the company.

This acquisition adds 8,000 square feet and doubles the space formerly occupied. It will permit the enlargement of the executive and business offices. It will also make possible increased service to the trade through adding to the facilities of the order filling department. In addition to this space the J. A. Fischer Co. has repair parts stored in several warehouses in various parts of the city.

Increases Plant Facilities

Boston, Mass., June 4—The Northern Maine Plywood Co., of this city, although only established for a comparatively short period of time, has already found the need of increasing production facilities. The capacity of the plant at Colton, Me., has been doubled in order to take care of the constantly increasing business of the company.

Keystone Radio Corp. Steinitz Distributor

Will Cover Western Pennsylvania, Eastern Ohio and Northwestern Virginia in Interest of This Product

The Wm. R. McElroy Co., district sales representative for the Steinite Radio Co., Atlantic, Kan., has announced the appointment of the Keystone Radio Corp., 640 Grand street, Pittsburgh, Pa., as exclusive distributor of the Steinite line of electric sets for western Pennsylvania, eastern Ohio and northwestern West Virginia, effective May 17, 1928.

The Keystone Radio Corp., has increased its sales organization to about ten salesmen and the service department employs men who are factory trained on service so that dealers may be taken care of promptly. Max Fischman, president of this concern, is one of the pioneers in radio merchandising and has a wide experience in the industry. This company does not sell at retail and its attractive wholesale showroom are located in the jobbing section of the city, where parking facilities are available.

To Hold A. K. Banquet at the Uplifters Club

Los Angeles, Calif., May 31—The magnificent club house of the Uplifters Club at Santa Monica has been secured by Ray Thomas, Inc., Atwater Kent distributor of this city, as the setting for the Atwater Kent banquet which will be tendered to the visiting delegates of the Western Music Trades Association Convention. The Uplifters Club grounds embrace 142 acres of natural wilderness and it is a spot of surpassing beauty. It has just been announced that the banquet will take the form of a barbecue supper, prepared and served in an outdoor dining space. There is an outdoor kitchen with huge spits for roasting en toto full grown steers, and an outdoor stage where a galaxy of stars will entertain.

Sherman, Clay & Co., San Francisco, held their annual picnic on May 27.

BELL RECORDS

Are Electrically Recorded—Guaranteeing the Best in Modern Recording

CLARITY — VOLUME — DURABILITY

Our Twenty Years' Experience Enables Us to Know the Requirements of the Successful Dealer

BARBER DISTRIBUTING CO., Inc.

JOBBERS!

Selling Agents!

JOBBERS!

Selling Agents!

DEALERS!

Write for Exclusive Territory

DEALERS!

Write for Proposition

NEW YORK CITY

NEW YORK CITY
Approved Radio Furniture
for Crosley Radio Receiving Sets

Powel Crosley, Jr. Approves!

"I am delighted with the new Showers radio cabinets and find they
conform ideally, both acoustically and mech-
ically to the requirements of Crosley Radio."

POWEL CROSLEY, JR.

This endorsement is made only after ex-
tremely critical consideration. Powel Cros-
ley, Jr., is determined that the con-
sole and cabinets de-
signed to

Two leaders

Crosley Radio and containing
the new Crosley Dynacone
match the super-value of the receivers and
the remarkable new dynamic speaker as well.

Logically Crosley looked to the world's larg-
est furniture manufacturer to produce such
values. For in Showers Brothers Co.'s plant
he feels production comparable to his own
— modern "straight line" manufacturing or-
ganized along gigantic lines to produce indi-
vidual units on the most economical basis.

Showers designers turned to this task with
free hands. From Showers perfected kiln
dried lumber solid permanent construction
by the famous Showers laminated process
is introduced. Lovely veneers were selected
to form the delightful modern patterns
which make fine furniture so attractive to-
day. Inspired wood carvers added deco-
rative motifs, and rare woods are combined
to make these consoles exquisite gems.

Then mighty organization—skilled in mass
production—applied its long experience to
producing such beauty at prices the world
will pronounce its greatest furniture values.

Now they are ready, sturdy—beau-
tiful—exquisite—at remarkable prices att-
tained without skimping even one nail.

STUDY THE VALUE PICTURED
IN THE CENTER OF THE PAGE

Standing 38 inches high, this console pre-

ts a lovely walnut surface so cut as to
offer the exquisite grain of the wood to
its fullest advantage. Decorated
with genuine wood carvings and
containing the new wonder tuned
Crosley Dynacone speaker.
Price $80. Behind it hangs a
matching console mirror
which dealers show at
$100.00 and before it you

each a glimpse of a spe-
cially designed tuning
bench which adds
much to any room
and can be bought
for $16.75.

Five Day FREE TRIAL Offer

of Crosley Radio in Showers Cabinets

SHOWERS BROTHERS COMPANY
BLOOMINGTON, INDIANA

SHOWERS
Twin Cities Dealers Enthusiastic Over New Columbia-Kolster

Columbia Dealers in St. Paul and Minneapolis Happy Over Announcement of Paul Whiteman Signing With Columbia Co.—Portables Lead in Sales

St. Paul and Minneapolis, June 5.—An animated crowd issuing from the Kern O'Neill Co. gave assurance that the new model Columb ia-Kolster was something to write home about. The first sample arrived during the week of May 20 and has already aroused the greatest interest. The Northwest dealers who came to view the new machine stayed to express their enthusiasm over the addition of Paul White man to Columbia artists. The new portable cannot be kept in stock so great is the demand.

Open Phonograph Department

The Boston Music Co. of Duluth, which has been an exclusive piano dealer for some years, has re-entered the phonograph field and is handling Columbia only. The Murphy Music House, of St. Cloud, is featuring the Columbia-Kolster in some intensive advertising.

R. C. Coleman, manager of the radio division of the George C. Beckwith Co., Victor distributor, has just returned from the Croxley distributors' convention in Cincinnati, complete details of which appear elsewhere in this issue.

The Beckwith Co. is also anticipating the early shipment of the new line of Amidar electric receivers which is called the Symphony Series. This company was announced as exclusive Croxley distributor in Milwaukee. G. K. Pardy, manager of the Wisconsin territory, announced a Croxley account. The Beckwith branch at Aberdeen, South Dakota, has been opened with George Metzger as manager.

The new Victor portable 2-55 is wonderfully popular, and the coin-operated Automatic Orthophonic continues to be a leading seller.

W. C. Hutchings a Visitor

W. C. Hutchings, assistant general sales manager of the Brunswick Co., was in Minneapolis May 26, calling on old friends and checking the new Brunswick Model 114. This model was announced to the trade, with phonographs, records and the new portable all holding their own. A number of Brunswick artists are in the Twin Cities at present which considerably augments record sales.

The Belmont Corp., Sonora distributor, celebrated its first anniversary with a little circular to dealers offering some special values. The first year has been very satisfactory, and George Michel, president and sales manager, feels that the company has made many friends. He feels that Sonora is established and the policies of the firm approved by the trade.

Among the many excellent accounts opened are the Emporium, Peyer Music Co., Howard Farwell and Lehner Piano Co., of St. Paul, and Dayton's, Donaldson, Cable Piano Company, Bonnell Furniture and the New England Co., and Foster & Waldo, Minneapolis.

Majestic Radio a Sensation

The Majestic radio has created a sensation in the Northwest, and although substantial shipments have been received they were sent right out to the dealers. Up to the nineteenth of May the firm had signed fifty-two of the largest dealers in the territory, which includes Minnesota and North Dakota. Special displays were made from May 1 to 5, when the Roycraft Co., Majestic distributor, took an apartment on One Grove street to properly present the Majestic away from the noises of downtown. The most unsolicited enthusiasm was expressed by all present, and letters continue to tell of the approval of dealers and public. Among the dealers signed are Foster & Waldo, of Minneapolis; Miles Music Co., Duluth; R. N. Cardoza, St. Paul, and Popular Music Co., Grand Forks. A display room has been opened at Fargo, North Dakota, with Rose Ople in charge.

M. L. McGinnis has moved his headquarters to a beautiful new store several doors from his former space at 34 South Eighth street. He has double fromage and the store runs back in the neighborhood of sixty feet.

Raytheon Interested in Television Tubes

Cambridge, Mass., June 1—The Raytheon Mfg. Co., with its long and extensive experience in gaseous conduction and allied art, is following the development of television technique with keen interest. Because of unexcelled laboratory facilities, closely coupled with a factory capability to the production of intricate tubes of all kinds, the organization is prepared to meet whatever demands may develop in the future for experimental television tubes.

Sol Bloom Protects American Interests

New York Representative Proves Ideal Selection as United States Representative at Copyright Conference in Rome

Representative Sol Bloom, of New York City, who has been acting for the United States at the International Copyright Conference in Rome, Italy, which is working for the drafting of a uniform copyright law, to be submitted for ratification to all the parliaments of the world, has proven an ideal man for the post because of his broad knowledge of the situation.

Mr. Bloom has been specially earnest in insisting that in placing under the protection of the copyright law any words hitherto considered public property in the United States, this protection and the payment of royalties that might result therefrom should be in no case made retroactive. This provision Mr. Bloom advocated in order to protect Americans, who make phonograph records, piano rolls and the like, and who would be hard hit if suddenly called upon to pay royalties on works which hitherto had been considered public property.

The American representative also negotiated with the European delegates on the question of broadcasting rights. Most of the Europeans considered that broadcasting did not constitute "general performance for profit," but Mr. Bloom went on record as opposed to this view, citing the fact that in the United States broadcasting stations are called upon to pay royalties on copyrighted works included in their programs. The object of the conference in Rome appears to be primarily for the purpose of drafting an International Copyright Bill to which the United States will subscribe, this country having refused in the past to join the International Copyright Union or to be bound by the agreements of that Union for the reason that a number of these agreements have been contrary to the provisions of the U. S. Copyright Law.

The hope of convention will probably bring the question of recognizing "automatic copyright," which means that as soon as the author, writer or musician sets down his thoughts on paper they are automatically copyrighted without the necessity of further formality. It is believed that a compromise will be reached whereby although the principle of automatic copyright may be established it need not be binding on those countries that demand certain formalities before a copyright can be obtained.

Handle Operadio Speaker Sales Throughout Australia

The Operadio Manufacturing Co., manufacturer of bloc-type speakers and power amplifiers, has added another foreign representative to its list of distributors in the Eastern hemisphere. The New System Telephone Pty., Ltd., 206 Cowes street, Sydney, will handle the sales of Operadio speakers in Australia.

DeForest Increases Capital

The DeForest Radio Co., of Jersey City, N. J., has filed notice in Delaware of an increase in the capital stock of the company from 250,000 to 1,700,000 shares of no par value. It was recently announced that controlling interest of the DeForest Radio Co. has been acquired by W. H. Reynolds, president of the Reynolds Spring Co., Jackson, Mich.
NEW MAGNAVOX DYNAMIC POWER SPEAKERS FOR EVERY SET

Seventeen years ago the first radio loud speaker was created. It was a Magnavox. It was a dynamic. Today the Magnavox Dynamic is in 400,000 homes, in the sets of America's fine radio manufacturers, in the stores of the country's best dealers.

Magnavox Dynamic "translates" the audio delivery of the power tube into a faithful reproduction over the full range of frequencies. It gives ample volume with studio realism.

Write your name on margin of page below for speaker bulletins giving full information.

THE MAGNAVOX COMPANY
Oakland, California
Eastern Sales: 1315 So. Michigan Avenue, Chicago

Magnavox Dynamic Speakers are protected by 13 U.S. and foreign patents. Infringements will be prosecuted.

See Magnavox Exhibit RMA Show Booth 111
Name American Prize Winners in Schubert Centennial Contest
Prize Awards in American Zone of International Schubert Contest for Orchestral Works Announced—Charles T. Haubiel Wins First Prize

The prize awards in the American zone of the International Schubert Contest for orchestral works in honor of the centennial of Franz Schubert were announced in the latter part of last month. The first prize went to Charles Trowbridge Haubiel, assistant professor of music in New York University, who was awarded $750 by the Columbia Phonograph Co., sponsor of the Schubert Centennial and Contest, for his work "Karma-Symphonic Variations."

Mr. Haubiel was born in 1894 and made his first public appearance in recital at the age of fourteen. In 1909 he went abroad to study piano under Rudolph Ganz and toured the United States in recital upon his return to this country in 1919. He served as a lieutenant in the war, and upon his discharge resumed his studies under Lisztine and other teachers. For the past eight years he has been on the piano faculty of the Institute of Musical Art of New York City.

The second prize, $250, was awarded to Louis Gruenberg, one of the leaders of the modernist movement and a founder of the League of Composers. The third prize, a certificate of honorable mention, was awarded to Frederick Stahlberg, for many years an associate of Victor Herbert. Mr. Gruenberg's composition was entitled "The Enchanted Isle" and Mr. Stahlberg's "Symphony in E Minor."

The jury making the awards consisted of Frank Damrosch, Rudolph Ganz, Henry Hadley, Ernest Hinchman and Art Stroessl. In making the awards the American Jury issued the following statement: "The winners of the Schubert Centennial prizes have been selected, and their compositions now being on route to Vienna for the international finals, the American Jury believes that a brief statement on its findings will not be deemed superfluous. "Seventy-nine works were received, of which twenty were found worthy of consideration for prizes. Of these two were symphonies, six symphonic works in one movement, two settings to poetic text, three overtures, and seven variations on Schubert themes, some utilizing the sketches for the Scherzo of the B Minor Symphony.

"The contest on the occasion of the Schubert Centennial sought original works for orchestra, characterized by strength of melodic line and structural form, and judged by clarity. This essentially musical objective was the criterion in our deliberations, the results of which were unanimous."

"Accordingly first prize has been awarded to Charles Haubiel for his original score, 'Karma Symphonic Variations,' a work marked by talent, imagination and learning. This composition stresses the melodic language and is constructed upon a melody for every instrument developed in polyphonic style."

"The second prize has been awarded to Louis Gruenberg for his original score, 'The Enchanted Isle—Symphonic Poem,' a work of romantic atmosphere, orchestrated with much ingenuity.

"The award of honorable mention has been made to Frederick Stahlberg for his Symphony in E Minor in one movement, a thorough work, excellent in thematic development, and marked by a fine grasp of the classical form."

"The jury deems it proper to add a generalization. The works submitted indicate, we believe, the progress of American composers in achieving a greater individuality of expression."

"A few days following the announcement of the awards witnessed a luncheon given at the Bankers Club at which Mr. Haubiel and Mr. Stahlberg were present. Mr. Gruenberg was unable to attend, as he is in Vienna, where the finals in the contest will be heard. Otto Kahn, chairman of the Schubert Centennial Committee, presided over the luncheon and congratulated the winners, terms to representatives of "Young America." The speakers were introduced by H. C. Cox, president of the Columbia Phonograph Co., New York City. The luncheon was attended by members of the American zone jury, prominent musicians and newspapermen."

The contest started last September when the Columbia Phonograph Co., the sponsor of the Schubert Centennial, organized committees and juries in twenty-six countries. America was thus placed in rivalry with the musicians of the old world. More than 500 manuscripts were submitted in ten zones. The contest closed May 1, and the European zone juries are still in session. The world prize will be awarded in Vienna late in June, where the International Committee meets.

Atwater Kent Names Iowa Distributors

A. A. Schneiderhahn, of Des Moines and Sioux City, and Midwest-Timmermann Co., Dubuque, Cover Iowa State

PHILADELPHIA, PA., June 4—The Atwater Kent Mfg. Co., has announced its distributing outlets in the State of Iowa. The distributors appointed for Iowa and parts of adjacent States are as follows:

The A. A. Schneiderhahn Co. has been appointed distributor at Des Moines, Ia., and appointed by Atwater-Kent Co., is now handling Atwater-Kent Co. products at Sioux City, Ia., and the Sioux City trade area, which includes the northwestern corner of the State, the southwestern corner of Minnesota, the southeastern corner of South Dakota, and the northeastern corner of Nebraska.

The Schneiderhahn Co. will operate these companies at Des Moines and Sioux City, maintaining warehouses and independent organizations at each place.

The Midwest-Timmermann Co., of Dubuque, which has for years been a distributor of the Atwater Kent Mfg. Co., has had its territory extended and has opened a branch at Davenport, Ia., and is managing director of the Midwest-Timmermann Co. operations, with headquarters at Dubuque. The Davenport operation is in charge of B. J. Kerper.

The L. P. Courshon Co. is distributor of Atwater Kent products at Mason City, Ia., serving the dealers in that area. L. P. Courshon is in charge. The Schneiderhahn Co., in announcing the establishment of the Des Moines branch of that company on Sunday evening, April 29, broadcast an unusual program over station CHIO. Greetings were extended by His Excellency John Hammill, Governor of the State of Iowa, Mayor John MacVicar, of Des Moines, Ia., Governor Joe Hanning, of Iowa; Governor Thomas B. Rust, Mayor John MacVicar, of Des Moines, Ia., and Mayor Thomas B. Hoff, of Dubuque.

The American Legion Monahan Post band rendered a concert in connection with this broadcast. Lyle A. Pratt, district general sales manager, and Earl Hatton, of the Atwater Kent Mfg. Co., Philadelphia, were present, representing Mr. Kent.

The many friends of Edward Wallerstein in metropolitan music circles are congratulating him on the arrival of a son and heir who took up his residence in the Wallerstein home the latter part of last month. Mr. Wallerstein is assistant to Edward R. Strauss, Eastern district sales manager of the Brunswick Co.

ARNOLD
Electric Phonograph Motors

The ARNOLD ELECTRIC motor DOES NOT BROADCAST. It is SILENT, operates at constant, uniform speed, with no fluctuation due to voltage variation. Requires no oil or attention. When motor is used with power pack.10 condenser across the line, it is recommended. Motor complete, including turntable and automatic stop—$32.40.

Lakeside Pick-up Tone Arm (Spring Counterbalanced)
A new Electric Pick-up Tone Arm, 3¾ inches high over all. Extra long elbow permits lengthening from 7/8 to 9½ inches if desired. Half inch adjustment provided, enabling arm to be raised or lowered according to height of turntable.

73 W. Van Buren St.
CHICAGO, ILL.
Beauty, Economy and Durability is built into every "Art-Way" Console Table and Bench, each one an individual creation of Spanish design in antique gold polychrome finish. The same harmonious color scheme is carried out on Table and Bench. The Bench has an upholstered seat finished in beautiful Italian red or jade green figured jacquard.

Constantly Gaining Increased Sales

It is beyond question, that Wrought Iron Console Tables and Benches artistically designed the "Art-Way" for Radio purposes, lends a touch of beauty to the set and promotes increased sales. Every model is an individual creation, Spanish type design, beautifully finished in antique gold and polychrome.

Dealers and jobbers are deriving a nice profit and a quick turnover through its constantly increasing popularity and their ability to sell at a moderate price. You, too, are invited to get the details of our sales plan.

Meeting the Demand of Radio Users

Our Studios are creating Console Tables and Benches, accommodating sets for Majestic, Bakelite, Philco, Freshman etc. Watch for trade paper and mail announcements.

The Art Specialty Company is an organization consistently striving to develop new creations in beautiful Wrought Iron Furniture. All Art Specialty Wrought Iron Furniture creations are individually designed and protected by patents.

ART SPECIALTY COMPANY
CHICAGO, U. S. A.
Order from Local Distributor or Direct
IN ORDER to obtain 100% results in the way of tone quality, volume, distance, and even more important than this, to get satisfactory life out of A.C. tubes, an R-B-M VOLTAGE REGULATOR is an absolute necessity on every A.C. set. This device is guaranteed to deliver the correct voltage to your set regardless of your line voltage, the make of your set, or the number of A.C. tubes that it uses. It is small, compact, beautifully finished, and attaches to your radio set in just a few seconds' time. It does not require the use of any tools or the connecting of any wires, other than plugging it into the light socket. No rheostats or voltmeters required with this device. It does not waste or consume any current, nor heat up.

How it works

The R-B-M VOLTAGE REGULATOR will deliver 110 volts to your A.C. set no matter whether your line voltage is 90 volts or 130 volts or at some point in between. By delivering the proper voltage at all times to your set, it will give you the maximum efficiency in the operation of your receiver since it will always burn your A.C. tubes at the voltage for which they were designed to give the best results. In districts where the line voltage is exceedingly high, it will prolong the life of your A.C. tubes to their rated number of hours. On the other hand, where the line voltage runs as low as 90 volts, this device enables you to get all of the kick and volume out of your set because it will boost the voltage up to the right point for which the set was designed, viz.: 110 volts. Thus you never have to worry about ruined reception due to low voltage which is very common in many districts.

Sell it over the counter

Think what it means when one of your customers comes in with a burned out A.C. tube. Immediately you sell him this device right over the counter. Your customer can install it just as efficiently as you can. It does not require the use of a service man, voltmeter, or any tools to install it. Once set for the proper voltage there is nothing to get out of order. You not only make a profit on the sale of this device but it means satisfied customers and no more free service calls due to burned out A.C. tubes. The R-B-M VOLTAGE REGULATOR is fully covered by patent applications.

DEALERS: If your jobber cannot supply you with R-B-M VOLTAGE REGULATORS, write us direct.

MANUFACTURERS desiring to equip their sets with this voltage regulator will receive special attention.

R-B-M MANUFACTURING CO.
Logansport, Indiana
These two batteries will "Layer-build" your trade

NOW that there are two Eveready Layerbilts, everybody except the portable-set fan can be sold an Eveready Layerbilt "B" Battery.

The famous Heavy Duty Eveready Layerbilt No. 486 is the longest-lasting Eveready ever built.

The new Medium Size Eveready Layerbilt No. 485 is a smaller battery, and hence costs less. It will be especially valuable to you in making sales to those who do not wish the large size. This battery lasts longer than the corresponding cylindrical cell battery of the same size, No. 772. It is, therefore, the most economical Eveready of its size.

The Eveready Layerbilt many months ago demonstrated its remarkable effect on battery sales. Its long life means economy, convenience, satisfaction, and these things are business-builders for you. The unusually effective national advertising back of these batteries helps you sell them to people who have yet to learn by experience how superior they are.

Now that there are two Eveready Layerbilts, the benefits of the Eveready invention of the unique flat-cell battery can be used in full effect in practically every battery sale.

NATIONAL CARBON COMPANY, INC.
New York, N. Y.
Branches: Atlanta, Chicago, Kansas City, Long Island City, San Francisco
Unit of Union Carbide and Carbon Corporation

EVEREADY Radio Batteries
—they sell faster
When you visit
the CHICAGO TRADE SHOW

All dealers who attend the Chicago Trade Show are cordially invited to drop in at Sonora Headquarters

As this publication goes to press it is too early to promise definitely that the working models of the new Sonora instruments can be heard at the time of the Chicago Trade Show. But at least enough information is now available to arouse more than a passing curiosity in the marvelous new things that Sonora is soon to announce. During the Chicago Show, officers of the Company will be present to unfold to interested dealers something of the new vista of profits which is ahead for them and for Sonora. Sonora's Chicago offices are located at 64 East Jackson Boulevard, Chicago.

Sonora
CLEAR AS A BELL
High-Grade Instruments in Demand in Pittsburgh Territory


PITTSBURGH, June 4—Talking machine dealers report that there is a satisfactory volume of business being handled. The type of talking machine and radio that is being sold at present is of the high-grade and higher-priced type.

This is especially true of dealers who handle the Brunswick Panatrope, the new Orthophonic Victrola and the new Columbia Phonograph.

At St. Patrick's Church a few days ago Father Cox, one of the outstanding Roman Catholic priests of this city, arranged with the local offices of the Brunswick Co. to install a Brunswick Panatrope in the church for the purpose of affording worshippers an opportunity to hear the Vatican Choir, which is recorded on Brunswick records. The demonstration was a highly satisfactory one.

At a cooking school staged by the Pittsburgh Post Gazette in Soldiers' Memorial Hall for three days it was estimated that over 12,500 women attended. A feature of the school for the recreation periods during the three days was the splendid program by Victor records on the new Orthophonic Victrola installed through the cooperation of the Redwood Electric Co.

The new music shop of McCausland's, at 425 Liberty avenue, takes the place of the former location at 330 Liberty avenue. The founder, Thomas E. McCausland, who died several months ago, left an estate valued well over $100,000, of which the bulk went to the widow and the daughter. Mr. McCausland, in his will, directed that the business he established be carried on as long as the family wished. R. C. Collins is the manager. Atwater Kent, RCA, Crosley and mechanical sets are handled.

The Peoples Saving & Trust Co., of Pittsburgh, has been appointed receiver for the S. Hamilton Co., music dealer at 815-17 Liberty avenue, Pittsburgh. The receiver is directed to continue the business for six months. W. H. McConnell and Warren H. Russell were named as appraisers.

Over 100 Atwater Kent dealers representing nine counties in central Pennsylvania, comprising district No. 4, held a convention at Harrisburg in the salesrooms of Knerr, Inc., wholesale distributor of Atwater Kent radio products in central Pennsylvania. C. G. Knerr, president of the firm, outlined the sales program for the ensuing year. G. R. Knerr, secretary of the firm, also addressed the dealers. C. W. F. Gelser, special representative; James Hickey, field manager, and A. C. Jordan, superintendent—all of the Atwater Kent organization—outlined the work of their departments. W. E. Humphries, of the Poeley Co., of Philadelphia; Sigmund Coleman, of the Red Lion Cabinet Co., presented in a pleasing manner what their organizations had to offer. Louis T. Ganster, Atwater Kent distributor in Reading, was present by special invitation.

Keystone Radio, Inc., of 640 Grant street, Pittsburgh, has been appointed exclusive wholesale distributor for the Steinite electric radio for western Pennsylvania, eastern Ohio and the northern part of Virginia.

Gray & Main造纸 machine and radio dealers in the Jenkins Arcade, this city, have installed the McMillan Radio. Daily demonstrations are being given.

An "Orchestrope," which was to be presented to some theatre here in connection with the recent motion picture ball, was awarded to the Kenyon Motion Picture Theatre on the Northside, Pittsburgh. This instrument, an automatic device for playing records continuously, changing and reproducing them, without personal attention, was presented to F. H. Shontz, manager of the Kenyon Theatre, by N. E. Caldwell, district representative of the Capehart Automatic Phonograph Corp., of Huntington, Ind. It was played continuously in Siria Syria Mosque of the movie hall in volume sufficient to fill the hall and received much favorable comment. The instrument is on display also at the C. C. McLor Co., 604 Wood street, Pittsburgh. It was shown in operation in the show windows of the store and attracted much attention.

Burt Hengeveld, for a number of years sales manager for the S. Hamilton Co., has resigned and will become associated with a steel pipe manufacturing concern. Mr. Hengeveld is one of the best known men in the music trade in the Steel City.

Trade Activities in Buffalo Territory

BUFFALO, N. Y., June 6—The King Electric Mfg. Co. has made a general assignment for the benefit of its creditors. The company produces radio parts and should not be confused with the King Mfg. Co. of this city, set manufacturer. The corporation estimates its liabilities at $99,038, and its inventory at $39,975. Daniel W. Kraeting, of Buffalo, was named as assignee, with authority to continue the business for the benefit of the creditors.

The Moda Electric Corp. has added a complete stock of Columbia records to its new store at 18 East Chippewa street. It has in stock the complete German catalog of the Columbia Co. and many of its other specialties.

A recent bankrupt at Buffalo was the Delcetric Service, Inc., Kennmore, N. Y., radio dealers, who sold liabilities of $13,751 and assets of $5,152.

Another new Columbia shop here is that just opened by Devesco Bros., at 421 Elmwood avenue, in which they are featuring the entire Columbia line.

Schwegler Bros. have been attracting much attention with their advance Buffalo showing of the Orchestrope in their Elliott street store. Later they will introduce the new instrument throughout their territory, which covers three western New York counties.

Splitdorf Manager Sees a New Trend

"Every indication points to a trend toward the dynamic speaker and the 250 tube during this season," declared Hal P. Shearer, general manager of Splitdorf Radio Corp., at a meeting recently before Midwestern jobbers. "In fact," said Mr. Shearer, "I may go so far as to say these are the outstanding developments of the season. The trend today is the manufacturer, realizing that the demand is going to be for receivers equipped with dynamic speakers and, at the same time, that there is a strong reason for the changes going on, is rapidly getting into line to meet the existing and future conditions. Likewise in the case of the 250 tube, there is going to be a marked leaning in that direction, too."

Atwater Kent Bulletin

The art of window dressing is the subject of a four-page bulletin recently produced by the Atwater Kent Mfg. Co., of Philadelphia. The Atwater Kent Co. has long stressed the value of attractive window displays and the recent bulletin is in furtherance of this campaign.

The Buckeye Mfg. Co., after completing last year's remarkably successful season now offers their new line for the new season.

The line consists of a wide range of models at a popular price to accommodate all standard radio sets.

Buckeye has been appointed authorized cabinet manufacturers for the Stewart-Warner line.

See the full line on display in Chicago at the R.M.A. Show—Booth 114

BUCKEYE MFG. CO.
Springfield, Ohio
National Sales Representatives

STUDNER BROS., Inc.
New York - 67 W. 44th St.
Chicago - 26 W. Jackson Blvd.
Betterment of Employment Aids
Music-Radio Trade in Detroit

Brisk Demand for Radio Receivers, Talking Machines and Records Enjoyed by Dealers—Sonora Portable Sales Good—Columbia-Kolster Model Wins Favor

Detroit, Mich., June 5—With increased employment, the opening of the resort and boat season, there has been a brisk demand for talking machines, radios and records during the past few weeks, and the various successful dealers with whom we have had contact lately have confirmed the report that their sales are showing a very satisfactory increase.

For the last days of May Detroit had personal appearances from two notable Columbia artists—Paul Whiteman appearing at one theatre and Van & Schenck at another house. Dealers of phonographs, especially Columbia dealers, took advantage of the event by advertising their latest record hits and making attractive window displays. Among the stores which took particular interest in their appearance were Fairview Music Shop, Schultz Music Shop, Cable Piano Company and Groves Music Shop.

The People's Outfitting Co., through its music and radio department, of which Mr. Reddaway is manager, continues to boost the Sonora portable as its leading portable phonograph. Mr. Reddaway reports very brisk sales on this particular instrument. Visiting the wholesale Columbia branch the other day we found Manager Thomas Devine and his entire organization very enthusiastic over the new Columbia-Kolster combination, which retails at $600. In fact, the branch has been besieged with dealers since the announcement that this model was on exhibition. Mr. Devine also reports a very active demand for the new Columbia portable No. 161, which retails at $50. Desmoines Music House, at 122 East Michigan avenue, Jackson, Mich., after eighteen years in the music business, is disposing of its stock and will retire from the field.

Matt Macunias has opened a phonograph store at 991 Corsoni avenue, and will specialize in Lithuanian domestic records, handling Columbia and Okeh.

The Jury-Rowe Co., Jackson, Mich., through its manager of the music department, Charles F. Sternberg, has taken on the complete Columbia phonograph and record line.

Frank Maisies has engaged in the music business at 1401 First street, putting in a complete line of Spanish and Mexican records selected from the Columbia catalog.

R. J. Mueller, district manager for Columbia, accompanied by Thomas Devine, Columbia's branch manager in Detroit, recently completed a tour of the Michigan territory by automobile, visiting Lansing, Jackson, Port Huron, Flint and Bay City. Mr. Mueller was impressed with the industrial activity in these various cities and with the complimentary remarks he heard from the Columbia dealers.

Baltimore Columbia Stores in Co-operative Ad Drive

Baltimore, Md., June 5—Columbia dealers in this territory profited greatly from the release during the past month of parts 7 and 8 of the "Two Black Crows." This latest Moran and Mack offering has had a wonderful sales record and is stimulating the sale of other products. Full-page advertisements were inserted in the Evening Sun, the Post and the Evening News and again in the Sun. This co-operative effort

on the part of dealers also featured the Columbia-Kolster, model 901, and the model 603. The announcement that Paul Whiteman and His Orchestra would record exclusively for the Columbia catalog has caused much enthusiasm among Columbia dealers here, and they are anxiously awaiting the first releases by this famous aggregation.

Allen-Hough Markets
Phono-Link Pick-up

Has Number of Distinctive Features—Is Light in Weight, Reducing Pressure on Records and Is Easily Attached

The Allen-Hough Mfg. Co. has recently been granted the exclusive marketing rights in the United States, and foreign countries, for the well-known Phono-Link electrical pick-up. This

Phono-Link Electrical Pick-up product has already gained widespread popularity, and under the aggressive Allen-Hough direction it promises to break all sales records for a new product introduced into this industry.

The Phono-Link has a number of distinctive features. It is very light, thus reducing the pressure and wear on records to an absolute minimum. It is instantly attached to any radio without removing tubes, and volume is controlled magnetically. The Phono-Link is adaptable to any radio, including sets using AC tubes, and the entire pick-up, complete with arm, cord and plug, retails at $7.50.

Knerr, Inc., Named Atwater Kent Jobber

HARRISBURG, Pa., June 4—Knerr, Inc., has been appointed Atwater Kent distributor in the Harrisburg territory. This is a new organization recently formed. Its personnel is one that thoroughly understands the dealer's needs, for W. J. Knerr, vice-president, and G. R. Knerr, secretary, have successfully operated an exclusive Atwater Kent franchise in this city for some time. C. G. Knerr, president, is an experienced wholesaler, having retired from a particularly successful wholesale drug business. Offices and warerooms have been opened at 1008 North Third street, and, in addition to the Atwater Kent line, Pooley and Red Lion cabinets and a line of accessories will be distributed.


Prothence, R. L., June 5—The C. E. Mfg. Co., of this city, maker of CeCo tubes, has become the CeCo Mfg. Co. This name change is in accord with the modern trend among national manufacturers where the name of the product has grown even more familiar than the corporate name of the firm. CeCo tubes are known from coast to coast and the inclusion of the name of the product in that of the manufacturing company is a decided asset.

The H. B. Hopkins Music Co., Aurora, Ill., recently filed a petition in bankruptcy with the Wurlitzer Co. listed as a creditor.
WASMUTH-GOODRICH
Radio Furniture

has been enthusiastically accepted by many of the finest radio distributing houses as their furniture line for the coming season. Your territory may still be open.

Be sure to call at
Booth B-15, R.M.A. Radio Show
Stevens Hotel, Chicago, June 11 to 15

The models shown here, and many others, await your most critical inspection. In them you will find the profitable alternative for vanishing accessory business
Be sure to see them at the Show!

WASMUTH-GOODRICH CO.
New York City  · · · · · · Peru, Indiana
Symphonic Sales Corporation
National Sales Managers
370 Seventh Avenue, New York City
Sonora One-to-One Electric Motor Is Placed on Market

Now Available for Delivery to Manufacturers and the Trade—Is Absolutely Quiet, and Speed Is Controlled to Maintain a Constant Rate—To Be Used in Sonora Line of the highest quality, the Sonora Phonograph Co., Inc., purchased all the rights and patents to the device selected as the most efficient Sonora one-to-one electric motor and have brought this motor to its present high state of perfection and are now entering production in large quantities. The motor will be used in the entire new Sonora line and other manufacturers have already adopted it as standard for their 1928 production.

With the high degree of improvement in the electric phonograph a motor must obviously be silent. Due to its constructional features the Sonora One-to-One is absolutely quiet. It produces no interference when working with electrical pick-up or in conjunction with radio frequency amplification. One of the most interesting features of the motor is the method of controlling speed to maintain an absolutely constant rate. This is done in two ways, namely, by the standard three-ball governor and by the patented torque absorbing device which is instantaneously operative in cases of load variation or voltage fluctuation. The public to-day demands the highest of musical quality rendition and it is quick to realize change in tempo which results from a non-constant speed motor.

The Sonora One-to-One is so designed that it requires lubrication but once a year. It is as foolproof and free from service problems as any motor can be.

The standard One-to-One is wound for 110 volts AC, 40 to 60 cycle, and 110 or 220 volts DC. It requires but one-quarter ampere when running. The fact that its speed is so low (70 to 80 rpm) eliminates entirely the possibility of commutator trouble. The motor is supplied with a turntable, speed control parts, full non-set automatic stop and switch (which will work with any make of record) or with pre-set automatic stop, and is available in any standard lacquer finish or plating in supplied.

The motor and all the parts are made entirely at the new Acoustic Products Mfg. Co. plant at Stamford, Conn. The Sonora One-to-One Electric Motor is but one of the many Sonora products that will soon be announced.

H. C. Doyle Killed in Airplane Accident

Treasurer of Sleeper Radio & Mfg. Corp. Instantly Killed on May 25 When Plane Crashes Near Curtis Field

The many friends of Herbert C. Doyle, treasurer of the Sleeper Radio & Mfg. Corp. in Long Island City, were shocked to learn of his accidental death on May 25 when his airplane crashed on a farm near Curtis Field, New York. Mr. Doyle had started on a flying trip to Philadelphia after testing out his biplane earlier in the morning. At a height of 200 feet, in strong wind, the plane slipped or dived straight to the ground, according to observers. Mr. Doyle was instantly killed and the plane completely wrecked and burned.

Herbert C. Doyle was a veteran pilot. He learned to fly in a plane of his own design in 1911, and during the war he was production manager of the Thomas Aircraft Co. at Ithaca, N. Y. He was thirty-five years old, born in Rochester, N. Y., the son of Michael Doyle, president of the International Pulp Co. He was married and resided at Jackson Heights, N. Y.

Gordon C. Sleeper, president of the company, stated that Mr. Doyle was an excellent aeronautical engineer as well as one of radio's best designing engineers. Much of his flying had been done in connection with tests of aeronautical instruments manufactured by the Sleeper Corp.

Dutton & Sons Co. Elects New Officers

A. C. Barclay Succeeds W. M. Dutton as President—H. A. Lainson Now General Manager and Vice-President

HASTINGS, NEB., June 5—W. M. Dutton & Sons Co., prominent radio distributor, announces the election of two new officers.

A. C. Barclay is now president, succeeding W. M. Dutton, who continues with the firm as chairman of the board. H. A. Lainson, formerly general manager, has been made vice-president and general manager; W. R. Snyder, formerly vice-president, continues as a member of the board of directors; George R. Dutton continues as secretary-treasurer.

The new president, A. C. Barclay, joined the firm three years ago and his ability has become generally recognized. Mr. Lainson joined the organization eight years ago as manager of the hardware department, was advanced to sales manager, then to vice-president, and now to vice-president and general manager.

W. M. Dutton, who has been active head of the business for 42 years, explained that this change in officers would relieve him of much of the executive detail, and recognize the ability of younger men by advancing them to more responsibility. The general policy of the company will remain the same, and no further changes in the personnel of the organization are contemplated at the present time.

Radio Allied Mfrs. Corp. Organized

Is Consolidation of Two Largest Organizations in Cabinet Field, H. T. Roberts Co. and United Cabinet Mfrs. Corp.

A new company was formed in Chicago late in May, the Radio Allied Manufacturers Corp., a consolidation of two of the largest and oldest organizations in the radio furniture and cabinet fields, the H. T. Roberts Co. and the United Cabinet Manufacturers Corp., both of this city. Headquarters of the Radio Allied Manufacturers Corp. are at 1340 South Michigan avenue, where general offices and a display are maintained. The firm has for its products about sixty different models of radio cabinets and tables, representing the output of twelve factories with a price range of from $35 upward, providing a complete selection of styles for the retail dealer.

W. C. Perkins, formerly president of the United Cabinet Manufacturers Corp., owning to the increased activity of the Utah Radio Products Co., in which he has held a semi-active interest for several years, will devote his entire attention to that company. H. T. Roberts, one of the most prominent figures in the radio cabinet field, and formerly president of the company which bore his name, is president of the Radio Allied Manufacturers Corp. M. M. Schiller, formerly of the United Cabinet organization, is vice-president and treasurer, and P. J. Schiller, formerly of the Roberts Co., is secretary of this large and successful organization.

Kolster Receiver in Brazilian Jungles

Kolster Receiving set is entertaining the members of the Dyott expedition in the Brazilian jungles of South America with music broadcast by North American stations, according to messages received by the Kolster Radio Corp., Newark, N. J. It is said that WJZ and WEAF are being received with exceptionally good volume with only occasional interruptions from static.
Eliminate Distortion

In free-edge or uncontrolled cone speakers, distortion cannot be prevented. Lektophone Licensed Speakers eliminate distortion. They control the edge...and control the market.

LEKTOPHONE licensed speakers

are installed in the more expensive instruments sold by the three Leading Phonograph Companies of America.

LEKTOPHONE licensed speakers

are built by the following manufacturers of Phonograph and Radio Products, licensed under the Lektophone patents in the United States:

- American Bosch Magneto Corporation
- Ampion Corporation of America
- Brandes Products Corporation
- Farrand Manufacturing Company
- Marcus C. Hopkins
- O'Neil Radio Corporation
- Pathe Phonograph & Radio Corporation
- Radio Corporation of America
- Radio Foundation, Incorporated
- Stromberg-Carlson Telephone Manufacturing Company
- J. S. Timmons, Incorporated
- United Radio Corporation
- Utah Radio Products Company

The merits of Lektophone construction...the controlled edge...are understood both here and abroad by responsible manufacturers, assemblers, jobbers and dealers.

LEKTOPHONE CORPORATION
15 Exchange Place, Jersey City, New Jersey
Stewart-Warner Announces New 1928 Line of Radio Receivers
Series "800" Includes Both AC and Battery-Operated Models—Five New Consoles and a Portable Receiver Included—C. B. Smith, President, Comments on Line

The Stewart-Warner Speedometer Corp., Chicago, has announced its new 1928 line of radio receivers known as the Series "800," which includes both AC models and sets for use with batteries or power units, a compact portable, receivers with and without built-in reproducers, and with built-in socket antennas. Five new console models are included in the line, the cabinets, of period design, being made by the Buckeye Cabinet Co., Springfield, O. The battery-operated receivers are for installation where alternating current is not available, and although identical in appearance and tuning characteristics with the AC models, the circuit diagram is designed expressly for battery operation. The battery operated sets are also supplied in console models with built-in reproducers.

C. B. Smith, president of the Stewart-Warner Speedometer Corp., in commenting on the new "800" line, stated:

"In offering our new '800' series our message to the public and to the trade is that Stewart-Warner engineers have accomplished a real achievement. They have produced a radio set for which we have never received a single complaint in the combined qualities of which now make possible a fidelity of sound reception which means realism in radio reception. Stewart-Warner dealers are now provided with a line that enables them to offer their patrons outstanding values in today's radio production."

"In designing and perfecting these sets we have taken full advantage of all the experience we have acquired since the production of our first receiver. Incorporated in them are the best features of previous models together with new proved advancements developed by our engineering staff. The production of this series has not been a rush job in any sense. We took all the time needed for the initial reception, laboratory development and final standardization for quality production. In this '800' series there is a simplicity of construction and a corresponding simplicity and efficiency of operation that should win for it the good will of the radio trade and a ready acceptance on the part of the radio public."

Issues Powerizer Pamphlet for Owners

Radio Receptor Co. Prepares Interesting Booklet Describing New Powerizer Designed for Number of Sets

The Radio Receptor Co., Inc., New York City, manufacturer of Powerizer, power amplifiers and complete power supply units, has prepared an interesting booklet directed specifically to owners of Radiola 812 (semito) Radiola Super VIII, Radiola 24 panel, Radiola 26 panel, Radiola 20 sets and sets, Radiola 26 portable, Victrola combination 7-1 (Allambr-a-1), Victrola combination 7-3, Brunswick RR-300 and any receiver using up to four UX 222 tubes. The pamphlet describes the new Powerizer designed for the aforementioned sets. The names are set forth on the cover of first page so that the purchaser can readily identify the model needed to provide power amplified all electric operation for his set. Ludwig Arnon, sales manager of the Radio Receptor Co., is inaugurating a strong campaign on all models for the coming season.

Grebe Donates Scholarships

A. H. Grebe, president of A. H. Grebe & Co., Inc., New York, radio manufacturer, is altruistically contributing to the advancement of radio in general. In conjunction with the Radio Marine Corp. of America, Mr. Grebe has donated several scholarships to the Radio Institute of America to students selected by the Veteran Wireless Operators' Association.

Alex. Nyman Goes Abroad

Alexander Nyman, for the past five years a consulting engineer of the Dublier Condenser Corp., New York, has sailed for Europe in order to combine a well-earned vacation and a study of European radio conditions and technical developments. He will spend some time with the British and the German Dubelier organizations abroad for an exchange of production and technical ideas.

Bremer-Tully Prepares Sales Aids

Metal Sign for Indoor or Outdoor Display Furnished to Dealers and Distributors—Booklet on New Model 6-40 AC

Cincin., Inc., June 5—The Bremer-Tully Mfg. Co., of this city, manufacturer of Counterphase radio receivers, is furnishing all dealers and distributors of Bremer-Tully products with a

BREMER-TULLY COUNTERPHASE RADIO

New Bremer-Tully Dealer's Sign metal sign which is illustrated herewith. Red letters outlined in black on a canary yellow background make the sign a most attractive and effective advertisement for indoor or outdoor use. The sign measures 20' by 20', and is being used extensively by Bremer-Tully distributors on their delivery trucks. Another piece of sales promotional matter recently prepared and distributed by the Bremer-Tully organization consists of an attractive circular featuring the new Model 6-40 AC electric receiver that has just been placed on the market. It is printed in black and two tones of orange, and is sent free of charge to all B-T dealers upon application to the company headquarters.

Use Columbia-Kolster

At a recent meeting of the National Academy of Sciences held in the National Research Building in Washington, D. C., a Columbia-Kolster electric reproducing photograph was used to illustrate different phases of pitch and resonance. The instrument was supplied by Gus Louis, Columbia, dealer, of Washington.

The Universal Musical String Co., New York City, has filed a petition in bankruptcy.

Dublier Condenser Corp.
4377 Bronx Blvd., New York

Dublier LIGHT- SOCKET AERIAL
Announcing
—a new and novel line
of
Red Lion Cabinets
for
ATWATER KENT RADIOS

In keeping with the progress of radio in general, and of cabinets in particular, we are offering a new, attractive and decidedly novel line of Red Lion Cabinets for Atwater Kent Radios. These models will be in addition to the ever-popular Red Lion Desk Models—to which have been added several new features of unusual utility.

You are cordially invited to attend the first showing of these new Red Lion Models at the R. M. A. Trade Show—Chicago, June 11-17

RED LION CABINET COMPANY, RED LION, PA.
Makers of the famous Red Lion Furniture
Cleveland Distributing Co. Is Formed to Distribute A. K. Line


CLEVELAND, O., June 6—Dealers who are getting out after business are selling sets. Both distributors and dealers express themselves as pleased over the business done throughout the season and anticipate a nice volume during the Summer months. Portable phonographs are moving very well and are being featured by all dealers. Larger machines of the combination type are also selling. Records and sheet music, especially the classical numbers, sold briskly, which can be laid to the recent visit of the Metropolitan Opera Company.

The Cleveland Ignition Co., which has been distributor for the Atwater Kent line of radio for a number of years past, has formed a new company known as the Cleveland Distributing Co., to handle the radio end of the business. The Cleveland Distributing Co. has taken quarters at 5205 Euclid avenue, and it is occupying both the first and second floors of the building. R. H. Becktol is general manager of the company, and the entire personnel of the radio division of the Cleveland Ignition Co. has been taken over by the new company.

The Talking Machine Co., Victor distributor, is preparing to move into larger quarters. The new 2-55 Victor portable is arousing much interest in the trade and a large volume of orders are being received for it. A very attractive model has been designed for use with 2-55 Victors by Howard Shertel, president of the Cleveland Talking Machine Co., and which is adding much to its popularity. The new Victor Orthophonic model B53 is now being shipped out to dealers, who are much enthused over its sales possibilities on account of its many attractive features. A new Victor account that was opened this month is Antonia Mervar, a successful dealer located at 6921 St. Clair avenue.

Miss Madeline Davies, of the Victor Red Seal Promotional Department, was in Cleveland May 19th and addressed a meeting of Victor record sales people. The affair was held at the Hotel Stater.

D. Meier, senior member of the firm of L. Meier & Son, well known music dealer of Cleveland, accompanied by Mrs. Meier, is making a motor tour of the South, and stopped off at Louisville to see the Derby.

The Acme Electric Mfg. Co. is preparing to install a number of new production devices and automatic labor saving machinery to produce their new line of radio items for the coming season.

The committee representing the Ohio Music Merchants' Association and consisting of Robert E. Taylor, chairman; Rexford C. Hyre and A. L. Mares, who paid a visit to New York manufacturers for the purpose of getting them to exhibit their products at the Ohio Music Merchants' Convention, which is to be held in Toledo in September, reported on their return that they had been very successful in their efforts, and that the prospect for a large number of exhibits looks very promising.

The Euclid Music Co. has been featuring the new Columbia record, parts seven and eight of the "Two Black Crows." Large crowds have been congregating in front of the store to hear it through the loud speaker, and many of the records have been sold.

Expects Record Sales of Dubilier Products

George E. Palmer, General Sales Manager of Dubilier Condenser Corp., is Most Optimistic Over Future Outlook

George E. Palmer, general sales manager of the Dubilier Condenser Corp., New York, is exceedingly optimistic over the future. Mr. Palmer has been identified with several highly successful radio merchandising campaigns in the past, including Owen products and more recently with the Dubilier Corp. Mr. Palmer stated:

"Last year the Dubilier organization did more business than in any previous year of its existence. Even the record year of 1924 was surpassed by a comfortable margin of one-third. I attribute our success to the established merit of our product, our engineering service and our sales policy. The recent reorganization of our company has resulted in a material reduction of overhead, and we are now in a position to offer the same high quality condensers at lower prices than last year. This factor is bound to react in our favor by way of more business."

Herbert H. Chun Joins Arcus Sales Staff

The latest addition to the sales force of the Arcus Radio Co., manufacturer of AC tubes, is Herbert H. Chun. Mr. Chun spent four years at the Armour Institute of Technology at Chicago, holds a degree in electrical engineering, and was associated with the Premier Electric Co. as development engineer before joining the Arcus organization. He was born in Hawaii, of Chinese parents.
Bruno Executive to Aid With Victor Sales

Charles Sonfield, of C. Bruno & Son, Inc., Becomes Associated With Victor Jobbing Branch of Company

Charles Sonfield, in charge of the musical merchandise department of the well-known distributing house of C. Bruno & Son, Inc., New York, has added to his duties in the Bruno organization by becoming associated with the Victor jobbing branch of the business. This important announcement emanating from Bruno headquarters is in line with the program of Victor sales development to be carried out in close cooperation with the retail trade that has been carefully worked out by William J. Hauser, president of the company, and Jerome F. Harris. It is this sales development that Mr. Sonfield will identify himself with. His wide experience in the music field and close contact with the dealers have given him an intimate understanding of all retail problems that will serve him admirably in his new activities.

Mr. Sonfield is one of the best-informed and best-known sales executives in the musical merchandise field, with which he has been associated for over thirty-five years. He has spent the greater part of his business career in the Bruno organization and rose from a humble beginning to the important executive position he now holds. It is pointed out that it was under the direction of Mr. Sonfield backed by the cooperation and confidence of the owners, his fellow executives, that Bruno business made such rapid strides to the high standing which it now enjoys in the trade.

When the Blackman Distributing Co. sold its Victor business to the Victor Talking Machine Co., more jobber activities fell to the remaining Victor distributors who served the New York territory. C. Bruno & Son, Inc., had already built up a large volume of Victor business, and was catered to a particularly large clientele.

With the retirement of the Blackman Co. from the Victor field, C. Bruno & Son, Inc., has added to its sales organization and is making plans for an increased program of activity in stimulating Victor business. The Bruno Victor department will have a staff of nine salesmen and sales associates under the direction of Messrs. Harris and Sonfield. The service department of the Bruno organization will be enlarged in its scope of operation, rendering additional service to the dealer in the development of business. Jerome F. Harris, who is secretary of the company and a noted authority on talking machine merchandising, will continue as supervising head of the Victor department with Mr. Sonfield closely associated with him.

William J. Hauser, president of the company, in connection with this new campaign, issued a letter to the trade giving a close insight into the activities that are being planned by the Bruno organization and details of the campaign.

Freed-Eisemann Is Granted Radio Patent

Covers Method Which Makes Possible the Tuned Radio Frequency Circuit and Prevents Causes of Oscillation

Patent No. 1,671,999 has been issued by the U. S. Patent Office to Joseph D. R. Freed, president of the Freed-Eisemann Radio Corp., which is now negotiating with other leading manufacturers to license them under its provisions. Mr. Freed stated that he discovered the method in 1924 that the only way to prevent reactive coupling which produces oscillation, according to Mr. Freed.

It was announced that this patent has been turned over to the Freed-Eisemann Radio Corp. which is now negotiating with other leading manufacturers to license them under its provisions. Mr. Freed stated that he discovered the method in 1924 that the only way to prevent reactive coupling which produces oscillation, according to Mr. Freed.

Milne J. Eckhardt Weds

Miss Flora Helen Moran and Milne J. Eckhardt, son of Mr. and Mrs. Walter L. Eckhardt of Philadelphia, were married in New York City on June 6. Mrs. Milne Eckhardt is the daughter of a former Supreme Court Justice. Due to the recent death of her father the ceremony was private. Mr. and Mrs. Walter L. Eckhardt, after the wedding, sailed for their usual European trip.

Radio Commission Takes Drastic Action

Notifies 162 Broadcasting Stations and Six Portable Stations to Show Cause Why They Should Continue After August

On May 26 the Federal Radio Commission notified 162 broadcasting stations, and six portable stations in every part of the country, except Zone 3, to appear at a general hearing on July 9, to show cause why their stations should be continued on the air after August 1. If such cause is not shown to the satisfaction of the Commission the stations will be ordered to discontinue on August 1.

The drastic action of the Commission is explained in the following statement: "The Commission after an examination of the applications for a renewal of station licenses of the below named stations has not been satisfied that public interest, convenience or necessity will be served by granting these applications. 'It extends for a period of sixty days the existing licenses of these stations, subject to all modifications and extensions, to terminate at 12 o'clock a.m., August 1, 1928.' The order has aroused considerable discussion and there are those who, while favorable to action taken to clear up the air channels, and improve the programs, questioned the necessity for so drastic a move. It is explained on the other hand, however, that the stations remaining will be able to give improved service.

A. K. Model 37 AC Sales Big

Over 200,000 sold since January 1 is the record achieved by the Atwater Kent Mfg. Co. with the Model 37 AC electric receiving set. Blotters announcing this accomplishment have been prepared and are being furnished with dealers' imprints.

NEW Designs by UDPELL

NEW and unique radio cabinets bearing this famous name will be displayed in Booth 142 and Room 553, Hotel Stevens, at the R. M. A. Show, June 11-15.

Catalog on request

H. T. Graham and Ralph D. Morgan, direct factory representatives, in constant attendance

THE UDPELL WORKS, Inc.

29th STREET AT BARNES AVENUE

INDIANAPOLIS
Production on New Balkite Radio Receivers in Full Swing

Same Policies Followed by Fansteel Products Co. in Marketing Power Units to Be Observed in Selling Receivers—Products to Be Housed in Fine Cabinets

Production on the new Balkite radio receiver, manufactured by the Fansteel Products Co., North Chicago, III., was in full swing during the fourth week in May, according to advices received from the firm headquarters. The receiver was first revealed at the annual Balkite sales meeting at the Drake Hotel, Chicago, May 4 and 5, of which a complete account appeared in the May issue of this publication.

In marketing its new receiver, the Balkite organization intends to follow the same policies that have marked its history as a power unit manufacturer. The product does not attempt to enter the low-priced field, and it will be housed in cabinets made by one of the foremost furniture makers in the world, the Berkley & Gay Furniture Co., Grand Rapids, Mich. The receiver is licensed under RCA, Hazeline and other patents, and employs special condensers developed by the Fansteel Products Co., which are said to give exceedingly quiet, humfree reproduction. Another feature of the receiver is its construction, which involves the use of 80% less wire than the average set.

That the Balkite receiver will be backed by sound policies is evident from extracts from a statement made to this publication by Herman J. Dougherty, director of Balkite sales, who said: "We do not regard our entry into the radio set field as a new venture. We do not regard ourselves as manufacturers of any particular radio device. Our function is to provide the radio trade with the radio equipment which will give them the greatest volume and profit. A year ago that was power units; today it is AC sets. Whatever it is tomorrow we intend to have it. The present Balkite set is the result of years of work, and we believe that we can honestly say that we have products and experiments in our laboratory today which are as far in advance of the present radio market as those of any manufacturer in the country. When the right time comes these will be introduced. The whole problem is to introduce them at a time when they will produce least disturbance and maximum profit to the trade. "The type of radio set we are now producing is not accidental. In deciding on both type and price range we have been governed by much the same policies that have governed Balkite in the past. The Balkite line has never been the lowest priced. It has always been built to a standard, and it is governed by quality, on freedom from service, on satisfaction to the user. In adding a radio set to the line we have attempted to produce the lowest priced receiver. The low priced market we believe is being adequately served by the manufacturers already in it. We have, however, frankly attempted to produce as fine an AC receiver as can be produced and have no apologies to make for the receiver. We believe the time has come when there is room in the set field for a line that will give the radio dealer a high profitable unit of sale and that will be aggressively pushed. "In the set itself we have concentrated on three things. Simplicity of construction, ease of operation, and quality of reproduction. In its range of sound, in its fidelity we believe it leaves little to be desired. We have in our files some 4,000 letters from owners who state frankly that if we produce a receiver as fine as our chargers they will buy it. We have attempted to satisfy them, to build to the Balkite market at least."

"We believe that today good radio must be more than good radio. It must be authoritative furniture—furniture as fine as Balkite radios. After long consideration we have turned this part of our problem to people more competent to solve it than we or any other radio manufacturer,—to Berkley and Gay, one of the greatest furniture manufacturers in the world. Two of our models, A-5 and A-7, are housed by them. A radio buyer purchasing either may feel that the furniture in each case is as fine as he can buy."

The Balkite AC receiver will be aggressively marketed, with a limited distribution. The product will be extensively advertised, and it is planned to make the product available even more familiar with the Balkite receiver through advertising than it was with the Balkite power units, behind which were placed each year one of the largest consumer advertising campaigns in the radio industry.

Trade News From Kansas City Area

Conditions in the Trade Encouraging and Dealers Are Optimistic—Kolster Distributors Meet—Plan Display Drive

KANSAS CITY, MO., June 5—Conditions in the talking machine and radio lines in this city are very encouraging at the present time, and dealers and distributors state that May, as a whole, has been a good month.

An important event in the radio field here was the meeting of Kolster distributors held May 29 and June 1. Many officials from the factory were here, and the company made an appeal to the distributors west of the Mississippi. The Kolster Dealers' Club made extensive preparations for special window displays in connection with the meeting, and the Club entertained all the officials and distributors at a dinner at the Hotel President.

The Sterling Radio Co. reports that May has been a fine month in both the Kolster and Columbia lines. The new Columbia model 280 with exponential horn promises to be a big success in this territory. Portables are very active. The Sterling is expecting great things from the new Columbia-Kolster combination, the first sample of which is now on display.

Stakels are well ahead of last year in volume of business at this time. They report exceptional activity in records, and a brisk demand for portables in a number of styles and prices, including the new Orthophonic portable.

The phonograph and radio department of the Kansas City Power & Light Co. reports a nice business in Panatrones, the Model P-13, and the new Brunswick portables. Radio is maintaining its hold as never before, according to H. Spokesfield, and the outlook for the future is ahead on every month so far this year.

The W. W. Kimball branch here has introduced the new Majestic line in its radio department. They are very enthusiastic about the prospects for this radio.

The Automatic Electric Victor priced at $975 has been one of the big money makers, according to M. M. Paul. All activity during the past month has been centered on the larger Orthophonics and combinations, he says.

The Jones Store radio department reports good activity on Freshman Equaphase radios at the new prices. Interest continues also in the Atwater Kent and Radio Machines.

T. H. Condon, manager of the phonograph department of the Brunswick branch here, lost his father on May 9. Thomas H. Condon, Sr., had been in the real estate and insurance business for over twenty years, and was eighty-one years old at the time of his death.

To Make Second Million Atwater Kent Set in Fall

Some time ago the production of the millionth set was fittingly celebrated at the headquarters of the Atwater Kent Mfg. Co. in Philadelphia. It has been announced that Mr. Kent will produce his second millionth set this fall. It is expected that the public demand will tax the facilities of the fifteen and one-half acre factory in Germantown, and accordingly new machinery is being installed and advantage is being taken of every square foot of space in the factory.

Announcing

The best seller for you

Findlay Metal Console Table 

Table 2-53

Designed Exclusively for the New Victor Portable

This table will help you sell a greater number of records. With the use of the FINDLAY Metal Console Table, a portable can be made as an all-year round talking machine. Lower shelf can accommodate the record albums. The prettiest combination that you can offer your customers for $55

Table only will cost $10 list

The complete unit of table and portable makes a very attractive piece of furniture for the home that will harmonize with all homes furnishings.

Made in two color combinations: Rich Blue with Gold trimmings (select plate) or Black with Gold trimmings. Made in two color combinations:

For Sale by All Victor Wholesalers

ROBERT FINDLAY MANUFACTURING CO., Inc.

Makers of fine metal console tables for Radio and Portables

New York, Shefferton

242 FIFTH AVE.

Brooklyn, N. Y.

Announcing

The best seller for you

Findlay Metal Console Table 

Table 2-53

Designed Exclusively for the New Victor Portable

This table will help you sell a greater number of records. With the use of the FINDLAY Metal Console Table, a portable can be made as an all-year round talking machine. Lower shelf can accommodate the record albums. The prettiest combination that you can offer your customers for $55

Table only will cost $10 list

The complete unit of table and portable makes a very attractive piece of furniture for the home that will harmonize with all homes furnishings.

Made in two color combinations: Rich Blue with Gold trimmings (select plate) or Black with Gold trimmings. Made in two color combinations:

For Sale by All Victor Wholesalers

ROBERT FINDLAY MANUFACTURING CO., Inc.

Makers of fine metal console tables for Radio and Portables

New York, Shefferton

242 FIFTH AVE.

Brooklyn, N. Y.
Proved by the Test of Time

Among the earliest radio pioneers — today, Bremer-Tully stand second to none for radio dependability, satisfaction and economy.

During seven years every single B-T product has been a continued outstanding success — time-tried and time-proved!

Where can you find a better guarantee of merit — of net profit?

There is no need to gamble on untried products if the B-T franchise is still available.

The complete B-T line includes seven AC models from $130.00 to $1,000.00 — a dependable, well established line that builds profit, prestige and goodwill.

Ask the B-T dealer

Here is a combination that is sure to win instant favor with your trade — the new B-T 6-40 radio and the B-T speaker.

It may be had in one cabinet or separately as preferred.

Compact in form and attractive in appearance—these radio products will outperform everything at equal price. $190.00 for the console with standard B-T speaker built-in, but less tubes; $130.00 for the table model, less tubes: $35.00 for the speaker.

Further details on request

Bremer-Tully Mfg. Company
656 Washington Blvd.
CHICAGO
Toledo Dealers Report Sales Better Than Same Time in 1927

Employment Is Better and Industrial Worker Has More Money Than a Year Ago—Lion Store Music Rooms Plan Summer Campaign—Jobbers Sponsor Trade Show

TOLEDO, O., June 6—Employment is at a high level here. Consequently the buying power of the industrial worker is better than a year ago. Most phonograph and radio dealers report sales slightly above May of 1927.

At the Lion Store Music Rooms & Radio Shop volume is ahead of the same period a year ago. The house has already started its Summer campaign in both departments. The sales force has been increased and home demonstration is on in full force. Radio for the first time is being demonstrated in the home. Seven or eight sets are being placed every day. Out of the number a large percentage are turned into sales. Richard Morgan is a new member of the staff.

Combinations are in demand. At the J. W. Greene Co. sales in the talking machine, radio and record sections are ahead of last year. W. W. Baillie, manager, stated, the house is oversold on the new Orchestrophone, designed for cafe and soda grill use. An aggressive drive on portables is under way. Victor, Carryola, Allen, Pal and QRS models are displayed. The house contemplates early improvements in department arrangements and has added to the sales staff. F. Van Lue, W. F. Hurt and Ed Janney are new members.

The QRS Radio Co. will pilot a delegation of Spartan dealers to the factory meeting at Jackson, Mich., on June 8. All Spartan retailers in this community have been invited. Many have already accepted. At that time new Spartan models will be shown and plans and policies for the new season will be discussed.

Frank Flightner, Ashland avenue, Columbia dealer, reports volume in his new location compares favorably with last year. Columbia-Kolster models are meeting with favor. Columbia and Harmony portables are selling well. Radio sales continue favorable. The staff has been enlarged through the addition of F. M. Leet, credit manager, and Fay Lichtenstein, in charge of records.

A radio show exclusively for retailers will be held at the Commodore Perry Hotel, on July 11, 12 and 13. Thirty-six rooms have been reserved for display purposes. Every radio jobber in this section will exhibit his wares. The affair is sponsored by and underwritten by the Toledo Radio Trades Association.

The Roberts-Toledo Co., radio jobbers, held an exhibit and demonstration of the Majestic radio at the Hotel Lorena recently. The display was well attended by dealers, who placed a considerable number of orders.

T. M. Cook, Inc., Victor and Spartan retailer, reports the demand for instruments above year ago. Record sales are climbing with dance numbers in greatest demand. The enterprise recently added the complete Columbia line.

Griswold Bros., recently acquired the Don Johns music store at Lima, O., Carl Rule, who has been in charge of out-of-town sales, will look after business in the new location.

Hofman Bros., Co., dealer in phonographs, radio and home furnishings, recently suffered a fire loss of $10,000. The store is being redecorated and refitted.

The Union Music Co. have added the Sonora portable instrument line.

D. V. Voudouris, Monroe street, Columbia dealer, reports a large foreign record business.

Freed-Eisemann Has Display of New Line

Dealers of the Freed-Eisemann Radio Corp. in the metropolitan district of New York had an opportunity to see the entire 1928-29 line of products and speakers receiving orders for the week of May 28. In cooperation with the Wholesale Radio Equipment Co. and the G. J. Seedman Co., Freed-Eisemann distributors in New York City and Brooklyn respectively, the Freed-Eisemann Corp. exhibited the products at the Hotel Pennsylvania in New York on May 26 and 29. On May 31 and June 1, a similar exhibition was held at the Robert Treat Hotel in Newark, N. J., in cooperation with Wholesale Radio Equipment Co.'s Newark branch, which distributes the Freed-Eisemann product in that section.

Sales representatives of Freed-Eisemann Corp. were on hand at both displays working in conjunction with the sales departments of the distributing organizations.

Trade News From Milwaukee Field

MILWAUKEE, Wis., June 5—Sales of phonographs and radios are maintaining a fairly consistent immediate business, and wholesale houses are booking a good amount of future orders. Retail sales on phonographs and radios in Milwaukee were reported by dealers as being just fair; reports from other places in the State indicate a very good business.

A caravan of Victor dealers about sixty strong left Milwaukee for Cambridge on May 30. A good amount of enthusiasm had been aroused in the trip, which was sponsored by the Badger Talking Machine Co., jobber for the Victor in Wisconsin.

The Victor Record Girls' Club, of Milwaukee, at its May meeting had as its guest Miss Aileen Stanley, popular Victor artist, who was appearing in Milwaukee in "A Night in Spain." Kellogg business in the State is extremely good, according to I. R. Wist, secretary of the Standard Radio Co., distributor for the Kellogg in Milwaukee and Wisconsin.

Carl Lovloy, representative for the Brunswick in Wisconsin, reports that portable business is very good at the present time, and this is stimulating record business. There is also great interest in the higher priced units.

Inez Maegener, of the sales promotion staff of the Caswell Manufacturing Co., Milwaukee, maker of portable phonographs, has been elected secretary of the company, and will have charge of all its advertising.

The Flanner-Hafsoos Music House, Inc., has added the Carolya portable to its line, according to announcement from Eric S. Hafsoos. The store has been featuring a window display of the machines, and Mr. Hafsoos states that he expects some unusually good action on them.

The George C. Beckwith Co., of which G. K. Purdy is manager in Milwaukee, is a new distributor for Crosley radios in Milwaukee and Wisconsin.

The newly decorated showroom at the Badger Radio Corp., at 402 Market street, has been completed, and Vernon Mauzer, president of the corporation, states that the new Majestic receivers and the merchandise of the company now have their proper setting. The work is done in Spanish style with serpentine pillars and rough plaster effects.

It Is a Sensation! Combination Phono-Radio Cabinet

The WELLINGTON

Pierson offers this year a wide choice of beautiful cabinets that may be equipped with Electric Phonographs as well as Radio Sets.

Again proving Pierson Leadership in the Radio Furniture field.

BE FIRST WITH PIERSON!

America's Foremost Line of Radio Furniture

The Pierson Company

Rockford, Illinois
DEALERS!
Now you can cash in on
This big money-making musical instrument:

ELECTRAMUSE
The coin-operated continuous-playing Phonograph

The money-making musical instrument of the day is the beautiful ELECTRAMUSE—the coin-operated, continuous playing phonograph! Hundreds of retail merchants everywhere are taking in $2.00 to $5.00 every day with the ELECTRAMUSE—some even more. Besides, their regular business has increased from 10% to 25% due, they say, to Electramuse.

Dealers everywhere have seen the great profit possibilities of this remarkable instrument and have wanted to take advantage of the opportunity as sales agents. In the past we have not felt that we desired to open up this field.

But now in answer to this insistent demand from dealers, the Holcomb & Hoke Manufacturing Company announces a Dealer Discount Plan WHICH GIVES THE TRADE THIS GREAT PROFIT-MAKING OPPORTUNITY.

There are opportunities galore for sales of ELECTRAMEUSE: Hundreds of live, eager prospects are in your territory right now. Restaurants, confectioneries, drug stores, billiard parlors, bowling alleys, soft drink places, road houses, lodges, clubs are all good, logical, salable prospects for ELECTRAMEUSE, this marvelous instrument that reproduces perfectly the finest performances of the world’s greatest pianists, singers, bands and orchestras.

When have merchants been offered a proposition with such a universal appeal—with such money-making possibilities that is so easy to “take on”? Here’s a genuine opportunity for large extra profits!

A Product of
HOLCOMB & HOKE MFG. CO.
World’s Largest Manufacturers of Money-Making Equipment
Indianapolis, Ind.
Philco Prepares Big Sales and Ad Campaign for New Receivers


The entry of Philco into the field of set manufacturing, as announced last month, is an outstanding example of the minute care that the modern manufacturer is giving to every detail prior to the advent of the set. The Philadelphia Storage Battery Co., Philadelphia, Pa., has had the Philco set in the period of laboratory development for three years, during which Philco engineers and research experts were constantly at work perfecting the instrument. Philco had held for some years patents covering rectification, power control and other radio set features, and operates also under patents of RCA, General Electric, Westinghouse, American Telephone and Telegraph, Latorre Corp., Lowell & Dunmore, Hogan and Hazeltine Corp. This set comes along with the best ideas in all radio and its own innovations.

Philco next set forth to market its receiving set in a bold and novel manner. The sales and advertising campaign prepared is on mammoth scale. Advertising and selling will be supported by a system of educating jobbers and dealers in their problems of financing, keeping books, selling service departments and other merchandising and storekeeping policies. There will be co-operation with resale units to a degree that has been novel in the radio business. Philco will maintain a firm furniture policy, withholding its guarantee from any sets sold apart from their combination with Philco cabinets. Territory rights will be jealously protected. The responsible attitude of Philco in regard to its former products will be as splendidly displayed in the marketing of its radio set. It will protect and assist.

Philco advertising will consist of a big national magazine campaign, using such outstanding publications as the Saturday Evening Post, Liberty, Ladies' Home Journal, American Weekly, etc. The greater part of a huge appropriation, however, will be spent on newspapers throughout the United States. Hundreds of publications will be used and large copy run. The appropriation for newspapers alone will total hundreds of thousands of dollars in a single month.

There will be a direct-mail campaign carried on continuously, with elaborate dealer helps—window displays, counter cards, posters, etc.—supported by forceful selling and advertising methods for individual dealers. Philco in all these will aim to set a new pace in radio merchandising. A large volume of trade paper advertising will be used, and this, too, is planned to take an unusual and daring form. Exhibitions similar to the ones at the convention of the National Electric Light Association in Atlantic City and the Radio Trade Exposition in Chicago will be made all over the country.

Philco's sales campaign promises to be an aggressive one, in keeping with the past record of the company. Sayre M. Romsdell, promotion manager, outlines it thus: "We have an instrument whose performance in the matter of tone and distance is astonishing even to us. With the confidence our product gives us we can also establish a record. We are going to give jobbers and dealers the most intensive selling cooperation ever given in the history of radio, but we are going to give them the most complete servicing cooperation they have ever had in connection with radio. We are putting a staff of seventy-five expert travel auditors and accountants at their disposal so they can merchandise and service Philco sets in the most efficient manner. We show dealers how to keep their books, their installment payments and a multitude of other details, so that the most generous sort of service can be given the retail customer, and the surest profits obtained for themselves. We are going to try with all our might to keep the business clean and free from demoralizing price cutting. And we are going to do our level best to make radio an all-year-round business and not merely a seasonal matter."

Los Angeles Trade Interest Centers on the Music Pageant

Exposition Month Attracts Trade—Victor Co. to Exhibit $6,000 Electrola Victrola—Edward C. Hayes Sales Manager of Fitzgerald Music Co., Phonograph Section

Los Angeles, Cal., June 2—George E. Morton, Southern California representative of the Victor Talking Machine Co., left this week to attend the Victor Co.'s salesmen's convention, which will take place this month in Camden, N. J. Spain, Southern California manager of the California Victor Distributing Co., also plans to attend the convention. Edward C. Hayes has been appointed sales manager of the phonograph and radio departments of the Fitzgerald Music Co. Mr. Hayes was for some time in charge of the phonograph and radio departments of Bullock's; he was recently in the wholesale sales department of Ray Thomas, Inc., distributors of Averate Kent on the Coast.

W. S. Van Doran has been put in charge of the phonograph and radio departments of the Southern California Music Co. He has had considerable retail experience in both departments in the past and has been with the Southern California Music Co. for the past six months or more.

The Victor Talking Machine Company is sending its famous $6,000 Electrola Victrola, which created so much interest and praise a few months ago, for exhibition in the International Pageant of Music and Exposition to be held here from June 18 to 30.

Five stages of tableaux, scenes and pageantry will be in operation at the Industrial Pageant of Music and Exposition June 18 to 30 at the Ambassador Auditorium. One will be over the Victor Talking Machine Co.'s exhibit, which is ornamented in East India architecture. Another will be over the Brunswick Co.'s Egyptian architecture booth. A third will be over the main entrance and the other two over the Birckel Music Co.'s Italian style exhibition booth and that of the Fitzgerald Music Co.'s and Martin Music Co.'s French Norman type of architecture, respectively.

C. R. Bowen has been appointed sales manager of the phonograph and radio departments of the Platt Music Co., with Fred A. Kahn as assistant sales manager.

Sales Tonic!

Yes, just that. When sales are dull, people spend cautiously, money is tight—let radio accessories keep the pot boiling. And here are two of the best sellers today:

Table Type CLAROSTAT

Antenna Plug CLAROSTAT
Something really new in antenna plugs. Makes any electric light socket or outlet an ideal antenna, eliminating trouble and expense of usual installment. Improved coupling condenser employed, together with detachable plug and long connecting cord. Works anywhere and with any set. Provides antenna for new set you install, or better results for old set now equipped with antenna or loop. A cure for "dead spots." A boom in summer. In attractive carton, with unbreakable instructions—$1.50 list.

Wide Observance of Music Week on Coast

San Francisco, Cal., June 5—The music and radio trades contributed greatly to the success of Music Week, which received a more widespread observance than ever before. The committee members included J. Emmet Hayzen, chairman; Chester W. Rosenkrans, executive director; E. J. Delano, of Sherman, Clay & Co., headed the committee's local campaign; Henrik Gjerduen, president of the Music Teachers' Association, took care of the programs in civic and social clubs.

The Water Kent program, which included a galaxy of outstanding artists, was received with great acclaim on the Pacific Coast, and dealers featured the gala program in displays and in newspaper advertising. Interest in Music Week has been mounting steadily.
Slagle Radio

Five New Models of Surpassing Quality Mark Another Milestone of Slagle Progress

For the 1928-29 season Slagle models will again utilize the Technidyne Circuit which achieved such a decided success during the past year. Valuable additions and refinements have been adopted, and the new Slagle most admirably provides all-electric operation, loop control, dynamic power speaker, phonograph pickup connection, — completely housed in cabinetry to harmonize with surroundings of the most fastidious home.

See them at the Second Annual Trade Show of the R. M. A., Stevens Hotel, Chicago, week of June 11th.

Exhibition spaces 88-89 Grand Ball Room. You can hear all models in operation in Room 445-A at the Stevens.

Slagle Radio Company
Fort Wayne, Indiana
Division United States Electric Corporation
Introduction of the Majestic Radio Interests Portland Trade

Forbes Supply Co. Handling Local Distribution—Radio Exhibits at Second Annual Electrical Exposition—Oregon Association Meets

PORTLAND, Ore., June 1.—One of the most sensational debuts that the radio industry has ever witnessed, the Majestic, a new radio receiver manufactured in Chicago by the Grigsby-Grunow Co., made its bow in Portland last week. Local distributors for the new Majestic receivers are the Forbes Supply Co., headed by F. E. Davis, whose merchandising territory includes Oregon, Washington, Idaho, Montana and the territory of Ahsahka. Sales in the Oregon and Northwest territory will be directed by E. J. Seroy, formerly of Omaha, Neb., who will make Portland his headquarters. William J. Seroy, with headquarters in Oakland, Cal., is the Western sales manager of the company. Gordon Sooth, who for the past three years has been in New York as artist director for the Gennett division of the Starr Piano Co., returned home for a short visit, and is renewing his many friendships with the music trade.

Sixty-five members of the Oregon Radio Trades Association met at the Congress Hotel for their May meeting with James A. Condon, Jr., of the Condon Co., Fada distributor and president of the Association, presiding. J. T. Bray, Pacific Northwest representative of the Radio Corp. of America, was in attendance and presented his first Portland showing of the two new RCA educational reels. Mr. Bray supplemented the showing of the reels with an educational radio talk. Hurst Harrison, vice-president of the Association, gave a splendid talk on the local service problem and urged the members to stick by the policies of the Association and not to deviate in the least.

The second annual electrical exhibition was held April 30 to May 5, inclusive, on the second floor of the Pittock Building on upper Washington street. Several radio dealers took advantage of the event to display new models.

George B. Hovenden, for the past 26 years in charge of a music store in Portland, announces a retirement sale with all goods at his present location, 146 Park street, reduced at close-out prices. The concern is well known here.

C. Tracy, formerly with the Portland branch of the Bush & Lane Piano Co., has opened up a music store at 209 West Park street, in a promising location.

The Setherling-Lucas Music Co. has bought out the Conn-Portland Co.

George Fullerton, manager of the record department of the Brunswick Co., is treating his many friends who call at his office in celebration of the arrival of a baby boy at his home May 20.

A. R. McKinley, Pacific Northwest district manager of the Brunswick Co., announces that the new portable, No. 106, in being received with open arms by the dealers, and that this little machine is largely responsible for the great way that the records are going over.

The new Orthophonic Victrola, 8-35, has created quite a stir among the local trade, and much publicity combined with attractive window displays were featured upon its arrival for distribution to the trade.

The wholesale department of the Brunswick Co. is presenting a series of weekly record and musical lectures over radio station KFJR with splendid success. These lectures are being given by George Fullerton, record manager of the wholesale Brunswick department, and according to those in charge of the station, the request for continued lectures increases with each presentation.

W. C. Rice, manager of the Portland branch of the Northwest Victor Distributing Co., left Portland May 24, for Camden, N. J., and way points. Mr. Rice was accompanied East by C. B. Gilbert, of Seattle, president of the Northwestern Victor Distributing Co. Mr. Rice expects to visit Chicago, New York, Denver, Philadelphia, and several other points of interest as well as the Victor factory before returning to his Portland office.

The radio department of the Hyatt Music Co. has been purchased by T. R. Woodbury, who will operate it under the trade name of the Hyatt Radio Department. The department will distribute Stromberg-Carlson and Atwater Kent sets and accessories, and will maintain a complete radio service agency.

Geist Co. Features Brunswick Panatrope

Shamokin, Pa., Dealer Takes Advantage of Fair to Bring His Line to Attention of Public—Profitable Publicity

Now that the season of fairs and conventions of all kinds is here, music-radio dealers throughout the country are taking advantage of these excellent opportunities to promote the products they sell. A good example of an intelligently arranged booth is that of the Geist Music Co., Shamokin, Pa., Brunswick dealer, who featured the Brunswick Panatrope in a display of musical products at a fair recently held in Shamokin.

Ruth Eting, exclusive Columbia recording artist, and who was starred in the last edition of the Ziegfeld "Follies," recently started a tour of the Pantages Theatre circuit.
The Caswell-Runyan Co.

HUNTINGTON, INDIANA

CONSOLES WITH PERSONALITY

Sold Direct to Jobbers

FURNISHED WITH INSTALLATION PANELS FOR ANY STANDARD SET

FULL LINE SHOWN AT JUNE SHOW BOOTH B-82 ROOM 451-A

Number 25—List $112.00

Photos
Description
Prices
Upon Request
The Freed-Eisemann 1928-29 radio line was exhibited in unusually attractive surroundings during the week of May 21, when distributors from all sections of the United States and Canada were guests of officials of the Freed-Eisemann Company at Briarcliff Lodge, in the Westchester County hills near New York City. The Freed-Eisemann line was on display in the Casino.

"I believe this is the first time in the history of radio," stated Arthur A. Trostler, "that sets have been shown in a society setting, but radio has advanced to that stage because artistic appearance is now as important as sensitivity, selectivity and tonal quality."

The visitors were entertained by Alex Eisemann, chairman of the board; Joseph D. R. Freed, president; Arthur A. Trostler, assistant to the chairman, and Arthur Freed, vice-president. The guests were invited in groups, each group spending two days at Briarcliff. Smokers and dinners were features of the week and many enthusiastic expressions of opinion were heard from the visiting distributors. Mr. Eisemann stated that advance sales totaled more than double the advance orders in any previous year and present indications point to a most successful year of business for the corporation.

Raytheon Line Standard Package

Raytheon Manufacturing Co. Packing Type BH Rectifying Tubes in New Display Cartons Holding Four Tubes Each

CAMBRIDGE, Mass., June 2—The Raytheon Mfg. Co. of this city has just announced, starting with June 1st, that all of its Type BH rectifying tubes will be sold in attractive new display cartons holding four tubes each. This carton is especially designed to remind the "B" tube operator of the many different brands of rectifiers which were designed especially to take the Raytheon BH and BB rectifying tubes already on the market. It will be seen that the Raytheon BH and BB tubes will be replaced. Raytheon plans an intensive advertising campaign built around this new package to make it easier for Raytheon dealers to get their share of this business.

"Pal Always Leads" Chosen as a Slogan

The new monthly house organ of the Plaza Music Co., New York City, the first issue of which appeared last month without a name, has now been invested with a particularly appropriate title, "Sound Facts." This name was suggested by the Plaza Music Co. by Arthur Kahn of the Hayne-Griffin Co., forty-one West Forty-third street, New York City. The Plaza Music Co. rewarded Mr. Kahn with a check for $25.

Several hundred suggestions for a name were received by the Plaza Co., and among them was included a suggestion which, while not particularly appropriate for the name of the house organ, provided an excellent slogan for use in the advertising of the Plaza Music Co. The slogan was "Pal Always Leads." It will be noticed that this slogan has already been made use of in the advertisement of the Plaza Co. appearing elsewhere in this issue. The author of this suggestion is Joseph Kronfels of the retail warerooms of Charles Bloomfield of 114 East Fourteenth street, who also was presented with a check for $25.

The new publication has already grown. The second issue is sixteen pages in size and contains a wealth of merchandising information, including an interesting article contributed by H. Genesta, head of the Plaza organization. The Plaza Music Co. is not confining the circulation of this publication to Plaza dealers alone, but is sending it to all interested.

The William L. Nutting, Inc., music store of Nashua, N. H., has acquired space adjoining its present warerooms, making it one of the largest music establishments in the State.

The Talking Machine World, New York, June, 1928
The Radiomode Policy
STYLE • SATISFACTION • PROTECTION

Nationally Advertised
—a definite and lasting impression of quality.

Radiomode Policy
—means protection to you through satisfaction of your customers.

Eye Value
—characteristics of design intended to please the most discriminating tastes.

Complete Circular
—write for this today and learn details of opportunity we offer.

Tomorrow’s mode in radio furniture is exquisitely expressed in every item of our complete line... To achieve this and, at the same time, to meet every requirement of purse or taste, is indeed an accomplishment worthy of any business. We are—and aim always to be—the strongest furniture selling organization in the field. Further, to display only radio cabinets that represent the finest creations of the furniture style leaders!

Radio Allied Manufacturers Corporation
1338-40 South Michigan Avenue

Chicago, Illinois
New England Trade Is Stocking the New Majestic Radio Sets

J. H. Burke, Atwater Kent Jobber, Honored by Dinner—F. D. Pitts Co., Distributor. Reports Granting More Than 200 Franchises in Short Period—Other News

Boston, Mass., June 6—Business along the lines of talking machines and radio is distinctly picking up, and the trade is correspondingly encouraged. Almost every dealer is looking for a good summer phonograph and radio business.

Tender Dinner to Joe Burke

The New England representatives of the Atwater Kent Co., who work out of the J. H. Burke Co., 219 Columbus avenue, held an enjoyable get-together at the Copley-Plaza the middle of May, on which occasion the group tendered a dinner to Joe Burke, head of the organization that handles the Atwater Kent product. In addition to the social side of the gathering, the occasion resolved itself into a business conference, and while there were no set speeches there was a mutual exchange of opinions touching the present and the future of the business along radio lines.

Present at the dinner as representing the Atwater Kent organization were H. A. Arany, New England sales manager; William E. Richards, New England field manager; and Field Representatives L. Doughty, W. L. Gilt, H. E. Eckert and Frank Dewey. The J. H. Burke Co. organization was represented by Joseph H. Burke, himself; Thomas E. Burke, John F. Burke, William A. Burke, Ray L. Burke, Richard V. Keyes, John R. Fales, Daniel Lynch and Jack Walton. In a way the gathering anticipated the fifth annual Atwater Kent convention to be held June 7, 8 and 9 at the Congress Hotel in Chicago, to which all the company's distributors and sales executives and their wives have been invited.

Many Dealers Add Majestic

The F. D. Pitts Co. has been meeting with the greatest success in handling the Majestic line, and in three weeks has placed more than 200 franchises within the territory in which the Pitts Co. operates; and Francis D. Pitts himself says that he never before had a franchise for which there was such immediate acceptance. Thus with the Majestic and the Kellogg line the Pitts Co. has about all the radio business it can reasonably attend to at present.

Mourn Death of Caleb S. Spencer

Harry L. Spencer, now allied with the Sonora Phonograph Co.'s product and formerly New England representative for the Brunswick Co., has the sympathy of his friends in the loss of his father, Caleb S. Spencer, with whom the son was long associated in business before the firm of Kraft, Bates & Spencer took on the Brunswick line. When the Chicago firm of Brunswick-Salkar Collender Co. decided to job his own line here, Mr. Spencer, senior, retired from the music business, Harry Spencer continuing as the New England representative for the Chicago house.

Columbia News

Manager Bill Parks says that there is marked interest in the three new models, just announced to the trade, one a combination radio and phonograph, another a cheaper dynamic reproducing Columbia-Kolster, both of which are going big. There also is a lively call with the approach of summer for the portable line.

Many letters and telegrams of congratulations have come to Manager Parks over the recently announced contract with Paul White man to play as an exclusive Columbia attraction, and it is of more than passing interest that this news "broke" while White man was here in this city at the Metropolitan Theatre.

The Columbia business in this territory has been considerably stimulated by the release of the latest Moran and Mack records, "The Two Black Crows," the initial orders for which were exceptionally large. Meanwhile there is a heavy call for the Masterworks sets which are being purchased by the most musically discerning people. This is particularly true of the latest set, the Baretough festival, which, though rather high priced, is finding ready patrons.

Through the Boylston street wareeroms of the A. M. Hume Music Co., Boston University has lately purchased two Columbia-Kolsters for use in the halls of the school.

A Columbia-Kolster was used a few days ago at Symphony Hall when the school children of the city were heard in a monster concert as a feature of Music Week. Professor John O'Shea was full of enthusiasm over the results achieved.

Alexander Steinert, head of the Boston establishment of M. Steinert & Sons, is back home from his long trip taken to the Mediterranean and Northern Africa, on which trip he was accompanied by Mrs. Steinert.

Represents Carryola on the Pacific Coast

E. Lindell has been appointed Pacific Coast representative of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portable phonographs. Mr. Lindell maintains headquarters in Los Angeles and San Francisco, and represents the Carryola organization on the entire Pacific Coast as well as in the states of Utah, Nevada and Arizona, working closely with the Leo J. Meyburg Co., recently appointed Carryola distributors of Los Angeles and San Francisco. Mr. Lindell was formerly connected with the Talk Back Phonograph Recorder Co., of Los Angeles, and has a wide acquaintance in the music field.

Big First Quarter for Fada Radio, Ltd.

In the first three months of 1928, Fada Radio, Ltd., the Canadian subsidiary of F. A. D. Andrews, Inc., did a greater volume of business than during the first six months of 1927. This announcement was made by Homer J. Zopf, manager of Fada Radio, Ltd., on a recent visit to the Long Island City plant and executive offices. A staff of specialty salesmen is now covering the nine provinces of the dominion. Mr. Zopf stated that the leading music stores of Canada are handling radio in increasing quantities.

Victor Factory + Ditson + You

Makes a merchandising combination that functions steadily, intelligently and consistently. Ditson Service to Victor Dealers goes far beyond the matter of supplying the goods — it offers real co-operation of the sales help sort.

Oliver Ditson Co. Boston

Chas. H. Ditson & Co. New York
The Romance of Wood

Since the dawn of the first age, the symphony of Life has been carried on the back of wood... Wood is nature's chosen and unsurpassed medium of expressing the universal language of music.

TRIPL-TONE CABINET SPEAKERS

BRAND NEW!!
Outstanding 1928 Achievement

TRIPL-TONE SPEAKERS

COMBINES the advantages of the exponential all-wood tone chamber with the best elements of the cone.

Tripl-Tone — the three-tone speaker with the golden voice.

In combination with our Fairfax Unit (the unit with the green cap), Tripl-Tone speakers actually move the depths of human emotion. Enjoy a thrill of realism hitherto thought impossible by radio.

“Eye-appeal,” “value-giving” speakers — our full line on demonstration, Room 450-A Stevens Hotel, June show.

Send for catalog and write for full details.

MOLDED WOOD PRODUCTS, INC.
219 WEST CHICAGO AVE. CHICAGO, ILLINOIS
Perfection in Reception Is the Present-day Radio Requirement

C. B. Smith, President of Stewart-Warner Speedometer Corp., Writes Interestingly of Stages Radio Has Passed Through and What the New Receiver Must Possess

In my mind the radio industry is likened to a river rushing rapidly outward. Like a river it has its swift currents and quiet backwashes; if you choose the right currents you progress swiftly, if not you may find yourself silly floating beside the bank.

What can keep you in midstream? When should one current be abandoned for another? To put it specifically, what radio features will go big in the balance of this season, and for time to come?

I believe the crucial period in radio is at hand, and that this is the time to get set for the future. Of the several hundred manufacturers who started in this industry on an equal footing, only a few dozen remain. Only a handful of these offer anything approaching a safe, profitable proposition that looks to the dealer’s future. And the process of elimination is not over. What must the dealer do to keep himself in line with the industry’s future course?

A quick review of the industry’s past indicates the trend, and that indicates the manufacturers who are destined to stay in midstream and insure the success of their leaders.

Radio has passed through two periods and now enters the third. The first was the novelty period when any kind of radio performance was thought to be wonderful. The development of selectivity was the second period, and here the

WHY Is This the BEST Coin-Operated Phonograph?

because . . .

No Needles to Change . . .

New patented feature plays hundreds of records, with one needle, without attention.

Plays 12 Records Consecutively . . .

Indefinitely, without attention or replacing, unless a change of program is desired.

Selects Any Record . . .

Any number on the program can be played at will, by means of our new selective device.

Repeats Any Record . . .

Any record can be repeated any number of times by depositing another coin each time.

Plays All Makes of Phonograph Records

Electrically Amplified Simple—Fool-Proof

After years of experimentation! Nothing else like it! A marvelous 12-record, coin-operated phonograph of wonderfully clear, sweet tone, ideal for restaurants, tea rooms, clubs and other public places. Simply phenomenal. The greatest stimulus to the trade in a generation!

C. B. Smith

Introduces New Line of Radio Furniture

St. Johns Table Co., Cadillac, Mich., Bringing Out a Complete Line of Radio Cabinets and Tables

The St. Johns Table Co., Cadillac, Michigan, whose products are well known throughout the furniture trade, is introducing this season a complete line of radio cabinets and radio tables of new and attractive design. The firm has a sixty-year background of experience in the table manufacturing field and it produces annually 25,000 tables of every type, kind and style.

In announcing the new line of radio cabinets and tables, Howard M. Petrie, vice-president of the St. John Table Co., stated: “Our wide variety of designs will enable any dealer to satisfy the desires and meet the requirements of every customer, those who have yet to buy receiving sets and those who have purchased sets without cabinets in which to house them.”

Arthur Follett has opened a new music store in the addition of the First National Bank building, Fairmount, Minn.
THOUSANDS of America’s radio dealers have told us: “We expect great things of Steinite . . .” We have not failed them. Last season Steinite gave dealers a new idea of radio profits . . . this season Steinite will carry its dealers to certain supremacy. The new Steinite line is a striking illustration of what Fred W. Stein meant when he said.

"Steinite will always represent America’s greatest radio value.” Dealers who come to the show will get the complete story in our Spaces No. 20-21-22, the Ballroom of the Stevens Hotel. Those who do not attend are invited to mail the coupon below.

Beautiful Consoles—$115  $130  $150
Polyphonic Speakers: Table Model $20, Console $45

Mail this Coupon TODAY!
STEINITE RADIO COMPANY
506 South Wabash Avenue, Dept. CF, Chicago
Please send me complete information on the new Steinite Line.

Name..........................................................  My Jobber’s Name and Address is
Street Address..............................................
City......................................................  State........................................

The STEINITE RADIO CO.
506 S. Wabash Ave.
CHICAGO

Factories:
Atchison, Kans.
Operadio Moves to Larger Quarters

Increasing Demand for Operadio Products Necessitates Removal to Plant at St. Charles, Ill.—Sales Office in Chicago

The need of additional space for manufacturing purposes has necessitated the removal of the Operadio Manufacturing Co. to larger quarters at St. Charles, Ill., forty miles out of Chi-

Modern Plant of the Operadio cago. Although an addition was built on to the former factory last year this was found to be inadequate to meet the increasing demands for Operadio products.

The new plant has been laid out to meet the specific requirements of the company in the manufacture of its amplifiers and loudspeakers, and was taken over on May 20, with no interruption in the output of Operadio block-type speakers and power amplifiers. The executive and sales offices have also been moved to St. Charles, but the sales and service office has been maintained at 8 South Dearborn street, Chicago.

The zincite Co., 1323 South Michigan avenue, Chicago, continues as sales representative for Operadio speakers throughout the United States.

In New Post

Miss Jane Barth, formerly manager of the record department of Eberhardt's, Wichita, Kan., has assumed the management of the same departments of Sanger Bros., Inc., same city. Mr. Eberhardt is closing out his business because of failing health.

John Terry and Jerry Donnelly have taken over the business of the N. W. McDowell Music Co., Blackwell, Okla.

Ultratone Co. Has Wide Distribution

Number of Distributors and Manufacturers' Agents Appointed During the Past Two Months for Ultratone Speakers

The Ultratone Mfg. Co., Chicago, maker of Ultratone loud speakers, has during the past few months secured extensive distribution for its products. A number of manufacturers' representatives throughout the country are handling the Ultratone loudspeakers as one of their lines, including Sterling Sales Corp., Cleveland; L. Blake Co., New York City; Robert Tafflen, Indianapolis; Gardner Radio Corp., St. Louis; H. D. Thomas, Seattle and Los Angeles, and Lyons Sales Corp., Philadelphia.


Studner Bros. Have Unusual Sales Staff

National Sales Agents for Superior Cabinet Co., S. Karpen & Bros., and L. S. Gordon Co. and Other Manufacturers

Studner Bros., Inc., New York sales agents, have rounded out their organization for what is expected to be the biggest year in their history. Studner Bros. are national sales agents for the Superior Cabinet Co., S. Karpen & Bros., Buckeye Mfg. Co., cabinet manufacturers; L. S. Gordon Co., motor manufacturer, and others. It is estimated that the firms represented by Studner Bros. have resources totaling well over $100,000,000. To efficiently merchandise the products of these various manufac-

QUALITY PLYWOOD SHIPPING CASES

In the same manner that you know how to build quality into your radiq and talking machines, we know how to build quality into the shipping case that is to carry them,—and the best part of it is our cases cost no more.

Birch and Maple Panels From Virgin Timber Spruce Cleats Planed Four Sides

Northern Maine Plywood Co.

Statler Building Boston, Mass.

J. D. Palmerlee, treasurer, the Studner organization has a sales staff of over twenty-eight men. Among the members of the Studner sales staff are the three whose pictures appear herewith. H. Merritthe covers Texas, Oklahoma, and Arkansas and Louisiana, J. D. Palmerlee covers Michigan and Indiana, and Royal Stumm, operating from Chicago, covers the Illinois and Wisconsin territory.
Automatic Tuning

The Open Sesame—
the "Magic" of radio reception...

The new 1929 MARTI Electric Power Radio receiver, symbolic of modern engineering, is equipped with Automatic Tuning. . . . No more "groping blindly for stations." . . . No more guesswork. . . . The door to delightful radio reception is now open—open to young and old—the experienced and the uninitiated. . . . What care you what tuning means. . . . No more "hair line" adjustments. . . . Set the Automatic Meter selector—listen to the numbers "click" into place—and the receiver is tuned to exact resonance with the desired broadcasting station. . . . The Marti Automatic meter selector is a revelation. . . . It is not a new development. . . . It is a radical departure from the conventional. . . . It is a new invention! . . . You adjust the meter selector—and the receiver is automatically tuned. . . . You are not limited to one station—to ten stations—the whole broadcast spectrum is yours to select from.

A few franchises are still open. Communicate with us.

The Marti Radio merchandising foundation is powerful, sound and dependable. . . . The Marti dealer will obtain utmost cooperation—utmost protection—enthusiastic support. . . . Marti Radio were pioneers in A C receiver design and construction. . . . The engineering ability—the laboratory—the foresight responsible for the first successful A C receiver, again unreservedly guarantees complete satisfaction and permanence to the Marti Dealer.

See Our Exhibit
Booth No. 110, Exhibition Hall
Suite No. 819A-820A

Table Model 7 tubes, three stages of tuned radio frequency amplification, non-regenerative detector, three stages of resistance-coupled audio with 210 output tube, with "pickup" jack. Power plant in cabinet is 281 half-wave rectifier with two section filter . . . Duplex filament wiring in receiver, for either 227 type or McCullough tubes. Cabinet, two-tone walnut.

Consol Model. Two-tone walnut, available with or without phonograph pickup unit. All receivers furnished with pickup unit "input" jack. 7 tubes, three stages of tuned radio frequency amplification, non-regenerative detector, three stages of resistance-coupled audio with 210 tube output. Duplex filament wiring in receiver for 227 or McCullough type tubes. Power plant within cabinet is 281 half-wave rectifier, with two-section filter.

MARTI ELECTRIC RADIO CO., 22 Central Ave., West Orange, N. J.
Philadelphia Retailers Plan
Summer Exploitation Campaigns

Trade Prepares to Offset Usual Summer Slackness by More Aggressive Selling—
New Models of Radio Receivers Are Being Shown—Record Sales Hold Up Well

PHILADELPHIA, PA., June 4—Though the seasonal reaction of sales for talking machines brought its customary quieter trend, there nevertheless was a fairly maintained buying interest on the part of the public in the newer types of talking machines, radio and combinations to warrant an optimistic attitude on the part of the dealers towards the future of business. While it is to be expected that a Summer-time lull will intervene between the present and Fall, there is every evidence that customers can be secured with the proper sales efforts and specialized means of bringing the talking machines and radios to the notice of the consumers. To this end many dealers are planning Summer activities along concentrated and unbeaten paths such as campaigns in door to door sales drives, direct mail appeal and demonstration of instruments in the homes with exploited Summertime diversions that may be secured through these amusement devices, at the seaside, in the mountain or country resorts.

Record sales are holding fairly well, with popular selections of nationally exploited entertainers the most active of the list. Now that Winter days are past and the lure of the outdoors calls many to vacation pursuits, the lighter popular recordings are the most suitable for the “going away” season. Portables are in demand, and new records that accompany these Summer-time machines are likewise being stocked for the hot weather business.

New types of radios are being shown here for the coming Fall stocking with the numerous concerns bringing out the latest improved AC sets. Distributors are preparing their Summer campaigns for these newer radios and are already demonstrating the improved models which will be the leaders for the anticipated Autumn revival of business.

Ready for Summer
While the trade is preparing for Summertime campaigns, the dealers who compose the membership of the Philadelphia Victor Dealers’ Association are looking forward with anticipated pleasure to the big annual gathering of trade associates in the wide open spaces along the Delaware at Kuglers Mohican Club on June 6th when the outgoing will be given over to a program of enjoyable pastime for the promotion of fellowship and sociability. This year the outing was extended to include the jobbers and dealers who attended the annual sales conference of the Victor Distributors held the week before. A special invitation was extended to the visiting distributors who attended the conferences at the Victor factory to join their fellows in the Quaker City trade at Morris on the Delaware, where the famous Kugler Club is located, and enjoy a day in the open after their labors.

A diversified program of outdoor sports, fun-provoking novelty events, baseball games, swimming races and dinner has been arranged by the committee in charge of arrangements, with Homer Davis, of the George B. Davis Co., as chairman. Others on the committee are A. C. Weymann, Richard Erlich, H. Rovey Smith, Morris Gross, George Witney and President J. Ralph Wilson, of the Association. The sporting events have been arranged under direction of “Captain” Witney who has lined up a retail and wholesale nine to match on the baseball diamond and to test strength in the novelty of a tug-of-war contest. Fat men and lean men will be matched in the running races, with swimming feats and boating for those who like the aquatic sports. The dinner hour will be devoted to feasting on planked shad and other reasonable good things.

Interest in New Columbia Product
The introduction of the new combination radio and talking machine recently perfected by the Columbia Phonograph Co., brought a broad list of buyers into the Philadelphia headquarters at 40 North Sixth street. In the late May days when the new model combination Columbia-Kolster radio was placed on display, the Quaker City branch was kept busy demonstrating the latest type. Orders were freely given after viewing the Model 960 and sufficient advance business secured to take care of shipments from the factory for several weeks to come. The Two Black Crow recordings have been the popular sellers of the Columbia group of artists throughout the month and the May releases on these are exceptionally attractive to purchasers of records. The Columbia is adding its big campaign on the White man records during the current month, June 20th being the date set for the exploitation of the Columbia Whiteman renditions in the local retail field.

To Show New Boseh Line
With the mid-June days there will be shown the latest improvements in the 1928 Boseh Radio at the local wholesalers, the Lewis Radio Jobbers, 45 North Seventh street. These new sets are entirely of the 7-tubes, single dial, with push-pull amplifiers, AC electrical types. The complete line will be on display and ready for the dealers to install in their stores as a console model listing at $25. It has the dynamic speaker.

Displays Feature Panatrope
There was perfected during the past month a special window display of the Brunswick Panatrope under the local branch management of the Brunswick-Balke-Collender Co., 40 North Sixth street. The leading music dealers along Chestnut street featuring the Brunswick were included in the special window attraction designed to aid the retailers in sales of the Panatrope. Those represented on Chestnut street were J. Ralph Wilson, Charles Steiff, Inc., and C. J. Hopp & Son. Herman’s Music Shop, at 1721 Ridge avenue, was another music house featuring the special window attraction.

Weymann Prepares Dealers Aid
The sales promotion department of H. A. Weymann & Son, Inc., has addressed a number of helpful letters to Victor dealers in the territory during the month. Particularly designed to increase the dealers record sales is a record ordering card evolved by the sales promotion department, attractively printed in two colors and with the dealers’ imprint. This card features the Victor record hits of the month and should be mailed out by Victor dealers with their monthly record supplement.

Zenith Exhibit Arouses Interest
In a two-day demonstration convention the Phila. Phonograph Co., 913 Arch street, gave first showing of the recently introduced 1928 line of Zenith radios. The demonstration attracted a wide circle of dealers from all sections of eastern Pennsylvania, south Jersey and Delaware, who were most enthusiastic over the latest devices. The programs of the convention were carried out at the Sylvania, where the junior ballroom was devoted to the display of the seven attractive designs that complete the latest Zenith developments, May 28 and 29. Under the supervision of Sales Manager I. Fletcher Mayberry, of the Penn Co., sales talks on the new Zenith were given for the benefit of the dealers, who were highly gratified with the

The New Portable Victrola
Automatic Stop, Orthophonic Type Sound Box and other features make it

THE ARISTOCRAT OF PORTABLES

No. 2-55 . . . List Price $35.00
Metal Console Table List Price $20.00

To Match
Complete $55.00

Wire, Phone or Mail Your Order for Immediate Delivery.

H. A. WEYMANN & SON, INC.
Victor Wholesalers

(Continued on page 144)
A revolutionary AC radio
by Walbert

tuned by inductance and entirely eliminating the variable condenser

Walbert is today one of the acknowledged builders of fine AC radio. One of the first to introduce AC operation, it is now in its third AC year. During that time it has pioneered some of the most important developments in the AC field.

At the R. M. A. Show Walbert again presents an AC receiver that is fundamentally different.

The new Model—Walbert 77—is a complete unit in itself with self-contained power pack. Operation is controlled by one dial without supplemental controls. It is an eight tube set, with four tuned R. F. stages.

Chief among several novel features in this new receiver is the tuning arrangement. Variable condensers, one of the commonest sources of trouble in radio, are eliminated entirely. All tuning is by inductance—the acknowledged method of securing equal efficiency at all wave lengths over the entire wave band. Walbert as usual has made this method entirely practical by sound and simple engineering.

This revolutionary feature comes at a time when most manufacturers are inclined to rest on their oars, with the result that receivers are more alike than they have ever been. Walbert 77 is therefore certain to be one of the outstanding receivers of the season.

Walbert 77 will be moderately priced. It will be on display in Booth B-49, and on demonstration during all Trade Show hours in Room 553-A, Stevens Hotel. If you attend the show, by all means see it. If not, write us.

WALBERT MANUFACTURING CO., 1000 Fullerton Ave., Chicago

Walbert Radio

At the R. M. A. Show — Display Booth B-49 • Demonstration Room 553-A, Stevens Hotel
latest improvements and clear receptive qualities of these radios. Others from the sales staff who assisted in the demonstration were J. W. Eagen, Jack Elder, A. W. Stephens, E. G. Boland and C. W. Taylor, of the local territory. The hospitality of the Penn Co. was extended to the visiting dealers at luncheons and dinners held during the two days’ convention.

President Thomas W. Barnhill, of the company, spent Decoration Day with his daughter in Harrisburg, Pa.

**tie-up With Moving Picture**

Helpfulness in the way of tie-ups will be freely extended to the dealers by the Philadelphia Victor Distributors, Inc., during the appearance here this month of the moving picture “Ramona,” made famous through the literary classic of Helen Hunt Jackson, which will be shown at the Albine Theatre for four weeks, beginning June 4. Besides the co-operative advertisement in the daily newspapers there will be placed in the hands of the dealers autographed recordings of the artist, Dolores Del Rio, along with those of Paul Whiteman and Gene Austin. These autographed recordings will be given with the first ten purchases of the Del Rio records, while an autographed photo for window display will be presented to retailers who feature this tie-up. Race record dealers will be featured in the co-operative ad of Gene Austin in the Philadelphia Tribune. In addition, there will be at the disposition of the dealers tied-in with this exclusively arranged exploitation stunt of the firm, a special poster featuring the Del Rio records to accompany the window photograph. There are to be especially arranged window displays of the Del Rio records, Whiteman and Austin recordings in the department stores during the advertising stunt, and on the stage of the Albine during the “Ramona” showing there will be concerts on the Victrola with the three records of Del Rio featured to the accompaniment of the Albine Pit Orchestra. A Victrola also will be placed in the lobby, where continuous concerts will be played daily with these records. “Ramona” records will be shown in the street car displays and public houses. Another big stunt is the city-wide advertising to be effected through a continuous round of the central city of the Stanley Limited Miniature Train, bearing an Orthodox poster playing the Paul Whiteman records, while the campaign is under way. Those associated with the staff of the Philadelphia Victor Distributors, Inc., who were instrumental in arranging this big exploitation program are Manager Raymond J. Boldt, of the record department; Miss J. N. Grodell, Edward Markey, George Jeffers, Frank Hovey, Albert Hughes and Harold Cregar and the Victor Talking Machine Co.

E. S. Germain in Brunswick Post

With the transfer of Manager George A. Lyons, of the Panatone Division of the Brunswick-Balke-Collender Co., Philadelphia branch, to the branch management at Buffalo, N. Y., the Quaker City headquarters have been placed under Manager E. S. Germain, previously associated with the Cleveland offices as its manager. Other changes effected were the resignation of Hobar A. Hawley and the assignment of his duties to Theodore Fairchild, who will conduct the record sales promotion, as head of that department; Mary J. Gavaghan, who has been connected with the telephone service, is now order clerk in the record department. Other personnel reorganization was effected in the transfer of Jack Leland from the Baltimore office to the duties of travel for coal regions as Panatone representative, succeeding W. T. Wilson, who has severed his connection with the company. Under the newly reorganized Panatone Division, Manager Germain has promoted a revived program for the promotion of sales of the Brunswick, and will have as his capable assistant, William K. Walts, who recently joined the staff in the capacity of aid to former Manager Lyons.

**Enters Retail Business**

Following his resignation from the staff of the Brunswick Panatone Division, Philadelphia branch, Hobart A. Hawley has joined his brother, Oliver Hawley, in the formation of the firm of Hawley Bros., with store in Williamsport, Pa., for the sale of a general line of musical merchandise and talking machines. The brothers have secured an attractive store at 216 West Fourth street, in the Pennsylvania city, and will feature the Panatone along with records and other trade wares.

**Now a Victor Traveler**

James Robinson, who has until recent weeks been associated with the Philadelphia Victor Distributors, Inc., is now connected with the Victor Talking Machine Co., covering the State of Florida as traveling representative.

**Louis Buehn’s Mother Passes Away**

Trade confidence is being extended to President Louis Buehn, of the Philadelphia Victor Distributors, Inc., upon the death of his mother, Mrs. Christina Buehn, whose passing took place in late May. Mrs. Buehn was stricken suddenly on the day following the celebration of her eighty-second birthday, her death, due to the infirmities of her advanced age, being unexpected.

**H. Miller in New Post**

Howard Miller is now managing the business of Joseph Heims, Inc., 3800 North Broad street, having succeeded Greer Means, whose duties he assumes in conducting the store for the Heims.

---

**Distributors for Eastern Penna. and Southern New Jersey**

**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 MANUFACTURERS

N. W. Corr. 7th and Arch Streets, PHILADELPHIA, PA.

---

**Kolster**

---

**The Talking Machine World, New York, June, 1928**
Berkey & Gay Radio Furniture

Styles—
Sizes—
Prices—
—to meet every sales need. Cabinets designed to accommodate almost every make of radio set.

Nationally Advertised

This is the only radio furniture made which has a Shop-Mark known for seventy-five years and nationally advertised for forty years. The Berkey & Gay Shop-Mark creates confidence in you and your furniture.

See them at the Radio Show

Berkey & Gay radio furniture will be shown for the first time at the June Radio Show at the Stevens Hotel in Chicago.

Write for Complete Data

Illustrations, prices and terms will be gladly furnished to dealers and jobbers. Address—

H. T. ROBERTS CO.
1338 S. Michigan Blvd.
Chicago, Ill.

RADIO SALES DIVISION
for BERKEY & GAY Furniture Co.

T HE most profitable sale in a radio department is the sale of radio furniture. Keep that in mind when you come to the Radio Show. And this—people know that the name Berkey & Gay has meant furniture style leadership for seventy-five years. They are sure to prefer radio furniture that bears this distinguished Shop-Mark.

Furniture's proudest coat of arms.

America's oldest and best-known furniture trade mark.
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 144)

Corps, dealers in the Victor and radios. A radio service department has been developed, under the direction of Gene Kranitz, radio engineer for the Atwater Kent and RCA, featured by the company.

Trilling & Montague Open Branch

Trilling & Montague, Zenith and Kobler distributors, of this city, opened a new branch warehouse and salesrooms at 218 Chestnut street, Sunbury, Pa., recently. The dealers served by Trilling & Montague in North and Central Pennsylvania will thus be greatly benefited and will be enabled to meet the demand for increased service to their customers.

Besides carrying complete stocks of Kobler and Zenith radio in Sunbury, as well as a line of radio accessories, there has been established a completely equipped service department which is described as a duplicate of the Philadelphia department. Trilling & Montague also point out that other benefits to dealers through the establishment of this new branch are savings in express rates and speedier deliveries. Trilling & Montague also announce that the Kobler Radio Corp., Newark, N. J., has increased its territory to include Luzerne, Cambria and Clearfield Counties, in addition to the territory formerly covered by it in Pennsylvania. Eight lines are now available for dealers to phone in to Trilling & Montague, Philadelphia, headquarters.

A new private exchange has been installed and the numbers Lombard 6-01t-608 have been assigned. The Keystone numbers remain unchanged.

Takes Over Victor Department

The Victor department of the Giles store has been acquired by the Shryock Co., 507 West Wynnefield avenue, as an adjunct to the radio business which the firm has enjoyed for several years. The stock of Victor products is now removed to the Shryock store, where the RCA, Zenith and Majestic radios are stocked.

Holds Business Meeting

The Louis Bauch Co., Atwater Kent distributor of this city, conducted a brief business session at the "Bungalow Inn" near Morrisstown for dealers from Bucks and Montgomery counties. J. A. Prestele, district manager for the Atwater Kent Mfg. Co., addressed the gathering and the affair closed with a dinner.

J. A. Fischer Co. Expands

Because of the increasing demands for the Valley Forge Main Springs and repair parts and the other specialties made by the J. A. Fischer Co. the headquarters of the firm have been doubled to meet the needs of increased production. There has been added to floor space 9,000 square feet, the company now occupying the second floor and third of the building at 730 Market street. The increased production of the Val Phonie and Riophonic, the latter a popular priced article, which has been gaining rapidly in sales, will give adequate service to the dealers who now feature these extensively for modernizing old models of talking machines.

The new supplement of the Valley Forge catalog, showing the tone arms and reproducers made by the company, has been heavily in demand among the trade. Irvin Epstein, of the firm, is touring the South, while Benjamin Kempnick is looking after the Southern Coast States, and his brother, Martin Kempnick, is making the rounds of New England.

Remodeling Store

Baron's Music Shop is being remodeled for the purpose of providing more floor space for the music house conducted at 2131 North Thirty-first street. The innovations cover larger quarters for the opening of a radio department in the fall. There will be added the Majestic and other sets along with the Steinite now being stocked.

Buy H. F. Schwarzi Business

Maurice Greenspun and his brother, Frank Greenspun, have acquired the former business of Harry F. Schwarzi, 2126 North Front street, and will conduct the store as the Kensington Music Co. There is carried a general line of musical goods, rolls, records and the Victor talking machines. The business has been expanded under the present ownership.

Await New Spartan Line

By mid-June days there will be on display at the headquarters of the local wholesalers of the Sparton radios the complete new 1928 models of the AC sets made by the manufacturers and distributed here by the J. V. Kane Co., 4127 North Broad street. There are six new models in the line just placed on display, and these will be ready for the trade by July 1, when shipments are available.

Brunswick Sales Meeting Held

George A. Lyons, district manager of the Brunswick Philadelphia branch office, recently held a sales meeting of his entire force, at which the new Brunswick portable phonograph was introduced, and the salesmen were instructed in all of the features of the new instrument. Mr. Lyons reports that the meeting was one of the most enthusiastic and successful that have ever been held in the Philadelphia office.

One of the features of the meeting was a talk on records by Mrs. Florence Haenle, of the promotion department of the Brunswick Co., who represented the general office, and Sidney Schwartz, special representative.

The following members of the Philadelphia Brunswick organization were present, reading from left to right: F. H. Espey, salesman; John Newbuck; salesman; H. E. Morrisburg, salesman; F. Haenle, Chicago representative, W. H. Waldo, assistant to Mr. Lyons; I. H. Brock, manager, Atlantic City Exposition; M. R. Walanks, salesman; H. A. Hawley, record man; Fred Binder, foreign language salesman; E. E. Neild, branch manager; W. S. Wilson, salesman;

Brunswick Sales Meeting

George A. Lyons, branch district manager; M. Greenspin, salesman; Lee Steipfort, office and credit manager; Sidney Schwartz, special representative.

News Gleanings

Ballen, which recently has been renamed Ballen's Modern Musical Shop, has been incorporated for the purpose of developing the business formerly under sole proprietorship of Jacob Ballen. The business is now conducted along broader lines at the old address, 2144 North Front street. The officers under the incorporation are President M. Halpert, Vice-President D. Copper, and secretary and treasurer, Jacob Ballen. There are carried in stock besides a complete line of musical merchandise the Columbia and Brunswick, RCA, Kobler, Steinite and Freshman radios, sheet music, rolls and records.

Charles Moss, who long has been linked with the music trade of the Quaker City, is confined to his home with a complicated illness.

Deliveries of the new Majestic radios have been started by the local jobbers, Peirce-Phelps, Inc., 224 North Thirteenth street. There are on display at the headquarters of the firm here the complete line of four models which have been introduced to the dealers during the past month.

Promotion of the sheet music department has been featured in a special letter sent to the dealers by M. Grass & Sons, wholesalers of sheet music, with headquarters at 27-29 South Sixtith street, and dealers in talking machines and musical instruments.
European Schubert Contest Winners

Prize Winners from Six Zones Selected by Judges—Compositions of Winner Sent to Vienna for Jury Meeting

Following the announcement of the three American prize-winners in the International Schubert Contest, details of which appear in another section of this issue, the Columbia Phonograph Co., sponsor of the Schubert Centennial, made public the names of the winners from the European zones. All of the compositions which were selected as being the best are being sent to Vienna for the International Jury meeting where the grand prize of $10,000 will be awarded, making $30,000 in all paid by the Columbia Co.

The awards in the foreign zones are as follows:

Germany: First prize, Herman Wunsch, of Berlin, for symphony; second prize to Kurt von Wallert, a pupil of Max Reger, for variations on a theme by Mozart; third prize to Juk. C. Bergholt, of Holland, for symphony.

Scandinavia: First prize, Kurt Atterberg, of Sweden, for a symphony; second prize to Egon Jærens, of Norway, for a Pastoral; third prize to J. L. Enberg, of Denmark, for a symphony.

France: First prize divided between Henri Reyser and G. Gallimberti, both living in the same town in France; second prize to Maurice, third prize to Otto Rippel, of Basel, Switzerland. All of these prize-winning works are compositions of Schubert’s Unfinished Symphony.

Russia: First prize to Mikhail Tchaikowsky for a symphony; second prize to Wladimir Katushin for a Legende. Both prize-winners are professors at the Leningrad Conservatory.

Poland: First prize to Carolin Mark for a symphony; second prize to Wladimir Wolkowski for completion of the Unfinished Symphony; third prize to Karol Jan Czapek for a symphony.

Italy: First prize to Ennio Dallman for a symphony; second prize to Vincenzo Guglielmo Summa for a tone poem; third prize to Pietro Montanari for a symphonic suite.

The following have been named as the delegates to the International Jury Meeting of the Schubert Centennial Contest; United States, Walter Darroch; England, Professor Donald Francis Toovey; Spain, Adolf Salazar; France, Alfred Bruneau; Italy, Franco Alfano; Germany, Professor Max Von Schillings; Scandinavia, Carl Nielsen; Poland, Emil Mlynarski; Russia, Alexander Glazounoff.

The Committee on International Relations of the Schubert Centennial, comprising Louis Sterling, chairman, James M. Beck, Frederic R. Condict, John H. Finley, and Charles E. Hughes, is in receipt of advices from European chancellors, approving the selection of November 18 to 25, as the date for Schubert week. This date has been agreed upon after consultation between the various foreign committees, organized by the Columbia Phonograph Co., sponsors of the Schubert Centennial, as a result of which the world tribute to Franz Schubert will take place at the same time throughout twenty-six countries.

Borkman Discontinues Loud Speaker Line

The Borkman Radio Corp., Salt Lake City, Utah, has discontinued its loud speaker line and is concentrating on mechanisms for radio and electrical mechanical operation, both for home and public address purposes. This information was given to The Talking Machine World representative by G. F. Borkman, head of the company, who stated that his organization intended to market a line of quality mechanisms containing several new departures in the near future. Samples of the balanced unit type, with permanent magnetic assembly for air column purposes and designed for power operation are now available through the following Borkman representatives: P. M. Dreyfus, Inc., New York City; James W. Reagan, Chicago, and Chromatic Development Corp., also of Chicago. The Borkman Radio Corp. formerly manufactured radio loud speakers known by the trade name “Velco.”

Gold Seal Field Growing

James W. Duff, president of the Gold Seal Electrical Co., Inc., New York, recently returned to the executive offices of the company from an inspection trip in the Chicago territory. He reported that the Gold Seal zone merchandising policy in radio receivers is rapidly expanding in that territory. Gus Binder, central division manager, is in charge of the Chicago district for Gold Seal.
Appointed Carryola Coast Distributor
Leo J. Meyberg Co., of San Francisco and Los Angeles, Will Cover the Entire Pacific Coast Territory

The Leo J. Meyberg Co., with headquarters in San Francisco and Los Angeles, has been appointed distributor of Carryola portable phonographs for the entire Pacific Coast. This appointment became effective May 14 and negotiations were concluded between Ray Reilly, sales manager of the Carryola Co. of America, Milwaukee; A. H. Meyer, vice-president, and H. E. Sherman, Jr., vice-president, of the Leo J. Meyberg Co.

The Meyberg organization is also distributor for the products of the Radio Corp. of America and the Magnavox Co., and is one of the most prominent distributing firms on the Pacific Coast. A staff of forty men cover the Coast territory, maintaining close contact with its dealers. In addition to the San Francisco and Los Angeles offices, branches are maintained in Oakland, San Diego, Sacramento and Fresno. Each of these branch offices is operated under the supervision of a sales manager and the men in charge of each office are A. O. Rew, Los Angeles; H. D. King, San Francisco; Dean Herrick, Oakland; J. A. Hanafin, Sacramento; T. N. Scoum, Fresno, and J. E. Duff, San Diego. In co-operation with the Meyberg Co., the Carryola Co. of America will sponsor a display of Carryola portable phonographs at the International Pageant of Music, to be held for two weeks, starting June 18, in Los Angeles.

A. T. Murray, president of the American Bosch Magneto Corp., Springfield, Mass., recently returned to his desk from a five-week European trip which was partly a vacation.

WANTED by your customers

A quality electric portable
The COMPACT
$55 (list price)

"You have to wind them so often." This objection to most portables becomes your strongest selling feature of the COMPACT. Its drive is electric.

More, the motor is noiseless, with no annoying h-m-m-m. And it is truly portable, operating on either A-C or D-C.

Skillfully planned and splendidly made to the smallest detail. Universal motor operates on A-C or D-C.

Be the first to show it. Write now for discounts.

L. S. GORDON COMPANY
1800 MONTROSE AVENUE • CHICAGO

A. V. Anthony Is Radio Sales Director
Appointed to Manage Sales of Radio Division of Art Specialty Co.—Announces Appointment of New Distributors

The Art Specialty Co., Chicago, manufacturer of a complete line of wrought iron consoles and benches to accommodate RCA, Atwater Kent, and Croxley and other radio receivers, recently announced the appointment of A. V. Anthony as sales director of the radio division. Mr. Anthony has been prominently associated in the past with several nationally known manufacturers and is ably equipped for his important new position.

Sensing the popularity of wrought iron consoles, the studios of the company, after months of careful experimenting and designing, have announced their developments in this field to the trade. Up to the present time Art Specialty Co. has designed individual consoles to accommodate RCA, Atwater Kent and Croxley receivers, and consoles for other makes of radio sets are being designed and will be announced shortly. The firm has manufactured wrought iron novelties for the past eight years, selling its products to the furniture trade, where it is known as a creator of individual wrought iron novelties.

Mr. Anthony has announced the appointment of the National B & A Supply Co., Florida, III; Nebraska Buick Auto Co., Lincoln, Neb.; Neill Electric Co., Omaha, Neb., and the Taylor Electric Co., Madison, Wis., as distributors for its products. In announcing these appointments he stated: "We are exercising precaution in selecting our distributors as we feel that distributors must believe in the idea that the basis of success in any line means service. We know that the appointments already announced will afford the dealer trade every co-operation possible, not only from the standpoint of supply, but also in the co-operation necessary to promote the sale of our line to their dealer trade."

Columbia Church Concert

NORFOLK, Va., June 6—J. Eros Cuthrell, Columbia dealer of this city, recently arranged for a concert of sacred music at the Church of Christ, given on a Columbia-Kohler electric reproducing phonograph. The instrument was placed on the pulpit in full view of the congregation and programs were distributed listing the records played.

The Seiberling, Lucas Music Co., Portland, Ore., has been dissolved, with Frank Lucas taking over the retail business at a new location, and F. A. Seiberling carrying on the wholesale end of the business.
THE LINE OF DISTINCTION

McMILLAN

TRADEMARK REG. U.S. PAT. OFF.

ELECTRIC

offers

A New Line - - - New Values

A mechanical achievement—a tonal triumph! That's what everyone is saying about the new McMillan. And more than this—it's a set in style and price well within the range of popular demand.

Concentration upon a few definite cabinet styles makes possible such outstanding values. Exclusive McMillan furniture combined with the extremely sensitive, perfectly engineered new 8-Tube McMillan receiver, makes a combination that will sell on sight anywhere. See the full display at the R. M. A. show, or write for complete information regarding discounts and McMillan EXCLUSIVE FRANCHISE offer. Here's the radio opportunity you've been seeking!

McMillan Radio Corporation, 1421 S. Michigan Ave., Chicago

Prices Rangeing from $160 to $285

Combines These 12 Distinctive Features

AC Operation
Eight Tubes
(4 Radio Frequency, completely shielded Detector and 3 stages audio frequency, push-pull amplification).
Tremendous volume without distortion.
Extreme sensitivity
Entire set is built upon rigid steel frame.
Uses full wave rectification.
Low power consumption
(Cost of operation is just equal to burning one 60-Watt Lamp at the time set is turned on.)
Exclusive cabinet designs.
Latest creation in speaker construction.
Licensed under R. C. A., Hazeltine and Hogan Patents.
Low original cost.

SEE US AT THE R. M. A. SHOW, SPACE B-79 AND DEMONSTRATION ROOM 557-A
Edison Combines With Splidtord-Bethlehem, Entering Radio Field

(Continued from page 32)

ticular significance for the reason that although Mr. Edison was watching radio developments carefully, and is understood to have experimented somewhat in that direction himself, he hesitated to make any premature move much earlier than he did. The results achieved could be completely satisfactory from every angle. Moreover, it is the first time that Mr. Edison, or the company controlled by himself and his associates, has entered into a merger of interest with another concern.

The two companies are to retain their physical identities and separate financial status. Charles Edison, son of Thos. A. Edison, and the president and director of Thos. A. Edison, Inc., together with Arthur L. Walsh, vice-president and general manager of the phonograph division of the Edison interests, will become directors of the Splidtord Co. Chas. M. Schwab, the steel magnate, is director of the Splidtord Co., his brother, Edward H. Schwab, being chairman of the board of that company. Walter Rautenstrauch, president of Splidtord, Fellow of the New York Academy of Sciences, and a professor at Columbia University, will become consulting engineer of Thos. A. Edison, Inc.

The continued independence of both companies, as well as the licensing arrangements with the Radio Corporation of America, will be pooled for manufacturing purposes, it is stated. Thos. A. Edison, Inc., pioneers in the manufacture of phonographs, established by Thos. A. Edison, the inventor of that instrument, not only makes phonographs and the Edison, but storage batteries and many other products, in its plants at Orange, N. J., valued at more than $7,000,000, and with about 5,000 employees. The Splidtord Co., which was founded in 1858, and at present represents a merger of the Splidtord Electrical Co. and the Bethlehem Spark Plug Co., in addition to making successful radio receivers and speakers, also enjoys a large production of electrical equipment for automobiles, electric motors, etc., and operates a number of plants located in Newark, N. J.; Bethlehem, Pa.; Detroit, Cedarburg, Wis., and Toronto, Ont.

The exact manner in which the new arrangement will work out in relation to the development of phonograph and radio products will be announced at an early date.

In commenting upon the new arrangement C. H. Field said:

"Thomas A. Edison, Inc., has always conducted long and careful researches before introducing any product bearing its name to the public. The radio art is a new one and it was not until we felt assured from long and careful research that we were willing to enter into the manufacture and sale of radio apparatus and equipment. In our research work along these lines it was but fitting and proper that we should develop an arrangement with the Splidtord company, which themselves have been pioneers in this field."

Walter Rautenstrauch, speaking for the Splidtord interests, said that the "association of the Edison and Splidtord interests in the field of radio and electrical phonographs was but the natural outcome of the experience and objects of these organizations to take a strong position in this important electrical industry. The long years of experience of both companies in manufacturing and selling electrical products, together with their research and engineering laboratories, as well as their merchandising facilities, will contribute materially to the satisfaction of what has now become an important industry."

Arthur L. Walsh states that the new line of radio sets and phonograph-and-radio combinations is already in production. A detailed announcement of the new models and specifications will be forthcoming shortly. Naturally the line will be the best in radio efficiency and the cabinet designs will be noteworthy examples of the furniture art.

Otto Heineman to Devote Entire Time to Okeh Phonograph Corp.

(Continued from page 32)

with the phonograph needle industry for many years and is a leader in this important branch of the industry.

Mr. Heineman's history during the past fourteen years has kept pace with the phonograph industry except that he and his company surmounted conditions which proved impossible handicaps to many other manufacturing organizations. In 1907, Mr. Heineman commenced business at 45 Broadway, occupying a few rooms for the merchandising of talking machine accessories. For ten years prior to that time he had been managing director of Carl Lindstrom A G, one of the world's foremost phonograph and record manufacturers. In 1915 the business was incorporated as the Otto Heineman Phonograph Supply Co. and the name was changed in October, 1919, to the General Phonograph Corp. In the twelve and a half years that Mr. Heineman guided the destinies of the General Phonograph Corp. he gained for his organization the esteem and respect of the entire industry as well as a tremendous sales volume that increased year after year. The General Phonograph Corp. was very successful financially until the business panic of 1920 struck a vital blow at the phonograph industry, with similar conditions prevailing throughout 1921 and 1922. At that particular time the General Phonograph Corp., in common with other organizations in the industry, was heavily involved in an expansion program which included the construction of new buildings and other important development plans and on June 30, 1920, the company found itself indebted to bondholders, merchandise creditors and banks to the amount of $4,500,000.

Referring to those days of problems and troubles, Mr. Heineman very modestly says: "With the help of able associates who had confidence in the future, the General Phonograph Corp. has paid in the years following the crisis all outstanding bonds, all outstanding merchandising creditors in full and the remaining bank indebtedness today is only a comparatively small amount and this banking indebtedness is well secured. To those who have followed the destinies of the General Phonograph Corp. over a period of years it is a known fact that Mr. Heineman was primarily responsible for the remarkable record made by the General Phonograph Corp. in liquidating its indebtedness of over $4,000,000. It was through his faith in the industry and under his inspirational efforts that every factor of the organization performed commercial and financial miracles which won the commendation of bankers and industrialists as well as the phonograph industry itself.

In advising the trade that in the future he will devote all of his activities to the Okeh Phonograph Corp., Mr. Heineman concluded as follows: "I am glad to have an opportunity to thank all my friends in the United States as well as those abroad for the wonderful help they have given me all these years and especially for the help extended me during those difficult times when friendship was most needed."

New Capheatr Chicago Office

The Capheatr Automatic Phonograph Corp., Huntington, Ind., manufacturer of the "Orchestra," coin-operated phonograph, has established its Chicago district office in the Lyon & Healy building, 64 East Jackson Boulevard, in suite 613-614. F. W. Barnbichl, Chicago district manager, is in charge of the new office, where the "Orchestra" is on display.

The NEW SEVEN TUBE

Self-Contained

Power Amplification

PIERCE-ARO

Chasses have a country-wide reputation as money makers for dealers because the dealer can supply his customers with the best in modern socket power receivers at a moderate cost, and the customer choose a cabinet or console to meet his individual taste and financial circumstances.

ELECTRIC CHASSIS

Fits All Standard

Cabinets and Consoles

The new PIERCE-ARO Electric Chassis will be on display at the Hotel Stevens, during the Chicago Trade Visit. It won't fail to see them. Write today for prices, discounts and detailed specifications.

PIERCE-ARO, Inc.
123 Fourth Avenue
New York City
RADIO FURNITURE of DISTINCTION

MODEL 32 is the finest cabinet and greatest value we have ever offered. A high quality cabinet in every respect. Top, ends, doors and panels made of fine walnut veneer, beautifully finished in walnut or mahogany. RCA 100-A speaker is included and mounted according to specifications, giving clear and distinct tone. Complete with cable extension, speaker cable and extra switch wires.

Dimensions: Height 38½" Length 24½" Depth 14" Panel 7"x20"

Model 32
List Price $69.50

Model 18-A
List Prices
$50 with speaker
$25 without speaker

Spinet' Chest with speaker compartment and RCA 100-A speaker unit installed. Completely assembled. Note the attractive stretcher which adds greatly to the rigidity of the cabinet and its appearance.

Model 17-A
List Price, 815
Cabinet Only

Solid top and speaker compartment. The dainty stretcher adds to appearance and strength. Shipped assembled. Provision made to mount RCA 100-A speaker easily and efficiently.

Many other new numbers and designs will be exhibited at the RMA Trade Show. See us at Booth 15 in the Trade Show and Room 509 in the Stevens Hotel.

H. L. HUBBELL
59 Market Avenue, N. W.

Grand Rapids, Mich.
Meet us at 36!

T THE Radio Trade Show opens—and Sterling enters its 23rd year of service and profit to the electrical and radio industries.

As has already been hinted to the trade, Sterling will show new items which will be demanded by purchasers of practically all the newest types of radio outfits.

This means immediate sales, quick turnover and clean profits during the usual summer slump. And Sterling will be ready to deliver.

Come to the Sterling booth with full confidence that you will find

\> new products in step with the latest demand.

\> stable year 'round sellers in testing equipment and power supply units.

\> merchanise built on experience, sold on performance . . . radio merchandise that brings its price—the year through.

If you think these make for dollar-profits, meet us at booth 36.

| A. Atwater Kent Sees Radio's Best Season |

President of Atwater Kent Mfg. Co., in Optimistic Statement, Declares Belief This Will Be Biggest Year

PHILADELPHIA, Pa., June 2—A ATWATER KENT, president of the Atwater Kent Mfg. Co., of this city, is entirely optimistic over the outlook for radio in the United States this year. In a recent statement issued by Mr. Kent he stated:

"I foresee a big radio year. There was great advancement in every division of radio in 1927. There is now stabilization in every field of the industry. I believe more radio sets and speakers will be sold this year than in any year before. One reason for this is the general acceptance of the AC, or house current, set, for which batteries are not required. There will be many replacements of battery sets with house current sets everywhere except in sections where alternating electric current is not provided.

"Another reason for my optimistic view is that broadcasting facilities have been vastly improved. Another is that manufacturers are turning out reliable sets and equipment, simplified in operation and maintenance, and at reasonable prices. The purchasing public need no longer hesitate to buy radio receiving sets, either because of unsatisfactory broadcasting conditions or because of uncertainty as to the quality and character of the set.

"Radio has become permanent just as have the automobile and airplane industries. The potential value of radio to every phase of our lives, from the lighter side of enjoyment to the more serious side of our daily business and education, can not well be estimated."

| Cohen & Hughes Co. New Firm Formed |

Organized to Succeed Cohen & Hughes, Inc.—Will Distribute Radio and Music Lines in Wide Territory

BALTIMORE, Md., June 4—Cohen & Hughes Co., a new corporation, has been formed in this city to succeed Cohen & Hughes, Inc., which formerly distributed Victor products. The new company will distribute the products of a number of leading manufacturers in the radio and music fields in the States of Pennsylvania, Maryland, Delaware, District of Columbia, Virginia, West Virginia and North Carolina. Temporary offices have been established in the Calveri Building.

Lifton Announces Four New Portables

Four new models of portable phonographs have been announced to the trade by the Lifton Mfg. Co., New York, under the Bellphonic trade-mark. Model No. 7, leader of the Bellphonic line, is equipped with a wood tone channel, 52 inches long, of violin type construction. It has a snake tone arm and special reproducer. It is covered in genuine DuPont fabricoid in four colors. The top and record album are finished in two-tone decorations. The General Industries Flyer motor is standard equipment. This model lists at $25. The three other models are listed at $12.50, $15 and $20, respectively.

It has been announced that Arthur J. Engel has been appointed sales representative of the Bellphonic line of portables in the Middle West and Southern territories. Mr. Engel is well known to the trade in that field.

| Morey-Hotton Co. Lauds Bosch Policy |

Detroit Distributor Writes American Bosch Magneto Corp. Stating Reasons for Deciding to Distribute Line

Expressing the enthusiasm of the organization about Bosch radio products, the Morey-Hotton Co., Inc., of Detroit, Mich., distributor,

A. R. Morey recently wrote to the Chicago office of the American Bosch Magneto Corp., stating reasons for their decision to distribute Bosch radio. R. K. Currie, sales manager, said that the American Bosch Magneto Corp. satisfactorily met their desires along two important lines.

"We wanted a manufacturer that had been in business for some time, was equipped to manufacture high-class receiving sets, and had a policy which was well recognized by all leading dealers. Next we desired a manufacturer that took an interest in its dealers not only from a service standpoint, but that knew what real cooperative advertising meant to the distributor and dealer, and had the financial responsibility to conduct advertising programs which would make them foremost in the radio field."

The Morey-Hotton Co., Inc., is one of the outstanding electrical appliance jobbers in Michigan. A. R. Morey, president, has been associated with lighting fixture illumination for over twenty years, and is one of the best-known lighting engineers in the country. R. F. Hotton, vice-president, was with the Detroit Edison Co. for seventeen years, and is widely known to Michigan dealers. R. K. Currie, sales manager, has been with the trade for years.
few—proved Major RMA, many his undeniable well such the Ottawa diversified good is rated years accustomed to. 

“if music dealers will investigate the reputation of the most prominent radio sets on the market, and the records of the manufacturers to past accomplishments and financial backing, they are sure to choose a line of radio receivers which they will be proud to recommend as they now endorse their stock of pianos, and they will find at the end of the year that their caution was profitable to them.”

Taylor C. White has assumed the management of the Fitzgerald Music Co. store at Glendale, Cal., succeeding Mr. Sawhill, who has been transferred to the company’s Los Angeles establishment.

WHY OTTAWA?—

Because your customers demand tone—volume—range—beauty of design. You can more than meet that demand with Model 55 OTTAWA SPEAKER

EYE VALUE

Model 55 matches more radio receivers in finish and reproducing characteristics than any other speaker on the market. Finished in genuine natural grain burl walnut or beautiful Adam brown mahogany, dull rubbed finish.

EAR VALUE

Volume control by mechanical or electrical devices has proved unsatisfactory on many receivers due to loss of tone quality by reducing volume. Tone modulation by use of doors is undeniably the superior method of sustaining tone quality at a whisper.

Model 55. Ottawa Speaker, Colonial Design. Price $35

YOU ARE WELCOME IN OUR ROOMS 1604-A -5A -6A -7A -8A

RADIO TRADE SHOW—HOTEL STEVENS

The Most Remarkable Radio Table Value on the Market!

Manufactured by

OTTAWA FURNITURE COMPANY

HOLLAND

SANFORD BROTHERS

CHICAGO

National Sales Representatives

SANFORD BROTHERS

MICHIGAN

SEATTLE

Address American Bank Bldg.

SAN FRANCISCO

311 Mission St.
Columbia Signs Two Dance Orchestras

Emerson Gill and Thelma Terry Dance Aggregations Recording Exclusively for Columbia Phonograph Co. Catalog

Two new dance orchestras recording aggregations recently joined the list of exclusive Columbia artists. They are Emerson Gill and His Bamboo Garden Orchestra, Cleveland's favorite dance ensemble, and Thelma Terry and Her Play Boys, popular dance artists, at Atlantic City last season.

Emerson Gill led an orchestra when he was a student at Ohio State University and won such popularity that he was asked to play at the opening of the Bamboo Garden, one of the city's leading restaurants. That was five years ago and he has been a permanent fixture there since. His most recent Columbia release couples "Will You Be Sorry?" and "That's What I Call Keen."

Thelma Terry, woman dance conductor, and her aggregation are now playing Dallas and Houston, Tex., having four-week engagements in each city. Miss Terry, in addition to leading the orchestra of eleven men, plays string bass herself.

The Radio Equipment Co., South Bend, Ind., was recently incorporated with a capital stock of 1,000 shares of no par value to deal in musical instruments and radio equipment. The incorporators are Fred A. Sunderlin, M. Edward Doran and A. M. Willis.

As Conceived by GREENE Engineers

Super-AC Reception

The ULTIMATE in Radio Power

meeting the 1928-29 demand of 4,200,000 DC Set-Owners

The Great GREENE Line for 1929—built to win. One of the foremost engineering achievements exhibited at the 1929 RMA Trade Show. Important new Radio Power advancements—beyond Compare—for trouble-free AC light-socket radio at lower operating cost.

Insured Leadership in Sales.
Greene leadership in Advanced Designs, responsible for phenomenal sales growth last season, has scored again. For two years—with each new improvement in DC and AC tubes—Greene engineers have kept abreast with countless experimental designs and tests, seeking complete abolishment of AC component and line voltage noises characteristic of so many AC receivers, which has retarded more rapid acceptance of "all-electric" radio.

Today—the Ultimate in Radio Power is startling reality.
In all radio history, no other known source of receiving-set power has equaled the Great GREENE Line for 1929. For simplified FOOLPROOF operation, amazing performance and unfailing dependability—these Great Greene devices symbolize uncontested supremacy.

No Radio is Obsolete when Powered the Great Greene Way.
Whether newest AC-tubes or less expensive DC-tubes are used, there is a special GREENE A, AB, and ABC Unit—batteries and entirely new—for scientifically controlling radio-receivers of every type to AC (alternating-current-from-the-light-socket) operation.

For Distributors and Dealers.

Here are power devices for Super-AC-Reception and "power-in-counter" selling. Any novice can install them. By concentrating selling efforts on this line you secure total elimination of the service problem, plus definite profits. Use the coupon.

For Manufacturers and Set-Builders.
The Great GREENE AC Syncolliders permit correct application of AC-tube sales advantages to any surplus or "trade-in" battery sets now unused. Send for full particulars. Use coupon.

A Model for every type of RADIO

Fits Inside of ANY Radio Cabinet

Small, compact AC Syncollider model for Manufacturer's Power Pack requirements. Supplies correct AC and DC voltages for all tubes, including C grid. Compact, reliable. No other "B" Unit needed.

Now—for ALL-ELECTRIC AC- or DC-RADIO

GREENE POWER UNITS
Better than Batteries

PRICES:
East of Rockies start at $27.50

The Complete GREAT GREENE Line for 1929 ON DISPLAY

SEE BOOTH 14

At the RMA Trade Show
CHICAGO
June 11th to 16th

Commerce Assn.
Music Committee

A new music committee of the Chicago Association of Commerce has been appointed as follows: Roy Cook, general manager, Cable Piano Co., chairman; Chas. E. Byrne, vice-president; Sieger & Sons Piano Mfg. Co., vice-chairman; James T. Bristol, Bankers' Commercial Security Co.; E. R. Farny, Chicago manager, Rudolph Wurlitzer Co., and W. C. Griffith, president, Chicago Talking Machine Co. A new plan for the selection of committees was adopted by the Chicago Association of Commerce this year at the annual meeting. Instead of elections, as heretofore, the members were selected by association officials.

GREENE-BROWN MANUFACTURING COMPANY, 5900 RAVENSWOOD AVENUE, CHICAGO, ILL.
Music Convention and RMA Show Hold Interest of Trade

Chicago, Ill., June 5—That time of the year when the retail dealer makes arrangements for the lines which he will handle in the following twelve months, familiarly known as the "lining-up" period, is at hand, and within a few days the music-radio trade will have seen and heard everything that is new in the way of home-musical entertainment devices. The Music Trades Industries Chamber of Commerce Convention in New York City and its accompanying display of new phonographs, musical instruments and radio products has attracted large numbers of dealers, and on June 11, as The Talking Machine World makes its appearance, the second annual RMA Trade Show, at the Hotel Stevens, Chicago, will open its doors to an expected attendance which will far overshadow that of last year.

A few lines of radio receivers have made their appearance in retail stores in the Chicago district, and dealers report a keen interest in the part of the public in the new developments which have been incorporated in the 1928 products. This interest is expected to increase greatly at the time of the June Trade Show, because of its attendant radio publicity. It is believed that the combination instruments, containing both radio receivers and electric pick-up talking machines, a large number of which will make their bow this season, will occupy a top-notch position in popularity with the consumer, for, at no great additional cost, he may have combined in one cabinet both broadcast and recorded music. The music-radio dealer is especially anxious to see and hear instruments of this type, for he is ably qualified, from past experience and by the very character of his business, to become the dominating retail distributing factor for such a product.

During the past thirty days phonograph, record and radio sales have been more satisfactory than during the month of April. The sale of records has increased in most quarters, and the demand for portable phonographs, while hampered for a short time by weather unfavorable to retail store operation of practically any kind, is reported to be very satisfactory.

Anticipate White man Columbia Release

According to information secured from the Chicago Columbia branch office, business during the past two weeks has shown a decided improvement. The phonograph business is no longer seasonal, and the management of the local Columbia offices is urging Columbia dealers to dress up their show windows and prepare for an increased demand being made upon them for Columbia records. The first Paul White man Columbia record is being looked forward to with great interest, and also with an anticipation that it will start the Summer boom.

Joins Columbia Staff

R. H. Myers, until recently associated with the Lincoln Fixture & Supply Co., Lincoln, Neb., Columbia distributor, is now identified with the Columbia Chicago headquarters. Mr. Myers has been in the phonograph business for many years, and his previous experience will be used by Columbia to help its dealers in doing a more substantial volume of Columbia business. Mr. Myers will devote a considerable part of his time in working with the Chicago music publishing organizations.

James T. Barrett a Chicago Visitor

James T. Barrett, manager of the radio division of Listenwalter & Gough, San Francisco and Los Angeles distributors, recently spent two weeks in Chicago. The Listenwalter & Gough organization keeps closely in touch with developments in Chicago, the radio center of the United States, and Mr. Barrett and other executives of the organization make periodic trips to this city. Mr. Barrett spent considerable time at the offices and plant of the All-American Mohawk Corp., for which his firm serves as distributor in California. He stated that the first samples of All-American Mohawk Corp. receivers arrived at the

(Continued on page 156)

KIMBALL Phonographs

Measure Value by These Facts

A Name With Prestige
Tone That is Superb
Beauty of Design
Unexcelled Construction
Moderate Prices
Several Styles

In addition a Financing Plan, Safe and Flexible, not offered elsewhere.

Write or wire for particulars

W. W. KIMBALL COMPANY
Established 1857

306 S. Wabash Avenue Kimball Bldg., Chicago

"The Best in Music Whenever You Want It"
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 155)

Liserington & Gough offices about the middle of May and that the executives of his company were highly enthusiastic regarding the 1928 line after having thoroughly tested the new receiver.

C. F. McCain Visits Columbia Branch

C. F. McCain, president of the Lincoln Fix- 
ture & Supply Co., Lincoln, Neb. Columbia dis-
tributor, was a recent visitor to the Chicago 
Columbia headquarters, and was extremely 
optimistic over the volume of business his firm 
anticipates transacting for Columbia during the 
present year. Richard F. McCain, vice-presi-
dent of the Lincoln Fixture & Supply Co., will 
in the future devote a considerable part of his 
time to personally directing the sales activities in 
connection with the Columbia merchandise in the 
Nebraska jobling area.

W. L. Sprague, district 
supervisor for the Columbia Phonograph Co., is 
working with Mr. McCain in every way possible 
to complete his plans for improving service to 
Columbia dealers in that territory.

Rotometers Enjoy Steady Demand

A device which seldom receives news or trade 
mention in the phonograph industry, but which 
is one of the most useful articles on the mar-
et, is the Rotometer, which tests the speed of 
phonograph turntables. Seventy-eight turntable 
revolutions per minute is usually held to be 
the correct playing speed, and to ascertain whether 
the turntable is revolving correctly the 
Rotometer is placed on the shaft in the 
same manner as a record. The turntable is 
started, and if the swinging arm of the Rotometer is 
In direct line with the pointer, the turntable is 
revolving at the proper speed. For eighty revolu-
tions per minute the top arm is in line with 
the bottom of the pointer. If the swinging arm is 
above the pointer, the turntable is revolving 
too slow; or if below the pointer, the table is 
traveling too fast, and an adjustment of the 
motor is necessary.

The Rotometer is one of the products of the 
Lakeside Supply Co., Chicago, and G. C. Fricke, 
head of that organization, states that it is an 
item for which there is quite a steady demand. 
It retails for $1.25.

The newest product to be introduced by the 
Lakeside Supply Co. is the Electric Pick-up 
Tone Arm, which is supplied with a speaker 
taking up the excessive weight of the electric 
pick-up, and guarding against wear on the 
record. The Pick-up Tone Arm is mounted on its 
base in such a manner as to allow perfect free-
don of movement, and the cord may be con-

The JEWEL PHONOPARTS CO.

Announces its
Appointment as Distributor of
HYATT PORTABLE RADIO RECEIVERS

The most efficient, practical portable re-
ciever on the market—furnished in 5 and 6 
tube, one dial models.

Write for full information and 
dealer discounts.

JEWEL PHONOPARTS CO.
510 No. Dearborn St.
CHICAGO, ILL.

sealed within the arm. Various types of con-
nections are furnished to fit any pick-up, and 
the arm may be obtained in nickel plate, gold 
plated, statury bronze and genuine gold finish.

C. S. Tay, Inc., New Corporation Formed

C. S. Tay, founder and president of the Tay 
Sales Co., one of the oldest and best-known 
radio distributing organizations in Chicago, re-
cently announced the formation of a new cor-
poration to be known as C. S. Tay, Inc. 
The new corporation takes over the complete 
personnel of the old company, and will be 
operated under the same policies and along 
the same lines as the former organization.

In an interview with a representative of The

C. S. Tay

Talking Machine World Mr. Tay stated that 
the Sonora Phonograph Co., for which the Tay 
Sales Co. were exclusive Illinois and Wisconsin 
distributors for several years, recently an-
nounced its new policy of direct-to-dealer dis-
tribution, and on April 30 absorbed the Sonora 
phonograph and radio division of the Tay Sales 
Co. Coincident with this event occurred the 
La Salle Club's purchase of the store held by 
the Tay Sales Co., at 211 North Wells street, thus 
facilitating removal to other quarters.

These events determined Mr. Tay upon the 
formation of the new corporation which came 
into existence on May 1, being established in 
spacious and attractive quarters at 17 S. Des-
planshine street. Perhaps of greatest interest to 
the trade is Mr. Tay's announcement of the 
appointment of his firm as distributors of Bosch 
radio receivers. Mr. Tay and his organization 
are enthusiastic regarding the possibilities of 
the new Bosch line and predict a widespread 
distribution of the products.

The same lines of radio accessories will be 
handled as in the past, including Cunningham 
tubes, Majestic eletimizers, Ray-O-Vac and 
Burgess batteries, Feeless and other kindred 
lines. In Mr. Tay's sales force are R. A. Mar-
quis and C. M. Holloway, two well-known radio 
salesmen in the Chicago district, Mr. Marquis 
having been associated with the Tay Sales Co. 
since 1922, and Mr. Holloway since 1924.

Jewel Jobs Hyatt Portable Radio

Jewel Phonoparts Co., Chicago, has been ap-
pointed as jobber for the Hyatt portable radio 
receiver manufactured by the Hyatt Electric 
Corp. of this city. William Tures, president, 
and A. H. Davis, vice-president and treasurer 
of the Jewel Phonoparts Co., who made exhaustive 
tests of the new Hyatt receiver, have stated 
that it is in keeping with the standards of 
quality to which the Jewel organization has 
always adhered in its merchandising policies.

The Jewel Phonoparts Co. has been pro-

ent in the talking machine field, for twelve 
years and the concern has also been active in 
radio, having had as products the Jewel loud 
speaker and loud speaking units, and also acting 
as distributor for Holter-Cahill loud speaker 
units several years ago. The Hyatt portable 
radio receiver is offered in two models, Model A 
board & Supply Co., on the south side of 

Gordon's Music Shop Opens

Gordon's Music Shop was opened on May 2, 
at 259 East Seventy-fifth street, by Gordon J. 
Gallaher. The Gordon Music Shop handles 
Radiolas, Majestic radio receivers, Victor, 
Brunswick and Columbia records, radio sup-
plies, sheet music and musical merchandise. 
In addition Mr. Gallaher maintains a radio serv-
ces department in the Windsor Park and 
South Shore district, where he has already built up 
a reputation for competent service in overhauling 
radio equipment.

Holds Formal Opening

Wewoka, Okla., June 3—The Carney-Neese 
Music Store recently held its formal opening 
at its quarters at 167 South Wewoka street, 
with a large crowd of patrons. The store was 
atendence. A line of talking machines, radio 
receivers and other musical instruments is 
carried. James Neese, owner of the store, 
was at the opening. The new store is under 
the management of Jimmy Saylor and O. Still-
well, both able merchandisers.
The New "Excello" Combination
Phono-Radio Console

Meets the most exacting demand
for Beauty and Quality

The very attractive model illustrated, No. R 44, is of
highest grade cabinet work with selected matched but
walnut doors and rich piano finish. Sliding drawer
accommodates any radio set up to twenty-four inches
long. Equipped with G E Electric Phonograph motor,
switch and adapter, volume control, electric pick-up
with tone-arm and automatic shut-off attachment.
Also Cone or Dynamic speaker.

Write for catalog illustrating complete line and
franchise proposition. See the Excello display at
the RMA Trade Show, Hotel Stevens, Chicago.

EXCELLO PRODUCTS CORP.
4824 W. 16th St., Cicero, Ill.
(Suburb of Chicago)

N. P. Bloom Elected
Adler Mfg. Co. Head

Succeeds C. L. Adler, Deceased, as Presi-
dent of Phonograph and Radio Manu-
facturing Company

LOUISVILLE, Ky., June 1—N. P. Bloom, for the
past several years secretary of the Adler Mfg.
Co., of this city, manufacturer of radio and
phonograph products, has been elected president
of the company succeeding C. L. Adler, who
passed away a few weeks ago. Mr. Bloom
needs no introduction to the radio and phono-
graph trade throughout the country, for he has
been in close touch with manufacturers, jobbers
and dealers for several years and is thoroughly
familiar with the merchandising and manufac-
turing problems of the trade as a whole.
The Adler Mfg. Co. has been very successful
the past few years in developing a line of radio
sets that have met with a very favorable
reception from the trade. Under Mr. Bloom's
direction important negotiations have been
closed with several prominent radio receiver
manufacturers who have declared Adler cab-
inets as ideally adaptable to their product for
the coming season. The 1928-29 Adler line in-
cludes a number of original cabinet designs
which, judging from the comments of jobbers
who have visited the factory the past month,
will meet with the approval of the trade.

Emerson Gill, new exclusive Columbia rec-
cord artist and Cleveland's favorite dance
leader, presented his first record to the Mayor
of Cleveland, John D. Marshall. Sales of the
first Gill orchestra recording led the Columbia
Co. to issue another immediately.

Automatic Radio
Station Selector

An automatic radio station selector is the first
of the new developments that come from the
combined research laboratories of the Mohawk
Corp. of Illinois and the All-American Radio
Corp. From the information available this
automatic station selector, for which the All-
American Mohawk Corp. has basic rights, is
unusually simple. To take the place of the tuning
knob or dial will be a thin strip of lightweight
metal 11/2 inches wide, which has the call-let-
ters of the various stations stamped upon it.
Thus each as it is impossible to place on one
strip all the stations, there will be several strips
comprising a set. These are interchangeable.
Across the top of this metal strip is a "travel-
ing" indicator.

Opening this particular automatic station
selector is extremely simple. The indicator
merely placed at the station wanted as indicated
on the marked metal strip, and the station se-
lected is tuned in. If there are stations desired
other than those indicated on the metal strips
a special arrangement allows tuning the set just
like any single control receiver. It is under-
stood that this new feature will be incorporated
in the All-American Mohawk Corp. receivers.

DECATUR
NEW MODEL
Enclosed Power Speaker
Companion of the Power Tube for
Clarity and Volume Reception

5 Reasons
Why Jobbers and Dealers will handle
This Exquisite Speaker

1. Most Artistic Design
2. Superior Tonal Quality
3. Greatest Eye and Ear
4. Most profitable Speaker to Handle
5. Largest Speaker to Sell

Prove it for yourself—See and hear the Decatur
an exhibition at the Stevens Hotel during the
Chicago Radio Show.

DECATUR MFG. CO., Inc.
45 Harman St.
Brooklyn, N. Y.
As this issue of The Talking Machine World goes to press there is being held at the Hotel Commodore, New York, the annual convention of the music industries, including the sessions of the Music Industries Chamber of Commerce; the National Association of Music Merchants; the National Band Instrument Association; Musical Supply Association of America; National Piano Makers' Association; National Musical Merchandise Association; National Association of Musical Instrument and Accessories Manufacturers, and other organizations.

The Opening Session

The convention opened formally on Monday, June 4, with a luncheon and a meeting under the auspices of the Music Industries Chamber of Commerce, at which the principal speaker was John Erkine, president of the Juilliard School of Music and well-known author, who talked of the possibilities of music training from the angle of the educator. At the mass meeting there were discussed briefly the accomplishments of the Chamber of Commerce and the affiliated associations during the past year, as well as the plans already laid down for the various sessions of the convention. The luncheon was presided over by President Hermann Irión, and reports were submitted to the membership by Alfred L. Smith, general manager of the Chamber, and C. M. Tremaine, director of the National Bureau for the Advancement of Music.

Band Instrument Men Meet

On Monday afternoon was held the annual meeting of the National Association of Band Instrument Manufacturers, preceded by C. D. Greenleaf, of G. G. Conn, Inc., the president. On Monday evening there was held a meeting of the directors of the Musical Supply Association and also the annual dinner and meeting of the National Piano Makers' Association, a lively affair staged at the Republican Club and attended by piano travelers and their friends.

Music Merchants' Convention

On Tuesday morning, June 5, there was held the opening session of the convention of the National Association of Music Merchants, with President C. J. Roberts in the chair. The speakers at this first session included Philip T. Clay, president of Sherman, Clay & Co., San Francisco, who talked on dealer co-operation. Another speaker was Herbert H. Frost, vice-president of the Radio Manufacturers' Association, who told of "What Radio Means to the Music Merchant," and emphasized strongly the desirability of the well-equipped and organized music store as the medium for radio distribution. F. E. Moscovics, president of the Stutz Motor Co., Indianapolis, also addressed the merchants on the important matter of "Knowing Your Market." The second session of the Music Merchants' convention was held on Wednesday morning, the first speaker being S. L. Rothafel, of movie and broadcast fame, who explained what he had learned by experience regarding the appeal of music to the great masses of the people. The next address was made by Frank W. Shirley, vice-president of the Bankers' Trust Co., New York, who talked on instalment selling and budgetary control, and he was followed by Homer McKee, president of Homer McKee, Inc., well-known advertising expert talking on "Modern Advertising Methods," and J. L. Burham, general manager of the Credit and Collection department of the General Motors Accessories Corp., who talked on the subject of financing instalment paper with particular reference to the carrying charge.

The principal speaker of the session on Thursday, June 7, was J. D. Maddy, chairman of the Committee on Instrumental Affairs of the Music Supervisors' National Conference. The business session of the association then followed and included the presentation of the annual report of the president, C. J. Roberts; of the executive secretary, Delbert L. Loomis, as well as other officers and committee heads.

What Association Has Done

The reports of both the president and executive secretary stressed the great amount of promotional work done by the association within the past year, and particularly since November 1, 1927, when Mr. Loomis took charge of the office. This promotional work included the financing of a meeting of the piano section of the Committee on Instrumental Affairs; of the Music Supervisors' National Conference; and the mailing of more than 50,000 pieces of literature of association and general trade importance to the members of the merchants' body, including a copy of a booklet, "Our Association." Officers of the association attended the hearings on the Revenue Bill in Washington for the purpose of securing the repeal of...
the provision for forcing double taxation on dealers selling on instalments.

The association officers have attended the annual meetings of the various State associations, including those held in Syracuse, N. Y., and Philadelphia, Pa., and have issued monthly since December official bulletins telling of the activities of the organization. A very satisfactory drive for members in all divisions of the music industry has also been carried on. One of the features of the activities of the president was his address at a meeting of the Radio Manufacturers' Association in New York in December, which has played a part in influencing that organization to vote to join the Music Industries Chamber of Commerce.

The annual convention of the National Piano Manufacturers' Association was held at the Commodore on Tuesday morning with W. E. Goyle, president, in the chair, practically the whole session being devoted to a discussion of the progress and plans of the sales promotion campaign in the interests of the piano being conducted by that organization and which is now in its second year. The campaign as originally outlined has three years in all to run.

An event on Tuesday of general trade interest was the dinner tendered by the Associated Musical Instrument Dealers of New York to visiting members of the trade at the Hotel Commodore.

The Wednesday Meetings

On Wednesday, June 6, there was held the annual convention of the National Musical Instrument and Accessories Manufacturers, of which Walter M. Gotsch is president.

Musical Merchandise Ass'n

On Wednesday, too, was held the annual meeting of the National Musical Merchandise Association under the direction of Wm. J. Haussler, the president, who is also well known in the phonograph field as head of C. Bruno & Son, New York. Mr. Haussler was particularly enthusiastic regarding the establishment of school orchestras, and in his annual report said in part:

"Generally speaking, business conditions in the music field during the past twelve months have not come up to our expectations. In fact, certain lines of merchandise have suffered so adversely that there is proper cause for concern. May I, then, submit for the serious thought of all our members the imperative need of taking some immediate and definite action to bring the industry out of its present inertia? I am convinced that a new attitude must be taken by the entire trade in its relation to the promotion of its products.

"Truthfully, it may be said that a new spirit, a new thought, yes, even a new life must needs be injected into our business fabric if it is to retain a place of importance or dignity in American Industry. There is no denying the fact that never before has the need for intensive, intelligent co-operation, undivided interests and aggressive action been so vitally essential as it is at this very moment. It is true that our Association in the past year has given evidence of its willingness to promote and develop the sales of musical instruments, and it is with gratification that I can say that the contribution to the National Bureau for the Advance-ment of Music and the Chamber last year approximated $10,000. This sum represents just one hundred per cent more than our Association has ever given for promotional work, and yet, considering the very definite benefits that have accrued by reason of this appropriation, it is my hope that it will be your pleasure to increase your respective contributions for the coming year.

Funds Needed for Promotion

"Certainly, if we wish to reach any goal of attainment, funds must be obtained and spent so as to bring about the greatest possible returns. Let us, then, gentlemen, think of our contribution in the light of a sound investment and with that thought in mind I am confident your response will give cause for general satisfaction.

The Question of a Slogan

"Quite some time ago there appeared in the trade press an interview with your president, wherein it was urged that all branches of the music business adopt a suitable slogan that would appropriately convey to the public a strong appeal to play some musical instrument. Many of our leaders have given their unequivocal endorsement of the idea, and it is the intention of your president to renew his efforts in this direction in the hope that some definite and logical campaign will be inaugurated, resulting ultimately in securing a trade term to which every manufacturer, jobber and dealer will heartily subscribe. It is hoped that a national contest will soon get under way sponsored by the entire industry to discover the perfect slogan. It is proposed to offer cash prizes to the individuals who, in the minds of a judging committee, submit the best thought. Your president has been assured of the full co-operation of the trade press, which, together with our own propaganda, should bring about the desired results. I would confess that the slogan idea is something of an obsession with your president, but that is only because slogans in other industries have proven of such tremendous force, power and value where properly utilized. May I, then, urge upon you to give this matter your serious thought, determining at this session what should be done one way or another?

"Just a word, gentlemen, regarding the future of our business. Taking all phases into consideration, I can say to you most sincerely that I see ahead of us a rosy dawn for more music. The potential possibilities are there, but our future will be only what we can make it. Much groundwork remains for us—each and every one in the music business—to do if we expect to reap the harvest of public patronage."

(The continued on page 160)
Annual Conclave of Music Industries

The schedule for Thursday was the joint promotional meeting of members of the band instrument, musical instrument and accessories and musical merchandise associations for the purpose of discussing ways and means for co-operating to the end of increasing public interest in band and orchestral instruments. On Thursday, too, was held the annual meeting of the Music Industries’ Chamber of Commerce.

The Annual Banquet

The convention activities were formally brought to a close on Thursday evening with the annual banquet of the National Association of Music Merchants to be attended by practically all those in New York at the convention. The speaker at the banquet was Governor Albert C. Ritchie of Maryland, and the artists to appear included Suzanne Keener, soprano, Wm. Simmons, baritone; Harry Richman and others. Dancing to the music of the Hotel Commodore orchestra will follow the banquet. Both the opening lunccheon on Monday and the banquet on Thursday night was broadcast.

Exhibits a Feature

A notable feature of the convention of the national music industries held at the Hotel Commodore, New York, during the week of June 4, was the extent of the exhibits, which represented every division of the music industry. Among the exhibitors representing the phonograph, radio and musical merchandise divisions of the trade were included the following:

Allen-Hough Mfg. Co., Racine, Wis. Exhibited the complete line of Allen portable phonographs and the Allen electric pickup at Room 2125 of Hotel Commodore.


The Audak Co., New York, displayed the entire line of Audak reproducers. The Audochrome was especially featured. This chromatic reproducer was presented to the trade the early part of the year.

The Bacon Banjo Co., of Groton, Conn., was present with B & D Silver Bell banjos in a variety of styles. The Ne Plus Ultra banjo was featured.

Berg Auto Trunk & Specialty Co., Long Island City, N. Y. Exhibited the complete line of Artone portable phonographs.

C. Bruno & Son, Inc., New York City. Complete display of products including musical merchandize of every description and the full Victrola talking machine line shown at company’s headquarters, 351-353 Fourth avenue, New York City.

Brunswick-Balke-Collender Co., Chicago, Ill. Had complete display of Brunswick Panatompics, phonograph-radio combinations and records.


Capetown Automatic Phonograph Co., Huntington, Ind. Exhibited the new “Orchestrape,” an automatic phonograph playing twenty-eight records, both sides, with electric pick-up and other features.

Caryola Co. of America, Milwaukee, Wis. Exhibited full line of Caryola portable phonographs.

Caswell Mfg. Co., Milwaukee, Wis. Exhibited full line of Caswell portable phonographs including several new models.

Thomas A. Edison, Inc., Orange, N. J. Exhibited the complete line of Edison phonographs and the new Edison records.

Grigsby-Grunow Co., Chicago, Ill. Exhibited the complete line of 1928-29 Majestic radio receivers.

M. Hohner, Inc., New York City. Had complete display of full line of Hohner harmonicas, together with material indicative of the progress made in promotion of the instrument at company headquarters, 114 East 16th street, New York City.

Kellogg Switchboard & Supply Co., Chicago, Ill. Exhibited the complete line of 1928-1929 Kellogg AC radio receivers.

Lyon & Healy, Inc., Chicago, Ill. Exhibited elaborate display of harps and small musical instruments.

Poolco, Philadelphia, Pa. Exhibited extensive line of cabinets for radio installation and other purposes.

J. P. Seeberg Piano Co., Chicago, Ill. Exhibited products including the Autophone, a multiple record selective automatic phonograph, Style BO, residential reproducing pipe organ, Style MO, reproducing chapel pipe organ, the Greyhound, an automatic phonograph containing a dog race, Style C small automatic piano with xylophone and the KT Special, a small orchestra containing eleven musical instruments.

Sonora Phonograph Co., Inc., New York City. Exhibited several of the new products of the company at its headquarters, 50 West Fifty-seventh street, New York City.


Vega Co., Boston, Mass. Exhibited extensive collection of Vega banjos, guitars, violins, mandolins, etc., with strings and accessories, Vega trumpets and trombones.


H. N. White Co., Cleveland, O. Had complete display of King band instruments featuring the King clarinet, latest addition to line, and a new model trombone with a sterling silver bell.


Competition Eliminated with this distinctly different type of portable

Although well built, measuring only 12x12x6, light weight and attractively finished, it sells itself on its TONE. The volume is so great that electrical amplification is unnecessary.

List Price Only

$25

Liberal Jobber’s Discount

Send to-day for a sample and hear the remarkable tone of this new instrument.

ASTRAL RADIO CORPORATION
1812 Chestnut Street
J. M. Redell in an Important New Post

Represents Molded Wood Products, Inc., of Chicago, in Parts of Illinois and Wisconsin Territory—Well Known to Trade

John M. Redell, known to the radio trade throughout the country as "Happy Jack," was appointed on May 1 Chicago territorial sales representative of Molded Wood Products, Inc., of Chicago. Mr. Redell represents Molded Wood Products, Inc., in northern Illinois, southern and eastern Wisconsin in the interest of the Fairfax line of loud speakers, tone chambers and "Green Cap" loud speaker units manufactured by the company.

Barber Appointed Bell Sales Agent

The Bell Record Co. of Newark, N. J., has appointed the Barber Distributing Co. of New York as exclusive sales agent for Bell records. N. G. Barber, head of this distributing organization, has had a record distributing experience extending over a period of many years.

Eli Oberstein Is New Okeh Treasurer

Otto Heineman, president of the Okeh Phonograph Corp., New York, announced recently that Eli Oberstein had been elected treasurer of the company. Mr. Oberstein was formerly identified with the treasury department of the Columbia Phonograph Co., Inc., and is thoroughly qualified for his present duties. Incidentally, Okeh sales in all divisions are increasing steadily, and judging from all indications the present year will be the most successful in the history of the Okeh organization.

ULTRATONE
The SPEAKER of Today and Tomorrow

is distinctive in design and unequalled in tone. It stands the test of any receiver without the confusion of sounds so common to radio when great power is used. Requires less battery or electric current—prolonging the life of the tubes. The Ultratone is specially made to meet every condition in sound amplification.

ULTRATONE No. 12
LIST PRICE $22.50
QUICK TURNOVER and PROFIT
See and hear the Ultratone—it will speak for you with dollars. Mechanically perfect and attractive in appearance the Ultratone is a proved fast selling profitable item—popularly priced.

ULTRATONE MFG. CO.
1016 W. Van Buren St. CHICAGO

ULTRATONE TABLE MODEL No. 3
LIST PRICE $15.00

Sell all New England at these shows
More than 100,000 people will inspect the lines exhibited at the

Eighth Annual Boston Radio Exposition
and
Second Annual New England Aero Show
Mechanics Building, October 1 to 6 inclusive

And the dealers will have a pre-view at the
NEW ENGLAND RADIO TRADE SHOW
August 1 and 2

Space in the Trade Show is limited to exhibitors in regular October Show and given free to manufacturers in proportion to space held.

RHODE ISLAND RADIO SHOW—October 10-11-12-13
Providence, R. I.

Write or wire SHELDON FAIRBANKS EXPOSITIONS, Inc.
209 Massachusetts Ave., Boston, Mass.

Barber organization is being augmented in preparation for an extensive campaign and exclusive territory is being awarded distributors on this popular-priced, electrically recorded record.
Federated Radio Trade Assn. Completes Convention Plans

Dealers, Wholesalers and Manufacturers' Representatives' Sections Are All Optimistic Over Outlook—Will Join in Open Meeting of RMA on Tuesday, June 12

Plans have been completed for the convention of the Federated Radio Trade Association, which will be held June 11-15, Stevens Hotel, Chicago, in connection with the Second RMA Trade Show. The board of directors of the Federated met on May 26, at the Stevens Hotel, to adopt the final and complete plans and make arrangements for the entertainment of delegates and members from the entire industry. Michael Ert, chairman of the Association section of the Federated, states that many organizations have signified their intention of joining with this national movement in their attempt to better conditions in the industry. Julian Sampson, chairman of the dealers' section, states that his organization committee will have complete plans ready for adoption by all of the dealers present, and they look forward to securing the applications of several hundred dealers in organizing this group. Many dealers have expressed themselves in favor of a national organization and are anxious to help this section of the Federated become a complete success.

George Riebeth, chairman of the manufacturers' representative section, is highly optimistic concerning the outcome of his group in which manufacturers' representatives and salesmen are eligible for membership. Harry Alter, vice-chairman of the Radio Wholesalers' Association, the jobbers' group of the Federated, states that a great deal of interest is being aroused in this national Association of jobbers. This group is completely organized and hopes to accomplish its aims for the benefit of all wholesalers.

The Federated Radio Trade Association will meet with the open meeting of the Radio Manufacturers' Association on Tuesday, June 12. On Wednesday, June 13, all of the sections of the Federated will hold individual meetings for the discussion and solution of their own problems. On Thursday the board of directors of the Federated will meet to jointly discuss the result of their Wednesday sectional meetings. They will discuss the program for the coming year and outline the activities of the organization. President Harold J. Wrape is very optimistic concerning the outcome of the entire convention, and believes it will prove the most successful meeting ever held.

Attractive Interior a Feature of Store

Inviting Prospect of Main Floor Display a Reason for Success of Select Furniture Corp. Radio Business

Scantons, Pa., June 5—The Select Furniture Corp., 116 N. Washington avenue, Bransonwick and Federal radio dealer, firmly believes that the atmosphere of the store should reflect the quality of the products carried and the accompanying illustration is evidence that the officials of the company have succeeded in carrying out these ideas. The radio department proper is located on an upper floor but the attractiveness of the main floor display is such that the customer's interest is aroused to a point of going upstairs.

Distributor Dines Record Sales Staffs

Cleveland, O., June 6—Record sales people in the employ of Victor dealers in Cleveland, O., were the guests of the Cleveland Talking Machine Co., Victor distributor, at a dinner given at the Hotel Statler, and which was followed by a very interesting meeting in the interest of record sales promotion. The principal speaker of the evening was Miss Madeline Davies, of the Victor Red Seal promotional department, who gave her audience a number of pointers on selling Red Seal and other Victor records. Miss S. M. Yates, head of the record sales department, was in charge of the meetings, and gave a short and interesting talk, and introduced Miss Davies.

Moves to New Quarters

The Nassau Radio Co., of Brooklyn, N. Y., has moved to larger quarters at 20 Bergen street in anticipation of an exceptionally good season.
Innovations for Berg Artone Line

One Model to Be Equipped With An Electric Motor for House Socket Operation New Amplifying System Devised for Use in the Artone Portable

The Berg A. T. & S. Co., Long Island City, has added two innovations to its line of Artone portables.

One of the Artone models will be equipped with an electric motor that can be plugged into any convenient lamp socket or house wiring outlet.

After a careful study of the field Sales Manager E. R. Manning was convinced of the strong market for electrically operated portables. Mr. Manning points out that while an electrically operated portable could not be used away from a house, it is estimated that 80 per cent of the portables that are purchased are bought for home use.

The other added innovation is an improved amplifying system to be used in the $35 model of the Artone portable. This amplifying system is the invention of Joseph Berg, president of the company, and for which patent has been applied for.

Carryola Features Three New Portables

(Continued from page 326)

One and Two: New Power Amplified Electric Portable Phonographs. Three: Model of Model 40 Carryola portable phonograph, and on this particular model all metal parts are gold plated. Model 40 is equipped with an automatic stop and tone modifier and is furnished in two colors, black and brown.

The new power amplified electric portable phonograph represents a new departure in the manufacture of the smaller machines. It is equipped with an electric motor, a cone type loud speaker which is housed in its lid, and the portable is fully licensed under RCA patents. An electric pick-up and three AC tubes are employed. This portable is furnished in either black or brown heavy Fabrikoid and also in two-tone wood cabinets with wood tables to match, upon which the portable may be placed in the home of the owner.

Appointed Brunswick Buffalo Manager

George A. Lyons, formerly district Panatrope manager of the Brunswick-Balke-Collender Co., with headquarters in Philadelphia, has been selected by the Brunswick general sales office to open a Panatrope division sales office in Buffalo. Mr. Lyons has been associated with the Brunswick organization for many years, and his host of friends in the trade are wishing him well in his new territory and new work.

E. S. Germain, who has been branch manager of the Panatrope division of the Cleveland district, has been selected to succeed Mr. Lyons and has established his headquarters in Philadelphia. A long and successful record with Brunswick in other cities, and a thorough knowledge of the phonograph industry, give Mr. Germain a background of experience for his new position.

Victor Co. to Award $40,000 for Native Concert Compositions

In Order to Encourage Musical Creation in United States, Victor Co. Will Award $25,000 for Symphonic Work and $15,000 for Popular Compositions

For the purpose of encouraging musical creation in the United States, the Victor Talking Machine Co. on May 28 made formal announcement of its offer of awards aggregating $40,000 for native symphonic and popular concert compositions, which includes a single award of $25,000 for the best work of the symphonic type within the playing scope of a full symphony orchestra, which is believed to be the largest amount ever offered for a single composition.

The offer of the Victor Co. was presented before a distinguished group of patrons of music, musical criticism, artists and love for art at a dinner at the Savoy-Plaza Hotel by John Erskine, president of the Juilliard School of Music and prominent author, and was broadcast over Station WJZ, New York, and affiliated stations of the Blue Network of the National Broadcasting Co. Mr. Erskine was introduced by Rudolph Ganz, noted pianist and former conductor of the St. Louis Symphony Orchestra, acting as toastmaster, who in turn had been presented to the guests by E. E. Shumaker, president of the Victor Talking Machine Co.

The competition, as explained by Mr. Erskine, is in two divisions, one for a work of the symphonic type, and one for a concert composition within the playing scope of the American dance orchestra, jazz, symphonic jazz or popular concert orchestra type of musical organization.

For the best composition within the playing scope of the symphony orchestra a single award of $25,000 is offered. While no specific restriction is being imposed upon contestants, the hope has been expressed by the Victor Co. that out of the competition may come a symphonic work which will be truly American in conception.

For the best composition in the so-called jazz or symphonic jazz idioms an award of $10,000 is offered, and for the second-best composition in this class $5,000 is offered.

The board of judges who will pass upon the symphonic manuscripts is composed of the following distinguished musicians and conductors: Mme. Olga Samaroff, concert pianist and musical critic; Rudolph Ganz, former conductor of the St. Louis Symphony Orchestra; Leopold Stokowski, conductor of the Philadelphia Symphony Orchestra; Serge Kourovsky, conductor of the Boston Symphony Orchestra, and Frederick Stock, conductor of the Chicago Symphony Orchestra. Judges for the popular composition will be announced later.

Because the competition is a movement definitely to encourage American creative music, it is open only to composers of American citizenship, and manuscripts submitted by those who are not within this classification will not be considered. This restriction applies to both divisions of the competition. The official rules are obtainable from the donors of the award.

In offering separate awards for two distinct types of compositions the Victor company recognized "a clear division among the ideals of American composition" as explained in the rules. Because of the essentially different problems of composition involved in the two classes, participants in the symphonic competition will be given one year in which to submit manuscripts, while those competing in the jazz class will have five months for composition. Both competitions opened May 28, 1928. Symphonic manuscripts must be submitted not later than midnight of May 27, 1929, and the award will be announced on October 1, 1929. Jazz compositions must be submitted on October 29, 1928, and the awards will be announced December 28, 1928.

At the announcement dinner the speakers included, in addition to Mr. Erskine, Mme. Olga Samaroff, Ernest Schelling, both noted artists; Mrs. E. Stillman Kelly, president of the National Association of Music Clubs, and several others, including John Philip Sousa, the noted bandmaster, who led the orchestra with one of his march compositions. Reinald Werrenrath, the baritone, sang a number for the edification of the guests, and other entertainment was provided during the evening by the Victor Salon Orchestra, under the direction of Nathaniel Shikret, and by the Revelers.

Hope was expressed by the various speakers that as a result of the generous action of the Victor Co. there would be brought to light a great symphonic work reflecting in no uncertain manner the spirit of America.
Irving Sarnoff Heads Distributing Firm

Sterling Radio & Electric Co. Formed to Distribute Majestic and Other Radio Lines in Metropolitan Territory

Irving Sarnoff, one of the best-known executives in the music-radio industry in the Eastern district, has announced the formation of the Sterling Radio & Electric Co., with headquarters at 27 Warren street, New York City. This new company, of which Mr. Sarnoff is president, will distribute Majestic all-electric radios and other well-known lines of radio accessories and cabinets in Greater New York, Brooklyn, Long Island, Staten Island and Westchester County. Plans are being made to cover this territory intensively with a staff of sales representatives.

The Sterling Radio & Electric Co. will maintain a completely equipped showroom and service department at the New York City address, and will make deliveries not only from stock on hand in their own building but also from a warehouse in Brooklyn, thus insuring prompt and efficient service to all dealers.

Mr. Sarnoff’s past experience fits him particularly well for the post of chief executive officer of this new distributing firm. He was associated with Stanley & Patterson, New York, one of the largest distributing houses in the East, for many years as manager of the radio division, enjoying intimate contact with dealers throughout the country.

Irving Sarnoff, announced his intention of entering the radio field in 1923. After becoming general manager of Majestic Radio, Inc., and later vice-president of the company, he resigned to form, in cooperation with other important industry figures, the Electric Tape Corp., of which he was an active member of the board of directors.

He has had a wide experience as executive officer of well-known radio distributing firms, and his services have been in great demand by those who desire to enter the field. The Sterling Radio & Electric Co. is the result of the combination of many years of profitable business experience with a desire to bring into the distribution of radio equipment and accessories some of the highest industry standards of service.

Ends Wholesale Outlets

Cambridge, Mass., June 1—The General Radio Co., of this city, will discontinue all of its distribution outlets on July 1. It is announced that this change has been brought about not through failure of this method of distribution, but rather due to a change in the product manufactured, as the major part of its output is now in laboratory apparatus and a different plan of distribution is essential.

Jiffycase

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

Trade Mark Registered

Speed packing in the nifty Jiffycase manner at the plant of the Vincennes Phonograph Manufacturing Company, Vincennes, Indiana.

Nifty pack

What could be sweeter than the Jiffycase manner of packing furniture? Can you conceive of a niftier pack?

Jiffycases speed up packing. They come to you in the shape of reinforced panels, cut to size and ready for instant assembling.

Jiffycases reduce shipping costs. They stack in minimum storage space and require only a skeleton shipping room personnel to assemble.

Jiffycases build goodwill. Being both light and supremely sturdy, they carry your product with utmost safety at the lowest possible freight cost.

Jiffycases can be adapted to your needs—May we show you how?

Space 129, R M A Trade Show, Hotel Stevens, June 11-15

The North Western Cooperage & Lumber Company, Gladstone, Mich.

"Pierless" Maple Flooring and Lumber

Veneers and Plywood
President Signs New Revenue Bill Aiding Instalment Dealers

Includes an Amendment Designed to Relieve Merchants Doing Instalment Business From Paying Double Taxes—Reduces Corporation Tax Rate to 12 Per Cent

WASHINGTON, D. C., May 31—On Tuesday President Coolidge signed the new Revenue Bill, including the various provisions agreed upon by the conferees of the Senate and House, after prolonged discussion, thus making the new measure a law of the land. The new provisions include an amendment designed to relieve merchants doing business on the instalment basis from paying double taxes, the reduction of the corporation tax rate to 12 per cent, and the retention of the present surtaxes on individual incomes. The bill also increases the exemption of corporations from $2,000 to $8,000 and increases from $20,000 to $30,000 the maximum of earned income. The Senate provision for publicity of returns was abandoned, as was the House provision for a graduated tax on small corporations.

The 12 per cent tax rate on corporate income was a compromise between the House rate of 11 1/4 per cent and the Senate rate of 12 1/2 per cent, and will save the corporations of the country a total of $123,450,000, while the increase in exemption will save another the round sum of $12,000,000.

The total reduction in the bill finally agreed upon is approximately $220,000,000, somewhat in excess of the $200,000,000 limit set by the administration and the $306,000,000 bill passed by the Senate, but well below the $290,000,000 cut made by the House.

The instalment provisions of the bill stipulate that "if a taxpayer elects for any taxable year to report his net income on the instalment basis, then in computing his income for the year of change or any subsequent year, amounts actually received during any such year on account of sales made in any prior year shall not be excluded."

It is also provided that "if any taxpayer by an original return made prior to February 26, 1926, changed the method of reporting his net income for the taxable year 1924 or any prior taxable year to the instalment basis, then, if his income for such year is properly to be computed on the instalment basis—"

"(1) No refund or credit of income, war-profits or excess profits taxes for the year in respect of which the change is made or any subsequent year shall be made or allowed, unless the taxpayer has overpaid his taxes for such year, computed by including, in computing income, amounts received during such year on account of sales or other dispositions of property made in any prior year; and"

"(2) No deficiency shall be determined or found in respect of any such taxes unless the taxpayer has underpaid his taxes for such year, computed by excluding, in computing income, amounts received during such year on account of sales or other dispositions of property made in any year prior to the year in respect of which the change was made."

"(b) Nothing in this section shall be construed as in any manner modifying sections 607, 608, 629 or 630 of this Act, relating to the effect of the running of the statute of limitations."

It is provided, however, that relief is not to be provided for taxpayers shifting to the instalment basis and filing amended returns for previous years, although they are to be protected as regards their original returns.

The amendment provides that in case of claims by the taxpayer for refunds the double taxation rule shall apply, but that in case of claim by the Treasury Department for deficiency the single tax rule shall apply. It is stated that most of the claims in the music industry which have arisen or would arise are deficiency claims and protected by the amendment. It is further understood that there are no pending deficiency claims of any size arising from amended returns so that none of these things have been adversely affected by confining the relief only to the original returns.

Mohawk Distributor Features Service

W. A. Everly and F. E. Fluegel, officials of the National Auto & Radio Co., are here shown before starting off a rush order of Mohawk receiving sets destined for Roshek Bros., Dubuque. "Fast delivery service," even though it necessitates the use of airplanes, is a Mohawk trait.

Fada Metropolitan Trade Dines

Seven hundred Fada franchised dealers from the New York territory were entertained on May 25 at a banquet at the Hotel Astor, New York City, marking the culmination of the exhibit of new Fada models. The gathering was addressed by M. M. Klein, general manager.
Harpist Buys Lyon & Healy Instrument
Baroness Violet B. Wenner, Internationally Known Soloist, Pays Tribute to the Excellence of Lyon & Healy Product

CHICAGO, Ill., June 4.—A sale which brought to light a few interesting details regarding the career of a most versatile and eminent artist is one recently made of a Lyon & Healy concert harp to the Baroness Violet B. Wenner by R. J. Keeney, manager of the harp department of Lyon & Healy.

Baroness Wenner is on a tour of this country and recently stopped in Chicago. The Baroness has not only studied with some of the greatest harpists of England, but has also achieved distinction as a painter, having studied under the tutelage of Professor Von Angel, a very famous painter of European nobility. Among the many notables she has painted are the former Kaiser, the late Franz Joseph, and Marchioness of Cambridge and her children.

Before coming to America she was solo harpist with the Halle Orchestra, under the direction of Franz Richter, noted for his Wagnerian Bayreuth Festival performances.

 Asked concerning her choice of the Lyon & Healy concert harp, the Baroness stated: “In my travels here and abroad I have found that my harp is subjected not only to much handling, but also to the rigors of violent climatic changes. One reason, therefore, why I prefer the Lyon & Healy concert harp is its sturdy construction and its remarkable ability to resist the retrograding effects of varying climates.”

Harmonica Scores at Rotary Conference

ATLANTIC CITY, June 1.—The harmonica captured Atlantic City at the recent annual conference of the Fifty-fourth District of the Rotary International, representing eastern Pennsylvania and New Jersey. Nine cities had their own uniformed harmonica bands. A parade inaugurated harmonica festivities in which 400 youngsters took part. Preliminary contests were held on Young’s Million Dollar Pier followed by finales during lunch hour. Rotarian "Al" Hosie, who had just concluded the annual harmonica contest in Philadelphia, addressed the Rotarians upon the subject of harmonica music. The Philadelphia Harmonica Band made a special trip to Atlantic City for the affair, and Kay Kraus, who won the harmonica championship in Philadelphia, was also present.

At the banquet in the evening the harmonica was an important factor in the musical program, and at the conclusion of the conference a resolution was adopted commending Albert M. Hosie for his splendid work and recommending the organization and training of community harmonica bands to the Rotary Clubs.

French Manufacturer of Saxophones in New York

G. Bredy, of Paris, France, manufacturer of reeds for clarinets and saxophones, under the names of “Sirene” and “Bredy Solo,” is now in New York for the purpose of demonstrating his product to American musicians. He is making his offices at Thorens, Inc., 450 Fourth avenue, where the entire line of reeds is on display.

Mitzi Dailey Is Bacon Enthusiast

TOMTO, O., June 4.—Mitzi Dailey, who has charge of the musical merchandise department of Grimnell Bros. Music Store, of this city, is an accomplished banjoist and also plays the banjo-guitar. She is also a member of a ladies’ dance orchestra which has appeared at many of the leading affairs in Toledo, Detroit and other nearby cities. Mitzi Dailey is a Bacon banjo enthusiast, and is the proud owner of one of the $750 Bacon Silver Bell banjos, which she purchased from the Bacon Banjo Co., Inc., of Groton, Conn.

According to incorporation papers filed at the Secretary of State’s office, the capitalization of Gibson, Inc., Kalamazoo, Mich., manufacturer of Gibson fretted instruments, was increased this week to $300,000.

He That Works Without Tools
Is Twice Tired

SELLING is hard work at the best. You need help if you are to do a successful job.

King Instruments do a manly job of helping out. Selecting, rating, merit is built into every horn. You can say “here it is, try it,” confident that your prospect will arrive at a favorable decision.

And we don’t stop at building a good, honest instrument. We give our representatives an abundance of selling cooperation. National advertising is backed by an intelligent dealer-help service. (Have you seen copies of the King Dealer News and The White Way?)

If sales aren’t coming as they should, perhaps it is the merchandise, ‘and not yourself, that is to blame. We will welcome a chance to tell you how King Instruments will lessen sales resistance.

THE H. N. WHITE CO., 5215-01 Superior Ave., Cleveland, Ohio

Makers of "KING"

BAND INSTRUMENTS
Small Goods Jobbing Firm Is Organized


Sан Francisco, Cal., June 4—Sherman, Clay & Co. have retired from the wholesale field and will in the future confine their activities strictly to retail operations. To that end the company recently sold its wholesale small musical instrument business to the Musical Instrument Distributors, Inc., composed of several former employees of the Sherman-Clay organization, namely, F. A. Norton, president, former small goods department manager; Louis Gottlieb, vice-president; Ray Forbume, treasurer, and Ed Schulte, secretary.

Sherman, Clay & Co. have announced that they will be responsible for the accounts and guarantee payment of all bills of the new company until further notice.

Temporary quarters of the Musical Instrument Distributors, Inc., have been established at 536 Mission street, this city, and at 224 East 11th street, Los Angeles.

Joliet High Wins National Band Contest

Illinois City School Band Takes First Prize in Nationwide Competitive Event for Third Successive Year

JOLIET, ILL., May 28—For the third successive year the Joliet High School Band won first honors in the third annual national high school band contest held here last week before a crowd of 3,000, which packed the high school auditorium. The Joliet band will now retain the championship cup.

The bands of Senn High School, of Chicago, was awarded second place, and third honors were won by Modesto, Cal. The other three bands which reached the finals finished in the following order: Gary, Ind.; Hammond, Ind., and Council Bluffs, La.

Results of the contest were announced by John Philip Sousa, famous bandmaster, who headed the judges, and his associates, Edwin Franko Goldman and Capt. Charles O'Neil, also bandmasters.

Twenty-seven bands from high schools in fifteen States competed in the contest. De La Salle High School Band was second, and Senn fourth, in the marching contest staged independently by the Joliet Chamber of Commerce. Joliet's boys were first.

First honors in the competition of class B bands (those from high schools of less than 100 students) went to St. Mary's Industrial School at Baltimore, Md.; Lansing Vocational School, Lansing, Mich., was second; Princeton, Cal., High School, third; and Vermilion, S. D., fourth.

"Tuckaway" Is Newest Hohner Harmonica

Covers of New Instruments Form Complete Housing, Thus Giving Full Protection to Them

The "Tuckaway" is the name of a new harmonica just placed on the market by M. Hohner, Inc., including two numbers recently perfected by the factories. These patented novelty harmonicas are harmonicas that tuck themselves away into their covers at a slight pressure of the hand, the covers forming a complete housing. The same pressure drops it automatically into playing position.

This self-covering device gives a harmonica that can be completely encased in the pocket free from dust and dirt. Model No. 777, ten single holes and twenty reeds, sells to the dealer at $5.75 a dozen, and model No. 780, sixteen double holes and thirty-two reeds, sells to the dealer at $7.20 a dozen.

Aids Harmonica Sales

Harmonica sales in Cleveland and suburbs have been greatly helped through the appearance of Borrah Minniver, impresario of the harmonica, who was at Loew's State Theatre for a week's engagement and who also gave demonstrations to school children in the Auditorium of the Cleveland News. The Cleveland Board of Education instructors at the nineteen public playgrounds are teaching all the children to play the harmonica, and music dealers have been featuring this instrument in both their window and counter displays with very good success.

The Oldest and Largest Musical Merchandise House in America

Exclusively Wholesale

Established 1834

C. Bruno & Son, Inc.
351-53 Fourth Ave., New York City
Sheet Music Dealers Convene in New York City on June 11
Fifteenth Annual Convention of the National Association of Sheet Music Dealers Will Be Held at Hotel McAlpin on June 11 and 13—Topics to Be Discussed

The fifteen annual convention of the National Association of Sheet Music Dealers is being held at the Hotel McAlpin, New York City, June 11 and 13, as this issue of The World goes to press. A number of important matters are scheduled for discussion and the meetings are expected to be exceptionally well attended. The convention will open with singing by the assembled dealers, following which the program will start with a tribute to the late Raymond W. Hofflinger, founder and first secretary of the Association.

The keynote of this year's convention is cooperation. To quote the printed announcement of the secretary, Thomas J. Donlan: "Need of teamwork in the music trade is constantly becoming more urgent. The general public interest in music is increasing rapidly. Music is coming into its own as an educational factor. It is being adopted more and more as an adjunct to commercial, industrial and community life. The nation-wide musical activities of the past few years are an indication of the tremendous progress that is being made in music."

This year's meeting will be an important one. Every retail sheet music concern, whether a member of the Association or not, is urged to send a representative to the annual convention and receive its benefits."

Some of the subjects scheduled for discussion are the following:
1. Co-operation between retailers and publishers.
2. Newspaper reviews of new music and the inserting of retail advertisements in conjunction with the same.
3. Public school music. The securing and maintaining by retailers of a contact with this increasing market.
4. Chain store and mail-order competition.
5. Catalogs: the need of bringing these up to date. Co-operation with the U. S. Copyright Office towards making available complete lists of new publications.
6. Music sent on consignment to teachers and schools.

Will Exploit Catalog of Semi-Classic Music

De Sylva, Brown & Henderson, Inc., Announce Formation of New Department With Leo Edwards in Charge

Announcement is made by De Sylva, Brown & Henderson, Inc., New York City, of the formation of a new department to be devoted exclusively to the exploitation of a high-class catalog.

Leo Edwards, for years identified with the Schuberts, is in charge of this department. He also handles all details in connection with stage presentations of the firm's popular catalog.

At the present time Edwards is concentrating on the exploitation of three songs of which the firm expects great things. These are: "Angela Mia" (My Angel), the Erno Rapee-Lew Pollack song which is the musical theme for "Street Angel" the Fox super-film, now on view on Broadway; "Mammy Is Gone," a very powerful song by B. G. De Sylva, Lew Brown and Ray Henderson. This song is one of the most human compositions in some time. The third song in the group is "High Water," a very unique composition by Marsh McCurdy, with lyric by J. Kerin Brennan. This song is distinctive in that it portrays the wailing of one who has felt the significance of Nature's handiwork.

Singers who prefer songs of a higher class have found the above-mentioned compositions a great asset to their programs.

By way of further mention, De Sylva, Brown & Henderson, Inc., also announce that they have acquired a few compositions by America's foremost composers of standard and semi-classic music, Charles Wakefield Cadman, Olky Speaks (writer of "On the Road to Mandalay") and Frederick Martens. Announcement will be made in the near future of the first compositions from these writers to be released by De Sylva, Brown & Henderson, Inc.

The installation of a complete sheet music department by Maison Blanche, New Orleans, La., was recently announced. Miss Irene Seigel is in charge of the new department, which is located in the music salon on the fourth floor.

7. Disposal of overstock through announcements in the trade press.
8. The penalizing of retailers by publishers on small quantity orders.
9. The using of sheet music as a bait by concerns outside of the sheet music trade.
10. Sales promotional work. The co-ordinating of effort towards increasing the demand for music publications.

A resolution is being drafted by Joseph M. Priola, of C. H. Ditson & Co., New York, to be presented at the convention, that the leading newspapers of the country be asked to review newly published music in their feature columns just as they now review books. "Interest in music has increased so amazingly in this country," said Mr. Priola, in an exclusive interview in the New York Times of Sunday, April 8, "that discussion by the newspapers of newly composed music would be welcomed by many people. The 22,000 music dealers in the country, the thousands of music teachers, the hundreds of thousands of music students, as well as the countless lovers of music, would take great interest in weekly newspaper accounts of newly composed music, as well as news of books about music.

"Books about music are reviewed to some extent already," Mr. Priola stated, "but not with the regularity and completeness which music lovers would like." The discussion on this subject should prove most interesting.
E. B. Marks Music Co. to Issue Folios

Will Issue Collections of Various Categories of Music—Work Already Started on Seven of the Series

Ceding finally to the demands of hundreds of dealers who have requested many of its well-known standard numbers in folio form, the Edward B. Marks Music Co. has decided to issue collections of various of the different categories of music in its catalog of nearly 11,000 copyrights. Work has already started on seven of these folios, including an old-timer collection for piano and voice that will assuredly be very different and much more complete than most of those ever put on the market.

As publishers of "Hot Time in the Old Town," "Ida, Sweet as Apple Cider," "My Gal Sal," "Under the Bamboo Tree" and a score of others equally well beloved, the Marks Co. has come to be regarded as a headquarters for the best of the songs of the earlier day. The firm was established in 1894 and since that time has absorbed catalogs of songs written and published even before that time. The result is an old-timer collection that is almost unparalleled, say Marks officials.

As an example of the care taken by the Marks executives in choosing the very best numbers for these collections, the second folio, a march book, might be taken. Three of the "higher-ups" in the organization spent the better part of two days going over the best marches in the entire catalog. More than sixty marches were played over and considered from every possible angle. Finally fourteen of the very best were selected, including some in 2/4 time, some in 4/4 and some in 6/8 rhythm, that, popular in the days of "Handicap" and "Honeymoon," have made a great comeback since "Valencia" showed the younger generation what could be done with the novel tempo. Such composers as Paul Lincke and George Rosey are represented by some of the best marches these great musicians ever wrote.

The five other folios definitely chosen are Filmusic Collections of Tangos, Marches, Paul Lincke pieces, Intermezzi and one-steps. The Marks collection of tangos, recently augmented by the attractive "Ladron," is too widely known to be mentioned, and the Lincke anthology, headed by such masterpieces of light classical music as "Glow Worm," "Spring, Beautiful Spring," and "Fireflies," is one for which the demand has been most insistent. Announcements regarding the date of publication of these folios will be made soon.

A METEORIC CAREER!

SIXTEEN months ago ... a new music publishing firm began the career which destiny had carved out for it. A destiny that was to be spectacularly successful. Less than a year and one-half ago Bud De Sylva, Lew Brown and Ray Henderson, three of America's most successful song writers, joined forces with Robert Crawford, an executive with a record of striking accomplishments. A quartet of young men ... progressive ... alive and alert to new ideas and new conditions in the popular music industry.

Right from the start the firm launched a hit ... followed by a score of others, including "AMONG MY SOUVENIRS," "IT ALL DEPENDS ON YOU," "BROKEN HEARTED," "SO BLUE," "TOGETHER," the hits from the music production "Good News," and many others which were the biggest song successes of the year.

Today De Sylva, Brown & Henderson, Inc., is right up in the vanguard of popular music circles. A firm with a record of unusual accomplishments and a future that promises even more.

To those who have helped us in the past to attain these achievements we express our sincere appreciation. For the future—we invite every dealer and jobber to co-operate with us. We have a catalogue of hits now riding, and many embryonic ones under way, which will help you to sell more sheet music.

Special Notice!

We Are the Publishers of the New "George White Scandals of 1928"

Ready

June 15th

DE SYLVA, BROWN & HENDERSON, INC.

ROBERT CRAWFORD, President

745 7th Avenue

New York City
De Sylva, Brown & Henderson

Invade the Production Field

Announce That They Will Publish Scores of at Least Five Productions, Four of Which Will Be Written by Them—New "Scandals" Score to Be Ready Soon

Having already become one of the most prominent factors in the popular music publication field, the still youthful firm of De Sylva, Brown & Henderson now has definitely invaded the production field. Their first venture, with the score of "Good News," was a phenomenal success. This show was productive of such outstanding hits as "Good News," "Varsity Drag," "The Best Things in Life Are Free," "Lucky in Love" and "Just Imagine." Four companies of this production are running currently in New York, Chicago, Boston and the West Coast.

However, one robin does not make a Spring, and publication of one production score does not necessarily put a firm at the top of the heap. With that knowledge in mind the firm has boldered itself, with the result that announcement is made of at least five production scores to be published by De Sylva, Brown & Henderson, Inc.

Four of these are by the boys whose names the firm bears, B. G. De Sylva, Lew Brown and Ray Henderson. The first show, already completed and in rehearsal, is the new George White's Scandals. In an early issue of this publication the songs are to be announced, as will the other three shows. The same writers are responsible for the last previous edition of the "Scandals," which will be remembered for its tremendously popular score containing such hits as "Black Bottom," "Birth of the Blues," "Lucky Day," etc.

The fifth musical score to be published by the firm, in addition to the four by the members of the firm, is a show written by Harry Archer and Walter O'Keefe, to be produced by Jones & Green. Harry Archer will be remembered for his hit score of "Little Jessie James" (which contained the song hit, "I Love You"), and for a good many others that Broadway accepted.

Walter O'Keefe sprang into prominence with his sensational rib-ticking song, "Henry's Made a Lady Out of Lizzie." He is a newcomer in the production field and is an accepted hit, with a freshness of lyrical writing that should be more than welcome to Broadway theatregoers.

The five productions referred to are already destined as representations of this publication by De Sylva, Brown & Henderson, Inc. There is a possibility that before many months this number may be increased by at least two.

And so De Sylva, Brown & Henderson, Inc., face a golden flood for the next twelve-month period. As a certain party remarked after a few trans-Atlantic fliers had already completed their hazardous journey, "They'll get there yet."

Weymann's Display Features "Speedy Boy"

Prominent Philadelphia Music Store Features Theme Song of Harold Lloyd Film—Sales Stimulated by Display

Philadelphia, Pa., June 3—Capitalizing on the Harold Lloyd popularity the H. A. Weymann & Son music store here recently devoted its entire window to a display of "Speedy Boy," the theme song of the new Lloyd comedy sensation "Speedy." This effective window display was appropriately dressed with snapshots of the popular film comedian and "stillies" from his latest flicker sensation.

"Speedy Boy" is published by the Robbins Music Corp., New York City, and is effectively tied up with the Paramount release of the Harold Lloyd celluloid feature. As with the instance of the Victor recordings being released in advance of the film comedy, in order to enable music dealers to stock up in anticipation of the rush, the enterprising Weymann store superseded "Speedy Boy" over all the current song hits for immediate sales inspired by the greatest exploitation medium—the screen, and the most luminous of its satellites, Harold Lloyd.

Irving Berlin Has

Two New Quick Hits

Irving Berlin, Inc., New York City, announces the release of one of the quickest song hits they have published in current years entitled "Get Out and Get Under the Moon." While the song is only a few weeks old and was only recently introduced on the air, jobbers have been ordering it in large quantities.

The firm reports that they are making this theme number song and it will receive a 100 per cent exploitation campaign through all their branch offices. From present indications it should prove one of the biggest song hits within thirty days.

Another song that is gaining quick favor is "Old Pals Are the Best Pals After All," by Gene Austin. This number is being recorded by Mr. Austin on the Victor and will be one of the big songs in the Berlin catalog. The firm enjoys one of the finest selling catalogs it has had in several years of such outstanding songs as "Mary Ann," "Back In Your Own Backyard," "I Can't Do Without You," "Sunshine," "Beloved," "Mother of Mine, I Still Have You," "I Just Roll Along," and "What Of It, We Love It."

Ditson Outing on June 23

The annual get-together of the employees of the Oliver Ditson Co., Boston, Mass., has been planned for Saturday, June 23, at Pemberton, Houl, popular resort center.

Mack's Music Shop has moved to new quarters at 363 Morrison street, Portland, Ore.
Music Publishers
Meeting on June 12

The thirty-fourth annual convention of the Music Publishers' Association will take place in the Hotel astor, New York, on Tuesday, June 12, at 10 o'clock. The morning session will be concluded about 12:30 o'clock and, if the business at hand warrants it, an afternoon session will follow, starting at 2 o'clock. The business to be transacted at the meeting will include matters of program for the convention. Several members have drafted important resolutions, which will be presented at the meeting, and a number of other matters are on the program for discussion.

The officers of the Association are Harold Flammer, president; W. Dean Preston, vice-president; Emil A. Gundrey, secretary, and Carl T. Fischer, treasurer.

Convention Outing
at Briarcliff Lodge

Plans have been announced by the executive committee of the Music Publishers' Association for the annual outing of sheet music dealers and publishers to be held at Briarcliff Lodge, Westchester County, N. Y., on Wednesday, June 13. Special buses have been chartered for the occasion and will start from the C. H. Ditson & Co. store on East Thirty-fourth street at 1 o'clock. Each publisher will be entitled to bring four guests and the party will include ladies. The afternoon will be given over to golf and other outdoor sports and the dinner and dancing are scheduled for the evening. The committee arranging the outing consists of Maurice Richmond, Joseph Glassmacher and Michael Keene.

“Yamakraw” Published by Alfred & Co.

Alfred & Co., New York City, have secured the rights to “Yamakraw,” a negro rhapsoody by Jimmy Johnson, writer of the original “Charlotte.” The composition is a decided novelty and is quite lengthy, the piano part running to twenty-six pages. It has proven popular with a number of the well-known orchestras during the past month, and was played by Nat Shilkret and His Victor Recording Orchestra, the Keen Shuttle Orchestra, from the Elgin Theatre, and was one of the feature numbers at the concert of W. C. Handy given at Carnegie Hall recently.

Yamakraw is the name of a negro settlement in Georgia. Al Hasse, head of Alfred & Co., is putting a strenuous campaign behind the composition and expects that it will be a favorite with large orchestras.

New Feist Numbers

“A new number, “Old Pals Are the Best Pals, After All,” has recently been added to the catalog of Irving Berlin, Inc., New York City, and is showing up well. The tune is by Gene Austin, exclusive Victor recording artist and vaudeville headliner, with lyrics by Billy Rose.
Donaldson, Douglas & Gumble Form Firm

Well-Known Trio Inaugurate Business
With Catalog of Eight Numbers From Pen of Donaldson—At 1596 Broadway

Starting with a catalog of eight songs by Walter Donaldson, the new music firm of Donaldson, Douglas & Gumble, Inc., started opera-

ions last week at the company’s headquarters at 1595 Broadway, New York City. The three members of the firm, Walter Donaldson, composer; Walter Douglas, general manager, and Mose Gumble, professional manager, need no introduction to publishing circles. Mr. Donaldson has for years been known as one of the most prolific and successful song writers on Broadway. Within the past few years he has produced such successes as “My Blue Heaven,” “At Sudsown,” “My Ohio Home,” “There Must Be a Silver Lining,” “Sam, the Old Accordion Man,” “My Mammy,” “My Buddy” and a host of others.

Walter Douglas is no less well known, although he has been connected for many years in a totally different capacity—that of sales and general executive. Until the first of the year Mr. Douglas was general manager of the firm of Waterson, Berlin & Snyder, New York City, and the success of many of the outstanding numbers of this firm can be traced directly to the exploitation work and campaigns launched by Mr. Douglas.

Mose Gumble, the third member of the new firm, was connected with the firm of Jerome Remick & Co., New York City, for twenty-eight years, since its inception in 1900. Mr. Gumble’s wide acquaintance with practically all of the leading vaudeville acts and orchestra leaders throughout the country is certain to prove a most valuable adjunct to the growth of the company. At the time of leaving the Remick organization Mr. Gumble occupied the post of professional manager.

The initial catalog of the new firm is varied and includes the following numbers: “Just Like a Melody Out of the Sky,” “Because My Baby Don’t Mean Maybe Now,” “Out-of-Town Gal,” “In a Bamboo Garden,” “Cause I’m in Love,” “Little Miss Okeechobee, Oh! Be Mine,” “When You Said Good-Night” (Did You Really Mean Good-by) and “Anything You Say.”

S. A. Matter, music publisher of 1658 Broadway, reports that “Dreaming Away” (to find a Way) is proving popular with radio artists. Harry Moore, formerly of Wright and Wrong, is featuring it regularly.

Whiteman Records “Wooden Soldiers”

A new Orthophonic Victor record of “The Parade of the Wooden Soldiers,” electrically made by Paul Whiteman and his Orchestra, has just been released and is being urged by everyone who hears it as one of the most superb arrangements ever to have been recorde-

This is the sixth Victor disc of “Wooden Soldiers.” The others have been fox-trot, concert, characteristic, band and the original Ger-

man “Die Parade Der Zinnsoldaten.” Paul Whiteman recorded it once before, in 1923, and this record, back-to-back with the then popular “Mr. Gallagher and Mr. Shean,” was one of the few that shuttered around the million mark in sales. That Whiteman arrangement was also specially orchestrated and beautifully worked out, but it was in the straight fox-trot tempo of that period.

The new Whiteman record is a triumph of the best to be found in ultra-modern music. His arrangers, while conforming just as closely as ever to the spirit of the piece, have achieved something entirely new in its presentation, and Mr. Whiteman’s men have interpreted this brilliant instrumentation and scoring as only such thorough musicians can. The result is a record that is positively brilliant.

New Triangle Number

The Triangle Music Co., of which Joe Davis is head, is putting its efforts behind a new fast number, “Dusky Stevedores,” which has every indication of proving a substantial hit. This number is a fox-trot ballad, “Right or Wrong” and “All Day Long,” are the ace numbers.

Rudy Wiedoeft’s

Modern Saxophone Method

For years Rudy Wiedoeft has been importuned to write a method for the saxophone and this work represents four years of diligent study and thorough for the modern saxophone player.

Three Shades of Blue

By Ferde Grofe

A suite of three unusual numbers, in the new American idiom, for piano. It is truly a classic in harmony and rhythm. The Paul Whiteman Victor salon record will be released shortly. We are positive it will create a sensation in the musical world.

Published by

ROBBINS MUSIC CORP.

799 Seventh Ave. New York
Robbins Activities
Cover Wide Scope

Musical Scores of Two Broadway Productions Now on Presses—Sales for 1928 Show Tremendous Increase Over 1927

Despite unsettled conditions in the music industry, with many music publishers reporting sales lower than last year, the Robbins Music Corp., New York City, evidences a 100 per cent increase for its 1928 business, compared to the last half of 1927. J. J. Robbins, president of this enterprising and progressive music publishing house, credits this showing to the stability of the Robbins Music Corp.'s standard catalog. The publications in the photoplay music series, folios, books, production music, etc., have summed up into huge gross sales.

The Robbins organization was also fortunate with its popular music catalog, "Rain," proving one of the season's outstanding hits.

Two new roadway productions, "Say When" and Earl Carroll's "Vanities," are now in press under the Robbins imprint. As with the two preceding editions of the "Vanities," the songs are Robbins publications, composed by Jesse Greer, Lou Alter and Raymond Klages. The most important numbers in the forthcoming edition are titled: "Once in a Lifetime," "Sophomore Prom" and "Blue Shadows."

"Say When," the new Elizabeth Marbury-Carl Reed production, is distinguished by one of the songs, "Cheerio!" being the composition of Mayor James J. Walker, of New York City, whose song hit, "Will You Love Me in December as You Did in May?" is a standard in the music industry. "Cheerio!" is a typical Walkerian optimistic gang song. Other "Say When" hits are: "One Step to Heaven," "How About It?" and "Say When," the works of Jesse Greer and Ray Klages.

The Robbins Music Corp.'s rating in the Vitaphone royalty distribution as the second highest contributor to the synchronous screen, is a tribute to the standing of the firm. With "talking movies" impending as a most revolutionary phase of the show business, Robbins is "sitting pretty," considering the cream of his staff.

Creative talent under exclusive contract to the rapidly growing organization.

Among the composers exclusively aligned with the Robbins organization are Domenico Savino, music editor and vice-president of the firm, admitted to be one of the peers of cinematic music composers; Ferde Grofe, Dr. William Axt, of the Capitol Theatre; Emo Rappo, general musical director of the Roxy Theatre; Nathaniel Shilkret, in charge of all music of the Public and Loew Theatres; and Hugo Riesenfeld and David Mendoza.

In the field of developing a new American music, Ferde Grofe's "Metropolis," the jazz rhapsody which Paul Whiteman is featuring on his tour and which the jazz maestro introduced on the radio, is the season's most noteworthy composition of its type. It rivals the justly famous "Rhapsodie in Blue," by George Gershwin, also a Whiteman staple, and which Grofe, incidentally, scored originally. Whiteman's Victor recording of the "Metropolis" rhapsody will be released shortly.

Another Grofe composition, "Three Shades of Blue," along with Savino's "Study in Blue" and Louis Alter's "Manhattan Serenade," are the standards of the most important commercial radio broadcasting conductors. Nathaniel Shilkret, Walter G. (Gas) Haeensch, et al. These numbers have been featured on the Eveready, Palmolive, Wrigley and similarly important radio hours.

Merle Johnston Signs With Robbins Co.

Merle Johnston, featured saxophone soloist on the Palmolive Hour, Wrigley Revue, RCA Demonstration Hour, Champion Sparkers Hour, the Mediterraneans, the new Burns Brothers Hour and with his own saxophone quartet, among other prominent commercial radio broadcasting periods, has been signed by the Robbins Music Corp., New York City, to compose exclusively for them for a period of two years.

Johnston, who is one of the best-known reed specialists in the radio and recording fields, has created the Johnston Super-Series of Saxophone Solos for Robbins publications, the first issues of which are shortly due off the presses. Johnston's career is musical history. He records with every prominent orchestra in the country, making discs for Victor, Brunswick, Columbia, Edison, Okeh and all the others, and has been under the baton of such leaders as Frank Black, Isham Jones, Gus Haensch, Ben Selvin, Bennie Krueger, Sam Lanin, Nathaniel Shilkret, Ben Bernie, Charles Dornberger and William F. Wriges.

New Number Added to Piantadosi List

The popular catalog of the Al Piantadosi Music Co. has been rounded out by the addition of a new fox-trot, "Just a Dance Program of Long Ago," which Mr. Piantadosi recently accepted. The firm's catalog, which is headed by Mr. Piantadosi's own number, "I'm Tired of Making Believe," written with George A. Kelley, contains in addition to the above named numbers, "Louisiana," "My Stormy Weather Pat" and "Dancing Shadows."

Fred. K. Steele, Inc. Policy Wins Success

Selection of Quality Numbers Rather Than Quantity of Songs Has Been the Policy of Organization Since Inception

The music publishing firm of Fred. K. Steele, Inc., 745 Seventh avenue, New York City, is concentrating its energies at the present time on a well-rounded and varied catalog, including "Blue Idol," an Oriental fox-trot; "Dreaming Alone in Hawaii," Hawaiian waltz; "Harry On," fox-trot fantasy; "Lei-Lani" (Wreath of Heaven), Hawaiian fox-trot; "I Can't Believe It's True," waltz ballad, and "Bells of Hawaii," the Hawaiian bell song.

The success which this firm has won in its brief existence (it was organized late in 1926) is ample proof of the sound policy followed by Mr. Steele in selecting "quality" numbers rather than quantity of songs. Mr. Steele's wide experience in publishing circles has proved of inestimable value in his leading the firm to success. He started with Jos. W. Stern, Inc., and was for a time professional manager of this firm. Following this he was general manager of the Broadway Music Corp. and later with Irving Berlin, Inc.

The first number published, "Every Little While," was written by Billy Heagney and lyrics by Fred Steele. An interesting feature regarding this song is that Lawrence Wright, English publisher, recently wrote Mr. Steele informing him that the number is still proving popular throughout England and is expected to grow to even greater favor.

New Feist Class "A" Songs

The following new publications recently issued by Leo Feist, Inc., New York City, are listed as class "A" or twenty cents a copy until June 30: "Two Busy," by Ned Miller and Chester Cohn, and "I'm Whim'n Home," by Rene Ruessell and Henry H. Tobias, now being featured by Gene Austin. On and after July 1 these songs are listed as class "B" or twenty-two cents per copy.
Karpen Cabinet Line
Is of High Quality
S. Karpen & Bros. Have Been Makers of Fine Furniture for Many Years and Experience Is Reflected in Line

Leo Karpen, of the well-known furniture manufacturing house of S. Karpen & Bros., has been a close observer of the progress of radio from its mechanical age to its present era of home adornment.

That the buying public wants fine furniture is visualized through the four large Karpen factories situated in Long Island City, Chicago, Michigan City and Los Angeles, which are necessary to supply the demand for Karpen-made furniture.

It is Mr. Karpen’s opinion that radio owners

World’s Classified Advertising

Any member of the trade may forward to this office a “Situation” advertisement intended for this Department to be printed, subject to approval of style, at agreed rates, to run at the rate of 25c per line. Rates for all other classes of advertising on application.

SALESMEN WANTED

We offer an exceptional opportunity to our salesmen who have a record of accomplishments and a radio jobber and dealer following. Liberal commissions with a future promotion to general or sales managership.

Read about our product in our ad in this issue.

Our distinctive automatic tuning device is a conclusive selling argument and eliminates competition. Good territory open. Apply by letter to—

Marti Electric Radio Co.
22 Central Ave.
W. Orange, N. J.

WANTED EXPERIENCED SALESMAN

On portable phonographs. In reply give territory covered, volume of business and references.

Petersburg Luggage Co., Inc.
Petersburg, Va.

LINES WANTED—Strong Pacific Coast Reproduction is offered of a manufacturer of merit by a financially able selling organization. Address Box No. 1468, Care Talking Machine World, 420 Lexington Ave., New York, N. Y.

POSITION WANTED—Phonograph designer and assembler would like to connect with his services with phonograph manufacturers. Six years in business. At present heading an assembly plant and designing phonographs for the individual requirements of consumers. Understands everything about the phonograph and process of reproduction. Have designed motors for phonographs, tone-arms, and reproducers, which have not yet been used. Will surrender these plans to be-employers for the consideration of the salary, if satisfactory and attractive. Address Box No. 1468, Talking Machine World, 420 Lexington Ave., New York.

SALES EXECUTIVE

With an excellent record of achievement in the radio and phonograph field, desirable to any manufacturer who is interested in the medium. Considerable experience in the United States and abroad. Personally interested in promotion, but for salary position. Will offer plans of his own development. Address Box No. 1468, Care Talking Machine World, 420 Lexington Ave., New York, N. Y.

Wilson Co. Celebrates Fortieth Year

Oshkosh, Wis., June 4.—The Wilson Music Co., founded in 1888, when Joseph Wilson and his son, E. S. Wilson, now president of the firm, purchased the music store of G. R. Lampard, observed its fortieth anniversary in business on May 24. The store is located at 178-180 Main street and the company has operated a branch store at Stevens Point for about seven years. In reminiscing on the business, Mr. Wilson said that when he first entered it organs were the popular big instruments and pianos were just coming into vogue. The guitar and banjos were the popular home instruments, he said, because they represented only a moderate expenditure.

Order Grebe Sets in Cardload Lots

Grebe sets are going out by the carload, according to an announcement from the head-quarter of A. H. Grebe & Co., New York City. The Grebe AC 6 Synchrophase radio receiver has created a wide market for itself. The accompanying photograph shows the May shipment of this model to the Doubleday-Hill Electric Co., Grebe distributors in Pennsylvania. This company, like the manufacturing organization, was one of the pioneer houses

Davega Will Open Big Broadway Store

To Open on June 22 at Forty-second Street and Broadway—Will Have Thirty-Four Departments

A new Davega United Sport Shop will be opened on June 22 at Forty-second street and Broadway. This important announcement was made by A. Davega, president of Davega, Inc., at a luncheon at the Hotel Commodore, on Tuesday, June 6, which Mr. Davega tendered to representatives of the trade and daily press. The Davega chain of stores retail Brunswick Panatropes, Freed-Eieltmam and Atwater Kent radios, and other well-known lines in the music-radio field.

The new store will be the largest store in the Davega chain and is strategically located at the busiest intersection of the city. Two private elevators will carry customers to the second floor, where the thirty-four departments of the store will be located.

It is planned to celebrate the opening of the store in an auspicious manner.

The C. A. Korten Music Co., which was formerly located in the Tyni Building, in Longview, Wash., has moved to new quarters on the ground floor of the Columbia Theatre building.

New Fada Representative

James D. Gibson has been appointed sales representative for Fada Radio in southern New Jersey and eastern Pennsylvania, with headquarters in Philadelphia. Mr. Gibson has had wide experience in radio work in many different sections of the United States, and is particularly well acquainted with the trade in the territory he has taken over for Fada.

Grebe Shipment to Doubleday-Hill Elec. Co.

in radio and has built up substantial business in Grebe radio in the Pittsburgh district.

OFF of the reasons for the outstanding success of A. H. Grebe & Co., New York City, is the compact design and attractive display of their receivers in the display space of their stores, which has resulted in the purchase of Fada radios where the store's original purchase price was not more than twice the cost of the Fada product.

Oscar Leach is the new manager of the Dallas-Television Department of Pixley Co., and is in charge of the Fada reception department. Mr. Leach has a reputation for being an expert in television.
Columbia Phon Co., Inc.

Mastersworks Series


Chopin (Centennial Edition)—By William Meckberg.

Dvorak (Centennial Edition)—By Julius Katchen.

Three Parts, on Two Records, 6724-D and 6724-D, 12-inch.

DANCE RECORDS

Sweet Mystery of Life—Waltz.

Mozart—The Marriage of Figaro.

Dance Albums—The Marriage of Figaro.

Bouquet—(Rimpianto) C.

Movement—(From "Wright"")—Waltz.

Understand;—JUNE—Louisiana Fuentes.

Rimpianto—(For "Wright")—Waltz by Harry Reser's Symphonists.

Improvise—Gloriana;—JUNE—Louisiana Fuentes.

Shake It—JUNE—Louisiana Fuentes.

Are—JUNE—Louisiana Fuentes.

The Voice of the Southland (Keeps Callin’)—Thelma Terry and Her Play Boys.

Dancing Solo—Louisiana Fuentes.

What’s the Reason?—(From "Greenwich Village")—JUNE—Louisiana Fuentes.

Its—JUNE—Louisiana Fuentes.

Lovers—JUNE—Louisiana Fuentes.

Tired—JUNE—Louisiana Fuentes.

for—JUNE—Louisiana Fuentes.

Song—JUNE—Louisiana Fuentes.

North—JUNE—Louisiana Fuentes.

MUSIC—JUNE—Louisiana Fuentes.

Song—JUNE—Louisiana Fuentes.

Oh, Baby—JUNE—Louisiana Fuentes.

The—JUNE—Louisiana Fuentes.
Edison Blue Amberol Records

4584 Old Plantation Medley

4584 Let a Smile Be Your Umbrella on a Rainy Day—Fox trot, with Vocal by Harry J. Aiken

599 You Can't Blame Me For Singing—Vocals by Johnny Herald, with Orchestra

501 Mary Ann—Favorit, with Vocal by Boston and the Capitols

513 My Ohio Home—Favorit, with Vocal Reprise

515 Sunshine—With Lilian York (The Radio Girl) and Vocal Reprise

517 The Judge Done Me Wrong—With Lilian York

520 Frankie and Johnnie

526 Kenyon Clement

526 John Ballard (Champion Old-Time Fiddler)

Okeh Records

LIST FOR JUNE 5

DANCE RECORDS

4108 Pity RAley City Over You (Tango), with Vocal by Her... (Place omitted) / and His Orch. Get Out and Get Under the Moon (Tan...)

4109 My Pet (Yelllow-Ace), with Vocal by Clyde and the Yelllow Aces. Rapid-Transforme... (Place omitted) / and His Orch. Get Out and Get Under the Moon (Tan...)

4112 Let All the World Sing (Hawaiian)-Vocal with Orchestra, and Vocal Reprise

4115 Indian Cradle Song (Kahoe-Wahoe)—Vocal Trio with Guitars (Place omitted) / and His Orch. Get Out and Get Under the Moon (Tang...)

4116 When I Was an Indian Chief (My Old Home)—Blue Ridge Trio with Guitars (Place omitted) / and His Orch. Get Out and Get Under the Moon (Tang...)

4117 Brandeis Blue Band (Fox trot), with Vocal by Fred Rice (Dance Orchestra)

INSTRUMENTAL RECORDS

4091 Quartet (Flute, Violin, Cello, and Bass) with Accompaniment

4093 Phillips Family String Quartet of New York (Arabian) in 2nd Movement

4097 Quartet (Flute, Violin, Cello, and Bass) with Accompaniment

4100 Quartet of the New York Symphony Orchestra (Arabian) in 2nd Movement

4105 Air from "Pier Amici" (Fleisch-Lehocz) with Vocal Trio (Place omitted) / and His Orch. Get Out and Get Under the Moon (Tan...)

515 Where the Boys Are (Bass), with Vocal Reprise

516 Where The Boys Are (Bass), with Vocal Reprise (Place omitted) / and His Orch. Get Out and Get Under the Moon (Tan...)

517 When I Was an Indian Chief (My Old Home)—Guitar Trio with Guitars (Place omitted) / and His Orch. Get Out and Get Under the Moon (Tang...)

518 Blue Ridge Trio with Guitars (Place omitted) / and His Orch. Get Out and Get Under the Moon (Tang...)

519 Brandeis Blue Band (Fox trot), with Vocal by Fred Rice (Dance Orchestra)
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD
Ready Reference for Salesmen, Dealers and Department Heads

The Radio Season Opens—(An Editorial) ........................................... 3
Features the Classics ................................................................. 4-9
Broadcasting Builds Radio Sales .................................................. 6-9
Selling Records to the Collegians ................................................. 8
RMA Defines Various Types of Radio Receiving Sets .................... 12
Developing a New Sales Field ..................................................... 16
Seattle Music Trade Adopts Code of Ethics ................................. 17
Florida Travels the Road to Business Recovery ......................... 20-21
Money-Making Suggestions for Ambitious Merchants ................. 24
Cuban Dealers' Trade-in Plan AIDS Business .............................. 25
Do You Know Your Cost of Operation? ........................................ 30
Profit-Winning Sales Wrinkles ..................................................... 32
Latest News of the Trade .......................................................... 32a-32b
Power of Concerted Action ........................................................ 32
Robbing Peter to Pay Paul .......................................................... 32b
Radio Commission Takes Action ................................................ 32b
New Business Comes First ......................................................... 32b
A Tie-up of Importance ............................................................. 32b

Big Things in the Offing ............................................................ 32b
Dangerous Ground ................................................................. 32b
Work for the Association .......................................................... 32b
From Twenty Lines of Radio to Four ........................................... 33-36
Summer Profits ........................................................................ 40
Creating a Record Demand for Finest Music ............................... 42
Cash Bonuses for Extra Effort Build Sales Volume ..................... 48
Annual RMA Trade Show and Convention—Contains Complete List of Exhibitors at the Hotel Stevens, Together With Illustrations of 1928 and 1929 Radio Products .......................... 46-74
1928-1929 Radio Line Not Exhibited at the Annual Trade Show .... 74
Market for Quality Record Is Fertile Ground for Dealers .......... 90
Annual Music Industries Convention ........................................... 158-160
In the Musical Merchandise Field ............................................. 167
Gleanings From the World of Music ............................................ 169-174
The Latest Record Bulletins ....................................................... 176-179

CORRESPONDENCE FROM LEADING CITIES

Present Carryola to Baseball Team
Max A. Cohen Inaugurates Sales Campaign by Presenting Carryola Master to Minneapolis Club on Opening Day

MINNEAPOLIS, MINN., May 31.—The opening of the baseball season in the city was taken as an opportunity to introduce to the local press Mr. Cohen backed this presentation up with a series of full-page advertisements in all the local papers. Although the Koblen establishment is primarily a jewelry shop the window-display space has been devoted to the Carryola line for some time. The accompanying illustration is an example of the attractive manner in which the Carryola portable is being presented to the public.

Will Represent Lektophone Abroad

The Lektophone Corp., owner of basic patents on controlled edge cone speakers, has announced the completion of negotiations with Standard Telephone & Cable, Ltd., of London, prominent electrical equipment organization, to represent the corporation in Europe.

It is said that the Lektophone Corp., together with Standard Telephones & Cables, Ltd., now owns and controls basic patents in practically every country in the world. Graham Aplon Co., Ltd., and Celestian Co., Ltd., major British radio and equipment manufacturers have been licensed under these patents and improvements.

United Opens Another Store

NORWICH, CONN., June 5.—The United Music Co., which operates a chain of music stores throughout the New England states, recently signed a long time lease for a store in this city where a complete line of musical instruments and radio receivers will be carried. Maurice Feldman, formerly manager of the Taunton store is being transferred to the new store.
EMPIRE

Tone-Arms—Reproducers
With Real
Tone Quality!

—and well made, too!

These two things—quality of tone and quality of manufacture—are essential in your tone-arms if your machines are to please the ear and eye and give years of reliable service.

Empire Tone-Arms will satisfy the most exacting requirements in these essentials. The many thousands of machines using Empire Tone-Arms bear testimony to this statement.

In addition to these models we have several other styles of tone-arms for portable and regular phonographs. There is an Empire Tone-Arm to fit every machine.

Write for quotations on your requirements. Empire prices are extremely reasonable.

The Empire Phono Parts Co.
Established in 1914
WM. J. McNAMARA, President
10316 Madison Avenue
Cleveland, Ohio

Premier Reproducer
Mexican Representative—Radio Fonografica Mexicana, S. A., Balderas 110, Mexico D. F., Mexico
1928-29

What

You'll be surprised

THOMAS A. EDISON, INC., ORANGE, NEW JERSEY