

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

Published Each Month by Edward Lyman Bill, Inc., at 420 Lexington Avenue, New York, April, 1927



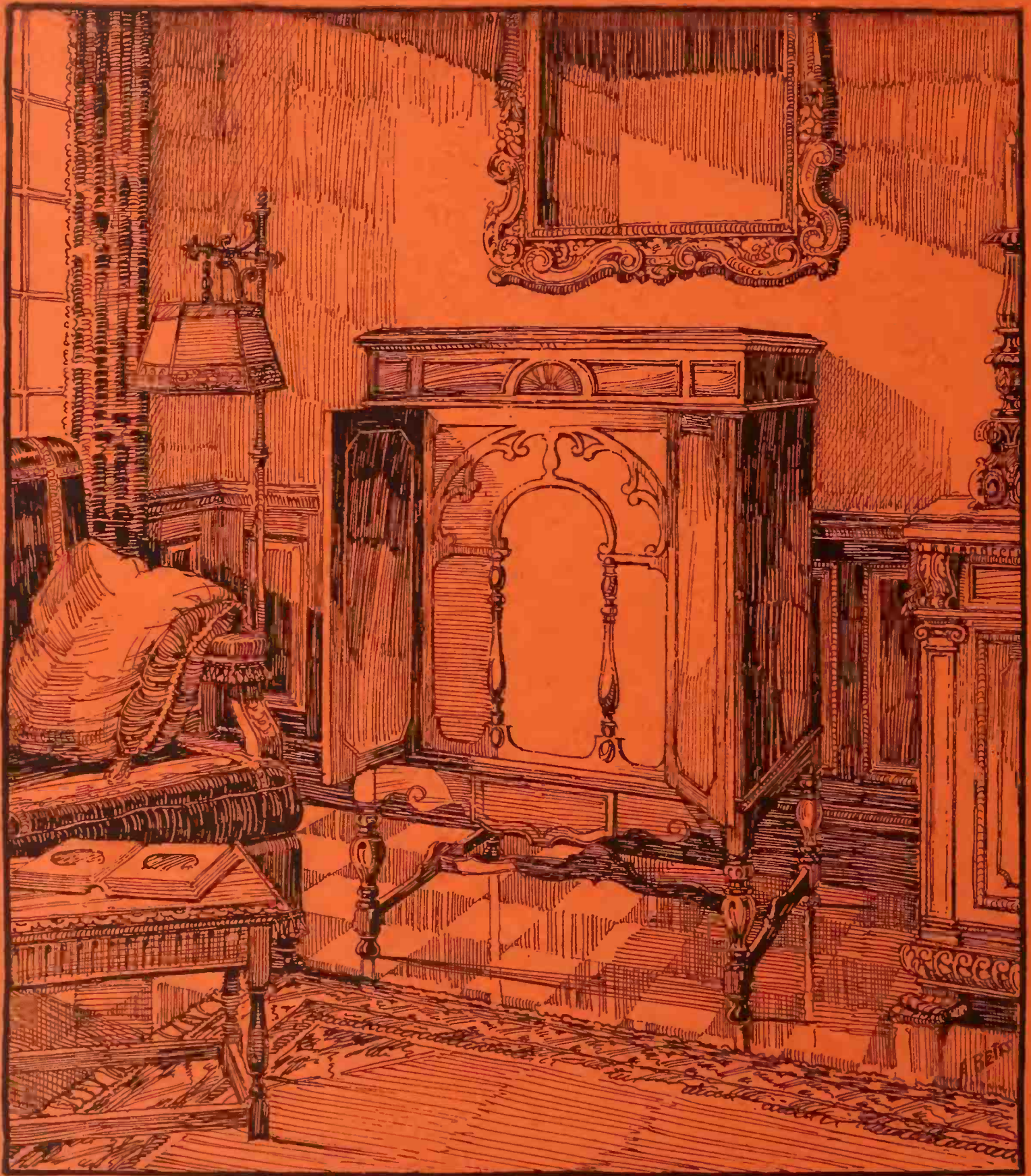
The BRUNSWICK

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See Liberty Magazine, April 9th
issue, for winners in the great
\$5,000 Prize Contest for a name
and slogan for Brunswick's New
Musical Instrument

Brunswick

SONORA
presents the
INTERMEZZO



Now, a full volume phonograph in a beautiful cabinet, and at a price which, like its cabinet design, is in keeping with the requirements of a greater number of homes. Two hundred fifty dollars.

The Talking Machine World

Vol. 23. No. 4

New York, April, 1927

Price Twenty-five Cents

Chain of Landay Bros. Music Stores To Handle the Entire Columbia Line

Eleven Stores Situated in New York City and Surrounding Towns, New Jersey and Connecticut Will Provide Outlets for the Viva-tonal Phonograph and Records—Ad Campaign Planned

One of the most important announcements in the metropolitan trade during the past month was that of the addition of the entire Columbia Phonograph Co.'s line of Viva-tonal phonographs and New Process Columbia records by the Landay Bros. chain of eleven retail music stores. This new connection gives the Columbia products outlets in practically every principal shopping center in New York City and in several nearby cities, including Jamaica, L. I.; Newark, N. J.; Hartford and Bridgeport, Conn.; Yonkers and Mount Vernon, N. Y.

Julian Shield, general manager of the Landay Bros. store, in an interview with *The Talking Machine World*, said: "There have been many inquiries at the various Landay stores for the Columbia Viva-tonal phonographs and for Columbia records. As the Landay organization is a public service corporation, whose aim is to give service to the public, we decided to add the Columbia products to the stock carried by our stores and will advertise the line extensively.

"Columbia records will be featured each week

in a distinctive advertisement which will appear in the music columns of the newspapers. This advertising will be different from the usual type of record publicity, as there will be given short descriptions of the music or the artist or the composer—in other words, material which will create a greater interest in the product and give the prospective purchaser reasons why he should include the record in his home library of records."

In connection with records, Mr. Shield said: "Too little publicity is given record releases, the great majority of dealers feeling that the unit price is too small to merit much consideration. They do not stop to think of the much smaller price of chewing gum or cigars, yet these products are advertised widely and bring big profits to dealers. Another angle of the record business is that it is a strictly cash transaction. Incidentally, I might mention that records are being pushed in all of the Landay stores, and the sales total for the months of January, February and March of this year showed an increase of more than 40 per cent over the same period of last year."

H. O. Drotning Joins Caswell Engineering-Laboratory Staff

All Tone Development Work for Caswell Mfg. Co. Will Be Under His Direction—Plans Close Contact With the Trade

L. B. Casagrande, vice-president of the Caswell Mfg. Co., Milwaukee, Wis., manufacturer of Caswell portable phonographs, announced



H. O. Drotning

this week that H. O. Drotning had joined the company's engineering and laboratory staff. Mr. Drotning, a veteran of the famous Red Arrow Division in the World War, has had a very interesting career, for, after being graduated from the engineering division of the University of Wisconsin, he traveled throughout the world, taking a keen interest in music and its allied branches.

Mr. Casagrande states that all tone development work for the Caswell Mfg. Co. will be under Mr. Drotning's direct charge and super-

vision, and, according to present plans, Mr. Drotning will visit dealers and jobbers throughout the country in pursuance of the Caswell Mfg. Co.'s policy to maintain a close trade contact and give its representatives maximum co-operation along manufacturing and merchandising lines.

I. H. Mitchell Is Federal- Brandes, Inc., Ad Manager

An announcement of considerable interest to trade circles was the appointment of Irving H. Mitchell as advertising manager of Federal-Brandes, Inc., New York, manufacturer of Kolster receiving sets and Brandes speakers. Mr. Mitchell succeeds LeRoy W. Staunton, who has undertaken new activities in the advertising field in Chicago.

Mr. Mitchell's wide experience as an advertising executive fits him particularly well for the responsibilities of his new position. He was associated for some time with the advertising agency of Thomas F. Logan, Inc., which was consolidated with Lord & Thomas under the name of Lord & Thomas & Logan. Latterly Mr. Mitchell has been advertising manager of the Dubilier Condenser Corp.

Mr. Mitchell is now busily engaged in considering advertising plans for Kolster sets and Brandes speakers during the fiscal year 1927 to 1928, and these plans include close co-operation with dealers and jobbers.

Larger Quarters for the Symphonic Sales Corp.

The Symphonic Sales Corp., New York, manufacturer of the Symphonic reproducer and Globe speaker, will move during the month of April to larger quarters on the same floor of the building it now occupies at 370 Seventh avenue. In its new home the company will have more than twice the floor space formerly available, with ample facilities to take care of

its rapidly growing business and give service.

J. W. Yoerger, formerly purchasing agent for a well-known manufacturer of radio products, is now occupying the same post with the Symphonic organization. R. D. Thomas, Pacific Coast representative for the Symphonic Sales Corp., was a recent visitor to the executive offices in New York.

Brunswick Co.'s Net Profit \$2,553,809.79 for Year 1926

Reports Big Gain in Net Sales and Surplus as Compared With Previous Year—Earned \$4.47 on Common Stock

The annual report of the Brunswick-Balke-Collender Co., Chicago, submitted recently to the stockholders of the company by B. E. Bensinger, president, is a distinct tribute to the remarkable accomplishments of the Brunswick organization in 1926, for during this year the company showed a net profit of \$2,553,809.79, as against a loss of \$720,512.03 for 1925. The net sales for the year amounted to \$29,017,124.80, showing an increase of \$5,645,156.30 over 1925. The current assets of the company as of December 31, 1926, were substantially four times the amount of the current liabilities.

The Brunswick earnings for 1926 were equivalent to \$4.47 per share on the outstanding common stock of the company, now on a dividend-paying basis of \$3.00 annually. The surplus on December 31, 1926, was \$3,822,687.32, as compared with \$1,736,478.56 surplus on January 1, 1926.

This annual report, which was received enthusiastically by Brunswick dealers throughout the country as indicative of the company's progress and activities for 1926, is a tribute to the worldwide popularity of Brunswick products, as well as the keen executive ability and judgment of the company's directors and executives. The Brunswick electrical instruments were accorded in 1926 the hearty approval of the industry throughout the world, and the company's plans for 1927 call for an important and far-reaching expansion in every branch of its business.

North American Radio Corp. Is New Zenith Distributor

Well-known Metropolitan Distributing Firm Secures Exclusive Territory in Brooklyn, Long Island, New York City, Except Bronx

An announcement of interest to the metropolitan radio trade is that the North American Radio Corp. has been appointed exclusive distributor of Zenith radio receivers for the counties of New York, Queens, Kings, Nassau and Suffolk. The North American Radio Corp., which is located at 1845 Broadway, is rated as being one of the foremost radio distributing firms in the Eastern territory and has represented the manufacturers of King radio receivers, Farrand cone speakers, Cunningham tubes, Eveready batteries, Argus electric radio receivers, Philco power units and other nationally known products.

Through its new connection the North American Radio Corp. distributes the Zenith line, which ranges in price from \$100 to \$2,500 and is licensed under the Radio Corp. of America patents in conjunction with the General Electric Co. and the Westinghouse Elec. & Mfg. Co., exclusively in Brooklyn, Long Island and New York City, with the exception of Bronx borough.

Success or Failure— Common Sense in Merchandising

Factors That Contribute to the Success or Failure in Retailing
Outlined by Dealers Who Speak With Authority of Experience

WHAT are the factors that contribute to the success or failure of a retail store?

One of the partners of a successful establishment, when asked what he considered most important in successful retail store operation, declared: "The first consideration is location. The store must be located so that the potential trade is sufficiently large to put the business on a paying basis. The best location, of course, is on a busy corner, and this is true whether the dealer operates in a neighborhood section or in the heart of the shopping district. The merchant who leases a store on a side street, away from the natural trend of traffic, might save money by closing shop. It is impossible for a retailer to change the shopping habits of the public. People go shopping in districts where there are several establishments and it is very difficult for the retailer located on a side street to excite the interest of prospects to the point where they leave the shopping center to visit his store. This is especially true when the merchant is faced with competition in his own field.

Select Your Merchandise

"The second point, and one that is of as great importance as location, is the merchandise. What chance do you suppose the dealer has of selling instruments costing in the neighborhood of \$1,000 to people of very limited means? A mighty slim one, I can tell you. Yet, there are many retailers catering to this class of trade whose stores are loaded with too expensive merchandise. These merchants make sales, to be sure, but so-called high-pressure salesmanship is a dangerous practice. You can talk a person into buying a talking machine that is too expensive for his or her purse, but securing the payments is a horse of another color. That means delinquent accounts and finally repossession, and when the latter takes place, the loss of a customer and a booster for the dealer. A talking machine

store operated on that principle is bound to fail.

"Along the same line of reasoning, it is ridiculous for a retailer who caters to prospects who are well fixed financially to handle a line or lines that have price as the main appeal. The retailer who caters to a mixed clientele must select his merchandise with the idea of appealing to the several classes of people with whom he expects to do business.

The Will to Serve

"Third, I believe courtesy and service are business builders for talking machine dealers. Make the person who comes into your store feel that you not only know your business but that you are really pleased to serve him and the chances are that sales resistance will be reduced to a minimum and the store earns a friend who may be instrumental in bringing about other sales. We have customers who have brought as many as three prospects to the store, and when this happens we are pretty sure to make a sale. The average man or woman appreciates courteous treatment and will go to some trouble to do business with a concern where his or her trade is appreciated. After all, you know, a customer deserves every consideration from the dealer. He is planning to spend his money in the store and he expects a square deal. If he does not get it in one store he will take his patronage to another. Yes, provided location and merchandise are right, the will to serve is the next requisite to successful merchandising."

The Cause for a Failure

Another dealer located his store on a side street, three long blocks from the shopping district, simply because he happened to own the building. The people in the district were mostly foreign-born and yet this dealer made very little attempt to build up a stock of records that appealed to them. His store was small and unattractive and there was really little inducement for people to make their

purchases there when, on their regular shopping tours, they found it more convenient to patronize the more up-to-date establishments in the business district.

A Far-Sighted Dealer

In Newark, N. J., there is a dealer who pays more than \$50,000 a year rent simply because the location is one of the best in the city for a talking machine and radio store. Thousands of people, both rich and poor and of all nationalities, pass the door daily, and there is a steady stream of customers into the establishment. Because of the diversity of tastes and financial standing of passersby, this store has an unusually large stock of various lines. Everything in talking machines, from the most inexpensive portables to the largest and most expensive instruments, is handled. Radio lines include the cheapest and most costly. The slogan of the store is: "You don't have to shop. We have the talking machine and radio set you desire." This dealer is making so much money that he is buying valuable real estate in the business district of Newark.

Common Sense in Business

The point is that neither of these two successful dealers is doing anything spectacular. They advertise and send out record supplements, to be sure, but the advertising is not unusual, and every dealer keeps his customers informed of the latest records by sending them the supplements, or at least he should. These merchants have used ordinary common sense in locating their stores, selecting merchandise and in conducting business. They have secured the services of average salesmen and have trained them to be courteous and obliging, and the results have been surprising.

A demonstration of the Automatic Orthophonic Victrola to an audience of invited guests was given last month at the Traylor Hotel, Allentown, Pa., under the auspices of Kramer's Music House, 544 Hamilton street.

"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 Wooster Street, New York



The cabinet of the PR 138-C is a masterpiece of design and workmanship.

In this newest combination of Brunswick Panatrope with Radiola Super-heterodyne, the most advanced discoveries in the fields of recorded music and radio are combined as a scientific unit.



The Finest in Radio and Recorded Music in One Superb Instrument

The Brunswick Panatrope with Radiola Model PR 138-C

THE new Brunswick Panatrope with Radiola Model 138-C combines the Panatrope with the 8-tube Radiola Super-heterodyne and thus constitutes the finest combination instrument known to the world today.

This superb Brunswick instrument is presented to the public for the first time in a full-page color announcement in *The Saturday Evening Post*, issue of April 16th. Be sure to see this advertisement. Special mats for your own use in your local papers furnished free on request. Write our Advertising Department.

To the Brunswick dealer, this wonderful new achievement of the electrical and acoustical sciences offers the outstanding sales opportunity of the year. This instrument is now on display at all Brunswick branches.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO

Annual Banquet of Talking Machine and Radio Men Voted the Best Ever Held

More Than 600 Members of Music and Radio Trades From New York, New Jersey and Connecticut, Together With Wholesale Representatives, Make Merry at Hotel Commodore

The annual reception and dinner dance sponsored by The Talking Machine and Radio Men, Inc., of New York, on the evening of April 6, and held in the main ballroom of the Commodore Hotel, was one of the most successful and brilliant of the several such events held by this organization. More than six hundred dealers as well as representatives from wholesale, manufacturing organizations, their wives and friends were present.

The association succeeded in presenting a long list of leading record artists who provided music for entertainment and dancing. The entire program was broadcast through Station WRNY, New York, and WODA, Paterson, N. J.

During the evening Irwin Kurtz, president of the Association, who was doing the announcing, introduced Harold Wrape, president of the Federated Radio Trades Association, Albert H. Behning, secretary of the New York Piano Merchants Association, and Assemblyman Mayer Alterman, who has been largely responsible for bringing about an amendment to the New York State Lien Law that protects the talking machine dealer who sells on the instalment plan. Another interesting event of the evening was the presentation to two fortunate merry-makers of a Stromberg-Carlson radio set, donated by Gross-Brennan, Inc., Metropolitan distributor of the Stromberg-Carlson radio line, and an Artone console phonograph, the gift of the Berg Auto Trunk & Specialty Co.

Among the artists who helped make the event a decided success were the following: The Goofus Five—Okeh; B. A. Rolfe and His Palais d'Or Orchestra—Edison; Fred Rich and His Hotel Astor Orchestra—Columbia; Clyde Doerr and His Saxophone Sextette—Columbia; Vin-

cent Lopez and His Orchestra—Brunswick; Ted Lewis and His Band—Columbia; Bar Harbor Society Orchestra—Columbia; The Cavaliers—Columbia; Ben Selvin and His Orchestra—Brunswick; Ben Bernie and His Orchestra—

Victor Co.'s 1926 Profits Amounted to \$7,983,094

Showing Exceeded Only Once in History of Corporation—New Sales Record—Surplus of \$4,151,852 Shown in Financial Statement

Net profits of \$7,983,094, a sum exceeded in only one previous year of the company, and net sales of \$46,662,103, which it has surpassed only twice, are shown in the annual report of the Victor Talking Machine Co. and subsidiaries for 1926 recently mailed to stockholders. There was a net loss of \$4,187,879 in 1925, due to the writing off of \$5,390,865 incidental to the disposal of old-type instruments and other charges.

President Edward E. Shumaker said in his report: "No stronger evidence of the remarkable response of the trade and the public to your company's new and vastly improved products could be presented than the results of the year as set forth in the consolidated statement of profit and loss."

The single year which exceeded the profit record for 1926 was 1916, when net profits aggregated \$8,679,250. The two years which showed greater net sales were 1920, with \$51,735,293, and 1921, with \$50,570,377.

The strong financial position of the company at the end of the year was reflected in total

Brunswick; Ernie Golden and His Hotel McAlpin Orchestra—Harmony; Fletcher Henderson and His Orchestra—Okeh; Radio Franks—Brunswick; Ponce Sisters—Columbia; Billy Day—Columbia; Harmonians—Harmony and others.

The get-together was one that will be long remembered by those present and reflects great credit on the program and entertainment committee. Mr. Kurtz and Byron R. Forster, the latter chairman of the year book and program committee, worked indefatigably in the interest of the annual party.

current assets of \$30,571,969, including \$6,365,260 cash and \$9,658,778 marketable securities, as compared with current liabilities of \$4,467,788, or a ratio of 6.8 to one.

The balance sheet at December 31, 1926, showed the position of the capital stock and surplus after giving effect to the plan of recapitalization of the company approved by the stockholders on January 17, 1927. This recapitalization followed the sale by Eldridge R. Johnson, formerly president and founder of the company, of his majority holdings in the company and resulted in the distribution of the stock among a considerably increased number of stockholders throughout the United States.

A comparison between the figures of capital stock and surplus at December 31, 1926, and after reorganization shows the following:

	Dec. 31, 1926.	After recapitalization.
Pfd. stock, \$100 par	\$ 6,900	\$ 6,900
Com. stock, \$100 par	34,611,399
*Com. stock, no par	16,842,365
Pr. pfd. 7s, \$100 par	20,766,780
†Cv. pfd. \$6, no par	12,113,955
Capital stock	\$34,618,200	\$49,730,000
Surplus	7,525,630	4,151,852
‡Cap. surplus	11,738,022
Total	\$53,881,852	\$53,881,852

*571,086.45 shares outstanding. †121,139.55 shares outstanding. ‡Arising from appraisal of land and plant at Sept. 30, 1926.

The company's direct export business showed an increase of 80 per cent for 1926 over the best previous year.

Peerless—

the Album



Two
Sales Winning
Styles

Peerless Artkraft Album

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album

Removable Pockets for Records

Peerless Record Carrying Case

This new way of carrying records to the camp, seashore and outing, appeals to every portable owner. It is a source of added record sales, as well, for the retailer.

Its low price makes selling easy. Now is the Portable and the Peerless carrying case season.



PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

Look! On Page 39 for the New PEERLESS Portable Phonographs



Vincent Lopez and his Casa Lopez Orchestra record exclusively for Brunswick



Bennie Krueger's saxophone figures largely in the huge success of his popular orchestra



Ben Bernie & His Hotel Roosevelt Orchestra, inimitable creators of unusual dance rhythms

Nick Lucas, "the crooning troubadour," who added England this past winter to his American conquests

Music's "Best Sellers" are on Brunswick "Light-Ray" Electrical Records

"Blue Skies"

by *The Merrymakers*

No. 3441

"Blue Skies" . . . "Mine"—male voices with piano. The Merrymakers. 3441

Every one in the music trades should get and hear this marvelous new Brunswick Record.

Here is proof anew that the best recordings of the best tunes are on Brunswick

THE Brunswick "Light-Ray" electrical recording story is being told again in the April 9th issue of Liberty Magazine.

Lucas, Lopez, Bernie, Krueger, The Merrymakers, Lyman, Richman — every one a "headliner" in the world of popular music—help to make Brunswick Records what they are.

The dealer who handles Brunswick "Light-Ray" Electrical Records has the best there is in the way of musical merchandise . . . and the aid of strong, consistent national magazine and newspaper advertising to help his sales.

It goes without saying that progressive Brunswick Record dealers are making money.

Brunswick

There Is a Sales Field for the Costly Models

The Brunswick Salon Finds It Easy to Sell Instruments Costing Thousands of Dollars

THE dealer who is making an effort to sell the higher-priced phonographs and combination phonograph-radio instruments must plan his sales campaign with a view to reaching and interesting people who can afford to spend the comparatively large sums of money involved. This is the policy that has made the Brunswick Salon, one of the finest establishments in the country devoted to the sale of phonographs and radio, and located on exclusive Fifth avenue, New York City, the shopping street of the wealthy from all over the world, successful. The Brunswick Salon, operated by Chester I. Abelowitz, who has been closely associated with the phonograph industry for many years, has become known as a store of art products in phonographs and radio, the Brunswick line of Panatropes and Panatropes-Radiolas being handled exclusively.

Prices Range From \$575 to \$6,500

It is interesting to note that the lowest-priced instrument handled by the Brunswick Salon is \$575, the prices mounting to the startling figure of \$6,500. The higher price ranges are for beautiful art cabinet models. Cash sales are numerous and orders are received for shipment, not only to all parts of this country, but to the entire world. Recently two Panatropes were shipped to Buenos Aires, Argentina; another instrument was sent to the American Ambassador in Berlin. Other sales for shipment to foreign countries included a Panatropes to H. H. Rogers, Jr., consigned to London. The Prince of Wales, who owns three Panatropes, has a standing order with the Brunswick Salon calling for the shipment of records each month. As this is being written the Brunswick Salon is negotiating with the Prince of Siam for the sale

of an instrument in a special cabinet, the company being a specialist in supplying distinctive cabinet designs.

Merchandising Art Products

The foregoing is interesting chiefly because it is concrete evidence of the effectiveness of the merchandising plan evolved by Mr. Abelowitz. How does he gain the patronage of this class of people? It is all very simple, according to this live dealer. In the first place the store must be properly located on a street that draws the shoppers of the elite, and this is true whether the dealer is doing business in New York City or any other community. The sales-promotion campaign must be directed exclusively to these people. The kind of copy that is getting excellent results for the Brunswick Salon emphasizes beauty of design and quality. A recent advertisement in the magazine section of a Sunday newspaper resulted in 128 inquiries by the first mail on the following Monday morning. A return coupon in the corner of the advertisement did the trick. These inquiries are listed as prospects and followed up by some high-class direct mail and even by telephone calls. The advertising of this firm also stresses the new electric age in sound reproduction and the fidelity of reproduction and urges a visit to the Salon for a demonstration in the artistic surroundings of that establishment.

Another prospect-getting plan that is under way now consists of securing the names and addresses of all Rolls-Royce owners, the assumption being that individuals who own this type of automobile will be interested in fine instruments in art cabinets. The Rolls-Royce owners will be circularized, the slogan of the campaign being: "You own the best in an automobile. You will also be interested to



Chester I. Abelowitz

own the best in a Panatropes-Radiola. We have it."

Few people who enter the Brunswick Salon refuse to leave their name and address, although often they request that they not be annoyed by having salesmen call. However, these names are listed as prospects and literature descriptive of the various instruments is mailed. If an interesting new instrument is received, which might prove interesting to a prospect, a telephone call often closes a cash deal involving a large sum of money. The morning Mr. Abelowitz was interviewed by the writer a \$575 cash sale of a Panatropes was made over the telephone, to a prospect who some time before had entered the store but who had indicated no strong desire to buy.

Disposing of Trade-ins

The Brunswick Salon does not hesitate to make deals where trade-ins are involved, with the result that many old instruments are taken from homes in which one of the fine new models is placed. This dealer, however, has no trouble in disposing of these old models. Although liberal allowances are made on old instruments, they are quickly disposed of through second-hand dealers. Something entirely new in selling these trade-ins has been successfully put over by Mr. Abelowitz. The establishment gets in touch with the superintendents of various factories, telling them about the instruments and giving the employes of these plants the first opportunity to make selections. This plan has resulted in many sales, approximately one hundred trade-ins having been sold in this manner during the last year.

Victor Co. Pays Dividends on New Preferred Stocks

Directors of the Victor Talking Machine Co. declared a quarterly dividend of \$1.75 a share on the old preferred stock, and initial quarterly dividends of \$1.75 on the 7 per cent. prior preference cumulative preferred and of \$1.50 on the 6 per cent. convertible preferred stock. The new prior and convertible preferred stocks were issued with new no par common stock in exchange for former outstanding \$100 par common stock.

Notable Houses Consolidate

The Knickerbocker Talking Machine Co., Inc., New York City, radio distributor, has announced its consolidation with the Schoverling, Daly & Gales Co., the oldest wholesale sporting goods house in America. A new warehouse with 52,500 feet of space has been leased, the location of which will be announced soon. In the meantime, the radio end of the business is being conducted from the headquarters of the Knickerbocker Talking Machine Co., at 831 Broadway, and sporting goods business with Schoverling, Daly & Gales at 302 Broadway.

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 Petmecky Phonograph Needles.



No. 602. Universal Receiver, Art Console. 6-tubes. Price less accessories but with external Cone Speaker, East of Rockies \$365; Rockies and West \$400; Canada \$475.



To the Stromberg-Carlson Telephone Mfg. Co.....

"A GOLD MEDAL: In recognition of the development and manufacture of a totally shielded radio receiving set free from coil pick-up and objectionable regeneration."

Sesqui-Centennial International Exposition



No. 5-A Cone Speaker. Violin wood soundboard. Price East of Rockies \$35; Rockies and West \$40; Canada \$45. Licensed under Lektrophone patents, 1271527 and 1271529. Others pending.

Leadership

CONFIRMED BY UNBIASED JUDGES

What thousands of Stromberg-Carlson owners have long been telling the world, has been officially declared, "There is nothing finer than a Stromberg-Carlson."

By its award, the greatest International Exposition since 1914 has endorsed every claim made by the Stromberg-Carlson Company for scientific total shielding which is the basis for the famed Stromberg-Carlson selectivity, distance ability and accuracy of tone.

The Stromberg-Carlson franchise means that its possessor represents a product honored by all and desired by all—and—that he represents a company trusted by all and respected by all. Such universally acknowledged leadership is not the fruit of sudden success. It has taken years of conservative, constructive effort to build it for the Stromberg-Carlson Company.

STROMBERG-CARLSON TELEPHONE MFG. CO.
ROCHESTER, NEW YORK

Stromberg-Carlson



Makers of voice transmission and voice reception apparatus for more than 30 years



Nation-wide Survey of Phonographs and Radios in Homes

1,839,313 Homes in Forty-eight States Reported on Ownership of
Phonographs and Radios in Survey Made by the Women's Club

ASK the average talking machine man in what State are the greatest number of phonographs in proportion to population and he will probably answer Massachusetts, New York, Illinois, or some State of similar standing. Yet, as a matter of fact, Minnesota has 85 per cent of homes equipped with phonographs, in cities of 100,000 population or over;

tant because it gives an indication of the type of cities in which there exists, apparently, the largest demand for various types of musical instruments and other products.

In the case of phonographs, for instance, cities of over 100,000 made the best showing, with a percentage of 60.3 homes owning such instruments, and those towns of under 1,000

with Telephone, Educational and Entertainment Facilities.

"This group occupied exactly seven lines on the questionnaire:

- "1. How many families shown by the telephone company records to have telephones?
- "2. How many families have automobiles as shown by tag or tax records?..... (Do not include trucks or delivery cars. Also count each family having an automobile as one, regardless of number of cars the family owns.)
- "3. What do the personal tax lists and the combined figures of sales by local merchants show as to the number of families who have
(a) Radio sets?
- (b) Phonographs?..... (c) Pianos?.....
- "4. What are the library facilities of your community?

"But the answers to these questions gave us the most intimate and the most human glimpse of life as it is led in the mass of our American homes which might be termed moderately prosperous, homes which are not darkened by actual poverty nor gilded with opulence, homes occupied by women like you and me, members of clubs, readers of good books and magazines, women who are seeking better conditions for their families and their neighbors. For it was in their cultural life, their recreations, their community contacts that we came closest to the family circles covered by the questionnaire.

"Before we go into details let me remind you that this survey covered every State in the Union and the District of Columbia, nearly eight million homes, representing over thirty-two million people. And in each of the communities included in the survey from one to a dozen clubs did the actual work of investigation.

"Some interesting comparisons present themselves as you study the summary for the entire country. Let us first consider communities of 1,000 population or under. In such communities 54.3 per cent of the homes are equipped with telephones; 60.5 per cent of the families in these communities own automobiles; 18.7 per cent have radios; 29 per cent have phonographs, and 36.9 per cent own pianos.

"Moving up to the class of towns between 1,000 and 2,500 we find that 58 per cent have telephones; 60.4 per cent automobiles; 19.9 per cent radios; 32.5 per cent phonographs, and 40.8 per cent pianos. In fact, in towns and cities the country over from 1,000 population to 100,000 or more, we find that more than 50 per cent of the homes are equipped with telephones and close to 60 per cent have automobiles, while the phonograph still ranks higher than the radio and in many sections it is a close race between the phonograph and the piano. The telephone reaches the highest mark—58 per cent in communities between 1,000 and 2,500, cities of 100,000 or more coming next with 57.7 per cent. The heaviest ownership rate in automobiles is found in communities of under 1,000 population, 60.5 per cent, while 60.4 is the percentage in communities of 1,000 to 2,500 population. The lowest mark of automobile ownership is reached in cities of 100,000 and over—54 per cent.

"The radio is supposed to be most popular and of greatest value to families living in

(Continued on page 11)

Use of Telephones, Automobiles, Musical Instruments and Radio
In Families Included in Survey

Telephones and Miscellaneous Equipment	Total	Population Classes of Communities								
		Under 1,000	1,000 to 2,500	2,500 to 5,000	5,000 to 10,000	10,000 to 25,000	25,000 to 50,000	50,000 to 100,000	100,000 and Over	
Telephones:										
States Represented	(1) 48	41	44	40	43	39	23	17	24	
Communities Reporting	(2) 1704	549	425	247	189	159	55	36	40	
Total Number of Families	6578013	71015	165856	221349	335769	605919	485643	665269	4027193	
Families Owning:	3714233	38576	96267	113358	177383	340178	264974	360187	2323310	
Number										
Percent	56.5	54.3	58.0	51.2	52.8	56.1	54.6	54.1	57.7	
Automobiles:										
States Represented	(1) 47	40	41	37	36	30	20	12	20	
Communities Reporting	(2) 1264	486	306	171	115	92	40	25	25	
Total Number of Families	4101581	60942	116142	156833	211310	356600	348449	453550	2397755	
Families Owning:										
Number	2285739	36844	70175	85765	124018	204689	208251	260182	1295875	
Percent	55.7	60.5	60.4	54.7	58.7	57.4	59.8	57.4	54.0	
Radio Sets:										
States Represented	(2) 48	39	44	38	37	30	18	11	8	
Communities Reporting	1283	526	353	176	105	66	27	18	9	
Total Number of Families	1996421	66618	133153	157718	183509	247774	239911	355380	612358	
Families Owning:										
Number	480637	12471	26555	29434	34264	61598	62126	94619	159570	
Percent	24.1	18.7	19.9	18.7	18.7	24.9	25.9	26.6	26.1	
Phonographs:										
States Represented	48	38	42	37	34	29	14	10	9	
Communities Reporting	(2) 1157	473	321	155	92	64	23	17	9	
Total Number of Families	1839313	59224	121689	136989	161433	245059	206766	326806	581347	
Families Owning:										
Number	849825	17189	39519	47702	55833	104119	93868	141189	350406	
Percent	46.2	29.0	32.5	34.8	34.6	42.5	45.4	43.2	60.3	
Pianos:										
States Represented	(2) 48	40	42	37	36	28	15	10	9	
Communities Reporting	1200	499	328	164	94	62	24	16	10	
Total Number of Families	1940183	62958	124056	144363	164815	231716	205976	318567	689732	
Families Owning:										
Number	782994	23250	50628	54007	61711	87343	88721	116491	500843	
Percent	40.4	36.9	40.8	37.4	37.4	37.7	43.1	36.8	43.6	

(1) And District of Columbia.

(2) The total number of communities reporting is larger than the sum of the several population classes listed because whenever data for two or more cities falling in different population groups could not be separated, the data for all were included under the population class of the larger city which still was counted as one in that class. All the cities, however, were counted separately in the total number of communities.

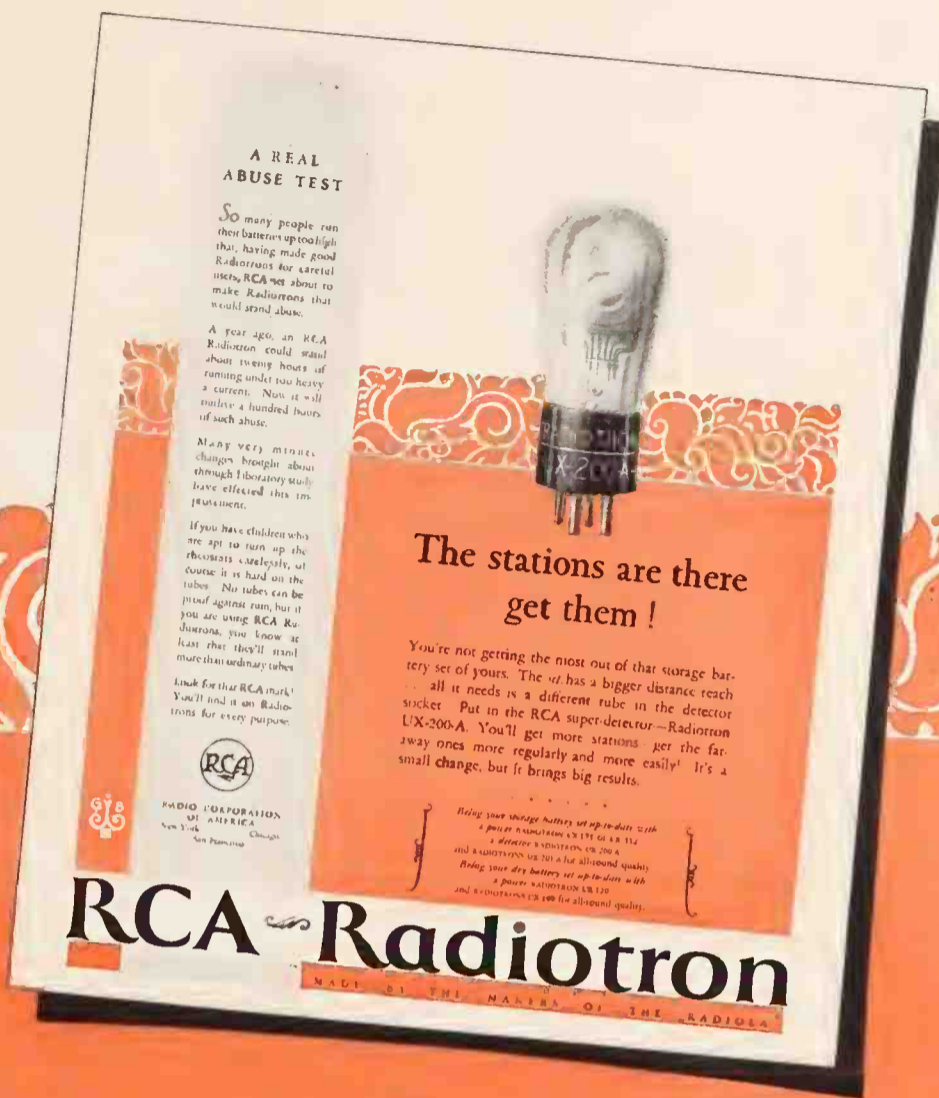
Oregon leads with 75 per cent of phonographs, in cities of between 10,000 and 25,000 population, and Tennessee boasts of the largest number of phonographs, 54.7 per cent, in cities of between 5,000 and 10,000 population. These and many other highly interesting and important facts were recently brought out in a nation-wide survey of American home equipment conducted by the General Federation of Women's Clubs, in conjunction with the Crowell Publishing Co., publisher of the Woman's Home Companion.

The extent of the survey will be realized when it is stated that 1,839,313 homes in forty-eight States reported regarding the ownership of phonographs, the percentage of homes thus equipped being 46.2, and 1,996,421 homes reported on radio sets, the percentage being 24.1. The results of the survey were carefully classified according to population, reports being made on towns of under 1,000 population, and cities and towns of from 1,000 to 2,500, 2,500 to 5,000, 5,000 to 10,000, 10,000 to 25,000, 25,000 to 50,000, 50,000 to 100,000 and over 100,000. The information gained is particularly impor-

tant because it gives an indication of the type of cities in which there exists, apparently, the largest demand for various types of musical instruments and other products. In the case of phonographs, for instance, cities of over 100,000 made the best showing, with a percentage of 60.3 homes owning such instruments, and those towns of under 1,000

came last with a percentage of 29. The same rule held good regarding radio sets, the largest percentages being registered in the larger cities, this, no doubt, being attributed to close proximity to the broadcasting stations. It is significant that in cities of over 100,000 there were more phonographs than telephones or automobiles, while in towns of under 1,000 automobiles came first, telephones second, pianos third and phonographs and radio sets fourth and fifth, respectively.

The results of the questionnaire are particularly well set forth by Mary Sherman, president of the General Federation of Women's Clubs, who wrote a series of articles on the survey in the Woman's Home Companion, one of the series being entitled, "Where the American Family Finds Its Recreation." In the article the writer said, in part, as follows:
"As I start to sum up the findings of the Home Equipment Survey conducted by the General Federation last year, I realize that the most illuminating answers to our questionnaire came from the group of inquiries which was the least pretentious: F. Equipment of Homes



RCA advertising each month of the year stands out vividly in color. Its story of quality is interesting and convincing. Its results show in profitable year-round turnover of dealers' stocks!

RADIOTRON UX-201-A	Detector Amplifier
RADIOTRON UV-198	Detector Amplifier
RADIOTRON UX-199	Detector Amplifier
RADIOTRON WD-11	Detector Amplifier
RADIOTRON WX-12	Detector Amplifier
RADIOTRON UX-200	Detector Only
RADIOTRON UX-200-A	Detector Only
RADIOTRON UX-120	Power Amplifier Last Audio Stage Only
RADIOTRON UX-112	Power Amplifier
RADIOTRON UX-171	Power Amplifier Last Audio Stage Only
RADIOTRON UX-210	Power Amplifier Oscillator
RADIOTRON UX-213	Full-Wave Rectifier
RADIOTRON UX-216-B	Half-Wave Rectifier
RADIOTRON UX-874	Voltage Regulator Tube
RADIOTRON UV-876	Ballast Tube
RADIOTRON UV-866	Ballast Tube
RADIOTRON UV-877	Protective Tube



Better manufacturing methods—better test methods—longer experience—pioneering. Result—RCA Radiotrons are better vacuum tubes. And better tubes backed by great year-round advertising naturally win the biggest sales.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

EACH THE LEADER

each with its own distinct

THE RADIOLA has out-sold other sets because it is built by the engineers responsible for the development and simplification of broadcasting. Because it combines the research and skill of 200 eminent scien-

tists and radio engineers of RCA, Westinghouse and General Electric. And because year 'round Radiola advertising features the RCA Authorized Dealer, with the constant reminder: "Buy with confidence where you see this sign."



The portable super-heterodyne

For the living room, or for camp, shack or beach. A self-contained six-tube super-heterodyne, finely made, with handsome

walnut cabinet. Greatly in demand with the increasing number of those who want a fine home set that is also portable.

Radiola 26, with 6 Radiotrons, \$225 list

RCA *~* Radiola

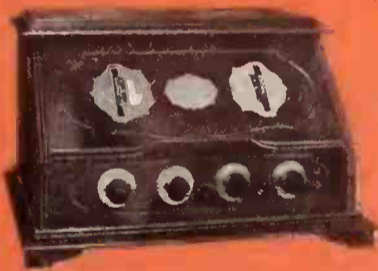
MADE BY THE MAKERS OF THE RADIOTRON

IN ITS FIELD

appeal to a class of buyers



At Right
 Radiola 28, with 8 Radiotrons, \$260 list
 RCA Loudspeaker 104, complete, \$275 list
 A.C. Package, for adapting Radiola 28 for use with RCA Loudspeaker 104 on 50-60 cycle, 110-volt A.C. lighting circuit, \$35 list
 Antenna coupler, for adapting Radiola 28 with outdoor antenna, \$4.25 list



Radiola 20, less equipment, \$78 list
The outstanding value in radio today regardless of price
 Compactly built and many times as selective as the average antenna set. Never before has so fine a set been sold at so moderate a price.

Your distributor will furnish an A. C. Drive Radiola 28, ready for connection to the RCA Loudspeaker 104, which reduces cost and time in installation.

The finest radio for finest homes

The supreme achievement of 1927 radio in every electrical, acoustical and musical characteristic. Far in advance of anything on the radio market. One sale of this combination yields more profit than sales of a half dozen cheaper sets. And takes less time and labor if the right prospects are selected.



Radiola 25, with 6 Radiotrons, \$165 list
Meets the demands of the most exacting listener

A six-tube super-heterodyne with the delicate parts sealed against dust and moisture in the "catacomb". Radiotron UX-120 in the output gives volume far in excess of the average storage battery operated receiver.

Buy with confidence



where you see this sign

RADIO CORPORATION OF AMERICA

NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

The loudspeaker that marked the beginning of musical realism in the home

NOTHING has even remotely approached this loudspeaker since it revolutionized the electrical reproduction of music over a year ago. Its fidelity in large and small tone volume led to the adoption of its new and exclusive principles by the leading phonograph makers, after exhaustive comparative tests.

Any good set gives an amazingly better performance with this loudspeaker. When adapted with Radiola 25 or 28 it eliminates all batteries. With any other set it does away with "B" batteries.

No prospect can resist the appeal of a home demonstration of this most remarkable achievement in the history of radio. It is one of those products which can be pushed to advantage every month in the year because every set owner is a prospect.

Remember that when you sell a 104 Loudspeaker, you are offering also a power amplifier and battery eliminator of the latest and most up-to-date design.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco



RCA
Loudspeaker 104
\$275 list
[For 50-60 cycle,
110 volt A.C. light-
ing circuit.]



RCA
"B" Battery Eliminator
(Duo-Rectron)
\$37.50 list

Silent, dependable power,
giving exact current for all
sets, large and small.



RCA Loudspeaker 100
\$35 list
Clear, through the whole
range of tone, at any volume.



RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Interesting Survey of Talking Machines and Radio Receiving Sets in Homes

(Continued from page 10)

isolated districts, or at least far from the centers of politics, education, culture and the fine arts, yet we find that in communities of less than 1,000 population only 18.7 per cent of the homes are equipped with radios, while in the two largest groups of cities is found the largest equipment, 26.6 per cent in cities between 50,000 and 100,000; 26.1 per cent in cities of 100,000 and over. Possibly, however, these figures may have changed radically since the survey was completed six months ago, for the radio is a young, lusty, pushing invention and may have increased its popularity by leaps and bounds.

"In talking machines the high mark is reached in cities of 100,000 and over—60.3 per cent, of which fact those of us who live in large cities can bear testimony. In cities of the same class pianos are found in 43.6 per cent of the homes. A study of these figures proves the growing popularity of the instrument which makes its own music without human hands.

"For the larger cities, that is, 100,000 or more, the State of Minnesota holds some interesting records; first in telephones with 82.5 per cent; second in automobiles with 93.7 per cent; first in phonographs with 85 per cent, and second in pianos.

"Going down the line a bit to cities with a population of between 10,000 and 25,000, Utah leads in telephones with 86 per cent; Oregon holds two records: automobiles, 94.3 per cent; phonographs, 75 per cent. Maryland leads in pianos, 95.2 per cent of her homes being equipped with this instrument. Rhode Island comes second with pianos in 80 per cent of her homes in such cities and also holds the record for radios in this class; 75 per cent.

"Looking into cities between 5,000 and 10,000 we find that Vermont holds three records: telephones, 90.9 per cent; radio sets, 50 per cent; pianos, 78 per cent. In cities of this size Michigan has the record for automobiles, 87 per cent, while Tennessee boasts of the largest number of phonographs, 64.7 per cent.

"In communities of under 1,000 Connecticut leads in telephones, 88.2 per cent, and in pianos, 54.5 per cent; while California holds three records for towns of this size: automobiles, 90.1 per cent; radios, 33.8 per cent; phonographs, 45.1 per cent.

"In contrast to Vermont with its 78 per cent of pianos, we find Nevada, in towns of similar size with populations of from 2,500 to 10,000, with only 25.6 of pianos, but with 85.7 of automobiles. In Nevada, too, 8.5 per cent have radios and 28.4 phonographs. The small towns of Iowa show a record of 43.3 per cent pianos, 36.6 per cent of phonographs and 26.7 per cent radio, while the sunny State of

California reports 34.9 per cent of pianos, 41 per cent of phonographs and 36.6 of radios, with automobiles at the high percentage of 61. In Delaware 33 per cent of families interviewed have pianos, while only 29.7 per cent have telephones, which makes an interesting comparison."

New Portable Victrola Is Announced to the Trade

Model 2-60 Has Several Outstanding and Distinctive Features—A Concealed Amplifying Chamber Aids Tone—Smart in Appearance

A new portable model Victrola, No. 2-60, was recently announced to the trade by the Victor Talking Machine Co. This new instrument is encased in a durable leather-finished fabric with the choice of finish in dark blue with a leather figured texture or brown with shark-skin texture. In size it is seven inches high, sixteen and a half inches wide, thirteen and a half inches deep and weighs twenty-two pounds.

Outstanding features of the model 2-60 include a concealed amplifying chamber, one of the latest products of the Victor laboratories, a built-in safety record container which holds twelve ten-inch records, a spring motor that runs eight minutes without rewinding and which may be wound while playing. The interior and exterior fittings are gold-finished and a genuine leather handle, flexible for carrying purposes, is provided. The 2-60 plays all Victor ten or twelve inch records. In appearance the new portable compares with the fine handbags now in vogue.

Newspaper Displays New Brunswick Instrument

PHOENIX, ARIZ., April 4.—An attractive exhibit of the new Brunswick musical instrument recently occupied the display space of the Arizona Republican, which is situated on the main street of this city. The window is six feet wide by four deep and is brilliantly illuminated at night. Local Brunswick dealers reported an increase of interest in the instrument due to the display.

Jane Tompkins a Bride

Jane Frederica Tompkins, secretary to Louis Sterling, chairman of the board of directors of the Columbia Phonograph Co., New York, was married last month to Burt Norton McConnell. Mr. and Mrs. McConnell spent their honeymoon at the Chateau Frontenac, Quebec.

Raymond H. Barker Given Important Columbia Post

Board of Directors of Columbia Phonograph Co. Elect Mr. Barker Assistant Secretary and Assistant Treasurer—Long With Company

At a recent meeting of the board of directors of the Columbia Phonograph Co., New York, Raymond H. Barker was elected to the office of assistant treasurer and assistant secretary of the company. Mr. Barker has been with the



Raymond H. Barker

Columbia organization since 1917, when he became a member of the staff of the late C. W. Woddrop, then vice-president of the company. In 1924 Mr. Barker was appointed assistant to F. J. Ames, treasurer and secretary of the Columbia Co.

Recent Additions to Sparks-Withington Co. Sales Staff

In the expansion of its sales staff, the Sparks-Withington Co., of Jackson, Mich., announces, through General Sales Manager Harry G. Sparks, a number of recent additions to the department's personnel. The additions include D. W. Murray, formerly of the Michelin Tire Co. staff; C. J. Hayes, whose prior service was with Osburn of Cleveland; R. S. Williams, former Dallas representative of the American Hammer & Piston Ring Co., and I. H. "Ike" Tusing, for the past five years with Fulton and Kingley-Miller. All have gone through the standard Sparton school of instruction in warning signal and radio lore and are now in the field. Mr. Hayes is definitely assigned to Middle Western territory and Mr. Tusing to the Southwestern district.

Charles J. Hopkins, manager of the foreign department of the Crosley Radio Corp., has returned to his desk after a long and severe illness.



National Record Albums

Made of the best materials and finished by experienced workmen

PORTABLE ALBUMS
ALBUMS FOR CABINETS
ALBUMS BOUND IN CLOTH or ART MISSION

Albums for Export Our Specialty

Write for list of 1927 styles and prices

National Publishing Co., 239-245 South American St., Philadelphia, Pa.

Music Taste Varies— How Well Do You Know Your Record Catalog?

By C. H. Mansfield

Manager, Phonograph and Radio Department, Fitzgerald Music Co.

IT is pitiful to see how little knowledge of the record catalog the average salesman possesses. Most salesmen have only a small list of some ten or twelve demonstrating records of various types—and, except in a most hazy, general way, beyond this little selection their knowledge of records ends. When this type of salesman comes in contact with a customer whose tastes run peculiarly in a certain out-of-the-ordinary channel, then he is completely lost and must depend upon a hurried search of the record catalog—and grope blindly for the records with which he hopes to build up the prospect's desire for the instrument. That's taking a terrible chance with business, isn't it? It's nothing short of "sales homicide."

Now, as pointed out before, unquestionably every salesman should have a selected list of ten or twelve outstanding records of various types of music to use in general demonstrating work—but his knowledge should not end there—it should take in the entire catalog.

When Knowledge Is Needed

It is during the home demonstration that a salesman's knowledge of records stands him in the best stead. If a salesman knows the record catalog, and if he has found out something definite concerning the prospect's tastes, then he can increase his chances for closing the deal by taking a great deal of care to select the very best numbers of the type that appeal to the prospect most. You must bear in mind that every record that appeals to the prospect is a step toward the consummation of the deal, so the importance of this selection of records is very apparent. The salesman should, of course, take a great deal of care to ascertain the exact tastes of every member of the family, so that every taste in the family may be appealed to, and, as before pointed out, you frequently find husband, wife and children with entirely different musical tastes.

One reason why many home demonstrations do not result in sales is simply because the prospect's taste was not appealed to strongly enough by the records sent out with the instrument. Any man who has been in the business for a number of years will bear out that statement.

Surely the logic of this is evident enough, yet so few salesmen will open their eyes wide enough to see it. They will continue to have the record girl make up a "general selection" of records to go out with the instrument for the home demonstration. No salesman should

ever be guilty of such carelessness—if he does not know the record catalog sufficiently well to make up a list of the proper numbers, then give the record girl detailed information concerning that prospect's musical tastes. He should then exercise a great deal of care in making up the selection of records to be used in the home demonstration, records that will help to fire the enthusiasm of the prospect and create desire for ownership of the instrument.

What Successful Salesmen Know

Now here is the big point—the very evident fact that successful phonograph salesmen have recognized for years—the most perfect recording ever made lacks appeal unless that recording is of the type of music and rendered by the type of instrument or artists that appeal to the customer. On the other hand, a recording which is not up to such a high standard of technical perfection, but which gives to the listener a type of music he likes, will create a much greater desire for the phonograph. As an extreme example—play a very fine recording of a jazzy dance number for the lover of opera—and they do not see its merits from a recording standpoint as they would from a record of an operatic aria, and vice versa. Therefore, unquestionably the most important thing to learn in demonstrating a phonograph to a prospect is what type of music appeals to that prospect most, and then if you know the record catalog you can readily select the best records of that type from both a musical and recording standpoint. For, as can easily be seen, if, during the demonstration you play only selections that appeal to the prospect, then quite naturally you will be building up a greater desire with the prospect for the instrument, whereas if the wrong selections are played, the prospect's desire and enthusiasm for the instrument will certainly not be increased, but, on the other hand, is very apt to wane, and consider how much more effective the records will be if they are not only of the type that appeals to the prospect, but if they are also better recordings.

Apprenticeship Training

If it were possible, I believe that the finest training any phonograph salesman could have would be an apprenticeship of about five or six months in the record department, where they would not only naturally acquire a knowledge of records, but by coming in contact daily with so many various tastes they would soon learn how to adapt themselves to and please these various tastes. This statement is based on ex-



C. H. Mansfield

perience, for I have always noticed that the men who have served such apprenticeships as a rule make the most successful phonograph salesmen.

The two most important selections to be played in a demonstration where several records are played are the first number and the concluding number so, therefore, much care should be taken in choosing these two records—you simply can't afford to make a mistake here.

Now that we realize how musical tastes vary, and how much it means in the creating of desire and the working up of enthusiasm, and the ultimate consummation of a deal to be able to play the right kind of records—how are you going to know just what records to play—even after you know the prospect's taste, unless you have a complete knowledge of music and the record catalogs?—and how are you to get that knowledge?

How to Study the Catalog

First of all, play over and become thoroughly familiar with a few numbers under each of the various headings listed previously—this should be merely your first easy step—after you become thoroughly familiar with these records then you should broaden your knowledge by getting as familiar with the entire catalog as possible. This can be done by carrying a record catalog with you at all times and reading it from beginning to end during your spare moments when you are at lunch or at home in the evenings, and playing at every opportunity records that you have not heard.

But do it systematically. Start at the very beginning and read every word, title, description, composer and artist—it may take some time, but it will be time well spent—and you will be paid for it many times over in the future. Too many salesmen think it only necessary to have a smattering of knowledge of the record catalogs—when actually a complete knowledge is one of the most important

(Continued on page 14)

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



Everybody's
TALKING MACHINE CO. INC.

MAKERS OF
HONEST QUAKER MAIN SPRINGS
 and
 A COMPLETE LINE OF
TALKING MACHINE REPAIR MATERIALS

810 ARCH STREET
 PHILADELPHIA, PA.



*We issue the most practical and complete
 catalog of repair materials in the industry.
 Cheerfully mailed upon request~*

WORLD'S LARGEST SERVICE INSTITUTION

Radio Association Elects Officers at Annual Meeting

Robert W. Bennett, of the Robert W. Bennett Co., Elected President of St. Louis Radio Trades Association—Officers and Directors

Robert W. Bennett, president of the R. W. Bennett Co., was elected president of the St. Louis Radio Trades Association at its annual election of officers last month. The other newly



Robert W. Bennett

The Board of Directors chosen for the ensuing year consists of Robert W. Bennett, Gus H. Cohn, Walter H. Dyer, Loren M. Wood, Melville B. Hall, Harold J. Wrape, George H. Niekamp, W. A. Ward, Samuel B. Singer, Julian E. Sampson, A. C. Brandt and Robert Kissel.

The retiring president, Harold J. Wrape, thanked the members for the splendid cooperation they have given during his presidency in the work of building up the organization to its present membership of 170 men.

Mr. Bennett reported on the proposed branch in St. Louis of the Federated trade school for the training of radio service men. T. E. Spencer, principal of the vocational department of the board of education, spoke on the proposed plan of the board for the installation of vocational training in St. Louis public high schools for radio service men. Plans were submitted to the members and the new directors, and it was decided to adopt and sponsor the St. Louis board of education plan for vocational training in the schools.

The Dodge Music Co., of Anacortes, has been incorporated at Tacoma, Wash., with a capital stock of \$50,000. Those interested are H. L. Dodge and Laurena Dodge.

National Broadcasting Co. Insures Employees

Group Insurance Plan Provides Life Insurance in Excess of \$500,000 for Approximately 200 Employees as Well as Nurse Service

Every employe of the National Broadcasting Co., which owns and operates WEAJ of New York City and in addition manages WJZ, New York; WRC, Washington, and KFKX, Hastings, Neb., is included in a group insurance plan just entered into which provides life insurance in excess of \$500,000. Approximately 200 employes will each receive a life insurance policy equaling the amount of his annual salary, with the provision that the maximum amount of any policy is \$5,000. In addition to paying the entire cost of the insurance program, the National Broadcasting Co., through an arrangement with the insurance company, will furnish sick or disabled employes with the services of trained visiting nurses.

How Well Do You Know Your Record Catalog?

(Continued from page 12)

requisites to successful phonograph selling. Two books that every phonograph salesman should read and study are the "Victor Book of the Opera," (whether you sell this make of instrument or not) and "The Common Sense of Music," by Sigmund Spaeth.

The former gives a sketch outline of over one hundred and ten operas and lists the Victor records of selections from the opera. If you do not handle the Victor, you can select the same numbers from your own catalog. You will find this book highly interesting as well as instructive. After you have read it from cover to cover and studied it you will find that you can talk interestingly and intelligently about opera to most anyone—and you will find in your work that such information will be a tremendous help to you on many deals.

The second book, by Sigmund Spaeth, you will find very entertaining and full of, as suggested by its name, musical common sense. Mr. Spaeth is one of the foremost music critics in America and he handles his subject in a most interesting manner.

With a knowledge of music, artists, and com-

posers, such as the record catalogs and the two last-named books will give you, you are in a much better position to create interest in, and build up desire for, a phonograph with your prospect.

Practical Salesmanship

Now please do not get the wrong impression by the foregoing statements concerning a knowledge of music—it does not necessarily mean that the musical highbrow who has made a life study of music would be naturally equipped to sell phonographs. As a rule, such a person is entirely too biased in his opinions—he could not consider the tastes of the lover of jazz or popular music—he would unconsciously let his own taste assert itself and not consider the taste of the prospect. It is very fine indeed, and quite necessary, if we would build a secure foundation for our business, to educate our customers to better music after they have purchased an instrument, but never try to do such a thing before the deal is closed; if you do you are apt to cool their enthusiasm for the instrument and very often embarrass them if their tastes run to jazz, even though you very subtly and diplomatically intimate that their musical tastes are below par. A higher musical education should come to the owner later through the record department.

You want to remember at all times that your object is to please the customers—to give them what they like and want—and for the time you must forget completely your own musical tastes. Therefore, in order to be in a position to give the customer the type of music he wants and in order to please all tastes you must have a knowledge of all the music recorded on records.

Only a thorough knowledge of the record catalogs will equip you to successfully play on the tastes of the customer, for it may often be necessary for you to produce any number of records of a particular type of music in order to finally sell your prospect on the idea of an instrument—particularly in the case of a home demonstration, when several records are sent out with the instrument.

Wide Difference in Musical Taste

Remember each customer represents a different personality, and a different taste—in one family you may even find three or four entirely different tastes—all of which must be played upon if the deal is made and you simply are not prepared to do this successfully unless you have made a complete study of the record catalog.

The importance of this phase of phonograph selling cannot be too strongly emphasized, for it is most important of all; it will affect your success more than any other one thing. Study the record catalog thoroughly and keep on studying it; make it a point to hear every new record issued—not just those that appeal to you most, but hear them all and make mental notes of them for future use in demonstration, for as has been pointed out before, you can never tell what type of customer you are going to have next, so be prepared for all types and a thorough knowledge of all records will keep you constantly prepared to successfully sell the idea of a phonograph to any one.

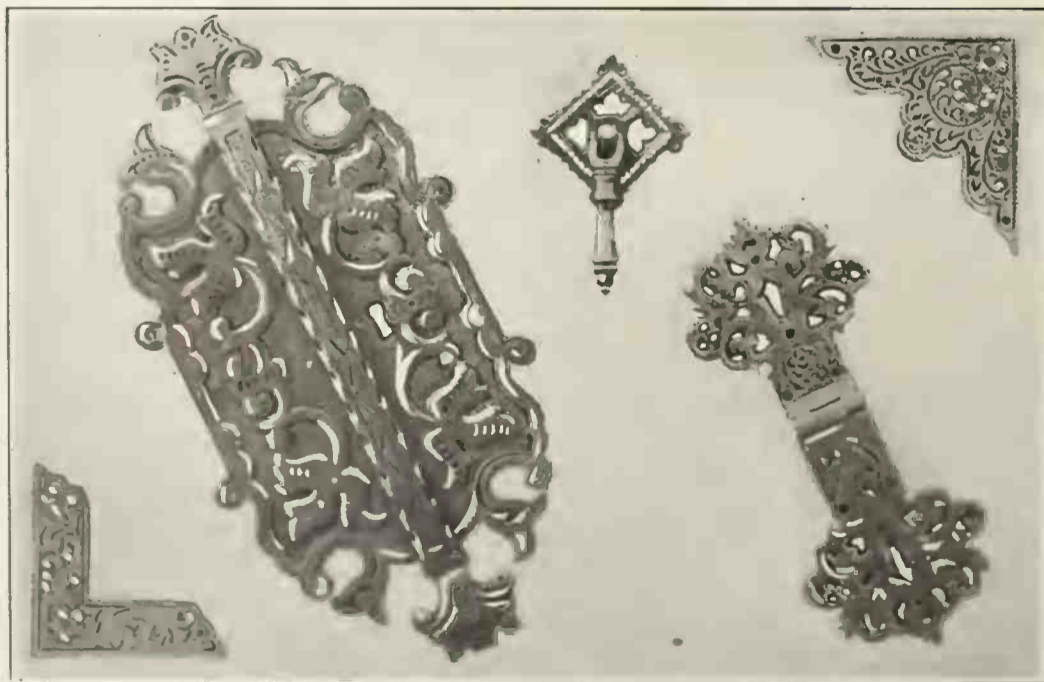
L. S. Baker Elected to Important Ass'n Post

Executive Secretary of Broadcasters' Ass'n Elected Executive Vice-President of R. M. A.

In order to insure co-ordination between the manufacturing and broadcasting branches of the radio industry, L. S. Baker, executive secretary of the Broadcasters Association, has been elected executive vice-president of the Radio Manufacturers Association, thus assuring a continuous liaison between the two organizations. The two associations will maintain offices in New York and Chicago, and also contemplate opening headquarters in Washington.

FULL LINE of HARDWARE

For Radios and Phonographs



H. A. GUDEN CO., Inc.

87 WALKER STREET

NEW YORK, N. Y.



For Your Protection!

KING Dealers Get Every Inquiry

A "KING" dealer contract means just what it says. When we grant an exclusive territory, it is exclusive. Every inquiry from that territory is referred to you. Every lead is given to you promptly.

All this is made certain by the system pictured above. Every letter we receive (except those from our dealers) is checked against our master maps. Signals are attached to the letters showing territory and dealer's name. Then we make sure that that inquiry, or that bit of information, is passed on at once. For time is of importance if the dealer is to realize full benefit from the lead so referred.

Absolute protection, made sure by "King" methods, means more profit for you.

Plus this adequate guarantee of territorial rights, we offer you:

- 1 A thoroughly good line of band instruments and saxophones. You know "King" quality.
- 2 Intensive, persistent advertising. National magazines and "class" publications carry the "King" story to your customers every month.
- 3 Maximum discounts.
- 4 An adequate financing plan for the handling of time-paper.
- 5 Intelligent co-operation. Direct mail campaigns, display material, forceful catalogs, imprinted literature—these are just a part of the "King"-planned co-operative selling service.

Every feature you seek is offered to you in the "King" dealership contract

Many good territories are still open. Each week makes that number less. Our mutual profit suggests a discussion of your territory now. *May we have that opportunity?*

THE H. N. WHITE CO.

5215-86 Superior Avenue
CLEVELAND, OHIO

Makers of

"KING"
BAND INSTRUMENTS



THE H. N. WHITE CO., Makers of King Band Instruments
5215-86 Superior Ave., Cleveland, Ohio

Send your latest catalog and discount sheet along with complete information on the "King" Agency.

Also send information about your plan for financing sales.

Name of Firm _____

Individual _____

Address _____

City _____ State _____

Dealers Can Help "Clear the Air" by Offering Suggestions to Commission

Federal Radio Commission Already Actively at Work Preparing Plan of Campaign—Talking Machine World Will Co-operate With Trade by Passing Along Ideas for Improvements

The Federal Radio Commission appointed following the passage of the Radio Control Bill, which has for its purpose adjustment of broadcasting for the benefit of the public and the industry, has begun to function. The chaotic condition existing because of too many broadcasting stations operating on the same wave band will be eliminated.

The proposed plans will not only permit the public to enjoy its radio programs, but the effect of this on the retail radio trade should be felt in increased interest in radio, with a consequent improvement in sales and a general stabilization of the business. Talking machine dealers throughout the country have millions of dollars invested in radio stock and anything that aids them in profiting by their investments is of vital importance; so important, in fact, that no dealer who operates a radio department can afford to sit back without making an attempt to aid the Commission. While it is neither possible or feasible for retailers to actively work with the Commission, they can and should make known to that body their ideas on ways and means of facilitating the good work.

The Talking Machine World will actively co-operate with dealers and welcomes suggestions from the trade, which will be forwarded to the Commission in Washington. The Commission is just beginning to function and there is a vast amount of work before it in straightening out the broadcasting tangle, and ideas will be welcomed, provided they are constructive.

There are evils existing in broadcasting today with which dealers are thoroughly familiar. The dealers know that this is hurting their business. They must realize that anything that detracts from the enjoyment of radio by the public is harmful to retail trade. And they must also be aware of the fact that elimination of any of these conditions which are causing dissatisfaction with radio broadcasting in the end will influence the large part of the public that does not own a radio. Every individual who is not a radio set owner is a prospect. And anything that presents radio in an unfavorable light retards sales to these people. The passage of the Radio Control Bill and the appointment of the Commission is the most important move made in the interest of the radio trade in the history of the industry and it is up to retailers to get behind the Commission in every way pos-

sible, mainly through constructive suggestions.

The Talking Machine and Radio Men, Inc., one of the most active associations in the country, whose membership is composed of retailers, wholesalers and manufacturers, will co-operate with the Commission to clear the broadcasting situation. Irwin Kurtz, president of the association, has asked the members the following question: "What stations should be eliminated, and what other regulations should be enacted

by the Commission to rectify the present unsatisfactory condition?" The other associations throughout the country should make an attempt to secure the views of the members and the suggestions should be forwarded to the Commission.

The Commission is seeking suggestions in an effort to adopt policies concerning the broadcasting situation which, when put into effect, will render the most valuable service to the listening public. To facilitate matters it is suggested that proposals be confined to widening of the broadcasting band, limitation of power, reducing frequency, separation, simultaneous broadcast with same frequency, time division, consolidation of broadcasting service and limiting number of stations.

Association Aids Dealers to "Choose the Best Selling Radio Receiving Sets"

Members of Northwest Radio Trades Association Get Some Constructive Tips on the Kind of Merchandise to Handle—A Dozen Rules That Lead to Greater Profits for Dealers

Among the valuable services performed for its members by the Northwest Radio Trade Association is the publication of a series of articles dealing with problems of the dealer from the time he chooses his location until he counts up his profits. In a recent issue of the Northwest Radio News, published by the trade body, an article titled, "How to choose the best selling radio sets" appeared. It reads in part:

This season will see a lot of new dealers going into the radio business and quite a few old ones will be changing their lines. How to choose a line of sets to sell is a very vexing problem, but we believe there are some fundamental rules in choosing a line of goods to sell that it will pay the dealer to follow. Here are a dozen rules that might well be followed:

First: Secure exclusive sale of the line for your town or territory. This gives you a franchise and the benefit of all advertising of that particular line.

Second: The line should contain a range of prices of at least \$75.00, \$100.00 and \$150.00 complete with all equipment. If one line does not contain this range other lines should be secured to complete the range. There is a profit in selling this range of sets that is worth your effort.

Third: Insist on the goods being guaranteed by the jobber and manufacturer so that you can guarantee them to the consumer in turn. Do not be unreasonable in adjustments, but insist on a fair deal.

Fourth: Ask for price protection against decline of at least thirty days from date of purchase of each order. This insures you against loss.

Fifth: Buy lines of goods that are advertised in local newspapers, farm papers or magazines besides the national magazines. Good will advertising that is not supplemented by direct local advertising does not bring in the direct local returns.

Sixth: Deal only with the older established manufacturers and jobbers. Benjamin Franklin's saying, "Never the first to take up a new thing or the last to drop an old one" is good advice to follow. There are enough jobbers in the business now to take care of it in the future.

Seventh: Ask your jobber and manufacturer what he is doing to help promote this new business of radio outside of a little advertising. A great many are doing nothing. They should be either giving some support to broadcasting or helping some dealer association fostering new inventions, participating in radio shows, furnishing good artists to perform over the radio or assisting in some way in the advancement of radio.

Eighth: Pick the line of sets that maintains a standard list price in all stores throughout the year, and can be purchased at a standard maximum discount from the jobber. Beware of the too long discounts offered, which breeds price cutting and demoralization of the market. The biggest sellers in other lines of merchandise in the world are often sold to dealers at the shortest discount if there is a sufficient demand for them to guarantee a big turnover.

Ninth: Better deal with jobbing houses who can also supply you with tubes you prefer as jobbing houses have a great way of favoring customers who buy a complete line of goods from them. You are also in better position to demand the best of service from such jobbers. Beware also of the old hackneyed phrase that "We can give you the best service possible." It means nothing. Ask the salesman to specifically state what he means by "Service."

Tenth: Insist on the sets being made of good quality materials, good workmanship, design, together with clearness of reception, selectivity and good volume.

Eleventh: Buy enough stock to be well supplied at all times. The reason that mail order houses are getting a hold in some territories is that local dealers will not carry a representative stock of goods to offer the customer a chance to make a selection. Do not depend upon the parcel post to keep your stock up.

Twelfth: Beware of those manufacturers who dumped thousands of sets on the market last Spring at any old cost just to get rid of them.



Phonographs and Radio Cabinets

STYLE 21
Genuine Mahogany or Walnut only.



STYLE 17
Genuine Mahogany or Walnut Phonograph only



STYLE 21-B
Same with both top panels hinged to accommodate Radio Panel.



STYLE 1
Gum Mahogany, Golden or Fumed Oak.



STYLE 85—RADIO CONSOLE
Accepts Panels Up to 8x26 Inches.



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



These illustrations show several of the many late models of our line, which have been redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

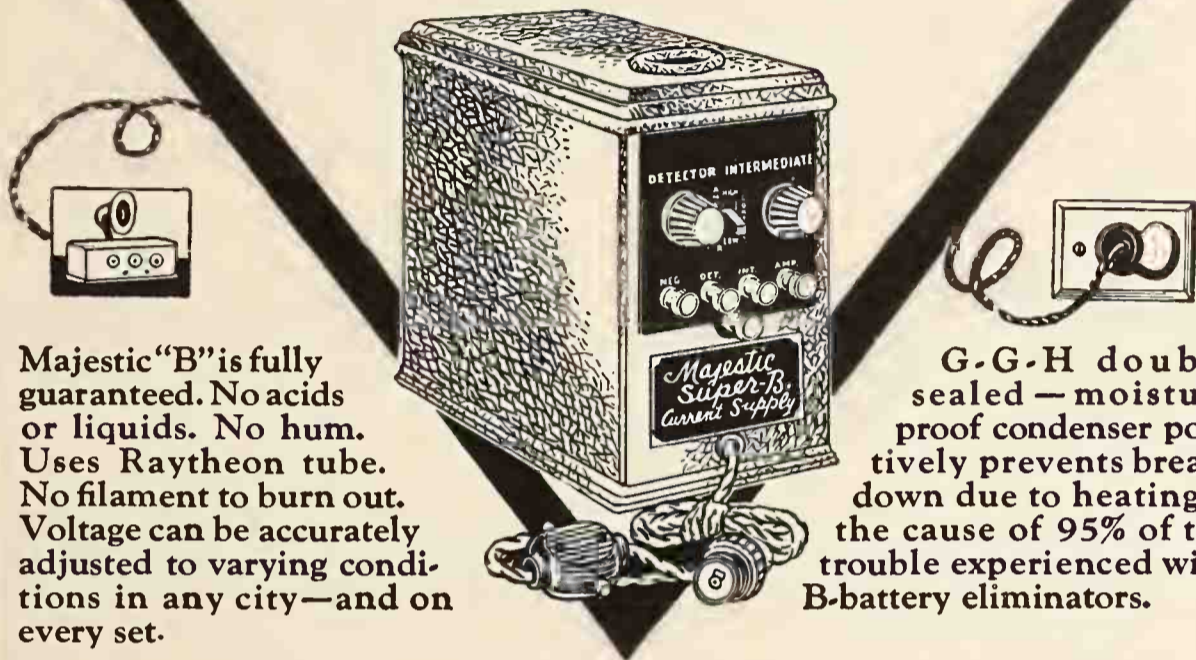
Excel Phonograph Manufacturing Company
402-414 West Erie St., Chicago, Illinois

It will never "Run Down!"

Majestic "B" Current Supply

delivers pure direct current-from your light socket

**"B" Power at full strength
any time-and all the time**



Majestic "B" is fully guaranteed. No acids or liquids. No hum. Uses Raytheon tube. No filament to burn out. Voltage can be accurately adjusted to varying conditions in any city—and on every set.

G-G-H double sealed — moisture proof condenser positively prevents breakdown due to heating—the cause of 95% of the trouble experienced with B-battery eliminators.

When you buy a Majestic "B" you say "Good-bye" to trouble

caused by poor "B" power. Majestic gives you an even, continuous flow of "B" current today, tomorrow—whenever you turn on your set. It's economical, too. When you put a "Majestic" to work it stays put. You'll never have to "replace" it as you did "B" batteries. Majestic's first cost is low, and the upkeep only a fraction of a cent per hour.

To know how good, really good radio reception can be, try a "Majestic" on your radio set. Your dealer will arrange a trial without obligation to buy. Phone him today.

Majestic Standard-B
Capacity, nine 201-A tubes or equivalent. 45 miliamperes at 135 volts.

\$26.50

West of Rocky Mts., \$29.00
Raytheon Tube \$6.00 extra

Majestic Super B

Capacity one to twelve tubes, including the use of power tubes. 45 mils. **\$29.00** at 150 volts..

(AS ILLUSTRATED)

West of Rocky Mts. \$31.50
Raytheon Tube \$6.00 extra

Majestic Master-B
Positive control of all output voltage taps. For sets having high current draw or heavy biasing batteries. 60 mils. at 150 volts.

\$31.50

West of Rocky Mts. \$34.00
Raytheon Tube \$6.00 extra

Can Be Purchased on Deferred Payments

GRIGSBY - GRUNOW - HINDS - CO. 4558 ARMITAGE AVE. CHICAGO-ILL.

This is a reproduction of advertisement appearing in newspapers and leading radio publications, to help you sell Majestics.

Stromberg-Carlson Tel. Mfg. Co. Reports 1926 the Best Year in History of Company

Annual Statement Shows Net Profits of Almost One Million Dollars for Twelve Months Ending December 31, 1926—Combined Assets Total \$7,049,740—Big Surplus Increase

The annual report of the Stromberg-Carlson Telephone Mfg. Co. for the year 1926 was issued recently at Rochester and showed that business for the twelve months of last year was the greatest in the long career of the organization, showing net profits of almost one million dollars. The radio division of the company, which is comparatively new, having been established four years ago after the company's forty years' experience in making telephone apparatus, showed a splendid volume of sales—the Stromberg-Carlson radio apparatus ranking among the leaders in all parts of the world.

The report shows earnings of \$4.60 per share plus an increase of 21 per cent in the net worth of the company; the combined assets as of December 31 totaling \$7,049,740. During 1926 the

surplus was increased by \$971,263 to a total of \$2,287,998, showing a gain of 42 per cent in the reserve funds. All classes of products showed sales increases, the total increase amounting to 43 per cent over 1925. The company's investment in new plant facilities is reported at approximately \$260,000, apart from the amounts bestowed to surplus, and comprises the completion of a second wing for the plant and the commencement of the third and fourth wings.

Royalty payments under the Neutrodyne patents by the Stromberg-Carlson Tel. Mfg. Co. to the Hazeltine Corp. are said to have amounted to a larger sum than was paid by any other licensee. The company shows an unbroken cash dividend record since 1916. The stock of the company is owned mostly by employees.

Delano, Flint & Tremblett Will Represent Badger Co.

The Badger Talking Machine Co., Milwaukee, Wis., announced on April 2 the appointment of Messrs. Delano, Flint & Tremblett, Chicago, Ill., as members of its sales staff. These three well-known sales executives, together with the present Chicago salesman for the Badger Talking Machine Co., A. F. Scannell, will represent the Badger Talking Machine Co. in Chicago territory. This sales force will have offices in the Sheridan Trust Building, Broadway at Lawrence street, Chicago, Ill., and will offer a complete service to Victor dealers.

Fred A. Delano was for many years identified with the Victor Talking Machine Co., and V. K. Tremblett for a number of years identified with Victor activities in the Middle West. A. F. Scannell has been associated with the Badger Talking Machine Co. for three years as Chicago and suburban representative.

The firm of Delano, Flint & Tremblett, Inc., represents the Bell & Howell Co., Chicago, manufacturer of Filmo motion picture cameras and projectors for the home, covering Illinois, Indiana, Michigan and Wisconsin.

W. C. Fuhri Finds Better Business at Many Points

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., returned to his desk recently after a visit to various trade centers, including Chicago, Milwaukee, Memphis, Cleveland, Pittsburgh, Baltimore and Philadelphia. While on this trip Mr. Fuhri visited Columbia branch managers and dealers in these trade centers, keeping in close touch with activities in the Columbia organization, as well as in the phonograph industry as a whole.

In a chat with The World Mr. Fuhri stated that he found general conditions satisfactory, with Columbia dealers closing a healthy sales volume considerably in advance of 1926. In February the Columbia Phonograph Co., Inc., showed 70 per cent increase in machine sales as compared with January, with March figures equally gratifying. Record business has been keeping well ahead of 1926, month after month, and the phenomenal success of Beethoven Week, sponsored by the Columbia Phonograph Co., Inc., was reflected in the country-wide demand that week for Masterworks records.

L. D. Heater Co. Now a Carryola Distributor

The Carryola Co. of America, well-known manufacturer of the Carryola Master and other models, reports the addition to the Carryola family of the L. D. Heater Co., Portland, Ore., one of the largest jobbers on the Pacific Coast.

The L. D. Heater Co. maintains, in addition to the home office in Portland, a branch in Seattle, Wash. This company does an extensive business in Washington and Oregon and enjoys a well-deserved popularity among the trade. It has always been a big user of portables. A substantial stock will be carried at both Portland and Seattle branches.

Lloyd L. Spencer Visiting Amplion Plants in England

Lloyd L. Spencer, general sales manager of the Amplion Corp. of America, New York, manufacturer of Amplion loud speaker products, sailed Friday, April 1, on the S. S. "Majestic" for a six weeks' trip abroad. Mr. Spencer will make his headquarters at the Amplion factories in England and will also visit the leading cities on the Continent. He is visiting Europe in order to gain first-hand knowledge of Amplion plans for expansion during the coming season.

The Value of a Good Name

To the dealer interested in beginning or increasing the sale of band and orchestra instruments the name Buescher has an intrinsic value that can actually be measured in dollars and cents.

For, to the musical public, both amateur and professional, the name Buescher stands for confidence—pre-assurance of quality, perfectness and beauty.

While to the dealer is reflected the prestige of the Buescher name, in easier selling, lower selling costs, more sales, and greater profits cleared.

*Write for the Buescher Dealer or Agency
proposition. Cash in on the
value of a good name*

Wholesale Department

Buescher Band Instrument Co.

Elkhart, Indiana

BUESCHER
True Tone
Band and Orchestra
INSTRUMENTS

Columbia

Announces

**The sixth of a series
of advertisements /**

*2 pages facing
in color
in*

**THE SATURDAY
EVENING POST**

This Advertisement Appears in *THE*

The New Viva-tonal

COL

The Viva-tonal Columbia

Think of all you ever imagined a phonograph might be, but never was.

Then discard all you ever knew about phonographs, except that they play records.

Then rebuild in your mind an entirely new conception of almost miraculous tone-reproduction from an instrument that resembles a phonograph from without, but has completely superseded it from within.

The Viva-tonal Columbia does more than merely develop the art of sound reproduction farther than any former reproducing instrument. It has released to the ear an immense new range of musical and vocal tone and shading till now undetectable on even the most accurately made phonograph record.

Hearing the Viva-tonal Columbia for the first time, you will be amazed at its living tone, its full-throated reality. And you will become the possessor of one of these exquisitely fashioned models, and bring to your home, in full measure, all the beauty of all the music of all the world.

Model 810, illustrated here, is typical of the entire line—each one an exquisite example of fine cabinet workmanship in mahogany or walnut, suitable for a place of honor in any home. Each is a masterpiece in design and finish, embodying the utmost in dignity and appropriateness.

VIVA-TONAL COLUMBIA
 MODEL 810 \$300
 Other Models
 \$275 \$175 \$160 \$150
 \$115 \$90



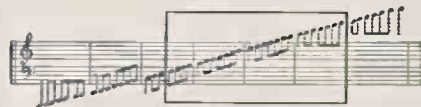
Just what is the difference in tone?

The Viva-tonal Columbia is a product of the application of newly discovered principles of acoustic science. In place of what was known as the "sound box," there has been substituted an *acoustic transmitter*, of almost unbelievable delicacy and sensitivity.

The "tone-arm," an essential feature of the phonograph, has been supplanted in the Viva-tonal Columbia by a *micrometered sound wave conduit*, while the "tone-chamber," formerly merely a horn adapted to confined space, becomes a progressively balanced continuation of the sound wave conduit; shaped, fabricated, finished and positioned in accordance with lately discovered acoustic principles.

No longer is recorded music indistinct and unreal. Through the Viva-tonal Columbia it carries a grandeur, a vastness, a refreshing sincerity superbly "like life itself."

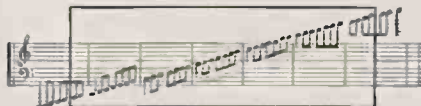
The true way to judge the Viva-tonal Columbia is to hear it, but the graphic sound wave photographs, pictured below, tell their own story of how scientists have recorded their comparisons.



The restricted limits of the approximately natural tonal range of the phonograph, represented diagrammatically.



Sound-photograph of phonograph reproduction—exposure one-twentieth of a second. In the absence of detail appears the cause of that "phonograph tone" universally recognized as characteristic of all phonograph music.



The vastly broadened tonal range of the Viva-tonal Columbia.



Sound-photograph of reproduction by the Viva-tonal Columbia, showing its unprecedented wealth of detail. The "phonograph tone" is absolutely non-existent in the music of the Viva-tonal Columbia. "Viva-tonal" means living tone and the tone of the instrument is precisely "like life itself."



SATURDAY EVENING POST May. 7

Columbia *-like life itself*

Columbia Records Made the new way ~electrically

Play any favorite record of yours —of any make, new or old, on the Viva-tonal Columbia, and you will think you never heard that record before. It will exhibit a depth of bass, a rich naturalness, that will certainly bring your incredulous friends in from the adjoining room.

Play Columbia Records, made the new way, electrically, and you get the full effect of the marvelous new discoveries that have displaced the phonograph and revolutionized the record.

Absolutely without scratching sound from the needle, Columbia New Process Records bring you music in true perspective. Every effect intended to be conveyed by the composer, exactly as interpreted by the singer or player, is there, in these new electrically recorded renditions of the world's best music.

Wherever you are or wherever you go, you will find near you an obliging music dealer displaying the familiar Columbia trade mark. You will find this dealer ready at all times to play for you any or all the latest Columbia electric recordings. He will enable you, as no words can, to realize the amazing brilliance and naturalness of vocal and instrumental music as transmitted to you this new way.

Columbia Records, while playable on any phonograph, old or new, are not merely phonograph records. The name Columbia New Process Record —Viva-tonal Recording—means something entirely new, more distinct, more real, more entertaining, than phonograph records as formerly made.



New Electrical Recordings for your library

Do you know the new Columbia recordings as they come out? Many pleasant surprises are in store for you. One of the most recent is the universally known

"Moonlight" and "Pathetique"
Sonatas—Beethoven

This is Columbia Masterworks Set 54. Four 12 inch double disc records.
Complete with album \$6.00

Another is a splendid imported recording by the eminent conductor,

Mengelberg
and his Amsterdam Orchestra

Wagner's Tannhäuser Overture in four parts on two 12 inch double disc records.

67221-D and 67222-D \$1.50 each

Perhaps you'll like to hear an exquisite piano record. Columbia now offers a superb rendition by

Ethel Leginska

Prelude in C Sharp Minor (Op. 3 No. 2)
Prelude in G Minor (Op. 23 No. 5)

Rachmaninoff
5068-M 12 inch \$1.25

For those who also enjoy light entertainment, Columbia suggests a glance at the current vocal and instrumental listings exhibited at your music store. Among these is a new Ted Lewis Record—

"Lily" and "Wandering in Dreamland"
both from "Rufus Le Maire's Affairs"

Ted Lewis & His Band
with Vocal Choruses by Ted Lewis
895-D 10 inch 75c

Also another popular Ford and Glenn Record

"Along Miami Shore" and
"Log Cabin Lullaby"
920-D 10 inch 75c

And two new musical hits by the Singing Sophomores

"Sing" from "Betsy" and
"Where's That Rainbow?"
from "Peggy-Ann"
927-D 10 inch 75c

Keep your record library up-to-date. Ask the Columbia dealer to put your name on his mailing list. Columbia Records, made the new way—electrically—will bring you the widest possible selection of the music you like, played and sung as you like it.

If you do not know where to secure Columbia Records in your locality, write us and we will send you a latest catalog supplement and the name of a nearby Columbia dealer.

COLUMBIA PHONOGRAPH CO.
1819 Broadway, N. Y. C.
Canada:
Columbia Phonograph Co., Ltd.,
Toronto



Columbia

NEW PROCESS RECORDS
 Made the New Way - Electrically
 Viva-tonal Recording - The Records without Scratch



Columbia Masterworks Series

The extraordinary list of Beethoven works issued in the Columbia Masterworks Series for Beethoven Centennial Week now stands as a monument to the world's greatest and best loved composer.

All of these are newly recorded by electrical process; all are complete; all are in permanent art albums.

The list includes all of the nine Symphonies, the Moonlight, Kreutzer, Pathétique and Appassionata Sonatas, the "Archduke" Trio, the Rasoumovsky Quartets, three Quartets from Op. 18, Quartet in F Minor, Op. 95, and the last Quartet, Op. 135.

No such record list has ever before appeared at one time.

The Columbia Masterworks Series is "A Record Library of the World's Great Music." Its appeal is to discriminating music lovers. It offers to date over sixty of the most celebrated concert works of both classic and modern schools. Additions, selected from the best that the world's literature of music has to offer, are constantly being made. Some other recent issues (all recorded electrically, complete) are:

Chopin: Sonata in B Minor, for Piano-forte, Opus 58—Set No. 32
In Six Parts—with Album \$4.50

Berlioz: Symphonie Fantastique, Opus 14—Set No. 34
In Twelve Parts—with Album \$9.00

Brahms: Sonata in A Major, Opus 100, for Violin and Piano—Set No. 36
In Six Parts—with Album \$4.50

Brahms: Sonata in F Minor, for Piano-forte, Opus 5—Set No. 37
In Eight Parts—with Album \$6.00

Schubert: Quartet No. 6, in D Minor—Set No. 40
In Eight Parts—with Album \$6.00

Schubert: Symphony No. 8, in B Minor (Unfinished)—Set No. 41
In Six Parts—with Album \$4.50

Mozart: Symphony No. 35, in D, Opus 385—Set No. 42
In Six Parts—with Album \$4.50

Mendelssohn: Trio in C Minor, Opus 66—Set No. 43
In Eight Parts—with Album \$6.00

Saint-Saëns: Concerto in A Minor, For Cello and Orchestra, Opus 33—Set No. 44
In Six Parts—with Album \$4.50

Columbia Phonograph Company,
 1819 Broadway, New York City

Columbia Dance and Vocal Records

Lily (from "Rufus Le Maire's Affairs") (Vocal Chorus by Ted Lewis)
Wandering in Dreamland (from "Rufus Le Maire's Affairs") (Vocal Chorus by Ted Lewis) *Fox Trot* Ted Lewis and His Band
No. 895-D 10 in. 75c

Yankee Rose (Vocal Chorus)
If All the Stars Were Pretty Babies (Vocal Chorus) *Fox Trot*, Paul Specht and His Orchestra
No. 880-D 10 in. 75c

Lonely (J'ai pas su y faire)
Love Me All the Time (Vocal Chorus) *Waltzes*, Leo Reisman and His Orchestra
No. 890-D 10 in. 75c

What Does It Matter? (Vocal Chorus) *Waltz*
You're the One For Me (Vocal Chorus) *Fox Trot*, Paul Ash and His Orchestra
No. 887-D 10 in. 75c

Oh How She Could Play a Ukulele (Vocal Chorus)
Havin' Lots of Fun (Vocal Chorus) *Fox Trot*, Al Handler's Alamo Cafe Orchestra
No. 866-D 10 in. 75c

When I First Met Mary
There's a Little White House (Where the Red, Red Roses Grow); *Vocal Duets*, Ford and Glenn
No. 869-D 10 in. 75c

Muddy Water (A Mississippi Moan)
High-High-High Up in the Hills *Vocals*, Charles Kaley
No. 886-D 10 in. 75c

Things That Remind Me of You
Let's Make Up The Whispering Pianist (Art Gillham)
No. 892-D 10 in. 75c

What Does It Matter?
If You See Sally *Tenor Solos*, Franklyn Baur
No. 888-D 10 in. 75c

Blue Skies
In a Little Spanish Town *Vocal Trios*, Giersdorf Sisters
No. 878-D 10 in. 75c

It Made You Happy When You Made Me Cry
Trail of Dreams *Organ Solos*, H. L. Rieder
No. 894-D 10 in. 75c

Golden Showers
Hawaiian Sunset *Waltzes*, Ferera's Hawaiian Instrumental Quintet
No. 868-D 10 in. 75c

Columbia Phonograph Company,
 1819 Broadway, New York City



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 Made in U.S.A.

New Tube Eliminates Need for "A" Battery

Statement by Elmer E. Bucher, General Manager of Radio Corp. of America, Outlines Function of Latest R C A Product

Following the recent appearance in New York newspapers of a premature announcement of the development by the Radio Corp. of America of a new vacuum tube, UX-225, which, according to the newspapers, eliminated all batteries and socket power devices, Elmer E. Bucher, general manager of the Radio Corp., issued a statement confirming the existence of the new tube, but stressing the fact that it will only eliminate the necessity for an A battery, and B batteries or socket power devices will still be necessary. Mr. Bucher's statement follows:

"The research laboratories of the General Electric Co. and the Westinghouse Electric & Manufacturing Co., working in co-operation with the Radio Corp. of America, have been

engaged for some time in the development of various types of vacuum tubes in which the current ordinarily supplied by "A" batteries is obtained from the electric light mains through a small step-down transformer. Research work on this problem is still proceeding and although the laboratories have developed several types of so-called "A. C. Tubes," there are a number of practical problems to be solved in the application of such tubes to radio broadcast receivers before the production stage can be reached. Among such problems is the elimination of so-called "A. C. hum" in high-quality broadcast receivers where the loudspeaker response goes deep into the base and below 200 cycles.

"The statement in this morning's press, although, I am certain, unintentionally so, is, nevertheless, misleading in some respects. For example, the A. C. tube when available will only eliminate the necessity for an "A" battery. So far as the "B" plate supply or the "B" battery is concerned, it will be necessary, as in the past, to continue to use either a "B" battery or

a "B" Battery Eliminator; nor will the A. C. tube function properly in existing types of broadcast receivers unless the internals of the receiver itself are redesigned. So far as concerns the final result to the human ear, there is no reason to expect a different result from a tube which is energized by alternating current, than is provided by present-day broadcast receivers using standard types of vacuum tubes.

"The Radio Corp. of America is continuing to produce and market its present types of standard tubes and receiving sets, and knows of no reason why anyone should hesitate to purchase any of the standard tubes or sets.

"Let me be emphatic in the statement that these tubes will not render obsolete radio broadcast receivers employing the present types of vacuum tubes and present methods of securing A. C. operation; neither do they dispense with all batteries. They merely do away with the necessity for an 'A' battery."

The Auditorium Orthophonic was a feature of Home Beautiful Exposition, Cincinnati.

Jiffycase

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



Let the Maulers maul!

Despite rough handling in transit—furniture shipped in Jiffy cases invariably goes through undamaged.

Firmly anchored and braced in this light box whose tough plywood sides completely enclose and protect it—nothing short of a train wreck can bruise or scratch its finely finished surfaces.

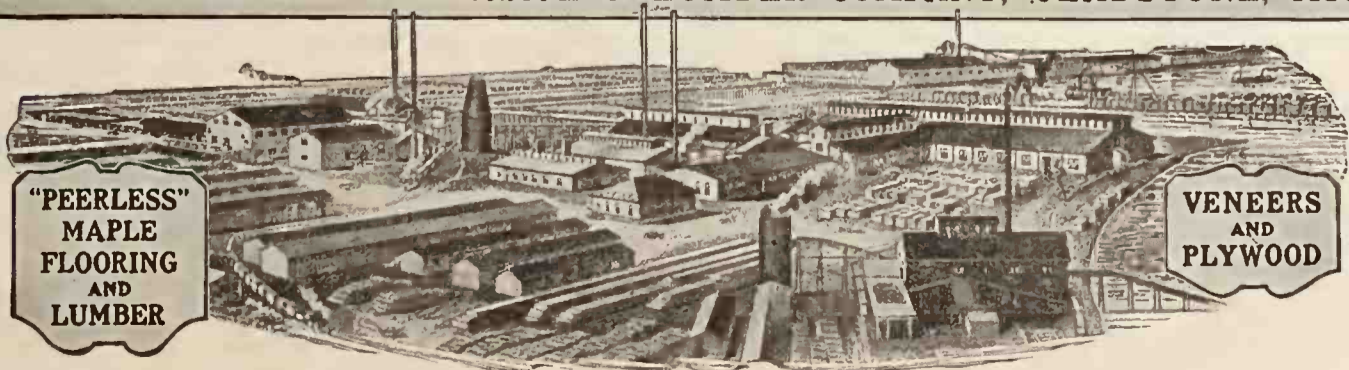
The Jiffy case is not only the safest pack for furniture—it is also the speediest and most economical. Pads and wrappings are unnecessary—and the work

of assembling can be handled in a fraction of the time required in the conventional crating process.

The Jiffy case relieves the dealer of all refinishing worries, brings in his merchandise at the lowest possible freight cost and gives him a knockdown box to use again.

The Jiffy case solves the shipping problems of both manufacturer and dealer. Progressive manufacturers are adopting it. Ask today for full details.

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.



The new Portable



*Smart as a fine hand-bag
—with the greatest range
of tone a portable ever had!*

VICTOR TALKING MACHINE COMPANY

Victrola

—a timely sales opportunity

This altogether *new* instrument will revolutionize "Portable" sales!

WITH spring here, and summer just a month or two away, Victor announces this absolutely new Portable Victrola—unquestionably the finest portable instrument ever developed, and unquestionably announced at just the right time. People are beginning to think about going away, about picnics, spring and summer parties of all kinds. Make them think about the glorious part the new Portable Victrola can play in their plans!

The new Portable Victrola is distinguished in appearance—encased in dark blue or brown leather-textured fabric. Gold-finished appointments. The equipment is complete: built-in record-container holding twelve ten-inch records. Improved Victrola No. 4 sound-box. A longer playing spring motor runs eight minutes. Plays *all* Victor Records.

Its musical performance is, size considered, as amazing as the new Orthophonic Victrola. An ingenious, concealed amplifying chamber reproduces bass tones surprisingly deep and round for an instrument of this size.

Compact. Easy to carry. Fits in 'most any place. Just the thing for cottage, camp, beach or boat. A little instrument with big profit-making opportunities. List price \$40. Full-page national advertising in leading national magazines will announce the new Portable Victrola and start the profit moving your way.



C A M D E N , N E W J E R S E Y , U . S . A .

Analysis of the Radio Service Problems of Talking Machine Dealers

Nation-wide Survey of Radio Servicing Methods of Talking Machine Dealers Shows That Free Service Is Controlled to a Great Extent by Public Demand and Competition—Radio Club Service Plan—Flat Rate for Service—Other Practical Service Ideas

(The last of a series of articles analyzing the radio service problems of retail talking machine dealers and suggesting solutions that have stood the acid test of experiment based upon a questionnaire sent to dealers throughout the country by The Talking Machine World.—Editor.)

WHAT is the effect of free service on radio sales?

A diversity of answers was received by The Talking Machine World in its survey of radio servicing problems in an effort to find remedies for conditions in radio retailing that are making serious inroads into profits.

The survey conducted by The World emphasizes the point that the effect of free service varies with the locality of the store and the class of radio buyers with which the dealer does business; that dealers who cater to the better class find it possible to make an adequate charge for all service, thereby placing their departments on a self-paying basis, and merchants located in the poorer sections of a community and doing business with people of very limited means find free service an aid to sales.

As has been mentioned, there is a wide difference in the service given by dealers, but this difference has no relation whatever to the section of the country in which the store is located, but rather is influenced by the class of people served by the establishment.

Critical Period Following the Sale

It is significant that a short time ago free service extending over a period of a year, and in some cases for an indefinite period, was common and has now become rare. Many dealers have cut down their service to a period of thirty days. One dealer declared that the first thirty days following the sale of a set was the most important. It is during this period that the purchaser may become dissatisfied if the set does not operate as it should. It is up to the dealer to keep it in first-class operating condition, to protect his own interests. The retail merchant must realize that the only investment the customer has in the set the first month is represented by the down payment, and consequently the small equity does not hold the customer back from compelling the dealer to exchange the merchandise. Another thing, the first few weeks following the ownership of a radio rep-

resent a period when the receiver is in operation constantly, with the result that wear and tear are greater than at any other time.

Ninety days' free service also is quite common, and in some instances dealers have eliminated free service entirely by a "Conditions of Sale" agreement with the customer. The "Conditions of Sale" agreement is signed by the customer and it usually states clearly just what the responsibility of the dealer is in making good defective merchandise. This agreement also sets forth the price of service. Other dealers have found that a home demonstration, followed by two or three service calls, is sufficient.

Free Service or Lost Sales

A talking machine dealer who operates a large radio department has the following to say regarding service: "It would be suicidal for me to eliminate free service. There are a number of reasons for this. Competition is so keen here that I must have something to draw the people to my store. It is either a question of free service or one of cutting prices, and of the two evils I prefer the former, because this at least creates customer satisfaction and in the end results in a larger volume of business. The purchase of a radio receiver among the people here is a serious business. One hundred dollars is a large sum of money to them, and you can just bet that they are determined to get their money's worth. When I promise free service I know that they are going to demand their full share of it, and should I fail to keep my promise I will be sure to lose customers; the story would soon get around and eventually the loss in business would be serious."

"Radio Club" Service Plan

This is in sharp contrast to the service arrangement of another dealer, who happens to be located in one of the better shopping districts of New York City. The only thing this retailer does free of charge is to make an installation where no aerial is required. If an aerial is necessary a flat charge of ten dollars is added to the sales price of the radio set. This retailer also has formed what he calls a "radio club." Purchasers of radio sets are given an opportunity to join this club. This costs them twenty dollars a year; for that

sum they get monthly inspection of their sets. The twenty dollars does not include repairs; an extra charge is made for every item replaced, although the members of the club are allowed a discount of 10 per cent from the retail price for all radio accessories. Surprising as it may seem, the "radio club" enjoys a large membership. It would be foolish to state arbitrarily that every dealer could form a radio club of the kind mentioned, but there is no doubt that many retail dealers are giving free service who could get equally as good results were they to charge a reasonable sum for all service calls made for a period of, say, thirty or sixty days.

Charges Flat Rate for Service

Another successful radio dealer charges between \$1.50 and \$2 for a service call, and this department of the business, consequently, is on a paying basis. This particular concern does business with the usual shopping crowds, including people of the poorer class, as well as those of comfortable means. According to the manager of the radio department, lack of free service has in no way affected sales. On the contrary, because the firm makes a charge and the service department secures a fairly large revenue from this source, it is enabled to pay sufficiently large salaries to attract real radio service experts, and when these men go out on the job they do not leave it until the work is done to the satisfaction of the customer. Experience proves that most people are willing to pay if they get their money's worth. So satisfied are customers of this enterprising concern that some of them have been responsible for three, four and five sales to friends. That is concrete evidence that in most cases, whether or not the dealer gives free service, it has very little effect on sales. However, there are exceptions, and it is up to the dealer to analyze his own field and determine upon the proper course of action.

New York Incorporation

The Plattsburg Music Shoppe, Plattsburg, N. Y., has been incorporated at Albany with a capital of \$25,000. Those interested are: O. L. Tromly, E. H. J. Bush and L. A. Bouyea.

The perfected single dial Shamrock

Now retails at \$75

Increased production and new economies in manufacture have made possible this drastic reduction in price. Dealers were fully protected by our 30-day advance notice. Shamrock Dealers will enjoy greater sales than ever before.

SHAMROCK
RADIO SETS
PIONEERS IN ONE DIAL CONTROL

Shamrock Manufacturing Co.
195 Waverly Ave. Newark, N. J.



Now
\$75

*Slightly higher West of
the Rocky Mountains*



Eveready Layerbilt "B" Battery No. 486, the Heavy-Duty battery that should be specified for all loud-speaker sets.

The Layerbilt patented construction revealed. Each layer is an electrical cell, making automatic contact with its neighbors.

Radio is better with *battery* power

RADIO receivers designed for quality reproduction operate best on well-made dry cell "B" batteries. What your ear tells you about the performance of battery-run sets is confirmed by laboratory tests that reveal that batteries alone provide steady, noiseless "B" current, taking nothing from and adding nothing to radio reception. Batteries, and batteries alone, provide pure DC (Direct Current). Only such current can give the best results of which a set is capable.

Battery Power is dependable, convenient and reliable, under the user's sole control, ever ready to serve when the set is

turned on. As "B" batteries approach the end of their usefulness, a slight drop in volume gives warning in ample time. No one need ever miss even a single concert from a battery-equipped set.

Not only in results, convenience and reliability are "B" batteries unequalled, but they are also unapproached in economy, provided, of course, the correct size batteries are used. That means the Heavy-Duty type for all receivers operating loud speakers, as most do nowadays. Smaller batteries are not as economical, though they give the quality advantages of Battery Power.

Those are the fundamental facts about radio batteries, as given to the public in our April advertising. That it will have a tremendous influence on battery sales is evident. Stock up on the Eveready Layerbilt "B" Battery No. 486, the best and most economical "B" battery. Order from your jobber.

NATIONAL CARBON CO., INC.
 New York San Francisco
 Atlanta Chicago Kansas City
 Unit of Union Carbide and Carbon Corporation

Tuesday night is Eveready Hour Night—
 9 P. M., Eastern Standard Time

- | | |
|------------------|------------------|
| WEAF—New York | WGN—Chicago |
| WJAR—Providence | WOC—Davenport |
| WEEI—Boston | WCCO—Minneapolis |
| WTAG—Worcester | WCCO—St. Paul |
| WFI—Philadelphia | KSD—St. Louis |
| WGR—Buffalo | WRC—Washington |
| WCAE—Pittsburgh | WGY—Schenectady |
| WSAI—Cincinnati | WHAS—Louisville |
| WTAM—Cleveland | WSB—Atlanta |
| WWJ—Detroit | WSM—Nashville |
| | WMC—Memphis |



Model F-1 Full Curved Brass Arm
Nickel Finish,
Arm only, list \$5.00
Gold or Oxidized,
Arm only, list 7.50

All ORO-TONE is made Completely in the Our Patents and Guarantee

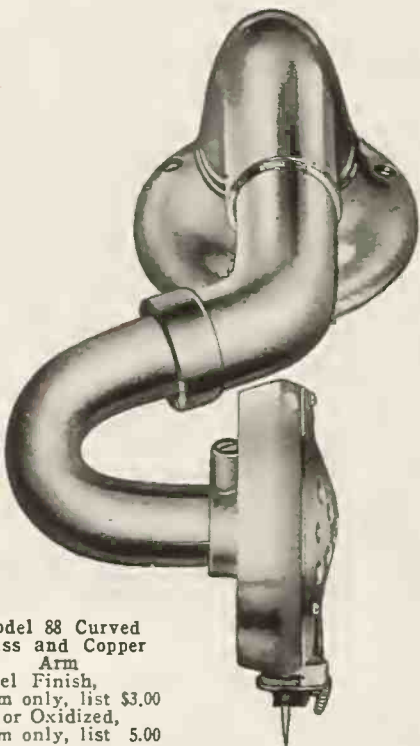
The twelve-year record of reliability established by THE ORO-TONE COMPANY has given the name of ORO-TONE a prestige which is of tremendous financial value to the manufacturer, jobber, and dealer in the music trade.

We pride ourselves on the fact that *our merchandise can be truthfully advertised and legitimately sold.* We have steadfastly maintained a standard of quality that has never been excelled by any manufacturer of similar equipment. Our patents are your protection—our word is a warranty of excellence and dependability.

Sell ORO-TONE Products for Profit and All-round Satisfaction

The F-1 Full-Curved Brass Arm, illustrated at the upper left, with the No. 94 Imperial Reproducer. The F-1 Brass Arm is a junior size of the D-1, and has all of its fine tone-transmission features. The outside base diameter is 2 3/4 inches, while the base opening is 1 inch. No obstruction in base. This is an ideal tone arm to meet the demand for a high quality, low-priced arm. Prices on tone arm only.

F-1 Tone Arm, Nickel Finish, 8 1/2 Inch, List Price \$5.00
Gold or Oxidized Finish, List Price 7.50



Model 88 Curved Brass and Copper Arm
Nickel Finish,
Arm only, list \$3.00
Gold or Oxidized,
Arm only, list 5.00

Model 88 Curved Brass and Copper Arm

Illustrated at left center, with the new No. 24 Oro-Tone Chiefton Reproducer. Model 88 is a genuinely good tone arm at a low price. It has a fine appearance, and its excellent performance and operation make it adaptable to the best class of cabinet machines. The low price also makes it available for high-grade portables, adjustable in length from 7 inches to 8 1/2 inches. Prices on tone arms only.

Model 88 Tone Arm, Nickel Finish, List Price \$3.00
Gold or Oxidized Finish, List Price 5.00



Model D-1 Full Curved All Brass Arm
Nickel Finish,
Arm only, list \$7.50
Gold or Oxidized,
Arm only, list 10.00

Model D-1 Full Curved All Brass Arm

Illustrated at lower left, with the No. 90 Military Reproducer. The most perfect and gracefully designed curved-type tone arm produced. Scientifically tapered from tip to base with walls of uniform thickness. Airtight construction. No obstruction in base opening. Double row of ball bearings in base insures sensitive swing and prevents tipping. Throw back with positive bearing and threaded lock nut guarantees lifelong wear and perfect floating action. 8 1/2 inch and 10 1/2 inch lengths. Total curved length 16 to 18 inches. Outside diameter of base 3 1/2 inches. Base opening 1 3/4 inches. Prices on tone arms only.

Model D-1 Tone Arm, 8 1/2" or 10 1/2" Length, Nickel Finish, List Price \$7.50
Gold or Oxidized Finish, List Price 10.00

Disregard "WARNING" or "INFRINGEMENT" Advertisements!

Oro-Tone products are made complete in the parent plant from the raw material into the finished product. We know what we make and stand back of our product in the fullest sense of the word.

Oro-Tone equipments are sold on their merit alone. Regardless of the patents we own and other pending patents, we have never found it necessary to employ scare-head advertisements to sell our product. You can buy Oro-Tone equipments secure in the fact that you are getting the genuine and not a farmed out article made in some assembling shop and resold. You are invited to visit the Oro-Tone plant. Under personal supervision we will show you the progressive fabrication of each product, from the raw material, through to the finished article ready to be shipped. DEMAND THE GENUINE—KNOW WHAT YOU BUY—BUILD WITH ORO-TONE.

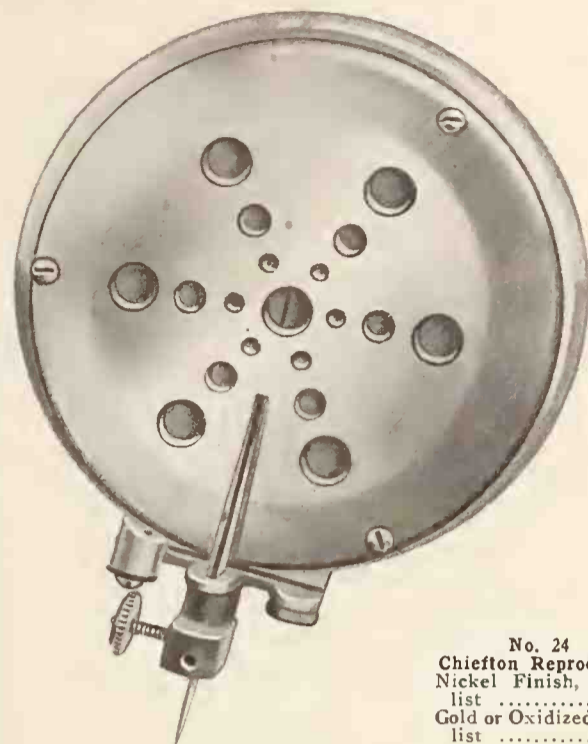
ORO-TONE for a better tone

Merchandise ORO-TONE Factory Protect You Absolutely!

No. 24 "Chiefton" Reproducer

Illustrated at upper right. A remarkable reproducer that has a rich, attractive appearance. Its performance is thrillingly genuine and accurate. At its low price, it cannot be equalled for it is made in a typical high-quality ORO-TONE way. Fits old style Victor, D-1, F-1, No. 88 and all tone arms with standard size connections.

No. 24, Chiefton Reproducer with duro-alloy metal diaphragm, Nickel Finish, List Price \$3.00
Gold or Oxidized Finish, List Price 5.00

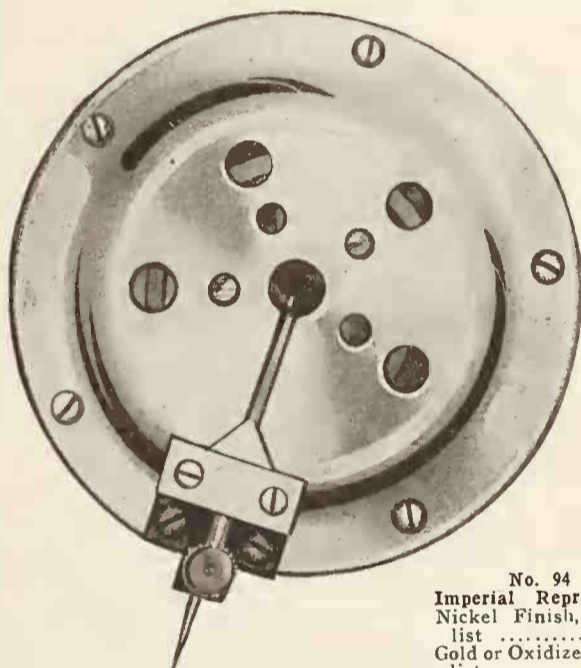


No. 24
Chiefton Reproducer
Nickel Finish,
list\$3.00
Gold or Oxidized,
list 5.00

No. 94 Extra Loud "Imperial" Oro-Phone

Illustrated at right center. Fits old style Victor, D-1, F-1, No. 88, and all tone arms with standard size connections. Produces a tremendous volume. Develops deep, rich tones and high clear notes with equal excellence. A remarkable reproducer.

No. 94, Imperial Reproducer with floating metal diaphragm, Nickel Finish, List Price \$5.00
Gold or Oxidized Finish, List Price 7.50

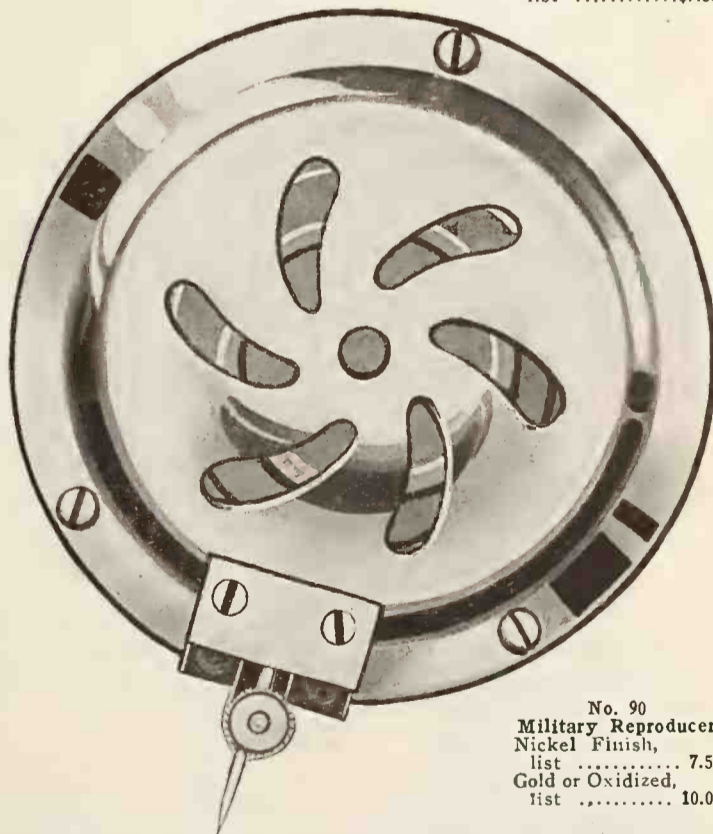


No. 94
Imperial Reproducer
Nickel Finish,
list \$5.00
Gold or Oxidized,
list\$7.50

No. 90 "Military" Oro-Phone Reproducer

Illustrated at lower right. Fits old style Victor, D-1, F-1, No. 88, and all tone arms with standard size connections. The No. 90 produces extreme volume with excellent detail on high, medium, and the lowest bass notes. The tone is powerful but never shrill. This model is considered the finest reproducer made for reproducing both volume and the original rendition.

No. 90, Military Reproducer with Oro-alloy metal diaphragm, Nickel Finish, List Price \$7.50
Gold or Oxidized Finish, List Price 10.00

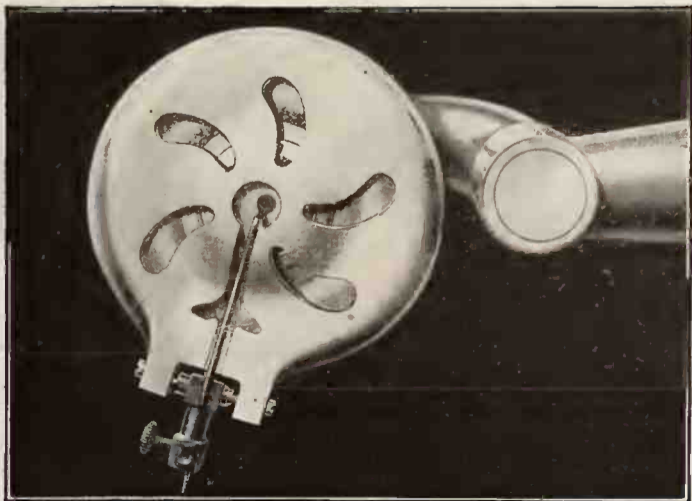


No. 90
Military Reproducer
Nickel Finish,
list 7.50
Gold or Oxidized,
list 10.00

No. 0-76 Original Oro-Phone Reproducer

Illustrated at bottom. Fits old style Victor, D-1, F-1, No. 88, and all tone arms with standard size connections. Not as loud as the Military Reproducer, but producing a liquid, mellow tone that is a delight to lovers of real music. The 0-76 was the first reproducer developing the new, deep tones. It was months ahead of any competition—first, and permanent. We maintain that it is the finest reproducer made for the reproduction of sweet, full-throated music.

No. 0-76, Original Oro-Phone, Nickel Finish, List Price \$7.50
Gold or Oxidized Finish, List Price 10.00



No. 0-76
Original Oro-Phone
Nickel Finish,
list\$7.50
Gold or Oxidized,
list10.00

Sell the tone arm with the reproducer!

The combination dresses up and brings that new tone to old phonographs. It brings new profits to you—easy profits—and satisfaction to the buyer. Samples will be promptly forwarded on approval to responsible manufacturers, jobbers and dealers. Mail your order *today!*

THE ORO-TONE COMPANY

1010 George Street, Chicago, Ill., U. S. A.

The No. 90 Military and No. 0-76 original Oro-Phone can be supplied with attachments, adapters, etc., to fit Edison, Brunswick, Columbia, Cheney, Pathe, etc. Manufacturers, jobbers, and dealers are requested to send for broadside "T", also small folders showing sales helps to dealers.

Successful Merchant

By Philip T. Clay

Urges Planning for the Future

(Interesting address made by president of Sherman, Clay & Co., at the annual dinner of the Music Trades Association of Northern California, March 15—Editor.)

A GREAT many of the talking machine dealers of to-day are trying to sell merchandise without understanding the merchandise which they are selling. I see that the title assigned to me is: "The Talking Machine and Its Future—a Prediction." I think that I shall reverse this title and speak of the future first. The past is gone. We need not worry about that. We can anticipate the future, and in order to prepare for it we must start to work now, in the present.

Research in Sound Reproduction

The General Electric Co., the American Tel. & Tel. Co., Westinghouse and all the other large electric manufacturers and radio laboratories are devoting their time and attention at the present time toward research work in sound reproduction. Already the reproduction of sound is out of the hands of the old talking machine dealer and is in the hands of the technical man. What did the old dealer know of radio frequency, audio frequency, cycles and other terms by which sound and light are measured? He knew nothing and cared less. He put a record on his talking machine and it made a noise, which was satisfactory to him and the public because it was in the nature of a phenomenon that such a thing could be done. How it was accomplished and why was of no interest to him. The manufacturers advertised their product, and the dealer and jobber advertised, and the customer came in and purchased it. It was a nice business. Then the realm of radio frequency was developed, so that the so-called wireless which he thought was merely a method of telegraphy became a method of sound reproduction. The boys at school learned a smattering of this and the manufacturers made kits and sent out directions by which these amateurs could assemble radio-receiving sets and the phenomenon of hearing sounds coming over the air, even if only through ear-phones, was most exciting and interesting. As the research laboratories at the

great electrical companies delved further into this new discovery, the amateur fell by the wayside. He was not prepared to advance with the development of scientific research and the manufacture of receiving sets became a



Philip T. Clay

highly specialized and technical business. With that development there was created in the minds of the listening public a desire for a more faithful reproduction of sound.

Talking Moving Pictures

I cannot speak intelligently of other talking machines than the Victor, because it is the only one with which I am familiar, so you will pardon me if I use that now and then as an illustration. You no doubt have read in the papers recently that the General Electric Co. had demonstrated a moving picture machine that would display a picture, and the same film that displayed the picture would reproduce sound waves, so that there was developed a talking moving picture. It was

figured and has been predicted that eventually this would be in use in all moving picture houses and that all films would be reproduced in this manner. This is done by transferring light waves to sound waves, through the media of tubes and electron vibrations, which is a technical process that I do not propose to go into. But if light or sight waves can be transferred into sound, just so can sound waves be transferred into light or pictures. The two are opposites of each other, that is, sound waves and light waves follow the same lines exactly. Therefore, it is a very easy thing to predict that one of the developments of the future will be a combination talking machine and moving picture, which will be done by mechanical means off the same record. Electrons will start their activities and you will find yourself selling a combination machine, and I do not believe that this is a development of the far future.

Ten Numbers on a Record

About the highest vibration or frequency that the human ear can absorb is 10,000 frequencies. There are tones and sounds that will go as high as 17,000. This is used by the Telephone Co. to-day and they go through a process of what they call reversing them. In other words, when you telephone from here to London, you are standing on your head when you talk. The Telephone Co. can send ten messages over one wire. The reason that they do that is because each one of these ten messages has its impulse in a different number of vibrations per second and, continues that across the wire, not interfering with the others of varying lengths. If that is true of a wire, the same thing can be equally true of a record. You will see a record with ten pieces on the same record, each one with a different frequency. This can only be reproduced, however, through a machine with transformers, generators and tubes, and what do you know about them? Are you preparing for this development? If you do not prepare for this and know the merchandise you are selling, you will find that the talking machine business will drift away from the music merchant and will be in the hands of the highly specialized electrical man, who concentrates upon the reproduction of sound.

Sell the Public What They Want

A man said to me the other day: "Music is the easiest thing in the world to sell." Music is just as necessary to the human life as food and water. I, therefore, agree with my friend that music is the easiest thing in the world to sell, but I don't say that any particular kind of music is the easiest thing in the world to sell. You must give the public the kind of music that they desire. You cannot sell a girl a saxophone when she wants to hear a ukulele. You have to give the public what the public wants, and you must be equipped to give it to them. How is the music merchant going to be equipped to accomplish this? By learning his merchandise, by anticipating the wants of the public. If you are going to be a successful merchant in your community, you must at least be on equal terms with your competitor. You must give the public the service that they are entitled to. When you have spent your money in advertising, and the manufacturer has spent his, you have brought the customer into your store and have told him what a talking machine will do, you must be in a position to make it live up to your promises and function that same way in the customer's home. The customer doesn't know anything about fre-

(Continued on page 27)

Helps Your Trade

EVERY time you sell a Weston "Convertible" Pin-jack Voltmeter you take the first step to wipe that customer off the list for servicing. His use of this instrument insures set operation at proper filament voltage. He will also know the exact condition of his batteries and is able to make replacements himself without calling your service men. The voltmeter plugs into filament jacks provided on many 1927 sets—are easily installed on makes not so equipped, using the pin-jacks sold with them. Removing the voltmeter from his set the customer can convert it into another, but High Range, instrument for battery and circuit testing. Profitable to sell—even more profitable to have in the hands of your customers.



WESTON ELECTRICAL INSTRUMENT CORPORATION

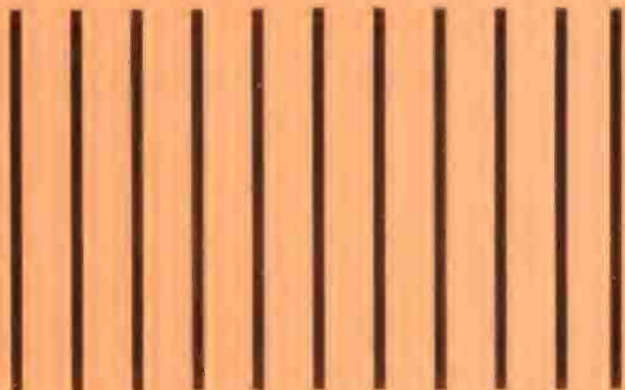
190 Weston Avenue, Newark, N. J.



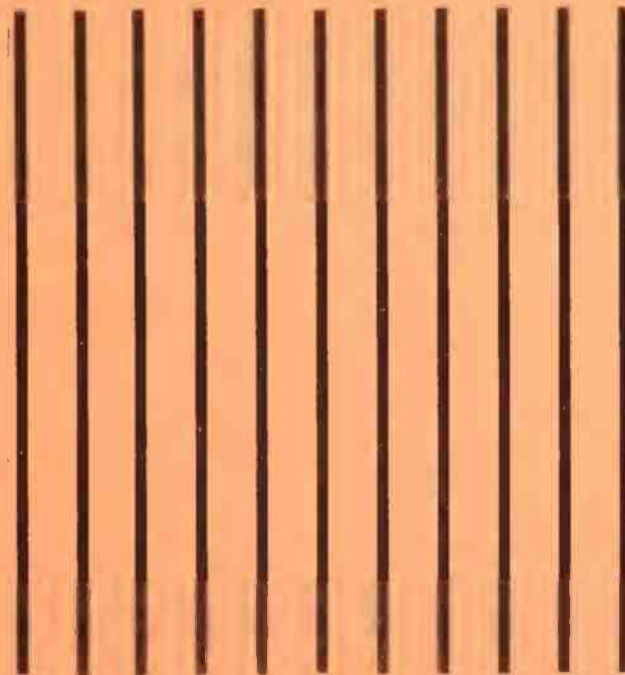
STANDARD THE WORLD OVER
WESTON
Pioneers since 1888



Valley Forge = V. F.



Another product of the Valley Forge Organization



THE initials V. F. on talking machine main springs represent years of conscientious effort to give our customers the best product possible.

V. F. on main springs indicate that it is always the best — no effort is ever made to lower quality but —

Skill and experience abounds in our organization directed to maintain the enviable position we have attained — unbeatable!

Valley Forge is the trade mark to remember when trustworthy replacement materials are required.



REG. U. S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.

Appointed General Sales Manager of Crosley Corp.

Harry E. Sherwin, Veteran Director of Sales Policies in the Radio Industry, Has Assumed Important New Post

Harry E. Sherwin, a veteran sales executive, with a record of six years as a director of sales policies in the radio industry, has been named general sales manager of the Crosley Radio Corp., succeeding Walter B. Fulghum.



Harry E. Sherwin

Mr. Sherwin launched out on his sales career in 1902 after he had served in Cuba and the Philippine Islands in the military service of the United States. His first sales connection was in the capacity of cub salesman for the Ingersoll Watch Co. In 1910 he was European sales manager with offices in London. Later he became affiliated as sales manager with the A. C. Gilbert organization, manufacturer of toys and electrical appliances. During the World War Mr. Sherwin served in the Military Intelligence Department of the A. E. F. He was attracted by the possibilities of the radio industry shortly after his return from the war, and he joined the forces of the F. A. D. Andrea Co. Later he became sales and advertising manager of the Garod Corp.

Mr. Sherwin already has assumed his duties with the Crosley Corp., which include the responsibility of directing a large force of salesmen.

Frank D. Scott Legal Representative of R. M. A.

The boards of directors of the Radio Manufacturers Association and the National Association of Broadcasters recently voted to appoint Frank D. Scott as the Washington, D. C., legal representative of the organizations. Mr. Scott retired from Congress on March 4, after serving for twelve years as Congressman from Michigan. During recent years Mr. Scott was chairman of the Merchant Marine & Fisheries Committee of the House, which Committee has had charge of radio legislation. He has taken a leading part in the preparation and passage of the present radio law and with his experience is extremely well qualified to represent the above-mentioned associations and their members.

Record Plant in Melbourne

The establishment in Melbourne, Australia, of a factory for the electrical recording of musical and elocutionary performances and for the pressing of record discs is reported to be under consideration, according to advices to the Department of Commerce from Assistant Trade Commissioner J. B. Foster, who is stationed at Melbourne.

A Successful Merchant Urges Planning Ahead

(Continued from page 26)

quencies, and the customer doesn't know that the range of the normal ear is sixteen frequencies to 10,000. He only knows that he is buying a reproducing instrument that appeals to his ear, and it is up to you to keep that instrument so that it will appeal to his ear. Service, that is the answer. If you feel that you are too old to learn this new business that is confronting you, hire the best men that you can, or else go out of the business, because you will shortly fall by the wayside and find yourself the small merchant in a back street, trying to sell the public something that they do not want.

Operating Service School

We have seen this coming. We have talked to our dealers and to the salesmen. We are operating a school at a great expense to ourselves to educate the service men of these dealers, at no expense to them. Your manufacturer or your jobber will not do the work that you are supposed to do. He will assist you and co-operate with you in every way, but the law of the survival of the fittest is the fundamental law of life, and if he finds that you are incapable of handling the marvelous product which he is giving you he is going to find someone more capable, because every talking machine or radio serviced by incompetent hands is a deterrent to the industry and needs much constructive work and much propaganda to counteract the evil effect of just one poorly made sale.

Records as a Source of Revenue

One of the principal sources of revenue for the talking machine dealer, and one which I fear he sadly overlooks, is the item of records. No one wants to hear a so-called popular piece over and over again. I can prove that statement. Before radio broadcasting, the life of a popular waltz was six months and the life of a popular fox-trot was four months. To-day, because there is so much broadcasting, the life of a popular waltz is three months and the life of a popular fox-trot is only six weeks. I know this from records of publishers and I know it because we are in the publishing business ourselves.

Keep Up Interest in Records

The same thing applies to records. You must keep up the interest of the public in the new issues of records. You must know what an electrically recorded record means. You must explain that every note played by an orchestra or sung by a human is recorded on that record, and if the media by which it is transmitted to the human ear is perfect, those notes will come forth in their proper tonal quality and volume. If your record salesman or saleswoman will understand each type of machine that you are selling and will be taught a knowledge of frequencies so that they can explain to the customer how the low notes and the high notes are brought out in all their purity, and the proper machine is used to demonstrate records, you will see your record sales increase as will also your talking machine sales.

Must Show the Customer

If you do not show the customer the attractiveness of the records that you have for display and if you do not display them in the proper surroundings and with the proper machine, they are simply going to go somewhere else and hear it as it should be heard, and some competitor has made a customer and a friend.

There is as much talking machine business in the world to-day as there ever was. If you hire men who know their business and will hire men who are not afraid of work and will hire technical men who keep your merchandise properly sold, you will do more business than you ever dreamed of.



A Complete List of Okeh Distributors

JAMES K. POLK, INC.
181 Whitehall St., Atlanta, Ga.

CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

CONSOLIDATED TALKING MACHINE COMPANY
1424 Washington Ave. So.,
Minneapolis, Minn.

THE ARTOPHONE CORPORATION
1624 Pine St., St. Louis, Mo.

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

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

STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio

OHIO SALES & SUPPLY CO.
1231 Superior Ave., Cleveland, Ohio

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

EVERYBODY'S TALKING MACHINE COMPANY
810 Arch St., Philadelphia, Pa.

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

JAMES K. POLK, INC.
811 West Broad St., Richmond, Va.





(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President, C. L. Bill; Chairman of the Board, J. B. Spillane; Vice-Presidents, Edward Lyman Bill, Randolph Brown; Treasurer, Raymond Bill; Secretary, E. L. Bill; Assistant Secretary, L. E. Bowers; Assistant Treasurer, Wm. A. Low.

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Trade Representatives: VINCENT D. WALSH, E. B. MUNCH, VICTOR C. GARDNER, V. E. MOYNAHAN, ROYCE CODY, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5242. LEONARD P. CANTY, Manager.

Boston: JOHN H. WILSON, 324 Washington Street.

London, Eng., Office: 68 Milton St. (Fore St.) EC. 2. Clerkenwell 1448.

The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 420 Lexington Ave., New York

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

ADVERTISEMENTS: \$6.50 per inch, single column, per insertion. Advertising pages, \$172.00. 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
Cable Address: "Elbill," New York

NEW YORK, APRIL, 1927

The Market Is Actually There

FOR many years we have heard with great regularity the cry that the talking machine has reached the point of saturation so far as public consumption is concerned. We have been told of the millions of machines and records in the homes and of the fact that the cream of the sales has been made, and there are only isolated cases where there is a chance of doing good business.

It was amusing some years ago to hear the saturation talk crop up each year, only to find that the industry registered a new high peak in sales the year following, and, although it must be admitted that not so long ago the trade went through a period of depression, it does not require a great deal of study to determine that the period of inactivity was not due to the flooding of the market, but rather to causes not at all concerned with the number of homes that were, or were not, equipped with instruments of the phonograph type.

As a matter of fact, a nation-wide survey carried on under the auspices of the General Federation of Women's Clubs and completed hardly six months ago, indicates that even to-day some 54 per cent of the homes of the country, and prosperous homes at that, are not possessed of talking machines and records. The survey shows, for instance, that in towns under one thousand population, where entertainment is usually at a premium, only 29 per cent of the families have talking machines, the percentage increasing in almost exact ratio to the size of the various towns and cities, until in communities of 100,000 or over the percentage is practically 60 per cent.

The extent of the survey will be realized when it is stated that 1,839,313 families in 1,157 communities of various sizes reported. These were all homes occupied by the type of people who are interested in club work, personal advancement and the things that make life worth living, albeit with the income that makes it possible for them to realize most of their ambitions along those lines. If out of 1,800,000 or more such homes there still remain one million to be supplied with talking machines and records of various types, or with combination phonographs and radio ap-

paratus, what an enormous market there must be among twenty-three or twenty-four million remaining homes in this great country of ours regarding which no reports have been made.

It might be well for dealers to study carefully the chart on Page 10 of this issue, for it will show them many things. First, that in many communities phonographs are considered quite as important as the telephone, as evidenced by the fact that more homes are thus equipped. It will show also that in the larger cities the phonograph is more general than the automobile, although it would be hard for the man who dodges taxicabs and private cars all day in the streets to concede that.

The survey shows among other things that a big market for instruments of the talking machine type lies in the communities of less than 100,000. In towns of 10,000, for instance, only 34 per cent own phonographs, which means that 66 per cent are still to be supplied. Let the dealer who feels that his field is limited take heart and study the chart, find out in what particular population class his territory belongs and then see how his average of sales and of prospects compares with that shown in the survey. If an organization with nothing to sell directly finds it worth while to compile a survey covering hundreds of communities in the forty-eight States, how much stronger should be the incentive to the local dealer to make a similar survey in his own particular section. The knowledge that he will gain from such a survey may be turned into dollars and cents. Let him study his population and its character.

Massachusetts is the home of culture, yet Minnesota has the most phonographs in proportion to population in the larger cities. To men in other sections of the country Tennessee may be regarded chiefly as the home of the "hill billy," yet Tennessee possesses the largest percentage of phonographs among families in towns of from five to ten thousand population. Such information as this regarding the dealer's own community is highly essential if he has enough confidence in the future of the business to begin building for it now.

A Great Movement for Better Music

BEETHOVEN Week has come and gone, and it is doubtful if to a composer at any time has such national or international tribute been paid as was accorded this great symphonic master during the week of March 21. The pulpit, the press, educators, music lovers and the public generally took part in the observance of the centennial of the death of Beethoven, and such was the character of the programs that the event actually became a tremendous movement for the more general appreciation of the good things in music.

To the officials of the Columbia Phonograph Co. is due the bulk of the credit for the success of Beethoven Week, for the company sponsored the movement and expended a tremendous amount of effort and money to carry it through to a successful conclusion. Months were spent in the preparation and arrangement of the preliminary details, and later in the organizing of national and local committees and mapping out programs.

The importance of the celebration and what it meant to music in the eyes of those closely associated with the art can be no better indicated than by a study of the personnel of the Advisory Committee in charge of Beethoven Week, headed by George Eastman as its chairman. There have been other weeks of celebration of notable events in and out of the trade, but few have received such general recognition and won such widespread co-operation as has Beethoven Week. Throughout the country concerts and recitals of Beethoven music, accompanied by appropriate talks and lectures, were given. Apart from the great recordings by famous orchestras, radio was pressed into service to carry the message to the far corners, and a surprisingly large number of retail music houses sensed the significance of the occasion, and gave earnest attention to the arrangement of effective window displays for the Week, and to newspaper advertising supporting the general plan.

Commercialism was eliminated as far as possible from the celebration and, from a dollars and cents standpoint, the immediate results will unquestionably show a loss. The actual results, however, will come in the future, and the Columbia Co., together with everyone else interested directly or indirectly in music or musical instruments, will be the gainer through the creation of a wider interest

in and a greater appreciation of Beethoven's works and the works of other classical composers.

The sponsors of Beethoven Week have acquitted themselves with credit and honor and they, together with those who participated in the celebration, are to be congratulated upon its success.

The Matter of Radio Control

THE Federal Radio Commission, empowered by the last Congress to clear up the chaotic condition in the broadcasting situation, is now actually in existence and functioning, slowly to be sure but carefully, and so far as can be seen, wisely and along the right lines.

The Commission evidently is playing with no particular faction. It is seeking the best advice that can be given by all those interested, whether they be broadcasters, manufacturers of radio apparatus, or the general radio public, those who listen in regularly and who are very deeply interested in the movement that will insure them satisfactory reception without interference.

The Commission faces a great problem, for at best any adjustment of the broadcasting situation, whether it results in a widening of the program wave band or not, will mean the ultimate elimination of several hundred existing stations, and, quite properly, the dashing of the hopes of some other hundreds of prospective broadcasters who have been seeking places in the air. To bring about this adjustment in all fairness to those concerned will require a comprehensive knowledge of the situation and a vast amount of diplomacy, unless we are to expect a knock-down-and-drag-out fight in the courts.

The Commission has conferred, and is conferring, with the broadcasters, and with representatives of the manufacturers, and has published it widely that "the man with a two-cent postage stamp," in other words, the radio fan without direct Washington connections, can make suggestions through the mails. It is this broad spirit that will help to simplify the problem.

Spasmodic Ordering Cramps Business

THE question of hand-to-mouth buying on the part of retailers is not in any sense confined to the talking machine trade or to the music trade generally, but has developed to such an extent in all lines of business that banking and financial interests and those agencies having to do with surveys of the nation's business have seen fit during the past year or so to make special note of this tendency and of the various evils attendant upon it.

On the face of it, it would seem as though hand-to-mouth buying might protect the dealer from overstocking, but in actual practice it more often influences the dealer to carry an insufficient stock to meet the normal demands of business and to prevent him from enjoying that expanding trade that every business man strives for. No retailer can expect to enjoy ultimate success unless he is willing to invest capital in the sort of stock that will make the proper appeal and at the same time meet the great majority of demands. This rule applies whether he handles stationery, dry-goods, talking machines or records. One of the fundamentals

of his business is service, for it is the caliber of service which he renders that distinguishes him from the half-dozen or more competitors handling the same or comparable lines.

No better summing up of the evils of hand-to-mouth buying as a definite practice has been published in many a day than that which came recently from the pen of E. E. Shumaker, president of the Victor Talking Machine Co., and published in Printers' Ink, his article being reproduced in another section of The World this month. Mr. Shumaker points out that hand-to-mouth buying not only places an unfair burden upon the wholesaler and the manufacturer—a burden that the retailer should be duly bound to share—but proves a handicap to the industry by cramping manufacturing operations. It is only by anticipating future requirements that large factories such as the Victor Co., for instance, can operate on a substantial basis throughout the year, keeping a skilled organization intact, and by steady production effecting those savings in manufacturing costs that make possible interesting prices.

The substantial discounts given to the retail trade, Mr. Shumaker points out, are provided, not alone to insure a profitable turnover, but to provide a margin for the maintenance of stocks adequate to meet demands, and of reserves that insure the operation of the store or department on an even all-the-year-around basis. Spasmodic buying means spasmodic manufacturing, and spasmodic manufacturing means higher costs and, all too frequently, inferior workmanship, brought about through the hasty recruiting of untrained workmen to meet a peak season demand. It is a business problem that deserves earnest consideration.

Meeting the Radio Service Problem

A CAREFUL survey of the manner in which radio service is handled by retailers in various sections of the country indicates strongly that the seriousness of the problem is in direct ratio to the individual dealer's willingness or ability to face competition with a policy that is fixed but is, at the same time, logical. When the average retailer of radio comes to a realization of the fact that the volume of sales does not in any sense indicate profit, just so soon will he come to a proper understanding of how this service angle must be treated.

A well-known Eastern concern found that with free installation and a certain amount of free service a large volume of business was not showing a satisfactory net profit. When free service was discontinued and a direct charge of \$10 made for installation, 25 per cent of the business went to competitors, but the remaining 75 per cent produced a profit that was worth while.

The number of dealers who offer free service for any given period after an instrument is installed in the home and accepted as satisfactory is steadily on the decrease, and there is likewise a substantial increase in the number of those who feel that the complete sale is made in the store and that the customer should pay for the installation even though that practice is not yet common.

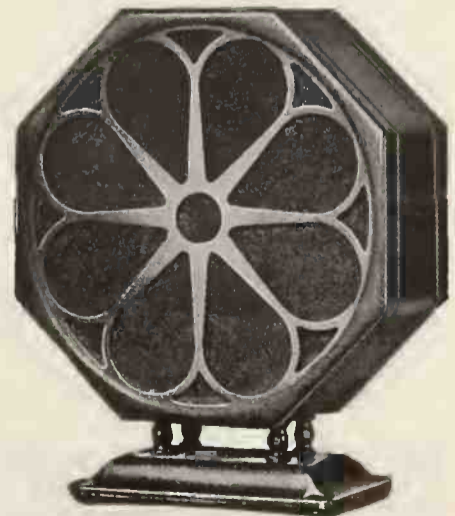
The radio service problem, as do many other problems in the retail music field, revolves around the question of whether the individual dealer is in business to make money or simply to meet competition. The answer rests with the dealer himself.

OCTAONE

Here's one good selling point to remember about the Octacone Speaker. You can knock or drop it, accidentally or otherwise, on a concrete floor if you wish, and it still will reproduce just as clearly and sweetly as it ever did. If you have your doubts as to the value of this *selling feature* try the same experiment with any other six speakers.

\$ 19⁵⁰
List

*Slightly higher
west of the Rockies*



Pausin Engineering Company
727 Frelinghuysen Ave., Newark, N. J.

*Licensed Under Frank E. Miller,
Patent Numbers 1,190,787, 1,220,669,
1,294,137. Other Patents Pending.*

Keep Your "Silent Salesman" on the Job

Window Displays Are a Real Selling Force—Some Practical Hints on Display That You Can Use to Create Windows That Make Sales

By L. C. Lincoln

"IT may seem trite to remark that windows attractively dressed bring real business to the store," said L. C. Lincoln, advertising manager for Fada Radio, after looking over a few hundred photographs submitted in a window contest. "But too much attention cannot be paid to this phase of retailing and those merchants who use their windows persistently report very pleasing returns in profits.

"Window dressing is a science, yet one does not have to go to college four years to learn how to make an effective trim. Good taste and a due sense of proportion, keeping in mind certain fundamentals, will give a willing worker a good start in the right direction."

Applying Few Rules to Radio

Out of years of experience in dealing with retailers in the musical instrument field and with the possibilities of window dressing through close contact with Fada franchised dealers, Mr. Lincoln has boiled down window trimming advice for radio dealers about as follows:

Next to wood paneling, velvet is one of the richest backgrounds for a window.

Floor lamps give a homelike touch.

If your window space permits, use actual furniture occasionally and a rug or two, with flowers on the table, to show how a radio receiver looks in home surroundings.

Use plenty of light with the modern type of reflectors, to keep as much of the light inside your window as possible.

Paste the current day's program or the program for the week on your window. A suggested line to compel action: "You have to buy a radio only once. After that, programs like these are free every night. Come in and talk it over with us."

It is important that windows be kept clean. Though an obvious necessity, this is not always done.

If price cards are used have them clear and easy to read. State on the price card whether

the figure named includes accessories and installation or not.

Windows should be changed once a week every week in the year. The result of this

Dramatize your windows when you can. Holidays, notably Thanksgiving, Christmas, etc., are occasions when special appeal can be made in windows by the talking machine dealers.

Don't forget to cash in on the perennial crop of June brides—and their hubbies, who foot the bills. A trim that always, with variations, is successful for radio for that happy season is to place a set in the window, tie it with wide, white satin ribbon with a large bow and place before it a bridal wreath or bouquet with a few sprays of orange blossoms. The association between this and the new home, artfully done, is really very effective.

The comparison idea—in radio, for instance, by taking an old model set, factory or home-built receiver, and placing it alongside one of the latest models with the legend "Radio four years ago and now"—will work well in trims.

Points to Remember on Radio

Points garnered out of a recent analysis of a large number of window trims have been summarized by Mr. Lincoln in a manner that will be helpful to all dealers.

"Never forget," said Mr. Lincoln, "the casual passerby has to see clearly and in detail any merchandise in the window before he can possibly be interested in it. In a recent prize-

winning window one of the strong points was that the dealer removed a chassis from its cabinet and took off one of the shields so that the construction and individual stage shielding were very clearly shown. Showing publicly how a receiver is made, and in this manner, always creates a favorable impression.

"Radio displays, and this holds true for all window displays, should neither be too crowded nor too much spread out. Tying in the display with the manufacturer's special posters is, of course, desirable. Handling this feature properly, as with the display of the dealer's franchise certificate, is a part of the deftness in rightly placing all articles in the window to advantage.

"Use of streamers is advocated in many cases for explanatory purposes. Catalogs and folders can also be placed in such manner as to carry the suggestion that, even if the prospect is not ready to buy or has no time for an immediate demonstration of a receiver, he can stop in and quickly get information by this means. Where possible, avoid placing speakers on top of sets. Sometimes this is unavoidable, due to the size of a window.

"Working out a good local slogan to identify the dealer with the line in the window is often the means of bringing home the story. For instance, Zeitler Piano Co., of Chicago, had this line in a recent window trim: 'Works When Company Comes.' Well, everybody would remember that line, for many have had sad experiences brought to mind by this clever line.

"It would be impossible to go into all details of window trimming in a brief statement of this sort. Here is one phase of merchandising where, practically speaking, every retailer is on the same footing."



Effective Display by Blackman Dist. Co.

regular practice is that the passerby learns to expect a change from week to week and looks for it as he goes by and will stop to see what new and different things you may have to offer.

Televocal QUALITY TUBES

Dependable and a Technical Triumph



A RADIO TUBE that is non-microphonic — won't short. Sold in matched units; tested, balanced and plainly marked detector, radio frequency or audio frequency.

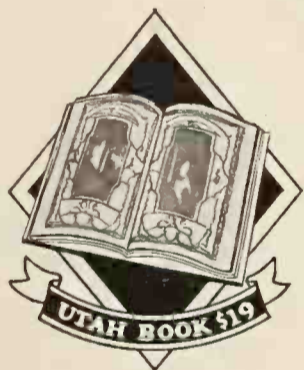
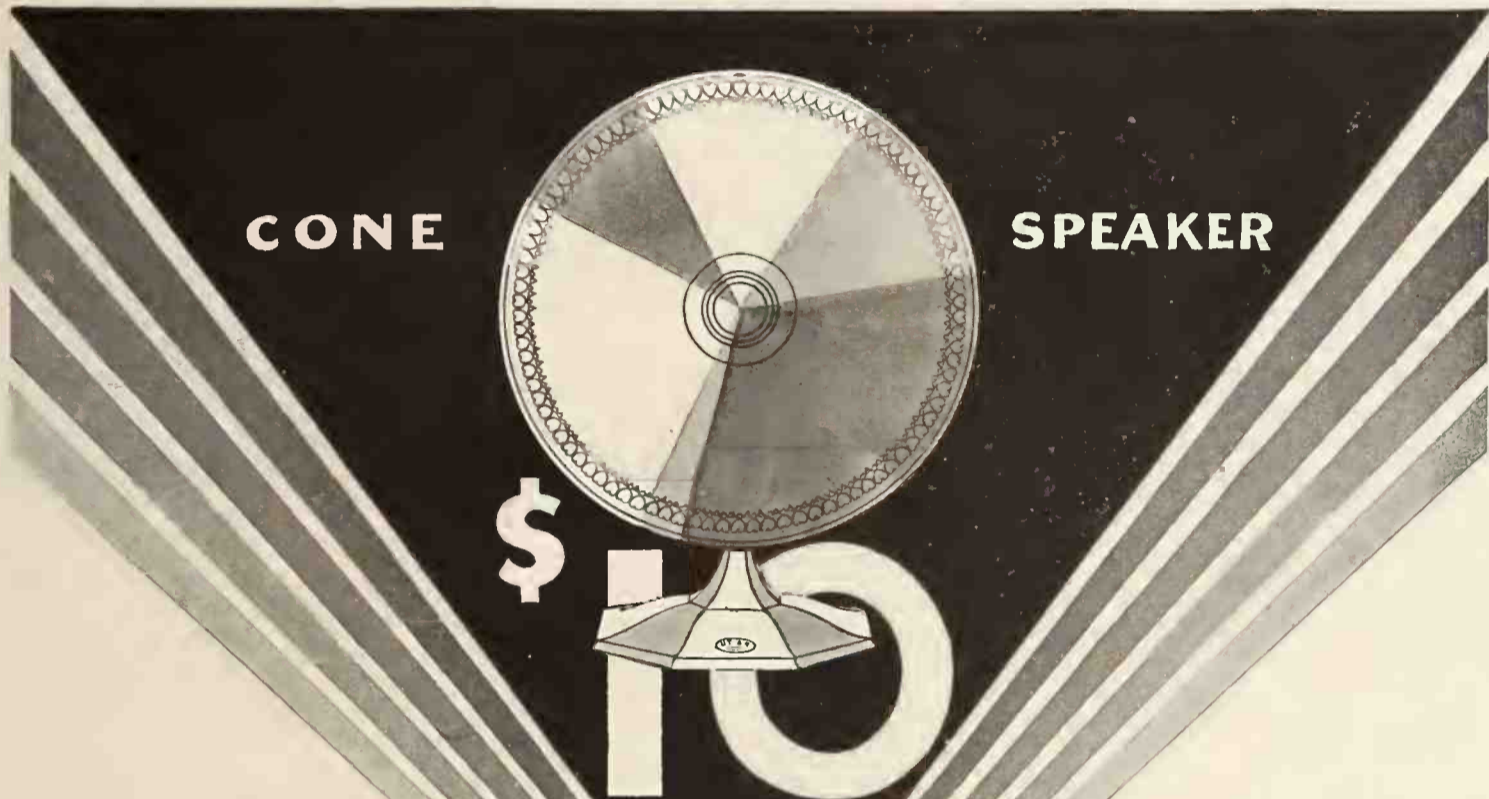
DEALERS AND JOBBERS

Ask for particulars on this new and better radio tube that costs no more.

Televocal Corp'n.
67 A FIFTH AVE. — NEW YORK

Dealer's Name.....
City..... State.....
Jobber's Name.....
City..... State.....

UTAH



The JUNIOR CONE is the Outstanding Speaker for 1927

UTAH RADIO PRODUCTS CO., 1615 S. MICHIGAN AVE., CHICAGO

17½-in. Senior Cone \$16 13-in. Junior Cone \$10 14-in. Standard \$22.50 11-in. Junior \$12.50 17½-in. x 13½ in. Book \$19

Each One Guaranteed

Distributors of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

New Reproducing Sonora
Phonographs . . . Model C
Radio Receiving Set . . .
Highboys . . . and Speakers

Barker Wholesale Company,
Barker Building,
Los Angeles, Calif.

J. H. Burke Company,
221 Columbus Avenue,
Boston, Mass.

Doerr, Andrews & Doerr,
Minneapolis, Minn.

Gibson-Snow Co., Inc.,
Syracuse, N. Y.

Greater City Phono. Co., Inc.,
76 Fifth Avenue,
New York, N. Y.

Hassler Texas Co.,
2216 Commerce Street,
Dallas, Texas.

Kohler Distributing Co.,
63 Minna Street,
San Francisco, Cal.

Moore-Bird & Company,
1720 Wazee Street,
Denver, Colo.

Musical Products Distributing Co.,
22 West 19th Street, New York, N. Y.
Brooklyn & Long Island Distributors.

Pennsylvania Phono. Dist. Co.,
1015 Chestnut Street,
Philadelphia, Pa.
917 Wabash Building,
Pittsburgh, Pa.
1747 Chester Avenue,
Cleveland, Ohio.

James K. Polk, Inc.,
181 Whitehall Street,
Atlanta, Ga.
811 W. Broad Street,
Richmond, Va.

Reliance Battery Products Co.,
2211 So. Eighth Street,
Council Bluffs, Iowa.

C. A. Richards, Inc.,
100 E. 45th Street, New York, N. Y.
Canadian & Export Distributors.

C. D. Smith Drug Co.,
St. Joseph, Mo.

Sterling Roll and Record Co.,
137 W. Fourth Street, Cincinnati, O.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

The Tay Sales Company,
231 N. Wells Street,
Chicago, Ill.

Yahr-Lange, Inc.,
Milwaukee, Wis.
442 E. Lafayette Avenue,
Detroit, Mich.

E. E. Shumaker Analyzes the Fallacy Underlying Hand-to-Mouth Buying Policy

President of the Victor Talking Machine Co., in Article in "Printers' Ink," Finds It Advantageous to Neither the Dealer Nor the Manufacturer

The World takes much pleasure in reproducing herewith an excellent article on "Some Fallacies of Hand-to-Mouth Buying," contributed to a recent issue of "Printers' Ink," by E. E. Shumaker, president of the Victor Talking Machine Co. The comments presented by Mr. Shumaker are so well founded that they might be studied with great profit by many members of the retail trade.—EDITOR.

HAND-TO-MOUTH buying, like any other kind of buying, is satisfactory to everybody when business is good, and in industries where consumption remains pretty well on an even keel. But this is a condition which does not often exist.

So we give it as our opinion that hand-to-mouth buying is, in general, a good policy for neither the dealer nor the manufacturer.

But at that, with all its faults and dangers, it is a better system than indiscriminate or un-intelligent buying. For that leads to over-stocking, causing the very condition which could be overcome by intelligent buying for stock; that is, buying for stock during the manufacturer's slack periods for the purpose of helping the producer level his peaks.

Effect of Hand-to-Mouth Buying

In our industry, Fall and Winter are our biggest seasons and our factory capacity is hardly ever adequate during this period to take care of the demand. During the late Spring and Summer, the condition is reversed.

Therefore, if our dealers followed the hand-to-mouth buying policy, we would probably be obliged to curtail operations during the Summer and then not be nearly able to supply the demand during the Fall and Winter. On the other hand, if the dealer bought intelligently for stock during the Summer, he would not only help us to straighten our productive curve and thus maintain our organization, but he would be better able to supply his demand during the Fall and Winter.

It might be argued that the manufacturer could perform the function and carry the burden of producing stock during his slack periods in anticipation of the peak demands. But where the manufacturer's ratio of business in relation to volume of business done is relatively small, he cannot and should not be expected to do so.

Manufacturer as a Warehouse

If it should become necessary, generally speaking, to do this, it is quite conceivable that many manufacturers would find their profits vanishing. In other words, if the manufacturer must function as a warehouse from which the trade may draw merchandise at will, the trade will have to operate on a smaller margin of profit or the selling price of the merchandise must be advanced.

As we see it, hand-to-mouth buying could only be carried on satisfactorily if the wholesaler and retailer were willing to operate on a smaller margin of profit. If jobbers and dealers decide not to carry any stocks, they must have, somewhere, an inexhaustible supply to draw on if they are to supply the demands upon them at all times. Who can expect a manufacturer to pay someone to assume a burden, and then carry it himself?

When a nationally advertised product is distributed through wholesaler and dealer organizations which are allowed a substantial margin to carry on their business, it is expected, and it is necessary that they do carry a substantial stock so that the entire burden will not be placed upon the manufacturer.

It is much more difficult for a manufacturer, located in one part of the country, to estimate accurately what the national consumption of his product might be five or six months hence

than it is for thousands of dealers to estimate their own individual or future requirements.

Deprived of this assistance, the result will probably be a tremendous over-production or a tremendous shortage. Even with the combined merchandising brains of the manufacturer, wholesaler and retailer being brought to bear



Edward E. Shumaker

on the problem of what production for the future should be, serious mistakes are made.

It is, therefore, quite clear to us that for the dealer's own good he should never be put in the position of not being obliged to plan for himself, or relieved of all responsibility other than simply making sales.

Schickerling Sales Offices in Boston and Chicago

W. E. Nourse Named as Manager of Boston Office—A. E. Simon in Charge of the Chicago Headquarters—Widely Experienced

Direct factory sales offices of the Schickerling Products Corp., radio tube manufacturer, Newark, N. J., have been established in Boston, Mass., and Chicago, Ill. W. E. Nourse, well known in New England radio circles, is manager of the Boston office. A. E. Simon, who has had extensive experience in radio merchandising in the Middle West, is in charge of the Chicago office.

Edward Eagle in Europe in Interest of Gold Seal Tubes

Edward Eagle, vice-president and general sales manager of the Gold Seal Electrical Co., Inc., is undertaking an extended European trip for the purpose of completing arrangements for the distribution of Gold Seal tubes there. Mr. Eagle expects to establish distributing connections in England, France, Germany, Holland and Scandinavian countries.

Celebrates Anniversary

Its forty-fifth anniversary is now being celebrated by the Will A. Watkin Co., of Dallas, Tex., one of the best-known music houses in the Southwest. The firm is an RCA authorized dealer. Both Will A. Watkin, head of the organization, and Robert N. Watkin, junior member and ex-president of the National Association of Music Merchants, have long been active in the music industry.

The most profitable franchise in

Radio

Six tubes ~ One Control **FRESHMAN MASTERPIECE**



World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-2.. **\$49.50**



A remarkable value is this console, paneled entirely of genuine mahogany. Contains built-in cone speaker. Spacious battery compartment. Model 7-F-3 ... **\$79.50**



"The Masterpiece of Masterpieces" is this distinctively beautiful radio. Contains a 12-inch cone speaker built right in the cabinet and a spacious compartment for all accessories. Paneled in genuine mahogany. Model 7-F-5 **\$99.50**



TELEPHONE PENNSYLVANIA 8200

FRESHMAN MASTERPIECE

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240 WEST 40th ST.
NEW YORK, N.Y. March 21st, 1927.

CHICAGO FACTORY AND OFFICE:
626 WEST WASHINGTON BOULEVARD

CABLE ADDRESS "FRESHMAN"

Progressive Merchants,
Everywhere
Gentlemen:

We are presenting herewith information which is of vital interest to you.

The sign "AUTHORIZED FRESHMAN DEALER" is a powerful aid to the merchant, denoting Radio leadership in his locality.

The Freshman franchise is a valuable asset to any merchant who possesses adequate display space and who has the facilities to handle volume business.

Extreme care is exercised in the choice of Authorized Freshman Dealers to safeguard those dealers already established against unfair competition.

We recognize the salient fact that in the financial success and growth of the dealer lies our financial plan of direct-to-dealer distribution.

We work directly with the dealer. We have no intermediaries. His problems are our problems. We meet them together.

Cordially,
CHAS. FRESHMAN CO. INC.
W. H. Bush
SALES MANAGER

HAB:RF

"The World's Greatest Radio"

Wire, write or phone for detailed information on Freshman merchandise and dealer policy

CHAS. FRESHMAN COMPANY, Inc.

Freshman Bldg., New York

2626 W. Washington Blvd., Chicago

800 N. Spring St., Los Angeles, Cal.

All Freshman Products will be displayed at the Radio Trade Show—Hotel Stevens, Chicago—June 13-18

This massive console is a refined piece of furniture with battery and speaker compartments enclosed. Paneled entirely of genuine mahogany. Twelve-inch built-in cone speaker. Model **\$109.50**
7-F-4



for perfect shipments

Phonographs or radios shipped in Atlas Plywood Packing Cases can be placed in the dealers' showroom immediately. No retouching of beautiful finishes is necessary—the protection Atlas Cases give them is complete and sure.

Atlas Plywood Cases are extremely light in weight, too—saving freight. Send us sizes and let us show you what they will save YOU.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

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649 McCormick Building

804

Distributors of New Gennett Records Appointed

Many New Wholesale Connections Made by Starr Piano Co. for Distribution of New Gennett Electrobeam Recordings

RICHMOND, IND., April 5.—Since the introduction of the Gennett Electrobeam records by the Starr Piano Co., some two months ago, there has been a steady demand from the trade throughout the country for the agency for the records. The public demand for the recordings has been so great that not only dealers but many distributors have written the Starr organization, requesting the representation for the territory which they serve. Numerous connections have been established, among which are the Northwestern Phono. Supply Co., St. Paul, Minn.; James Cowan Co., Inc., Richmond, Va.; Aluminum Specialty Co., Atlanta, Ga.; Southern Aluminum Co., New Orleans, La.; Elion Bros., El Paso, Tex., and the Cole & Dunas Music Co., Chicago, Ill.

These distributors are putting strong efforts behind the Gennett recordings and are planning and staging sales campaigns which have proved extremely successful, as is evidenced by the fact that day and night shifts are working constantly at the Starr factory to keep up with the growing demand. Harry Bernstein, of the Northwestern Phono. Supply Co., immediately after being appointed distributor, arranged to have records made by the most prominent and popular artists of St. Paul and Minneapolis, and he is experiencing wonderful success with the finished records.

Latour Corp. Campaign Outlines Patent Plans

Leading Firms in Radio Industry Have Acquired Licenses Permitting Use of the Inventions of Marius C. A. Latour

The Latour Corp., owners of the patents and inventions of Professor Marius C. A. Latour, has forwarded to the trade and other interested members of the radio industry, together with a series of trade paper advertisements, an outline of some of its plans and arrangements for the use of its patents. At the same time it calls attention to the particular patents of which the Latour Corp. is the owner and thus further places its position and plans before the industry.

In the announcement it is stated: "Among those who have already acquiesced in and acknowledged the patent rights of Latour by acquiring simple non-transferable licenses are the American Telephone & Telegraph Co., the Western Electric Co. and the Radio Corp. of America."

In addition to the patents covering the inventions of Prof. Latour, the corporation in its

notice to the radio trade also states that it is the owner of the United States patent issued to Messrs. Brillouin and Beauvais.

The Latour patents include: U. S. Letters Patent No. 1,405,523, granted February 7, 1922; reissue patent No. 16,461, granted November 9, 1926. Also U. S. Letters Patent No. 1,607,466, granted November 16, 1926, and U. S. Letters Patent No. 1,614,136, granted January 11, 1927.

The Messrs. Brillouin and Beauvais patents include U. S. Letters Patent No. 1,404,573, granted January 24, 1922; U. S. Letters Patent No. 1,404,574, granted January 24, 1922; U. S. Letter Patent No. 1,405,267, granted January 31, 1922, and U. S. Letters Patent No. 1,465,250, granted August 21, 1923.

Perryman Tubes Featured in New Dealer Helps

Window Streamers and Cards, Counter Cards and Other Attractive Material Emphasizing Merits of Line Are Announced

An attractive line of dealer help material, strikingly lithographed in six colors, has been prepared by the Perryman Electric Co., Inc., New York. These displays consist of window streamers, window cards, counter cards and individual figures, and in addition to the color lithography the bulbs of the Perryman tubes illustrated have been silvered to give a natural effect. The counter cards are equipped with a special easel which holds three radio tubes, thus making a permanent display.

Three points of superiority of Perryman tubes are stressed throughout in this display material. They are the Perryman patented bridge, said to eliminate injurious effect of jolts and jars; the Perryman tension springs, designed to allow for expansion and contraction due to changes in temperature when the filament is heated, and the Perryman double filament, which is claimed to double the area of the electron emission, increase the efficiency and lengthen the life of the tube. The well-known guarantee, signed by George H. Perryman, which goes with each Perryman tube, is also strongly featured.

Issues 1927 Catalog

The Stromberg-Carlson Tel. Mfg. Co. has just issued its 1927 catalog, which is being sent out to its clients. While the bulk of the catalog, which contains 260 pages, is given over to descriptions and prices of telephone and switchboard equipment, ten full pages are devoted entirely to radio receivers and accessories. The complete Stromberg-Carlson line includes five and six-tube receivers, full socket power equipment, speakers, headsets and other radio accessories. The new volume is handsomely printed with cover in cloth and gold.

Marketing a Device to Improve Phonograph Tone

American Bosch Magneto Corp., Springfield, Mass., Announces "Recreator"—Designed to Improve Tone of Old Type Phonographs

A simple device, designed to operate old type phonographs with an improved tone quality, has been announced to the trade by the American



The Bosch "Recreator"

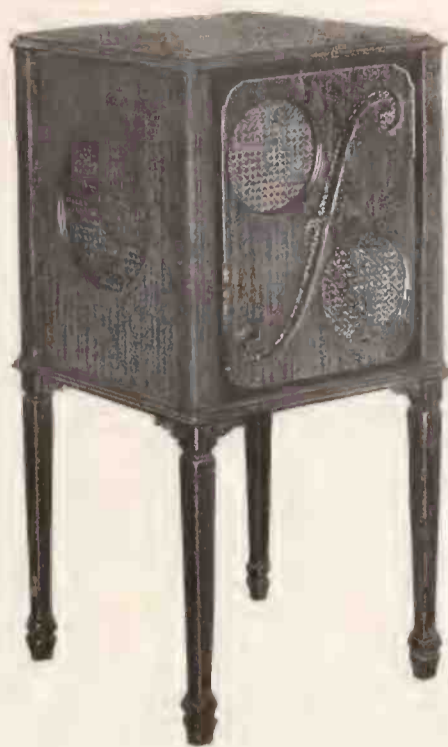
Bosch Magneto Corp., Springfield, Mass. This is the Bosch Recreator, which reproduces electrically the music from the phonograph records through the radio receiver. It requires no batteries of its own, since it is designed to use those of the radio set. The Bosch Recreator is used instead of the phonograph tone arm, carrying the reproduction electrically from the phonograph record to the detector socket of the radio set, and the music is reproduced through the radio set and the speaker. A volume control is provided. This device is distinctive in design and attractively finished in bronze.

Pacific Radio Trade Assn. Has Interesting Meeting

SAN FRANCISCO, CAL., April 4.—The best attended and most interesting meeting of the Pacific Radio Trade Association was held last month and about 250 radio men enjoyed a fine program. The principal speaker was George McClelland, vice-president and general manager of the National Broadcasting Co., who was introduced by G. Harold Porter, Pacific Coast manager of the Radio Corp. of America. Among the guests was Colonel Dillon, recently appointed member of the Federal Radio Commission. The radio show committee reported that 80 per cent of the show space has been sold without solicitation.

No Tubes Necessary!

And now we introduce the New Melofonic Cabinet Speaker Model LB! It embodies the finest acoustical principles used by the leading phonograph manufacturers. Yet it is a cone operated speaker with 14 inches of surface drive and eight cubic feet of tone chamber. This model will unquestionably appeal to those who seek depth in tone without sacrificing high pitch range. Finished in English Two-Tone Brown Mahogany. 20 foot speaker cord. Size 38¾-in. high, 18-in. wide, 18-in. deep.



LIST PRICE \$65.00

MODEL LB

Licensed and Manufactured Under U. S. Patent 1414801 Other Patents Pending

"Best by Comparative Test!"

Acoustical Amplification



LIST PRICE \$28.50
MODEL M

Hear the Melofonic Model M Speaker and you will immediately recognize why we say: "Best by Comparative Test." It STANDS UP under high voltages—will not rattle no matter how much power you give it. There's a big need for the Melofonic—TODAY!

Finished in High Polished Walnut, Brown and Gold Burtex diaphragm. Size 18½-in. in diameter.

Distributors:

Write us at once for desirable territory still open. F.O.B. point for wholesalers either Louisville, Kentucky or New York, N. Y.

Dealers:

Ask your Distributor for Melofonic Speakers. If he cannot supply you write us for the name of distributor nearest you.

The New

Melofonic Radio Speakers

PROGRESSIVE MUSICAL INSTRUMENT CORP.

319 Sixth Avenue, New York City

Again—the big season for

The Beautiful
PAL
De Luxe
\$25⁰⁰ List



The Standard
PAL
\$25⁰⁰ List



Regal
\$15⁰⁰
List



KOMPACT
Now
\$10⁰⁰
List

Unmatched in value—unequaled
in efficiency and beauty—that is
why they constitute the most
important portable phonograph
group in the industry



*Display and demonstrate this line — it will sell itself
Your nearest distributor will give you immediate service*

The PLAZA MUSIC CO.

10 West 20th St., New York

\$ 40

RETAIL

Over-All Dimensions — When closed, 16½ inches long, 13 inches high and 14 inches deep; net weight, 25½ lbs. Packed for shipment in wood veneer cases.



The Fine-Arts Micro-Phonic Table Phonograph

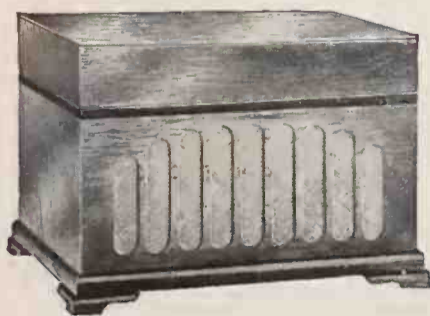
A remarkable instrument designed on the new improved sound reproduction principles. Its Micro-Phonic tone arm, reproducer, and four-foot sound chamber offer volume and tone quality which are truly amazing — perfectly flawless. You will hear the finely vibrant

beauty of chimes and bells — the highest treble of the piccolo

and flute, down the entire musical instrument family to the deepest bass of the tuba and the roll of the drums.

It is beautiful to look at too — smartly designed and richly finished in duo-tone mahogany. Yet the price is only \$40 retail.

The important point is to get started quickly and take full advantage of the large demand for this new type of table phonograph. Order a sample today.



PLAZA MUSIC COMPANY

10 West 20th St., New York

Interesting Events of the Trade in Pictures



Above: A view of the great crowd that gathered in Canal street, New Orleans, to hear Giant Victrola that played constantly during the Carnival. Victor dealers sponsored the event. The same huge Victor instrument was played at the Philadelphia Sesqui-Centennial, where it was heard by visitors from all parts of the country, as well as by many who journeyed to the Sesqui from distant lands



Left: Tie-up with theatre by Select Furniture Co. Scranton, Pa., when Nick Lucas, Brunswick artist, visited that city



Above: Wm. L. Jacoby, who was elected president of the Kellogg Switchboard & Supply Co., last month. Mr. Jacoby is a man of wide experience in banking, financial and engineering



Above: Capt. Gray, of Scott Field, Mineola, N. Y., just before a balloon flight in which he ascended 27,000 feet. In the foreground is Atwater Kent one-dial set used to chart course while aloft and to conduct experiments in radio reception at a great altitude



Left: R. F. Grady, Oldtown, Me., winner of G.C.H. contest for name and slogan for Majestic "B" Current Supply



Above: Crowds that gathered in Knox-Walker Co. store, at Pine Bluff, Ark., when Art Gillham, Columbia artist, and known as the "Whispering Pianist," appeared there. Mr. Gillham, accompanied by Louis H. Marks, Columbia representative, visited numerous cities and towns in this territory, attracting capacity houses wherever he appeared and stimulating the demand for his records among the public

Right: Canadian National Railways parlor car equipped with Brandes headphones and radio speakers



Left: Stromberg-Carlson display of Schullstrom Radio Co. Note effective use of dealer helps and the simplicity of the window display itself

The Player-Tone

IT'S SIMPLY GREAT

Announcing for 1927

An Amazing Achievement!

Our new Saxophonic Instruments in combination with the famous ULTRA (phonic) Reproducer, made by the Audak Co., are the outstanding development in recorded entertainment permitting a refinement of sound reproduction possible in no other way.



The famous ULTRA (phonic) Reproducer



The Standard by which all reproducers are judged and valued!



MODEL 175
Console Grand
42" HIGH 30" WIDE 21" DEEP

A Phonograph of Artistic Beauty. Jacobean Period with Burl Walnut Front and Birdseye Maple Panels with Rose Decorations.

Five Models of Twelve



MODEL 200
The Sonnet
43" HIGH 30" WIDE 21" DEEP

An Instrument of Distinction, featuring full length amplifying tone chamber with the improved Saxophonic Equipments, makes this the Phonograph with the Magic Voice.



Model 110
34 in. High, 35 in. Wide, 22 in. Deep



Model 85
Saxophonic Console
36 in. High, 21 in. Wide, 21 in. Deep



Model 125
34 in. High, 35 in. Wide, 22 in. Deep

Write at once for Our Booklet and Special Discount and Act Quickly. Be first to offer these new instruments to the trade who are ready to receive them.

PLAYER-TONE TALKING MACHINE CO.

Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.

FINE

Every ULTRA automatically sealed to the tone arm—

This is only one of the scores of scientific achievements responsible for the great demand and popularity of ULTRA Reproducers the world over.

The appearance of ULTRA may be copied — but, the SOUL of ULTRA defies IMITATION — its marvelous performance has never been equalled.

For the QUALITY of ULTRA is not based on its appearance, but on the minute perfection of fine details which spell scientific finesse. These are vital to the fine performance and innate perfection of ULTRA.

One of the many features is the special construction which automatically SEALS the ULTRA to the tone arm, making it acoustically tight—a feature of prime importance to the new electrically cut records.

Yet, this is only one of the great many points of ULTRA superiority—which makes it what it is.

Other important details will be pointed out from time to time

Accept No Substitute

*For your own protection
look for*

"THE AUDAK COMPANY"

*(Stamped on every genuine
instrument)*

**This tag will hereafter
be attached to every
Genuine ULTRA**



Nothing but extraordinary performance is responsible for the great demand and popularity of ULTRA reproducers.

**ULTRA—on a reproducer
is like "Sterling on Silver"**

The AUDAK COM

Makers of Acoustical and Electrical

S S E

The **Polyphase** ULTRA \$12.50

The Polyphase fills the demand for the last word in reproducers. Everyone knows the big difference in riding qualities of say a Cadillac or a Pierce Arrow at fifty miles an hour as compared against some lower priced car going at the same speed. They both go at the same rate of speed, but the higher priced car glides along apparently without effort or strain or vibration. This is exactly the difference between POLYPHASE and other reproducers. Under all conditions the POLYPHASE is free from strain—from the slightest phonographic trace.

The **Singlephase** ULTRA \$8.50

is the famous reproducer which reproduces the ringing high notes and the booming bass, with equal fidelity.

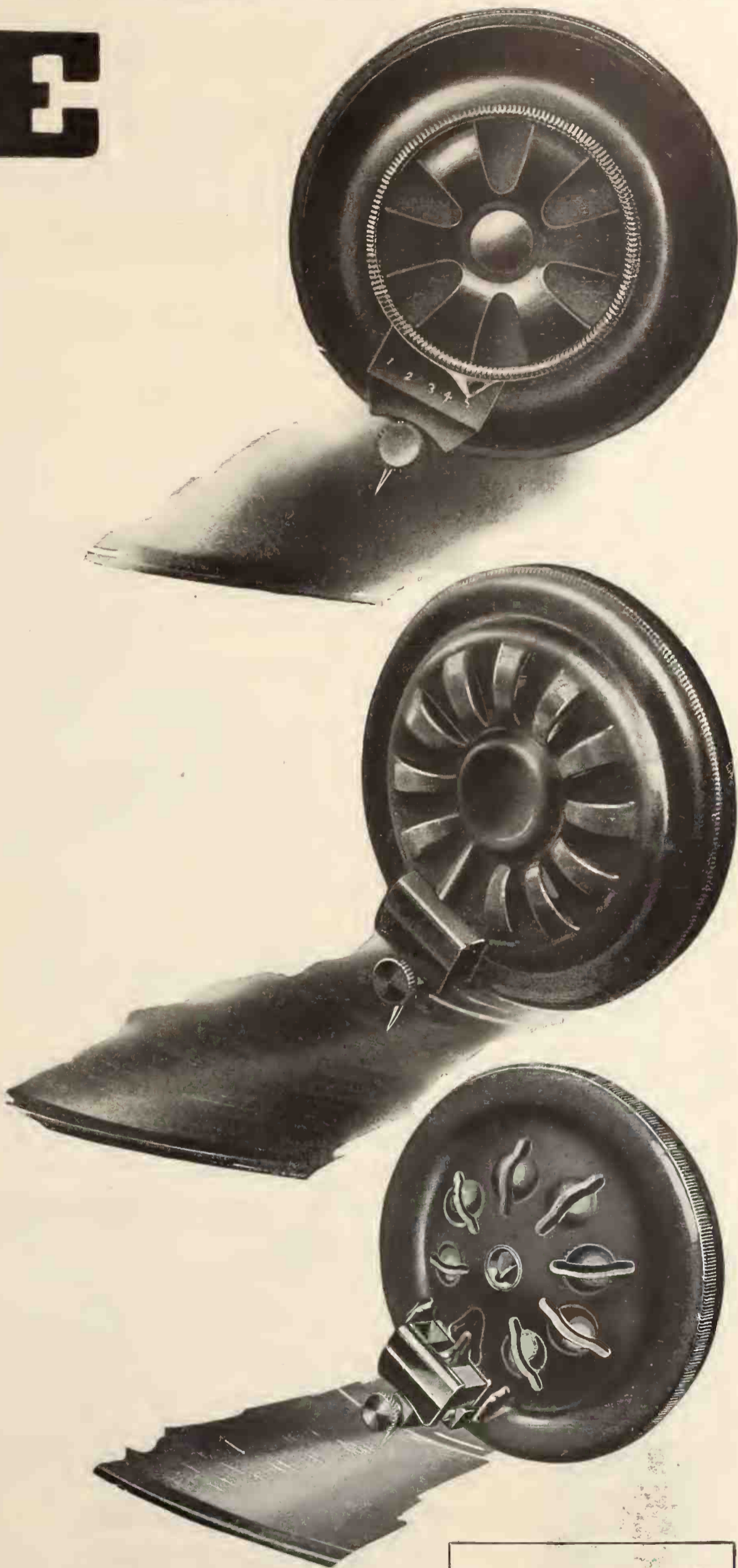
The brilliance of its performance startled both dealers and public and made it almost overnight an enormous success. It not only brings you a worth while profit, but will greatly increase your record sales through its fine reproduction.

The **Revelation** ULTRA \$5.50

In response to requests from dealers the REVELATION ULTRA has been created.

A high type product, at a low price, made of finest quality materials and in the scientifically studied manner for which Audak products are known everywhere.

Your jobber will gladly demonstrate its superiority.



PANY,

565 Fifth Ave., New York City

Apparatus for More Than 10 Years

ULTRA reproducers are the standard by which all reproducers are judged and valued

Beethoven Week Program

Nation-wide observance of memorial of centennial of composer's death—Columbia Phonograph Co. sponsored event that aroused unusual interest

Participated in by Trade Musicians and the Public

THROUGHOUT the entire world, Saturday, March 26, was set aside as a day during which honor should be paid to the memory of Ludwig van Beethoven, composer. In the United States, through the instrumentality of the Columbia Phonograph Co., the hundredth anniversary of the great composer was observed not by one day's tribute, but the entire week from March 19 to March 26 was termed Beethoven Week, and during this period radio concerts of Beethoven music were given, and in schools, churches, libraries and civic centers, exercises were held, lectures were given, concerts were heard and Beethoven exhibits were shown. From coast to coast, in the large cities and in the prairie and mountain sections, Beethoven programs were held, and while these differed in detail, all of them included the reading of the Centennial address, written by Daniel Gregory Mason, of Columbia University; the first performance of Walter Damrosch's explanatory record, at the piano, of the Funeral March from the Third Symphony, distributed free to schools and civic meetings by the Columbia Phonograph Co.; civic exercises with the reading by mayors of a Beethoven address; sermon on the religious aspects of Beethoven read in the churches, and lectures on Beethoven from material supplied by the national committee.

A glance at the names of the members of the National Advisory Body of Beethoven Week organized by the Columbia Phonograph Co., indicates the whole-hearted manner in which all types of industry and trade, professions and churchmen, joined together to make the Beethoven Centennial observance the outstanding musical event of our time.

In addition to Chairman George Eastman, National Advisory Centennial body members included Dr. Felix Adler, James M. Beck, Robert Bridges, Arthur Brisbane, Dr. Nicholas Murray Butler, the Rev. S. Parkes Cadman, Frederick R. Coudert, John W. Davis, Norman H. Davis, Robert W. De Forest, William T. Dewart, John Dewey, Robert Erskine Ely, Harry Harkness Flagler, Daniel Frohman, Will H. Hayes, Charles E. Hughes, Frederic A. Juillard, Rollo Ogden, Ralph Pulitzer, Samuel W. Reyburn, Mrs. Arthur Sachs, Frederick T. Steinway, Augustus Thomas, Paul M. Warburg, William Allen White and Rabbi Stephen S. Wise.

Millions Hear Opening Ceremonies

The opening ceremonies of the week were held at Carnegie Hall, New York, and were broadcast over a network of twenty-two stations of the National Broadcasting Co., covering the entire United States. The program was a most interesting and varied one, consisting of

an explanatory talk on Beethoven's Fifth Symphony by Walter Damrosch, assisted by the Musical Art Quartet, and an address by Dr. John H. Finley on "What Beethoven Means to Our Civilization." The second of the Beethoven radio hours was broadcast on Saturday, March 26, from Carnegie Hall, on the same cir-


the sponsorship of the Columbia Phonograph Co., and the air audience of millions was advised that they could secure a brochure on the life and works of Beethoven by writing to the station to which they were listening or to Beethoven Week headquarters in New York. Many thousands of listeners asked for and

received this beautifully illustrated booklet prepared by experts under the direction of the Columbia Phonograph Co.

Secondary in importance only to the radio programs were the public and high school observances of Beethoven's death. In 275 cities throughout the country, concerts and lectures were heard treating of different phases of the composer's work and life. Student instrumentalists and the playing of the Columbia Masterworks recordings provided the programs. In New York, Dr. George H. Gartlan, director of music in the public schools, stated that there were Beethoven programs in every one of the schools. This was typical of the manner in which educational authorities throughout the country co-operated with the Advisory Board in making the week one of outstanding success.

Another important part of the Beethoven Week commemoration programs were the civic concerts which were held in 150 cities throughout the country. In New York the civic concert was held at the Town Hall, with Henry W. Taft presiding. The principal speaker was W. J. Henderson, music editor of the Sun, who delivered an address on

B E E T H O V E N



Beethoven Week
March 20-26

Sponsored by
Columbia Phonograph
Company

The Symphonies

Set No. 57. Symphony No. 1, in C Major, Op. 21, in Eight Parts..... \$6.00
45. Symphony No. 2, in D, Op. 36, in Eight Parts..... \$6.00
46. Symphony No. 3 (Eroica) in E Flat, Op. 55, in Fourteen Parts \$20.50
47. Symphony No. 4, in B Flat, Op. 60, in Ten Parts..... \$7.50
48. Symphony No. 5, in C Minor, Op. 67, in Eight Parts..... \$6.00
61. Symphony No. 6 (Pastoral) in F, Op. 68, in Ten Parts..... \$7.50
62. Symphony No. 7, in A Major, Op. 92, in Ten Parts..... \$7.50
64. Symphony No. 8, in F, Op. 93, in Six Parts..... \$4.50
59. Symphony No. 9 (Choral) in D Major, Op. 125, in Sixteen Parts (Previously Issued)..... \$21.00

The Chamber Music

Set No. 66. Quartet in G Major, Op. 18, No. 1, in Six Parts..... \$4.50
59. Quartet in C Minor, Op. 18, No. 4, in Six Parts..... \$4.50
60. Quartet in B Flat, Op. 18, No. 6, in Six Parts..... \$4.50
49. Quartet in F Major, Op. 19, No. 1, in Ten Parts..... \$7.50
50. Quartet in E Minor, Op. 19, No. 2, in Eight Parts..... \$6.00
51. Quartet in C Major, Op. 19, No. 3, in Eight Parts..... \$6.00
56. Quartet in F Minor, Op. 25, in Six Parts..... \$4.50
55. Quartet in F Major, Op. 133, in Six Parts..... \$4.50
52. Trio in B Flat, Op. 97, for Violin, Cello and Piano in Ten Parts \$7.50

AMERICANS pay tribute to Beethoven this week, commemorating the hundredth anniversary of the world's greatest composer.

The Columbia Centennial Edition of the Masterworks of Beethoven (electrical recordings, complete, without abridgement other than conventional repeats) is presented by the Columbia Phonograph Company as an appropriate permanent tribute to the master. Here in this immutable treasury will every music-lover find the symphonies, the quartets, and the sonatas in the special Centennial albums.


The message of Beethoven's music will be delivered in behalf of Beethoven Week by Walter Damrosch, assisted by the Musical Art Quartet, and vocalists, who are broadcasting the Beethoven Hour on Saturday, March 19, and Saturday, March 26, over the following stations: WBAF, WERI, WJAR, WTAG, WOL, WFI, WEC, WGSB, WCAR, WTAM, WWJ, WJAI, WGN, KSD, WOC, WCCO, WDAF, WOT, WIAS, WSM, WBS, WMC.

Fall details of this program will be given on the radio page.

The Masterworks series of the Columbia Phonograph Company, including the Beethoven Centennial Edition, contains 60 albums of the greatest works of the greatest composers from Bach to Strauss.


COLUMBIA PHONOGRAPH COMPANY, Inc.
121 West 26th Street, New York City

A RECORD LIBRARY OF THE WORLD'S GREAT MUSIC



Columbia

NEW PROCESS RECORDS
Made the New Way - Electrically
Free from Recording - The Records without Scratch



Columbia Beethoven Newspaper Tie-Up Advertisement

consisted of twenty-two stations. On this occasion, Mr. Damrosch gave an explanatory lecture on the Ninth Symphony of Beethoven, assisted by a vocal quartet, comprising Olive Marshall, Grace Leslie, Charles Stratton and Frederick Baer. Both of these concerts were given under

"The Living Force of Beethoven." The musical program consisted of selections by the Musical Art Quartet and Elsa Alsen.

The religious phases of Beethoven's music were treated in sermons and organ recitals on Sunday, March 27. This material was prepared with the co-operation of Cardinal Hayes, Bishop Manning, Dr. Cadman and Rabbi Wise. On Sunday, March 20, a commemorative service was held in the Cathedral of St. John the Divine, New York, at which 3,500 people heard Bishop Manning and Walter Damrosch deliver addresses on Beethoven and the choir sang Beethoven's Mass in C.

Other Features of Beethoven Week

Other features of the week included a reception at the Ambassador Hotel, New York, which was attended by Louis S. Sterling, chairman of the board of the Columbia Phonograph

(Continued on page 40)



PHONOGRAPH CASES

RADIO 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.

The New Peerless Portable at \$15.00 Retail



The Outstanding Value!

Note Specifications and You'll Agree

- 1 → **One Piece Brass Drawn Tone-Arm.**
- 2 → **New Type Phonic Reproducer with Metal Alloy Diaphragm, giving Wonderful Reproduction.**
- 3 → **Real Peerless Record Album with Individual Pockets (not a box).**
- 4 → **Covered with Genuine Du-pont Fabrikoid in Two-tone Combinations—Three colors Maroon, Blue, Black.**



- 5 → **Junior Flyer Motor—Guaranteed.**

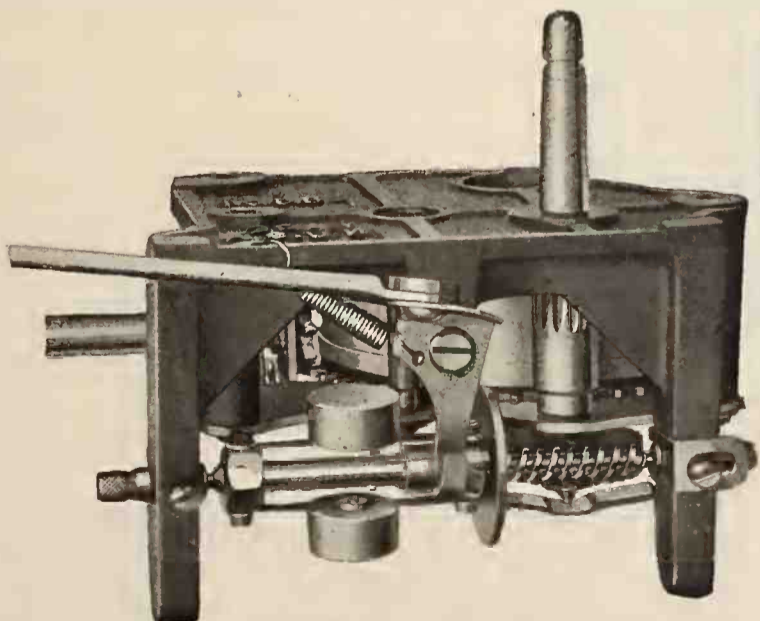
Write for sample and be convinced

PEERLESS ALBUM CO.
638 Broadway — New York City

JUNIOR FLYER MOTORS

Used Exclusively in Above Model

Peerless Portable Phonographs



The

JUNIOR FLYER

Designed and Manufactured by

The General Industries Company

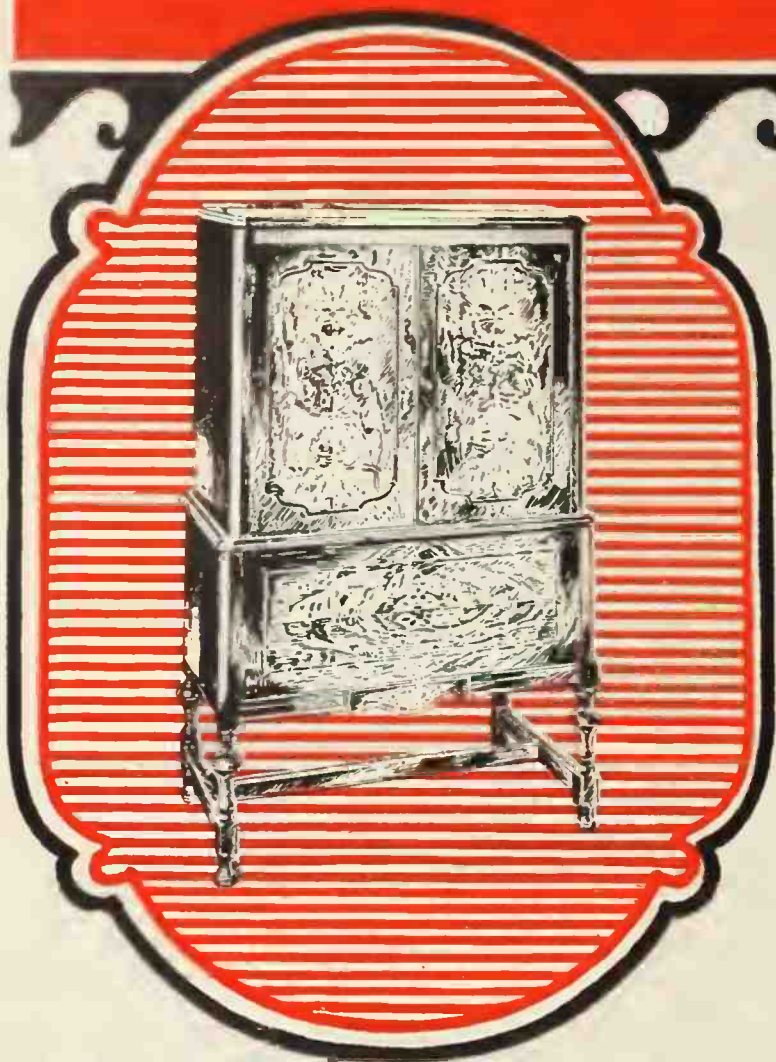
ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



Kellogg Radio

— the name that for 30 years has stood for the finest of
QUALITY

For 30 years Kellogg telephone equipment has been made, not to a price, but to the highest quality standard of this great industry. In the Kellogg organization quality is a Tradition. The telephone pioneered in perfecting sound transmission. Radio utilized many of the processes the telephone had developed. What then, was more natural than that Kellogg, a leader in the old industry should also achieve leadership in the new one!

Correspondence is invited with dealers who appreciate the wisdom of identifying themselves with a manufacturer, who not only has the ability to produce quality radio, but one with the financial stability to insure the dealer that he has standing back of him a Permanent Institution.

Beethoven Week Programs Throughout Nation

(Continued from page 38)

Co., and members of the Advisory Board, and at which a statement on Beethoven was made by George Antheil, leader of the modernist movement in music. Messages from the governors of the different states were received and read. Typical of the messages read from the state executives was that of Governor Alfred E. Smith, of New York, which read:

"To commemorate a genius of the stature of Beethoven is to increase our stature. His message, like that of Shakespeare, is universal and timeless. It is fitting, therefore, that on the occasion of the Beethoven Centennial we pause to pay our tribute, regardless of our occupations or special interests.

"That you and your committee have arranged to make these tributes of the broadest character in churches, schools, and civic centers is a commendable and constructive undertaking. I rejoice that our State is actively participating with Beethoven Hours in the schools and with Beethoven Sunday in the churches. I am likewise impressed by the solid educational material you are making available to communities and organizations, bearing on the life and works of Beethoven. They should contribute to a broader understanding of his works.

"That Beethoven was a true democrat with high ethical aspirations makes his message vital for our own time."

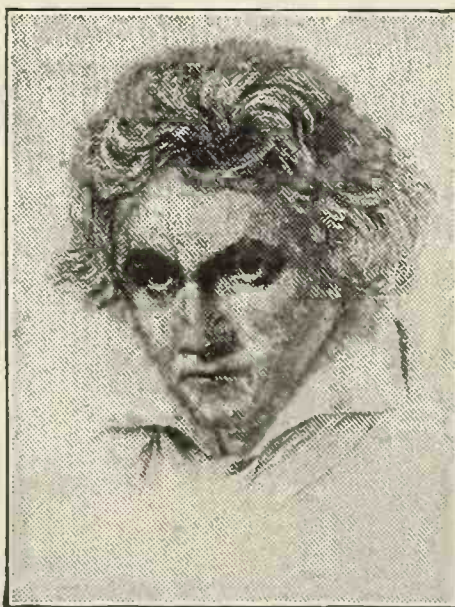
Governor Bibbs Graves, of Alabama, set aside the week of March 20-26 as Beethoven Week, stating in his proclamation to the people of Alabama:

"Whereas, music has had, next to the teachings of the Church of God, the most universal and civilizing influence upon the people of the world; and

"Whereas, the musical compositions of Ludwig van Beethoven have lived in the hearts and consciences of music lovers of every clime and

in all the walks of life for one hundred years and have done so much to promote a love of liberty and a proper sense of individual responsibility and consciousness;

"Now, therefore, I, Bibbs Graves, Governor of the State of Alabama, do hereby designate and



Ludwig van Beethoven

set apart the week beginning March 20th and ending March 27th, 1927, Beethoven Week, and I do hereby direct and request that the schools, the women's clubs, the civic clubs, the commercial clubs, and every organization and individual stress the work and influence of this great artist in the realm of the sweetest and most soothing art known to mankind.

"Given under my hand and the Great seal of the State of Alabama on this 15th day of March, 1927."

On Thursday, March 24, an exchange of mes-

sages between the Beethoven festival in New York and those in London, Paris, Berlin and Vienna was made and the Hon. Edgar M. A. Prochnik, Austrian Minister in Washington, presented President Coolidge with the recordings by Felix Weingartner, of Vienna, of the nine Beethoven symphonies. On Sunday, March 27, a wreath was placed on the grave of Beethoven in Vienna on behalf of the National Advisory Body of the Beethoven Week in America.

The following is a list of larger cities where special Beethoven anniversary programs were arranged for the event: Allentown, Easton, Washington, Baltimore, Philadelphia, Atlantic City, Trenton, Princeton, Peoria, Madison, Chicago, Battle Creek, Milwaukee, South Bend, Marion, Springfield, Ill., Champaign, Ottawa, Sharon, Farrell, Meadville, Youngstown, Altoona, Newcastle, Latrobe, Pittsburgh, Johnstown, Beaver Falls, Jackson, New Orleans, Montgomery, Atlanta, Mobile, Hartford, Springfield, Mass., Lawrence, Worcester, Providence, Lynn, Manchester, Boston, Bangor, Portland, Dayton, Springfield, O., Columbus, Barberton, Akron, Cleveland, Lorain, Elyria, Oberlin, Emporia, Topeka, Hutchinson, Newton, Springfield, St. Joseph, Paducah, Evansville, St. Louis, Cairo, Ithaca, Syracuse, Canton, Pittsfield, Fitchburg, Meridian, Bethlehem, Wilkes-Barre, Wichita, Franklin, Pittston, Hazleton, Scranton, Covington, Cincinnati, Durham, Oil City, Birmingham, Tulsa, Bartlesville, Norfolk, Greensboro, Bluefield, Fall River, New Bedford, Newport, Norristown, Pottstown, Asheville, Rome, Ann Arbor, Lansing, Knoxville, Charleston, Wheeling, Pittsburgh, Joplin, Reading and Kansas City.

Masterworks Records of Beethoven Music

The Columbia Phonograph Co. which stood sponsor for the gigantic program of observance of the anniversary in this country was actuated by a dual purpose: first, that of contributing to the honor of a man who stands at the head of the list of great musicians of the world, and

Here it is! The KELLOGG



Jobbers and Dealers' franchises now open!

"B" power unit

Kellogg Switchboard & Supply Co.
Dept. 25-94—CHICAGO

Power Tubes MUST Have Power

There's trouble ahead for the dealer who equips a set with a 171 Power Tube and then fails to make sure that the "B" supply actually does deliver the required 180 volts. Ordinary "Eliminators" will not hold up to 180 volts on high current consuming sets. A special "B" supply is vital. The Kellogg "B" Power Unit is made to fill this want.

**180 Volts Guaranteed
with 40 Milli-ampere draw**
(and 110-Volt A. C. supply)

Here's the "B" supply that will make your high current consuming set perform 100%. How it will cut down your service expense! How it will solve those mysterious complaints that arise when you trust to RATED voltages and fail to check up the "B" supply with a high resistance volt meter, WHEN IN ACTUAL USE ON THE SET

DEALERS!

JOBBERS!

INVESTIGATE!

This matter of equipping your sets with adequate "B" voltage is vital to your business. Look into it at once.

Write for full details.

secondly, to introduce to the general public the music of this great master as reproduced by the electrically recorded Columbia records. To this end the Columbia Centennial Edition of the Masterworks of Beethoven Music was placed on the market just prior to the start of Beethoven Week. A great quantity of tie-up material was sent to Columbia dealers throughout the country so that they could participate and reap the benefits of the invaluable publicity which was given Beethoven activities throughout the week. This material consisted of booklets dealing with the life and works of Beethoven and different aspects of his music; handsome window display material, window posters and interior displays.

Dealers Tied Up With Advertising

The advertisement reproduced in miniature herewith was published in 200 newspapers throughout the country during the week and in practically every instance Columbia dealers, realizing the importance of the movement, inserted co-operative advertisements which invited the public to call at the stores and hear the music of Beethoven without any obligation to buy. It is gratifying also to realize that the efforts put forth by the Columbia Co. secured results in a demand for the recordings of Beethoven music, not only during the period of the observance but up to the present date, the public, initiated into the beauties of Beethoven's art during the week and not realizing heretofore that such music was available in recorded form, have been buying consistently.

Take Victrola Inventory

An inventory of Victor instruments in the stocks of dealers as of March 31 was taken by the Victor Talking Machine Co., so that production plans could be made with relation to outstanding merchandise.

Chester R. Underhill now heads the radio service department of the Pierce Electric Co., Tampa, Fla., R. C. A. distributor.

Stromberg-Carlson Set Placed in Atlanta Hotel

Fulton Bros. Electric Co. Makes Sale of Radio Receiver and Five Loud Speakers—Hotel Sales Have a Special Value

ATLANTA, GA., April 6.—A sales outlet for the better grade radio receivers that is frequently overlooked by many dealers is that of hotels,



Stromberg-Carlson in Ansley Hotel, Atlanta clubs and similar institutions. When the instrument can be made to serve not only one room or section, but can be made to provide entertainment for several floors, through the use of different loud speakers, the total price of the sale reaches quite respectable figures. In addition, the dealer who manages to complete a sale of this type, has managed to secure what amounts to practically a permanent demonstration of his product before the class of possible purchasers whom he wishes to reach.

The accompanying photograph shows an attractive Stromberg-Carlson installation in the Ansley Hotel, of this city, the No. 602 six-tube

receiver, being placed in the lounge of the hotel, operating five loud speakers in different rooms. The sale was made by the Fulton Bros. Electric Co., authorized Stromberg-Carlson dealer.

Balloonist Uses Atwater Kent Set in Altitude Test

Seven-Tube Receiver With Loop Often Found to Be of Value to Navigators in Determining Location From Station Information

An Atwater Kent radio receiver, Model 32, with seven tubes, single-dial control, to which was adapted the loop aerial and loud speaker, was part of the equipment of Capt. Hawthorne C. Gray, of Scott Field, on his recent attempt to break the free balloon altitude record.

The test for radio reception at a high altitude proved an absolute lack of interference and showed the value of a loop set to balloonists, because from the angle of the loop the volume of reception makes it possible for the navigator of the balloon to obtain a true navigational "fix." Norman Brown, of the Brown & Hall Supply Co., Atwater Kent distributor, St. Louis, stated that, although the landing of the balloon cracked the radio set, it was still capable of use. This set has been sent to A. Atwater Kent, who is keenly interested in all forms of aviation.

Poole Piano Co., Inc., Opens

WASHINGTON, D. C., April 5.—The Poole Piano Co., Inc., is opening a new music store here and plans to carry a complete line of talking machines and pianos. W. K. Poole, who was connected with the Arthur Jordan Piano Co. for five years as branch store manager, is president and general manager of the new concern.

The Okay Radio Co., Washington, D. C., reports a brisk demand for Crosley radio sets.

Sacramento Trade Discusses Summer Sales of Radio Sets

Various Speakers Tell How the Movement Can Be Helped Most Effectively—About 200 Dealers and Jobbers Present

SACRAMENTO, CAL., April 2.—The Music and Radio Trades Association of Sacramento held a real get-together meeting on Tuesday, March 22. The full membership of the Association was in evidence and there were visitors from Long Beach up to Seattle, in all about two hundred music, radio dealers and jobbers being present.

The meeting was especially called for the purpose of creating Summer sales of radio, with Henry Wolf, the new president, in the chair. He also acted as toastmaster for the evening and introduced the various speakers in a very happy way.

C. H. Brookhagen, managing editor of the Sacramento Union, spoke on the subject, "What co-operation is the Sacramento Union going to give Sacramento Music and Radio Dealers to stimulate radio sales for the Summer months?" From his remarks it is evident there will be hearty support given this movement.

Charles L. Gilmore, the well-known attorney, discussed "What is the meaning of a radio contract and of what importance is the radio contract to the credit department?"

George J. Podeyn, vice-president and general manager of the National Broadcasting Co., speaking for G. J. McClelland, had for his subject, "What ought the broadcasting stations do to stimulate radio sales for the retailers during the Summer months?"

Ernest Ingold, president of the Pacific Radio Association of San Francisco, discussed in an interesting way the subject, "Does service stimulate Summer sales?"

G. Harold Porter, general manager Radio Corporation of America, Pacific Radio Division, spoke on "What should the jobbers do to assist the dealers and to stimulate radio business for the Summer months?" All of the talks were constructive and timely and were keenly enjoyed by those in attendance. It is quite evident that a very strenuous effort will be made to maintain continued interest in radio sales throughout the Summer months. This is a move in the right direction.

Victor Automatic Shown to 300 Dealers in Denver

Retail Trade in Colorado, Wyoming, Utah, Arizona, Nebraska and New Mexico Represented at Demonstration of New Model

DENVER, COL., April 1.—Victor dealers, numbering three hundred, and hailing from Colorado, Wyoming, Utah, Arizona, Nebraska and New Mexico, gathered in this city recently to hear a demonstration of the new Automatic Orthophonic Victrola, the latest achievement of the Victor Co. The affair was staged in the auditorium of the Knight-Campbell Music Co., in this city, when Clarence G. Campbell, president and general manager of the company, delivered a message from E. E. Shumaker, president of the Victor Co., in which he pointed out that despite competition, now ten times as active as it was ten years ago, the new types of Victor Orthophonics have come into the trade arena so convincing as to their merits, musically and structurally, that they have established a place all their own among the purchasing public.

The Grand Piano Co., Bluefield, W. Va., is experiencing considerable success in pushing the Columbia line of Viva-tonal phonographs and New Process Columbia records.

E. E. Chappell Appointed Manager of Station WHAM

Which Is Now Owned and Operated by Stromberg-Carlson Telephone Mfg. Co., Rochester, New York—Plans Programs of Good Music

Ernest E. Chappell, who has been director of WFBL Station in Syracuse for more than two years, has resigned to accept appointment as manager of Station WHAM, owned and operated by the Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y. He will assume his new duties as manager of the Rochester Station on April 4.

Mr. Chappell, although a young man, has gained considerable prominence in the radio field. Through his ready grasp of broadcasting problems and the invention of novel ideas, he insured the success of Station WFBL at the beginning of his career. His new position, however, provides for greater opportunities of his abilities.

Plans are now under way and equipment purchased whereby WHAM will be operated at 1000 watts beginning September 1. At present it is operated on only 100 watts. Under its new management WHAM will feature concerts by the Rochester Symphony Orchestra, the Rochester Philharmonic Orchestra, and extensive programs originating in the Eastman School of Music, besides programs of a less classic nature.

Window Strip for Fada Trade

A striking window strip, executed in the well-known Fada radio orange and black, is being sent to all Fada dealers. The design is based upon the legend, "You can't hear radio with your eyes; come in and hear Fada harmonated reception with yours ears."

Phonographs



Radio Consoles

A Nation-wide Organization to serve you

IN the 37 years that Mastercraft products have been on the market, the demand for them has steadily grown, until today they are sold from coast to coast.

Keeping abreast of this steady growth, our distributing organization now covers the key cities of the country, enabling you to get quick service. Make a note of the address of the nearest Mastercraft branch office. It is established to serve you.

New York
250 W. 57th Street

Chicago
Phonographs—430 So. Wabash Ave.
Radio Consoles—1500 Republic Bldg.

Boston
21 West Street

Minneapolis
1018 Nicollet Avenue

New Orleans
1046 Camp Street

San Francisco
1054 Mission

Export office, 44 Whitehall Street, New York City

The WOLF MANUFACTURING INDUSTRIES—Quincy Ill.



New Empironic Drawn Brass Tone Arm

EMPIRONIC

SOUND BOX

and Drawn Brass Tone Arm

MUSIC through the Empironic Sound Box is the musical image of the artist himself! All the experience gained during the twelve years of our devotion to the interests of the talking machine business is embodied in The Empironic. We believe this reproducer is the greatest of all the "phonic" type sound boxes, basing this opinion upon the findings of experts after a thorough investigation of the sound box market.

To hear the Empironic is to like it! To like the Empironic will start a sales activity that will be a revelation to jobbers and dealers from both the profit angle and public service angles. Retailing at \$8, the margin is large for both jobber and dealer.



*Empironic Reproducer
(Patented) Retail at \$8*

In connection with The Empironic Sound Box, we also announce a tone arm sensation—one with continuous taper and long amplifying chamber of DRAWN BRASS. This tone arm is different from any other on the market inasmuch as it is in ONE PIECE.

Become acquainted with these two startling products. Write us for samples (at special prices) and start your Empironic profits.

The Empire Phono Parts Co.

(Established in 1914)

Wm. J. McNamara, President

10316 MADISON AVENUE

Cleveland

Ohio

The Largest Makers of Portable

CARRYOLA MASTER

The Standard of Value



The entire "ad" on this page, with the exception of the corporate name at the extreme foot, is an enlargement of our April "ad" in the Saturday Evening Post and Liberty. Carryola "ads" appear monthly in these publications, in the American Weekly and other publications.

WHEN you start out to get a portable phonograph, you'll want to get the best.

There are many good "portables" on the market. But just one is found from East to West and from Canada to the Gulf. It is nationally known. It's the standard of value. It sets the pace.

That's the Carryola Master. It is made by the largest manufacturer of portable phonographs in the world. And that means more than you might think.

It means better buying, more efficient production, lower cost to make and to sell. All possible because of volume.

And that means more for the money. A good, hard-headed reason why the Master is accepted everywhere as the standard of portable value.

It explains why it is possible to make a "portable" that plays like the new, larger, and more expensive instruments, is at the same time an ornament to any room, and is strong enough and compact enough to take anywhere. It's the modern musical instrument for the home.

CARRYOLA COMPANY of AMERICA
648 Clinton Street Milwaukee, Wis.

Just ask your music dealer for a Free Demonstration. Or write us for Free, Illustrated Folder.

CARRYOLA COMPANY of AMERICA
647 Clinton Street Milwaukee, Wisconsin

Phonographs in the World!

The Follow-Through Does It



It isn't enough just to hit the ball in golf. The man who gets distance on his drives follows through. He stays with his stroke. He gets maximum results.

It's just as true in business. The firm that sells you a batch of goods and thinks it's through is just tapping the ball. The wise manufacturer follows through.

Here's how we do it, this following through. After our goods are on your shelves, our national advertising in the Post, Liberty, American Weekly, etc., creates and maintains interest in Carryolas.

Our window streamers on your store windows, and our big display cards in your windows, identify you as a Carryola Dealer. Our prepared newspaper ads, if you use them, are additional reminders.

Our colorful counter cards attract the customer's attention in your store. After that, it's up to you. But it's no secret that Carryolas will sell themselves—on eye-value and performance — if you'll give them their chance.

We follow through! We create sales — stir up demand—demand that you can turn into dollars if you have Carryolas for sale.



CARRYOLA COMPANY of AMERICA
647 Clinton Street Milwaukee, Wisconsin



Portable Victrola

—an Outstanding Instrument

The biggest and best value in portables that the trade has ever seen is now available, and what promises to be the banner year of all time for Victor Dealers has already started.

Talk about value! Why, Mr. Victor Dealer, there is more solid merit and performance crowded into the new portable Victrola (No. 2-60) than has ever been thought possible.

Just as P. V. stands for Portable Victrola, so does it mean Profitable Volume, and that, after all, is what you want.

The Portable Victrola is truly a very beautiful thing to look at—distinctive in character—handy, compact, with the appearance of a valuable traveling case that everyone will want to possess.

Yes, a real “lightweight” with a full, powerful roundness of tone that is positively startling and, what’s more, it is fitted with a new style, long-playing motor that will withstand all kinds of abuse.

Just know, Mr. Victor Dealer, that this is the marvel of *all* portables and put into motion *all* your resources to make *your* business this year the greatest thing you have yet experienced in your career.

Let us help you do it!

C. BRUNO & SON, INC.

Victor Distributors to the Dealer Only

351-353 FOURTH AVENUE

NEW YORK, N. Y.

1834—Almost a Century of Dependable Service to the Music Trade—1927

New Company Formed by Andrew P. Frangipane

Resigned as Secretary of Mutual Phono Parts Co., but Will Promote Mutual Line More Aggressively—Plans to Add to Products

Andrew P. Frangipane, who recently resigned as secretary of the Mutual Phono Parts Co., New York City, has formed a separate company at 32 Union Square in order to



Andrew P. Frangipane

promote the sales of Mutual products on a larger scale than ever before. He will also handle several other kindred items. In commenting on his new plans Mr. Frangipane stated: "As secretary of the Mutual Phono Parts Co. my efforts were greatly divided. I not only sold and serviced the merchandise but was also responsible for its production. Under the new plan I will be able to give my entire time to the merchandising of the Mutual line and will be able to give more detailed service to each individual customer. At the same time, while I am supplying the manufacturer with his tone arms and sound boxes, I also plan to be able to take care of his motor and hardware needs. In other words, I am going to act as service man for all the phonograph manufacturers in the industry and extend to them all the co-operation that I can possibly give them on every item that I represent."

Mark Max President of Radio Merchandisers, Inc.

Mark Max, one of the most widely known merchandising executives in the music and radio industries, has become president of Radio Merchandisers, Inc., New York. Mr. Max was formerly buying and merchandising executive of the music and radio departments of Gimbel Bros. Dept. Store.

Radio Merchandisers, Inc., according to Mr. Max, was organized to offer to dealers, manufacturers and department store executives many helpful features to expedite their radio and music merchandising. Members of the organization will be provided with a buying office as well as merchandising counsel. Mr. Max will also conduct a consulting service in merchandising and sales promotion ideas.

S. M. Masse Co. Broadcasts

The S. M. Masse Co., advertising and merchandising specialists, Cleveland, O., are broadcasting over station WTAM on Monday evenings. While these talks are on business conditions and market trends, yet they are general enough to interest nearly all adults. Listeners-in can get in a few minutes a comprehensive view of all that is interesting in the business field.

Thayer Piano Co. Moves to Large New Quarters

Prominent Hawaiian Music Store, in Business More Than Twenty Years, Celebrates Opening of New Store With Music Programs

The twenty-first year of the existence of the Thayer Piano Co., Ltd., Honolulu, Hawaii, U. S. A., was observed by removal to specially designed new quarters at 116 South Hotel street. Founded late in 1905 by Leonard E. Thayer, who before he visited Hawaii had many years' experience in the music business, the establishment has grown to greater successes steadily and is at the present time the leading music store in the Hawaiian Islands. A complete stock of all musical instruments is carried, including Victor Orthophonic talking machines and records, Brunswick Panatropes, phonographs and records, C. G. Conn band instruments, Vega, Bacon and Paramount banjos and Ludwig drums. The new store was

designed with particular attention given to ample display space and with plenty of sound-proof demonstration rooms.

The opening of the new quarters was fittingly celebrated with three musical programs arranged for varying tastes being given at noontime, in the late afternoon and in the evening. Appropriate souvenirs were distributed to the many visitors on opening day. The present officers of the Thayer Piano Co. are: Mrs. Fannie M. Thayer, president; P. L. Kellerman, vice-president; A. F. Thayer, treasurer, and Wade Warren Thayer, secretary.

Record Artist at Gressetts

Art Gillham, the "Whispering Pianist," exclusive Columbia recording artist and well known to radio fans throughout the country, was a recent visitor to Meriden, Conn., and gave a piano recital at Gressett's Music House. Mr. Gillham was unable to sing because of a recent attack of tonsillitis.

The profit you make on Balkite is clean and permanent



The New Balkite Charger

MODEL J. Has two charging rates: A low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water capacity. Visible electrolyte level. Rates: with 6-volt battery, 2.5 and .5 amperes; with 4-volt battery, .8 and .2 ampere. Special model for 25-40 cycles with 1.5 amperes high rate. Price \$19.50. West of Rockies \$20. (In Canada \$27.50.)



Balkite Trickle Charger

MODEL K. For those who require a charger of limited capacity only. Can be left on continuous or trickle charge thus automatically keeping the battery at full power. Converts the "A" battery into a light socket "A" power supply. Charging rate about .5 ampere. Over 350,000 in use. Price \$10. West of Rockies \$10.50. (In Canada \$15.)

All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles. Also a 25-40 cycle model for the Balkite Charger and Balkite "B".W.

The final profit you make on radio depends on more than the volume of sales you reach. It depends even more on whether or not the devices you sell stay sold. One device returned loses the profit not only on that sale, but eats up the profit on several others.

Balkite Radio Power Units stay sold. They have come to be known not only as the leaders in the radio power field, but as one of the most reliable products in radio. Every Balkite unit is a permanent piece of equipment, with nothing to wear out or replace. You can sell it with the certainty that it will render satisfactory service to your customers for years to come. The profit you make on it is clean.

At this time of year Balkite is always one of the few live lines in the entire radio field. Balkite is one of the few year-round radio lines. Take advantage of this by concentrating your sales efforts on it and keep the profits of your radio department at the maximum.

FANSTEEL PRODUCTS CO., Inc.
North Chicago, Illinois

FANSTEEL
Balkite
Radio Power Units



Three New Balkite "B"s

Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employs no tubes and requires no replacements. Three new models. The new popular priced Balkite "B"-W at \$27.50 for sets of 5 tubes or less requiring 67 to 90 volts. Balkite "B"-X (illustrated), for sets of 8 tubes or less; capacity 30 milliamperes at 135 volts—\$42. Balkite "B"-Y, for any radio set; capacity 40 milliamperes at 150 volts—\$69. (In Canada "B"-W \$39; "B"-X \$59.50; "B"-Y \$96.)



Balkite Combination

When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on your set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts of "B" current—practically all sets of up to 8 tubes. Price \$59.50. (In Canada \$83.)



32 out of **100**
dealers prefer
Kolster
in their own homes

*A fact revealed
by a recent
survey*

Why?

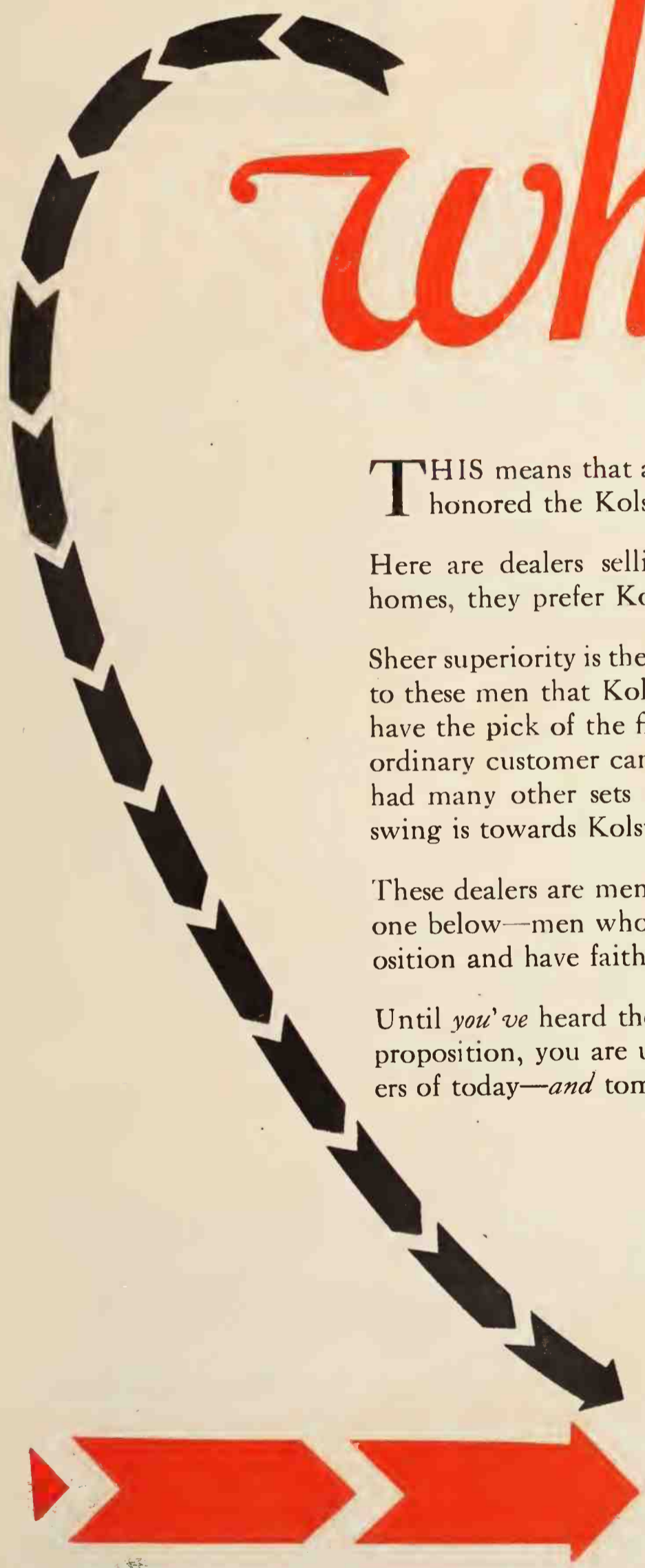
THIS means that a most critical group of radio fans have honored the Kolster in a unique way.

Here are dealers selling several makes. Yet in their own homes, they prefer Kolsters.

Sheer superiority is the only answer. Demonstration has proved to these men that Kolsters give the greatest satisfaction. They have the pick of the field. They can choose and replace as no ordinary customer can. Most of these dealers, no doubt, have had many other sets in their homes. But now the decided swing is towards Kolster.

These dealers are men who have mailed in a coupon like the one below—men who've learned all about the Kolster proposition and have faith in its super-quality.

Until *you've* heard the Kolster, until *you've* read the Kolster proposition, you are unfamiliar with one of the greatest leaders of today—and tomorrow! Mail the coupon *NOW!*



FEDERAL BRANDES, INC. 36
 WOOLWORTH BUILDING
 NEW YORK, N. Y.

Please arrange a Kolster-Brandes demonstration.
 It is understood that this does not obligate me.

Name.....
 Street.....
 City..... State.....

Money-Making Suggestions for Ambitious Merchants

Benefits From Beethoven Week Should Continue—Use the Vitaphone to Promote Interest in Records—Record Exploitation Channels Are Many and Varied—The Automatic Orthophonic Will Attract Customers

For a week last month the musical world and the music trades and industry paid tribute to the memory of a great composer, Beethoven, on the occasion of the one hundredth anniversary of his death. Concerts, civic gatherings, meetings in schools, church services and nation-wide broadcasting of Beethoven music with explanatory talks by Walter Damrosch, every possible means of honoring the memory of Beethoven was utilized. To the Columbia Phonograph Co. must go the lion's share of the credit for bringing into being this gigantic observance of the composer and his music. The company conceived the idea of organizing a committee of nationally known figures, who interested thousands who otherwise would have passed the event by; it issued a special Beethoven Centennial Edition of the Masterworks records of Beethoven's music, prepared and distributed literature regarding the life and works of the master musician and supplied Columbia dealers throughout the country with material with which they could tie up with the week's observance to stimulate trade and at the same time join in the tribute. The Columbia Phonograph Co. spent a great deal of money and, while dealers profited during the past few weeks, the real benefits should be felt for years to come. People became interested in the Masterworks recordings who had not realized that music of such quality was available on records, and it is up to the dealers to keep that interest alive and see that purchasers of the sets of orchestral works become regular, consistent record buyers. Beethoven Week gave them an excellent chance to profit, but the profits made during that period will prove to be but a small percentage of the profits to come if intelligent use is made of the invaluable publicity which the Columbia Co. has secured for its products.

Use the Vitaphone

About nine or ten months ago the Vitaphone had its initial Broadway showing and it went over with a bang. At the present time there are three Vitaphone productions playing for indefinite runs in Broadway theatres and capacity houses are the rule, despite the fact that none of the pictures are really "great." During the past month or six weeks some sixty or seventy theatres throughout the country have installed Vitaphone equipment and are giving regular performances of the "musical movies." The success of the Vitaphone should be of interest to all talking machines dealers, for it affords

them a new medium for exploitation of the talking machine record, and an opportunity of effecting tie-ups with the artists who appear on the bills at local theatres, for practically every artist who is appearing on the Vitaphone films is a recording artist. It would be well worth while for dealers to drop a few lines to the customers informing them that the music they heard at the Vitaphone presentation was recorded music and that the artist who entertained in such a marvelous fashion can be heard night after night in the home of the record buyer. No opportunity should be overlooked to increase business and the wise dealer will keep step with the improvements in recorded music, and take advantage of every medium which will have the effect of calling attention to his products. Direct mail of this type will have the added effect of imparting information to customers and will secure attention which would not ordinarily be given to the literature sent out by music stores.

Re: Record Tieups

It might seem that this department lays too much stress on record sales, yet it must be remembered that it is by keeping the customer supplied with new records that his interest is retained and the talking machine is played regularly in his home, thus affording visiting guests a hearing of the new type phonograph, to say nothing of the fact that record sales can amount to a most sizable cash business for the dealer who is aggressive in pushing the discs. Never before has the talking machine dealer had a better opportunity of stimulating sales than now. With a little effort there are dozens of factors that can be used to stimulate record sales. Formerly the occasional visit of a recording artist afforded the only link with which a dealer could tie up. Nowadays, with radio and the Vitaphone, every week of the year—practically every day of the week—a dealer can, either through a window poster or by direct mail, inform his customers of the appearance of a favorite recording artist either by the air or on the silver screen, and remind them that any favorite selections can be secured from the record department. At the present time there are about a hundred Vitaphone presentations being shown or ready for release, with practically every one by a recording artist or group of artists. There are regular radio concerts given by both the Victor and Brunswick Cos., the artists heard during the Atwater Kent recitals are all recording artists, and there are

MICA DIAPHRAGMS

Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

INTERNATIONAL MICA CO.

Phone
Barling 535 PHILADELPHIA, PA. Cable
Filasoo, Phila.

dozens of other concerts employing talking machine recording artists. Then there are the concert dates of recording artists—hundreds of dates in towns and cities throughout the entire country—every date an opportunity for the live dealer. Still, again, in the larger cities where musical comedies appear for weeks, months and, in rare instances, years, dealers can tie up to the publicity which is accorded the hits of the various shows and push the records of this music. Production music is always popular and in demand. An idea of the amount of production music which is recorded can be gained from the fact that a short time ago the Victor Co. sent to its dealers a list of seventy-eight numbers on records, all of which numbers are from current Broadway shows. Don't be content to just send the release list, interest its recipient by enclosing a brief note or two of some current attraction or program to be heard over the air.

Automatic's Aim

With the introduction of the Automatic Orthophonic Victrola this month, Victor dealers are presented with an opportunity of greatly increasing their sales volume for many months to come. That there will be many sales of the new instrument is obvious, but the instrument brings another benefit to the dealer which should prove extremely worth while. It is this: many people who cannot be properly classed as likely prospects, out of curiosity will visit the store to hear the instrument which plays continuously for an hour without any effort on the part of the listener. The majority of these visitors have never heard the new type Orthophonic instruments and the dealer should be on the alert to point out that each of the models in the Victor line plays equally as well as does the Automatic even though it does not possess the other features. Getting the prospects into the store has been the difficulty—the Automatic Orthophonic Victrola will, to a great extent, solve this difficulty—it is then up to the dealer to take advantage of the opportunity.

A demonstration of the Automatic Orthophonic Victrola was given to the music lovers and prominent citizens of Rome, N. Y., last month under the auspices of L. S. Spear and Schuderer & Castle, Victor dealers.



Birnbach Extension Cords

The Spring and Summer radio accessory season is on the way. Set owners all over the country will buy loud speaker extension cords to move the loud speaker to the porch—sun-parlor—or lawn. Be sure your stock is adequate.

BIRNBACH EXTENSION CORDS			BIRNBACH PRODUCTS:		
No.	UNITS	List Price	Radio Battery Cables made in 5, 6, 7, 8, 9 and 10 conductors, in standard and continuous lengths of 100-foot coils. Replacement loud speaker and head set cords, battery connectors suitable for dry cells, "B" and "C" batteries. Assorted lengths.		
120-	20 Foot Complete	\$1.00 each			
121-	30 Foot Complete	1.40 each			
122-	40 Foot Complete	1.80 each			
123-	50 Foot Complete	2.20 each			
124-	100 Foot Complete	4.20 each			

Let us send our catalog

BIRNBACH RADIO CO.
370 SEVENTH AVE. NEW YORK CITY

Through this man's invention the Musicone revolutionized the loud speaker field

Powel Crosley Jr.



C. A. PETERSON, only 34 years old, is responsible for the amazing tone, the surprising volume and the startling fidelity of reproduction of the Crosley Musicone.

Nearly three years ago a shy and reticent young man walked into the office of Powel Crosley, Jr., with an idea for a radio loud speaker under his arm. When he unwrapped the newspaper around it, Mr. Crosley instantly saw its great possibilities.

Mr. Crosley offered him the equipment of his laboratories, the assistance of his engineers and the resources of his company.

In a short time Peterson produced a marvelous actuating mechanism so designed as to vibrate freely without choking regardless of the heavy electrical impulses applied to it. It revolutionized the loud speaker field.

Within a few weeks after its announcement the Musicone captured the loud speaker market and has dominated it ever since. Horns with their ugly appearance and their harshness of reproduction which so discredited radio in early days were promptly obsolete.

The Musicone has been imitated in appearance but the patented actuating unit has never been equalled. Incidentally, Mr. Peterson's royalties on this instrument have been over \$90,000.

Attached to a good radio the Musicone delivers pure, true tones, without distortion regardless of how suddenly the crashes of orchestra or high shrill notes come through it.

As an ornament its rich bronze frame and the quiet tones of its ornamental cone are an addition to the decorations of any room. Made in two sizes and at two prices without any difference in quality.

The 12-inch Ultra Musicone for small rooms, apartments, etc...\$ 9.75

The 16-inch size Super Musicone for large rooms or porch use...\$14.75

The Crosley Radio Corporation

Powel Crosley, Jr., Pres. Cincinnati, O.

Write Dept. 26 for Descriptive Literature

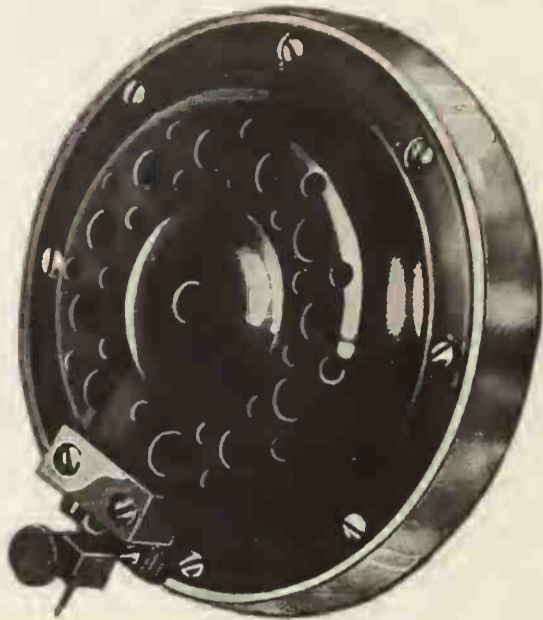
NEW!
The Genuine
CROSLLEY MUSICONE
\$ 9.75
16 inch size ... \$14.75

Prices slightly higher west of the Rocky Mountains

Crosley Radios \$29. to \$98.

**CROSLLEY
MUSICONES**

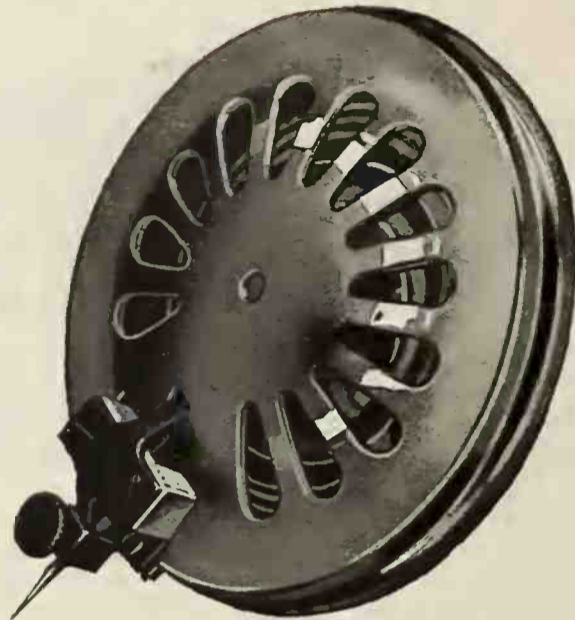
GROW



\$8

[\$8.50 West of the Rockies]

Symphonic
PHONOGRAPH REPRODUCER



\$5

[\$5.50 West of the Rockies]

Overture
PHONOGRAPH REPRODUCER

THE addition of an item to the SYMPHONIC line is the addition of merit to merit, of quality to quality. Distribution throughout the United States, and in twenty-two foreign countries, is ample evidence that the merit of the product and the soundness and fairness of SYMPHONIC's merchandising policies have spread over the world. SYMPHONIC SATISFACTION thereby becomes an international *buy-word*.

MAKE SYMPHONIC YOUR BUY-WORD!

Symphonic
PHONOGRAPH REPRODUCER

SYMPHONIC SALES CORPORATION,

ING!



(FRONT)

Symphonic
RADIO REPRODUCER

\$5⁵⁰

[60.00 West of the Rockies]



(BACK)

Symphonic
RADIO REPRODUCER

Furnished with five foot cord. Standard thread for the radio tone arm. (Bushings to fit the SYMPHONIC RADIO REPRODUCER to the Orthophonic Victrola and old style phonographs—twenty-five cents each.)

IN compliance with many requests from our customers, and following some months of experiment and research, we announce the new SYMPHONIC RADIO REPRODUCER, a radio unit of outstanding quality at an attractive price. The SYMPHONIC RADIO REPRODUCER employs a similar type aluminum diaphragm to the famous SYMPHONIC PHONOGRAPH REPRODUCER, and embodies the most advanced improvements in construction and appearance. It brings out the high trebles and low basses with life-like fidelity. Test it in comparison with anything else on the market. It *will* work on high plate voltage and power. No set is better than its loud speaker!

ORDER A SAMPLE AND CONVINCING YOURSELF

Symphonic

RADIO REPRODUCER



370 SEVENTH AVENUE, NEW YORK

Haverty Furniture Co. Opens Music Department

Well-known Establishment Carries the Complete Columbia Line—Broadcasting of Recorded Music Feature of Opening

HOUSTON, TEX., April 5.—A new music department was recently opened in the store of the Haverty Furniture Co. of this city. The open-



Haverty Co. Music Section

ing was celebrated with appropriate ceremonies and was widely advertised in the newspapers and by radio. One of the features of the radio program broadcast on opening day was the playing of Columbia New Process records on the Viva-tonal Columbia phonograph. The complete Columbia line is carried.

New Single-Control Six-Tube Freed-Eisemann Radio

A new single-control six-tube neutrodyne console, operated directly from the light socket without batteries or battery substitutes, is the latest addition to the line of radio receivers manufactured by the Freed-Eisemann Radio Corp., Brooklyn, N. Y. The new set is free from the necessity of using dry-cell tubes in any part of the receiver or electrification unit,

according to Freed-Eisemann Corp. officials.

The new B and C power supply unit, using one Raytheon rectifier and one Raytheon voltage regulator tube, has also been added to the Freed-Eisemann line.

An eight-tube, loop-operated, movable neutrodyne set, with single control and operated by batteries, is another model being manufactured at the Freed-Eisemann plant.

Story of Kolster-Brandes Line in New Brochure

The story of Kolster radio sets and Brandes speakers is interestingly told in an attractively illustrated brochure which is being distributed to dealers by Federal-Brandes, Inc. A postal card is enclosed with each, suggesting that the mailing of the card will bring about a Kolster demonstration and full details of the Kolster-Brandes franchise.

The complete Kolster-Brandes line of receiving sets and speakers is described and pictured, and letters from enthusiastic Kolster owners, telling of extraordinary results achieved, are featured.

Record Distance Reception!

Listening with a Kolster set to a radio program broadcast so far away that it took two days to reach him was a new record in distance reception established by R. G. Hall, of Ketchikan, Alaska, according to reports received by Federal-Brandes, Inc., New York. It was Brisbane, Australia, broadcasting over the length of the Pacific Ocean from Australia to Alaska, across the Equator and across the International Date Line, a distance of about 8,000 miles. It was the early morning of March 10th in Alaska. The six hours difference in time to the westward would have made it the evening of March 9th in Australia, but the date line added another day, making it the evening of March 8th.

J. P. Miller Joins Grigsby-Grunow-Hinds Co. Forces

Retail Store Executive of Worcester, Mass., Now Connected With Eastern Sales Force of Prominent Chicago Concern

J. P. Miller, until recently manager of the radio and phonograph department of one of



J. P. Miller

the largest Worcester, Mass., stores, has joined the Eastern sales office of Grigsby-Grunow-Hinds Co., Chicago, manufacturers of "Majestic-B" current supply. Mr. Miller will call on Majestic dealers in Pennsylvania, West Virginia and northeastern Ohio, a territory he formerly covered for a Pittsburgh talking machine wholesaler. Mr. Miller will closely co-operate with Herbert E. Young, Eastern sales manager of the G-G-H organization. Mr. Miller's years of experience in the retail radio field will serve him in good stead in giving advice and assistance to dealers.

L. L. Adelman in New Post

Leon L. Adelman, formerly connected with the advertising, sales and service departments of the Chas. Freshman Co., has joined the Advertisers' Service Co., in New York. Mr. Adelman has had a varied and extensive experience in the radio industry and this experience admirably fits him for the duties he will undertake in his new venture.

Heaton's Music Store, 33 East Long street, Columbus, O., has been displaying the various instruments of the new Victor line.

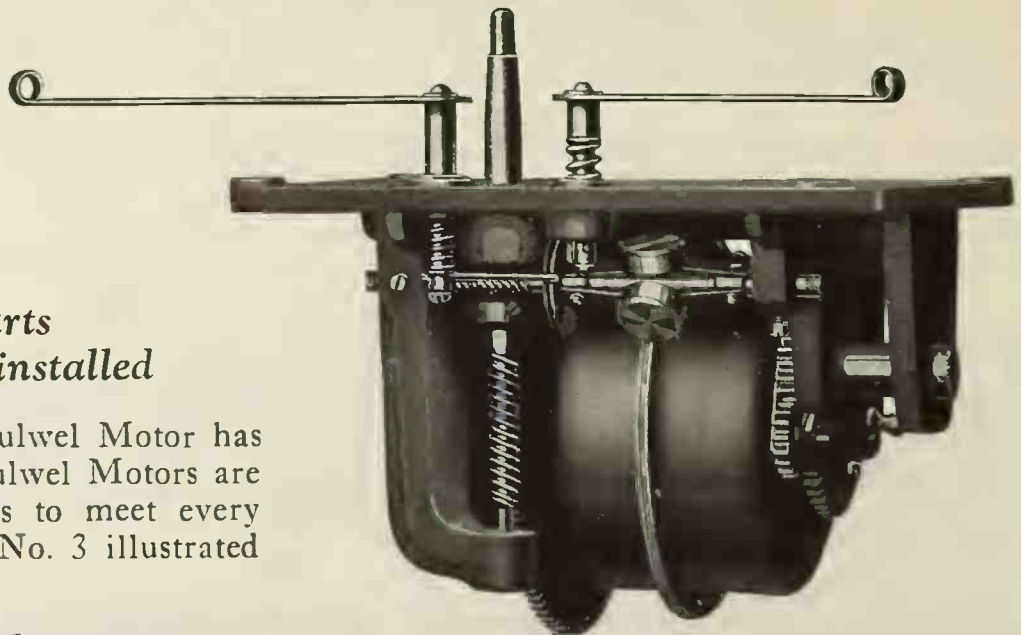
Helycon Motors

The use of Helycon No. 3 Three Spring Motor has proven profitable to makers of phonographs because of—

- ease of installation
- its few parts
- interchangeability of parts
- absence of trouble when installed

No dimension of any Helycon or Pulwel Motor has ever been changed. Helycon and Pulwel Motors are made in four types and seven sizes to meet every phonograph requirement. Helycon No. 3 illustrated is one of the complete family of

Helycon and Pulwel Motors
Helycon Tonearms and
Reproducers



Helycon Motor No. 3
Three-Spring
"Precision Built"

Pollock-Welker, Limited

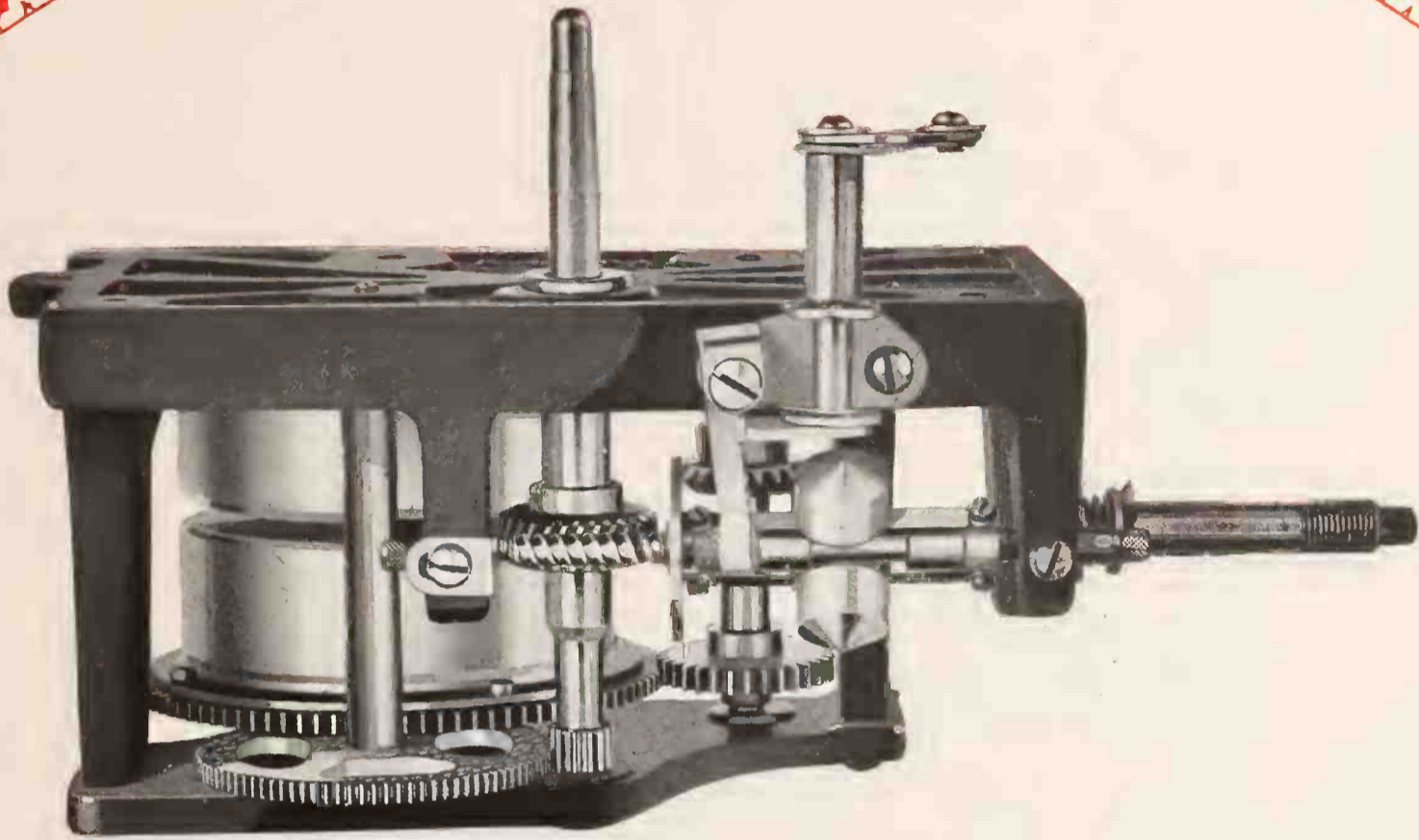
Established 1907—Pioneers in the Phonograph Motors

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Code—A.B.C. 5th Edition, Bentley's





HEINEMAN MOTOR No. 77

THE STANDARD MOTOR

Standard means first choice; the best Standards are *earned* not claimed. Millions of Heineman Motors distributed during the past ten years have served the Phonograph Manufac-

turer, the Dealer and the Phonograph Owner with such complete satisfaction that Heineman Motors have *earned* first place in the phonograph industry. They are standard; best.

Phonographs with Heineman Motors are quality phonographs

OKEH PHONOGRAPH CORPORATION

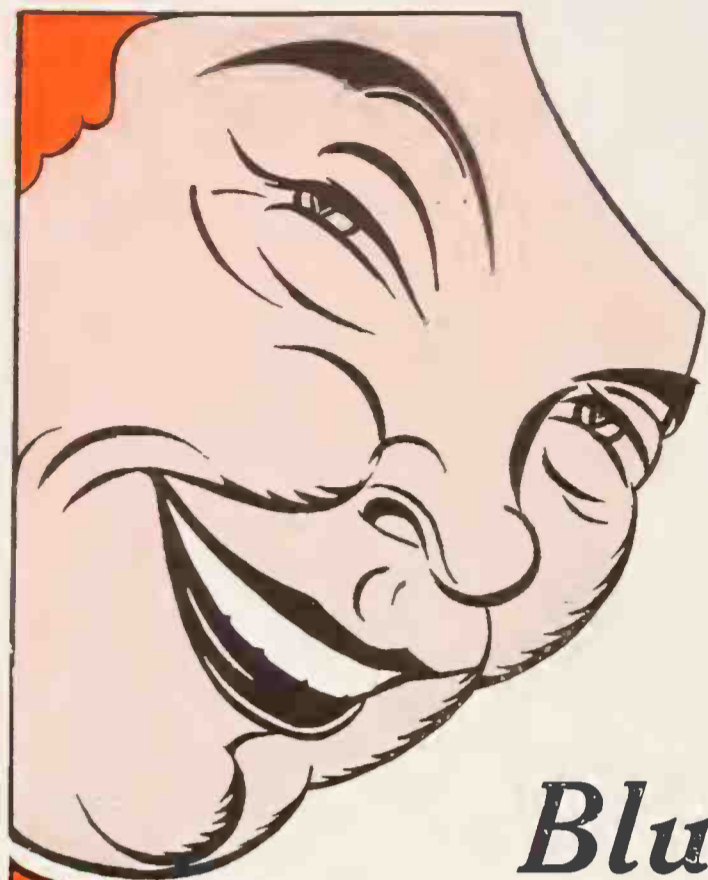
Otto Heineman, President and General Manager

Exclusive Sales Agents for

HEINEMAN MOTORS—OKEH-TRUETONE NEEDLES

25 West 45th Street

New York, N. Y.



Blues!

Music is moving fast this season! Busy your ear about the new technic in jazz . . . a modernistic splash in harmony and rhythm . . . the younger generation is holding the makers of music to a fast pace . . . keep your ears keen . . . jazz is stepping out.

You can hold to the sales pace by selling the most ultra-modern, up-to-date music.

For a record that has the dancing crowds talking and has a way of sounding to their utter joy the latest technic in instrumental sobbing, sell

No. 40784—10 in. 75¢

Fox Trots

A HOT TIME in the OLD TOWN The Darktown Strutters' Ball

Miff Mole's Molers

play both selections . . . and what we are talking about is their music . . . the music that will let you keep pace with the dancing world . . . and what must be told, it is the record that every dancing John and Mary is going to tuck into his and her music boxes for their very own.



Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.



COLONEL FRANCESCO MARCHESE DE PINEDO

We honour in music Colonel De Pinedo

He circled the five continents with
the Italian flag and is a great hero.

We have made his praise supreme in music

9311
10 in. 75¢

**'O VOLO 'E DE PINEDO
E' L'EMIGRANTE CHIAGNE**
Sung in Italian by Gilda Mignonette

Okeh
ELECTRIC

Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.



**OKEH
PHONOGRAPH CORPORATION**

Otto Heineman, President and General Manager
Exclusive Sales Agents for
OKEH-TRUETONE NEEDLES — HEINEMAN MOTORS
25 West 45th Street, New York, N. Y.

**A POINT TO
MORE SALES**

Too often, so small a thing as a needle point is the difference between selling a record and putting it back in stock. For more sales use only Okeh Needles in every booth.

Fourth Music Store Added to Chain of A. H. Mayers Metropolitan Organization

Twentieth Anniversary of the Founding of Successful Retail Music Business Sees the Newest Link Opened—Policies Responsible for the Growth—Fifth Store Planned

Twenty years ago the first of the chain of A. H. Mayers music stores was opened at 790 Ninth avenue, and during the past month the fourth establishment under the same name opened to the public at 861 Eighth avenue. During the two decades that have passed since the establishment of the Mayers organization it has succeeded consistently, due largely to the following of definite policies laid down by the founder, A. H. Mayers, and carried on by his sons, William and Archie, who, some years ago, took over the active management of the stores. William A. Mayers as general manager supervises finances, collections, service and organization work, and Archie, as sales manager, directs sales promotional activities, window displays, advertising, new store locations and general store appearances. The general policies of the business are the carrying of quality merchandise of proved worth, twenty-four-hour service on all calls, and the disregarding of all paper guarantees, rendering service as long as the account is considered valuable. To direct-by-mail and newspaper advertising is attributed a major portion of the success won by the various stores.

A brief history of the growth of the Mayers organization might prove interesting. Four years after the establishment of the first store the growth of business necessitated the moving to new and larger quarters at 783 Ninth avenue. Here cabinet booths were installed, private record demonstrations were given and within six months it became necessary to break through to the adjoining store to provide ten additional booths.

One year later a second store was opened at 1989 Broadway and, although the clientele served at this location differed greatly from that of the original store, a similar success was achieved.

It was at this time that the sons of Mr. Mayers began to take an active interest in the business and, while the founder was touring the world in 1925, they leased space at 3798 Broadway and the success of the older stores was continued. In fact, this store did so well that a connecting basement was leased and converted into a radio showroom, practically doubling the facilities.

The fourth link of the chain, added last month, is one block north of Madison Square Garden. The management is confident that with the completion of the new subway and with the desirable location adjacent to the Garden with its weekly attendance of 50,000 people, many of whom will pass by the doors of the store, this location will prove one of the most valuable of the chain. The store now occupied was formerly known as Bryant's Music Store and has been for years a familiar landmark on Eighth avenue. Joseph M. Bryant has entered the realty field.

The administrative policies briefly summed up are as follows: First, a separate manager supervises the activities of each store; second, local conditions are studied thoroughly and the store's activities are adapted to meet conditions at each store; third, central offices are maintained for bookkeeping, service and administration control, and, fourth, a central shipping and warehouse is utilized for reasons of economy

and to eliminate excessive inventories of the various establishments.

With the fourth store established the Mayers firm is preparing to open the fifth link and negotiations are now under way for a site in the busiest shopping center in New York which bid fair to be consummated soon.

In an interview with the Talking Machine World Archie Mayers said in part: "We attribute our growth to one thing—and that is the teaching of our father who has always imbued us with the spirit of treating our clientele sincerely and with civility. As a matter of fact, our internal organization password is 'Sincerity of Service.' That this policy has been best for us is manifested by the return of our old customers and their constant recommendations."

Death of E. R. Mobley

ROSLYN, PA., April 8.—Ernest R. Mobley, of this city, passed away suddenly on March 23. Mr. Mobley was one of the principals of the Mobley Mfg. Co., of this city, which is well known in talking machine circles for its production of the Mobley reproducer and its general research and development work in talking machine reproducers. Mr. Mobley's sudden death will be a genuine loss to his co-workers and many friends in the trade.

Paddock Music Co. Moves

CLINTON, IA., April 6.—The Paddock Music Co. recently moved to new and larger quarters at 311 South Second street. This company, which was formed some two years ago, has grown so rapidly and business has expanded to such an extent that larger space became necessary. The store features the Brunswick Panatrop and phonographs, Magnavox radio sets and a complete stock of other musical instruments.

Get this Bulge on Competition

by Selling the Speaker with the
Continuous Curved Diaphragm

that gives all the rich over-
tones of instruments and voices

Made by the Pioneers in Cone Speakers

STEVENS Speakers

Our line will be displayed at the R.M.A. Trade Show, Stevens Hotel, Chicago, Ill., June 13th-18th, 1927

Burtex
TRADE MARK

Exclusive Stevens diaphragm material—textile base, formed under tension, absolutely immune to atmospheric changes.



For console or table use, with substantial easel base—richly finished to harmonize with modern decorative styles. Diameter over all, 17½ inches.

MODEL "A"
List Price, \$25



Same, with silk cord for hanging on wall—highly ornamental and will grace the finest interior.

STEVENS & COMPANY, INC.
46-48 East Houston St. New York City

Leadership



IN Caswell portables is recognized a well earned leadership by right of merit. With quality always paramount, Caswell continues to build to its well balanced line, now covering the complete price range.

Pioneering the portable phonograph, always alert to making a better portable and keeping one step ahead of competition, the Caswell group offers the trade the finest in portable phonographs.

The MELODY

The new Caswell MELODY, retailing at \$15.00, is the greatest dollar-for-dollar value ever produced in a portable. Slightly smaller than the Gypsy, though similar in design and construction. Full nickel-plated hardware, carrying space for 18 records and a dependable Junior Flyer motor. Plays all records except Edison. Furnished in black only. In the MELODY, Caswell dealers have a low-priced portable that effectively increases their sales volume and broadens their market.

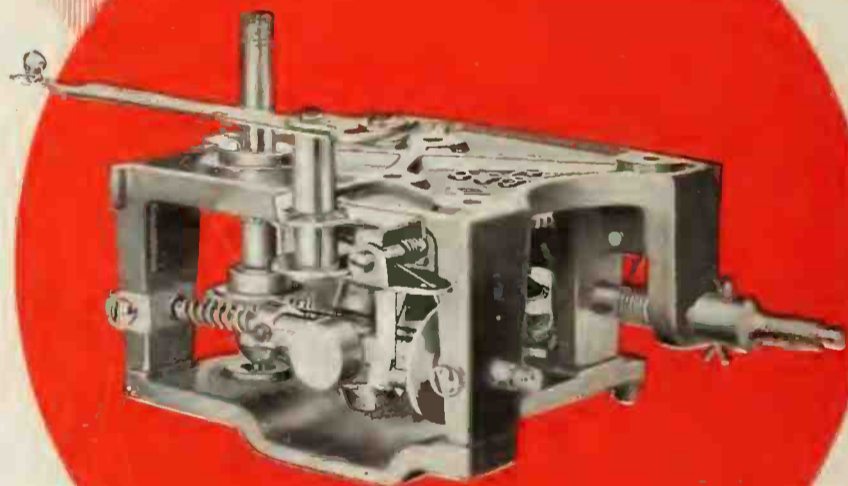
Priced at \$15 Retail

Slightly higher in Far West and South

The FLYER MOTOR

Flyer motors have always been standard for all Caswell portables. Made with watch-like precision—inspected at every step in their manufacture and passed only when 100% perfect—these finest motors are in keeping with the leadership won by Caswell.

By long, successful performance, Flyers have proved their supremacy. They give absolute assurance of trouble-free operation and absolute dependability.



CASWELL MANUFACTURING COMPANY—Milwaukee

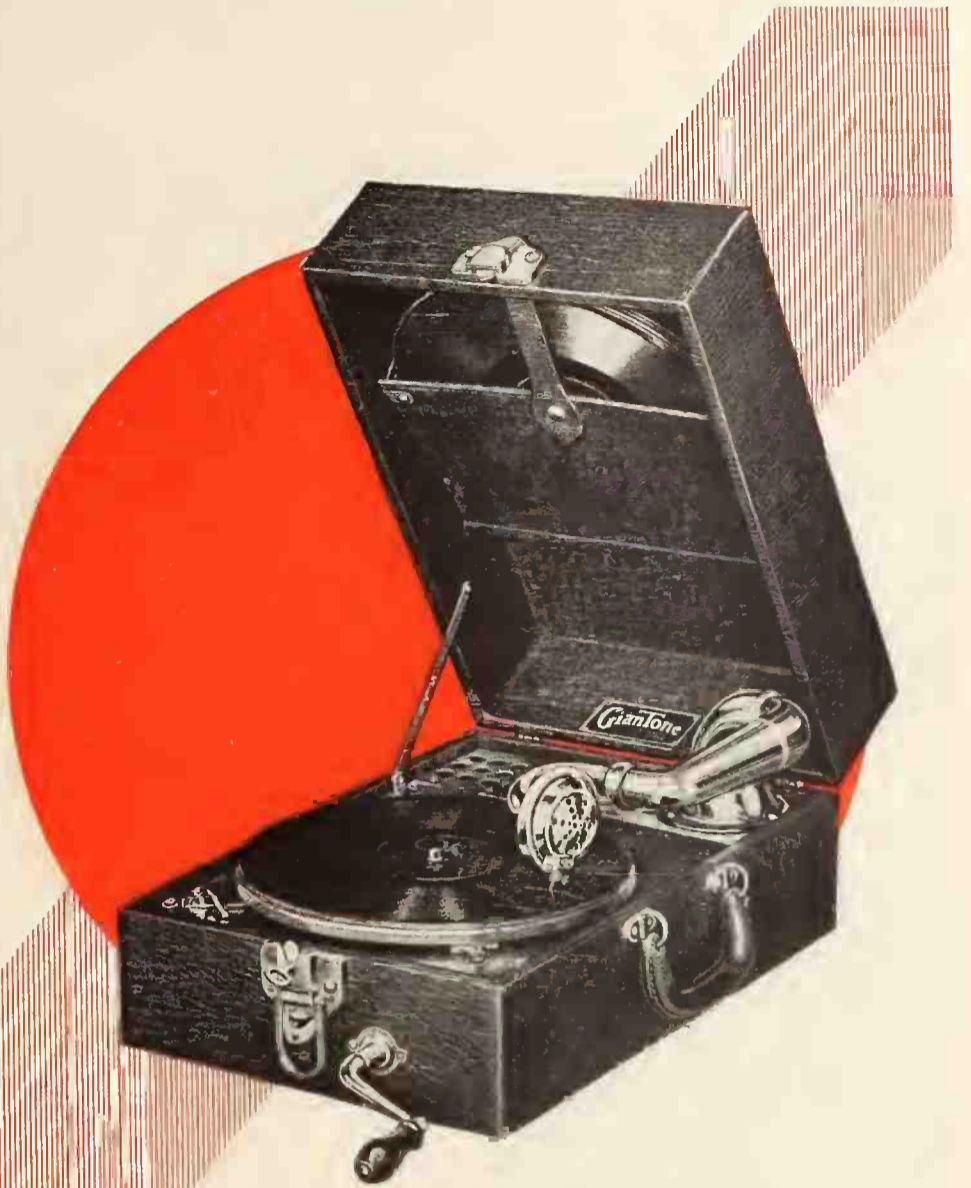
CASWELL

Portable Phonographs of Distinction
Milwaukee, U.S.A.

Policy

AS in their pioneer days of portable phonograph building, Caswell continues that safe, sure policy.

The success Caswell has achieved makes certain their selling policy is positively correct in operating on the one and only plan of fair, square, liberal dealing—Caswell's "Golden Rule" policy.



The GIANTONE

Truly the greatest of all portable phonographs—powered with a Flyer, of course. It rivals the console in volume and true tone reproduction. In its black hand-tooled embossed and hand-finished case, it is an instrument of appealing beauty, welcome in any home. Only by hearing a Giantone can you truly appreciate the greatness of this sensational portable. Write or wire—now.

Priced at \$30 Retail

Slightly higher in Far West and South

The GYPSY

In the GYPSY Caswell offers the finest musical instrument ever produced to retail at \$25.00. Nothing comparable to it, in tone value and appearance, has ever been perfected. Comes in five distinctive colors. Full curved "S" tone arm, latest type metal diaphragm reproducer of highest quality, by far the finest equipment used on any \$25.00 portable. Powered with a Flyer motor. Holder for thirty-six selections and full nickel-plated fittings. Truly, the GYPSY is the world's greatest value in portables—and sales prove it.

Priced at \$25 Retail

Slightly higher in Far West and South



CASWELL MANUFACTURING COMPANY—Milwaukee

CASWELL

Portable Phonographs of Distinction
Milwaukee, U.S.A.


Retail
3
for
\$1.00

FAMOUS

Emerson Records

ELECTRICALLY RECORDED

8 WEST 32nd. ST., NEW YORK CITY



“Story of the Panatrope” in Film Form Is Latest Brunswick Contribution to Trade

Brunswick Retail Salesmen Will Be Enabled, Through Use of Projector and Film Which Describe the Panatrope and Its Capabilities, to Illustrate Their Sales Talks

The introduction of the higher-priced unit of sale in the music industry has caused the music merchant to discard many of the time-worn methods of merchandising which cannot cope with modern conditions. The Brunswick-Balke-Collender Co., Chicago, has been prominent in developing new plans for its dealers to use in this more highly competitive field.

The newest Brunswick development of this type is a projector and film which tells the “Story of the Panatrope” completely in pictures and which is adapted primarily for dealers’ use, so that the dealer and his salesmen now have a more powerful “punch” added to their selling talk.

The Brunswick company is confident that visual education is destined to be a real factor in the selling field during the coming year, for many of the largest automobile manufacturers have applied it to their own selling problems with startling results. The true value of the idea is adequately expressed in the old Chinese proverb—“One picture is worth ten thousand words!”

The Brunswick Co. has made every effort to place constructive sales material in the hands of the dealers and salespeople interested in the sales of Brunswick products and has been quick to realize the possibilities of the projector and film as a silent salesman for the music dealer. Even though the projector has only been applied by other manufacturers in the training of their own organizations, the firm is going one step further and is applying the idea to consumer selling.

The “Story of the Brunswick Panatrope” has been constructed around the Panatrope Salesmanship Course, and each picture shown in the film will suggest to the student of the Panatrope Salesmanship Course constructive material which he has assimilated during his study, and he will find it very interesting to visualize his subject and talk about it while the prospect is centering his interest on the picture itself. The salesman will appeal to two senses at the same time—sight and hearing.

The projector fits in a snug little carrying case, easy to carry, and can be focused down to a point where the entire picture can be shown on a calling card, or it can be taken into the largest auditorium where life-size pictures can be shown. The “Silent Salesman,” as it is called, is expected to be the cause of more public and home demonstrations during 1927 than ever before. The projector is not a moving picture machine, but a still picture machine which will permit the salesman to make a sales talk while he is operating the

instrument, and it is so constructed that at any time, if he wishes to refer back to a preceding picture, he can do so by simply turning a small roller control.

The Brunswick officials believe that they have taken one of the biggest steps forward in retail selling and that through the projector and film they will give the music dealer and his salesmen a new inspiration in their work. The “Story of the Panatrope” and its practical application was developed by the sales promotion department of the Brunswick Co.

Oro-Tone Co. Introduces Important New Products

Two New Tone Arms and a New Reproducer Make Their Debut in the Trade

Three new products are being introduced to the trade at the present time by the Oro-Tone Co., phonograph equipment manufacturer of Chicago. They comprise two new tone arms and a new reproducer, according to the announcement made by Leigh Hunt, treasurer and general manager of the company.

The new tone arms are known as No. F-1 and No. 88. The No. F-1 arm is a small-size brass curved arm suitable for use by manufacturers of table type phonographs and also the larger models. It is practically the same in design and construction as Oro-Tone arm No. D-1.

Composed of brass and copper, the No. 88 curved arm has been designed for medium and low-priced talking machines. It may be used in cabinet phonographs and is also said to be very well adapted for installation in portable phonographs.

The new Oro-Tone reproducer No. 24 bears the trade name, “Chieftain” and is equipped with a face guard. The “Chieftain” will retail for three dollars and is furnished in three finishes, gold, nickel and oxidized. Both the No. F-1 and No. 88 tone arms are supplied in the same finishes.

New Book on “Principles of Modern Radio Receiving”

“Principles of Modern Radio Receiving” is the title of a new book on radio which is designed to present a clear and logically developed account of the science of radio receiving in language which is comprehensible to the layman. The author, L. Grant Hector, is a teacher of physics and of radio communication in the

University of Buffalo, and in this book he has presented the contents of a series of semi-popular lectures on radio which have been given in the university for the past three years.

The layman will find in this book a fairly comprehensive treatment of the subject of radio receiving in its present state of development. On the other hand, the service man and the radio experimenter will find much concrete information which should clarify and increase his knowledge concerning radio receiving sets. The Burton Publishing Co., Buffalo, N. Y., is the publisher of this volume and the price is \$5.

J. J. Schratwieser Joins Grigsby Co. in New York

Executive, Well Known to the Trade, Will Maintain Headquarters in New York

J. J. Schratwieser recently joined the Grigsby-Grunow-Hinds Co., Chicago, manufacturer of



J. J. Schratwieser

Majestic power units, and will maintain his headquarters at the New York office. He has had considerable experience in merchandising radio products and musical instruments, especially in the Brooklyn territory, where he is now representing Majestic products. Mr. Schratwieser will work under the direction of Herbert E. Young, Eastern sales manager of the Grigsby-Grunow-Hinds Co., who has

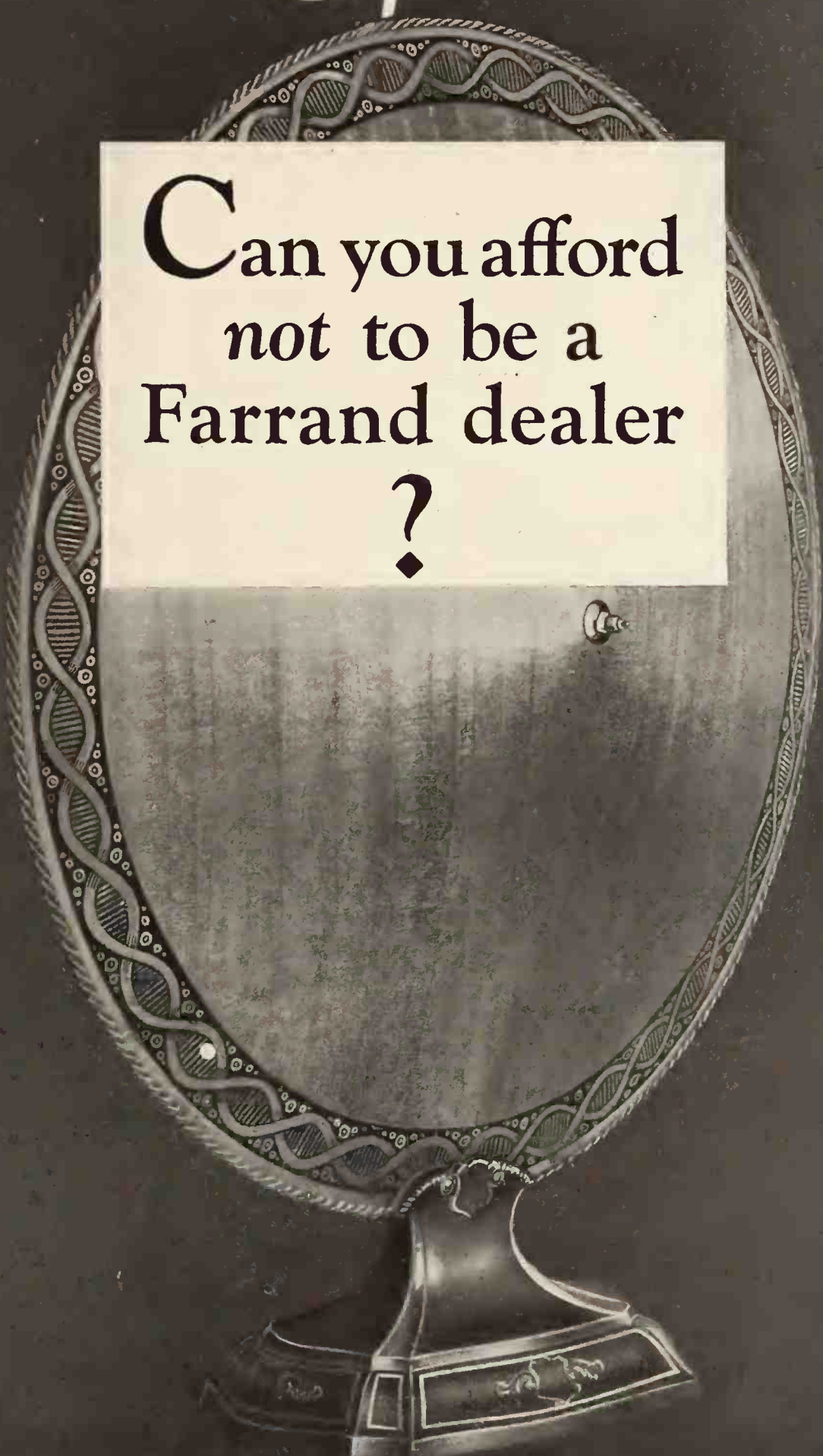
R. R. Records Music House Buys Phonograph Section

BROWNSVILLE, TEX., April 4.—The R. R. Records Music House of this city recently bought out the phonograph department of M. Edelstien, of Brownsville, Tex., which makes the establishment the largest phonograph dealer in the valley.

Mr. Records has been a Columbia dealer for a number of years. He has, however, only been in Brownsville, Tex., for the past year, moving there from Houston, Tex., where he ran an exclusive Columbia shop.

At the time Mr. Records took over the stock of the M. Edelstien Co. he secured the services of Miss Adelaide Lerma, who has been in charge of the M. Edelstien Co.'s record department for a number of years.

Farrand Speaker



Can you afford
not to be a
Farrand dealer
?

H. E. Yorke Now With Brunswick Recording Studios

Formerly Special Sales Representative and Has Had Valuable Experience for New Work—Will Be on Outlook for New Recording Talent

H. Emerson Yorke, formerly special sales representative, manager of the publicity department and editor of Brunswick Topics for the



H. Emerson Yorke

Brunswick-Balke-Collender Co., has been transferred to the New York recording laboratories of the company. His new duties are many, principally to scout for new songs for recording, necessitating a close contact with music publishers, dance leaders, theatres, supper clubs and motion picture houses. Mr. Yorke will also be on the alert for new recording talent and will make arrangements for tests of their recording abilities.

Mr. Yorke is well fitted for his new work from his experience in the various branches of the Brunswick Co. and through his former connection as manager of the mechanical department of M. Witmark & Sons Co. Since joining the Brunswick organization Mr. Yorke has been in a number of positions, including the direction of publicity and sales promotion of the Eastern division, manager of the record department of the New York branch, Panatrop field demonstration work, and through his success in this work he was selected as one of five men as a special representative operating through the general offices of the company in Chicago. He was then placed in charge of publicity, holding this post until his recent appointment to the New York laboratories.

Organizes Radio Complaint and Prosecution Bureau

The Radio Board of Trade, Inc., primarily organized for the issuance of credit reports and the collection of delinquent accounts in the industry, to protect not only its members, but all factors in the industry, has organized and is now operating its "Complaint and Prosecution Bureau." It will act as a clearing house and credit information bureau, but will also conduct investigations and the prosecution of dishonest sales, bankruptcies and any other fraudulent transactions.

Secures Victor Agency

THE DALLES, ORE., April 6.—The agency for Orthophonic Victrolas and Victor records has been awarded to the Carlisle Book Store, which has been remodeled to provide space.

The Sanger Music Corp., Dallas, Tex., has been incorporated with a capital stock of \$5,000. The incorporators are Edwin L. Sanger, Fred M. Rothschild and E. C. Taylor.

Edward S. Riedel Appointed Sales Manager of Raytheon

Former Reichmann Co. Official Possesses Wide Acquaintance in Radio Field and Has Had Valuable Experience for New Post

CAMBRIDGE, MASS., April 5.—Edward S. Riedel, formerly vice-president in charge of sales of the Reichmann Co., assumed the post of general



Edward S. Riedel

sales manager of the Raytheon Mfg. Co., of this city, on April 2. Mr. Riedel is well equipped for his new duties, being an executive of long experience, for, in addition to his radio experience, he was for seven years connected with the B. F. Goodrich Rubber Co., in charge of national accounts and manufacturers' original equipment sales.

The Raytheon Mfg. Co., with which Mr. Riedel is now associated, manufactures the Raytheon tube, used in many of the best-known makes of "B" battery eliminators. Mr. Riedel is at the present time formulating new sales plans, which will be announced within the next few weeks.

Schultze Represents Empire Phono Parts Co. in East

During the recent visit to New York of Wm. J. McNamara, president of the Empire Phono Parts Co., Cleveland, O., he announced the appointment of F. C. Schultze as Eastern representative, with headquarters at 11-19 Moore street, New York. Mr. Schultze has had a wide experience as a business man and has also given considerable attention to the development of export trade. In this connection he will look after the export interests of the Empire Phono Parts Co. in South America, Australasia, Europe and the Far East.

Philco Campaign Addresses Victrola-Radiola Dealers

PHILADELPHIA, PA., April 2.—The Philadelphia Storage Battery Co., of this city, manufacturer of Philco diamond grid batteries, and Philco radio "A" and "B" socket powers, is addressing a special campaign to Victor dealers upon the Philco socket power. It is pointed out that each customer who has bought a Victrola-Radiola combination equipped with dry cells can be sold a Philco socket power that can be operated from the house current. The Philco Co. has offered to send a forceful sales letter to the Victor dealers' list of customers and has also supplied each Victor dealer with a display card for his machines and booklets for his counters.

AGGRESSIVE



Gold Seal Wins

Aggressive sales promotion and active dealer support have won unprecedented success for the Gold Seal Line.

That means quicker turnover and bigger net profits for Gold Seal jobbers and dealers—no wonder they are enthusiastic!

All the new types as well as the standard tubes finest materials, design and workmanship—superior tone quality and longer life—backed by an extensive national advertising campaign and the liberal guarantee of a strong company whose square deal policy is famous—

Why are you not sharing in the profits of this fast selling line?

Mail coupon today for full details

GOLD SEAL ELECTRICAL CO.

Incorporated

250 PARK AVE., NEW YORK

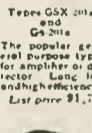
JOBBER—A few attractive territories still open—write for details at once

Gold Seal Radio Tubes

All Standard Types



Type GSX 112
High power tubes for use in last stage of audio amplification give increased volume
List price \$4.50



Type GSX 211A and GS 211A
The popular general purpose type for amplifier or detector. Long life and high efficiency
List price \$1.75



Type GSX 218D
Potentiometer eliminator to rectify alternating current—advantageous in supplying the higher current required by power tube equipped sets
List price \$7.50



Type GSX 211A
Farces detector only, giving superior strength on weak signals—especially desirable for distance
List price \$4.00



COUPON

GOLD SEAL ELECTRICAL CO. Inc.
250 Park Avenue, New York, N. Y.

Gentlemen—
Please send me full particulars of the Gold Seal line and your attractive proposition

Name _____

Address _____

City _____

6 Very Important Points

You Most Certainly Should Consider Before Selecting a Radio Line

- 1** *Who is the manufacturer? Has he a reputable name of long standing? What experience has he had in the manufacture of electrical products? What facilities has he for production and delivery? How long will he be in the radio business?*

Stewart-Warner is internationally known as a successful manufacturer of highest financial standing. For twenty years they have built mechanical and electrical equipment and are today the largest manufacturers of their kind, with adequate space and manufacturing skill. Just as they have obtained a leadership in the automotive accessory field, so are they steadily climbing toward a like position in the radio business. A dealer franchise will be worth more with each succeeding year.

- 2** *Does he offer you a complete line with a price range that will enable you to sell all prospects?*

Stewart-Warner offers both cabinet and console models with a wide price range



Model 355 — One of the latest Six-Tube, One-Dial Console Models. Other attractive cabinet and console models priced from \$50 to \$400

—an excellent Reproducer and Stewart-Warner Tubes; the famous Match-Unit combination.

- 3** *Is he given to radical departures in manufacturing.*

Stewart-Warner does not make a practice of using their dealers as experimental outlets for "trick" hook-ups and fanciful designs.

- 4** *Is the name nationally known and the line nationally advertised?*

Stewart-Warner have been consistent national advertisers for years. During 1927 Stewart-Warner Matched-Unit Radio will be advertised in magazines, billboards, newspapers and over the air through Station W. B. B. M. the Stewart-Warner Air Theatre.

- 5** *Will his dealer policy protect you against "next-door" competition on the same radio? How about protection against price reductions?*

As each Stewart-Warner Wholesale Distributor has a certain territory in which he alone operates, he can and does place dealers so that their selling efforts should not over-lap. No dealer is placed so near to another Stewart-Warner Dealer as to "cut in" on his rightful prospects. The Stewart-Warner Protective Franchise gives complete protection against factory price reductions.

- 6** *What do his jobbers offer you in the way of co-operation and service?*

As Stewart-Warner Wholesalers handle no other radio they are in the best position to give you all co-operation and assistance within reason. Although Stewart-Warner Blue-Ribbon Dealers are expected to adequately service Stewart-Warner Radio, every Wholesaler has a technical man to assist dealers' service men.

The Stewart-Warner Dealer Franchise is a sound radio merchandising plan that assures a permanent and profitable business for any dealer that will live up to it. Begin to build now for permanency. A word from you will put a Stewart-Warner Representative in touch with you immediately.

STEWART-WARNER SPEEDOMETER CORPORATION
CHICAGO, U. S. A.

Michael Ert Re-elected President of Wisconsin Radio Trade Association

Association Launches Six-Week "Ask 'Em to Listen" Radio Campaign to Aid Dealers' Sales—Yahr-Lange Co. Introduces Super-Ball Antenna Kit—Panatropes in Better Home Show

MILWAUKEE, Wis., April 7.—With radio sales continuing big with both wholesalers and retailers, expectations of a busy Summer in radio are being expressed among the trade. This is especially true since the Wisconsin Radio Trade Association inaugurated its six-week "Ask 'Em to Listen Campaign," which was launched at a dealers' meeting given by the Association at the Elks' Club in Milwaukee late in February.

The campaign opened on March 1 with a representative number of dealers and radio salesmen throughout the State entering. Rules of the drive stated that all sales must be made at list price, and the transaction set down on the Wisconsin Radio Trade Association Standard Prospect Card, which then had to be signed by the salesman and the purchaser and okayed by the jobber. Winners were rewarded by gifts.

Sponsors of the booster meeting were Julius Andrae & Sons Co., Badger Radio Corp., Michael Ert, Inc., G. Q. Electric Co., General Ignition Co., Interstate Sales Co., Johnson Motor Co., Radio Specialty Co., Yahr & Lange, Inc., Shadbolt & Boyd Co., Standard Radio Co., Tisch Auto Supply Co., Harry E. Weber, Inc.

The Wisconsin Radio Trade Association also held its annual meeting in the Colonial room of the Republican Hotel and elected officers and directors for the coming year. Michael Ert was re-elected president and director of the Association and Sidney Neu was re-elected secretary. Clarence Bates was named vice-president and Eric Pfleger treasurer. Sidney Neu and Mr. Pfleger were also elected directors for three years.

The Association outlined briefly its plans for

the establishment of a downtown office that will be convenient for dealers in all parts of the city, suburbs and State.

The Samson Radio Stores moved their downtown headquarters from 192 West Water street to 219 West Water street, where they are located in a four-story building.

The Interstate Sales Co., distributor of the Freed-Eisemann line, announces that Richard Zinke, well known in Milwaukee radio circles, has taken over the managerial end of the company after several years' absence.

Fred E. Yahr, of Yahr-Lange, Inc., Sonora distributor in Wisconsin, states that he and C. F. Colburn, inventor of the Super-Ball antenna, recently made a trip through Louisville, Bluefield, West Virginia; Baltimore, Washington, Philadelphia, Reading and Harrisburg, Pa., where they visited distributors of the Super-Ball. Mr. Yahr states that he sold 700 Super-Balls on the trip and that dealers everywhere were highly enthusiastic over its performance.

The Yahr-Lange Co. is introducing the new \$35 Sonora portable, and dealers are very enthusiastic.

A new dealer-merchandising feature which the Yahr-Lange Co. is introducing is the Super-Ball Antenna Kit, which has been made up in answer to the numerous requests which have been received for it.

Music for the Fifth Annual Home Show, which was held in Milwaukee at the Auditorium during the latter part of March, was furnished by a Brunswick Panatropes, which was placed there through the courtesy of Edmund Gram, Inc. The Brunswick received highly favorable publicity.

Beethoven Week was fittingly celebrated in Milwaukee and dealers and wholesale representatives did a great deal to put over the week in a successful way. The centenary celebration was sponsored by the Milwaukee Civic Music Association and was opened at the Milwaukee Art Institute. Edmund Gram, Inc., gave the use of a Panatropes to the Institute, together with a number of Beethoven records, which were played every day at noon. The public was invited to attend these Brunswick concerts.

Particularly active in putting across the celebration of the Beethoven centennial was W. E. Pugh, Columbia representative for the Milwaukee district. Mr. Pugh took an active part in planning for the week and in interesting Columbia dealers in the city in celebrating it. Stores report a good sale of Beethoven records and the demand for Columbia records was particularly great.

R. M. A. Establishes an Engineering Division

The Radio Manufacturers' Association recently established an Engineering Division, composed of nine executive members, with H. B. Richmond, of the General Radio Co., in charge. This group is divided into units of three members heading three sections, as follows: the standards section, safety section and the technical procedure section. The standards section is already a going organization under the guidance of A. J. Carter, of Chicago, and at a meeting of the section held recently 205 men representing ten companies worked out acceptable standards for a large number of parts and accessories.

The safety section is now being organized and will set to work to eliminate the fire and shock hazards from the operation of electrified sets. The technical procedure section aims to establish uniform methods of test and procedure in rating equipment.

RADIO CABINETS

of

Quality and Beauty



No. 1025

*Our new designs
in Radio Cabinets
are ready for
shipment
Solid Mahogany
bases on all of our
cabinets*



No. 1023

Call or write and our representative will call on you

The Colonial Mantel & Refrigerator Co., Inc.

494 Dumont Avenue

Brooklyn, N. Y.

Glenmore 2341-2

SONORA

presents three new

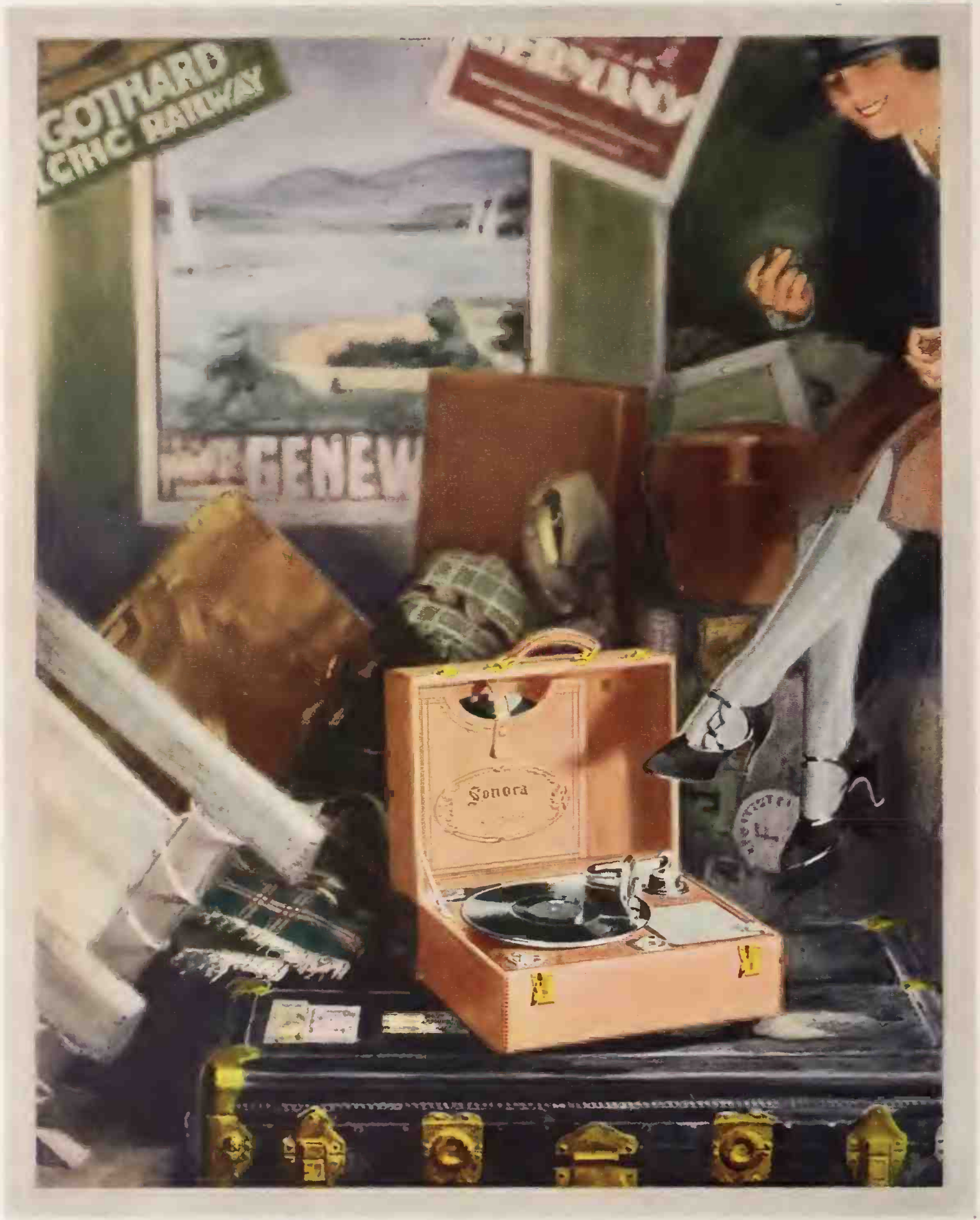
Portables that far

surpass anything

heretofore developed

Remember the surprise when customers first heard the New Type Phonograph? And the thrill you gave with the first Power-Tube Cone-Speaker radio demonstrations? The new Sonora Portable is equally astonishing!

GREATEST IN VOLUME



No. 2 De Luxe Portable Model—the highest type Portable phonograph ever made—the new tonal system encased in the smartest cowhide traveling case—its burnt leather edges and its smartly rounded corners make this a piece of luggage that “round the world” travelers will covet. It is 15¼ inches wide, 12 inches deep and 8¾ inches high and is equipped with the No. 5 sound box. The record container carries over thirty selections.

Price \$50.00

— RICHEST IN TONE —

New Sonora Portables Thrill Dealers

DEALERS who received first shipment predict the greatest summer-time season in their history through Sonora's sensational invention
—and new low prices

WHEN the new Sonora Portables were announced in the March publications, Sonora dealers were impressed—they looked forward to receiving samples—and when the models reached them—ambition came in the wake of their amazement.

With the wave of orders were these comments—"expect to secure greatest volume of Portable business in our history—not only will this new Sonora sell itself to everyone interested in buying a Portable—it goes even further—it interests people who never even thought of buying a Portable. Through it we can create a new and greater market—rush mats for newspaper advertising and literature—many people we know have always wanted a Portable Phonograph, but they wanted real music . . . the 'toy machine' of yesterday, as you called it, would not do, but now everyone is a prospect—the rich, deep-chested tones and great volume please everybody."

And the price range is so wide that "everybody" can afford one, beginning at \$25, the lowest price at which



No. 1 Sonora Portable in smart black fabrikoid case, "Sonora" blue lining, striking an extremely effective color combination. It is 14 $\frac{3}{4}$ inches wide, 12 inches deep and 7 $\frac{1}{4}$ inches high, and only 13 pounds light. Nine-inch turntable—plays two 10-inch records with one winding. It is equipped with the No. 5 sound box—the same reproducing unit that is used in the newest large type reproducing phonographs which gives remarkable volume and tone.

Price **\$25.00**

a quality instrument has ever been sold, to \$50 for the cowhide-covered de Luxe model.

Realizing that this is an opportunity for Sonora dealers to secure the prestige that comes through leadership in presenting the new—Sonora is designing the most constructive program of dealers' help advertising.

A famous German poster artist has been commissioned to execute a humanized window display—the most elaborate business-getting display ever offered—complete direct mail plans are in preparation, exquisite brochures in full color—newspaper advertising. This is a rare opportunity for a dealer to get the greatest volume of business ever realized on a quality product—at a time when profits are most desirable.

And the Portables are just the beginning of the greatest line in the history of the Sonora Company. Wire now for possibilities of securing the Sonora franchise and for advance samples of the new Sonora Portable and complete details of the new dealer help program.

SONORA

AN ASTOUNDING VOLUME DEMONSTRATION

That this dealer will be glad to make

ANYONE can hear a Portable in a quiet demonstration booth, but when you buy a Portable you want to take it out into the woods, play it aboard a motor boat or on the beach and you will expect to hear it above the throb of the motor and the hum of hundreds of voices.

This dealer will be very glad to place the Sonora Portable at the farthest end of his store and take you to the very front of the store, or if you will, even outside the door. He will play it and you can convince yourself that here is a great achieve-

ment in Portable phonographs. The deep rich tone which you hear and its remarkable volume comes through perfectly over this—the longest tone amplification system used in any Portable. It is the newest invention of Sonora's acoustical engineers. The scientific tapering of this tone passage brings out maximum volume.

There are fifty-four inches of tonal amplification from the time the tone is picked up by the new reproducing type sound box until it emanates from the mouth of this new sound chamber.

*Greatest in Volume
—Richest in
Tone*

SONORA PORTABLE

The No. 2 Portable. This instrument—the No. 2 Sonora Portable—is truly a musician's instrument. In it is the longest reproducing tone chamber in any medium or low-priced phonograph—the 54 inches from the sound box to the opening giving a tone quality until now found only in high priced phonographs. Attractive brown fibrikoid case, contrasting tan lining, 15¼ inches wide, 12 inches deep and 8¾ inches high. The record container carries over thirty selections

Price **\$35.00**



Kellogg Radio Broadcasting Saves Many Lives in China

Broadcasting Station Maintained in Shanghai by Kellogg Switchboard & Supply Co. Used to Warn Foreigners of Peril

The Kellogg Switchboard & Supply Co., Chicago, maker of Kellogg radio receivers, played an important part in the saving of thousands of American lives in China a few weeks ago, through the use of its broadcasting station in Shanghai. The Kellogg Co. maintains a branch office in Shanghai under the management of R. E. Delay, and all of the equipment used in the broadcasting station was manufactured in the Kellogg factory in Chicago.

The following is, in part, a news article that appeared in the Chicago Tribune on March 29:

"Although radio is comparatively new in China, thousands of American and other foreign residents in the interior of the country owe their lives to the enterprise of the Kellogg Switchboard & Supply Co., 1066 West Adams street, Chicago, which broadcast daily messages through the interior to the foreigners warning them regarding the seriousness of the situation.

"Owing to the breakdown of the post office and telegraph and the commandeering of the railways by the military, the American consular authorities were helpless to warn the foreigners to get out of the interior. The Kellogg Co. then volunteered its services to the American consular and naval authorities.

"The station has been broadcasting regular daily programs, both in the Chinese and English languages, while on Sundays religious services in three or four languages have been sent out.

"The American missionary refugees, in order to show their appreciation, sent a letter to the Kellogg Co. containing many signatures and expressing their deep thanks."

Luncheon Meeting of the KMA Was Well Attended

Members Hear Interesting Addresses and Report of the Show Committee

The radio industry was well represented at the monthly luncheon meeting of the Radio Manufacturers Association held at the Hotel Commodore, New York, on March 23rd. A. T. Hough, president of the association, presided.

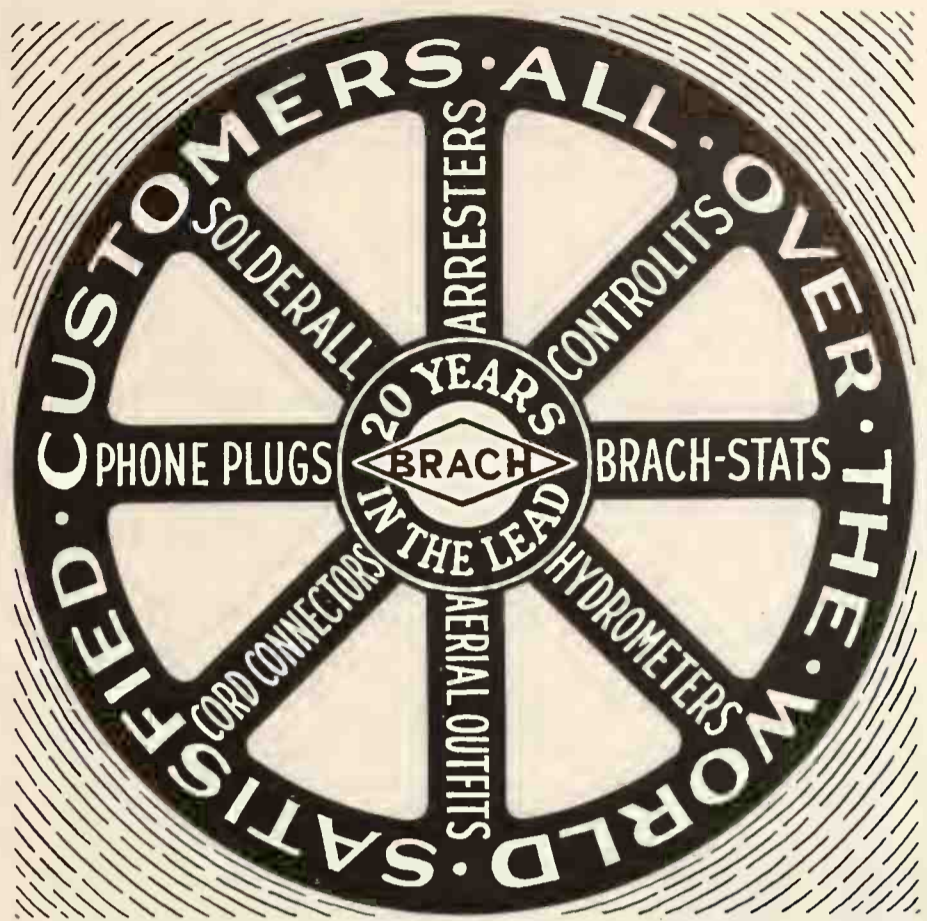
Herbert H. Frost, chairman of the show committee, announced that more than seven hundred radio men will go to the trade show in Chicago on June 13th and that the space applications have been heavily oversubscribed.

L. S. Baker, executive secretary, declared that the radio industry in general was highly pleased with the manner in which the new Federal Radio Commission is approaching its work.

Dr. John S. Minton, an acoustical engineer, addressed the meeting and told of scientific investigations which he described as the basis for efforts to develop precise apparatus to make measurements intended to eliminate the use of the ears in loudspeaker perfection. Dr. Minton's talk was accompanied by an interesting display of charts. I. G. Maloff, consulting engineer and associate of Dr. Minton, spoke on the characteristics of radio sets, accompanying his talk with slides and graphs.

Miller Rubber Co. Earned \$1,025,454 Net in 1926

The Miller Rubber Co.'s annual financial statement shows net operating profits of \$1,025,454.73. President Jacob Pfeiffer stated that the financial position of the company is sound, with current assets aggregating \$16,890,968.18 and current liabilities amounting to \$5,307,000.21, or a net working capital of \$11,583,967.97.



*Radio Progress Revolves
on the Hub of Experience
With the Support of
Quality Merchandise.*

**Brach Products
are Carried by Every
Jobber and Dealer
Who Is Proud of
His Merchandise.**

**Brach
Radio Products
L.S. BRACH MFG. CO.**

NEWARK,
N. J.

MEMBER
RMA

TORONTO
CAN.

Makers of the Famous
BRACH LIGHTNING ARRESTERS

Beethoven Week Observance Proves of Value in Stimulating Sales in St. Louis

Distributors and Dealers in St. Louis Territory Unanimous in Declaring That Sales for March Show Increase Over Same Month of Last Year—Columbia Branch in New Home

St. Louis, Mo., April 7.—Engendered by the showing of new models of machines, Beethoven week and similar events, business in the talking machine trade during the month of March has been exceptional, both from the standpoint of turnover and collection. Virtually all lines show a substantial increase in the volume of business as compared to the same month last year.

"The first quarter of 1927 shows a remarkable increase over the same quarter a year ago, both from the standpoint of sales in Columbia New Process records and Columbia Viva-tonal phonographs," declared A. G. Bolts, assistant manager of the St. Louis and Kansas City branches of the Columbia Phonograph Co.

"After a careful analysis of the entire territory covered by the St. Louis and Kansas City offices I find this increase for the quarter is well distributed over the entire territory, no particular district in the territory showing a great deal more strength than the other one.

"The upward trend of our company's business in this territory has been steady and has borne out predictions made in the early part of 1926 that the demand for Columbia merchandise on the part of the music-buying public would grow steadily. A great number of dealers have been interviewed by the representatives of these two branches during the past two months and at no time did anyone have a pessimistic word to say relative to the future business. On the contrary, all dealers are of the opinion that this year's business will increase in the same ratio, if not more than the increase of 1926.

"Beethoven week, sponsored by our company in commemoration of the one hundredth anniversary of the death of that famous musician, has proved a wonderful boon to the trade. Its effect on business has been tremendous, while the advertising value has been inestimable."

Similar optimistic views were outlined by officials of the Artophone Corp. here, distributor of Okeh records and other instruments.

"Sales of Artophone portables are stronger than ever," declared Edwin Schiele, president, "a new hatbox model covered in imitation snakeskin leatherette having been added to the line. Important improvements on the Artophone portable are being made at the present time, which, we believe, will place this model in the fore of the portable field as the acme of portable value."

A personal appearance of Boyd Senter, exclusive Okeh artist, at the Ambassador Theatre, at Ludwig's music house and the Wellston branch of the Thiebes Music Co., was believed to have had a stimulating effect on the company's products, Mr. Schiele added. Mr. Senter also autographed purchases of his new record hit, "New St. Louis Blues," which is experiencing a tremendous sale in the city.

"We are anticipating a big business, due to the initial showing of the Automatic Orthophonic Victrolas, which are being received enthusiastically by the men and women of St. Louis," asserted R. K. Brandenburger, of the Koerber-Brenner Co. here, distributor of Victor products.

"Advance showings of the new models, made possible through the Rotary Club, Lions' Club, Advertising Clubs and the Junior Chamber of Commerce and the Women's Advertising Club, have resulted in a manifestation of admiration. The perfect operation of 'changing its own records' is the latest achievement in the music world and has proved so interesting to all who have heard and seen it that it is surpassing all expectations. This enthusiasm is not confined alone to individuals, but all our dealers are radiating it."

The local branch of the Brunswick Co. still is concerning itself with acquainting its dealers with the new Panatrope salesmanship courses, while the Edison representative here, the Silverstone Music Co., has reported a satisfactory volume of business during the month.

The Koerber-Brenner Co. here has reported the opening of a new account—the Val Reis-Boyd Co., which has opened a new store in Clayton, a suburb of St. Louis. Val Reis, formerly of the Smith-Reis Piano Co., is president, and O. S. Boyd, formerly of the Baldwin Piano Co., is sales manager. The organization is handling the new Orthophonic Victrolas, Starr pianos and Atwater Kent radios.

The Columbia Phonograph Co. has been formally installed in its new home at 125 South



HARDWARE is visible to the eye, in constant use and plays an important part in giving satisfaction to a customer.

Rockford Hardware merits closer attention by you. It stands the stiffest test of all—side by side comparison.

Ask for catalog
18 and samples.

**National Lock Co.,
Rockford, Ill.**

U. S. A.

Cable Address: Natlock

Branch Sales Offices:

Chicago, Ill.	St. Louis, Mo.
Cincinnati, Ohio	Indianapolis, Ind.
Detroit, Mich.	Jamestown, N. Y.
Evansville, Ind.	Los Angeles, Cal.
Grand Rapids, Mich.	Milwaukee, Wis.
High Point, N. C.	Seattle, Wash.
	Sheboygan, Wis.

SCULLY

RECORDING
MACHINES

SHAVING
MACHINES

MASTER
WAX

SUPPLIES

JOHN J. SCULLY
3265 MAIN STREET
BRIDGEPORT, CONN.
TELEPHONE BARNUM 4998

Eighth street. The company has taken over virtually the entire third floor of the Meyer Building for use of its warehouse, offices and a specially designed hearing room.

Thomas Devine, Columbia representative in the States of Kansas and Nebraska, and W. Ockenden, sub-branch manager of the Kansas City branch, were in the city during the month. Mr. Devine, who was assisted by Mr. Ingram, special representative of the Beethoven Centennial Committee, was successful in organizing practically every musical society in the States of Nebraska and Kansas on the special plans promulgated by the Centennial Committee. One of the features of their work was the acceptance by the Governor of Nebraska of the chairmanship of the Beethoven committee. Mr. Ockenden came here after a trip to Oklahoma and reported that business conditions in the district were very good.

Ray C. Layer and Herbert Schiele, vice-presidents of the Artophone Corp., have just returned from a brief trip to Chicago, where they concluded arrangements for Artophone trade extensions.

In the radio field interest was centered on a banquet given at the Mayfair Hotel for fifty representatives of local Stromberg-Carlson retailers given by George A. Scoville, of Rochester, N. Y., general sales manager; A. J. Robert, of Kansas City, branch manager, and Ovel C. McCanne, territorial representative for the company. Messrs. McCanne and Robert addressed the gathering briefly, and Mr. Scoville made the principal address. He confined his remarks to a resumé of the organization and production of the Stromberg-Carlson Co.

"In three years' time our radio business has grown from \$100,000 to \$5,000,000," said Mr. Scoville. "We must attribute this growth not to mushroom advertising, but steady, consistent copy. We never splurge and never cut a price, in fact, guarantee our prices. Radio's greatest evil is the dumping of distress merchandise. The company's policy is not to make radical changes, but rather to strive for continuous improvement. Stromberg-Carlson is one of the few concerns manufacturing radio that maintain a twelve-month straight line production."

Panatrope on Stage of Harry Richman Night Club

A most novel and popular way of using the Brunswick Panatrope has been discovered by Harry Richman at his Club Richman, one of the most popular rendezvous of night-life in New York. Richman, who is a Brunswick artist, plays his records and standing on the stage beside the instrument goes through the motions of singing the song, much to the delight of the habitués of the club. Harry Richman's first Brunswick record, which has just recently been released, has already come under the classification of one of the best-selling vocal records in the Brunswick catalog. It is "Muddy Water" and "Ain't She Sweet."

VESTA

Quality Radio Units



MAY 1



Something **NEW** Coming—
of Interest to Every Radio Dealer—
Watch for the VESTA
Announcement in
this Publication
May Issue.



The Line of "All-Year-'Round" Profits
Will Be Still Further Augmented

Mail coupon
to nearest Vesta
Central or
VESTA BATTERY
CORP.

2100 Indiana Ave., Chicago.

Please have your Central Distributor
near me present the Vesta

Radio Line Auto Battery Line

Name

Address

City..... State.....

T.M.W., April

WRITE HERE

VESTA BATTERY CORPORATION

2100 Indiana Ave., Chicago, U. S. A.

Makers of Vesta Quality Automobile
and Radio Batteries— for 30 Years

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the sixty-seventh of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

Education That Pays

The Beethoven centennial celebration has given the phonograph trade something new, entirely new, to talk about. The reports which have come in from all sides show that the time was ripe for just such a large-scale demonstration of the musical position which the phonograph has taken during the last four years. It will be not merely useless but absurd for anyone in the future to talk as if the higher side of phonograph merchandising were something of merely academic interest. It has now been settled, and settled for good, that the phonograph is a musical instrument of the highest class.

Now, will the merchants be able to capitalize this demonstration? There is no reason for their not being able to do so. The Beethoven celebration showed that there exists throughout the length and breadth of the land a very powerful and growing interest in the music which lives. It also showed something less pleasing, namely, that vast numbers of reasonably intelligent people with money to spend, and no grudge against the phonograph as such, had not the remotest idea that a whole symphony had been recorded in full, not to say all the immortal Nine of the master symphonist.

More Possibilities

The two things can be brought together if only the retail trade will make it a matter of business policy henceforth to take every possible opportunity to stress the musical possibilities of the talking machine after the fashion which the celebration just closed so successfully has set forth. For one thing, the awakened interest in the highest-class recordings can be evoked again on the same principles during at least the remainder of 1927, for the name of Beethoven will be on the lips of every music lover during the whole of his centennial year. But this is not all. Another name, perhaps quite as well known to the general record-buying public, is the name Schubert. The centennial of the death of this gifted youth will be observed next year. And there will be other opportunities of similar kind from time to time.

But the point of immediate interest is this: what lesson can we draw from the recent events which we may apply to the merchandising of phonographs and records? And the answer surely is that the most powerful weapon the phonograph trade can wield is contained in the phonograph's musical capacities. The phonograph is a musical instrument of superb quality, of now almost unlimited power, and of indefinitely large and varied repertoire. Despite all the high-class work, however, which has been done upon its promotion and merchandising, the fact remains that what it is and what it does are still mystery to millions. Among these millions are still registered probably the greater part of the intelligent music lovers of the land. It is among such as these,

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines

RADIO MICA

American Mica Works

47 West Street

New York

whose numbers are steadily growing, that the high-class merchandising of to-morrow must be done.

Not Desirable, but Essential

Featuring the musical possibilities of the talking machine, therefore, becomes not merely something desirable but something positively essential. If the phonograph industry is to continue growing and spreading, if merchants are to find their selling prosperous, this musical end of the selling game will have to take first place; not merely a place up in front, but first place. And about that statement there can be no qualification whatever.

What does this, then, imply? It implies that the phonograph merchant of to-morrow must do a great deal more musical demonstrating, in public and in private, and that he must do it a great deal more carefully. The whole thing is leading straight to a definite technique of demonstration. And the very first principle of this technique will be the principle of musical control. The salesman will no longer demonstrate to a customer by asking the latter to choose the music which is to be played, but will control this feature until the points in the demonstration have been covered. After that, when the sale is already half-made, the customer may be encouraged to select, but not until then.

Principle of Control

The reason for insisting on this principle of control is simple. Very few prospective purchasers of a high-grade phonograph have the slightest idea of what piece of music will enable them to realize the capacities of the instrument to the best advantage. And it is just this point of impressiveness, of almost startling power, which the salesman will want to drive home from the start. If a purchaser obviously wants a high-class machine for the purpose of providing dance music on a big, fine scale, the salesman will naturally see that this point is given its central position as the sale progresses; but, nine times in ten, to start the customer out with listening to a noisy blast of jazz will be to create the wrong impression. The thought in the mind of the customer will almost always at first be the thought that the phonograph is only a more or less good substitute for real "human" music. The opening of the demonstration should be devoted to contradicting this idea. The most immediately appealing music, to the general run of customers, is vocal. A fine record of a familiar song is, therefore, certain to be a winner, especially if it be done in a good, not too powerful, soprano. After this comes violin music. After this tenor singing, then the 'cello, the harp, military band and symphony orchestra. The sequence is probably not entirely correct, and the symphony orchestra certainly is creeping up steadily to the front of the procession. But what has been written may stand, as an elementary statement.

The Dominating Question

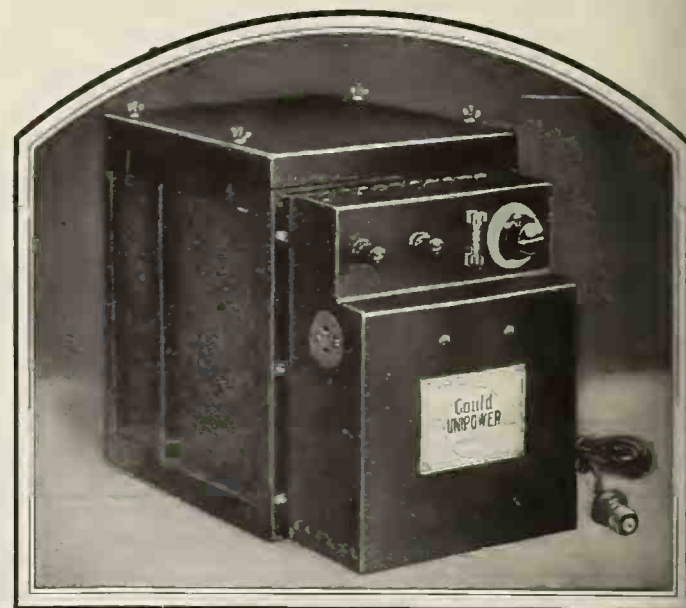
The question of this technique of demonstration is likely to be steadily more interesting and important as improvements are made in the machines and in the records, something which is certain to happen at intervals from now onwards. More and more such a technique will become absolutely necessary, and a great deal of careful work will have to be done upon its development. That is why for the moment I am concerned only to insist upon one point, namely, upon the principle of musical control. This principle, once more stated, may then be made the gravamen of this article:

The first principle of talking machine demonstration is the principle that the salesman must control the selection of demonstrated music

until he has brought out, and secured the acceptance of, the musical sales points which are fundamental in the sales process. This is a very simple statement indeed and to many will appear to be very elementary; yet it is a statement which needs careful consideration and study, for it is one of those things with which everyone agrees but which by no means everyone knows how to translate profitably into fact.

Distribute Sparton Radio

Additional distributors of Sparton radio recently enrolled among the holders of this franchise are announced by the Sparks-Withington Co., of Jackson, Mich., to include the Morris Auto Supply Co., 25 Henry street, Binghamton, N. Y., and the Davis-Brown Electric Co., 115-117 South Cayuga street, Ithaca, N. Y.



Unipower AC-6-HA, for 201-A tubes or equivalent—\$42.50.
AC-4, for 199 tubes or equivalent—\$33.00.

UNIPOWER protects your PROFITS

WHEN you sell Unipower for light-socket "A" power it's always a clean sale. Installation and service costs don't eat up your profit, for these reasons:

1. **Ease of Installation**—Unipower combines Charger, Battery and Master Switch in one unit. It requires no special wiring.
2. **Automatic Cut-Off**—The automatic cut-off principle in Unipower's rectifying cell is an exclusive Gould feature and guards against damaging overcharge.
3. **Controlled Charging Rates**—In addition to the proven trickle charge rate (adjustable in Unipower to any set) Unipower employs a special rapid charge rate for emergency use. This saves you from troublesome and unprofitable service calls.

One-switch automatic control makes it impossible for users to forget necessary connections. Internal resistance and corrosion are avoided by lead wiring throughout the battery compartment.

Write us or your jobber for full details of this profitable line. Gould Storage Battery Co., Inc., 250 Park Avenue, New York City.

Unipower is manufactured by the makers of the famous Gould Batteries for automobiles, submarines, railways, farm-lighting, fire alarm service and emergency city-power

Unipower

A GOULD PRODUCT

AUTOMATIC "A" POWER WITH "B" POWER CONTROL

To the Radio Trade:

THE Latour Corporation desires to call to the attention of the radio trade that it is the owner of the following issued U. S. Letters Patent of Marius C. A. Latour, which are now being widely infringed by manufacturers of radio receiving apparatus:

- U. S. Letters Patent No. 1,405,523
granted February 7, 1922
- Reissue Patent No. 16,461
granted November 9, 1926
- U. S. Letters Patent No. 1,607,466
granted November 16, 1926
- U. S. Letters Patent No. 1,614,136
granted January 11, 1927

The Latour Corporation has expended large sums of money in perfecting its patent situation, and intends to enforce its legal rights thereunder against infringers.

Among those who have already acquiesced in and acknowledged the patent rights of Latour by acquiring simple non-transferable licenses are the American Telephone & Telegraph Company, the Western Electric Company, and the Radio Corporation of America.

The Latour Corporation hereby gives notice of its intention to promptly and vigorously prosecute all direct or contributory infringers of the above-identified Latour Patents.

It also directs the attention of the Radio trade to the fact that it is the owner of the following issued U. S. Letters Patent of Brillouin and Beauvais:

- U. S. Letters Patent No. 1,404,573
granted January 24, 1922
- U. S. Letters Patent No. 1,404,574
granted January 24, 1922
- U. S. Letters Patent No. 1,405,267
granted January 31, 1922
- U. S. Letters Patent No. 1,465,250
granted August 21, 1923

Infringers of these patents will also be promptly and vigorously prosecuted.

LATOUR CORPORATION
15 EXCHANGE PLACE, JERSEY CITY, N. J.



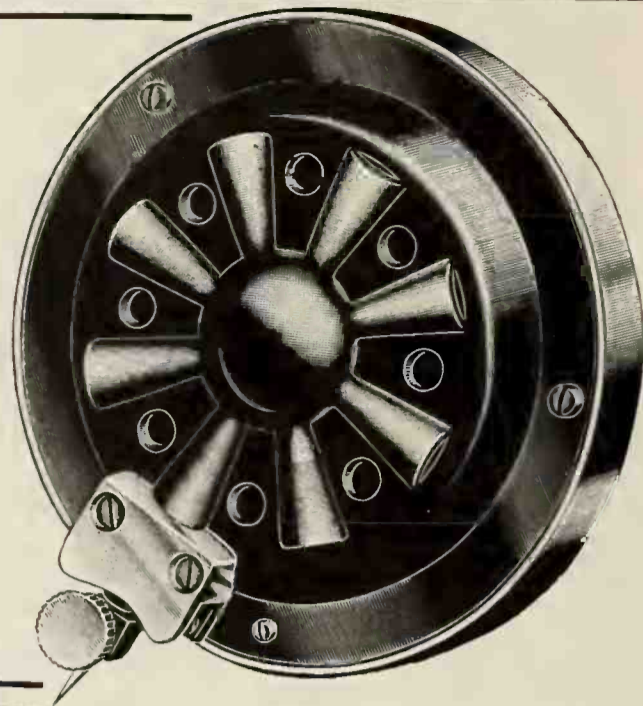
PRODUCTS

Improve With the Industry

JOSEPH E. RUDELL

83 Greene Street, New York City

Canadian Distributors: Standard Phono. Supply Co., Montreal



Walter M. Fagan Purchases Radio Distributing Firm

Former Sales Manager of Electric Corp. Purchases the Los Angeles Interests of Pacific Wholesale Radio, Inc., a Well-Known Firm

LOS ANGELES, CAL., April 4.—During the past month the Los Angeles interests of Pacific Wholesale Radio, Inc., one of the largest radio distributors on the Pacific Coast, were pur-



Walter M. Fagan

chased by Walter M. Fagan, formerly general sales manager of the Electric Corp. Associated with Mr. Fagan in the purchase was Orval Peterson, prominent radio man of Denver, Col. The firm will operate under the name of Pacific Wholesale, Inc., and succeeds to all territorial rights, good will and merchandise of Pacific Wholesale Radio, Inc., in Southern California, south of Tehachapi. It will continue along the same lines and under the same general policies as heretofore. The lines carried include Freed-Eisemann receivers, Cunningham tubes and Eveready batteries. Mr. Fagan will be president and Mr. Peterson vice-president.

J. A. Hartley, president of Pacific Wholesale Radio, Inc., announces that the Oakland and San Francisco offices of his company are not affected by the purchase and will continue operation under the same management.

Everybody's T. M. Co., Inc. Housed in Entire Building

Maker of Talking Machine Repair Materials and Distributor of Portables and Records Occupies Five Floors in Own Building

PHILADELPHIA, PA., April 7.—Everybody's Talking Machine Co., Inc., of this city, maker of Honest Quaker main springs and talking machine repair materials, and also distributor of portables, Okeh and Odeon records, etc., now occupies the entire building at 810 Arch street, this city. A year or so ago Everybody's Talking Machine Co. purchased the building at the above address but there were existing leases that prohibited taking possession of all the space. Everybody's Talking Machine Co. has now purchased all the existing leases and secured possession of the entire building. In an announcement made by Samuel Fingrut, vice-president and treasurer of the company, he stated: "The acquisition of the additional space will enable us to arrange one of the most complete and modern service institutions in the world. I believe that we are the only service house in the United States that is housed in its own building. We will now have five floors devoted to our own use exclusively and the building being our own, it means that our headquarters will be permanent. We are moving our offices to occupy the entire second floor, taking up about three thousand square feet. This will give us sufficient space to take care of our many friends, who in the past have been very lenient with us as regards to office accommodations, but who realize that in the past it was necessary for us to do without our office comforts to space to provide service to our customers. Our entire building will be reconstructed so that on the main floor there will be installed a particularly attractive showroom, and the stock and shipping department will be entirely reconstructed, using steel throughout in order to serve our many good friends even better than in the past. In fact, there will be about fifteen thousand square feet now devoted to our Honest Quaker business. The new construction work will be done without one moment's waste of time, everything being so arranged by our architects that our service will be continued without interruption. It will take us about one month to do it, and consequently

on May 1st, the day on which we celebrate our eleventh anniversary in business, we will be able to show the trade an entire building devoted to the servicing of talking machine parts."

New Plant Being Erected in Newark by Gold Seal Co.

A new plant, which it is said will have a capacity of 25,000 tubes daily, is being erected at Newark, N. J., by the Gold Seal Electrical Co., New York, manufacturer of Gold Seal radio tubes. Officials of the company state that a very satisfactory business was done in 1926, and they are experiencing an even greater demand for Gold Seal tubes this year. In the erection of their new building the Gold Seal organization has allowed for additional expansion in the future.

Carryola Master Portable in Handsome New Attire

Music merchants will be interested in the new dress of the Carryola Master, well-known portable. The Master now has a hand-rubbed fibroid exterior, further enhanced by beautiful gold air-brushing. The embossing is in gold of an exceptionally novel and attractive tone. Exterior and interior have been harmonized in color and design. Linings are in ecruse finish. Mr. Hough, sales manager, reports universal enthusiasm everywhere. The consensus of opinion indicates that the new Master has greater eye-value than ever before.

G. H. Kiley on Trade Trip

George H. Kiley, vice-president and general sales manager of the Farrand Mfg. Co., of Long Island City, N. Y., maker of Farrand speakers and power units, left recently for a six weeks' tour of Pacific Coast and Southern jobbing centers. Besides renewing acquaintances with his many friends in the radio industry, Mr. Kiley will talk over details of the coming plans and advertising arrangements of Farrand speakers and more particularly on the localized advertising on the Farrand "B" eliminators and power amplifiers.

Victor Loudspeaker Reduced

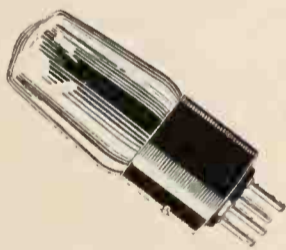
A drastic price reduction was announced last month on the Victor Lumiere radio loudspeaker, the list price now being \$17.50. This beautiful clock type speaker has enjoyed a consistent demand at its former price and now, with this price halved, dealers should find a sales increase of large proportions. A rebate plan has been announced that provides Victor dealers with a Lumiere speaker for every one purchased at the old price that they have in stock.

CONSTANTLY INCREASING SALES
are testifying to the superior quality of our
COTTON FLOCKS FOR PHONOGRAPH RECORDS
STEP INTO LINE WITH THE BUYERS OF "QUALITY"
CLAREMONT WASTE MFG. CO., Claremont, N. H.



Stanford Model, List \$23.50

Million dollar baby for adoption



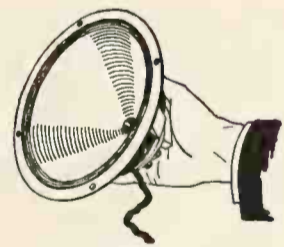
Magnavox
NON-MICROPHONIC
TUBES

Now made in wide range of types. Amazing performance and extra long life. Anti-noise feature gives you individual selling point.

THIS youngest member of the Magnavox family—Stanford Model Cone Speaker—has a rich heritage of public good will. A million dollars has been spent for advertising Magnavox Speakers—untold millions of dollars worth of publicity in publications have made the name Magnavox literally a synonym for radio speakers. No speaker name is better known or more favorably.

The sales value of this good will is focused upon your store the minute you stock and display Magnavox Cone Speaker. This goes for Magnavox sets and tubes also. Write us for money-making sales plan.

THE MAGNAVOX COMPANY
General Offices & Factory, Oakland, Calif. Chicago Sales Office, 1315 S. Michigan Ave.



Magnavox
CONE SPEAKER
UNIT

Fits any cabinet. Only four screws to turn for installation. Takes wallop from biggest set. Matches quality of the best sets.

MAGNAVOX

Sets • Speakers • Tubes

SIXTEENTH ANNIVERSARY OF MAGNAVOX PROGRESS IN RADIO

E. R. Manning Reports Awakening Interest of Public Regarding Talking Machines

Treasurer and General Manager of Berg Auto Trunk & Specialty Co., Inc., Upon Completion of 9,000-Mile Trip. Tells of Impressions of Transcontinental Trade Survey

E. R. Manning, treasurer and general manager of the Berg Auto Trunk & Specialty Co., Inc., of Long Island City, N. Y., recently returned from a 9,000-mile transcontinental tour. Mr. Manning worked South through Atlanta, Memphis, New Orleans and Dallas, West to Los Angeles, up the Pacific Coast via San



E. R. Manning

Francisco, Portland, Seattle, etc., and back through the Northwest.

While Mr. Manning made this trip primarily in the interest of Berg Artone products, he also made it for the purpose of studying the talking machine situation in general and making personal contacts in the industry. Mr. Manning's viewpoint is rather interesting:

"While my company has had an indirect contact with the music trade for many years, through manufacturing various kinds of musical instrument and radio cases, it is only within the last eighteen months that we have had direct contact with the trade. Formerly our customers in the industry were largely manufacturers, whereas now we have hundreds of accounts with jobbers and dealers; so my trip was made somewhat as a newcomer in the

phonograph industry, and I am frank to say that never in all my experience have I had as successful and satisfactory a trip as this one just completed. I wonder whether some of the men who have been in this industry for a long time have not perhaps grown somewhat calloused and fail to realize its pleasant, refreshing and ever-changing aspects.

"On my trip I met many kinds of travelers and frequently on a Pullman or in my hotel room I started an Artone portable, playing some sweet refrain or a bit of jazz, and the whole atmosphere of the room seemed to become animated and changed. Perhaps the group had been talking about such monotonous and unromantic things as steel, cotton, wheat or even real estate, but when I started talking about my business, the phonograph business, and played a few records, there was a pleasure about the conversation which I could not help but notice time after time.

"In other words, it seems to me that we ought to be happy that we are in such a pleasant business, that is, the talking machine business. This, of course, also applies to all musical instruments. I talked with many salesmen among jobbers and retailers on my trip, conveying this idea and showing them that if they would let this spirit enter into their work and appreciate the industry with which they are connected it would reflect itself not only in their sales reports, but I honestly believe in their personal lives."

Mr. Manning reports that in his wide travels he found an awakening interest on the part of the general public in the new era into which the phonograph industry has entered. He feels that if the general public can be made to realize that modern talking machines are an entirely different thing from the old phonograph and that modern records are entirely different from old records, this awakening interest can be increased and expanded into a great wave of popular demand, and this means sales of modern phonographs and records.

Another point of observation reported by Mr. Manning is the ever-tightening tie-up between radio and phonographs. Both articles

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

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

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

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

are drifting nearer and nearer together so far as sales outlets are concerned. In the West and Southwest particularly, where towns are far apart, radio merchandise is in many cases distributed by jobbers of drugs, hardware, electrical goods, auto accessories, etc., and many of these jobbers are now entering the talking machine field in order to utilize their radio sales forces to the fullest extent.

For the past two years the Berg Co. has produced Artone portable talking machines and these have had wide distribution. During the Fall of last year the Berg Co. also introduced a very original line of upright and console large model talking machines, also under the name of Artone. Besides their tonal qualities, these machines became noted for their exterior dressing in Fabrikoid, finished in embossed reproductions of hand-tooled leather. The wide reception this additional line of Artone models received in the short Fall season made such a favorable impression on the Berg Co. officials that plans for a much wider distribution were considered, and Mr. Manning's country-wide tour was for the purpose of consolidating the company's present position and enlarging its distribution outlets.

Besides a line of eight models of Artone portable talking machines and the four table model machines, the Berg Co. is now producing four upright models and two console machines. With such an extensive line it was incumbent upon Mr. Manning to visit personally the Berg present distributors and their prospective wholesale outlets. The result of Mr. Manning's trip produced wholesale and retail representation in practically every State in the Union. Also he returned to his offices with commitments for the year 1927 which will justify factory enlargements and make necessary speedier production.

Mr. Manning says that several Artone innovations are being prepared by the Berg Co. for its exhibit at the Music Industries Convention in Chicago, in June.

To Place Dealer's Imprint on Victor Needle Envelopes

A new form of service for dealers was recently inaugurated by the Victor Talking Machine Co. This consists of supplying needles with the dealer's imprint on the envelope. Orders will be accepted in lots of not less than 5,000 envelopes for any desired assortment of the four standard sizes: soft tone, half tone, full tone and extra loud tone.

The imprint will be supplied in the standard three-line style, although special requests will be complied with as far as practical. Advertising "slugs" will be used if supplied in the proper size and if adaptable to the paper stock employed.

Sues Ware Receiver

David S. Ludlum, as trustee in bankruptcy of the Music Master Corp., has brought suit in the Supreme Court against Stark B. Ferris, as receiver of the Ware Radio Corp., for \$203,424. This is said to be the value of 2,545 radio sets that were alleged to have been transferred to the defendant four months before the Music Master Corp. went into bankruptcy, and at a time, it is charged, when the corporation was actually insolvent, and created a preference in violation of the Federal Bankruptcy Act.

The Latest—Most Efficient Product of Its Kind on the Market

The Socket "A & B" Power Unit

consists of a six-volt storage battery with a capacity of forty ampere hours; also an Acme B Power Supply Unit, a Two-Rate Acme Trickle Charger giving ½ and 1½ amperes (this being controlled by a toggle switch), and the Acme Automatic Control Switch.

Attractive Container

These units are enclosed in a permanently attractive steel case finely finished with crystalline lacquer. Bulbs for both the charger and B Eliminator, together with the necessary cord and sockets, are included.

Acme "A & B" Power Units will keep the battery on any Radio Receiving Set properly charged, regardless of the number of tubes in the set. Automatic in operation. Controlled by switch at set.

Type AB-1 complete, ready to operate, lists at

\$67.50 East of the Rockies

Ask your Jobber or write us for information also on the Acme "A" Power Unit and the Acme Socket "A & B" Power Unit, and other Acme Charging Equipment of national reputation

The ACME ELECTRIC and MANUFACTURING COMPANY
1438 HAMILTON AVENUE CLEVELAND, OHIO



Write for Catalog
Showing 18 Models
of



BUSINESS IS GOOD!

Due to the cooperation of our jobbers and dealers, and the appreciation of the buying public, we are happy to announce that March 1927 was the

**BIGGEST MONTH
IN THE HISTORY OF
THIS COMPANY**

BERG A. T. & S. CO., Inc.

LONG ISLAND CITY, N. Y.

Designers and Makers of Fine Cases for 20 Years



No. 2 Model
\$25



No. 5 Model
\$20



No. 8 Model
\$15



Console
and
Consolette
Models
\$65 to \$125



ESPECIALLY MATCHED TO
ARTONE PHONOGRAPHS

Artone Phonographs, Models from No. 65 up, now equipped with this New Reproducer.



SOLD
SEPARATELY
AT
\$8.50 LIST

The
Outstanding Features
of the New
Artone De Luxe
Reproducer

- 1—Clear natural tone through the entire musical scale!
- 2—Amazing volume, especially when playing the new electrically cut records!!!
- 3—Special metal Alloy Diaphragm that will not blast or weaken under severest test!!!
- 4—A patented rubber gasket moulded and shaped to fit over the tone arm, forming an airtight and rattleproof connection!!!!

Important Personnel Changes Feature Month in the Metropolitan Territory

M. Price Appointed Manager of Bloomingdale Music Department—W. Schneider With Gimbel Bros. as Manager—Other Changes—Feature Beethoven Recordings—Other News

Two happenings took place during the past month which had the effect of offsetting a slowing down in sales occasioned by Lent and other factors. They were the centennial observance of the death of Beethoven and the introduction to the public of the new Automatic Orthophonic Victrola. The first of these events consisted of Beethoven Week, sponsored by the Columbia Phonograph Co., which arranged for radio broadcasts over a network of stations, with Walter Damrosch and other artists of national prominence participating; the issuance of a Centennial edition of Columbia Masterworks recordings of Beethoven music; the supplying to dealers of a mass of helpful tie-up material, including window displays, counter literature, window and interior posters, and authoritative booklets dealing with various phases of the great composer's life and activities. Other companies recognized the importance of Beethoven Week and issued helpful sales aids to their dealers. The Automatic Orthophonic Victrola made its initial bow to the public on Monday, April 4, after a three-day advertising campaign had prepared it for the new and revolutionary instrument, and resulted in Victor dealers experiencing somewhat of the activity which was felt in November, 1925, when the Orthophonic line was first introduced.

Important Personnel Changes

Important changes affecting the management of three of the largest musical instrument outlets in the city took place during the latter part of last month. They were the resignation of Meyer Price as manager of Landay Hall, Sixth avenue and Forty-second street, to accept the management of the talking machine department of Bloomingdale Bros.' department store, succeeding William Schneider, who resigned to direct the activities of the talking machine and radio sections of Gimbel Bros.' music store. Both of these men are widely known throughout the Eastern trade world as having been prominent in various managerial capacities. Mr. Price was for years connected with Landay Bros. and for a time conducted his own music store in Newark, N. J. In addition to the New York store, he will have the direction of the Brooklyn branch of Bloomingdale's exclusive music store.

Mr. Schneider, who was selected by Gimbel Bros. to succeed M. Max, made an enviable record in his former connection. He succeeded Herbert Berkeley as manager in Bloomingdale's in February, 1926, and during the year

under his management the talking machine section showed an increase in business of approximately \$100,000. At the time of writing no successor to Mr. Price had been appointed.

A. R. Filante, who was appointed manager of the talking machine and radio departments of Fred. Loeser & Co., Brooklyn, N. Y., some weeks ago, inaugurated his reign by rearranging the various sections. The record department was remodeled, the radio accessories were moved to a more advantageous position and the business offices of the music section were concentrated in the rear of the department. The rearrangement provided additional display space for instruments.

Old and New Victrolas in Theatre

An interesting extra attraction was presented on the program of the Coliseum Theatre, Broadway and 181st street, New York, for four days the latter part of last month. The old and the new Victrolas were played and the difference between the two was so surprising that Victor dealers in the vicinity benefited by calls from residents who formed part of the audiences. The record business of the L. J. Rooney Co., at 1451 St. Nicholas avenue, took an immediate upward spurt following the performances and many likely prospects for instruments were secured. Lawrence J. Rooney, proprietor of this store, states that the street car advertisements of the Victor Co. are stimulating record sales.

Sales Drive on Trade-ins

During the past month all of the branches of the Aeolian Co. in New York, Brooklyn and the Bronx had their annual sale of radio receivers taken in trade or used on the floor for demonstration purposes and it was unusually successful. While a goodly share of the business accomplished consisted of this type of merchandise, many who called to buy a used set decided after listening to the newer models to pay the difference and get the latest. The Radiola line is the leading product handled in these stores.

Feature Masterworks Beethoven Records

The talking machine section of Stern Bros.' department store tied up with Beethoven Week by taking on the Columbia Masterworks Beethoven records and putting a strong advertising campaign behind them. Miss B. B. Steele, manager, also wrote personal letters to the store customers informing them of the quality of the records which were on sale. The resultant sales were most satisfactory. This store gave several demonstrations of the Auto-

matic Orthophonic Victrola prior to the regular day of its introduction, sending invitations to a selected list of the store's customers, and secured orders for a large number of instruments to be delivered as soon as possible.

J. T. Owens Busy

J. T. Owens, Victor dealer at 1074 Flatbush avenue, Brooklyn, reports radio sales holding up. The Radiola line is proving to be the most popular with Flatbush residents, judged from the demand at the Owens establishment. During the first week of this month Mr. Owens displayed the Automatic Orthophonic Victrola and gave practically continuous concerts in the store.

Drive on Portables

The Landay chain of stores throughout the metropolitan district put an aggressive campaign behind the Polly portable talking machines during the month of March, featuring them in most attractive window displays.

News Brieflets

The New York Band Instrument Co., in both its stores, did a large volume of business in Columbia Masterworks Beethoven records during the month. Attractive window and interior displays called attention to Beethoven Week and letters were sent from both stores to customers interested in the better type of music.

The firm of Weber Bros., 2202 Eighty-sixth street, Brooklyn, N. Y., is now controlled solely by David A. Weber, who bought out the interest of Herbert Weber. This store carries the complete Victor line.

A number of obsolete models of radio sets and instruments taken in trade were offered at one price, regardless of make or condition, at the Flatbush avenue, Brooklyn, store of E. Blout, Inc., and served to bring in customers, most of whom became interested in other models.

During the observance of Beethoven Week the Viennese centenary film, "Beethoven," was shown at the Wanamaker auditorium and attracted large audiences.

100 Per Cent Sales Gain Made by Carryola Co.

Company Is Adding to Personnel and Equipment to Handle Growing Business

The Carryola Co. of America, manufacturer of portable phonographs, reports record business. Sales from January to date are averaging 100 per cent more than for the same period last year.

The Carryola Co. is adding to its personnel and equipment in order to handle its rapidly increasing business. The company reports a very satisfactory reception of its Carryola Superphonic reproducer, particularly in foreign fields. One Australian jobber recently sent in an order for 3,000.

The New
"MUTUAL"

Sizes 8½"—9"—9½"

is a

MASTERPIECE

Mutual Phono Parts Manufacturing Corp.
610-614 BROADWAY (Cor. Houston St.) NEW YORK CITY

Brass Drawn
TONE ARM

Pat. No.
1228064



Profit Winning Sales Wrinkles

Use Delivery Trucks for Displays—How Northwest Trade Association Aids Dealers—Keeps Record of Dates of Battery Sales—Clever Use of Business Card—Window Display Pushes Single Record—Other Profitable Stunts

That the Polyphonwerke, Inc., and the Deutsche Gramophone, Inc., of Berlin, Germany, have begun actively to promote the Brunswick records for which they recently have contracted with the Brunswick-Balke-Collender Co. is evidenced in the photographs recently received at the Chicago offices of the Brunswick Co. Automobiles carrying revolving signs, unusual cylinder-like sign-posts on many streets and window display cards and signs and posters



of all descriptions with the unusual picture of the sailor holding two American flags has become quite a common sight in Berlin. The interchange of record matrix between the American and the German company is working out to very good effect for both parties. American talking machine dealers might find this idea of using their delivery cars for record exploitation worthy of consideration.

Association Activity

Associations of radio dealers throughout the country would do well to keep in constant touch with the activities of the Northwest Radio Trade Association, for this body of radio men is at all times on the alert for the betterment of the trade and plans policies that result in profit for the individual dealer. One of the latest of the activities of this organization was the inauguration of a weekly service on radio programs, whereby members are notified several days in advance of the best local and long distance programs for the period of a week. The suggestion accompanies each notice that members advertise to the public the quality of the programs that can be heard over the air. It is felt that people who do not own a radio set can best be appealed to by telling them of the entertainment they are missing, rather than stressing technicalities of a set.

Checks Up Battery Sales

Willie's Radio Shop, 23 Willoughby street, Brooklyn, N. Y., which does a large accessory business, upon the sale of every dry battery rubber-stamps the name and address on the purchase and writes the date of the purchase, so that in the case of a complaint by the purchaser that the battery does not give service for a reasonable period the proprietor can see at a glance whether or not the complaint is justified.

Unusual Business Card

An unusual form of business card is used by Charles Beisel, controller of sales of the Gennett record department of the Starr Piano Co., Richmond, Ind. Mr. Beisel, when the occasion arises to produce his card, hands out a black and gold record label, identical with those which appear on records—reading: "New Electrobeam Gennett—If It's a Hit—It's on Gennett—The Record with a Profit. Chas. Beisel, Controller of Sales." Dealers and their salesmen might adopt this idea and have a form of business card which in appearance suggests the thought of music and makes a deeper impression on the

recipient of the card than does the conventional slip of pasteboard.

Builds Customer Good Will

On every envelope which contains merchandise sold at Spargo & Co., music dealers, at 146 West Broad street, Hazleton, Pa., the following notice is printed: "The various articles of merchandise on sale at our store have been selected with the greatest care, and it is our hope that every purchase shall prove entirely satisfactory. If it does not, please feel perfectly free to return it for adjustment." This message, which promises nothing that is not understood between every dealer and his customers, has the effect of making the customer feel that the store is reliable and worth patronizing.

Broadcasts New Records

The exploitation of the latest record releases by means of radio broadcast programs is not new, but within the past few months the practice seems to be growing, with groups of dealers and individual stores utilizing the air to bring the music from the talking machine into the home. The Maine Music Co., of Portland, Me., has been broadcasting every day (Saturday and Sunday excepted) for the past six months, and reports a considerable increase in instrument and record sales, in addition to wide publicity for the store and a gain in prestige. The program of recorded music is given from three to four in the afternoon, the latest Victor records being played on an Electrola. The plan also has the advantage that in demonstrating radio receivers during this period, when the usual station programs are of a type that would

not permit of the best possible showing, not only the Maine Music Co. but other dealers can be certain that by tuning in on the station used by this dealer, the best of the world's music can be received.

Clever Window Display

One of the factors largely responsible for success in record selling is the proper display of the recording in the window. Some records through their titles or theme lend themselves to clever displays that attract the eyes of passers-by and immediately arouse a desire for the record in question. The accompanying illustration shows how Emil Robbillard, Columbia dealer, of Gardner, Mass., featured "Where Do You Work-a, John?" In order to give this record special sales impetus through a display, he pic-



tured "John" pushing his wheelbarrow on the "Delaware-Lackawan," with the result that sales of this record reached a large total.

Kneupfer & Dimmock, 286 Essex street, Lawrence, Mass., attracted some large audiences to hear the new Automatic Orthophonic Victrola the early days of the month.

New UDELL Cabinet

for
Victrola
No. 1-70



The new portable model No. 1-70 Victrola is selling rapidly, so there's a big demand ready and waiting for this new UdeLL Cabinet No. 403.

List only \$25

THE open and closed views at left show the beauty and utility of the new UdeLL cabinet No. 403. It conforms exactly in style and finish (mahogany) with the Victrola No. 1-70. The latter can be slid into the moulding, making this a complete unit for a total list of only \$75, compared with \$90 or more for a similar standard unit. Capacity, 6 record albums.

Write today for further information and complete catalog

THE UDELL WORKS, Inc.

28th at Barnes Avenue

Indianapolis, Ind.

50%

more than on a \$25 portable is the profit you make by selling the

De Luxe

P O R T A B L E

Many of your "\$25 customers" will prefer the better machine. There's much more money for you in a \$37.50 sale!



\$37.50

Folks will ask for "price"
—yet pay for "Quality"

THERE'S so much difference between the De Luxe and cheaper machines that dealers find it easy to swing most folks over to buy the De Luxe—they come to inquire about a \$25 portable; they end by owning a De Luxe.

If this list of features doesn't explain the De Luxe preference, then our idea of what makes a superior portable phonograph is all wrong.

Check them over:

1. Heineman DOUBLE-SPRING Motor. Positively the finest motor of its size in existence. One winding plays three records.
 2. Phonic Reproducer—regular \$7.50 value. Wonderful tone.
 3. 12-inch turntable.
 4. Removable Indexed Record Album. Holds and protects twelve records.
 5. Beautiful cabinet in brown mahogany, veneered. Reinforced corners.
 6. Domes of Silence protect all edges.
 7. Full piano-hinged cover.
 8. Handle has clearance over table; does not need to be moved to edge of table for winding.
- All hardware is brass, heavily plated.
Tone chamber opens to give any degree of volume.
No need to detach tone arm before closing the case. (This is an improvement of great convenience.)

Write your jobber—or direct to

Consolidated Talking Machine Co.

Consolidated Building

227-229 West Washington St., Chicago

Minneapolis: 1424 Washington Ave., South.

Detroit: 2949 Gratiot Ave.

Toledo Retailers Plan Widespread Demonstrations of the New Victor Automatic

Brunswick District Representative Aiding Retailers Through Demonstrations of Panatrope—J. W. Greene Co. Reports 50 Per Cent Gain in Talking Machine Sales

TOLEDO, O., April 6.—Phonograph sales for the past month have shown an increase over the same period of last year. In certain stores the gain is as great as 50 per cent. The Beethoven Week concerts, music shows and vaudeville have each contributed to the sale of records. This phase of the talking-machine business is especially satisfactory at the present time, according to dealers.

Victor Automatic Introduced

The demonstration of the Automatic Orthophonic Victrola in the Commodore Perry Hotel was well attended. The affair was sponsored jointly by the Cleveland Talking Machine Co., the Chicago Talking Machine Co. and Grinnell Bros. Arrangements were looked after by Warren L. Kellogg, district representative of the Cleveland Co. Demonstrations of the new instrument will be carried on extensively by dealers as soon as the machines become more plentiful.

Effective Panatrope Demonstrations

A. G. Burr, Brunswick district representative, is giving dealers much sales help through demonstrations of the Panatrope, which he is showing daily to various groups in the city. These include Ursuline Academy, all of the high schools, Toledo State Hospital, bankers' banquet and in the lobby of the Secor Hotel. Outside Toledo the Panatrope was demonstrated at the banquet of the nurses of St. Rita's Hospital, Lima, O., and at the North Manchester, Ind., high school.

Reports Sales Gain

The Lion Store music rooms experienced an increase in sales of Victor and Brunswick products the past month. Columbia records, which were taken on recently, are selling consistently, according to Lawson S. Talbert.

An intensive demonstration program of the new Automatic Orthophonic has been inaugurated. The instrument was demonstrated at the Chamber of Commerce, Commodore Perry Hotel lobby, Exchange Club, Rotary Club, Advertising Club, Credit Men's Association, Students' Convocation, Toledo University.

Orville Schaffer has joined forces with the house.

Fifty Per Cent Sales Gain

At the J. W. Greene Co. talking machine sales are 50 per cent greater than the corresponding period of last year, according to Robert C. Elwell, manager. The department is demonstrating the Automatic Victrola to

various groups in the store auditorium. A series of letters inviting customers to hear the instrument was mailed to a long list. The house will present rest concerts from 11 a. m. to 2 p. m. each day next week. Both Victor and Brunswick combinations are selling briskly, declared Mr. Elwell.

Strong Demand for Combinations

At the Whitney-Blaine-Wildermuth Co. the tendency is decidedly towards combinations. Victor and Brunswick lines are carried here. The A. C. Dayton radio is featured here. The new X-20 Victor-Radiola with the Orthophonic tone chamber is finding favor.

Open Evenings Proves Profitable

The United Music Store, located in the theatrical district, finds it profitable to keep open at night. Columbia records were added recently to the Victor and Brunswick. The store has been improved by the addition of a number of display cases for small merchandise.

Arranged Special Display

The Frazelle Music House has arranged a special display of the Automatic Orthophonic. Demonstrations on a large scale will be a feature of the Spring promotion campaign. A showing of portables, including the Sonora,

Jewel Phonoparts Co. in New Headquarters

New Home in More Central Location in Chicago—W. Tures President of Company and A. H. Davis Vice-President and Treasurer

The Jewel Phonoparts Co., Chicago, manufacturer of reproducers and tone arms, recently moved its headquarters to a more central location in the Boyce Building, Illinois and Dearborn streets, a few blocks north of Chicago's loop or business district. The firm's new quarters are now on the sixth floor of a modern building, the space leased including both office and salesrooms. The firm was organized ten years ago and incorporated in 1919. Since 1921 it has been located at 154 Whiting street.

At a recent meeting of the board of directors it was announced that T. E. Davidson, president of the company, had sold his interest in the firm to W. Tures and A. H. Davis, who have been officers of the Jewel Phonoparts Co. for the past several years. Mr. Tures is

Victor and Lyon & Healy models, is attracting attention.

Brief but Interesting

Flightner's Music House, on Cherry street, as a Beethoven Week feature employed the Columbia window and interior displays. Harry Skolnick is now in charge of the radio department here.

The Harmony Music Store, 988 Mt. Vernon avenue, Columbus, O., was formally opened to the public the last of March. Robert A. Gimbey is president of the new company, Albert Hoermle is vice-president and William Hoermle is secretary and treasurer and director of sales. The concern is an outgrowth of the Hoermle Music Shop at 1895 Parsons avenue. Columbia and Harmony phonographs and records, radio, etc., are being featured and plans are under way for aggressive merchandising of the lines.

The Interurban Music Shop, Columbus, O., was opened recently by Janet M. Furnis, who was formerly associated with one of the large Capitol music houses. The complete line of Columbia machines and records is carried.

The Home Music Shoppe, West Broad street, Columbus, O., some time ago added the Columbia line of machines and records in a small way. Demand for the line became so great that the full line of Columbia products is now displayed.

The Lippincott Co., Bellefontaine, O., is concentrating on Columbia phonographs and records. The complete line is dealt in, including Harmony discs and machines.

now president of the company, Mr. Davis vice-president and treasurer, and J. Tures is secretary.

According to an announcement made recently at the headquarters of the Jewel Phonoparts Co., a new reproducer and other products of



New Home of Jewel Phonoparts Co. interest to the phonograph and radio trade will soon be placed on the market and detailed announcement regarding these articles will be made within a short time.



The Super-Six Console (with true single dial control) \$285.00
Five Tube Models \$89.50 to \$146.50
Six Tube Models \$210.00 to \$285.00
Erla receivers licensed under application for letters patent of Radio Frequency Laboratories, Inc. (RFL)

ERLA RADIO

*The Outstanding Money-Making Radio Line for 1927 - Years ahead in Performance and Style ~ ~
A Franchise will protect you
Write for full information ~*

ELECTRICAL RESEARCH LABORATORIES
2500 Cottage Grove Avenue
Chicago, Illinois

PERRYMAN RADIO P TUBES

"DISTANCE WITHOUT DISTORTION"

Garters and Tubes



Type P.D. 200-A
Super-Sensitive Detector
New Standard base
with long pins

Type R.H. 201-A
Amplifier-Detector
Standard base
with short pins



Type P.A. 112
Power Amplifier
New Standard base
with long pins

Neither are changed frequently enough. It would seem unnecessary to remind a gentleman that he needs new garters, yet a prominent garter company has found it profitable to do so, featuring the slogan, "How did your garters look this morning?"

Tubes are in the same class with garters so far as you are concerned. An old garter may hold up socks efficiently, but weak tubes will retard reception indefinitely.

Yet, many of your customers put off the purchase of new tubes while there remains a flicker of life in the old ones.

Talk new tubes to every customer. It is a simple matter to reach behind you and take one or more tubes from a shelf. It's a simple matter to tell your customers about the improvements in tubes that have done so much to advance the quality of reception. And if the tubes you sell are Perryman Tubes you can be certain that you are doing your customers a favor they will long appreciate.

PATENTED PERRYMAN BRIDGE



RIGID CONSTRUCTION



TENSION SPRINGS



Patented

June 22, 1926

Perryman Radio Tubes offer you a substantial and permanent profit. All Perryman Tubes are carefully made, rigidly checked and merchandised under common sense methods. Perryman Distributors are prepared to cooperate with all dealers on advertising, displays, newspaper mats and prompt deliveries of tubes. There is a Perryman Radio Tube for every purpose, listing from \$1.75 to \$9.00.

PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th St., N. Y.

North Bergen, N. J.



Retail Sales Maintain a Satisfactory Level in the Cincinnati Trade Field

George P. Gross Co. Opens Large Branch and Makes Other Plans in Program of Expansion—Columbia Headquarters Compelled to Expand to Handle Rapidly Increasing Business

CINCINNATI, O., April 9.—Talking machine dealers in the city and suburbs report business at a satisfactory level, with a good demand for all grades of instruments, from the cheapest to the most expensive. General business conditions are good and increased sales are looked for as the Spring advances.

"Radio Revue" Creates Interest

Ford and Glenn, a famous team of entertainers who record exclusively for the Columbia, usually referred to as "The Lullaby Boys," who have been broadcasting here for some time, did much to liven up the demand for talking machines and records by giving a "Radio Revue" in the fashionable Emery Auditorium the evenings of March 30 and 31. The New Process Columbia records were featured at the same time and this is where dealers reaped a benefit.

Miss Nan Tighe Made Manager

Miss Nan Tighe has been made manager of the Baldwin Victrola Shop, operated by the Baldwin Piano Co., succeeding Frank LeFevre, who has been in charge of the department several years. Miss Tighe has rejoined the Baldwin sales force after an absence of three years.

George P. Gross Co. Expanding

The George P. Gross Co., 1328 Main street, has just opened up a large branch store in the West End, at 2140 West Eighth street. Victor, Brunswick and Columbia talking machines will be carried in stock. The company is preparing to move its Northside store into much larger quarters, near Knowlton's Corner, the business center of that suburb. A large building has been purchased by George P. Gross, head of the company, and this is to be remodeled at once. When it is completed and occupied it will be the home of one of the largest and finest suburban stores of its kind in the city.

"Business is very good with us and our talking machine department is enjoying a fine volume of sales," stated Mr. Gross. "The new Victor Automatic Orthophonic, which we are exhibiting at various business and social gatherings, is being received in a wonderful way."

Successful Sales Drive

In order to dispose of surplus stock, Louis H. Ahaus, proprietor of the Brunswick Shop, conducted a special sales drive the last two days of March. "The sale was very successful

and we are starting off our Spring campaign with a fine display of new stock," said Mr. Ahaus. "While we have added a line of pianos to our stock, we are not letting it divert our attention from talking machines in any way."

Music Industrial Necessity

The talking machine is an industrial necessity. This has just been pointed out by an eminent authority, Dr. Charles M. Diserius, professor of psychology, in the University of Cincinnati. Music increases muscular endurance, he states in a book just published, allays fatigue and increases the rapidity of movements. In a test of 300 workers he found that popular music produced by a talking machine speeded up the individuals and greatly increased the production.

Columbia Quarters Enlarge

The Columbia Phonograph Co. has once more enlarged the quarters of its Cincinnati branch by taking over the remainder of the east half of the fifth floor of the Methodist Book Concern Building, at 222 West Fourth street. The general office and the private office of Miss Rose Helberg, the manager, have been moved to the front of the building and a fine demonstration room has been fitted out in adjoining space. The space formerly occupied by the offices will be used for stock and storage.

Radio Receptor Co. Secures Important Patent License

Negotiations With Radio Corp., General Electric Co., Westinghouse Elec. & Mfg. Co. and American Tel. & Tel. Co. Concluded

Negotiations were recently concluded between the Radio Receptor Co., Inc., 106 Seventh avenue, New York City, the Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Co., the American Telephone & Telegraph Co., whereby the Radio Receptor Co., Inc., is licensed under the patents of the aforementioned companies.

Ludwig Arnsion, vice-president and sales manager of Radio Receptor Co., says: "After years of development work on powerized radio devices, it became apparent that the work of Hull, Lowenstein, White and others would have to be recognized before any further development could be continued."

The Radio Receptor Co. has been a pioneer manufacturer of radio products. It is said to have been the first to perfect batteryless socket-operated radio sets. It has been best known to the general public by its product known as the "Powerizer," a combination "B" eliminator and power amplifier.

Continuing, Mr. Arnsion said: "We feel that in securing a license the year 1927 will be historical in radio from an economic standpoint. The parting of the ways has come. The 'adventurers' in radio have no place in the industry. Only those who have contributed to the art will move forward. The final move toward stabilization has been made. The licensed manufacturer is the bulwark between the public and worthless and unreliable products."

Lieut. Greiff, engineer and secretary of Radio Receptor Co., states: "It is to the interest of the listening public to have the radio situation cleared up. There have been too many irre-

sponsible manufacturers without any ideas but to cash in on the demand of the instant.

"Manufacturers who, by reason of engineering research and production efficiency, have something to offer the public, will, I think, see in this phase of the radio situation a long-promised relief from the kind of competition which leaves the purchaser disappointed and gives radio such a bad name.

"We are now in a position to give the public, by our various types of Powerizers, the use of the new power tubes for their old sets, operated from the lamp socket, and to give set builders power units to build into their receiving sets."

Mohawk Corp. to Celebrate Seventh Anniversary in May

Chicago Concern Founded by Gustav and Louis Frankel Has Achieved Success With One-Dial Radio Receiving Set

May 1 will mark the seventh anniversary of the Mohawk Corp. of Illinois, Chicago, manufacturer of Mohawk one-dial radio receivers.



Gustav and Louis Frankel

The Mohawk Corp., known originally as the Electric Dealers' Supply House, was founded by Gustav and Louis Frankel, president and treasurer, respectively, and from its organization it has made rapid progress in the field. Many years of strenuous effort were required to launch the idea of Mohawk one-dial radio and to-day the Mohawk organization has sixty-one distributors located throughout the United States and Canada.

The firm originally acted as an electrical supply distributor, jobbing such products as were used by electrical dealers and contractors. The organization conducted a local business, but sensing the fact that the radio industry would some day be one of the most prominent in American business, the executives of the firm entered the radio manufacturing field at an early date.

Paris Fair to Be Held in May

The Salon de la Musique at the Paris Fair, which takes place this year from May 14 to 29, will have an international aspect, as manufacturers, wholesalers and agents of many countries have signified their intention of participating with exhibits and have contracted for space.

Receiver Is Appointed

David H. Gladstone, on March 23, was appointed receiver of the Priess Radio Corp., 693 Broadway, New York, against whom was filed an involuntary petition in bankruptcy by James A. Gilmore and others.



AMPLION PATRICIAN
AA18.....List \$50
(Illustrated)

Quality

reproduction is a powerful sales force

USE a Patrician in your demonstrations. The deep, mellow tone of this 48" air-column model will help you to close many a sale.

AMPLION CONE, AC12.....List \$30

Customers desiring a Cone will find complete satisfaction in this splendid instrument famous for its natural tone.

AMPLION GRAND, AC15.....List \$135

This Amplion leader employs a new principle of reproduction—combining air-column, cone and sound-board. Handsome walnut cabinet.

Write for details of the complete Amplion Line, models \$12 to \$135



THE AMPLION CORPORATION OF AMERICA
Dept. C, 280 Madison Ave., New York City

RECORDING WAX

ALL TYPES

"G" Wax Specially for
Electrical Recording

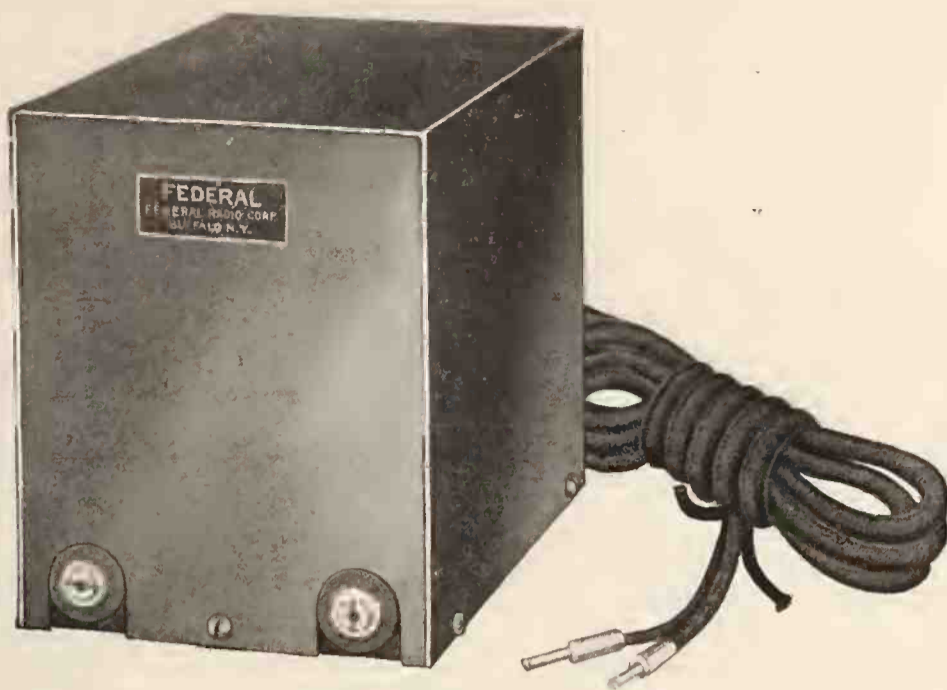
F. W. MATTHEWS 126 Prospect Street
E. ORANGE, N. J.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated
for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.



Federal Ortho-sonic Speaker Coupler

This is the latest Federal contribution to better radio. The one development needed to achieve perfection of tone reproduction.

Its sales possibilities can be convincingly measured by these selling points:

1. Tone enhanced beyond the point of merely good reproduction, and now more beautiful than ever.

2. Protection for the loud speaker from the effects of heavy battery voltages.

3. Unlimited use, with any type of set or tube, and especially recommended where the power tube, such as UX112 or UX171, is used in the receiver.

4. Applicable to any

set installation and particularly well suited to Ortho-sonic.

5. Finished in satin black with black silk cord, really an added appointment to the finest set arrangement.

6. Attached in less than two minutes.

The quality of the Federal Ortho-sonic Speaker Coupler is in keeping with that of Federal Ortho-sonic receivers.

This device, and all other new Federal developments, are available only to Designated Federal Retailers.

*The Sign of the
Designated Federal Retailer*



If you have not investigated Federal Ortho-sonic Designation, do so today. Write to the Federal Wholesaler in your territory. If you do not know his name, write us.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Co.)
Operating Broadcast Station WGR at Buffalo

ORTHO-SONIC[★]

Reg. U. S. Pat. Off.

Federal Radio

* The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470

Pacific Radio Association Makes Trade Service Survey

Questionnaires Sent to Dealers in All Lines Carrying Radio—Replies Received Show That Dealers Are Profiting by Service

SAN FRANCISCO, CAL., April 6.—Realizing that one of the most important problems confronting the radio dealer is the maintenance of a profitable service department, the Pacific Radio Trade Association has undertaken the task of making a survey among the dealers of California, with the aim of analyzing the problem and compiling a report with concrete suggestions which should prove of aid to every dealer.

The first step taken was the sending out of a questionnaire to dealers in all lines who carry radio apparatus. The replies received thus far have certain outstanding features; the most important of which is that many dealers are making money through their service departments. W. J. Aschenbrenner, secretary of the associa-

tion, in commenting on the returns received, says:

"If the dealer is not making money on service it is because he has failed to familiarize himself with the problem and to apply the dictates of good business methods. Every retail line carrying radio, excepting one, and this one cannot be named until all returns are in, shows a preponderance of profit as against loss or merely breaking even.

"The greatest hindrance to profit, from the returns, is the length of free service which is given by the average dealer. A surprising feature has been the great number of dealers who give unlimited free service for the period of one year or longer. No other industry gives such unlimited free service. If no other industry can profitably do so it is illogical to assume that the radio industry can do otherwise.

"What is a proper limit for free service, we are not prepared to say at this time. However, it should be as short as possible. The returns to date show that profit of the service department is proportionate to the length of free service given."

Promotion Plans for Standardyne Line Announced

Bert Ennis, Advertising Representative of Standard Radio Corp., Tells of Company's Plans for Exploitation of Products

Bert Ennis, of the Coast-to-Coast Publicity Service, New York City, advertising representative of the Standard Radio Corp., Worcester, Mass., following a conference with Ben W. Fink, head of the Standard Corp., divulged comprehensive plans for the promotion of the Standardyne line for the new season. Mr. Ennis stated, in part:

"During a visit to the Worcester factory and offices last week I learned that the Standardyne line has been considerably expanded for the coming season, with the addition of a new one-dial receiver in both table and console model, a two-dial alternating current power receiver, including a Standardyne power unit of remarkable performance, in table and console style, and a new lowboy cabinet designed for these new sets. The three-dial model B-6, which has been one of the popular numbers of the Standardyne line in the past, will be retained. Arrangements have been made for a display of the new line at the RMA show in Chicago in June. The Standard Radio Corp. is now a member of this organization. We will be represented at the convention by Mike Miller and Jimmie Woods, New York sales agents, together with Ben Fink and myself. Elaborate plans have been made for a promotion and advertising campaign to introduce the new one and two-dial receivers. These plans include a sixteen-page booklet, a series of two-color catalog sheets, direct mail folders, novelties for dealers, window cards, counter displays, business attractors and comprehensive trade journal advertising."

Hopkins Remodels Store

The Hopkins Piano Co., Victor dealer, Chester, Pa., has remodeled its establishment, moving the record department to the front of the store and installing fourteen demonstration booths. The place has been attractively redecorated throughout.

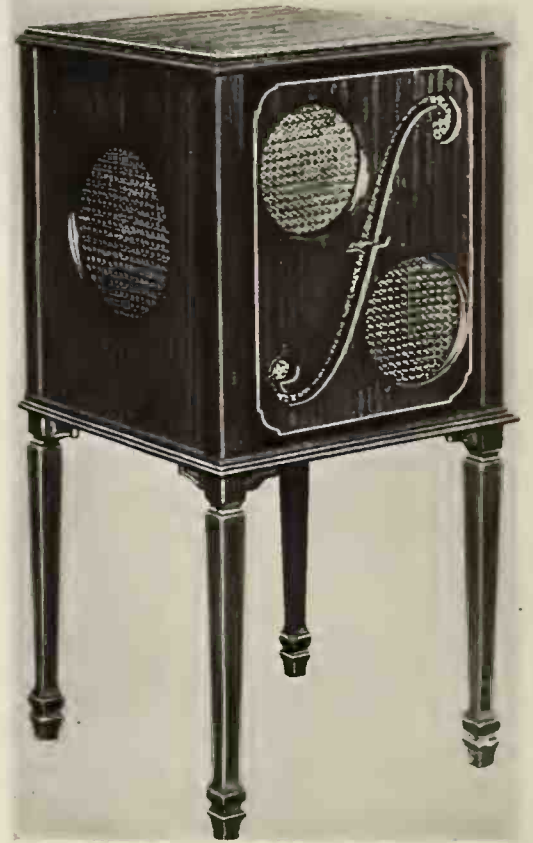
Utica Dealers Co-operate

Victor dealers of Utica, N. Y., including the Buckingham & Moak Co., Arthur F. Ferriss, Kempf Bros., John A. Roberts Co., Vitulo & Ulisse and Earl B. Worden & Co., co-operated in an advance presentation of the Automatic Orthophonic Victrola to a selected audience of music lovers at the Hotel Utica, Utica, N. Y.

Progressive Corp. Adds Two New Models to Line

Model M Melofonic Cone Speaker and New Cabinet Speaker Introduced to Trade by Prominent New York Firm

The Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, manufacturer and distributor of radio and musical instrument products, has added two new models to its line of radio amplifiers. Last season the Progressive Co. confined its activities to its Model S Melofonic cone type speaker. This



Melofonic Cabinet Speaker

year it has produced an elaborate Model M Melofonic cone speaker. In this product it uses new reproducing principles and has also enlarged the size and dressed the exterior, which doubtless will add to its popularity. This new cone speaker will be able to carry the heaviest voltages of any receiving sets.

The other new and important addition to the radio amplifiers of the Progressive Co. is the Melofonic cabinet speaker. This is an exclusive design and type of radio amplifier. This cabinet is of floor type equipped with a twenty-foot cord, which allows its use in any part of the room. It is an attractive piece of furniture. Although compact in size, which will enable it to lend itself appropriately to any type of room settings or decorations, the amplifying chamber is quite large and is conceived along lines that have made phonograph record amplification so popular. With this amplifying chamber the speaker unit is also operated through the aid of a cone type reproducer. There are fourteen inches of surface drive and eight cubic feet of tone chamber. Despite its elaborateness, the Melofonic cabinet speaker will be retailed at a popular price. The product will be presented to the trade through specially selected and centrally located wholesale distributors. Edward Riel, sales manager of the Progressive Co., has already received many orders for this speaker.

Toured the South

J. R. Crawford, general sales manager of the Bright Star Battery Co., Hoboken, N. J., recently returned to his office following a tour of the Southern section of the United States. Before making the more extended trip Mr. Crawford attended the Convention of the Southern automotive jobbers in Atlanta, Ga., following which he covered Birmingham, Jacksonville, Nashville, Chattanooga, Memphis, St. Louis, New Orleans and Mobile.

Now!!

The KENT Attachment
with the
KENTONE
SENSITIZED REPRODUCER



Here is the new KENTONE SENSITIZED REPRODUCER on the Kent attachment No. 1 for playing lateral-cut records on the Edison Disc Phonograph.



The KENTONE Attachment has been a successful and standard product for over twelve years. With the new KENTONE SENSITIZED REPRODUCER these two products in combination now are available at reasonable prices.

Write for catalog of complete line of tone arms and sound boxes

F. C. KENT CO.
Irvington, N. J.

Hyatt 6 Tube Portable Receiver

The First Real Portable Set With
Proven Performance and a Popular Price

Weight fully equipped—28 lbs.
Single Dial Control—Loop Aerial
Built-in Speaker with Unit

Ideal for homes, hotels, clubs, hospitals,—
for use when traveling, on vacations, etc.

Here is the portable set which will complete
your line of dependable, high grade mer-
chandise, and for which a real market al-
ready exists. Here is a set that weighs only
28 pounds,—that can be sold the year round
—that gets good reception the year round—
and is suitable anywhere because of its
quality and attractiveness.

The Hyatt Portable will meet the demand in
your neighborhood for this class of receiver.
It will bring you a reasonable profit the year
round. The quality, the policy, the price and
the organization back of the Hyatt are right.

\$95.00 Model "A" **\$115.00**
Without Accessories Complete

F. O. B. Chicago, Ill.



*Brown Leatherette covered cabinet
15 in. wide, 11½ in. high, 9¼ in.
deep. Set comes conveniently packed
in dust proof air cushion carton.*

*We have some desirable territory available. Keep
your salesmen busy during the summer months
with outside selling. Write or wire us at once.*

HYATT

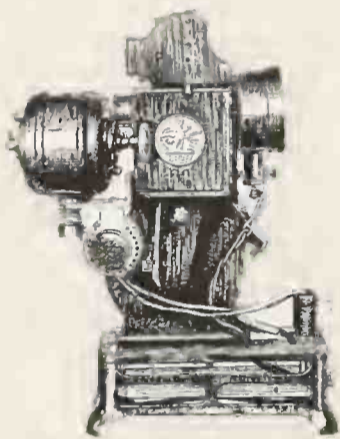
ELECTRIC CORPORATION

836 No. WELLS ST.
CHICAGO, ILL.

Pathex
AUTOMATIC
MOTION PICTURE
CAMERA
AND PROJECTOR

a Real Spring and
Summer Line for

MUSIC and RADIO DEALERS



Every dealer wants a product that will command attention and make him a leader in his community. The Pathex camera and projector performs this function. It is new, it is practical and, finally, it is economical.

Amateur movies are making wonderful progress throughout the country and are fast supplanting in use the ordinary still picture cameras. Pathex (a subsidiary of Pathe Exchange) with its national human appeal gives the dealer a great summer item to cash in on during his slack business months. The investment is small, the turnover large and, remember, the repeat business on raw film for the camera and exhibition film for the projector is in itself a very profitable revenue.

We have the exclusive distribution for northern New Jersey, southern New York, eastern Connecticut and Long Island. We travel twenty salesmen—ask our representative who calls on you for more detailed information or communicate with us by wire or letter—better yet, pay us a visit and let us demonstrate to you the wonderful selling possibilities of the Pathex line. Act now—don't delay—we may receive a dealer application from your competitor before you give us your decision.



Other Products Distributed by BLACKMAN—

Orthophonic Victrolas
Fada Radio and Accessories
Eveready Flashlights

Blackman

DISTRIBUTING CO. INC.
28-30 W. 23RD ST. - NEW YORK, N.Y.
WHOLESALE DISTRIBUTORS
VICTROLAS - RADIO - ACCESSORIES

Unusual Advertising Plan Launched by Everybody's

Everybody's Talking Machine Co., Inc., Brings Attention of Trade to Merit of Its Line Via Series of Advertising Blotters

PHILADELPHIA, PA., April 7.—Everybody's Talking Machine Co., Inc., maker of Honest Quaker main springs and talking machine repair material, is responsible for a particularly live and



and then — the horse died!

THE load was too much—

'No matter how often you use your HONEST QUAKER Main Springs they stand the strain. You will not find HONEST QUAKER Quality in any spring that does not have an HONEST QUAKER Label.

'Don't use imitations of HONEST Quaker Main Springs and expect the same results. HONEST QUAKER Springs are the finest in the world.

'They are made of tested materials put together for long wear. They'll give you real service.

'But look for the Label and Insist on HONEST QUAKER. Nothing else will do.

EVERYBODY'S TALKING MACHINE CO. INC.
810 ARCH STREET - PHILADELPHIA, PA.

THE STANDARD AND TRUST ONLY THE LEADER.

LOOK FOR THE INITIALS HQ CLEARLY STAMPED ON EVERY GENUINE ONE.

We issue a most practical Catalog of Repair Materials Copy cheerfully furnished upon request.

One of the "Advertising Blotters" forceful series of messages addressed to talking machine dealers on the backs of standard size blotters. At the present writing a series of six have been prepared. The accompanying illustration gives an idea of the strong sales message on the blotters. Letters being received at the headquarters of Everybody's Talking Machine Co. indicate the interest that these spirited messages are arousing in the trade.

Ernest Ingold, Inc., Ends Big Pooley Sales Drive

Individual Salesmen and Stores Join in Competition to Reach Highest Sales Total—Window Display Prizes Awarded

SAN FRANCISCO, CAL., April 4.—An interesting Pooley sales drive has just been completed by Ernest Ingold, Inc., of this city, Atwater Kent distributor for northern California. The drive was started with a luncheon and talk by Ernest Ingold at the Clift Hotel, San Francisco, given to the dealers in the San Francisco Bay region. A feature of this luncheon was a display of the complete line of Pooley cabinets, made by the Pooley Co., of Philadelphia, Pa. Competition was engendered among individual salesmen selling the most Pooleys during the month and among the stores making the best window displays and selling the most Pooleys. T. W. Warren, of the Pooley Co., exhibited figures showing the possibility of Pooley sales during the drive. Advertising aid was given the drive by an elaborate series of dealer helps.

Plaza Music Co. Products Experience Good Demand

New Table Model Phonograph Placed in Quantity Production—Pal Portable Covering Improved—"Pal Deluxe" Meets Favor

The Plaza Music Co., 10 West Twentieth street, New York City, which recently introduced the new table model known as "Fine Arts Microphonic" phonograph, has already placed this new model in quantity production. The Plaza jobbers are finding a demand for this new product, which indicates that it is to become one of the most important additions to the Plaza Music Co.'s line. It is understood that the Plaza Co. will bring out other large model talking machines.

The Pal portable, the leader of the Plaza Co.'s portable products, has been improved for the 1927 season with some newly designed fabrikoid coverings. The top cover is now embossed with an attractive border design finished in antique gold. The cover of the album compartment also carries a similar reproduction. The reproducer is of the new improved type metal diaphragm with metal covering.

Another important addition to the Plaza portable products is the "Pal Deluxe." This is a new portable phonograph of the exact size of the former Pal but carrying a new system of amplification. Altogether it has forty inches of tone chamber and the Plaza Music Co.'s "Microphonic" tone arm and reproducer. This equipment gives the fine tone quality and unusual volume. This new Pal Deluxe will be marketed at the same retail price of last season's Pal. The Pal price will not be changed.

Urges Informative Ad Copy

A recent bulletin of the merchandise department of the Better Business Bureau, Inc., New York, strongly condemned the policy of manufacturers and dealers of radio power devices to advertise their products in negative comparisons, pointing out the failures of other makes and extolling the virtues of their own product without giving an intelligent explanation of what the devices really accomplish. The Better Business Bureau urges that a new type of socket-power advertising copy be used, copy that will be informative and accurate.

Brooklyn Metal Stamping Corp. Has New Reproducer

Silvox Reproducer Introduced to Music Trade—Company Known to Dealers Because of Prominence as Radio Accessory Manufacturer

The Brooklyn Metal Stamping Corp., 718-28 Atlantic avenue, Brooklyn, N. Y., has introduced to the trade a new reproducer for playing electrically recorded records, which is marketed under the trade name "Silvox" (Silver Voice). This firm, while bringing out a new talking machine product, is not unknown to music dealers through the fact that it has for the past seven years manufactured a series of radio products, including the "Pandora," a "B" power supply plant.

Besides its other activities, the Brooklyn Metal Stamping Corp. is producer of a line of radio products, most of which have been supplied to manufacturers and many of them are familiar in the stocks of radio dealers. Another important activity of the Brooklyn Metal Stamping Corp. is making products requiring great technical skill for the U. S. Government.

The production of the "Silvox" reproducer for playing electrically recorded records on talking machines was the development of the acoustical division of the company.

The officers of the Brooklyn Metal Stamping Corp. are composed of several of the pioneer developers of the radio art, including D. H. Engelson, president; M. Hirsch, vice-president, and J. C. Fishel, treasurer and sales manager.

Automatic Is Demonstrated

MERIDEN, CONN., April 7.—The Automatic Orthophonic Victrola was demonstrated at the Hotel Winthrop recently under the auspices of the Griswold, Richmond & Glock Co., the Mathushek Piano Co. and Woolley & More, local Victor agencies. A selected audience of music lovers and prominent citizens attended the demonstration.

"Super Ball" Antenna

Read What This Merchant Did With The Super-Ball

"We are experiencing very good sales on the Super-Ball, having sold thirty in the short period we have handled them. We have displayed it in our window just as it would appear on a roof"—Signed Berman's Radio Store, South Bend, Ind.

Display It and Watch Your Sales Shoot Up Fast

Thousands of other dealers will tell you the same.

Super-Ball is efficient on all circuits—non-directional so more stations are logged. It reduces static and interference and makes any set more selective. 30-day unqualified guarantee. Order from your jobber.

YAHRLANGE

MILWAUKEE, WIS. INCORPORATED DETROIT, MICH.

Bell & Howell Co. Rounds Out a Strong Organization to Present the Filmo Line

Filmo Motion Picture Camera and Projector to Be Brought to Attention of the Trade Stronger Than Ever, Says H. H. Roemer, General Sales Manager—Organization of Experienced Men

A new and important phase of the aggressive advertising and merchandising campaign which has brought the Filmo motion picture camera and projector prominently before the eyes of music radio dealers in every section of the country was announced a few days ago by H. H. Roemer, general sales manager of the Bell &

Howell Co., Chicago. Within the past few weeks the Bell & Howell Co. has strengthened its sales organization materially with the addition of men drawn from the ranks of the music and radio industries. Many of the new Bell & Howell sales representatives are already known to thousands of dealers in various sec-

tions of the country and they have undertaken their new duties with an unusual background of experience.

Additions to Pacific Coast Staff

Among the new appointees is Fred W. Burgh, Filmo divisional sales manager of the Hollywood branch office. Mr. Burgh is a well-known

trade throughout the Central States district.

Mr. Flint enters the motion picture camera sales field from a position where he obtained extensive knowledge of advertising, merchandising and sales promotion. He was formerly connected with Montgomery Ward & Co., Chicago, where he was in complete charge of catalog distribution. Mr. Flint will devote a major portion of his time to developing the industrial use of Filmo equipment.

Victor dealers of the Central States are well acquainted with V. K. Tremblett, for he has been prominent in Victor and Chicago Talking Machine Co. advertising and sales-promotional



New Bell & Howell Sales Representatives

1—Fred W. Burgh, Films Division, Sales Manager, Hollywood Branch; 2—G. R. Richards, Standard Professional Equipment Division Manager, Hollywood Branch; 3—F. A. Delano, Delano, Flint & Tremblett; 4—E. L. Flint, Delano, Flint & Tremblett; 5—V. K. Tremblett, Delano, Flint & Tremblett; 6—Roy W. Hipps, Salesman, Folsom Co.; 7—Vern F. Folsom, Salesman, Folsom Co.; 8—Al. I. Folsom, President, Folsom Co.; 9—J. V. Folsom, Vice-President, Folsom Co.; 10—Sam W. Folsom, Salesman, Folsom Co.; 11—Paul H. Eames, President and General Manager, Eames Corp.; 12—Joseph G. Lambert, Eames Corp.; 13—J. S. Murray, Eames Corp.

Howell Co., Chicago. Within the past few weeks the Bell & Howell Co. has strengthened its sales organization materially with the addition of men drawn from the ranks of the music and radio industries. Many of the new Bell & Howell sales representatives are already known to thousands of dealers in various sec-

figure in the Pacific Coast music and radio trade, having been associated with several of the more prominent radio manufacturers, and was until recently a divisional sales manager of the Rola Co., loud speaker manufacturer, of Oakland, Cal.

G. R. Richards, divisional manager of standard professional equipment at the Hollywood branch of the Bell & Howell Co., has served with the company for over fifteen years and will now devote his entire time working in contact with the motion picture studios on the West Coast.

In Middle West Field

In the Middle West the Bell & Howell Co. will be represented by three men whose names are familiar to dealers in that section of the country. They are F. A. Delano, E. L. Flint and V. K. Tremblett. Mr. Delano, who has been connected with the Victor Talking Machine Co. for quite some time, is said to have the widest acquaintance in the Victor business from coast to coast. Of the thousands who sell products of the Victor Talking Machine Co., Mr. Delano has trained a substantial majority during the past several years. Advised to give up an operatic career in Europe in 1917, he entered the commercial music field with John Wanamaker Co., New York City. After a few months he was engaged by the Victor Talking Machine Co. to introduce and conduct the Victor Red Seal school of salesmanship at the Victor factory and later conducted courses for Victor jobbers, dealers and sales people in the principal cities throughout the country. In 1924 he joined the sales staff of the Chicago Talking Machine Co., Victor distributor, and his sales-promotion activities in behalf of that organization are well known to the entire

campaigns for a number of years. He left the newspaper advertising business to join the Chicago Talking Machine Co., where he occupied the position of assistant sales manager and later that of sales promotion and advertising manager.

New England Representatives

In the New England territory the Bell & Howell Co. will be represented by Paul H. Eames, Joseph G. Lambert, J. S. Murray and F. I. Daniels. The experience of these four men has been broad and fits them particularly well for their work with music-radio dealers. Mr. Daniels was formerly associated with the AnSCO Photoproducts Co., of Binghamton, N. Y.

Five Sales Representatives in Southwest

Making their headquarters in Dallas, Tex., five Bell & Howell sales representatives will cover the Southwest. The States included are Texas, New Mexico, Arizona, Oklahoma and Arkansas, and this territory will be visited by Al I. Folsom, J. V. Folsom, Sam W. Folsom, Vern F. Folsom and Roy W. Hipps.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Phonograph Motors

Great selection,
playing up to ten
records.

Superior quality
at moderate prices

Sole Distributors for the U. S. A.

THORENS, Inc.
450 Fourth Ave., New York

TEST IT.

OUR VICTOR

Record Service

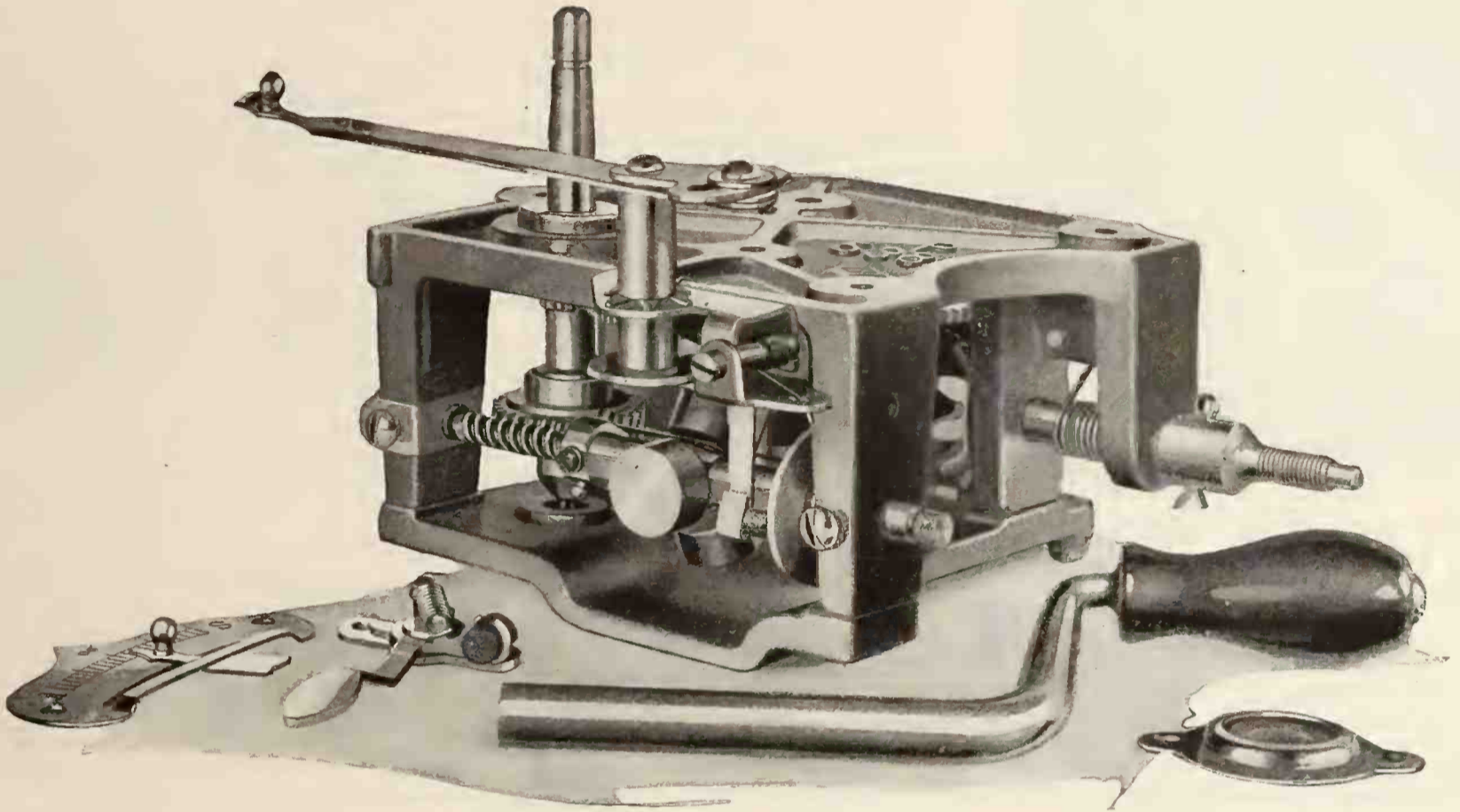
has a reputation for efficiency.

Suppose you try it.

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.

Backed by 77 Guarantees!

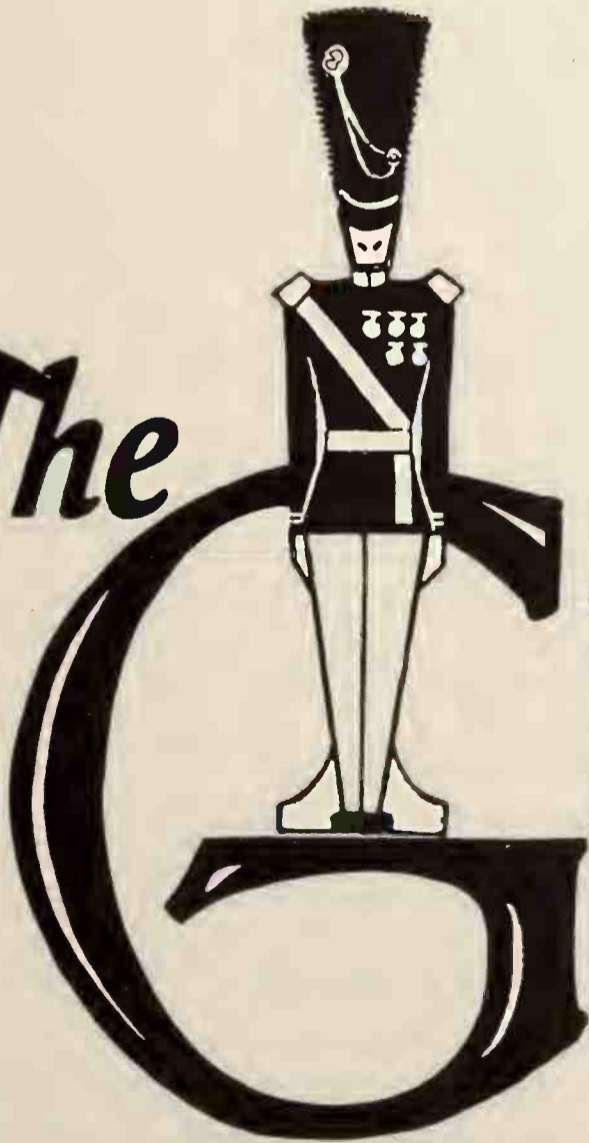


YOU'RE as safe as the Bank of England when you sell a portable phonograph equipped with a Flyer Motor. Every part and every operation—77 in all—in the making of the Flyer is inspected and guaranteed perfect by the inspector—every Flyer *must* be 100% perfect before it can come to you in any portable 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 4¼ 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 a Quarter of a Century

Albert B. Ayers Now With Chas. Freshman Co., Inc.

Appointed Assistant Sales Manager of Prominent New York Manufacturer of Receiving Sets and Other Radio Products

A wide circle of friends throughout the radio industry was interested in the recent announcement of the appointment of Albert B. Ayers



Albert B. Ayers

as assistant sales manager of the Chas. Freshman Co., Inc., New York, manufacturer of Freshman Masterpiece receivers and other radio apparatus. Mr. Ayers will serve as the chief assistant to Harry A. Beach, sales manager, who is also well known in the music-radio field throughout the country.

An extensive experience in radio makes Mr. Ayers particularly well qualified to perform his new duties. As sales manager of the Freed-Eisemann Radio Corp., during 1923-24, he materially assisted that organization in gaining the position it now occupies in the industry. Thereafter he became associated with the Eagle Radio Corp. as general sales manager and later he occupied the position of vice-president and general manager.

Adler Executives Make Trade Trip Through East

N. P. Bloom and Allen Strauss Close Negotiations for Distribution of Crown Phonographs—Products Find Favor With Trade

N. P. Bloom, secretary of the Adler Mfg. Co., and Allen Strauss, of the executive staff of the same firm, have been touring through Eastern territory closing final negotiations for the distribution of Crown phonographs, which are manufactured by the George P. Bent Co., a division of the Adler Mfg. Co. Besides its line of high-quality phonographs, this firm manufactures a complete line of radio cabinets available for the retail trade. In addition, the company makes up specially designed cabinets for radio receiving set manufacturers.

Mr. Bloom stated to a representative of *The World* that the 1927 products have been received with great favor and commitments for the early part of the year have been far beyond expectations.

Utah Radio Products Co. in New Chicago Quarters

Takes Over Entire Building at 1615 South Michigan Avenue to Meet Growing Business Demand—Increased Service Facilities

The rapid growth of the business of the Utah Radio Products Co., Chicago, manufacturer of Utah loud speakers and units, has made it necessary for the company to move to new quarters at 1615 South Michigan avenue. The urgent need for increased warehouse and service facilities has forced the Utah organization to take over the entire building at that address and the Chicago organization will now be housed under one roof. With a greater amount of floor space and increased facilities the company will be able to deliver even quicker service to its customers, according to the executives of the firm.

In commenting on the necessity for the removal of the offices Henry Forster, treasurer and general sales manager of the company, said: "Ever since the beginning we have been cramped for space. The dealers and the public demanded Utah loud speakers in such volume that we have never been able to fulfill their requirements as we wished. Now, with the new facilities, we hope to be able to make our service perfect."

The Utah Radio Products Co. manufactures the Utah unit and a complete line of horn and cone speakers.

New Mohawk Distributor Appointed in Los Angeles

Listenwalter & Gaugh, Inc., Will Have Entire State of California as Territory

According to an announcement received from the Chicago headquarters of the Mohawk Corp., of Illinois, Listenwalter & Gaugh, Inc., Los Angeles, has been appointed Mohawk distributor. Negotiations were concluded by Otto N. Frankfort, general sales manager of the Mohawk sales organization, with the company's executives, during Mr. Frankfort's recent visit to the Pacific Coast. Listenwalter & Gaugh, Inc., maintains a branch office in San Francisco and will have as its territory the entire State of California. As an indication of the ambitious program which the new distributor plans to carry out in connection with Mohawk one-dial receivers, an initial order was placed for a carload of these sets.

Broadcast Victor Records

Starting last month, the Victor Talking Machine Co., Camden, N. J., inaugurated a series of broadcast programs of latest recorded music from station WCAM, Camden's municipal broadcasting station. The success of the first concerts was gratifying.

Make Record of Radio Speech

SCHENECTADY, N. Y., April 5.—A phonograph record of a speech made by Secretary Herbert Hoover, in New Haven, Conn., recently, was made during its delivery by a radio listener in Cape Town, South Africa, more than 8,000 miles distant. This is believed to be a record in long-distance recording.

Mutual Phono Parts Co. Staff Is Reorganized

Nathan Garfinkel Remains as President and Treasurer—A. Friedman Elected Secretary—A. P. Frangipane Factory Representative

A reorganization has been effected in the staff of the Mutual Phono Parts Co., New York City, maker of Mutual tone arms, sound boxes, etc. In this reorganization Nathan Garfinkel remains as president and treasurer and Albert Friedman has been elected secretary.

Andrew P. Frangipane, who was formerly secretary of the company, has become factory



Where Mutual Products Are Assembled representative of the Mutual Phono Parts Co. with offices at 32 Union Square, New York City. Mr. Frangipane's specialization on outside work will allow him more time to render service and co-operation to the customers.

Albert Friedman, the new secretary of the company, has been connected with the music-radio industry for a number of years and is well qualified for the new executive duties he has assumed.

The Mutual Phono Parts Co. has a large and efficiently equipped factory at 610 Broadway, New York City, which was acquired about a year ago. The production capacity of this factory has been proved necessary through the volume of orders received. However, the assembly work has been so efficiently laid out that very large production has been made possible. As may be seen from the accompanying photograph, this work progresses down the length of long tables with the speed of modern factory production methods.

The Mutual Phono Parts Co. announces that it will bring out two new products, a new arm and a new sound box, in the near future. The new tone arm is of drawn brass and will be known as the No. 10. Advance models have already been shown and enthusiastically received by the trade. The Mutual de Luxe, as the new sound box will be known, is predicted to be far superior in both appearance and tone quality to any previous product. The Mutual de Luxe combination will consist of the No. 10 arm and Mutual de Luxe sound box.

Copeland With Columbia

Martha Copeland, well-known blues singer now featured with the road show of "Shuffle Along," has just been signed to make race records exclusively for the Columbia Phonograph Co. All her recordings will be under the direction of Joe Davis, of the Triangle Music Publishing Co., who was instrumental in securing the contract for her.

VAN VEEN SOUNDPROOF BOOTHS

are more necessary than ever before. You cannot demonstrate the wonderful volume and beauty of tone of the improved talking machine and records without booths. The new instrument has unlimited possibilities. Meet it half way by adequate demonstration.

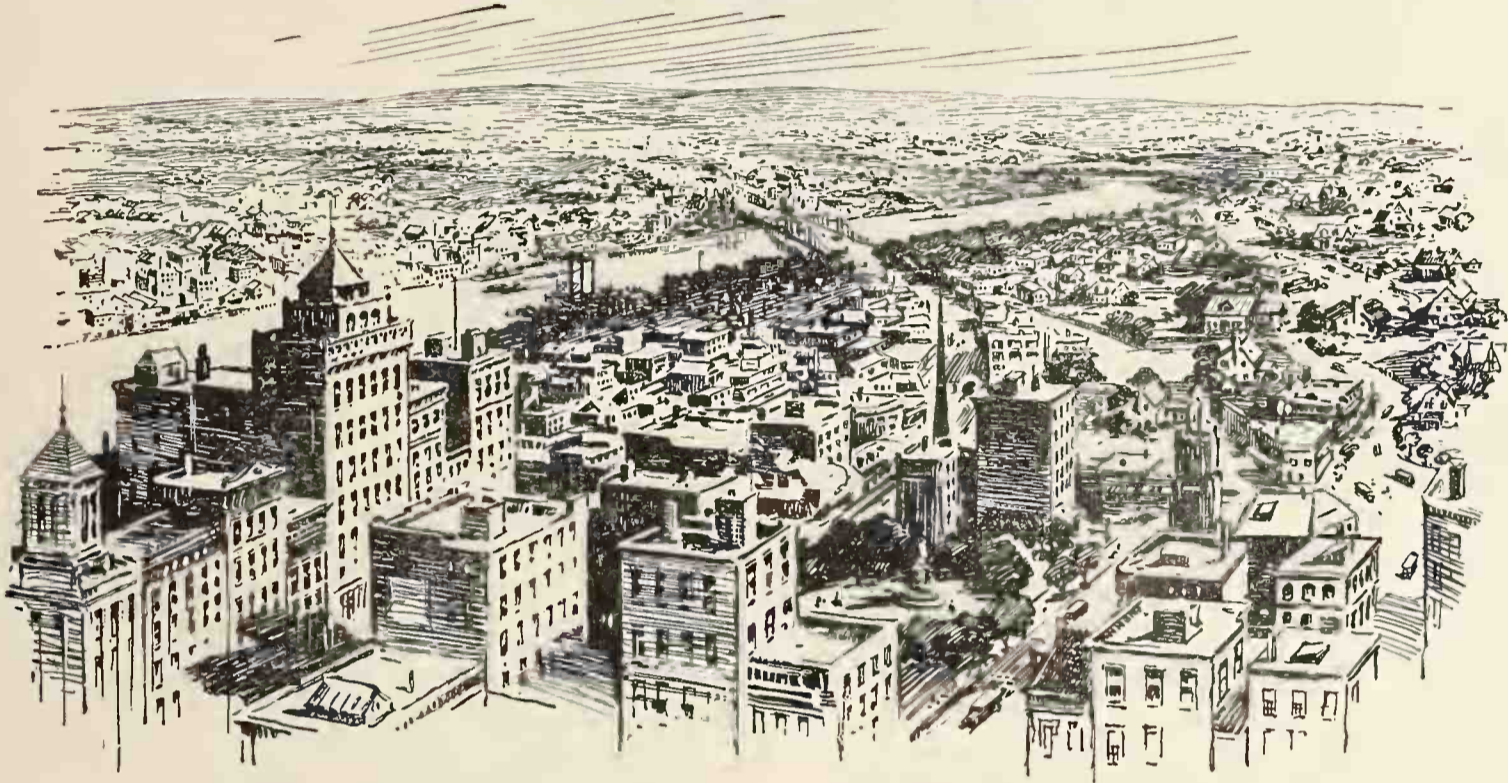
Complete equipment for musical merchandise dealers. Write for details and catalogue.

VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City

PHONE LEXINGTON 9956-2163

ATWATER KENT RADIO



With more than a MILLION SALESMEN

WHAT SELLS more Atwater Kent Radio than anything else? Its performance in the homes of owners. The neighbors look, listen, ask questions—and join the parade to the Atwater Kent dealer's store.

Isn't that your experience?—"One person hears it in another's home and that's the way Atwater Kent Radio is sold."

So every Atwater Kent Receiver is a sure-fire salesman—and there are more than a million of them on the job.

Think what this means in your town, think what this means to *you*, if you are an Atwater Kent dealer.

In the business of selling, is there anything like having a product that makes friends wherever it goes?

EVERY SUNDAY EVENING:—The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's finest program. Hear it at 9:15 Eastern Time, 8:15 Central Time, through:

- | | |
|----------------------------|-------------------------------|
| WEAF New York | WOC Davenport |
| WEEI Boston | KSD St. Louis |
| WRC Washington | WWJ Detroit |
| WSAI Cincinnati | WCCO Minn.-St. Paul |
| WTAM Cleveland | WGY Schenectady |
| WGN Chicago | WSB Atlanta |
| WFI Philadelphia | WSM Nashville |
| WCAE Pittsburgh | WMC Memphis |
| WGR Buffalo | WHAS Louisville |

MODEL 35, illustrated, 6-tube ONE Dial Receiver. Radio Speaker, Model H.



Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY

4725 WISSAHICKON AVENUE A. Atwater Kent, President PHILADELPHIA, PA.

Ninety Per Cent Gain in Record Sales to New Customers From Artist Tie-Up

Aggressive Columbia Dealer Stages a Strong Tie-up Campaign With Nick Lucas, Visiting Artist, in Co-operation With Theatre and Results Prove That Effort Paid Dividends

Nick Lucas, Brunswick recording artist, appeared recently at a vaudeville house in Scranton, Pa., for a three-day engagement, and during the engagement Mr. Kraus, manager of the Select Furniture Corp., local Brunswick dealer, prepared one of the most complete and

into the store. Then, ordering a large number of every Lucas record in the catalog, he was prepared for action. His window display was one of the most attractive of its kind ever shown in Scranton and itself alone proved a powerful stimulant to business. Newspaper advertising and publicity giving biographical and other interesting stories of Lucas attracted the public from still another angle.



Window Tie-up With Nick Lucas Arranged by Select Furniture Co.

effective dealer-and-artist tie-ups that possibly could have been arranged. His program of activities was so successful that he has at this early date in the year already passed his record sales total for 1926, and he traces at least three Panatrope sales directly to the Lucas appearance, and a not unworthy feature of the result is Mr. Kraus' estimation that 90 per cent of his record sales were made to new customers.

When Mr. Kraus was notified by the Brunswick general office in Chicago of the impending visit of Nick Lucas in Scranton he immediately laid his plans for a complete tie-up. His first move was to call on the theatre and secure permission to install a Brunswick Panatrope in the lobby with a loud speaker on the outside, and a Seville Model new musical instrument playing in the lobby itself. These instruments played Lucas records several days before the appearance and during the entire run. In addition, Mr. Kraus installed a large, round sign, six feet in diameter, around the edge of which he displayed Lucas records and in the center the brief message, "Hear the New and Exclusive Light-Ray Recordings—Brunswick—Exclusively at Select Furniture Co." He then displayed more Lucas records in every glass-enclosed display signboard in the lobby.

In his department of the unusually high-type furniture store he prepared the sales floor for the onrush of customers he was confident that his activities at the theatre would draw

When Nick Lucas did arrive in town at 12.00 o'clock noon on the day he was to appear at the theatre, Mr. Kraus had arranged for a store appearance at 12.15. Lucas gladly complied, played several of his recorded selections in the store and autographed records.

Mr. Kraus' sale of records then began and continued at an unprecedented rate during the entire appearance, so that he wired to the Philadelphia Brunswick office for Lucas recordings every day that week.

A Pure Food Show was being held in Scranton at that time, at which Mr. Kraus induced Lucas to appear for a few numbers and when this was advertised the Pure Food Show broke all attendance records. At this show Mr. Kraus had installed a Panatrope, supplanting the orchestra the show had employed each year. The visit of the artist aroused wide interest and the crowd attested to his popularity.

Mr. Kraus visited the Brunswick offices in Chicago during the appearance of Lucas at the New Orpheum Palace in that city and they had a pleasant get-together in which Lucas thanked him for the best co-operation he (Lucas) had received since his return from England.

Adopts "Socket-Power" to Describe Current Operation

Three standards affecting the improvement of radio were recently adopted by the radio division of the National Electric Manufacturing Association. The first advises against building broadcast receivers that can be adapted to short wave bands, on the ground that interfer-

ence from regeneration on these bands would work against the best interests of the group of listeners as a whole. The second standard makes an addition to the vocabulary of radio terms, coining the word "socket-power" as descriptive of any device supplying "A," "B" or "C" power for a receiver from the house lighting circuits. The third refers to all service manuals and sheets, carrying diagrams or receiver information, which, it is suggested, be of uniform size and type.

C. E. Mfg. Co. Plans for Year of Good Business

Edward R. Fiske, Assistant Sales Manager of Company, Emphasizes Need of Proper Tubes in Radio Set Construction

PROVIDENCE, R. I., April 5.—The C. E. Mfg. Co., of this city, is completing what was proved to have been a very busy season, and is already preparing for what is expected to be the most active year in radio history. Edward R. Fiske, assistant sales manager of the company, stated: "What the trend of new developments may bring before we again shoulder a new season is not to be prophesied, but one thing is certain, that in order to develop improved receivers the set manufacturers must have the proper tubes to design their circuits around, for the type of vacuum tubes used must determine the proper transformers, condensers and practically all parts used in such circuits. Therefore, the industry is rightfully focusing its interest on the tube manufacturers."

George Coby, president of the company, is at present enjoying a vacation at Palm Beach.

William Cepek, executive secretary of the company, will sail on April 15 for an extended European trip. England, France, Germany and Russia will be included in Mr. Cepek's investigation of European radio conditions.

Atwater Kent Sets Resist Fire and Water Experiences

MEDIA, PA., April 2.—The wareroom of the People's Tire Store Co., of this city, Atwater Kent dealer, was recently totally destroyed by fire and the ruins subsequently flooded with water. About a week after three Atwater Kent radio sets were salvaged from the ruins. They were about to be thrown in the junk pile when E. R. McCaskey, of Darby, Pa., asked permission of the proprietor of the store to take the sets and salvage some parts for his personal use. Mr. McCaskey wrote the Atwater Kent Mfg. Co. as follows: "You can imagine, therefore, my surprise when two of the sets functioned perfectly and still do. In fact, as I write this letter I am listening to the sweet-voiced announcer of WSB via the much abused Atwater Kent radio."

FACTORY REPRESENTATIVE
Canadian Acme Screw & Gear,
Ltd., 1209 King St., W.,
Toronto, Can.

Makers of

**TWELVE DIFFERENT STYLES
OF TONE ARMS TO FIT EVERY
MANUFACTURER OR JOBBER'S
REQUIREMENTS**

FACTORY REPRESENTATIVE
Max Targ, 229 W. Randolph St.,
Chicago, Ill.

TONE ARMS

REPRODUCERS

FACTORY REPRESENTATIVE
Andrew P. Frangipane,
32 Union Sq., New York City

*Everything is manufactured
in our own plant*

FACTORY REPRESENTATIVE
Industrias Unidas, S. A., Bal-
deras 110, Mexico City, Mex.



Like a new BROOM

SANDAR has swept the country, and firmly established itself as a substantial, sensational success. Fans and dealers everywhere have hailed this new cone type speaker as a notable contribution to the refinement of radio reception.

Sandar's remarkable ability to bring out with full value each sound within the scope of the set, its unusually attractive design, and the fact that it is the lowest priced licensed speaker of its size—retailing at \$27.50—have made it a universal favorite, and our main problem since the introduction of Sandar a few months ago has been to keep the supply proportionate to the demand.

Join the list of those progressive dealers who are reaping rich rewards by associating with Sandar. There is still some territory available, but prompt action is essential—so write us TODAY for territory and full information.

SANDAR SPEAKER

SANDAR CORPORATION, *Crescent Plaza Building*, Long Island City, New York

\$ 27.50

West of the Rocky Mountains, \$30

*Licensed Under
Lektophone Patents*

"You Can't Go Wrong
With Any 'FEIST' Song"

**"IF YOU
SEE SALLY"**

A Sensational Lyric-
Marvelous Fox Trot
Melody!

by KAHN, EGAN and
DONALDSON

**"AT
SUNDOWN"**

Donaldson's Distinctive
and Charming Ballad!

**"HE'S THE
LAST WORD"**

Funny! Smart! And
A Great Fox Trot!

by KAHN-
DONALDSON

**"PAL
OF MY
LONESOME HOURS"**

The Melody Fox Trot Hit!

by HIRSCH and LYMAN

**"THE
CAT"**

SH-SH-SH!
The Mysterious
FOX TROT

by Gus Kahn & Isham Jones

**"THE
DIXIE
VAGABOND"**

A Fox Trot Ballad
That's Just A Little
Different!

by KAHN and DONALDSON

LEO. FEIST, Inc.
FEIST BLDG.
231-5 W. 40TH ST.,
NEW YORK CITY

Silent Motor Corp. Opens Branch Office in Chicago

Herman Segal, President, on Recent Western
Trip Arranged for Branch—F. S. Griffis,
Well Known in Mid-West, in Charge

A new branch office of the Silent Motor Corp., New York, was opened by Herman Segal, president, on a recent Western trip. The office is located at 1500 Republic Building, Chicago, with F. S. Griffis in charge. Mr. Griffis is well known in the phonograph and talking machine field throughout the Middle West and is well equipped to handle the Silent Motor business in that district.

Mr. Segal reported upon his return that he found a lively interest in the Silent Motor in trade circles, as well as in the new Add-A-Phonic reproducer, manufactured by the Unique Reproduction Co., of which Mr. Segal is also president. Production is well under way at the new manufacturing quarters of both organizations in New York.

Victor Dealers Tie Up With Auditorium Model

Daily Concerts Arouse Interest and Enthusiasm
of the Music Loving Public

The people of Jersey City have been quite enthusiastic about the Auditorium Orthophonic Victrola which has been presented in concert to music lovers on the fifth floor of the Jersey Journal Building, on Journal Square, four times daily. This gigantic musical instrument, which gives a convincing idea of the tremendous range of the Orthophonic principle of sound production, has been the means of concentrating a lot of attention not only on the new Orthophonic Victrolas, but on the new Orthophonic process records, made by the Victor Co.

The Victor dealers interested in the appearance of this instrument are: Jersey City Talking Machine Co., Junction Phonograph Co., Mathushak & Son Piano Co., Michaelis & Fisher, Henry Rau, The Sport Shop, White-Star Music Co., and Wissner's.

W. J. Seroy, Majestic Booster on Pacific Coast

When W. J. Seroy, Pacific Coast representative for Grigsby-Grunow-Hinds Co., Chicago, maker of the Majestic "B" battery eliminator, starts out on a trip, he not only makes his presence known through his salesmanship ability, but the Majestic advertisement which he carries on the tire cover of his coupe tells the world that he is a booster for Majestic "B" current supply units. Mr. Seroy works in cooperation with Majestic jobbers and dealers in California, Oregon and Washington and estimates that he has driven his conveyance nearly 100,000 miles in the interest of Grigsby products.

Charles M. Schwab Pays Tribute to the Panatrophe

While attending a fair in Johnstown, Pa., Charles M. Schwab stopped at the booth of George Porch, Brunswick dealer of that town, and entered his order for an instrument.

Mr. Schwab then expressed his opinion of the Brunswick instrument in a letter addressed to the Pittsburgh office of the Brunswick Co., in which he said:

"I recently had the pleasure of hearing your new musical instrument, the Panatrophe, and its performance is truly amazing. I did not know it was possible to reproduce music with such positive naturalness. You may be interested to know that immediately after hearing your instrument, I placed my order with a local dealer for one of the Model P-10. You are to be complimented for this wonderful development."

Atwater Kent Radio Hour to Open National Music Week

Special Program by World-Famous Artists Will
Be Available to Millions of Listeners in
Through Nineteen Broadcasting Stations

The Atwater Kent Hour broadcast on Sunday night, May 1, has been officially designated to inaugurate an important series of musical events during National Music Week. An unusual program has been arranged which will include a number of prominent opera and concert artists who have been previously heard in this series of Sunday night radio concerts. A network of nineteen stations will carry the special program to millions of listeners. The broadcasting artists will include such famous singers as Reinald Werrenrath, Mary Lewis, Charles Hackett, Alice McQuhae, Jeanne Gordon and others.

Copp Music Shop Features Recent Columbia Record Hit

The Copp Music Shop, South Bend, Ind., recently sponsored a very unique window display featuring the Columbia recording of "Blue



How Copp Shop Featured a Record Hit
"Skies," the Irving Berlin hit now sweeping the country. It will be recalled by many of the older Columbia dealers that the Copp Music Shop has been handling Columbia merchandise for many years.

Power Radio Set Made by Radio R. & R. Laboratories

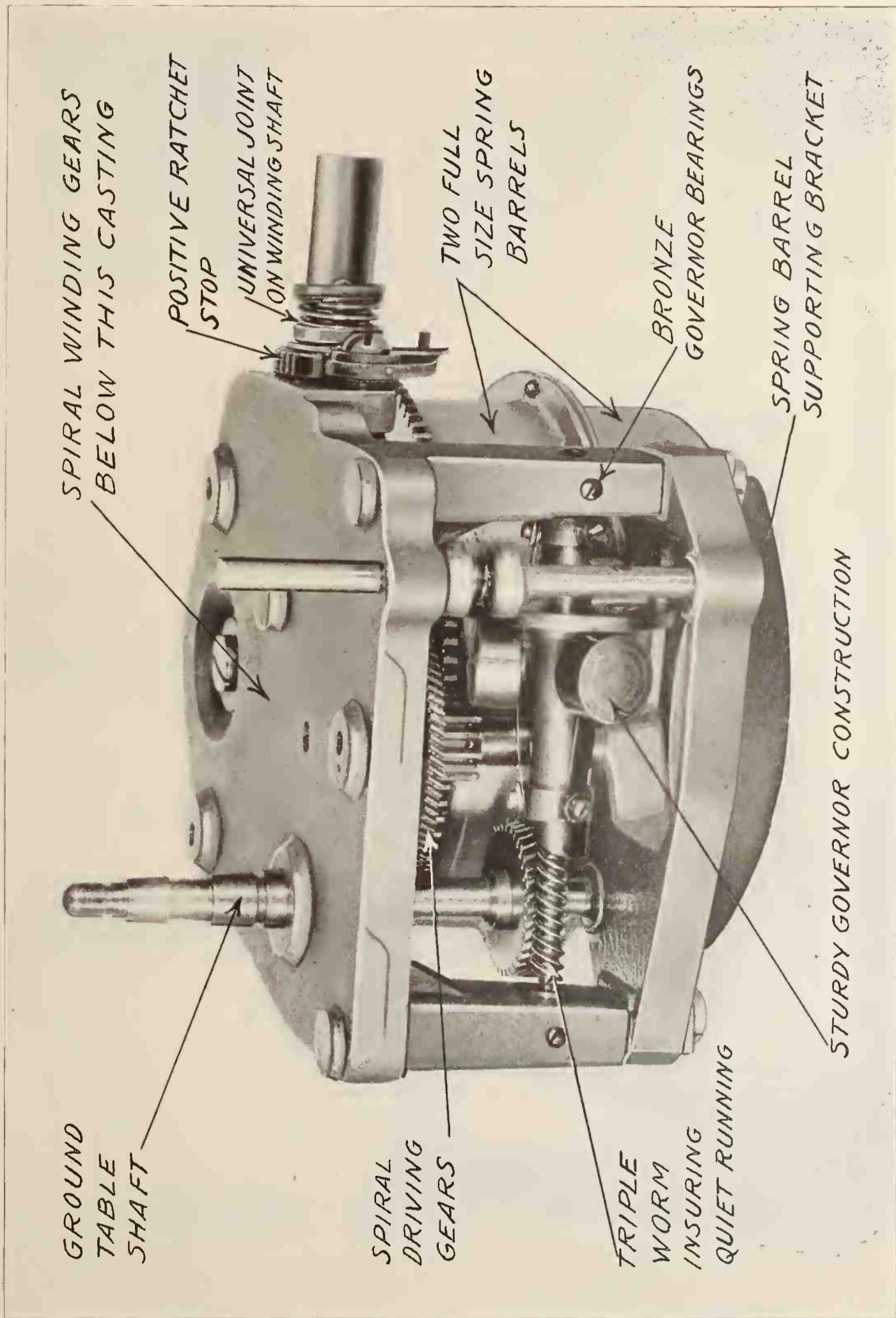
There was recently organized the Radio R. & R. Laboratories, 445 Hoboken avenue, Jersey City, N. J. The organizers were all formerly associated with David Grimes, Inc., and include R. M. Lowrie, L. C. Kahle and H. G. Silbersdorff. The company is perfecting a power amplifier and an electrical radio, both of which have already been given public demonstrations. The members of this new organization were all instrumental in developing the late Viking and the Imperial Viking and the Gradeon electrical talking machine record "pick-up."

The new electrical radio set is a creation of L. C. Kahle, who before joining the David Grimes organization and later the Radio R. & R. Laboratories, was president and general manager of the Chrystolite Co., manufacturer of incandescent lamps.

The United Motor No. 5 Plays Six Ten Inch Records

United Motor No. 5, a product of the phonograph division of the United Air Cleaner Co., Chicago, is being introduced to the trade at the present time. This motor plays six ten-inch records, and is the answer of the United Air Cleaner Co. to the demand which has recently arisen for a reasonably priced phonograph motor with increased playing capacity. United motor No. 5 is of the regular United construction which has been a feature of all of the firm's motor products.

ANNOUNCING



ANNOUNCING

A NEW UNITED MOTOR—Number 5

PLAYS SIX TEN INCH RECORDS

Phonograph Motor Division

UNITED AIR CLEANER CO., 9705 Cottage Grove Ave., Chicago

Wire or write for quotations

Very reasonably priced

Automatic Orthophonic Victrola Seen as a Sales Builder in Buffalo District

Entire Trade Is Optimistic Over the Outlook for an Excellent Summer Business—Federal Ortho-sonic Dealers Guests at a Get-together Dinner Meeting—Other Trade Activities

BUFFALO, N. Y., April 7.—Early Spring business in phonographs, records and radio has been quite gratifying, and compares very favorably with the volume of the same period last year. Present indications are that 1927 Summer radio business will be greater than during any similar period in the past.

The Victor trade logically concludes that introduction of the new Automatic Orthophonic will build up Victrola and record business this Summer that will equal if not surpass that of a year ago, the peak Summer of history here. Buffalo audiences have accepted the demonstrations with enthusiasm. There also is a greater demand for other models of the Orthophonic Victrola, interest having been stimulated by publicity gained through the club and auditorium demonstrations, as well as the advertising campaign conducted locally.

L. P. Brown, of the Victor factory, has been spending a great deal of time with the Buffalo and vicinity trade, aiding in the introduction programs.

"Acceptance of the Automatic Orthophonic Victrola at the public demonstrations, which was gratifying beyond expression, has put our house in a very optimistic mood, looking forward to a fine Spring and Summer business in all types of the Orthophonics and records," Curtis N. Andrews stated. "Our radio business also is very pleasing. The volume of Fada sales has kept up a steady trend since the holidays. Accessories and batteries also are in better than usual demand for this time of year."

Buffalo Talking Machine Co. also is pleased with the Spring and Summer outlook in Victrolas and Federal Ortho-sonic receiving sets. This jobbing house again entertained Federal

dealers of this territory at dinner and a general get-acquainted meeting in the Hotel Statler the latter part of March. About a hundred dealers were present. O. L. Neal, head of the company, presided and introduced the speakers, among whom were Lester E. Noble, president of the Federal Corp.; Lawrence C. F. Horle, chief engineer; Charles J. Jones, assistant sales manager; A. S. Stearns, advertising manager, and Walter Jones, assistant engineer.

The new Milan Ortho-sonic was hooked up and demonstrated during the dinner. Other models made up an effective display in the Georgian room of the hotel, where the dinner was held.

E. S. Germain, of the Cleveland distributing office of the Brunswick Co., conducted a series of Panatropé demonstrations in the Buffalo high schools during Beethoven Week, featuring Beethoven programs. The demonstrations were arranged by Charles Heineke, of Denton, Cottier & Daniels.

Appearance of Mary Lewis, Victor artist, in Buffalo, has created new interest in her records.

David A. Truitt, of the service department of the Victor Co., has been spending considerable time in the Buffalo trade, to see that dealers have no trouble with the new automatic instrument.

Whinihan Bros., Victor and Fada dealers at 740 Elmwood avenue, are conducting an exceptionally effective billboard campaign for Fada receiving sets.

Victor dealers are planning a co-operative advertising campaign in honor of Sousa and his band, scheduled to appear in Buffalo during the week of April 17.

The Music Shop, operated by J. A. Gold-

stein, 210 Fall street, Niagara Falls, has bought the Victor stock of G. & J. M. Rae Co.

M. Doyle Marks Co., Elmira, N. Y., has opened a new branch store at Towanda, Pa.

E. M. Vester, Victor factory representative here, conducted Kenmore, N. Y., demonstrations for the Automatic Victrola before several clubs, for Floyd Barber, live Kenmore Victor dealer.

The Columbia Music Shop utilized its window display space during the past month to make a



Display of Columbia Music Shop
most attractive presentation of Columbia Viva-tonal phonographs and Columbia New Process records. The display was effective in attracting the attention of passers-by and an increased volume of phonograph and record sales resulted.

The Hoffman Piano Co. will move May 1 from its present Main street location to Main and Goodell streets.

The Charles F. Kurtzmann Co. also is planning to move to another Main street location.

Grafonola Shoppe Opened

A new music store, the Grafonola Shoppe, carrying the Columbia Viva-tonal line of phonographs, opened at Suffolk, Va., recently.



Silent!

This motor is designed with a view to giving perfect service through a long life. It is the result of many years of successful manufacturing, and we are willing to stake on it our invaluable reputation.

100% Perfection

MODEL DS

Silent Motor Corporation
HERMAN SEGAL, President
317-323 East 34th Street
Chicago Office—F. S. Griffis, 1500 Republic Bldg.
New York City

Indications Point to Big Demand for the Automatic Orthophonic in Richmond

Advance Retail Orders Consume Allotments of the New Instruments in the Hands of Wholesalers—Portable Demand Growing With the Advent of Milder Weather—News of the Month

RICHMOND, VA., April 7.—Indications are that the new Victor Automatics will go over big in this territory. The Corley Co. reports that its wholesale department oversold its allotment in advance retail orders and the demand continues.

Elias M. Ogilvie, new retail manager of the Corley Co., is enthusiastic over the outlook in regard to these instruments and plans to make them a big feature of his Spring business. He recently came to the Corley Co. from the Baldwin Piano Co., of Denver.

Goldberg Bros., distributors of the Artone line, say that the portable business is opening up satisfactorily and that dealers in their territory have stocked up well with Artones in anticipation of a good Spring business. The firm announces the addition of Leo Eiseman to its sales staff. Mr. Eiseman, formerly with the Chesapeake Furniture Co., of this city, has been assigned to territory in northern West Virginia and western Pennsylvania.

Charles H. Held, who has been traveling Georgia and South Carolina for Goldberg Bros., has resigned and formed a connection with another line of business in Atlanta. He is succeeded in Georgia by Sol Clarke, another new addition to the road staff. South Carolina has been added to the territory of Adolph Hutzler, who covers the North Carolina territory.

The retail house of Manly B. Ramos, this city, has taken on the Mikiphone portable line in addition to the Sonoras and Pathephonics.

Walter D. Moses & Co., Victor dealers, who claim to be the oldest music house in Virginia, have achieved the further distinction of being the first music house in the State to inaugurate a daylight broadcasting service. Since they in-

augurated this service a month ago big results in the sale of records have accrued. The station is operated daily from 1 to 3 p. m. weekdays. On Sundays a religious program is put on the air during the same period.

The Columbia Furniture Co., Victor dealer, through Kenneth Lord, manager of its phonograph department, recently staged a highly successful demonstration of the new Orthophonic Electrola at the Capitol Theatre, reinforced by

Federal-Brandes Sales Staff Holds Annual Conference

Increase in Sales in 1927 Forecast by District Sales Representatives of Kolster Radio—Changes in Personnel Announced

A larger increase in sales in 1927 than has marked any previous year's growth was forecast by district sales representatives of Federal-Brandes, Inc., manufacturers of Kolster sets and Brandes speakers, at their annual conference held recently in New York. Additions to the Kolster line for 1927 were demonstrated, and aroused enthusiastic expressions of opinion. It was said that public announcement of these new developments will be made about May 1. It was the consensus of opinion that Federal regulation of broadcasting, coupled with the improvement in the quality of reproduction brought out by laboratory research during the past Winter, would create a great demand for sets this year.

Included in the week of conferences was an inspection trip through the two Newark plants where Kolster sets and Brandes speakers are

loud speakers concealed in different sections of the playhouse. This was one of a series of demonstrations of this sort which it has been giving in Richmond theatres.

Music dealers as well as music lovers generally evinced deep interest in the annual meeting of the Southern Conference for Music Education held in this city early in April. A number of recitals and concerts were given during the convention.

Conference members were joint guests of the Corley Co. and the News Leader at the last of the News Leader series of concerts given at the city auditorium the evening of the fourth day of the Conference. Miss Grace Barr and Miss Josephine Ayres, representing the educational department of the Victor Co., were among those attending the Conference.

made. A new condenser department, occupying a floor of the Mt. Pleasant avenue factory, and the entire Thomas street building were among the additions made since the last annual conference.

D. S. Spector, general manager of the merchandising division, who was in charge of the meetings, announced three changes in the personnel of the organization. Irving H. Mitchell, formerly with Thomas F. Logan, Inc., and later with Dubilier Condenser Corp., has been appointed advertising manager to succeed LeRoy Staunton, who has become Western representative of a magazine in Chicago. H. H. Southgate, sales manager in the Central States, has also been given charge of sales in the East, to include the territory formerly directed by H. A. Hutchins, Jr., who has been appointed assistant general manager of the merchandising division.

Among the district representatives taking part in the conference were: A. Y. Tuel, San Francisco; Allan C. Forbes, Chicago; W. J. Thimm, Kansas City; J. C. Stanley, Minneapolis; J. J. Reilly, Detroit; W.A. Eaton, Washington, D. C.; W. A. Hendrickson, Boston; J. J. Hines, Atlanta, and A. G. Nordholm, New York.

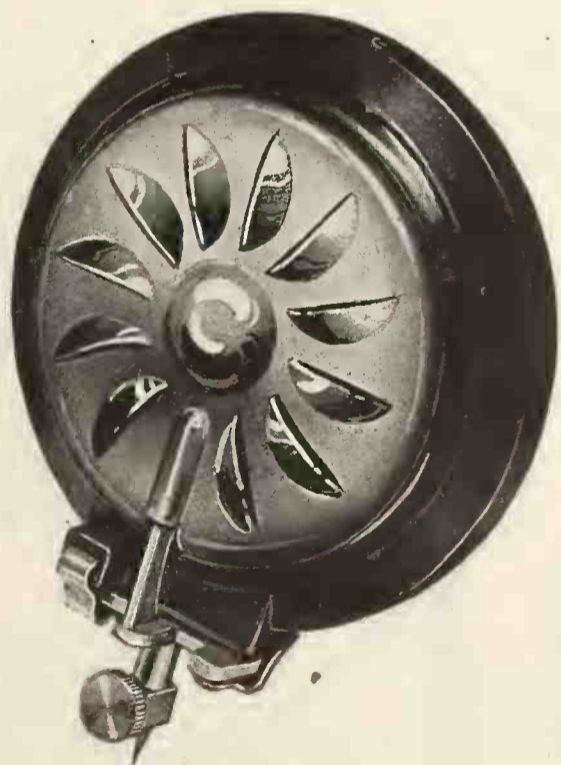
HEAR IT!

ADD-A-PHONIC

Lists at \$5⁰⁰

Made by the makers of

ADD-A-TONE



UNIQUE REPRODUCTION CO.

HERMAN SEGAL, President

317-323 East 34th Street

New York City

Radio Commission Defers Licensing of Stations to Permit Study of Problem

Series of Hearings Participated in by Leading Factors in the Industry and the Public Resulted in Few Really Constructive Suggestions—Oppose Widening Broadcasting Band

The Federal Radio Commission, following the four-day hearings for those interested in radio reception, broadcasting and the radio industry in general, decided to postpone the licensing of stations beyond April 24 to give the members of the Commission more time for a closer study of the intricate problem. The public hearings resulted in very few suggestions of a constructive nature. It was generally agreed that the number of stations would have to be cut down, but the manner in which this could be accomplished in fairness and with justice is still to be determined. Quite early in the hearings a decided sentiment developed against the narrowing of wave bands, against going into additional channels and against the limiting of power or development. This leaves but one solution, the cutting down of the number of stations. For the next few weeks the members of the Commission will be busy reading a volume of correspondence which has been received from listeners from all parts of the country. No statement was made by the Commission and no action will be decided upon until the arrival of Chairman Admiral Bullard, who is expected back from the Orient the latter part of this month.

In some circles it is thought probable that the Commission will follow the suggestion of S. B. Davis, of the Department of Commerce, an expert on radio control, that no general rule be applied, but that each station seeking a license be judged on its merits from the viewpoint of public service.

There are at present 732 broadcasting stations, and applications have been received from these stations and from 300 proposed stations. The temporary period of unlicensed grace granted all stations expires on April 24, but from present indications it seems that an extension of thirty or even sixty days will be granted to give the commissioners time to act on all applications.

In addition to studying the testimony taken at the four-day hearings and a digest of the many thousands of letters received from those

listeners who are interested but were unable to attend the hearings, the Commission will have the help of nine radio supervisors summoned to Washington from all parts of the country. The four commissioners now functioning will submit a broad, tentative policy to Admiral Bullard upon his arrival.

It is understood that the Commission would like to hold hearings in New York, Chicago and Los Angeles, but it is penniless. If the Department of Commerce radio funds can be made available such hearings may be held. The Commission will endeavor to have the New York and Chicago broadcasters meet to work out a plan for relieving the congestion of the air and if this move fails will then tell them what they must do.

The most determined opposition was expressed by radio manufacturers, engineers and amateur radio experts to any widening of the broadcasting band which is now spread between 200 and 545 meters.

Experts introduced by Frank D. Scott, special counsel for the National Association of Broadcasters and the Radio Manufacturers' Association, told the Commission that to expand the existing band would render practically useless approximately \$650,000,000 worth of receiving sets, because they were not built for reception on wave lengths other than those now in use.

To go below the 200-meter wave length minimum now in force, it was contended, would make it necessary for the commercial broadcaster to enter the field now allocated to about 18,000 amateurs, while to expand beyond the 545-meter maximum wave would encroach on the field of the maritime services.

Among those who opposed band expansion were: L. B. F. Raycroft, vice-president of the National Electrical Manufacturers' Association; R. H. Langley, Crosley Radio Corp.; F. A. Kolster, Federal Telegraph Co. of California; Alfred N. Goldsmith, Radio Corp. of America; Lambden Kay, announcer at Station WSB, Atlanta; K. B. Warner, American Radio Relay

League, and C. Francis Jenkins, radio inventor, of Washington.

L. C. F. Horle, Federal Radio Corp. of Buffalo, said he did not see how there could be an increase in kilowatt allotments without an increase in interference, and that existing limits should be maintained until the number of stations is reduced.

At a recent meeting of the Independent Radio Manufacturers a resolution regarding the widening of the broadcasting band was introduced by Professor L. A. Hazeltine, inventor of the neutrodyne system of radio reception, and unanimously passed. The resolution read:

"Resolved, that it is the unanimous opinion of the engineers associated with the Independent Radio Manufacturers, and with the Hazeltine Corp., assembled in conference on March 17, 1927, that in the present state of the radio art it would be against the best interest of the broadcast listening public to increase the frequency band allotted to broadcasting beyond the present band from 550 kilocycles (545 meters) to 1,500 kilocycles (200 meters)."

Acme Elec. & Mfg. Co. Announces Trickle Charger

New Item Is Known as Acme Two-Rate Trickle Control Switch Radio Battery Charger—Enables Set to Operate Automatically

CLEVELAND, O., April 7.—The Acme Electric & Mfg. Co., manufacturer of Acme radio acces-



New Acme Trickle Charger

sories, has developed a unique radio item, known as the Acme two-rate trickle control switch radio battery charger, consisting of a bulb type charger capable of delivering two charging rates, with these two controlled by a toggle switch mounted on the outside of the case. When the switch is thrown to the low position, a charging current of one-half ampere is delivered by charger, and when placed in high position delivers a charging rate of one and one-half amperes. There is an automatic relay switch constructed within the design of this charger and also a "B" power supply plug attachment mounted within case.

This arrangement enables the radio receiver to be automatic in its operation, and when the filament switch is turned to the "on" position on receiver, then the action of the relay, the trickle charger is disconnected from charging battery, and the "B" power supply is connected to the set. When the switch on the receiver is turned to the "off" position, the reverse operation takes place.

Manhattan Electrical Supply Co. in New Home

St. Louis, Mo., April 7.—The Manhattan Electrical Supply Co., radio distributor, which suffered a loss when its building at 1106 Pine street was destroyed by fire, is continuing its business at 810-818 Clark street, and through quick and efficient action on the part of members of the firm service to the trade is assured.

**Argus
Again
Leading**

**not Electrified
--but ENTIRELY ELECTRIC!**

The vast difference between an ensemble of trickle chargers, A & B eliminators, and a self-contained, factory built electric receiver is manifested in the Argus Electric Radio.

The dependability of a factory built product, plus the advantages of PATENTED features embodied in the Argus Electric receiver gives the dealer and consumer a sense of definite satisfaction, and freedom from service troubles.

WRITE NOW—For The Argus Sales Prospectus.

ARGUS RADIO CORP.
237 WEST 57th STREET, N. Y. C.

**Coming
Soon
Something
Radically
New**

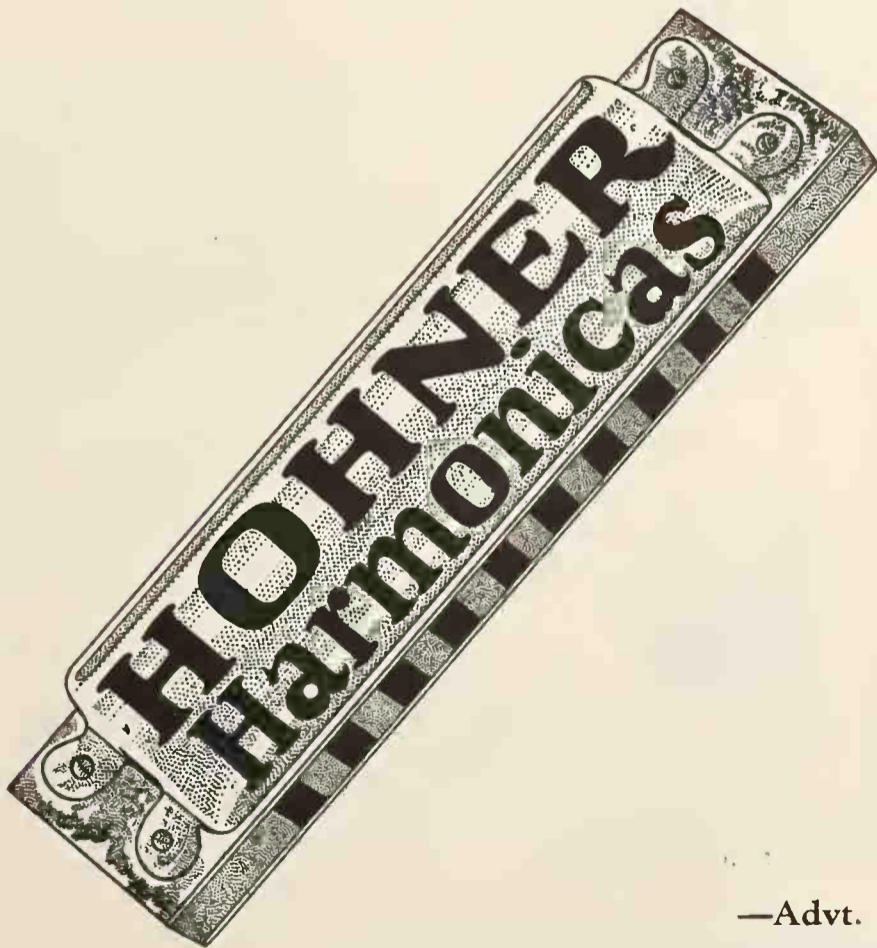


Three Celebrated Symbols
In the Art of Music
Soon to Assume a
New Meaning
for the
Victor Dealer



LT. COMM. JOHN PHILIP SOUSA

Mr. Victor Dealer—
April 29th will be a
big day for you . . .



—Advt.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

Trade Interest in Boston Centered on Dinner of New England Music Trade Ass'n

Columbia Machine and Record Sales in New England Establish a New High Mark—J. H. Burke Co. Becomes an Atwater Kent Radio Wholesaler—Victor Automatic Introduced

BOSTON, MASS., April 8.—The trade just now is interested in the forthcoming dinner of the New England Music Trade Association, which is scheduled for Monday, the 11th, at the new Hotel Statler. The speaker of the evening will be Robert Lincoln O'Brien, editor of the Boston Herald, who has lately returned from a trip to the Pacific Coast and who will address the gathering on the present business situation of the country as he found it on his trip. The special committee that has in hand the arrangements consists of President R. G. Knuepfer, Louis C. Wagner, Ernest A. Cressey, Dan E. Fabyan, Harry E. Folger, Horace Jones, Charles L. McHugh, W. W. Radcliffe, A. J. Fisher, Harry L. Spencer, D. D. Luxton and Secretary William F. Merrill, the latter in particular giving a great deal of his time to getting out the invitations and arranging other details.

Appointed Atwater Kent Jobber

The J. H. Burke Co., distributor of Sonora and other products, was recently appointed wholesale representative of the entire radio line of the Atwater Kent Mfg. Co., including sets, speakers and accessories. The J. H. Burke Co., which has its headquarters at 221 Columbus avenue, covers the New England territory.

Big Columbia Business in March

From New England Manager Bill Parks one learns that March was the biggest month in sales of both Columbia records and machines that has been experienced in this territory in more than three years, and this was not due to the war with China, as Bill facetiously remarks, but to the quality of the New Process Viva-tonal recordings, and the fully developed tone of the Viva-tonal phonographs. The interest aroused during the Beethoven Week, Bill says, is resulting in very substantial sales of the Masterworks album sets.

Speaking of the Beethoven Week in re the Columbia, it is most interesting to note how completely the New England field was covered. It was really an amazing publicity stunt that

was performed. In fully thirty large centers the musical interests were carefully corralled and there was a wide demand for the excellent literature that the Columbia Co. put out. The result was that some program was carried out every day in which the Columbia played some part, and in the schools Columbia recordings of Beethoven music were played on Columbia instruments.

Adds to Staff

Two additions that Manager Joe Burke has made to his staff, made necessary by the addition of the Atwater Kent line, are Carl Henderson, who will have the Rhode Island territory, with headquarters in Providence; and R. C. Stewart, who will have the State of Maine, making his headquarters at Portland, from which city he will direct all of the J. H. Burke Co.'s interests.

Beethoven Week Widely Observed

The Beethoven anniversary was widely observed in Boston and New England and the talking machine houses were quite to the fore in giving the occasion proper recognition. Local warerooms that had fine window displays were M. Steinert & Sons, the C. C. Harvey Co., and the Oliver Ditson Co.

Public Hears Victor Automatic

On Monday, April 4, the new Automatic Orthophonic was given wide publicity throughout the city and in unison, as it were, all the warerooms that handle the Victor exhibited the instrument in their windows. Those that attracted the widest attention were the Oliver Ditson Co., C. C. Harvey Co., M. Steinert & Sons and A. M. Hume.

Brunswick Outlook Is Good

Business in the Brunswick line, with special emphasis on the new Panatrope with the Radiola, is fairly good, but there is a chance for considerable improvement.

Harry L. Spencer was over to New York for a few days the first of this month in consultation with some of the officials of the Brun-

wick Co., who had come East from Chicago on business relative to the Eastern field.

At the Home Beautiful Exhibition at Mechanics Building, the last week in March, Henry L. Kincaide, the furniture dealer of Quincy, had a good display of Brunswick machines with the Panatrope, of course, as the outstanding feature. This house also had an exhibit of Atwater Kent radios, and this same line also was shown by Howe & Co.

Splitdorf and Radio Corp. Conclude License Agreement

Splitdorf Bethlehem Electrical Co. Concludes Licensing Arrangements With Radio Corp., General Electric and Westinghouse

One of the most important licensing arrangements was recently concluded between the Splitdorf Bethlehem Electrical Co., manufacturer of Splitdorf radio receivers and other electrical products, and the Radio Corp. of America, the General Electric Co. and the Westinghouse Electric & Mfg. Co., whereby certain rights to the present and future radio inventions of these companies become available to the Splitdorf organization. Of equal importance is the fact that this agreement between these companies terminates the litigation between Splitdorf and the Radio Corp.

In a statement Walter Rautenstrauch, president of the Splitdorf Bethlehem Electrical Co., said: "This places the Splitdorf Bethlehem in a position to proceed effectively with its program of expansion in the radio field. With its large manufacturing facilities, its system of distribution already including more than ten thousand dealers, and this association with the great electrical manufacturing companies, the Splitdorf becomes a dominant factor in the radio industry."

"The expansion of the Splitdorf Bethlehem in the radio field, now made secure by its association with the Radio Corp., the General Electric Co. and the Westinghouse Co., marks a forward step in the stabilization of the radio industry. Splitdorf Bethlehem will also enjoy the advantages of the enormous research facilities of these companies in the future development of its business."

Now Comes the Automatic Orthophonic Victrola



Once again are the Victor dealers of the country privileged to offer a new development in this famous product. The day of standing still and waiting has passed and the Victor Co. recognizes that fact by providing its dealers, and through them the public, with new mediums of appeal.

Accept the Opportunity

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

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.

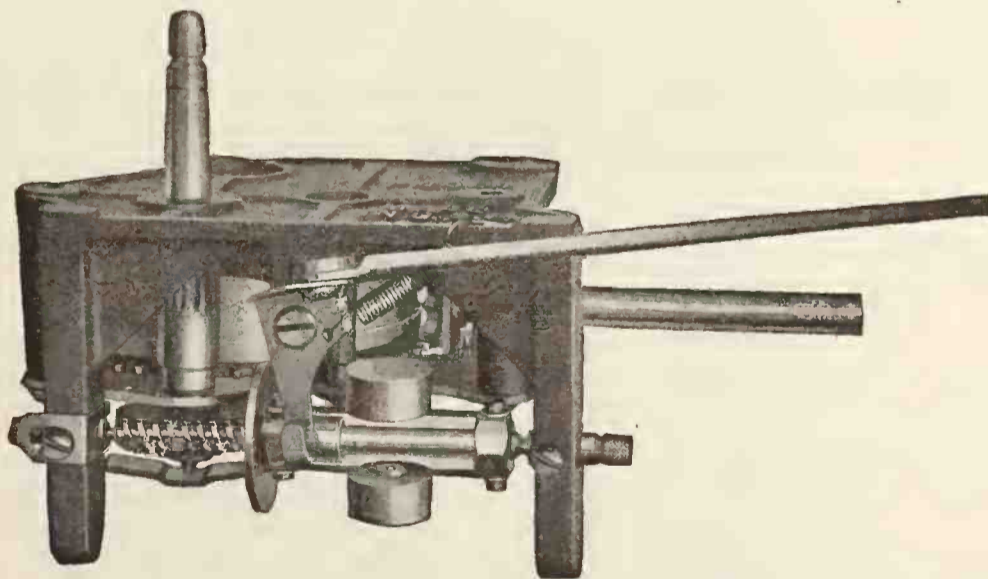
Noiseless

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.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Prosperity in Steel Industry and Betterment in Employment Aids Cleveland Trade

Introduction of Automatic Orthophonic to the Public a Success—Unique Retail Store Is Opened by Euclid Music Co.—Ohio Sales Co. Organized With \$50,000 Capital

CLEVELAND, O., April 8.—With the opening of Spring business in Cleveland and vicinity has shown a decided improvement. The employment situation has improved and there is every indication that there will be few idle men before long. The steel industry is working 85 per cent and many men are being employed in outdoor work. The threatened building tie-up did not materialize and Cleveland is now practically free from labor troubles.

Public Hears Victor Automatic

The new Victor Automatic Orthophonic made its bow to the public on April 4 and met with a very favorable reception. The Cleveland Talking Machine Co. and Victor dealers co-operated in having a special four-page section in the Cleveland Plain Dealer on Sunday, April 3. Photographs of the new instrument and many interesting things about the Victor line were featured. Practically all Victor dealers had advertisements tying up with the large ad of the distributors. Dealers also used their show windows to good advantage, some having the Automatic in the window and shrouded with a velvet cloth, to which was attached a card with a large question mark. Invitations were sent to selected names on mailing lists, and as a result of the publicity many people came out to see and hear the new instrument.

Euclid Music Co. Opens Unique Store

The Euclid Music Co. opened a unique store April 4 at Coventry Road and Euclid Heights Boulevard. It is unique in that it differs in appearance from any music store in Cleveland by having no show windows nor counters. It resembles from the outside a studio or private club and the only indication of its being a music store is the name over the door. Instead of counters there are easy chairs placed around the principal room, which resembles a lobby. The small goods, records, sheet music, etc., are displayed in glassed-in alcoves let into the walls. Handsomely appointed display rooms for radio, phonographs and pianos are a feature of the store. Another innovation are

soundproof curtains instead of doors. A large crowd attended the opening, which was tied up with the first appearance of the new Victor Automatic instrument.

Ohio Sales Co. Organized

The Ohio Sales Co., of Cleveland, O., has been organized with a capital of \$50,000 to engage in the distribution of Okeh and Odeon records in Ohio and Pennsylvania, with headquarters at 1231 Superior avenue.

This territory was formerly covered by the Ideal Phono Parts Co., of Pittsburgh, Pa. The Ideal Co. will continue to maintain quarters in Cleveland, however, selling parts, sound boxes, tone arms, portables, needles, phonographs, etc.

Louis Cofsky, of Pittsburgh, has been elected president, and Al G. Slessinger, of Cleveland, vice-president and sales manager. Mr. Slessinger and C. A. Klebart, special field manager of the Okeh Phonograph Corp., New York City, are making extensive tours throughout the territory and report great enthusiasm among the dealers about the new electric Okeh and Odeon records. This enthusiasm has been made tangible through large standing orders for every release.

Effective RCA Publicity

RCA dealers and distributors had a fine special section in the Cleveland Plain Dealer during the month, which helped business considerably. Both the Erner Electric Co. and the Radio Apparatus Co. co-operated.

Herman Lesser Recovered

Herman Lesser, president of the H. Lesser Co., who has several stores in Cleveland, has recovered from an operation for appendicitis that he was forced to undergo early in the month. The Lesser Co. slogan, "Not a radio department, but a radio department store," is known to all Clevelanders and many in adjoining towns. They have enjoyed a phenomenal business growth.

S. J. Basta Opens New Store

S. J. Basta has opened a very attractive store. It is located at 6032 Broadway and Sonora and Columbia lines are featured. The building was

purchased by Mr. Basta, who had it completely remodeled. He is continuing his old store at 5727 Broadway for the present, but as soon as the lease expires will close it.

Panatrope at Flower Show

Visitors to Exhibition Hall, where all the garden clubs and retail florists had their displays at the Cleveland Flower Show, were entertained with music from a Brunswick Panatrope placed there by the Buescher Music Co. It was a very fine advertisement for the company and also Brunswick, as over a hundred thousand people attended the show.

Beethoven Week Creates Record Sales

A large number of records of Beethoven compositions were sold during Beethoven Week. The Columbia Co.'s dealers in particular reported a big demand. R. J. Mueller and his force worked overtime at the Cleveland branch taking care of the business. Incidentally, the Cleveland office looks very attractive, having been newly decorated. The Viva-tonal machines are moving right along and business for Spring is becoming brisker every day.

News Brieflets

The Storad Mfg. Co., maker of storage batteries and radio tubes, etc., 2104 Superior avenue, has gone out of business due to financial troubles. By order of the Insolvency Court the stock and fixtures were sold at public auction on April 4. J. E. Feighan was appointed assignee.

A large assembling and finishing department for radios and phonographs is to be installed by the May Co. in a new warehouse they are to construct on Payne avenue.

The Wurlitzer Co. has opened three additional stores in Cleveland during the month.

Kimpak Packing Material Praised by Radio Makers

Kimberly-Clark Co. Receives Many Letters of Praise From Radio Manufacturers Who Have Used Kimpak in Protecting Products

Many letters of commendation and praise have been received at the sales office of the Kimberly-Clark Co., in Chicago, from manufacturers in the radio field who use its product, Kimpak, formerly known as Cellupacking, in preparing their products for shipment. The Kimberly-Clark Co., which maintains plants at Neenah, Appleton, Kimberly, Niagara, Wis., and Niagara Falls, N. Y., has instituted a special drive in the interest of Kimpak.

A number of nationally known manufacturers in the furniture, phonograph and radio fields have adopted Kimpak as standard packing material after making tests to ascertain its worth in protecting fine surfaces and fragile merchandise. Among these firms are the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.; All-American Radio Corp., Chicago; Zenith Radio Corp., Chicago; John O. Jesse Mfg. Co., Bryan, O.; Pfanstiel Radio Co., Highland Park, Ill., and the Macey Co., Grand Rapids, Mich.

Kimpak is used by manufacturers to protect in shipment furniture, radio receivers and phonographs, which must arrive in the hands of the dealer in an unmarred and perfect condition in order to be salable merchandise. In addition, it has been adopted by radio loud speaker manufacturers to protect reproducers from being marred or scratched by contact with the shipping container. The Stromberg-Carlson Telephone Mfg. Co. uses Kimpak in a manner applicable by many manufacturers. In packing the Stromberg pedestal loud speaker there was found to be a demand for a soft, resilient, protective padding material to protect the finished rim and pedestal where the speaker came in contact with the packing container. On some occasions, it is said that Kimpak has served to eliminate many steps in packing, as well as the number of materials used in preparing merchandise for shipment.



For Talking Machines

Not the least of the reasons behind the popularity of the felts made by the American Felt Company for talking machine purposes is the *service* rendered.

Years of experience in advising talking machine manufacturers what grade of felt to use for this or that purpose—experience in answering scores of felt questions—these things count when felt purchases are to be made.

Specify American Felts—made by an organization of felt specialists.

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

AFTER APRIL 15th, 1927

The Offices of

The **TALKING**
MACHINE
WORLD

*For dealers
wholesalers
& manufacturers
of phonograph
& radio products*

will be located on the fourth floor of

The New Graybar Building

420 Lexington Avenue, New York
(At 43rd Street)

The
**GRAYBAR
BUILDING**

adjoins the
Grand Central
Station
and the
Hotel
Commodore

*The Largest
Office Building
in the World*



*Please consider
this a personal
invitation to
inspect our new
headquarters
It will be a
pleasure to drop
the toil of
"shop" to extend
to you a
cordial welcome*

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EDWARD LYMAN BILL, Inc.

Publishers of business papers for over forty-eight years

NEW YORK

The Trade in PHILADELPHIA and LOCALITY

Beethoven Observance and Introduction of Automatic Feature Quaker City Trade

Events of Nation-wide Prominence Aid Materially in Increasing Sales in Philadelphia Territory
—Many Dealers Add Columbia Line—Portable Phonograph Demand Grows

PHILADELPHIA, PA., April 8.—The advent of Spring weather had its usual effect on retail sales of radios and other musical instruments. The slight falling off was offset, however, by two happenings of the past month which eliminated whatever slackness was felt generally. These events were the observance of the hundredth anniversary of the death of Beethoven, crystallized in Beethoven Week, sponsored by the Columbia Phonograph Co., and the public introduction of the Automatic Orthophonic Victrola on April 4. As the great majority of music dealers carry one or the other of these lines, if not both, the sales volumes for the past month were invariably ahead of those for the same period of last year.

Many Beethoven Week Activities

Columbia District Branch Manager J. J. Doherty and his sales staff deserve a world of credit for the efficient manner in which they organized civic committees and influenced dealers to get behind the nation-wide movement to pay honor and tribute to the great Beethoven. Throughout the entire territory served by this branch the activities during the week of March 20 were of a quantity and quality that served to attract the public to a realization of the composer's works, which interest was in turn reflected in the sale of the Columbia Masterworks series of

Beethoven recordings. On Monday, March 21, the women's committee of the Philadelphia orchestra opened a Beethoven loan exhibit at the Art Alliance to which were invited musicians, pupils of music schools and the general public. There was also given a showing of the Viennese film "Beethoven" at Egyptian Hall in the Wanamaker store, together with concerts by the Curtis Quartet.

Dealers Add the Columbia Line

During the month the following music dealers have taken on the Columbia line: Worren Music House, Clifton Heights; Walter's Music Store, 1727 Ridge avenue; Joseph Rosen, 840 North Second street; Edmund Burk, 1229 South street; Harry Kandel, Fifth and Lombard; Montemayor's Store, 115 South street, and Valentino's, 2002 Snyder avenue.

Postponement Aids Automatic's Introduction

Due to the postponement of the introduction of the Automatic Orthophonic Victrola from March 21 to April 4, Victor dealers found that they had a far greater opportunity to prepare the public for the instrument and consequently gave many more private demonstrations to selected lists of musicians, music lovers and prominent citizens than had been originally intended. These demonstrations not only had the effect of gaining new friends from those at-

tending the concerts, but resulted in many newspaper stories and an inestimable amount of word-of-mouth advertising, than which there is no better. Many advance orders were received through these exploitation channels and when April 4 came around, the public having heard of the wonder of the instrument, and having read one or more of the Victor Co.'s distributors' or dealers' advertisements which appeared in profusion in the local newspapers, thronged the music stores to see for themselves if the instrument lived up to the claims made for it. They came, listened and went away enthusiastic boosters, in many cases having left orders for delivery of an instrument at the earliest possible date.

Dealers Insert Co-operative Ads

On Sunday, April 3, the advertisement of the Victor Talking Machine Co., announcing the Automatic Orthophonic Victrola and detailing its method of operation, was surrounded with advertisements of the Philadelphia and surrounding territory Victor trade who, largely through the efforts of the Philadelphia Victor Distributors and H. A. Weymann & Son, Inc., saw the immense benefits of co-operating and informing the public at what addresses the instrument could be heard on the following day.

Automatic Will Aid Record Sales

H. W. Weymann, in commenting on the Automatic and its possibilities, said: "People are saying that the Automatic is what they have been awaiting for years and the pressure on dealers for immediate deliveries is strong. But a dealer will make a mistake if he ships the

(Continued on page 94)

VICTOR SALES

During the first quarter of this year show a healthy increase over the same period for 1926. This condition can be maintained by taking proper advantage of the opportunity offered you as VICTOR DEALERS by demonstrating the new AUTOMATIC VICTROLA—the greatest achievement of the VICTOR COMPANY.

Study the literature sent you carefully and follow strictly the suggestions made. Results are sure and an increased business will be yours. Make 1927 your banner year.

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia

For that vital thing, *Selectivity* NEUTRODYNE!

GET a Neutrodyne set and prove to yourself that its selectivity is proper. Here is the simple way to do it: Listen late in the afternoon, before the majority of stations have come on, or late at night, after the majority have signed off. Run up and down the dial. Find two distant stations separated by 10 kilocycles. Several such couples should be available. Note that one such station is heard perfectly, without a trace of its neighbor only 10 kilocycles away in frequency. Note even silence for a point or two on the dial between them.

Such is Neutrodyne selectivity.

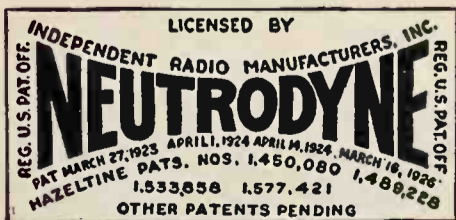
Many sets are not nearly so sharp as that, and so they admit unwanted signals. Others are sharper, or can be so controlled as to be so—which is wholly undesirable, as then the side bands are shaved off and quality of reproduction is ruined, in the attempt to split the unsplitable.

Don't let the present chaos in the air fool you. It will not last, for the new Radio Commission will end it, and it need not spoil radio enjoyment for your customers now any more than in the future. Hundreds of thousands of Neutrodyne owners find their sets meeting even the jumble of unbridled broadcasting and they are looking forward, not impatiently but interestedly, to the early day when proper separation between broadcast stations will increase the number of available programs.

The period of chaos is but adding to Neutrodyne's reputation, for the public today is having a convincing demonstration that Neutrodyne's absolutely accurate, scientifically correct selectivity separates stations with no sacrifice in tone. With radio once more under Government control the reputations created during these difficult times will carry Neutrodyne sales to heights never before reached.

GET A NEUTRODYNE

Look for this trade-mark



It is your protection against patent infringement liability

HAZELTINE CORPORATION

(Sole owner of Neutrodyne patents and trade-mark)

15 Exchange Place, Jersey City, N. J.

All correspondence relating to the Hazeltine patents and trade-mark should be addressed to

INDEPENDENT RADIO MANUFACTURERS, INC.

(Exclusive licensee of Hazeltine Corporation)

331 Madison Avenue, New York, N. Y.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

sample instrument to a customer and does not keep him waiting until deliveries begin from the factory. The sale of the Automatic is certain to be a sharp stimulant to the sale of records. People will want to have more than the two-hour program available on a dozen records and in order to be able to plan an evening's entertainment there will be a desire to freshen up and fill out the record library."

Portables Proving Popular

A tendency of the trade which was manifested during the past month is to put every possible effort behind the portable talking machine and feature this type instrument in newspaper advertisements and in the window displays and interior settings. Throughout the entire city music store windows show the portable in appropriate surroundings with window cards telling of the instrument's many and varied appeals. Dealers report that this type instrument is forging more and more to an important part of the establishment's stock, with the demand continuing throughout the year. At the present time, however, with good weather making the outdoors the place of greatest attraction, portables have taken an upward trend in sales volume.

New Fada Dealers Appointed

One of the best-selling items in the radio line at the present time is the Fada radio receiver and the Penn Phonograph Co. recently reported that within thirty days twenty-six new Fada dealers were added to its list. This company also reports a strong consumer demand for the Zenith radio products, particularly for the new \$100 model.

Sonora Business Consistent

Sonora distributors report a consistent business in all lines, with the Intermezzo Sonora Tonalic coming in for its share of the dealers' attention. A great deal of interest is also being given the new line of Sonora portables.

Guarantee Portable Makes Attractive Window

The new bright colors used as covering in the special model of the Guarantee portable makes a particularly attractive window display, and accordingly these models are conspicuous, making their appearance in windows along the various thoroughfares throughout this city and elsewhere. The Guarantee Talking Machine Supply Co., of this city, maker of the Guarantee portable, reports that whereas the Guarantee portable has sold well all year round the ap-



3 1/2 inches diameter
Patented 1922

Velvaloid Record Brush

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

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

proach of the portable season is already being felt in the marked increase of orders. E. Bauer, traveling representative of the Guarantee Co., has made several trips out-of-town during the past month with decidedly favorable results.

Public Hears Automatic Orthophonic

The Victor Talking Machine Co., in conjunction with H. A. Weymann & Son., Inc., Victor wholesalers, presented the new Automatic Orthophonic Victrola to an invited audience of prominent Philadelphians in the Red Room of the Bellevue-Stratford, on Tuesday evening, March 15. The instrument was heard in a varied program and was demonstrated by L. S. Morgan, of the Victor Co. This was one of its first public presentations in Philadelphia and much interest was manifested in it. The Philadelphia newspapers devoted considerable space on the following day to this newest product of the Victor Co., and its almost human mechanism whereby records are changed.

Carson's Buy People's Talking Machine Co.

Charles and Max Carson, Victor dealers of this city, have bought out the entire Victor stock of the People's Talking Machine Co., which was located at 513 South street. The merchandise has been moved to its own store at 518 South street. The Carson organization is reputed to be a particularly live one and this latest acquisition portends still greater activity for the future.

Everybody's T. M. Co.'s Optimistic Report

Everybody's Talking Machine Co., of this city, maker of Honest Quaker main springs and talking machine repair material, reports that the sales of the Honest Quaker line have been particularly encouraging. The new Phonic Reproducer recently introduced by the Everybody's Co. is reported to be already much in demand. The distributing division of the business devoted to Okeh and Odeon records has an equally optimistic report to make.

Everybody's Talking Machine Co., maker of Honest Quaker main springs and talking machine repair material, will play host on April

17 to its many friends in the talking machine industry at the opening baseball game of the season in Philadelphia. Samuel Fingrutd, vice-president and treasurer of the company, said: "I want to take this opportunity of extending an invitation through The Talking Machine World to any of our friends in the phonograph industry who care to come. It is going to be a great opening game and reservations will have to be made soon. The treat is on Everybody's."

Phil Grabuski Returns From Trip

Phil Grabuski, president of Everybody's Talking Machine Co., recently returned from a 14,000-mile trip throughout the country. This energetic and well-known executive is getting to be a transcontinental commuter and is as much in contact with dealers in the Western cities as he is with the trade in cities adjacent to Everybody's headquarters.

Victor Moore a Victor Representative

Victor Moore, who has a wide acquaintance among dealers in the Philadelphia and surrounding territory and who is known as an expert in his knowledge of records and methods of merchandising them, has been appointed a factory representative for the Victor Talking Machine Co., and he will specialize in record promotion work, placing his years of experience at the service of Victor dealers.

Columbia's Foreign Sales Good

The trade in the coal-mining districts is excellent, reports K. Berthold, foreign language record expert of the local branch of the Columbia Phonograph Co., who recently completed a trip through those sections. Mr. Berthold found business conditions excellent with steady buying the general rule and a high spirit of optimism due to the general impression that there will be no strike in the anthracite coal regions this year. The Columbia new foreign language record displays on striking colored cards are proving popular with dealers.

G. R. Gould With Louis Buehn Co.

The Louis Buehn Co., Atwater Kent distributor, announces the addition of G. R. Gould to its sales staff. Mr. Gould is well known in radio circles, having been connected with the Music Master Corp. and with the Sleeper Radio Mfg. Co. He will cover the city trade for the Buehn organization.

'Phonic Reproducer in Demand

The 'Phonic reproducer, recently placed on the market by Everybody's Talking Machine Co., met with an enthusiastic trade reception and orders have been received from all sections of the country. The instant popularity of this reproducer makes it evident that it will take its place among the leading types of this form of accessory.

Lamb Bros. Expand Store

Lamb Bros., music dealers of Allentown, Pa., who feature the Columbia line of Viva-tonal phonographs and New Process records, report a steadily increasing sale of these products and recently leased the adjoining store to take care of the increased business.

Russo Music Store Moves

The Russo Music Store, Columbia dealer, has moved to a new location at the corner of Eighth and Christian streets. In announcing the move, Mr. Russo inserted an attractive advertisement in the rotogravure section of L'Opinione, an Italian paper. This advertisement featured the Columbia Viva-tonal line, and resulted in attracting many new customers.

Louis Buehn Ends Vacation

Louis Buehn, president of the Philadelphia Victor Distributors, has returned to his desk

(Continued on page 96)

"Trilling & Montague, wholesale radio merchandisers, Philadelphia, are recognized as one of the few wholesalers actually giving dealers service with a capital 'S'."

A TALKING MACHINE PUBLICATION

DISTRIBUTORS FOR



KOLSTER

CROSLY

Acme Products
Amperite
Amplion
Balkite
Brandes
Bremer-Tully
Burgess Batteries

Dubilier
Eagle Chargers
Exide Batteries
Farrand
General Radio Co.
Hammarlund
Hartford Battery

Heath
Jewell Meters
Majestic Eliminators
Mar-Co
National Products
Pacent
RCA Radiotrons

REL Products
Silver-Marshall
Sterling Meters
Tab Batteries
Timmons
Tower's Products
Weston
and many others

Write for our 1927 Catalog

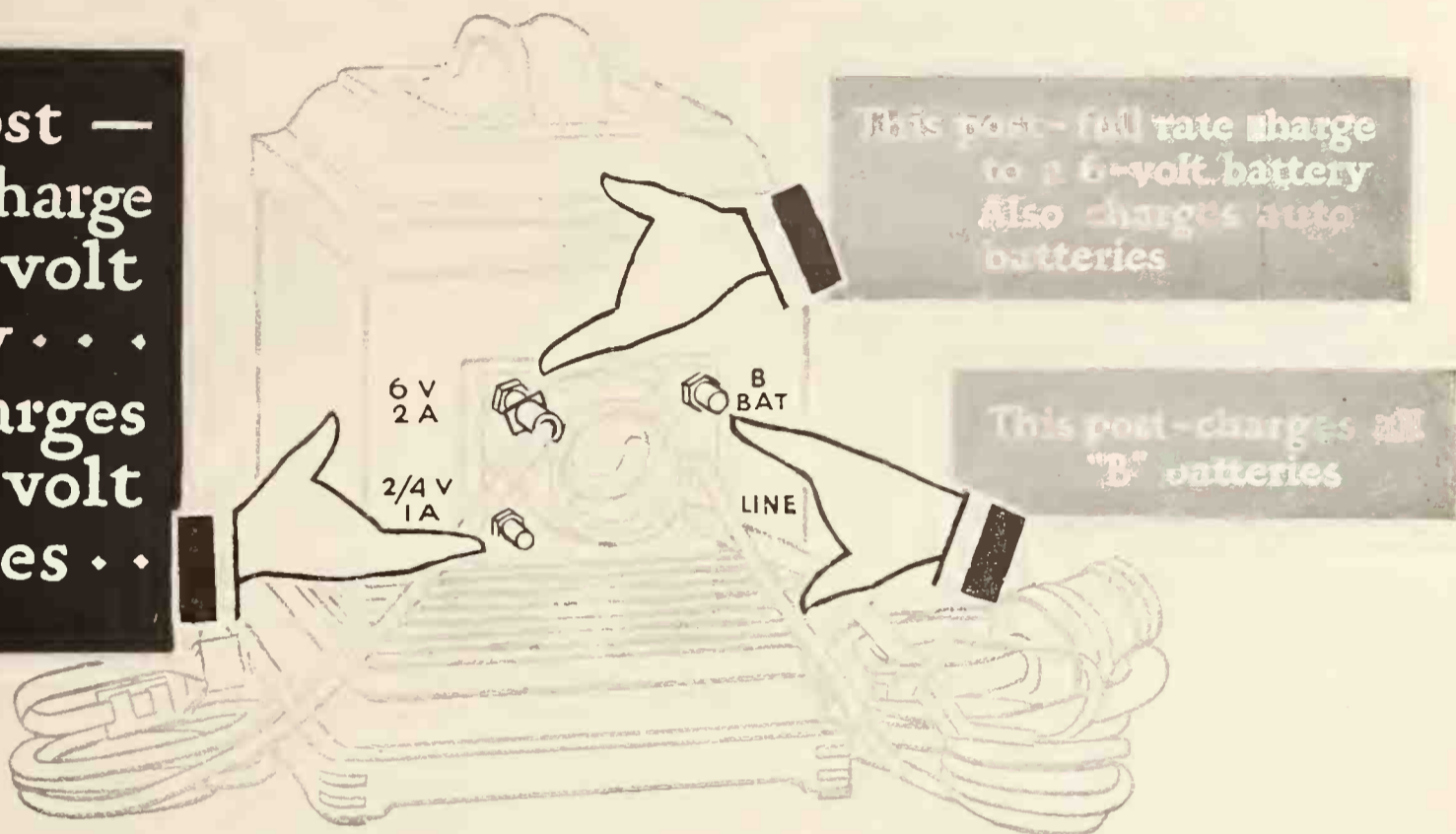
TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

49 North Seventh Street "Grow With Us" Philadelphia, Pa.

The 2 ampere Tungar is now more popular than ever

This post — trickle charge to a 6-volt battery . . . Also charges 2- or 4-volt batteries . .



Since dealers have told their customers, and since General Electric has advertised to the millions, the fact that the 2-ampere Tungar can be used as a Trickle Charger, too, sales have made surprising gains.

Stress this point. It pays. Point out the posts on the back of the Tungar and show your customers how attaching to one post gives a 6 volt "A" battery a trickle charge and attaching at another gives a full rate boost.

The 2-ampere Tungar will also charge 2 or 4 volt "A" batteries, all "B" batteries, and automobile batteries, as well.

There are important sales helps available —why not ask your jobber for them?

East of the Rockies
2 ampere Tungar - - \$18
5 ampere Tungar - - \$28
Trickle Charger - - - \$12

*Merchandise Department
General Electric Company
Bridgeport, Connecticut*



Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT

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

following a six weeks' pleasure trip to the Pacific Coast. He was accompanied on his vacation jaunt by Mrs. Buehn and two friends.

Trade Activities in the Pittsburgh Field

Special Displays and Other Promotion Efforts Introduce Automatic Orthophonic Victrola to the Public—News of the Month

PITTSBURGH, PA., April 7.—The formal introduction of the new Automatic Orthophonic Victrola to Pittsburgh was signalized first by a notable window display by all of the Victor dealers in the city on April 3, and on April 4 there was held a series of demonstrations and recitals with the new Victrola that proved to be one of the outstanding events in the music history of the Steel City.

All of the downtown Victrola dealers arranged for special displays as well as demonstrations, with the result that hundreds of persons listened to the new instrument. Elaborate displays and demonstrations were held by the Rosenbaum Co., Kaufmann's (The Big Store), the Kaufmann & Baer Co., Boggs & Buhl, Lechner & Schoenberger Co., the C. C. Mellor Co., J. H. Phillips, of the Northside, and the Columbia Music Co. In the outlying districts the G. W. P. Jones Music Co., at Washington, Pa.; Cooper Bros., at New Kensington, and F. A. Winter & Son, at Altoona, had a fine display of the new Victrola and arranged for recitals for their patrons.

Among the cities visited by the representatives of the Standard Talking Machine Co. and the Victor organization in the interest of automatic demonstrations were the following:

Altoona, Pa.; Wheeling, W. Va.; Youngstown, O.; Fairmont, W. Va.; New Kensington, Pa.; Tarentum, Pa.; Huntington, W. Va.; Parkersburg, W. Va.; Lewistown, Pa.; Martins Ferry, O.; Tyrone, Pa.; Washington, Pa.; Sewickley, Pa.; Punxsutawney, Pa.; Indiana, Pa.; Sharon, Pa.; Clarksburg, W. Va.; Huntingdon, Pa.; Farrell, Pa.; Meadville, Pa.; Dormont, Pa.; East Liverpool, O.; Johnstown, Pa.; Dubois and Franklin, Pa.; Kittanning, Pa., and Oil City, Pa.

The annual dealers' convention, under the



GUARANTEE PORTABLE

Furnished in

**COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH BLUE.**

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Helneman Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 13½ pounds.

Guarantee Special Portable

Retails for \$12.50

Write for Prices in Quantity



Costs you \$10.50

RETAILS FOR \$25.00

GUARANTEE TALKING MACHINE SUPPLY CO.

35 N. NINTH STREET **PHILADELPHIA, PA.**

Write for our latest Main Spring Chart

auspices of the Hamburg Bros., local distributors for the Federal Radio Corp., of Buffalo, N. Y., was held in the Fort Pitt Hotel on March 31. The meeting opened at 3 p. m. and closed with a banquet in the evening. Among the speakers were Charles Jones, general sales manager of the Federal Co.; T. A. Cook, assistant advertising manager of the company, who outlined the future advertising plans; M. Eckle, of the engineering department, who gave a technical talk on the radio, and Joseph Mayer, the local factory representative. E. A. Hamburg, of the local distributing firm, announced that a traveling service bureau would be established for the convenience of the Orthophonic dealers in the territory covered by the firm.

The W. F. Frederick Piano Co., formerly lo-

cated in the Donley Building at Morgantown, W. Va., has secured new quarters in the Cox Building on High street, and opened the new store on April 1.

R. A. Perry has resigned as general sales manager of the Pittsburgh store of the W. F. Frederick Piano Co. On that evening he was honor guest at a testimonial dinner tendered him by the sales staff at the William Penn Hotel. H. J. Gibson, manager of the Schenley store, was toastmaster. Mr. Perry was presented with a handsome gold Masonic ring mounted with a diamond.

Andrew Connolly, advertising manager of the Joseph Horne Co., Victor and Brunswick dealer, addressed the Radio Council of the Pittsburgh Chamber of Commerce on "Merchandising."

The Brooks Music Co., Columbia and Brunswick dealer, for many years located at 1204 Eleventh avenue, Altoona, Pa., is now in possession of its new store at 1117 Twelfth avenue. M. P. Brooks, the general manager, has installed the Audak record-hearing instruments which take the place of the usual demonstration rooms.

Leon Stranburg, of the Stranburg Music Co., Bradford, Pa., conducted a demonstration of the new Automatic Orthophonic Victrola at the Bradford Club before a large and enthusiastic audience.

Tie-Up With Music Week

The Atwater Kent Mfg. Co., Philadelphia, Pa., is co-operating in the national music week campaign. It has issued a special four-page dealer bulletin urging the co-operation of the dealers in the activities of this week. The company is a member of the Music Industries Chamber of Commerce and has arranged with that organization to supply its distributors and dealers with special hangers, window cards, etc., for use in participating in the event.

Files Petition

A petition in bankruptcy was recently filed by the Barbley Radio Co., New York, manufacturer of radio receivers.

The Supreme Achievement



Automatic Orthophonic Victrola, Open

The Introduction of

The AUTOMATIC ORTHOPHONIC VICTROLA

will not only sell the automatic type but will stimulate the sales of all style Victrolas.

H.A.WEYMANN & SON, INC.

1108 Chestnut Street—Philadelphia, Pa.

Victor Wholesalers

Ding-Dong

Do you HEAR it?

It's the music of CASH REGISTERS ringing up SPRING and SUMMER PROFITS on the BELL & HOWELL



line of amateur Motion Picture Cameras —with accessories, the Filmo Projector and Filmo Library bringing in the repeats

THIS SPRING!—And there's music in the air for dealers who want to ride the rising sales curve that accompanies Bell & Howell Amateur Motion Picture Equipment.

How do YOU feel—when you hear the first robin?—see the first dandelion?—hear swollen streams roaring?—see the kids spinning tops and the golf greens growing greener?

That's just the way everybody feels. And the only way to keep that feeling alive is with a MOTION PICTURE CAMERA. That's why thousands are buying them—just as fast as they find out that motion pictures are really easier to take than snapshots.

With Filmo no special skill is needed. Simply look through the spy-glass viewfinder, press the button, and "what you see you get," automatically. No focusing for distance. No cranking. No tripod necessary.

The films are sold wherever other camera films are for sale, and are developed without extra charge. Then the Filmo automatic projector shows the movies with theatre-like brilliancy on a wall or screen in the home. Hundreds of Filmo Library subjects are available—at little more cost than raw film—Fishing, Hunting, s-l-o-w motion Golf

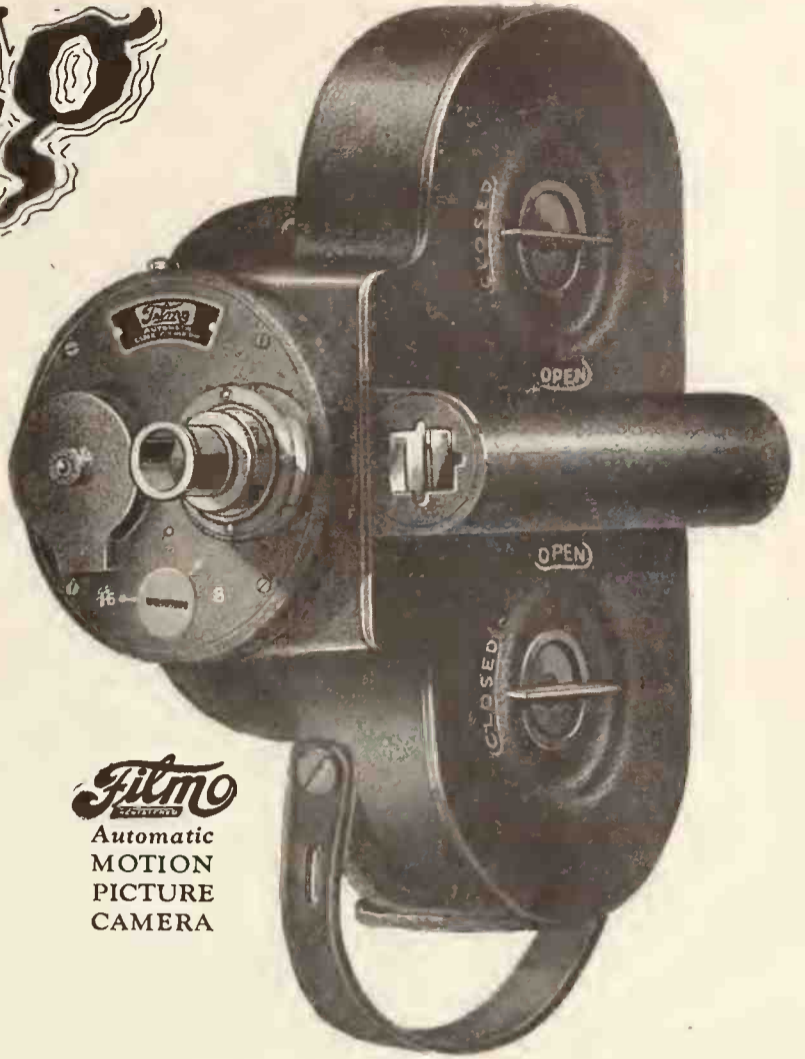
Lessons, Natural History—any kind of a home show wanted for further variety.

Lots of direct music tie-up films coming too. Like Beethoven's Moonlight Sonata that went over so big Beethoven Week. And the "Parade of the Wooden Soldiers" that's going so big right now. Play the "Parade" record while this reel is on and it's a knockout.

National advertising—beautiful campaigns in the Saturday Evening Post, Nast Group, American Magazine, Sportsman, Country Life, Mentor, Time, New Yorker, Golf publications, and many more, are telling customers in your city about this wonderful recreation and equipment.

Someone in your city will take the last protective dealer franchise available (according to population) and then there'll be nothing for you to do but wait for an opening.

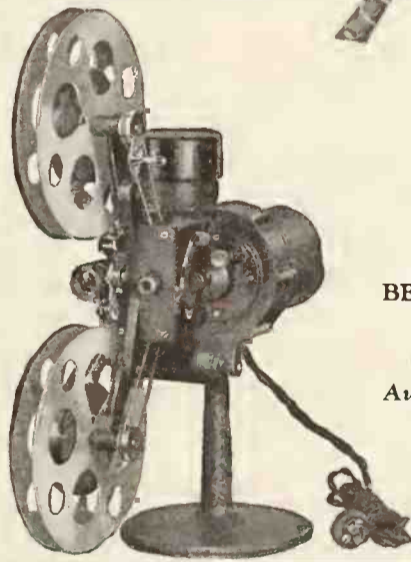
This is about the last call before the big summer rush will be on. If you've read this far—and fail to mail the big coupon right here—that brings full information—the cheery cash register "ding-dong" will in all probability be sounding from some competitor's door. Here's your chance. Take it. We only ask a good rating and a set-up that will give us adequate sales representation in your locality.



Filmo Automatic MOTION PICTURE CAMERA



Filmo Library 100-ft. reels of home movie entertainment at little more cost than raw film.



The BELL & HOWELL Filmo Automatic Projector

For MORE of the FACTS mail this coupon!



BELL & HOWELL CO.

1810 Larchmont Avenue Chicago, Illinois
New York, Hollywood, London ESTABLISHED 1907

BELL & HOWELL CO.,
1810 Larchmont Avenue, Chicago, Ill.

Please show me how your line of Motion Picture Cameras and Equipment offsets the summer music slump, and mail complete sales proposition.

Name

Address

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

	<p>PATHEX Cameras and Projector</p> <p>Radio Accessories</p> <p>Penn Phonograph Co. 913 Arch St. Philadelphia</p>
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Pittsburgh Association Fighting Bill Giving Power to Distrain Leased Goods

Special Committee Appointed by Association at Regular Meeting to Fight Passage in Pennsylvania Legislature—W. C. Hamilton Heads Committee

PITTSBURGH, PA., April 7.—At a special meeting of the Piano Merchants Association of Pittsburgh, held in the Kaufmann department store recently, decisive action was taken relative to a movement to defeat the bill now pending in the Pennsylvania Legislature, the title of which reads:

"Authorizing landlords to distrain for arrears of rent on goods leased, hired or conditionally sold to a tenant."

This bill, if enacted into a law, would handicap every dealer in pianos, talking machines, radio sets and other musical merchandise. In other words, any lease of such instruments, under the new bill, would be nullified, even though the landlord was informed that the instrument in question was subject to a lease or a conditional sale.

The bill was introduced by Louis Schwartz, of Philadelphia, and was approved by the Judiciary Special Committee to which it was referred.

The bill reads as follows:

"That it shall be lawful for any person having rent in arrears or due by any tenant under the terms of any lease for life, or for one or more years, or at will, to distrain for such arrears and to take and seize as a distress for such arrears of rent in the manner provided by law, any property whatsoever found on the premises occupied by the tenant, notwithstanding the fact that such property was leased or hired by the tenant or was conditionally sold to the tenant under a contract of sale, reserving title in the vendor until paid for and notwithstanding that such property is, under existing law, exempt from levy and distress for rent due by a tenant and that notice was given to the landlord or his agent that said property was leased or hired or conditionally sold to the tenant."

Section 2 reads that "all acts and parts of acts inconsistent with this act are hereby repealed."

The meeting to-day was presided over by Arthur O. Lechner, president of the Association, and there was a goodly representation of the music houses present from Pittsburgh and vicinity.

After the bill was read and a general discussion was had, Wm. C. Hamilton moved that a committee be named to assume charge of the matter of having the proposed measure either killed or placed on the indefinitely postponed list in the Legislature. J. C. Roush, president of the Standard Talking Machine Co., emphasized the need of concerted action to have the proposed law defeated. He urged the securing of the co-operation of other organizations to this effect. Mr. Roush and Wallace Russell, general manager of the Standard Co., offered to enlist the support of the various Victor dealers in the movement and the offer was accepted. President Lechner named the committee as follows: Wm. C. Hamilton, chairman; Wm. B. McConnell, J. C. Roush and C. C. Latus, executive secretary of the Association.

Among the firms represented at the meeting

were the S. Hamilton Co.; J. M. Hoffmann Co.; T. E. McCausland, Inc.; D. L. Aaron, Kaufmann's; Boggs & Buhl; Hendricks Piano Co.; Charles M. Stieff, Inc.; E. G. Hays & Co.; C. C. Mellor Co.; W. F. Frederick Piano Co.; Groves Music Co., all of Pittsburgh; Ben Reynolds, Washington, Pa., and M. V. De Forest, Sharon.

Opening of A. H. Mayers Branch Well Attended

The fourth store of the chain of A. H. Mayers music stores, the history of which organization appears in another section of this issue of *The Talking Machine World*, was formally opened at 861 Eighth avenue, on Wednesday, March 30, with appropriate ceremonies. Scores of telegrams and floral greetings were received, one of the latter coming from the Victor Talking Machine Co. headquarters in Camden, by special messenger.

Among the personages of the industry and trade who attended the opening and congratulated Adolph H., William and Archie Mayers were: J. Newcomb Blackman and Walter Grew, of the Blackman Distributing Co.; J. A. Decker and Henry Cunningham, of the New York Talking Machine Co.; Paul W. Carlson, Joe May and C. D. Anderson, of Chas. H. Ditson & Co.; Edward G. Evans, C. Bruno & Son; Benjamin Gross and Herbert A. Brennan, Gross-Brennan, Inc.; Murray M. Gruhn and Mr. Lovey, Musical Products Distributing Co.; John Y. Shepard, E. A. Wildermuth, Inc.; Ira Greene, Argus Radio Corp.; Jack Levy, Superior Cabinet Co.; M. Shaffer, Chas. Freshman Co.; Messrs. Richmond, Mayers and Marcus, of the Richmond Music Co.; Henry Halperin, of the Carryola Corp. of America; Sidney Coleman, Greater City Phonograph Co.; Irwin Kurtz, president of the Talking Machine & Radio Men, Inc., and many dealers.

J. W. de Haas Is Now Asst. Fada Export Manager

J. W. de Haas has been appointed assistant export manager for F. A. D. Andrea, Inc., manufacturer of Fada radio, according to a recent announcement from Fada headquarters in New York.

Mr. de Haas has had extensive export experience. For the last five years he was with the New York Johnson Motor Co. as export manager and secretary of the company. For two years prior thereto he was director of the Far East division of the American Steel Export Co., of New York. Mr. de Haas has traveled extensively in the Orient, Australia, New Zealand and the Dutch East Indies, and his intimate contact with foreign fields will be of much benefit in his new post with F. A. D. Andrea, Inc.

Sleeper Scout Model Socket Power Receiver on Market

All-Electric Receiver, Long in Process of Development, Receives Enthusiastic Trade Reception—Has Two Tuning Controls

A new all-electric Scout model, which has been in process of development for some time, has been placed on the market by the Sleeper Radio & Mfg. Corp., of Long Island City, N. Y., and has created an enthusiastic demand among jobbers and dealers.

"This set is designed for the man who is waiting until he can get a radio set that will operate from the lighting current, at a price he can afford to pay," said Gordon C. Sleeper, president of the organization. "It lists at \$160. We are now making quantity deliveries to our authorized distributors and dealers. Our system of electric operation is very simple, requiring only standard tubes of proved de-



The SCOUT
Type 60

pendability. Reserves of ruggedness and long operating life have been built into this electric model by many months of laboratory and field testing."

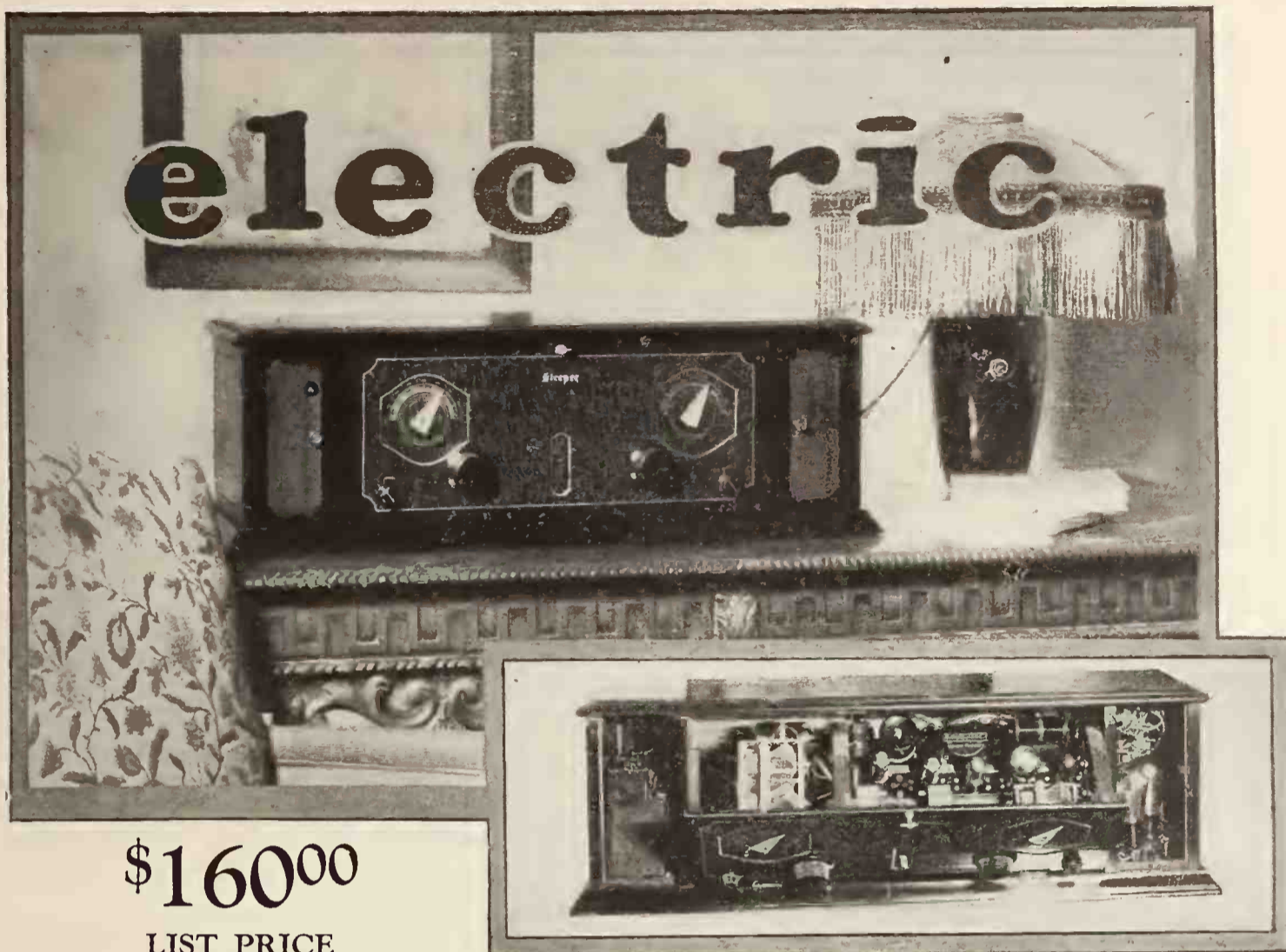
The new Scout is a five-tube circuit, its "A," "B" and "C" power supply coming from the alternating current lighting circuit, constructed as a unit. The only connections external to the set are the antenna, ground and loud speaker units. The 199 type tube is employed in the first four sockets and a semi-power tube of the 171 type on the last audio stage. The 199's are connected in series and receive sixty milliamperes from a specially designed rectifier, which converts alternating into direct current, and this same power unit supplies the "B" and "C" energy. The 171 tube is supplied with alternating current reduced to the correct voltage for the tube by means of a separate winding on the transformer of the power unit. According to Sleeper engineers, alternating current supply for the filament of a power tube is standard practice and introduces no noises or hum. A transformer steps up the voltage of the house circuit to the current point at which rectification is effected.

The Scout has two major controls in tuning and a volume control.

Automatic Gives Beethoven Program at Church Service

DES MOINES, IA., April 4.—The Des Moines Music Co., Inc., Victor dealer, took advantage of the widespread interest in the observance of the death of Beethoven, by placing an Automatic Orthophonic Victrola in the First Baptist Church for the Sunday evening service on March 27. The Automatic rendered a program of Beethoven music, including the "Minuetto," the "Quartette, No. 15," the "Turkish March" and the "Symphony No. 5 in C Minor." The pastor, Dr. Geistweit, gave a short talk on the life and works of Beethoven, and then introduced the instrument, saying: "The new Orthophonic Victrola, our mechanical friend, will present this program to you in its own beautiful way, without the confusion of changing or touching the records. This machine is loaned to us through the courtesy of Mr. Bennett, of the Des Moines Music Co."

The congregation of approximately 2,500 churchgoers was carried away by the beauty of the music and, following services, enthusiastic comments regarding the human quality of the instrument were made.



\$160⁰⁰

LIST PRICE

Sleeper again scores in adding Electric Operation to popular proven models.

TO proven superiority in fundamentals of tone quality, simplicity of control, fine selectivity and long range power, Sleeper now adds electric operation from house current, doing away with all batteries.

1. No A, B or C batteries. (Complete battery elimination.)
2. Works direct from 110 volt A.C. house current.
3. Free from hum.
4. Adjustment to compensate for line voltage changes.
5. Big reserve factors—two 216-B rectifier tubes giving 50% greater capacity than needed insures long life.
6. Develops 180 volts for power tube, insuring rich full tone with big volume.
7. Hinged panel for easy access and display of interior
8. Simple two-control tuning.
9. Calibrated wave length scales.
10. Reduction vernier condenser drives.
11. Duco style two-toned brown mahogany cabinet finish.
12. Non-microphonic — cushioned detector socket.
13. Non-oscillating.
14. Brilliant distance performer.
15. Fully guaranteed.

Scout, Model 64—35 inches long, 11 inches high, 11 inches wide. Shipping weight 62 pounds. Price \$160 without tubes.

Serenader, Model 65—With built-in Amplion loud speaker; 35 inches long, 16 inches high, 11 inches wide. Shipping weight 70 pounds. Price \$175.

Prices f.o.b. Long Island City

SLEEPER *electric* SCOUT

AT the moment when the entire radio buying public is waiting for a popular priced electric set, Sleeper announces production and delivery on the Electric Scout at \$160 and the Electric Serenader at \$175.

No A, B or C batteries—no chemicals or make-shift accessory devices. True electric operation from ordinary house current has been added to models already famous for efficient performance, splendid tone, and freedom from service.

Electric operation that has sold thousands of sets in the \$300-\$400 class may be had at battery set prices.

An electric set—at a popular price—embodying an already famous circuit—means startling summer sales to dealers acting promptly.

Ready for immediate delivery.

“ELECTRIC—NOT ELECTRIFIED”

Sleeper

SLEEPER RADIO & MFG. CORPORATION

GORDON C. SLEEPER, Pres.

Sixth and Washington Avenues

Long Island City

Public Interest in Electric Instruments Reflected in Sales in Los Angeles

Sherman, Clay & Co. Providing Instruction in Talking Machine and Radio Servicing—New Western Broadcasting Chain of Stations "on the Air"—W. T. Tupper to Manage Radio Show

LOS ANGELES, CAL., April 4.—The sale of the electric instruments—both Panatropes and Victrolas—was very satisfactory and the demand for records seems to be constantly mounting. The new Automatic Orthophonic Victrola is being widely advertised.

Leave of Absence Given to Grif. Ellis

Sherman, Clay & Co. are granting a six months' leave of absence to Griffith P. Ellis, Southern California wholesale manager for the Victor distributors, in order that he may take a thorough and complete rest. Mr. Ellis has been suffering from a rundown condition for some time due to overwork. G. Cook, who has been in the wholesale Victor department in San Francisco for some time, will take charge of sales in the Los Angeles office while Mr. Ellis is away.

Phonograph and Radio Instructors

Albert Sharp, Victrola service engineer, has been at the Los Angeles headquarters of Sherman, Clay & Co. during the last week, giving instructions to the downtown service men, and next week L. L. Ryder, Sherman, Clay & Co.'s special radio engineer, will give expert and technical lessons on radio operation in combination Victrolas and Electric "pick-ups," or Electrolas, to classes of Victor salesmen and servicemen every morning, afternoon and evening.

W. E. Henry Leaves Columbia Co.

W. E. Henry, who has been manager of the Los Angeles and San Francisco branches of the Columbia Phonograph Co. for the past two years and a half, resigned last month and was succeeded by W. H. Lawton from the Seattle branch. A special letter was received by all Columbia dealers from General Manager Fuhri in which the latter expressed the regret of the Columbia Phonograph Co. at the loss of Mr. Henry's services.

Inaugural Program of Radio Circuit

The first of the great broadcasts by the National Broadcasters Co., which is to be sent over the air by seven western stations: KFI, Los Angeles; KPO, San Francisco; KGO, Oakland; KGW, Portland; KOMO, Seattle; KHQ, Spokane, and KFOA, Seattle, will take place tomorrow, April 5, and no effort is being spared

to make it a great event. The program includes the great San Francisco Symphony Orchestra, conducted by Alfred Hertz, which is a maker of Victor records, and Lambert Murphy, tenor, and Jeanne Gordon, contralto, both Victor artists and other entertainers.

Several hundred large and attractive window display cards advertising the event in advance have been prepared and distributed by the Radio Trades Association of Southern California for the use of radio dealers.

Engages Manager for Radio Show

The Radio Show Committee has engaged the

L. S. Brach Mfg. Co. Closes Important Deals

Negotiations Closed With Three Battery Manufacturing Companies Whereby "Brach Controlit" Becomes Standard Equipment

The L. S. Brach Mfg. Co., 129 Sussex avenue, Newark, N. J., has just closed negotiations with three of the most important battery manufacturing companies in the country, whereby the "Brach Controlit" becomes standard equipment with their products. These battery and eliminator manufacturing organizations include the Willard Storage Battery Co., Philadelphia Storage Battery Co. and the Prest-o-lite Co.

The "Brach Controlit" is considered among radio engineers as one of the most important inventions since the advent of radio. It is a small, compact instrument, produced at a popular price, which makes possible the linking of radio sets with the house current and controlling the lighting current to any "A" and "B" power supply unit. The "Brach Controlit" is a special type of relay having an especially low resistance coil which is connected in series between the radio set and the "A" battery. The resistance of its windings is so low that it will in no manner affect the efficient operation of the tubes. Also the "Brach Controlit" eliminates switches from "B" power supply units and "A" trickle chargers. These operations become automatic from the radio set switch, thus taking the place

services of Waldo T. Tupper to manage the Fifth National Radio Exposition, which will be held at the Ambassador Auditorium, Los Angeles, September 4 to 10, inclusive. The engagement of Mr. Tupper as show manager for the Southern California Association for the third year in succession is an indication of confidence in his ability and recognition of the successes he has made with previous shows.

Fred Bobo Goes to Riverside

Fred Bobo, manager of the radio department of the Martin Music Co., has resigned in order to go into business in Riverside. Mr. Bobo, who is very popular in Los Angeles trade circles, has been with the Martin Music Co. some time and will be very much missed although he will not be very far away. L. E. Starkweather, manager of the phonograph department of the Martin Music Co., will now have charge of both the radio and phonograph departments.

of three operations. No change in wiring is necessary in present-day radio sets.

Godfrey Gort, vice-president and general manager of the Brach Co., states that besides the above-mentioned battery manufacturers who have accepted the "Controlit" as standard negotiations are being concluded with other important manufacturers.

Plan Annual San Francisco Atwater Kent Convention

Ernest Ingold, Inc., Distributor, With Headquarters in San Francisco, Sponsors Event

SAN FRANCISCO, CAL., April 9.—Plans are already practically completed for the Third Annual Atwater Kent Convention, to be given by Ernest Ingold, Inc., Atwater Kent distributor of this city, on July 7 next, at which time it is expected fully a thousand radio executives will gather in business and entertainment sessions.

Following the precedent of previous years, the third edition of the Ernest Ingold, Inc., Atwater Kent Follies will be given, and already a cast of some sixty dancers and singers and an orchestra of thirty pieces is rehearsing.


Morning headquarters for the convention will be in the display rooms of Ernest Ingold, Inc., followed by a noonday luncheon at the Clift Hotel and an afternoon session and a rousing inspirational meeting in the evening, for which the entire roof of the hotel has been engaged.

The San Francisco convention is the first of a great series of Atwater Kent meetings.

Sound-Modifying Doors Patent Finally Decided

The long-pending suit of the Victor Talking Machine Co. vs. the Brunswick-Balke-Collender Co. and John Bailey Browning was decided March 21 in the United States Supreme Court in favor of the Brunswick Co. This suit, involving the invention of the two-door cabinet machine, has been in the courts for a number of years, the United States Supreme Court affirming the decision of the lower courts. The question before the courts was whether Eldridge R. Johnson, formerly president of the Victor Co., or Mr. Browning was the true inventor of the sound-modifying doors, and the Court of Appeals of the District of Columbia, the court of last resort in patent office proceedings, decided in 1921 that Browning was the inventor.


The case was then taken to the United States courts, and both the District Court in Delaware, which tried the case, and the United States Circuit Court of Appeals for the Third Circuit, which reviewed the trial court's decree, found that Mr. Johnson was not entitled to the patent. It was this finding that the United States Supreme Court considered and approved by its affirmance on March 21 without writing any opinion.



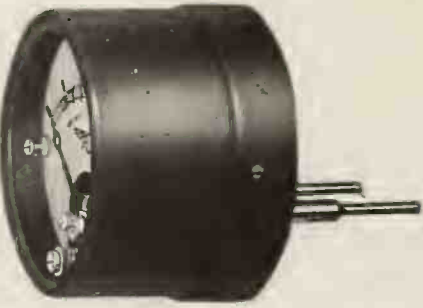
Set Owners Buy This Instrument

Increasing numbers of set manufacturers are placing tip-jacks in the panel of their sets to enable the owners to check the filament voltage of the tubes.

Set owners realize the importance of filament control and go to their dealers for advice and for proper instruments to use.



The adjustment feature makes the Jewell Tip-Jack Voltmeter far superior and more desirable for set owners' use.



Pattern No. 135-A Tip-Jack Voltmeter

The Jewell tip-jack voltmeter has no equal for tip-jack voltage measurements. A super-adjustment allows the scale to be brought to the normal horizontal position, regardless of the vertical or horizontal spacing of the tip-jacks. No other instrument for similar use has this important feature.

Movement parts of the instrument are silver-plated and the scale is silver-etched with black characters. Movement is of the D'Arsonval Moving Coil Type with zero adjuster. Case is black enameled. It is pleasing in appearance, as well as serviceable.

JEWELL ELECTRICAL INSTRUMENT CO.
1650 Walnut St. **CHICAGO**

"27 Years Making Good Instruments"

FUTURE PERFECTION OF RADIO RECEPTION DEMANDS RADIO TUBES DESIGNED FOR EACH RADIO FUNCTION

deForest



Like the Benvenuto Cellini cup from the Altman collection of the Metropolitan Museum in New York, the De Forest Audions are fine examples of craftsmanship and painstaking skill.

DE FOREST engineers have recognized certain characteristics in the functioning of tubes in all radio units. Our laboratories have labored long to advance these characteristics that so improve radio reception, and now, these highly desirable elements have been developed in De Forest Audions for specific operations in the various radio reception departments.

Fans who are keen to bring their radios up to the highest degree of efficiency will eagerly adopt these Specialist Audions, the idea of which has long been appreciated in England.

These new De Forest Specialist Audions are now available for detector work, radio frequency amplification and use in all audio stages in types taking up to 500 volts on the plate.

To demonstrate the advantages of this idea and the improvement possible in your radio's

performance tune in a weak and distant station or turn down the volume of a local until you can just barely hear it in the loud speaker. Substitute De Forest DL-4 Specialist radio frequency Audions in place of the RF amplifiers you have been using. Note the remarkable increase in volume—how much louder the distant station and how the music of a local is raised to room filling proportion.

Radio amateurs will appreciate the characteristics of these efficient tubes. We must remember that regardless of RF circuits, tubes for best results must be uniform. The rigid limits, both electrical and mechanical, to which De Forest Audions are held assure a high standard of uniformity. With a very constant grid-plate capacity and high mutual conductance the volume these Audions obtain from distant reception is both amazing and satisfying.

These DL-4's are recommended for trial before you change *all* the tubes in your set.

De Forest Audions have been standard since 1906. The same genius who has made the broadcasting of voice and music possible is still hard at work for greater perfection and greater achievement in radio reception.

Of course, De Forest has designed a general purpose Audion. It is a good one and where price is a consideration the D-OIA Audion is an unequalled value at \$1.65. This tube is built to the same high standards of quality that mark all De Forest Audions.

De Forest dealers are pretty much everywhere. Look for displays of the brilliant black and orange Audion containers in shop windows. (Metal boxes in which De Forest Specialist Audions are packed insure their safety and dependability.)

If dealer is not available write for booklet which describes characteristics of each Audion and for chart indicating proper replacements for all standard makes of radio.

Write Dept. 10 for descriptive literature

DE FOREST RADIO COMPANY

Powel Crosley, Jr.



President.

JERSEY CITY, N. J.

New Stores and Changes Among Talking Machine Dealers During the Past Month

New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

California

Oakland—The Chisholm Music Co. has moved from the corner of Oxford and Center to 2058 University and is experiencing a much more satisfactory business.

Oakland—The Oakland Phonograph Co., owned and operated by Bernard S. Goldsmith, has moved to a better location in the shopping center at 1729 Broadway.

Berkeley—A branch of System Radio of Oakland was recently opened on Shattuck avenue, featuring the Bosch line of radio products.

Berkeley—The Benjamin Music Co. is again being operated by the original owner. It was sold some time ago to W. B. Ragland.

Berkeley—A new store, the Henderson Radio Shop, was recently opened at 2295 Shattuck avenue, carrying a full line of Atwater Kent, Crosley and Kolster sets.

San Francisco—H. E. Ross has opened a new music store at 5438 Geary street, carrying a complete line of talking machines, pianos and other musical instruments.

San Leandro—W. R. Ragland has opened a music store at 1256 East Fourteenth street.

Los Angeles—H. Ross McClure has opened the Personality Shop at Fifth street and Broadway, carrying a complete line of musical instruments.

San Jose—George S. Eardley, until recently manager of the local branch of Sherman, Clay & Co., has bought an interest in the Ferguson Music Co.

San Francisco—The Amphion Music Studio, featuring phonographs and radio, has been opened at 45 Stockton street, with F. W. Kolkman as manager.

Carmel—Miss Katherine Lial has opened a music department in the Palace Drug Store, carrying phonographs, small goods and sheet music.

Hanford—G. M. Florey recently held the formal opening of his new store on North Douth street.

Colorado

Rocky Ford—The C. O. Clark Music Co. recently opened its new establishment at Main street and Maple avenue with a complete line of Victor Orthophonic talking machines, Gulbransen pianos and other musical instruments.

Connecticut

Branford—Morris Philmus, proprietor of the Philmus Music Shop, Ansonia, has opened a branch store on Main street, this city.

Bridgeport—Joseph Gilman has moved his general music store to his new building on Fairfield avenue.

Georgia

Rome—The McBrayer Bros. Music Co. has opened a new music store at 406 Broad street, handling a complete line of musical instruments.

Illinois

Chicago—The Harry Brooks Music Co., 335 South Wabash avenue, has been incorporated with a capital stock of \$75,000.

Rockford—Guy W. Deetz and Ellis D. McAssey have taken over the management of the Haddorf Music House, 220 North Main street.

Chicago—The Ackerman Music House, Inc., has been incorporated with a capital stock of \$20,000 to deal in musical instruments at 3148 West Sixty-third street.

Moline—Edward Petit has moved the local retail branch of the Chicago Musical Instrument Co. to the Jenkins Radio Store at 104 East Second street.

Indiana

Evansville—N. W. Bryant has sold his interest in the Bryant Piano Co., 226 Main street, to H. F. Reichert, who will conduct the business.

Iowa

Marshalltown—The Mickel Music Co., which has conducted a retail music store here, has closed out its business.

Kansas

Sedan—Bud Pierson has taken over the phonograph sec-

tion formerly handled by P. F. Smith in his new music store, which also carries small goods and sheet music.

Kentucky

Louisville—The Durlauf & Berry Music Shoppe, 604 South Fifth street, has held its formal opening, handling small goods and sheet music.

Maryland

Hagerstown—The Moller Music Co. has purchased the business of the local branch of Charles M. Stieff, Inc.

Massachusetts

Pittsfield—A branch of the Gibbs Piano Co., Springfield, has been opened at 246 North street, carrying a full line of musical instruments.

Lynn—Shaffel's Music Shop, 25 Summer street, has suffered a small loss from a midnight fire.

Boston—The Conn Boston Co. has opened its new retail store in the Hotel Statler, with Maxwell Meyers as manager.

Michigan

Detroit—The Bayley Music House has moved to the Broadway section from its former location on Woodward avenue.

Detroit—The Rose-Hill Music Co., on East Grand avenue, has opened for business with a stock of talking machines, small goods and sheet music.

Minnesota

Hibbing—The Winberg Music Store, operated by Fred Winberg, is preparing to move to new quarters adjoining the Boston Department Store.

Morton—G. B. Allen has opened a music store in the Variety Store Building, carrying talking machines, small goods and sheet music.

Missouri

Kansas City—The J. W. Jenkins Sons Music Co. has established a branch store at 3913 Main street, carrying a complete line of musical instruments.

St. Louis—The Sporleder Music House, 7315 Hoover street, has been incorporated with a capital stock of \$10,000.

Kansas City—A. B. Nall and W. G. Robertson have organized the Nall-Robertson Piano Co., with quarters at 3712 Broadway.

Nebraska

Fairbury—The White Piano Co. moved recently to new quarters in the Masonic Temple Building, which was remodeled before the company took possession.

Wilber—The Hodek Music Snop operated for several years by F. W. Hodek was sold recently to Richard and Emil Kliment, who take over the establishment on May 1.

Fremont—Earl Conrad has closed out the Conrad Music House, which he has operated for four years at 210 East Sixth street.

New Jersey

Hammonton—The new store of A. Oliva, formerly handling only phonographs, has added a complete line of other musical instruments.

Glassboro—The furniture of MacFadden & Nutt has extended its stock to include all varieties of musical instruments.

Dover—Extensive improvements have been completed in the store of the Harway Music Co., 28 West Blackwell street.

New Mexico

Clayton—F. P. Kilburn, furniture dealer, recently added a music section and is carrying a complete line of Victrolas, pianos and stringed instruments.

New York

Buffalo—Martin Schwable, formerly associated with the Charles Liske music store, has been made manager of the talking machine department of the Erion Piano Co.

Olean—Max Lang, Columbia phonograph dealer, has moved to a new and improved store at 239-41 North Union street.

Brooklyn—Frances Ann Ballard has been appointed receiver for the Fort Hamilton Music Shop, bankrupt concern at 446 East Eighty-sixth street.

New York—Jacob Zatlun, operating as the Bell Music Shop, 559 East 180th street, has filed an involuntary petition in bankruptcy.

Kingston—A. E. Thomas has moved his music business to the Clearmont Hall Building, 297 Wall street.

Plattsburg—The Plattsburg Music Shoppe has been incorporated to deal in sheet music, small goods and other musical instruments.

Olean—The Olean Music Shop, owned by Stephen Bira-cree, has moved from its temporary location to its new home at 125 North Union street.

North Carolina

Charlotte—The new building of the Andrews Music Store, 235 North Tryon street, has been dedicated with formal opening ceremonies.

North Dakota

Bismarck—E. B. Klein and John Delzer have purchased the business of the Music Shop, 214 Main street.

Ohio

East Liverpool—The Davis, Burkham & Tyler Co. has closed out its branch music store on East Fifth street.

Columbus—Ernest Dahlen has purchased the interests of his partner, Fred Worch, and is conducting the small goods department at the S. W. Goldsmith Music & Furniture Store, 73 East Long street.

Youngstown—The Yahrting-Rayner Music Co., West

Federal street, this city, has opened a retail branch at 2629 Market street.

Youngstown—The bankrupt stock of the Carroll Music Co. has been purchased by the Yahrting-Rayner Music Co.

East Liverpool—Olen H. Dawson has opened a new music store in the Brooks Building on West Fifth street.

Norwood—The A. & N. Music Co., Cincinnati, has opened a branch store in this city.

Broadway—The Maple Heights Music House Co. has been incorporated to deal in musical instruments.

Bedford—The Bedford Music Co. has been incorporated with a capital stock of \$15,000, and will carry a complete line of instruments.

Oklahoma

Miami—W. R. Parker has been appointed manager of the Martin Bros. Music Co. store here, succeeding Earl Strong.

Blackwell—The McDowell-Castator Music Co., 107 East Blackwell avenue, has enlarged its quarters to include 109 and 111 East Blackwell avenue.

Hennessey—Charles L. Jones and Frank Short have opened the Jones Music Co. in the Jones Building on North Main street.

Pennsylvania

Philadelphia—The Charles S. Walton Co., dealing in musical instruments at 200 South Tenth street, has filed a petition in bankruptcy.

Philadelphia—The Diamond Music Shop has been opened at 2123 Germantown avenue as a branch of the Wolbert Music Store.

Philadelphia—Myers F. Hall has purchased the interests of Jacob Bros., New York, in the music house of Myers F. Hall, Inc., 2626 Germantown avenue.

Altoona—The Brooks Music House has moved from 1204 Eleventh street to more commodious quarters at 1117 Twelfth street.

Ambridge—The Schaffner Music Co. has opened a branch store at 660 Merchant street, with C. B. Mitchell as manager.

Tennessee

Nashville—Bond's Graphophone Shop has remodeled and enlarged its quarters, handling the Columbia line.

Johnson City—Snyder Bros. & Paris have opened an exclusive music store on East Main street, handling a complete line of musical instruments.

Texas

Dallas—The Cline Music Co. has been incorporated with a capital stock of \$10,000; the incorporators are Durward J., J. L. and Ula J. Cline.

Washington

Anacortes—Harry Dodge has incorporated his music business, with a capital stock of \$50,000, under the name of the Dodge Music Co.

Seattle—Hugh Campbell has become affiliated with the Montelius Music House, 220 Pine street, and the firm's name has been changed to the Montelius-Campbell Music House.

West Virginia

Bluefield—The Gaillette-Burdette Music Co. has moved its business to the Rhodes Realty Building, where the same lines are carried.

Huntington—J. C. Gates and Easton White have opened a general music store in the Singer Sewing Machine Co.'s Building, handling Brunswick phonographs.

Wyoming

Gillette—The Melody Mart, handling talking machines and other musical instruments, has been opened by John Daly, Jr.

Silas E. Pearsall Co. Is Appointed Sparton Jobber

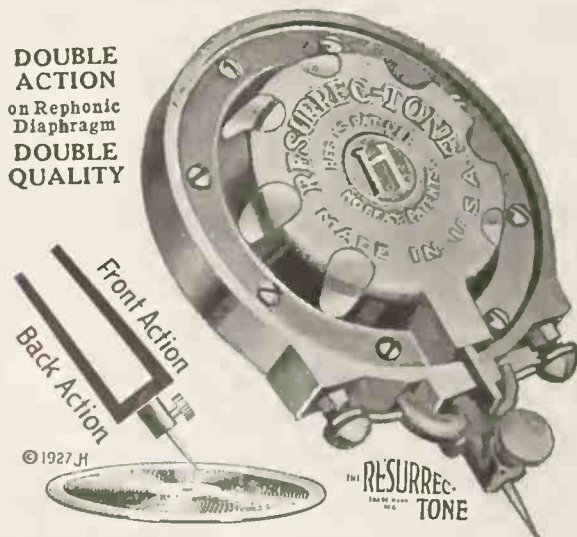
Well-Known Metropolitan Distributor Will Handle Line of Sparks-Withington Co.—Season's Plans Discussed at Luncheon

A luncheon to the distributors of Sparton radio, manufactured by the Sparks-Withington Co., of Jackson, Mich., was the occasion for announcement of the appointment of the Silas E. Pearsall Co. as a distributor for the Sparton line. Harry G. Sparks, radio sales manager of the Sparks-Withington Co., was host at the luncheon. The Silas E. Pearsall Co. is one of the best-known wholesalers in the industry.

The merchandising situation was thoroughly discussed at the luncheon. The distributors present were enthusiastic about the company's plans, as outlined by Mr. Sparks, and it was agreed that the outlook was splendid for Sparton radio in the East.

Among those present were G. Weaver, Victor Meyer and Dan A. Dreeves, of the Bushwick Auto Supply Co., Brooklyn; Ben L. Lehr, Lehr Bros. Auto Supply Co., New York; G. Simon, Halsey Supply Co., Newark, and Mrs. L. M. Green, president, and E. W. Oldham, of the Silas E. Pearsall Co., New York. J. R. Dade and A. H. Riese, Sparks-Withington traveling representatives in this territory, were also present.

DOUBLE ACTION
on Rephonic
Diaphragm
DOUBLE
QUALITY



Patented in U. S. A. and Foreign Countries
Equipped with the Rephonic Diaphragm
HOFFAY PHONO CO., 145 East 92nd St., New York City
Distributors Wanted : Export a Specialty

Johnson NEUTRAL SOLUTION Trickle Chargers

*are showing a sales increase
every day*

IN spite of the fact that radio equipment sales fall off at this season of the year, the sale of Johnson Trickle Chargers is increasing. Other charges require service because of corroded electrodes—low charging rate—short life—etc. Johnson Trickle Chargers overcome all these difficulties, providing a permanent source of "A" power.

You can convince every customer that this compact unit will keep his "A" battery fully charged with even less attention than the battery on which it is used.

Point out these vital facts to your customers and note the resultant sales of Johnson Trickle Chargers.

Neutral Solution. The neutral solution is harmless to rugs and clothing, and entirely odorless. This eliminates a serious and expensive annoyance.

Silent. A Johnson Trickle Charger does not have to be disconnected when the set is in use. It is absolutely silent—no hum—giving 24 hours' charging efficiency each day.

"Short"-proof. No danger from internal short circuiting, for the base and coil caps are made of solid molded rubber assuring perfect insulation.

Electrodes Will Not Corrode. The electrodes will be found entirely free from scale or corrosion, even after months of constant use, insuring extremely long life.

Permanent "A" Power

Johnson Trickle Chargers are the result of intensive research work and are built of the finest materials obtainable—nothing to wear out. Just plug it in and forget it—a permanent source of "A" power. The better jobbers carry Johnson Trickle Chargers. Get in touch with yours today and cash in on surer and bigger profits.

Ask Your
Jobber

Retails
for
\$8.75



*Just plug it
in and
forget it*



Johnson

MOTOR PRODUCTS CO.
308 NORTH SHELDON ST. CHICAGO

Okeh

ELECTRIC

RECORDS

LEADERS of the SALES

JUST as the smartest night clubs are first to play the most popular melodies, so are the most popular melodies first heard on Okeh. It is generally recognized that electrical recordings reproduce marvelously accurate tones of each instrument. But the most perfected recording must reflect the gay, thrilling spirit of youth . . . if your dance records are to be bought by dancers who are seeking in music the joy of life.

Okeh dance records speak the ultra-modern jazz language of the Dancing People. Oh, the feeling of the music when your patrons listen to Frankie Trumbauer's Orchestra . . . the air is all rhythm. Miff Mole's Molers, in full orchestra, call, "Dance!" . . . A slow ripple of pleasure flows through the dancers . . . and steps gorgeously follow the concentrated rhythm of their music. Yes, we are telling you about Okeh features. You are shooting your sales to the highest mark when our Okeh Dance Records are in your store—ready to

sell. Leaders of the sales, that's what they are.

Perhaps your buying visitors are foreigners. A Russian, Lithuanian, German, Scandinavian . . . anyone whose first home was somewhere across the sea . . . he comes to you, his heart weeps to belong to the old evening gatherings at home and for the songs he remembers. You can win him for a constant buying visitor with our OKEH-ODEON records in all foreign languages.

Then there is our tremendous Race population. It may be your store is in just such a neighborhood. They are the children of music . . . but an emotional music unlike any other fashioned music. The sorrow of their ancestors still rings supreme! It is Blues they crave . . . the gnawing passion of anguish . . . moaners and shouters, their singers are called. There is a list of Exclusive Okeh Race Artists famous from coast to coast . . . they sing best the kind of music the Race loves and so Okeh Race Records sell best.

An Okeh Dealer's License is available to you. You can take that step forward in Sales Prosperity if you will write to us and learn about our generous Okeh Dealer's Plan.

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branches: 2957 Gratiot Ave., Detroit, Mich.

1424 Washington Ave., Minneapolis, Minn.

From our **CHICAGO HEADQUARTERS**
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

**Beethoven Centennial Observance One of
 Finest Examples of Sales Promotion**

Dealers Throughout the Middle West Tied Up With the Event and the Result Was a Better Demand for Good Music on Records—Sales Figures on All Lines Satisfactory

CHICAGO, ILL., April 8.—Talking machine dealers throughout the Middle West were witnesses to, and partners in, a laudable example of sales promotion before and during Beethoven Week, March 20 to 26, when practically all of the instruments which reach the public eye were brought into play. Extensive advertising by leading manufacturers of phonograph records, editorial space in newspapers dealing with the Beethoven Centennial, window displays of records in dealers' stores, and radio broadcasting combined to make the event notable in the public mind, and to boost Beethoven recordings and other records of the more serious type.

Sales figures in phonographs, records and radio products throughout the Chicago territory are equal to, and, in some cases, greater than, those of 1926. Manufacturers of talking machines have perfected several improvements on their products which will give the dealer an added chance to capitalize on the interest which has already been aroused by the new type instruments, and it is expected that there will be found in the retail stores by early Fall an increased number of electric pick-up machines.

While there have been several sales of distress radio merchandise in the department stores of Chicago, the effect has not been felt so keenly by the smaller dealer as in years past. The music-radio dealer and the neighborhood store are rapidly becoming more prominent factors, because of nearness to the customer's home, canvassing, and ability to give quick and efficient service on radio apparatus.

Radio manufacturers throughout the Middle West are perfecting their models, and preparing them for formal exhibition at the trade show to be held in this city in June. While the sets themselves are expected to contain no revolutionary developments, it is said that many radical improvements will be shown in reproducers and in power supply units, with the electric, or light socket operated sets occupying a prominent place in many manufacturers' lines.

Beethoven-Columbia Week a Big Success

In musical circles throughout the Chicago district Ludwig van Beethoven, composer, during the week of March 20 to 26, was accorded the place which is rightfully his. Churches, schools, clubs, newspapers and radio broadcasting stations all gave their assistance in commemorating the hundredth anniversary of the death of Beethoven, who died one hundred years ago, on March 26, 1827.

The work of forming committees in the different cities was under the direction of A. J. Heath, manager of the Chicago office of the Columbia Phonograph Co. The Chicago committee was very active under the guidance of Miss Olga Menn, chairman of the Beethoven Committee in the Chicago district. Other women connected with her on this committee were Mrs. Walter Seymour, president of the Illinois Federation of Women's Clubs; Mrs. Arthur G. Jackson, musical chairman of the same organization; Mrs. Samuel Insull, nationally known wife of the director of staff for the Chicago Public Utilities; Mrs. Edith Rockefeller McCormick, Mrs. Edward S. Bailey, Mrs. George B. Tyler, Mrs. H. McClellan Hess and many other socially prominent women.

Through the courtesy of Walter Roche,

manager of Lyon & Healy, Columbia was successful in securing the hearty co-operation of the four Lyon & Healy stores in Chicago, where daily Beethoven recitals were given in the private auditorium during Beethoven Week, March 20 to 26.

The broadcasting stations co-operated by

giving the music of Beethoven a prominent space on their programs. The Chicago Daily News sponsored a Beethoven essay contest for Chicago school children and offered prizes to the various schools throughout Chicago, which devoted their music periods to the playing of Beethoven music and informing their pupils of the work and life of Beethoven, thus creating additional interest in the event.

Fine Broadcast Programs

In Minneapolis, radio broadcasting over Station WAMB between the hours of 10:30 a. m. and 1 p. m. was devoted to Beethoven music

(Continued on page 106)

A Dominating Value

The New KIMBALL PHONOGRAPH

True Tone
Quietness of Operation
Plays all Records
Exclusive Features



Style 250



Style 300

Two of the new
 Kimballs — new
 construction, not
 just new styles.

*See and hear and you will enjoy the new
 KIMBALL PHONOGRAPH. Write or Wire.*

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Avenue
Kimball Bldg., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

every day of the Centennial Week, with the Civic Music League of that city co-operating by staging a series of recitals in the schools and prominent clubs of the city. A number of letters have arrived at the Chicago Columbia office detailing the activity displayed to commemorate the hundredth anniversary of the death of Beethoven and thanking the Columbia Phonograph Co. for its co-operation. The letters came from such people and organizations as the Music Club of Minneapolis, Chicago Piano and Organ Association, the University of Wisconsin, Chicago Federation of Women's Clubs, Sears, Roebuck Agricultural Foundation and many others of like nature.

The dealers handling the Columbia line made splendid window displays during Beethoven Week.

Buckingham New Six-Tube Set Announced

The Buckingham Radio Corp., Chicago, recently announced to the trade a new six-tube one-dial control radio receiver chassis. The new product is the result of many months' research and critical testing by the Buckingham engineering staff, headed by W. Dumke. Several distinctive features are embodied in the chassis, according to the announcement, including a new tuning control mechanism completely shielded in a metal case. The etched bronze panel and sub-panel are supported by cast aluminum braces, giving the set strength and rigidity, and the sub-panel wiring is completely shielded, as are all of the specially designed coils.

The illuminated dial, calibrated in both wave lengths and degrees, completes the panel design. Three stages of tuned radio frequency, detector and two stages of audio frequency are incorporated in the set, and the chassis is especially adapted for use by jobbers, distributors and large retailers.

Louis Frankel Visiting Eastern Trade

Louis Frankel, treasurer of the Mohawk Corp. of Illinois, maker of Mohawk one-dial radio receivers, left the firm's headquarters in Chicago on March 29 for a trip throughout the East, upon which he visited Mohawk distributors in Washington, Philadelphia, New York, Buffalo and other Eastern trade centers.

The Kelley Sales Co. Organized

The Kelley Sales Co. was recently formed in Chicago to function as national sales representative for radio manufacturers. The firm is headed by W. F. Kelley, president, formerly

connected with the All-American Radio Corp. as Chicago district manager, and who, prior to that time, occupied the position of assistant sales manager. The Kelley Sales Co. will act as representative for the Baritone Mfg. Co., loud speaker manufacturer; Buell Mfg. Co., maker of condensers, coils and panels, and Fetha-Stel Products Co., manufacturer of speakers and radio consoles.

The Kelley organization represents these manufacturers throughout the United States, appointing distributors, who in turn will serve the dealers in their respective territories.

New Series of Radio Receivers Soon Ready

A new series of radio receivers will soon be ready for the trade, according to an announcement made a few days ago at the general offices of the Reichmann Co. These will be known as Thorola Models 60, 61 and 62. All of the new sets are seven-tube receivers featured by single-dial control and straight-line scale electrically lighted dial readings. The dial readings pass through a proscenium arch window, and may be read easily from practically any angle.

Model 60 is a table type receiver finished in antique walnut. Model 61 is a console receiver, also furnished in walnut and containing a long, gradually expanding tone chamber. A combination of long air column and a cone speaker are features of Model 62, also a console receiver, finished in walnut. The new Reichmann line ranges in retail prices from \$90 to \$200, and will be exhibited for the first time at the Radio Manufacturers' Trade Show at the Hotel Stevens, Chicago, June 13 to 18.

Hyatt Portable Radio Receiver Campaign

The Hyatt Electric Corp., Chicago, formerly known as the Hyatt Electrophone Corp., headed by Ralph E. Hyatt, president, is sponsoring an ambitious sales drive in the music-radio trade in the interest of the Hyatt portable radio receiver. The Hyatt organization has been prominent in the manufacturing field for many years for the Electrophone, an instrument which enables the deaf to hear instantly and is now installed in educational institutions for the deaf throughout the United States.

The Hyatt portable receivers are known as Model A and Model B. Both contain six-tube receivers and are furnished either without accessories or completely equipped with tubes, A, B and C batteries. Both models have but one tuning control and are equipped with Apex vernier dials. The portables weigh twenty-

eight pounds, have a built-in speaker with a unit and employ a loop aerial. Model A, which retails for \$95 without accessories and \$115 complete, is furnished in a special leatherette finish and the panel inside the cover, which is used as an aerial, is embossed in gold and sev-

**Hyatt Portable Model A**

eral other hues. Model B is also finished in leatherette, listing for \$85 without accessories and \$105 complete. The Hyatt portable receiver is sold through distributors located in important trade centers throughout the United States.

Sonora Officials Visiting the West

Frank D. Goodman, general sales manager of the Sonora Phonograph Co., New York City, arrived in Chicago on April 4, spent several days at the headquarters of the TAY Sales Co., local Sonora distributor, and then proceeded to Detroit. S. O. Martin, president of the Sonora organization, was in Chicago late in March, spending one day in the city during a Middle Western trip which included a stop-over at the Sonora factory in Saginaw, Mich. Notable Dealers Have Buckingham Radio Line

R. T. Anderson, sales manager of the Buckingham Radio Corp., Chicago, announces that the Buckingham sales organization is virtually completed for the coming year and will give the firm active representation and distribution throughout the entire United States. The Buckingham line of radio receivers, featured by the new single dial control chassis, will be sold and serviced through the following organizations: MacNeill Electric Service Co., Boston, Mass.; F. A. Hudgin & Co., Buffalo and Syracuse, N. Y.; Manufacturers Sales Co., Metropolitan New York; Erlichman Bros., Inc., Philadelphia, Hartford, Pittsburgh and Cleveland; Gallinson & Co., Minneapolis, Minn.; Harris F. Holland, Indianapolis, Ind.; Franklin McDermott, St. Louis, Mo.; Barnes & Co., Atlanta, Ga., and American Sales Co., San Francisco, Cal.

Chicago Record Co. Chartered

The Chicago Record Co., 3621 South State street, was recently incorporated with a capital stock of \$30,000. to manufacture and deal in phonograph records, mechanical music devices, radio phones, etc. The incorporators are J. Mayo Williams, Aleta S. Williams, William H. Temple and Millie Williams.

C. E. Penney Abox Co. Sales Manager

C. E. Penney was recently appointed sales manager of the Abox Co., Chicago, manufacturer of the Abox filter, which filters the current direct from the charger to the receiving set. Mr. Penney was associated with firms in the electrical field over a period of eight years and has been advertising manager of the Bremer-Tully Mfg. Co., Chicago, for the past eighteen months. He has had considerable experience in the field of radio merchandising and sales

(Continued on page 110)

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, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Ardito Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc

TRADE MARK
"CONSOLA"
CABLE ADDRESS
CONSOLA

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2057 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.

Mohawk Radio

The *One-Dial* Receiver

Out of a maze of claims and counter claims MOHAWK dependability stands as a beacon light—pointing the road to radio reception which is never better and seldom approached. Concentrating our efforts on MOHAWK One-Dial Receivers makes it possible for our factory to continue—

**BUILDING THEM BETTER
PRICING THEM LOWER
SELLING THEM FASTER**

The MOHAWK One-Dial Radio Dealer Franchise is *valuable* now, and this value is *growing* day by day. Dealers keen for profits and prestige will do the "wise thing" by writing or wiring today.



The Home of Mohawk One-Dial Radio Receivers—One of the finest equipped manufacturing plants in the world

MOHAWK CORPORATION OF ILLINOIS

Established 1920—Independently Organized in 1924

2220 Diversey, at Logan Boulevard, Chicago

The Mohawk One-Dial Radio Receiver will be fully represented at the R. M. A. Show, to be held at the Stevens Hotel, Chicago, June 13th to 18th, inclusive.

The Toman "Helical" Tone Arm Set

An Original Design

Embodying a new principle
in tone arm construction.

(Patent Pending)



Specially designed for use with latest type long amplifying horns.
Hole in base $1\frac{3}{8}$ inch diameter—Distance from center of base to
needle holder in playing position about $9\frac{1}{2}$ inches.

Constantly curves and tapers

Air tight in construction

No vibration or jingling on loudest tones

The walls of the Helical tone arm progressively increase in thickness from $\frac{3}{32}$ inch at the reproducer, to $\frac{3}{16}$ inch at the base—this construction prevents any losses or modification of sound waves as this tone arm *does not vibrate even on loudest tones*—whereas tone arms made with thinner walls will vibrate and frequently lose and also modify some of the sound waves. The "Helical" tone arm has a constantly tapered air column measuring 15 inches from reproducer to amplifying horn connection, and the inside walls being perfectly smooth offer absolutely no resistance to the sound waves—and due to the perfect helical curves throughout, there is absolutely no alteration of the natural characteristics of either high or low tones, which are perfectly transmitted to the amplifying horn.

Manufactured by

E. Toman & Co.

2621 West 21st Place

CHICAGO, ILL.

Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.

Cable Address—"Wondertone Chicago."

Cable Codes—Western Union—A.B.C. (5th Edition).

The Toman "Helical" Tone Arm Set

Does not infringe any U. S. Patent

Not a copy or imitation

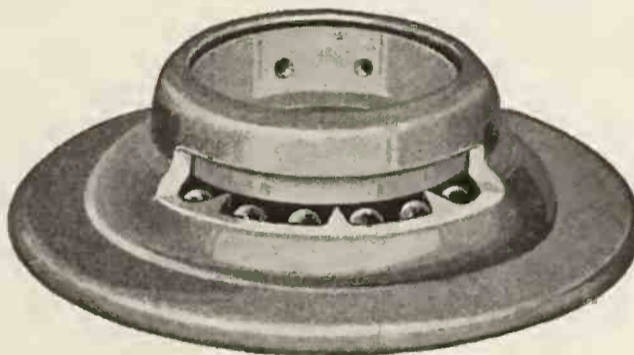
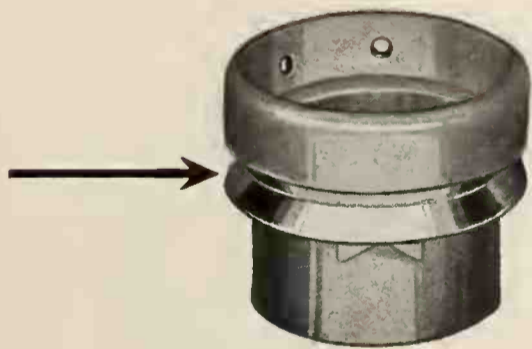
Produces a very fine, deep, rich, mellow and powerful tone, surpassed by none



*Durability of construction prevails throughout the entire unit
Note the strong and efficient construction of the base*

The ball race is machined as smooth as glass.

Ball container has spacers preventing piling up of balls, insuring perfectly smooth movement of tone arm, with minimum of friction.



The Toman reproducer was placed on the market last summer, and met with great success. This reproducer, besides producing a remarkably fine, deep, mellow, and powerful tone, has the great advantage of being practically indestructible in construction, the diaphragm being made of alloyed metals—in

which magnesium predominates—and is 15/1000 inch thick. It is suspended in such a manner that it is very sensitive, and reproduces perfectly extreme highest or lowest tones. This construction is far superior to the extremely thin diaphragms used in many other reproducers, which are very fragile, and easily damaged.

Manufactured by

E. Toman & Co.

2621 West 21st Place

CHICAGO, ILL.

Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.

Cable Address—"Wondertone Chicago."

Cable Codes—Western Union—A.B.C. (5th Edition).

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

promotion and his many friends in the industry will be glad to learn of his new connection.

Harry Alter Co. to Wholesale Ortho-sonic

The Harry Alter Co., Chicago, announced a few weeks ago its appointment as wholesaler of Federal Ortho-sonic radio receivers manufactured by the Federal Radio Corp., Buffalo, N. Y., effective early in March. The Harry Alter Co. will carry a complete stock of the Federal Ortho-sonic line of receivers, including the art models. A very elaborate display will be shown in its new and enlarged showroom on Michigan avenue and Eighteenth street, which will be opened about April 15. The Alter organization will serve dealers located in western Michigan, northern Indiana and Illinois.

A. G. Gulbransen Tells of Business Upturn

The Gulbransen Co., of Chicago, manufacturer of Gulbransen registering pianos, recently declared a dividend of 2 per cent on outstanding common stock, payable March 31. A marked upturn in the business of the firm and its dealer-organization during the past three weeks is reported by A. G. Gulbransen, president. Indications point to a good demand during the next quarter, particularly as the company swings into full production of the new models of grand pianos, which have been sixty to ninety days behind orders.

Viva-tonal Scores in Mayoralty Campaign

William Hale Thompson, Republican candidate for the office of mayor of Chicago, used a Model 810 Viva-tonal Columbia phonograph and Columbia records throughout his campaign to entertain the crowds which gathered daily at the Republican headquarters. Mr. Thompson announced that he would present the instrument as a prize to the campaign worker who obtained the most votes for him in the April 5 election.

W. C. Fuhri Visiting Western Trade

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., New York City, was a visitor at the Chicago Columbia branch office during the past month, where he discussed with A. J. Heath, district manager, plans for improving the Columbia service to dealers in the Chicago territory. Mr. Fuhri made Chicago his headquarters for several days, journeying from this city to Milwaukee, St. Louis, Cleveland and other nearby cities where there were matters pending for his attention.

W. L. Sprague, special district sales representative of the Columbia Phonograph Co., with headquarters in Minneapolis, also visited the Chicago Columbia branch office in March. Mr. Sprague reported that prospects are very encouraging throughout the Northwest territory and that there is every indication of an increasing demand for Columbia records throughout the Summer months.

Take on Bell & Howell Filmo Camera Line

G. W. Davidson, president of the North Shore Talking Machine Co., 712 Church street, Evanston, Ill., recently announced that his firm had added the Bell & Howell Filmo motion picture camera line on March 1. He is very enthusiastic about the possibilities of this line, has displayed it in an attractive manner in the store windows and three outside salesmen are also working with him to give the Filmo camera



G. W. Davidson maximum representation in the North Shore district of the city.

Chickering Studios Give Beethoven Recitals

The Chickering Studios, Evanston, Ill., through the activity of the owner, C. J. Kaumeyer, gave daily Beethoven recitals during Beethoven Week, March 20 to 26, using Columbia records. These recitals were well attended by prominent people residing in the north shore suburbs of Chicago. Mr. Kaumeyer is a well-known musician in Chicago and has given many violin recitals in the city. The Chickering Studios are actively furthering the interests of the Viva-tonal Columbia instruments and Columbia records in Evanston and the other north shore suburbs.

M. E. Seegmiller Resigns From Howard Co.

M. E. Seegmiller, well known in the radio industry, has resigned as sales manager of the Howard Radio Co., of this city, manufacturer of Howard neutrodyne radio receivers. Mr. Seegmiller has not definitely announced his plans for the future, but will probably remain in the radio industry in an executive sales capacity.

J. A. Fischer a Visitor to Chicago

J. A. Fischer, president of J. A. Fischer Co., Philadelphia, visited Chicago on March 30, spending a great part of his one-day sojourn with Milton S. Schiff, manager of the Vitonola

Electrical Pick-Up Operated From Light Socket Introduced

United Air Cleaner Co. Making a Completely Balanced Electrical Pick-Up Unit for Phonograph Manufacturers

According to an advance announcement issued at the headquarters of the phonograph division of the United Air Cleaner Co., Chicago, the firm has designed and perfected a complete electrical pick-up installation, operated directly from the light socket, for use in phonographs. The pick-up is complete from the needle which rests on the record to the speaker, a completely balanced unit, and it will be furnished to manufacturers of phonographs. It was the privilege of The World representative to listen to a demonstration of the new product, which reproduces faithfully all the notes of the entire register. It was developed by James P. Quam, of the United Air Cleaner Co. engineering department, and detailed information regarding the new electrical pick-up installation will be released in the near future.

WorkRite Mfg. Co. Plans Extensive Ad Campaign

CLEVELAND, O., April 6.—During the past season the WorkRite Mfg. Co., manufacturer of WorkRite Super-Neutrodyne radios, spent the major portion of its consumer advertising appropriation in supporting its distributors with newspaper space. Almost without exception this policy met with an enthusiastic response from the distributors. The results were more tangible than a national campaign would have produced because the only papers used were those in cities where good distribution assured a 100 per cent dealer tie-up. Advertising plans for the coming season, contemplating even greater co-operation with distributors and dealers through the use of direct mail, as well as newspaper advertising, are now being made.

Service Bureau. The Vitonola organization distributes in Chicago and Illinois the Valley Forge line of main springs and Val Phonic reproducers made by the J. A. Fischer Co.

Hemphill & Co. to Represent Magnavox Co. in Detroit

Appointed Representatives With Important Territory as Field of Operations

DETROIT, MICH., April 8.—Hemphill & Co., manufacturers' representatives of this city, were recently appointed by the Magnavox Co., radio receiver and loud speaker manufacturer of Oakland, Cal., to serve as representatives in this territory. Hemphill & Co. have been assigned a territory embracing a few counties in northeastern Indiana and northwestern Ohio, including the cities of Fort Wayne and Toledo, and the entire lower peninsula of Michigan. The Michigan territory will be handled personally by H. M. Hemphill, head of the firm, assisted by a sales representative.

Mr. Hemphill has been actively identified with the radio industry since its inception, having spent several years managing the radio department of an electrical distributing house in Chicago, and launching his present firm in Detroit three years ago. The Hemphill organization is planning an extensive sales promotion campaign on the Magnavox line, which will bring it forcibly to the attention of the trade in its territory.

Opens Department

A musical instrument department is a feature of a new store opened at 141 Center street, Schenectady, N. Y., by Max Rapp & Co.

An Ideal Combination

VITANOLA service and Fischer products—a combination that deserves your earnest consideration. Such a combination of quality and service assures you of the best obtainable at the right price.

WE are equipped to solve your repair and service problems. It is our sincere desire to make you a satisfied customer and we are sure that a trial of our service will be the best criterion.

Vitonola
Service Bureau

11 East Austin Ave.

Chicago, Ill.

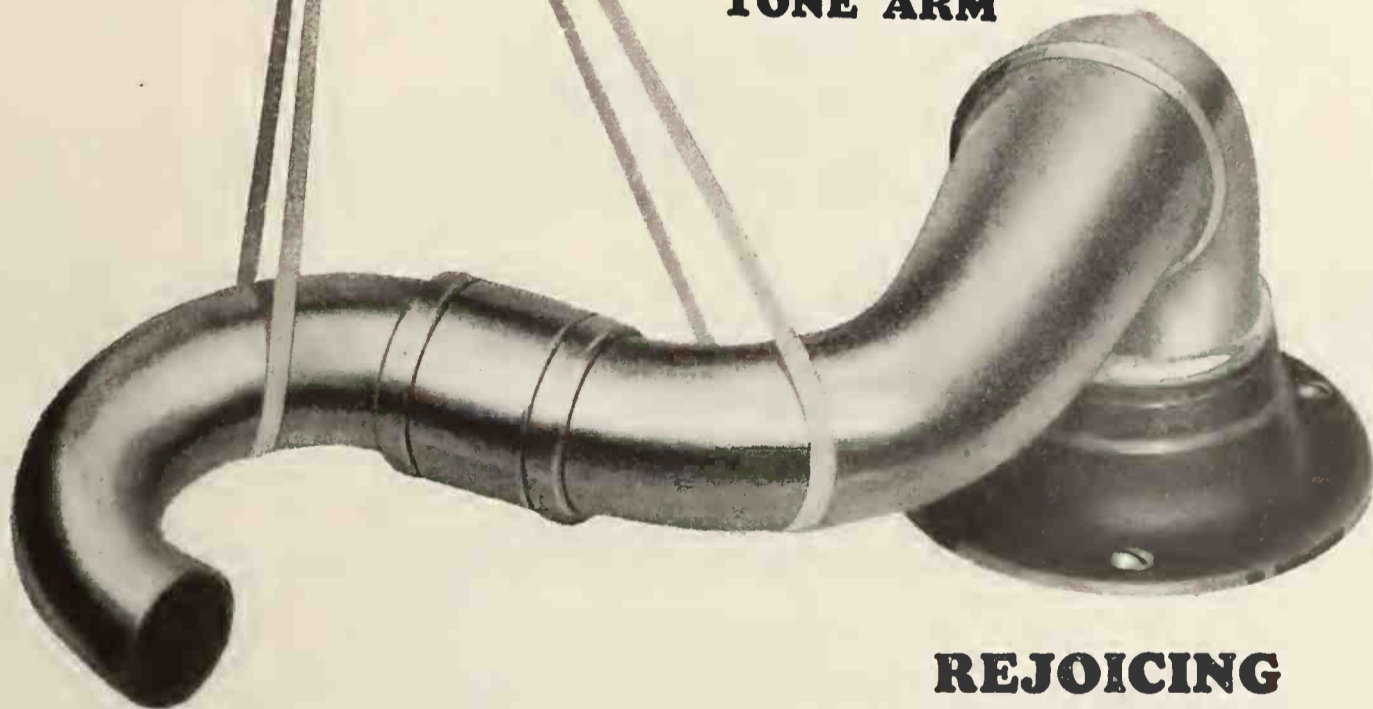
Supplies and replacement materials for all types of phonographs



PEDIGREED



**"BABY"
PORTABLE
TONE ARM**



REJOICING

The "Baby" Portable Tone Arm is manufactured in one length, 7³/₄ inches, of heavy durable brass as used in other Quali-Tone tone arms. Made complete in our own factory under the supervision of the same vigilant experts who have made Quali-Tone the outstanding name in tone arm circles.

DEALERS—

*Write for details
on the "BABY"
at once*

is general among Manufacturers. For the "Baby" is just exactly what they wanted—ideal in every respect, and representing the combined perfections of its proud parentage. It is guaranteed to hold high the family honor and to maintain the exalted prestige of the Quali-Tone family, pledged to the family motto of Extraordinary Quality Always. Dealers who see the "Baby" will understand at once why Manufacturers are so enthusiastic over this addition to the famous Quali-Tone Line.

Manufactured by the Phono-Parts Division of

Duro Metal Products Co.

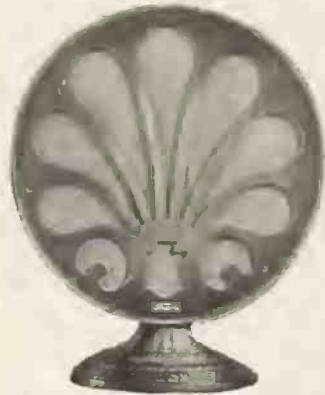
2649 North Kildare Avenue

Chicago

New Products Announced by the Reichmann Co.

Manufacturer of Thorola Radio Receivers and Loud Speakers Adds Two Loud Speakers and One Loud Speaker Unit to Its Line

The Reichmann Co., Chicago, manufacturer of Thorola radio receivers and loud speakers, introduced a few weeks ago three new products, two loud speakers and one loud speaker unit. The first of these products to be shown to the trade was Model 18, two diaphragm cone loud speaker, in which the unit and diaphragm are protected from injury in the front by a walnut grille and in the back by a sturdy dome wire screen covered with a cloth of gold. The comparatively small and scientifically treated paper cone diaphragm is said to adequately reproduce the medium and high tones and the



Thorola Speaker Model 18 two-element diaphragm, a special condenser being placed across the coil, which increases the impedance of the coils and reduces the drain on the "B" battery, helping in the perfect reproduction of the deep, low tones. Model 18 retails for \$25.

Another of the new products is the Model 11, cone type speaker, listing at \$10. Model 11 is a free edge type steel reinforced cone with a sixteen-inch diaphragm. The cone is furnished in bronze-embossed leatherette, with a gold

band and stripe. The base and pedestal are of antique walnut and the wires are completely concealed in tubing within the pedestal. A feature of Model 11 is the ease with which it may be moved from place to place without fear of injury, by merely grasping the upright pedestal. Model 11, which is shipped and delivered to the dealer in a "knocked-down" condition, in a small package, may be easily assembled by the purchaser.

Model 17 Thorola Master unit, the third of the new Reichmann products, is the same as is used in the Model 11 cone and has been designed for use by manufacturers, and for sale through dealers. The Thorola Master unit retails for \$6, and, according to Reichmann officials, is ideally adapted for use with the new long gradually expanding air columns, the new power tubes and power units which have been recently developed in the radio industry.



Side View of
Thorola Speaker

Stewart-Warner President on Broadcasting Situation

C. B. Smith, President of the Stewart-Warner Speedometer Corp., Gives Views to Members of Federal Radio Commission

CHICAGO, ILL., April 5.—In a recent letter to the members of the Federal Radio Commission C. B. Smith, president of the Stewart-Warner Speedometer Corp., manufacturer of Stewart-Warner radio receiving sets, summarized the present broadcasting situation and made suggestions regarding the best way in which the condition can be cleared up so that best possible results can be secured.

Mr. Smith pointed out that it was the interests of the listening public which must be considered rather than those of operators and owners of broadcasting stations, and he also indicates that among the listeners-in there is still a large percentage of DX fans who get their greatest satisfaction from the ownership of a radio set in being able to get distance rather than quality of programs.

In deciding which stations should be licensed, Mr. Smith stated that the Commission should be guided by the amount of public service rendered. By public service he means not only entertainment, but features of educational, informative and charitable character as well. "I think preference should be extended to the established stations," says Mr. Smith, "but I think they should be forced to prove their right to a continuation of the license.

Mr. Smith paid high praise to chain stations for the good work they have done in raising the standard of air entertainment, but he also stated that these stations should not be allowed to take up several air channels for their programs. He feels that when a broadcast is given over several stations each station should be compelled to change its wave length to that of the key station.

Another point brought out in Mr. Smith's letter touches on the broadcasting stations' purposes as follows: "Local stations or stations that are interested in creating good will only among persons within a short radius should be licensed to use low power and should have the greatest percentage of daylight broadcasting. National stations should be granted high power licenses and should be allotted time at night for their broadcasts."

The final point brought out by Mr. Smith had reference to the program potentialities of a station's location. He explained this by saying that a station located in a town of a few thousand population has not the same facilities for engaging talent that compares with that of stations in metropolitan areas.



We Moved April 5th

TO

510 No. Dearborn St.

where we will be fully equipped to give our customers prompt and efficient service. We carry a complete stock of our products, and in the near future will have several new articles to offer jobbers and dealers. Our new Jewel reproducer, the peer of all reproducers, will soon be ready for distribution

JEWEL PHONOPARTS CO.

510 No. Dearborn St.

CHICAGO, ILL.

New Models for 1927!

Repeat Orders Prove These the Biggest Selling Models We Ever Made

New 1927 Models for ATWATER KENT

Also Accommodates Any 7 x 18 In. Set With The Famous UTAH CONE SPEAKER Built In

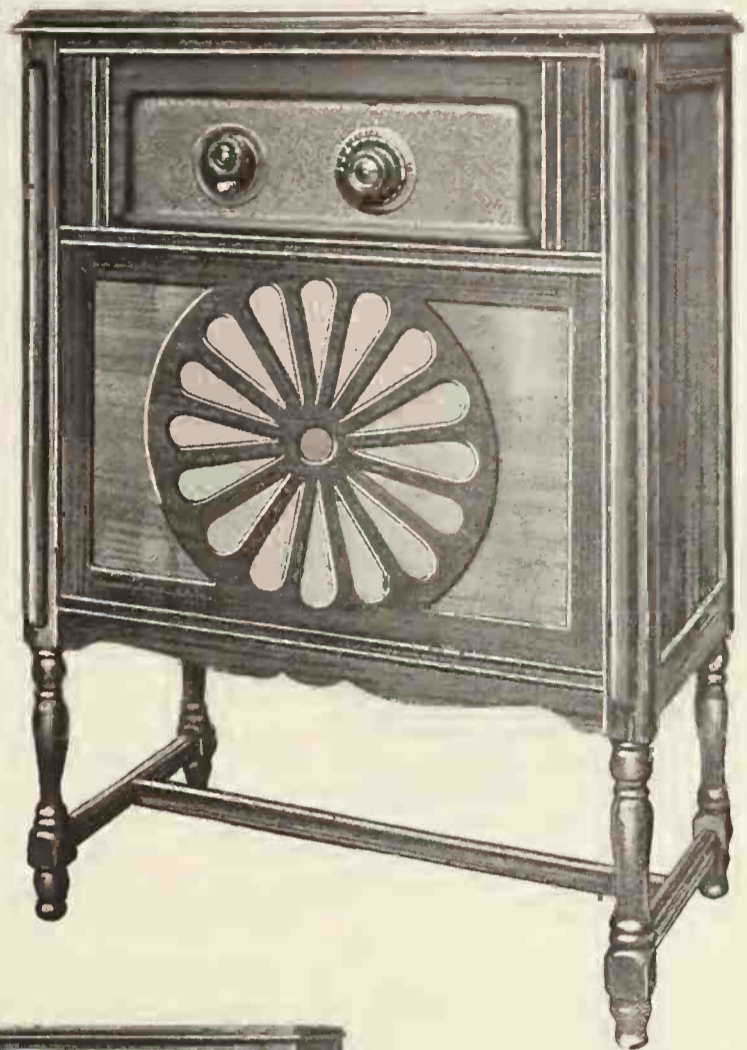
DESCRIPTION

A RADIO console cabinet, built-in Utah Cone Speaker, and battery case combined. (Open battery space in rear.) Made of genuine mahogany plywood, finished a beautiful high-light mahogany. Outside dimensions 26 in. long, 36½ in. high, 14¼ in. deep.

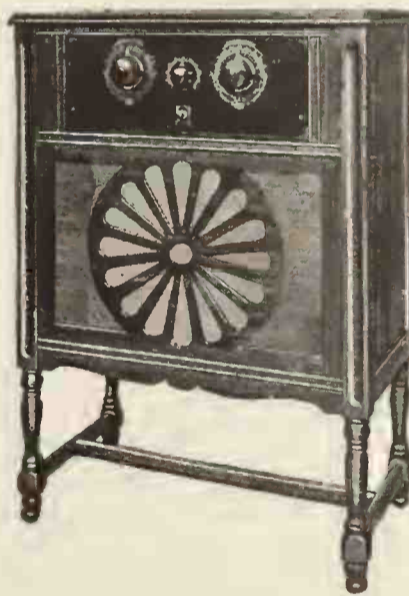
Shipping Weight 70 Pounds

\$37.50

F. O. B. Factory; Brazil, Indiana (Near Chicago)



(Above)
MODEL 6
For Atwater Kent Model 35



(Left)
MODEL 8
For 7 x 18 in. Sets



MODEL 651—Shown at Left

Atwater Kent
Models 20-30-35

Freed Eisemann
Models 10-30-40
For any 7" x 18" Set

F a d a
Model 192-A

UNLESS otherwise specified, Model 651 will be supplied with solid mounting panel 21" long, 9" high, as illustrated. This permits the dealer to fit various size sets with but little work. Made of genuine mahogany plywood, also genuine walnut plywood, finished a rich high-light. Outside dimensions, 26½" long, 45¼" high, 15" deep.

Shipping Weight 100 Pounds

Price \$50.00

F.O.B. Indianapolis, Indiana

United Cabinet Manufacturers Corp.
1615 South Michigan Ave., Chicago, Ill.

Nineteen Fruit Liners Now Have Panatropes

Nineteen passenger ships of the United Fruit Co.'s line have recently been equipped with Brunswick Panatropes. The ships are wired from the instrument, which is placed in the music room, to both decks, so that dancing can be had on either side of the ship. The Panatrope itself has been so adjusted that it will play in the music room and on the deck, or on the deck alone, and thus music can be had in any part of the ship at any time without disturbing the other parts.

This installation shows another phase of Panatrope adaptability which has proved itself



Panatrope on Board a Fruit Liner

in many ways since the instrument was introduced. The illustration shows the instrument on the S. S. "Toloa."

P. L. Deutsch Loses Father

P. L. Deutsch, vice-president and general manager of the Brunswick-Balke-Collender Co., is receiving the sympathy of his many friends in the trade upon the death of his father, I. S. Deutsch, who passed away in Chicago on March 18. Mr. Deutsch, who was seventy-seven years of age at the time of his death and had retired from active business a number of years ago, is survived by a widow, two sons and a daughter.



TWO MODELS AVAILABLE

Model F.W. 4—For the average receiver without power tube
For 50-60 cycle A.C., List price.....\$22.00
For 25-40 cycle A.C., List price.....\$24.00

Model D4—For multi-tube receivers and those using power tubes—All Voltages are variable
For 50-60 cycle A.C., List price.....\$27.50
For 25-40 cycle A.C., List price.....\$30.00

There are no "bugs" in the Molliformer "B" ELIMINATOR

Thousands of fans have built their own B-Units from Molliformer parts with perfect success. Almost without exception these units are still giving trouble-free service even after years of hard use. Now, after three years of actual tests in the hands of owners who have constructed their own Molliformers this marvelous "B" Eliminator is offered to the trade, completely assembled, ready for operation.

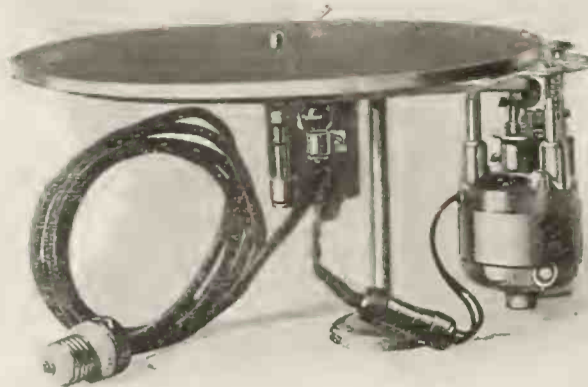
The Dealer selling the Molliformer is not experimenting with a new and untried device. He is selling an instrument that has proven itself by years of unequalled performance. He knows, too, that there will be no loss of profit on expensive service calls, for the Molliformer sells well and stays sold without service. Every Molliformer B-Unit employs the improved sllixite aluminum rectifier.

SOLD DIRECT TO DEALERS AND SET MANUFACTURERS

Exclusive territory still available. If you are looking for a B-Unit in which the discount represents all profit, send in your order for a sample Molliformer.

C. E. JACOBS MFG. CO.
2808 N. KEDZIE AVE., CHICAGO

NOW—The ELECTRIC Phonograph



Write for prices and detailed description

Phonographs have advanced considerably with new types of soundboxes, tone arms and amplifying chambers. To complete the advancement, an Arnold electric motor should be installed not only because it adds to the appearance by eliminating the unsightly crank which means tiresome winding, but also because it is essential for playing the new records.

The Arnold is a substantial motor which operates on either AC or DC current and delivers a uniform speed.

LAKESIDE SUPPLY CO.
73 West Van Buren Street
CHICAGO, ILL.

Twin Cities Musical Organizations' Beethoven Activities Stimulate Music Trade

Interest Aroused by Observance of Composer's Death Has Reflection in Sales—George C. Beckwith Conducts School for Victor Dealers—Panatrope Used With Film Showings

ST. PAUL AND MINNEAPOLIS, April 7.—The musical season is drawing to a close with many fine events on the program. Beethoven Week was fittingly celebrated in the Twin Cities by all music organizations and the interest aroused was pleasantly reflected in the business field. Perhaps the chief beneficiary was Columbia, whose advertising on the Centennial was largely responsible for the widespread interest. The week was all that was anticipated, according to Mrs. Helen D. Beggs, Northwest Columbia manager. There was a very large sale on the special Centennial Masterworks records, and all organizations co-operated in a most gratifying and effective way.

The Majestic Music Shop broadcast twice daily a complete Beethoven concert from the Columbia records. The Radisson Hotel had two loud speakers in the lobby and the music came in wonderfully to the expressed pleasure of the many noon visitors to the hotel.

Aside from the Beethoven edition all Columbia records have enjoyed a good month. There is a steady movement in Viva-tonal instruments, and both Columbia and Harmony portables are going exceptionally well.

The George C. Beckwith Co.'s Victor headquarters is the scene of a school for dealers, particularly in the new Automatic Orthophonic, and incidentally in all the Victor instruments. There are quite a large number of "pupils" here from the surrounding territory who are learning the intricacies of the Electrola and Radiola combinations.

The Automatic instrument, according to Charles C. Hicks, manager of the Beckwith Co., has "knocked the trade for a loop" and the prospects are that only 80 per cent of the orders now on the books can be filled from the first allotment.

The George C. Beckwith Co. has opened a branch office and warehouse in Milwaukee for its Federal and Mohawk radio lines. R. C. Coleman will manage the Milwaukee business from the Minneapolis headquarters. He is at present on a trip through Iowa.

Eddie Dunstetter, popular Northwest organist, featured the Brunswick Panatrope at the State Theatre during the first week of March.

The Chester Productions are showing the film of the Eucharistic Congress in most of the Catholic churches in the Northwest. The music is furnished by the Brunswick Panatrope and the special exclusive Eucharistic Congress Brunswick records. The film will be shown at the Lyceum Theatre in Minneapolis in May, and the management expects that six months will be required to complete the showing in the Northwest.

Elmer Foster, of the firm of Foster & Waldo, sold two Brunswick Panatrope Radiola combinations to the Maser Fur Farm at Hackensack, Minn.

Harry Davis, of the music firm of Davis & Ruben, Brunswick dealers, is just recovering from a severe operation.

"Bud" Hall, of Stillwater, well-known Brunswick and Victor dealers, died last month.

Although R. O. Foster is enjoying his first vacation in fourteen years the firm is conducting "business as usual." March was a very satisfactory month. The company has been doing some heavy advertising on Orthophonics now that shipments are more reliable. Sales have been gratifying in the large combination instruments. On April 4 Foster & Waldo demonstrated the Automatic Orthophonic.

Lawrence Trudeau has joined the firm to take charge of the musical merchandise department and his first month was very satisfactory.

Wallace F. Mabee and A. M. Mabee recently took over the music and specialty business of Roy A. Burr at Eastport, Me.

Automatic Orthophonic Victrola Introduced to Expectant Public on April 4

Weeks of Private Demonstrations Together With Series of Advertisements in National Publications and Newspapers Aroused Great Interest in the Latest Victor Co. Achievement

Monday, April 4, brought to the entire Victor trade throughout the United States and Canada recollections of November 2, 1925, for it was on that date that the Orthophonic Victor line was first introduced to the public, and this month saw the latest Victor product make its bow



Automatic Orthophonic Victrola

to a nation-wide audience which expressed its enthusiasm in no uncertain terms over the Automatic Orthophonic Victrola, the instrument that changes its own records, and provides an hour's steady entertainment without any effort on the part of the listener. It was in late February that the trade was privileged to hear and see the Automatic Orthophonic and at the time the date of introduction was set for March 21. So great was the enthusiasm of the trade and so successfully did they communicate this enthusiasm to the public through

advance demonstrations and by word-of-mouth descriptions that it soon became evident that it would be impossible for the Victor plant to supply the demand and rather than cause disappointment to the dealers the date of introduction was changed to April 4.

This change in date did not have any effect in lessening the interest in the new instrument, rather did it serve to allow the factory to get into greater production and to give dealers a better opportunity of giving demonstrations to selected lists of prospective customers, music lovers and influential citizens. For some time prior to April 4 the public were told of the instrument through a series of advertisements in national publications such as the Saturday Evening Post, Liberty and others of like caliber, and in the leading newspapers in the key cities of the country for the two days preceding the instrument's introduction advertisements appeared giving detailed descriptions appropriately illustrated. In the previous Sunday's newspapers, in practically every city of the country, through the co-operation of the distributors and the dealers, co-operative advertisements appeared in conjunction with the Victor Co.'s advertisement. In the New York city papers, for example, a list of cards of approximately fifty Victor dealers occupied space adjacent to that of the Victor Co.

Newspaper advertisements, however, were but one of the methods used to attract the public's attention. The advertising department of the company prepared and distributed to dealers attractive window display material consisting of three panels in many colors visualizing the appeal of the instrument. The center

panel showed a scene in the home. As a young man starts to arise to change the record, the lady of the house says, "Don't Get Up, the Automatic Orthophonic Victrola Changes Its Own Records." The side panels carry similar messages and very attractive illustrations.

In order that dealers might secure the best possible results from their demonstrations a special issue of the Voice of the Victor was distributed about a week prior to the introduction date. This issue went into the most minute details regarding every phase of the demonstration and introductory campaign. It first gave the story of the instrument, its capabilities, its appeal, its method of operation, everything in fact to give the dealer a complete working and talking knowledge of the product, picturing the entire operation of the mechanism on a "movie" film.

Then came the story of the Victor Co.'s announcement plans, telling of the mediums to be used in the advertising campaign, the number of people who would be reached by the advertisements and the dealer's part in stirring up interest through private demonstrations. One page of the issue was devoted to illustrations of two suggested window displays with complete instructions for building them.

Regarding the public demonstrations, a brief introductory address, covering all the important points to be stressed to prospective customers, was included in the Voice of the Victor. This talk could be used word for word or could serve as a model for the dealer's own talk. Following this were given two suggested programs of records, together with footnotes on each recording to be used by the dealer as introductory to the playing of the record in the thirty seconds' intervals which occur between the changes of the records.

The advertising department also prepared a leaflet containing four stories, each treating the Automatic Orthophonic Victrola from a different angle, to be used by dealers to secure publicity from their local newspapers. The campaign was most complete and the entire Victor trade profited.

All-American Radio Corp. Receives RCA License

It was announced recently that arrangements had been completed whereby the All-American Radio Corp. of Chicago receives a license from the Radio Corporation of America under the one hundred or more basic patents owned by the Radio Corporation group, embracing, in addition to that company, the General Electric Co., American Telephone & Telegraph Co. and the Westinghouse Electric Mfg. Co. Arrangements were closed after negotiations of more than six months, and E. N. Rauland, president of the All-American Radio Corp., represented his company in handling all of the details.

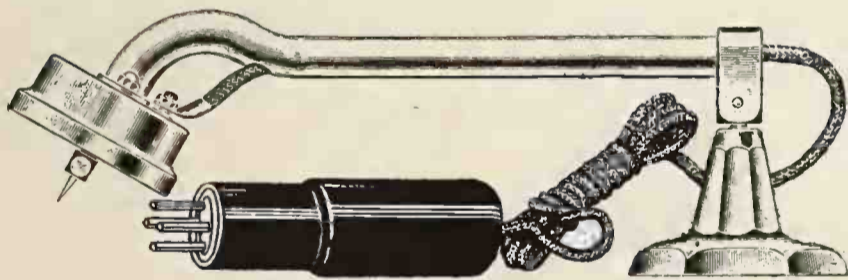
The All-American Radio Corp. is one of the pioneers in the radio industry, having manufactured audio transformers for a number of years, and it is also the owner and operator of the broadcasting station WENR, in Chicago. Mr. Rauland is very enthusiastic regarding the future possibilities for All-American products, including its line of radio receiving sets, which will be the subject of an impressive sales and publicity campaign planned for this coming season.

To Vote on Stock Increase

At a special meeting to be held on April 22 the stockholders of the Doehler Die-Casting Co. will vote on a proposal to increase the number of shares of no-par common stock by 60,000 and the \$7 cumulative preferred stock of no-par value by 10,000 shares. The Doehler Die-Casting Co. now has an authorized capitalization of 150,000 shares of no-par common and 20,000 shares of \$50 par preferred stock.

MAGNAPHON

ELECTRICAL RECORD REPRODUCER



The Magnaphon will transform the old type phonograph or any of the small portables into Electrical Reproducing Machines.

It will improve the performance of the old records to a remarkable extent and will render the new records with a clarity and richness truly startling. The deep bass notes that were heard but faintly, the drum beats that sounded like muffled taps, the very high notes that were entirely missing, will issue forth, through the instrumentality of the MAGNAPHON, with a lifelike mellowness and brilliance.

There are 15,000,000 old type Phonographs and 6,600,000 Radio Sets in use. The sale of Portable Phonographs has reached tremendous proportions.

Here is a huge market for the sale of the Magnaphon, particularly during the dull summer months when radio reception is at its worst and the portable attains its greatest sale—for every buyer of a portable phonograph is also a potential buyer of a MAGNAPHON.

LIST PRICE \$12⁵⁰

TECTRON RADIO CORPORATION
1270 BROADWAY, NEW YORK

Beethoven Week Activities Bring Large Volume Record Sales to Baltimore Dealers

Columbia Dealers Report Large Sales of Beethoven Masterworks Records—Big Demand for Automatic Orthophonic Victrola Follows Public Introduction—Fada Radio Show a Success

BALTIMORE, Md., April 9.—The local demand for the new Automatic Orthophonic Victrola exceeded that for any Victor product ever put on the market, despite the high cost of the instrument. The three local jobbers have been able to supply about 50 per cent of the orders which were booked since the announcement of the new machine was made, and trade outside of Baltimore has been cut to about 20 per cent. Monday, April 4, was designated Automatic Victrola Day and every one of the half-hundred dealers here gave an all-day demonstration of the new machine.

"The new Automatic, in my opinion, is the greatest innovation since the talking machine has been placed on the market," declared William E. Roberts, of E. F. Droop & Sons, "and is going to prove the biggest seller of any talking machine ever brought out despite the cost, which is \$600. Our advance orders were the greatest we have ever had on any instrument and I am sorry to say we were able to fill only about 50 per cent of our orders. We have been able, however, to supply every Victor dealer in Baltimore with at least one machine for demonstration purposes, and hope to be able to complete the orders this month."

Fink & Co. Business Sold

Fink & Co., Victor dealers, located at 231 North Howard street, closed their store on the first of the month, having sold the business to Pollocks Furniture Co., Howard and Saratoga streets. Samuel Fink, the proprietor, will take charge of the talking machine department of the Krantz-Smith Co.

Stages Fada Radio Show

Columbia Wholesalers, Inc., were greatly pleased at the success of their Fada radio show in a special display room on Liberty street. The dealers were quick to appreciate the value of this plan and co-operated enthusiastically. That the plan was a big success is shown by the fact that during the week over 1,000 interested prospects crowded into this store to inspect and hear demonstrations of this set. The prospects were turned over to the dealers and many actual sales have already been re-

ported. This resulted in big Fada business and the Columbia Wholesalers, Inc., showed an increase of almost 1,000 per cent over March a year ago.

Business in other lines such as Mohawk sets, Burgess batteries, Cunningham tubes, and Philco eliminators continues in steady and satisfactory volume.

Beethoven Week a Huge Success

Beethoven Week, which was sponsored by the Columbia Phonograph Co., proved a tremendous success. Such famous orchestras as the Peabody Symphony Orchestra, Baltimore Symphony Orchestra, the Washington Symphony Orchestra, as well as the radio and moving picture orchestras, all gave exclusive Beethoven programs during this celebration.

It was particularly pleasing to note the way the schools seized this opportunity of telling the children about the composer and familiarizing them with his works. Columbia dealers benefited materially from this because the pamphlets used as text books were all supplied by the Columbia Phonograph Co. and naturally listed the splendid Beethoven recordings of which Columbia has such a complete catalog.

The G. Fred Krantz Music Co. had one man come in when Columbia's ad appeared who bought at one crack a total of \$74.50 worth of Beethoven records. Lewis & Co., in Washington, report that many customers each were buying \$25.00 and \$30.00 worth of these album sets, and that this was proving far more profitable than was previously imagined. Another dealer in Baltimore, who has a small store out in the poorer section of the city, and who was very certain that his trade consisting chiefly of working people would never be interested in symphony records, appeared in the Columbia office one afternoon and declared that he had sold two or the Ninth Symphony in one afternoon and the next day had sold one in three sets for a total sale of \$23.00.

Columbia dealers are discovering new fields of profit which have never before been touched, and the Beethoven celebration not only was a tremendous success because of the increased appreciation of the works of this composer, but

also because many phonograph dealers found new avenues of profit previously but little worked.

The Columbia wholesalers got in four carloads of instruments in one day and with many additional carloads now rolling in soon hope to be able to keep dealers supplied.

Reports Big Increase in Demand

"March proved to be the biggest Columbia month that Columbia Wholesalers have so far enjoyed in the year 1927," declared William H. Swartz, vice-president of Columbia Wholesalers, Inc.

"Business for the month of March was well over 100 per cent ahead of the big March of last year. Actually every month so far this year has brought a big increase in Columbia business in this territory, so that although 1926 was the biggest year that Columbia Wholesalers had ever had, it is apparent that 1927 will go far beyond any previous volume.

"A good evidence of Columbia activity is shown by the great amount of Columbia advertising being inserted in this territory. The city dealers are featuring symphony records and dance selections, while the country dealers have been running big ads on old-time and sacred records, interspersed with good machine ads. Furthermore, dealers in this territory were so pleased with the suggested circular featuring New Process records that they purchased and distributed over one-quarter million of same, which was just one more reason why Columbia Wholesalers have found it necessary to take on additional help and to keep their organization working late into the night three and four times a week.

"Columbia sales in this section were materially aided by the appearance in Baltimore City and Washington of the famous Russian Art Choir which created such a sensation in the 'Song of Flame.' In Baltimore practically every Columbia dealer tied up with these artists. Sales in Washington were helped greatly by the late appearance there of Ted Lewis."

Braiterman-Fedder Co. Now Occupies Its Own Building

Valley Forge Distributing Firm Purchases Building to House Rapidly Growing Business—10,000 Square Feet Now Occupied

BALTIMORE, Md., April 8.—The Braiterman-Fedder Co., phonograph and music roll distributor, of this city, has bought its own building located at 414-16 East Pratt street. William Braiterman and William Fedder formed a copartnership slightly less than two years ago as distributor of Valley Forge main springs and talking machine replacement materials, made by the J. A. Fischer Co., of Philadelphia, Pa. With this line as the foundation, other numbers were added until the quarters of the company were inadequate for the business.

The new building is three stories high and provides 10,000 square feet, which will be necessary for the conduct of the three departments of the business. These three departments are the Valley Forge department, Grafco department and Mel-o-art music rolls. The Braiterman-Fedder Co. now holds the controlling interest in the Mel-o-art Co.

L. S. Brach Named Chairman

L. S. Brach, head of the L. S. Brach Mfg. Co., Newark, N. J., was recently named chairman of the "antenna devices committee" of the National Association of Electrical Manufacturers, held in New York City. This makes the second honor in this association conferred on Mr. Brach, as he is a member of the statistical committee of the same organization.

The Goodin Motor Service Co., of Wichita, Kans., Atwater Kent distributor, has installed a new radio display room for the presentation of the Atwater Kent line.



Big Things in a Bigger Way

That's the spirit that is pushing Columbia products to greater and greater sales peaks. The Special Beethoven Centennial Issues of the Columbia Fine Art Series of Musical Masterworks is but one example of the many things the Columbia Phonograph Company, sponsor of "Beethoven Week," is doing to supply its dealers with *merchandise that sells.*

Columbia products add sales impetus. Write us about them.

Columbia Wholesalers, Inc.

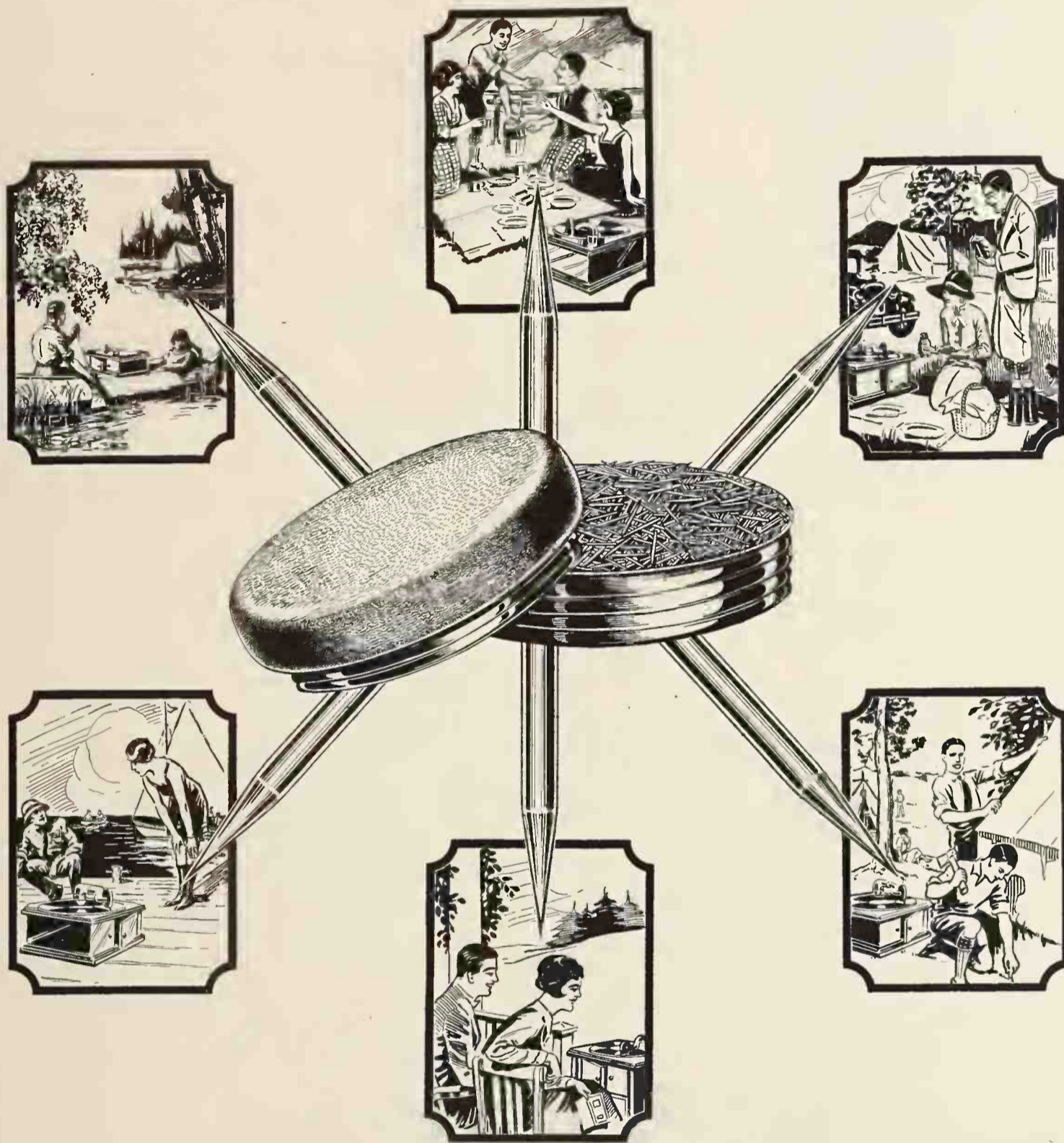
L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



Center Summer Needle Sales on **BRILLIANTONE** Record Cleaner-Needle Container



Here is a product that will sell to all! 250 Brilliantone Needles packed in this rust-proof metal container, with velvet-covered base, makes an ideal record cleaner—handy at all times. Just what is needed by lucky vacationists. Outdoors, at camp, on the porch—their phonograph is subject to unlimited

abuse and every weather condition. The record cleaner keeps their records “just like new”, the screw top, airtight container keeps the needles free from rust. They’ll be mighty glad they “had this outfit along.” Boost your summer sales with this handy Kit. *Write today.*

**Brilliantone Steel Needle Company
of America, Inc.**

370 Seventh Ave.

New York City

Lifton Mfg. Co. Announces the Bellphonic Portable

New Portable Phonograph Possessing a Number of Attractive Features Made in Three Different Colored Case Coverings

A new portable phonograph, known as the Bellphonic, is being offered to the trade by the Lifton Mfg. Co., New York. The new instru-



Bellphonic Portable

ment is listed at \$15 and is illustrated here-with.

The Bellphonic is equipped with its own reproducer and a Junior Flyer motor. Other advantages claimed by the manufacturers include a nickel-polished solid brass tone arm and a spring tone arm holder, with a fully closed solid record album and nickel-plated double side catches. The new portable is being made in three colors, black, blue and maroon.

Maurice Lifton, president of the company, which is well known as manufacturer of "Koverite" musical instrument cases, has just returned from a business trip to Western jobbing centers and states that the new portable has enjoyed a splendid reception.

New Argus Products to Be Shown at RMA Convention

New Electrified Receiver Console Speaker and a Loud Speaker With an "A," "B" and "C" Unit in Line—Ira Greene on Trade Trip

Ira Greene, treasurer and sales manager of the Argus Radio Corp., New York City, has announced some of the new products that may be expected in the Argus line for the coming radio season. These new products include a dry operated electric set, a console speaker and a loud speaker including "A," "B" and "C" units which may be hooked up to anybody's set.

Dr. Marcel Wallace, chief of the Argus laboratories, has been working behind locked doors in the laboratory until all hours of the night putting the finishing touches on the new Argus products so that they can be presented at the RMA show in Chicago in June.

Up to the present time the current rectification in the Argus set has been chemical. In the new set, which will shortly be presented, tube rectification has been employed, although it is announced that sets with chemical rectification will be made for those who prefer this method.

The new console speaker employs the use of a large and specially built horn which allows the full depth of tonal reproduction, which is so much in demand at the present time, and Mr. Greene points out that the new dry set, in conjunction with the console speaker, provides a tone that will fill a theatre or an open-air stadium.

The new loud speaker, which contains "A," "B" and "C" units, has been designed to hook up to any set now on the market and provide electrical operation of that set.

Mr. Greene reports that the patents which

were granted to Dr. Wallace and transferred to the Argus Radio Corp. in the United States have also been granted in Canada and France. Mr. Greene is leaving as this issue of The World goes to press on a pre-seasonal trip throughout the Middle West, and he may go as far as the Pacific Coast.

New Edison Advertisements Have a Strong Appeal

Public Responding to National Advertising Which Presents Edison's Answers to Questions Regarding His Phonograph and Records

The new series of Edison advertisements in the national magazines representing questionnaires regarding the phonograph and phonograph music answered by Thos. A. Edison himself, each advertisement bearing his written okay, has made a very strong appeal to the public, according to reports from Edison dealers in various sections of the country. The advertisements occupy full pages in a number of the leading magazines and offer much information regarding construction and tonal qualities of the Edison instruments, as well as the qualities of the records. The best evidence of the effectiveness of the campaign is the manner in which it is moving stock off the floors of dealers' showrooms.

Dealers Should Tie Up With National Music Week

Week of May 1 to May 7 Observed Throughout Entire United States Affords Music Dealers With Opportunity for Effective Tie-Up

National Music Week will be observed throughout the United States during the period from May 1 to May 7 and the National Music Week Committee, of which C. M. Tremaine is director, has prepared a vast amount of practical information and material which should be utilized by every music dealer to effect a direct tie-up with the musical activities of his community. In 1926 approximately 1,400 communities took part in the Music Week celebration, most of the participation being provided by music clubs, schools and other organizations.

The Music Week Committee has prepared pamphlets, window cards, seals, banners, posters, automobile windshield stickers and other materials, the distribution of which is calculated to center public attention on Music Week.

So far as the individual dealer is concerned the concentration of public interest in music during the week affords him a genuine opportunity. Dealers interested in securing publicity material should write the National Music Week Committee at 45 West Forty-fifth street, New York City.

New Line of Stevens Speakers Is Announced

A new line of Stevens speakers will be announced to the trade in May, according to J. B. Price, sales manager of Stevens & Co., Inc., New York. The new products, with a list price range from \$18.50 to \$55, are being produced to give the jobber and dealer a complete assortment of models to suit the pocketbooks of all consumers.

"We have improved the entire Stevens line," Mr. Price said. "Our higher-priced models will be equipped with Kellogg output transformers in order to handle the volume of any receiving set, whatever its power. These models utilize the sounding board principle and the entire line is finished in gold and walnut to harmonize with practically any home decorative scheme. The Stevens tensile tension balance unit has been greatly refined and the Burtex cones have also been improved."

World's Classified Advertising

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

WANTED — Phonograph repairman for wholesale New York concern. Stage age and experience. Address "Box 1599," care The Talking Machine World, Graybar Building, 420 Lexington Ave., New York, N. Y.

WANTED—Salesmen having following in phonograph and radio trade in New York and Pennsylvania to sell a nationally advertised product. State experience. Address "Box 1600," care Talking Machine World, Graybar Building, 420 Lexington Avenue, New York, N. Y.

WANTED—Phonograph and Radio Salesman to take charge of department in one of our branch stores in city of 30,000 within forty miles of Chicago. Orthophonic Victrolas and combinations, Brunswick Panatropes, phonographs and combinations, Radiolas. Best-known store in city, centrally located. Must be experienced and have proven record in this line. Address E. F. N., Cable Piano Co., 301 South Wabash Ave., Chicago, Ill.

POSITION WANTED: Young man, age twenty-four, desirous of position as retail salesman. Has five years' experience selling phonographs and radios. Also has managerial ability. Can furnish references. Address "Box 1602," care The Talking Machine World, Graybar Building, 420 Lexington Ave., New York City.

WANTED: Piano and phonograph salesman of ability and experience to take charge of music store on partnership basis. Unusual opportunity for right party to get into business. Must have first-class references. Give age and experience. Address "Box 1603," care The Talking Machine World, Graybar Building, 420 Lexington Ave., New York City.

FOR SALE

Victor talking machine stock, fixtures and franchise for sale by dealer retiring from musical business. Prompt action necessary. Address "Box 1601," care The Talking Machine World, Graybar Bldg., 420 Lexington Ave., New York, N. Y.

WE NEED CABINETS and SUPPLIES

Manufacturers of cabinets, electric motors, spring motors and all other phonograph parts and supplies, are invited to communicate with us immediately. We are going to place on the market a new talking machine and will welcome communications from manufacturers of supplies. Address Joseph A. Romola, Sr., Times Plaza Station 120, Brooklyn, N. Y.

Eastern Representative

The United Air Cleaner Co., Chicago, Ill., announces the appointment of Andrew P. Frangi-pane as the Eastern representative of the United Motor Line, with offices at 32 Union Square, New York City.

Dr. de Forest Has New Tube

Dr. Lee de Forest has just returned from Europe with a new and revolutionary tube, the invention of a Spaniard named Balsera, which is built into an ordinary 110-volt incandescent bulb. He says it has several advantages over the radio tube now in use.

The Keystone Radio Supply Co., Chicago, Ill., recently added the complete Brunswick line.

HEY, THERE!

Listen to Slagle

Have you been keeping an eye on Slagle the past five or six years?

If you have, you know we'll soon be coming along now, with some more hot stuff in the way of progress. Just as we have every year. Thinking ahead and acting ahead of the thundering herd has built a darn satisfactory business for us and our dealers. Not the biggest—don't want to be, at the sacrifice of our present standards; but if a nice volume of clean, profitable business, steadily increasing each year, is of interest to you, why—Listen to Slagle. He'll tell you how it's been done before and can be done again.

SLAGLE RADIO COMPANY, Ft. Wayne, Indiana


Slagle Radio

On display at R. M. A. Trade Show
Stevens Hotel, Chicago, June 13-18

We can unhesitatingly

recommend

Kimpak

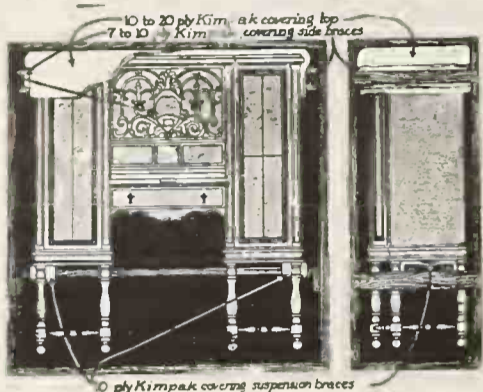
REG. U.S. PAT. OFF. REG. IN CANADA

Crepe Wadding

Formerly Cellupacking

Softest, Safest Packing Known

Says ZENITH RADIO CORP.



Sketch illustrates how Kimpak is used in the protection of Zenith Radio Cabinets. Notice no nails or screws can come in contact with cabinet

Kimpak

is a white, bulky, cotton-like material of greatest resilience and softness. Its softness and evenness make it highly desirable as a pad used on smooth surfaces. Its resiliency enables it to absorb the bumps given your crate or box. Its absorbency makes it possible to put it next to the finish where, instead of pressing the moisture back in, KIMPAK absorbs it. Thus it overcomes the old-time troubles of press marking, sweating, scratching—all surface damage.

Zenith Radio Corporation covered the entire subject of its use of Kimpak in a letter as follows:

"We place KIMPAK directly on top of our finished cabinets and find it an excellent buffer, as well as a protective means of eliminating scratches on cabinets.

"It also serves as an excellent take-up for jars and shocks received in shipment. Where there is a possibility of the cabinet moving inside the shock, we find that this material offers ample protection against marking the finish.

"While the initial cost of KIMPAK may seem high, the safety and protection offered by it in connection with the shipping of high grade furniture, such as is used in the Zenith equipment, results in considerable saving. We unhesitatingly recommend KIMPAK."



This is Zenith's Old English model—an exquisite design of radio console cabinet, the packing of which is illustrated above.

Write for Free Sample—Ask for a sample roll of KIMPAK enough to pack a half dozen or more pieces of furniture. Try it under actual packing conditions. When writing, we suggest describing your present packing method.

KIMBERLY-CLARK COMPANY

Established 1872

Neenah, Wisconsin

Six Manufacturers' Agents for Magnavox Appointed

Important Gathering at Chicago Magnavox Offices Hear H. L. Parker and Leon Golder—Magnavox at R. M. A. Trade Show

In an announcement made April 1 at the Chicago district office of the Magnavox Co., Oakland, Cal., six manufacturers' agents were named as the representatives of the Magnavox Co. in various sections of the country. Their names follow:

John P. Rainbault Co., 50 Church street, New York City; P. R. Hawley, Philadelphia; Hemp-hill & Co., 801 Donovan Bldg., Detroit, Mich.; J. C. Date, Minneapolis, Minn.; S. C. Halston & Co., 608 First National Bank Bldg., Cincinnati, O., and Kinney & Levan Co., Cleveland, O.

At a meeting held at the Chicago Magnavox office on March 28, 29, 30 and 31, the new Magnavox manufacturers' agents were present to hear Heckert L. Parker, assistant sales manager, and Leon Golder, Chicago district sales manager, outline plans for the year. Advance samples of new Magnavox speaker, set and tube developments were shown to the agents and evoked marked enthusiasm. After the four-day conference Mr. Parker returned to the Oakland headquarters of the Magnavox Co. and will remain there until June, when he will attend the R.M.A. trade show and convention at the Hotel Stevens, Chicago, where Magnavox products will be displayed.

Mr. Golder departed early in April to visit various sections of the United States which are not covered by manufacturers' agents.

Court Upholds Sale of Bosch Magneto Co. Assets

Sale of the assets of the Bosch Magneto Co. by the Government under the Alien Property Act to financial interests which later formed the American Bosch Magneto Corp. was recently upheld by the United States Circuit Court of Appeals, which dismissed a suit brought by Otto Heins and Albert R. Klein to set aside the sale of the stock. The American Bosch Magneto Corp. was one of the defendants in the suit.

The Court decision stated: "Clearly, title to the seized property was vested in the United States under the Trading with the Enemy Act. Any suit to redress the alleged wrongful disposition of the seized property must be brought by the United States; any claim to property seized or its proceeds being made in accordance with the provisions of that act."

The Court held that the provisions of the treaties of Berlin and Versailles clearly justified the denial of the relief sought to recover the stock, and that the provisions of these treaties closed the doors to any judicial investigation of the motives of United States officials.

Stromberg-Carlson Set Prices Not to Be Reduced

Gross-Brennan, Inc., Stromberg-Carlson sales representatives in metropolitan territory and New England, forwarded on March 31 to all Stromberg-Carlson dealers a very important telegram received from the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., stating that Stromberg-Carlson products would not be reduced in price. This telegram, which was received enthusiastically by dealers everywhere, read as follows: "You are authorized to advise your customers that Stromberg-Carlson guarantee not to reduce their prices. A Stromberg-Carlson purchase is the truest form of permanent investment in radio. Your customers can therefore buy with certainty that their investment is protected and that we will not reduce the price."

Houghton & Birk Display Treasure Chest Receiver

Stromberg-Carlson Dealer Shows Popular Model Radio Receiver in Effective Setting—Firm Believes in Window Displays

HARTFORD, CONN., April 6.—An attractive display of the Treasure Chest model Stromberg-Carlson radio receiver recently occupied the show window of Houghton & Birk, authorized



Unusual Stromberg-Carlson Display Stromberg-Carlson dealers of this city. The window, as can be seen from the accompanying photograph, is simple in design but the effect of "treasure" is exceptionally well stressed. This firm is a strong believer in the efficacy of window displays and constantly strives for new and novel effects.

Weston Radio Set Tester Announced to the Trade

Measures the Voltages of Battery and Battery Eliminator Operated Sets at Terminals and Tube Sockets—Also Tests Tubes

The Weston Electrical Instrument Corp., Newark, N. J., manufacturer of specially designed radio plugs, voltmeters, tube testers and other electrical products, recently placed upon

the market for the use of repair departments of stores and the outside repair force a "Radio Set Tester." This is known as Weston model 519. This is a compact portable test set, light in weight, which should prove particularly valuable to radio service men. It

Weston Set Tester measures the various voltages in either battery or battery eliminator operated sets, both at the battery terminals and tube sockets. It will at the same time test tubes under the same condition as exists when they are in their sockets. Also available for testing the continuity and condition of circuits. All these tests can be made without changing the present connections and no auxiliary batteries are required. Each set is accompanied by an instruction book, which states clearly the main uses.

Berg Co. Officials Attend Annual Trade Banquet

Joseph Berg, president of the Berg Auto Trunk & Specialty Co., Long Island City, N. Y., and E. R. Manning, treasurer and sales manager of the same concern, together with Mrs. Berg and Mrs. Manning, attended the annual banquet of the Talking Machine & Radio Men, Inc., of New York, New Jersey and Connecticut. W. A. Hodeker, manager of the radio and phonograph department of the Meier & Frank Co., Portland, Ore., attended as a guest of the Berg officials.

Bellphonic



The Portable that will
DOUBLE YOUR SALES!

LIST PRICE

\$15

**Slightly Higher
Far West and South**



Compare These Features

They will convince you of the superiority of the \$15.00 BELLPHONIC
8 ADVANTAGES OF THE BELLPHONIC

- | | |
|--|---|
| 1. BELLPHONIC Reproducer | 5. Fully closed, solid record album |
| 2. Nickel polished solid brass tone arm | 6. Seamless heavy leather handle in colors to match |
| 3. Spring tone arm holder | 7. Nickel-plated, double side catches |
| 4. GENERAL-INDUSTRIES (HEINEMAN)
Junior FLYER MOTOR | 8. COLORS: BLACK, BLUE, MAROON |

Write your local jobber—or direct to us for samples for comparison

LIFTON MFG. CO.

40-46 West 20th Street

NEW YORK

MAKERS OF "KOVERITE" PRODUCTS

Zenith Radio Corp. Licensed to Use Patents of Radio Corp. and Associates

Granting of License to Use the Patents of the Radio Corp., Westinghouse Electric & Mfg. Co. and General Electric Co. Completes Important Agreement—First Manufacturer So Licensed

An agreement of great importance in the radio industry was recently concluded between the Radio Corp. of America and the Zenith Radio Corp. of Chicago, under which Zenith was licensed to use the patents held by the

Corp. with a view to taking out similar licenses. A facsimile of the signature page of the agreement between RCA and Zenith is reproduced herewith.

Commenting upon the new relationship, Commander E. F. MacDonald, Jr., president of the Zenith Radio Corp., issued the following statement:

"We are naturally gratified that the first license has been granted to the Zenith Radio Corp. It marks the beginning of the end of long patent litigation. The Radio Corp. has pending a number of suits against those who, it claims, infringe its patents. The defendants in such patent suits may be enjoined from further infringements and may have to pay millions of dollars of damages. We have carefully studied the patent situation and on the advice of our attorneys have decided that the basic patents of the radio industry are held by the Radio Corp. and its associated companies.

"Among the pioneer patents of the RCA in the radio art are the inventions of Alexander-son, Armstrong, Langmuir, Hull, Rice, White, Chubb, Lowenstein, Mathes and many others.

"It is my belief that the recent appointment by President Coolidge of the Radio Commission, as provided by the Radio Law enacted by the last Congress, and the granting by the Radio Corp. of America of licenses under its patents to an independent manufacturer, constitute the two most important developments in the radio industry which have taken place since the inception of radio broadcasting.

"Manufacturers licensed under the RCA patents will now be able to expand their facilities with greater confidence in the security

of their investments and the future of the industry; all of which will enable them to render greater service to the public."

Sissle and Blake Are Now Exclusive Okeh Artists

Sissle and Blake, international stars of syncopation, authors, composers and stars of "Shuffle Along" and "Chocolate Dandies," have



Sissle and Blake

been signed to record for Okeh records exclusively. This song-writing team enjoys a well-earned popularity not only in this country, but in the large music halls of Europe.

At the present time they are headliners on a tour of the leading picture and vaudeville houses throughout this country. Their Okeh records will include many of their own original numbers and also many of the popular numbers which they have introduced. Their first record is "Deed I Do," coupled with "You Know, I Know Ev'rything's Made for Love."

IN WITNESS WHEREOF the parties hereto have caused these presents to be executed by their proper officers thereunto duly authorized, and their corporate seals to be hereunto affixed, the day and year first above written.

RADIO CORPORATION OF AMERICA
Attest: *L. M. Mac* Secretary
By: *E. F. MacDonald, Jr.* President

GENERAL ELECTRIC COMPANY
Attest: *J. W. ...* Secretary
By: *G. ...* President

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
Attest: *W. ...* Secretary
By: *W. ...* Vice President
Zenith Radio Corporation
Attest: *N. ...* Secretary
By: *E. F. MacDonald, Jr.* President

The R. C. A.-Zenith Signatures Radio Corp. and also by the Westinghouse Electric & Mfg. Co. and the General Electric Co.

The Zenith Corp. was the first manufacturer to be so licensed and it is understood that other concerns are now negotiating with the Radio

One Minute After You Read This Advertisement—

YOU can have an active resident buying and merchandising office in New York for \$1.00 a month.

This office will be directed for you by *Mark Max*, the outstanding figure in retail merchandising of radios, phonographs and pianos. In his twenty-five years' merchandising experience *Mark Max* has sold thirty-five million dollars' worth of radios, pianos and phonographs. You can use such experience to immediate advantage in your own store. *Mark Max* actively heads this service which will be known as Radio Merchandisers, Inc.

What Radio Merchandisers, Inc., Can Do For You.

REPRESENTATION—On any line of radio or musical goods which you want to carry, we can secure the best terms for you.

TREMENDOUS BUYING POWER—You can buy merchandise through R. M. I. with a buying power equivalent to the largest department stores.

CONFIDENTIAL INFORMATION—Any question you may have about any manufacturer or distributor or the condition of retail sales or the market in general, will be accurately and promptly answered. (All such inquiries should be accompanied by a stamped, addressed envelope.)

MERCHANDISING SUGGESTIONS—There will be always available to you a consulting service in merchandising and sales promotion ideas.

PRESTIGE—The prestige and convenience that come from having a buying office in New York.

YOU can have a live resident merchandising office in New York City for \$2.00 a month. You can have stenographic service, all the facilities of a modern office, a place to show your merchandise. This office will be directed for you by *Mark Max*, the outstanding figure in retail merchandising of radio, phonographs and pianos. *Mr. Max* actively heads this service, known as Radio Merchandisers, Inc.

What Radio Merchandisers, Inc., Can Do For You.

RETAIL OUTLETS—*Mark Max* has a record of sales achievement in radio equalled by no other individual in the business. His sales counsel has been purchased by individual concerns for sums in excess of \$50,000. His advice and counsel on any particular sales problem, on securing retail outlets and increasing business, comes within the scope of the services rendered to manufacturers.

TREMENDOUS SALES CHANNELS—Department stores, dealers, large buyers, throughout the country know *Mark Max* and value the proposition he sponsors.

CONVENIENCE—To have an office in the new Equitable Life Building, directly opposite the Pennsylvania Station, is a valuable adjunct to the selling facilities of every manufacturer. This office can be considered as your office with telephone and stenographic service as well as space to show merchandise and private offices in which specific plans may be discussed without interruption.

SIX MONTHS TRIAL OFFER

Radio Merchandisers, Inc.,
Room 1310,
Equitable Life Insurance Bldg.,
32nd St. and Seventh Ave.,
Opposite Penn. R. R. Station,
New York, N. Y.

Gentlemen:
I will avail myself of R. M. I. Service for six months. I enclose \$6.00 to cover the cost of this service.

Name

Address

Be The First Store

In Your Territory to Avail Yourself of the Advantages of This Service

This service means immediately increased profits—better terms—more sales. Waste no time in using it. Mail the coupon today.

Every Manufacturer

Should Be Linked Up With R. M. I.

Surely any manufacturer will find the value of this worth many times the nominal charge made. Have your secretary send the coupon at once.

12 MONTHS TRIAL OFFER

Radio Merchandisers, Inc.,
Room 1310,
Equitable Life Insurance Bldg.,
32nd St. and Seventh Ave.,
Opposite Penn. R. R. Station,
New York, N. Y.

Gentlemen:
I will avail myself of R. M. I. Service for 12 months. I enclose \$24.00 to cover the cost of this service.

Name

Address

ECKHARDT CORPORATION
 213, 215 SOUTH BROAD STREET
Philadelphia



Mr. Music Dealer

Dear Sir:

Tone - is the key-note of the success of the Eckharmonic Radio. High pressure, forced selling methods have not and will not be used in bringing the merits of this set to the attention of the trade or the consumer.

Appearance, simplicity of operation and extraordinarily faithful re-creation of tone has won instant recognition for Eckharmonic among those dealers best qualified to judge.

Very truly yours,

ECKHARDT CORPORATION
W. E. Eckhardt
 PRESIDENT

WLE*E

P. S. It will pay you to know all about the Eckharmonic.

Eckharmonic

HAPPENINGS IN THE DOMINION OF CANADA

Montreal Radio Dealers Form Section of Retail Merchants Assn. of Canada

George S. Layton Elected President of Radio Section—Plan Co-operation in Distribution of Radio Supplies and Solving of Sales and Service Problems—Other Trade News

MONTREAL, CAN., April 6.—With a view to co-operating in the distribution of radio supplies and dealing with radio problems as they arise, seventeen retail radio dealers of Montreal have formed a section of the Retail Merchants' Association of Canada, to be known as the radio dealers' section of the association.

At a meeting held in the board room of the Retail Merchants' Association, 34 St. Catherine street east, George S. Layton, of Layton Bros., was elected president, and the following were named on a committee which will study the various problems as they are brought to the attention of the section: W. J. Storey, representing C. J. Lindsay, Ltd.; G. C. Payette, of the Whiteman Co., Ltd.; J. Fauvel, of the Gouin Electric Co., and I. Rosenthal, of the Canadian Electrical Supply Co.

At a second largely attended meeting the matter of service on sales was discussed. The suggestion of giving purchasers of radio sets four coupons to apply on service during the first ninety days found much favor, as the indiscriminate guarantee in some cases where batteries were carelessly allowed to run down, with call for almost daily service, seemed unreasonable; but the matter was eventually referred to the committee for further study.

H. R. Braid, Montreal manager of the Brunswick Co., of Canada, Ltd., is at present touring the Maritime Province, visiting his many customers in that territory in the interests of Brunswick phonographs and records.

Sergei Rachmaninoff, Victor artist, appeared locally in recital the past month at The Princess Theatre, and held a capacity audience spellbound by his technique and art.

Victor Talking Machine Co., Montreal, announces that Orthophonic Victrola models 4-7 and 4-3 are now available equipped with electric motor. A change is to be made shortly in the labels on Victor records. The word Orthophonic will replace the word Process, making the records "V E Orthophonic" instead of "V E Process." That will more closely align the records with Orthophonic Victrolas. "For convenience, use Tungs-tone needles" is also being printed on the new labels.

J. Donat Langelier, head of the house bearing his name, and energetic His Master's Voice dealer, is at present on a two months' European vacation.

The comptroller of Government House, Ottawa, has written the following self-explanatory letter to Victor Talking Machine Co., of Canada, Ltd.: "I am desired by Their Excel-

lencies to inform you that you are authorized to use the words 'By Appointment to Their Excellencies the Governor-General and Viscountess Willingdon' in connection with your business." In this connection it is interesting to note that a Credenza model of the Orthophonic Victrola is one of the treasured sources of music at Government House, Ottawa.

Toronto Victor Dealers Agree to Make Carrying Charge on Instalment Sales

Passage of Radio Control Bill at Washington Expected to Have Effect in Helping Radio Sales—Gray Music Co. Purchases Chatham, Ont., Store—Brunswick Dealers Effect Tie-Up

TORONTO, ONT., April 7.—"The passing of the Radio Control Bill at Washington and the conference of representatives of the Canadian and United States Governments mean much to the radio dealers of Eastern Canada and to the radio enthusiasts of the Dominion generally," stated George Pingle, president of the Ottawa Radio Trades Association, and a member of the firm of Robertson, Pingle & Tilley, Ottawa. "We are looking to the future with confidence because we believe that the radio situation in Eastern Canada will now be considerably improved in the matter of reception."

As a result of a meeting held recently of Toronto Victor dealers at the King Edward Hotel, it has been decided that a "carrying charge" on instalment sales be put into force in Toronto effective now. This will enable the dealer to accept any down payment satisfactory to himself, to make the life of the contract what he wishes, and to accept trade-ins as part of the down payment as follows: On all contract time sales a carrying charge will be added to the net amount remaining on the contract after deducting the down cash payment received. This carrying charge to be computed as follows: 4 per cent of the unpaid balance on contract covering the first four months' period; one-half per cent per month for the remaining months of the contract. The amount of this carrying charge to be added to contract and to be included in each instalment payment. Interest at 7 per cent per annum to be charged on overdue payments.

Pollock-Welker, Ltd., Kitchener, Ont., Canadian manufacturer of phonograph motors and equipment, is announcing to the trade its new Helycon tone arm No. 509.

The 1927 series of Mendelssohn Choir concerts in Toronto recently again brought added glory to Canada's premier choral organization and its conductor, Dr. H. A. Fricker. The choir was assisted by the Cincinnati Symphony Orchestra under the baton of Fritz Reiner. The Mendelssohn Choir concerts were used by the Brunswick Co. and dealers to tie up with the choir as exclusive Brunswick record artists.

Heintzman & Co. Ltd., Toronto, have announced to the public that they have added Brunswick Light Ray Electrical records to their list of agencies, this in addition to the full range of Brunswick models which they stock.

The Gray Music Co., London, Ont., has purchased the Chatham, Ont., branch of Gerhard Heintzman, Ltd., which gives this firm the Victor Orthophonic line and records and Fada radio franchise for Chatham.

H. Christian has been named as manager of the new radio-music department of Henry Morgan & Co., Ltd., this city, handling Victor machines and records.

Pierce Phonograph Co., Ltd., Montreal, has filed a voluntary petition for a winding-up order, which has been granted.

Large-sized copy is appearing in the local dailies introducing the new and latest Brunswick Model, "Gerona," retailing at \$115.

Columbia dealers all over Canada report a spirited demand for the new Viva-tonal Columbia and New Process records, particularly is Columbia fine art series of musical masterworks.

John Raper Piano Co., Ltd., Ottawa, has recently sold an Orthophonic Victrola to the new King Restaurant. Because of the greatly increased demand for new records the record department of this firm is now located on the ground floor and a series of demonstrating rooms have been opened.

A duplicate Credenza model of the Orthophonic Victrola supplied to the Government House, Ottawa, has also been added to the equipment of Toronto Conservatory of Music.

Trade Activities in the Akron-Canton District

AKRON-CANTON, O., April 7.—Slightly better buying of talking machines and records is reported in the Akron-Canton district with the advent of Spring. Industrial conditions continue to improve, making money more plentiful and making sales easier. Outlook for the Summer is most encouraging. Many of the stores have held demonstrations, resulting in direct sales. Records have been moving better.

Art Landry, well known for his Victor recordings, concluded a seven weeks' engagement recently at Loew's new half-million-dollar theatre at Canton. While in Canton he appeared at a number of the Victor departments where he autographed records of his own make.

Talking machines will be merchandised by the Canton Music Co., successor to the W. S. Custer Music House, Cleveland avenue, Canton.

Talking machines will be merchandised by the new branch retail music store of the Yahr-ling-Rayner Music Co., 2629 Market street, Youngstown. Announcement is made that the Yahr-ling-Rayner Music Co. has purchased the talking machine stock and records of the Carroll Music Co., which recently made an assignment. The purchaser expects to distribute the stock among its several stores.

Under the direction of W. E. Pyle, manager of the talking machine department, a demonstration of the Automatic Orthophonic Victrola was held recently at the department store of the William R. Zollinger Co., Canton. The event was well attended and created much interest.

Earle Poling, Akron Victor dealer, reports the one-day engagement of the Chicago Civic Grand Opera Company at the Palace Theatre recently was a big success.

The Dawson Music Store, West Fifth street, East Liverpool, has been granted a Victor franchise.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.
Montvale, New Jersey

Export Office for Caswell Mfg. Co. Opened in Chicago

Big Export Campaign Planned in South American Countries as Well as Australia and the Orient—Advertising in Foreign Lands

The Caswell Mfg. Co., Milwaukee, manufacturer of Caswell portable phonographs, has been sponsoring an ambitious export program for some time, and early in 1927 the export department of the firm was established at 431 South Dearborn street, Chicago, with Edward Torres as export manager. The Caswell export department has charge of foreign sales throughout the entire world.

A special drive has been instituted in the Spanish-speaking countries such as South America, Central America and Mexico, the campaign including twenty-one countries in all. Attractive sales literature is forwarded to the dealers in all of these countries, printed in the native tongue, which illustrates and describes the entire Caswell line, including the Gypsy, Melody and Giantone models.

In addition to direct mail matter, newspapers are used to carry the Caswell advertising message to New Zealand, Australia, Japan and throughout the Orient. The majority of the newspapers used are printed in Spanish, Portuguese and French.

De Forest Co. Distributes Tube Chart to the Trade

Shows Particular DeForest Audion Tubes That Should Be Used in Each Stage of All the Well-Known Receiving Sets

The publicity department of the DeForest Radio Co., Jersey City, N. J., has forwarded to the trade a new chart in which are designated the particular DeForest audion tubes that should be used in each stage of all the well-known radio receiving sets. This is supplemented by a chart, which is also presented to the trade in folder form, in which the particular DeForest audion tube for all types of hook-ups is given. Thus with these two charts the dealer or the consumer is able to select quickly the tubes that he should use in his receiver.

The new chart, which gives the names of the receiver and the model numbers, is a departure that should find great favor in radio stores, shops and repair stations. It is a compilation that will save time and at the same time make for accuracy in the selection of DeForest tubes.

E. A. Livingstone, advertising manager of the DeForest Radio Co., states that many DeForest distributors and dealers have commented most favorably on these new tube charts.

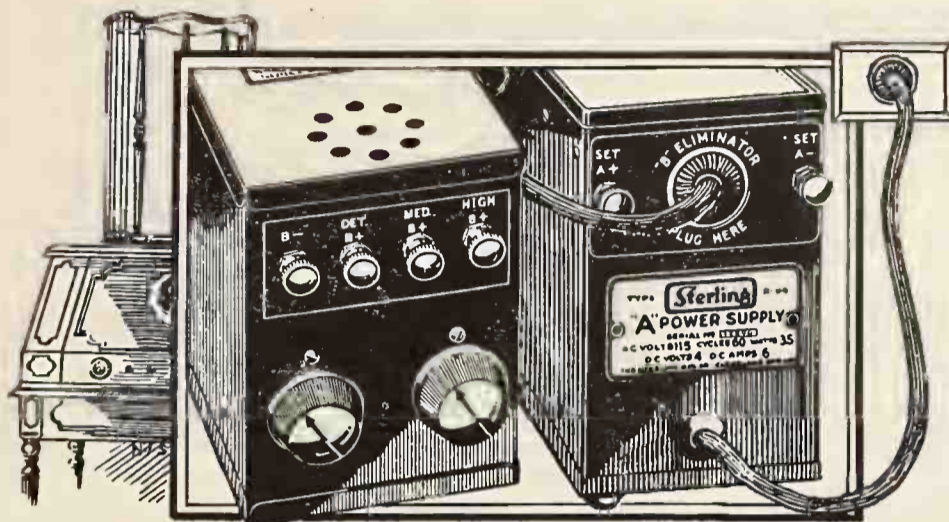
In addition to the new charts the company is also issuing much other material in the form of circulars, folders and booklets relating to its products. Invariably this material is available for consumer use and for that reason space is allowed for dealer imprints.

Paragon Amplification System Is Announced

The Paragon Electric Corp., Montclair, N. J., one of the pioneer radio manufacturing companies, has just announced the "Paragon Double Impedance Amplification System." Through this system the problem of distortion, the elimination of foreign sounds, is said to be entirely solved. It further increases considerably the signal and makes overloading the tube impossible.

Besides being available for manufacturers and other set builders this new Paragon product is available for receivers already in the homes of the country. It can be used with radio sets without laboratory adjustments or other costly labor.

Here are Summer Profits!



QUICKLY INSTALLED
BETTER TONE
MORE POWER
PERMANENT
ECONOMICAL
COMPLETE CONTROL
from RADIOLA

In the Perfected Light-Socket Power-Team for Radiolas 25 & 28

BUILT to meet R. C. A. standards, this new "A" and "B" Power-Team gives continuous A. C. Sterling-filtered current. More power than from batteries—power that does not deteriorate—instant power that is as permanent as the electric light.

No trickle charging, no complicated hook-up, no external wires, nothing unsightly. On the contrary, one installation—fully automatic in operation, with all the advantages of compactness, reliability and permanency concealed in the Radiola cabinet.

Hundreds of Sterling "A" and "B" power units, used singly and in combination, are now giving complete satisfaction to their users. By the use of the specially spaced connectors, any service man can make the installation in 10 minutes or the owner may do it himself. Your Radiola customers are ready for this perfected light socket "A" and "B" Power-Team.

Prove to your own satisfaction that Sterling units comprise the most satisfactory power combination yet produced. Every installation brings the dealer a real profit. The demand is here—the product is right. Take advantage of this and get your summer profits early.

THE STERLING MFG. CO.
2831 Prospect Ave., Cleveland, O.

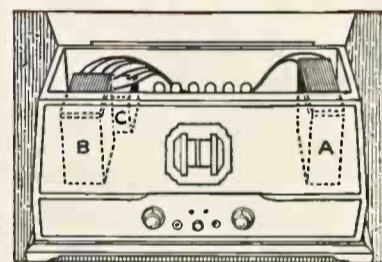
(More than 9,000,000 Sterling Electrical Instruments in Use.)

Sterling

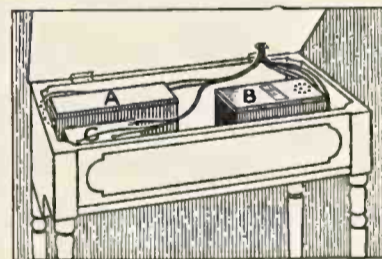
"A" & "B" Power-Team for RADIOLAS

See this Power-Team and other Sterling Radio Products at the R. M. A. Trade Show, Stevens Hotel, Chicago, June 13-18. Sterling space No. 68.

Sterling "A" & "B" Power-Team fits conveniently into the Radiola



Installed in Radiola 25



Installed in Radiola 28

Specially-Spaced Connectors



enable anyone to install this Power-Team in a few minutes.

By using this special power cable the service man can make the complete installation in 10 minutes.

Sterling "A" and "B" Power units may be installed separately also to suit individual requirements as follows:

- The R-94 "A" Power Unit when any "B" eliminator is already in use, or when "B" batteries are retained.
- The RT-41 "B" Power Unit when "A" batteries are retained.

Harry Alter Co. Is Host to Chicago Federal Dealers

One Hundred and Ten Federal Ortho-sonic Radio Dealers Attend Dinner and Meeting at Which Plans for Season Are Discussed

CHICAGO, ILL., April 7.—The Harry Alter Co., distributor for the Federal Radio Corp., Buffalo, N. Y., sponsored a dinner and meeting at the Congress Hotel last night, which was attended by 110 Federal dealers. Following the dinner Harry Alter gave a brief address, outlining the history of the company and stating that it would shortly occupy its new building at Eighteenth street and Michigan avenue, conducting a purely wholesale business on lines of dealer protection. He gave high praise to the Federal Ortho-sonic receiver, saying that a survey of the Chicago territory showed this product to be held in high regard. Mr. Alter also read a telegram from Lester E. Noble, president of the Federal Radio Corp., sending his

greetings to the assembled dealers and regretting his inability to be present.

L. W. James, assistant to Mr. Noble, of the Federal Corp., spoke briefly giving the history of the Federal organization, a description of its products and told of the value of a Federal franchise. He stated that a power socket receiver would be added to the line on or before June 13. Jesse B. Hawley, president of the Newcombe-Hawley Co., St. Charles, Ill., manufacturer of loud speakers, was the next speaker. Up to the present time, this company has contracted only with manufacturers, but Mr. Hawley announced that a new line of speakers would be sold through distributors and dealers under the name of Newcombe-Hawley. The Harry Alter Co. will distribute these products in the Chicago territory.

Other speakers included A. C. Stearns, advertising manager of the Federal Radio Corp; Neil Sammons, of Henri-Hurst & McDonald; James Crawford, of the Chicago Tribune, and Kenneth Henderson, engineer of the Federal Radio Corp.

Moran and Mack Are Exclusive Columbia Artists

Famous Team of Black-Face Comedians, Long Favorites With Vaudeville and Broadway Audience, Record "Wise-Cracks"

Moran and Mack, the internationally famous team of black-face comedians, now starring in "Earl Carroll's Vanities," recently became exclusive Columbia recording artists.

The first record coupling made by Moran and Mack for Columbia is a comedy sketch



Moran and Mack

that is going over big with Broadway crowds. It is called "Two Black Crows." The thousands who have crowded theatres to hear the "wise cracks" pulled by these stars across the footlights now will be able to hear them at home any time they wish.

Suit Filed in Federal Court by Latour Corp.

An equity suit involving the alleged infringement of two radio patents was begun in the Federal Court recently by the Latour Corp., of New Jersey, against the Silas E. Pearsall Co., of New York. It was said that the action was to protect the rights of the plaintiff and all of its associates.

The defendant was a distributor of radio apparatus manufactured by the Zenith Radio Corp., of Chicago, which is charged in the complaint of infringing patents covering inventions by Professor Marius C. A. Latour, of France, which have been assigned to the Latour Corp. It is alleged that the operations of the Zenith Corp. are under a license obtained from the Radio Corp. of America.

The complaint says that among the companies which received licenses by the Latour Corp. are the American Telephone & Telegraph Co., the Radio Corp., the General Electric Co. and the Freed-Eisemann Radio Corp. It is claimed that while the Radio Corp. is licensed under all of the Latour patents relating to radio the license does not give it the right to sub-license other radio manufacturers, and that the license given to the Zenith Co. does not relieve this company from possible infringement liability.

The plaintiff asks for a permanent injunction and for three times the amount received by the defendant through the alleged infringement as damages.

Amendment to Lien Law

The lien law, which became effective in New York State on September 1, 1926, necessitating a five-day notice to an instalment purchaser before a merchant could obtain a chattel writ of seizure, has been amended by the New York State legislature to exclude talking machines, pianos, radio receivers and other musical instruments and, having been signed by Governor Smith, is now in force. Credit for the amendment is largely due to the efforts of Irwin Kurtz, president of the Talking Machine & Radio Men, Inc.



*The Thrill of Good
Music is Trebled with
the New Euphonic*

IN the New Euphonic Reproducer is achieved mechanical perfection. A perfection that makes the artists' rendition a reproduction of ease and accuracy that is a delight. The high pitch of the soprano, the low bass, each with infinite accuracy.

The full clear tone of the Euphonic is a combination of an acoustically correct tone chamber and matched reproducer units.



Model 9
List Price \$95.00



Model 14
List Price \$135.00

The New Euphonic cabinet of striking eye appeal is a creation of grace and beauty. Its hand rubbed and waxed two-tone effects distinguish the Euphonic as the finest in cabinet building.

This beautiful reproducer is recognized by the trade today as merchandise of decided merit, that offers little sales resistance and that aids greatly in building a permanent business, backed by a maker whose co-operation is ever ready.

Wasmuth-Goodrich Company
Peru, Indiana



**FIRST
RADIO TRADE SHOW**
Hotel Stevens
CHICAGO

June 13th to 18th



You Can't Afford to Miss It
All Space Sold

The list of exhibitors at the first exclusive Radio Trade Show to be held in Chicago week of June 13-18th under the auspices of Radio Manufacturers' Association is a blue book of the radio industry.

All the leading manufacturers will be represented and all available space has been sold.

This assures visiting dealers, jobbers and distributors a display of radio merchandise for the 1927-28 season, worth going miles to see.

Write for full particulars and your invitation today. Dealers, jobbers and distributors admitted by invitation only.

The show is being held under the management of G. Clayton Irwin, Jr., General Manager of the Radio World's Fair and the Chicago Radio Show.

**Meetings Scheduled for
R. M. A. Annual
Convention**

MONDAY, JUNE 13
Registration and committee meetings.

TUESDAY, JUNE 14
R. M. A. Open Meeting. President's address followed by two speakers. Meeting of all jobber and dealer associations, Harold J. Wrapp, President of the Federated Radio Trades Association, presiding.

WEDNESDAY, JUNE 15
R. M. A. Open Meeting.
Radio Week Committee Meeting.

THURSDAY, JUNE 16
R. M. A. Closed Meeting. For election of officers and transaction of other business.
Meeting of Technical Section R.M.A.
Annual R.M.A. Banquet. Introduction of new officers, etc.

FRIDAY, JUNE 17
R. M. A. Closed Meeting. For appointment of committees, unfinished business, etc.

**The R M A
Trade Show
Is Being Held
In Conjunction
with the
3rd Annual
R M A Convention**

Radio Manufacturers' Association Trade Show

Room 1800, Times Building, New York City

"Prismatone"—"Instrument of Colorful Music"—Wins Brunswick Name Contest

Name and Slogan Contest Conducted by Brunswick Co. Won by Miss Mildred Bux—"Brunswick Philharmonic" and the "Brunswick Synchronatic" Also Win Prizes

The contest which was sponsored recently by The Brunswick-Balke-Collender Co., Chicago, for the naming of its new musical instrument was decided a few days ago by the judges in favor of the name "Prismatone," with the slogan "The Instrument of Colorful Music," which was suggested by Miss Mildred Bux, of 1212 Melrose avenue, Melrose Park, Pa. This name and its slogan were chosen from over a million suggestions for its particular application to the instrument which it names. The

Melrose Park, a suburb of Philadelphia, and at the present time is so excited over the prospect of her prize that she cannot decide just what to do with the money.

Mrs. Herman Arky, whose suggestion, "The Brunswick Philharmonic," "Many instruments in one, one instrument in many," won for her the second prize of \$1,500.00, like Miss Bux, has always been an enthusiastic Brunswick booster. She is a graduate musician and has given piano instruction for many years. A most interest-



No. 1—Miss Mildred Bux. No. 2—Mrs. Herman Arky. No. 3—P. L. Dickerson.

prize of \$3,000.00 was awarded to Miss Bux after a careful discussion and consideration on the part of the judges, who were chosen from among prominent advertising men and noted musicians. The names of the contest winners were revealed in the April 9 issue of Liberty.

The second prize of \$1,500.00 was awarded to Mrs. Herman Arky, 2003 Murphy avenue, Nashville, Tenn. Her suggestion was "The Brunswick Philharmonic," and the slogan, "Many instruments in one, one instrument in many." There seemed to be but little to choose between the two winning slogans and names, but "Prismatone" received the most votes for first place.

A U. S. Coast Guard, P. L. Dickerson, Section Base 13, Port Angeles, Wash., was awarded the \$500.00 prize for his suggestion "The Brunswick Synchronatic," and slogan, "A new age, a new instrument."

The Brunswick Prismatone is the development of exhaustive research on the part of the engineers of the Brunswick-Balke-Collender Co., who have striven to create a mechanical instrument which would reproduce the all-important bass and treble tones which heretofore were reproduced only indifferently on the best available mechanical phonograph. The range of reproduction of the new Prismatone is so comprehensive as to reproduce more faithfully when used in connection with Brunswick "Light Ray" records.

Miss Mildred Bux, the winner of the first prize, after she had been notified of her good fortune, told the Philadelphia representatives of the Brunswick Co. that her family has had a Brunswick phonograph in their home for many years, that they had purchased one of the first Brunswicks in the town, and, naturally, she had been a Brunswick booster for years. "When," she goes on to say, "I heard the New Musical Instrument on which the contest was being held, I was so delighted with it that it was simple to suggest many names, for I realized that here was an instrument far ahead of anything I had ever heard in the line of mechanical reproducing instruments." Miss Bux is a charming auburn-haired stenographer, who lives in

ing part of her teaching has been her use of the Brunswick phonograph to illustrate to her pupils the ability of such great masters of the keyboard as Josef Hofmann and Leopold Godowsky, who have been recording for Brunswick since their beginning in the industry. Mrs. Arky explained her use of the Brunswick instrument in that connection with the statement, "Its clarity and resonance of tone make the records of the great artists as stimulating as personal interpretations of master musicians."

There is just a touch of romance in the awarding of the third prize of \$500.00 to P. L. Dickerson, who is a U. S. Coast Guard, at Section Base 13, Port Angeles, Wash. His selection, "The Brunswick Synchronatic," "A new age, a new instrument," was awarded the prize for its good rating by all the judges. Mr. Dickerson's story tells how his prize will be especially acceptable. "I am a married man," wrote Mr. Dickerson, "with a wife and two children, one son age eighteen months and one son age six weeks, residing here in Port Angeles, and have been a member of Uncle Sam's coast guardians for quite some time. In selecting a suitable name and slogan for this great new Brunswick instrument it was far from an easy task and I devoted many sleepless hours in going through various research methods to get at what I considered a suitable name and slogan. I entered this contest with a determined effort. I hoped to succeed and kept my mind on success. I submitted many names and slogans and whenever I thought of one that I deemed a little better than one previously submitted I set down from my work and wrote it down. In my work I was chided by some of my comrades, who stated that I had no chance, as such a big contest as this was not on the square, but I said, 'The Brunswick-Balke-Collender Co. is mighty large and it is certain that they would not stand for anything but justice, and in the long run, the best name and slogan would win, regardless of who the person was that submitted such!' A great inspiration, in fact, the premier inspiration, was

the instrument itself, for to listen to this new-principle instrument was to marvel at its lifelike reproduction. Names, slogans and ideas were instantly created in my mind whenever I had the opportunity to listen in at our local dealers. I had listened to many sound-reproducers, but none, with one exception, seemed to bring out that lifelike quality as did this new-principle instrument, truly the greatest mechanical reproducer of the New Age. The one exception I take is the Brunswick Panatropé."

Sparks-Withington Co. Announces Ad Counselors

Brooke, Smith & French, Inc., Well-Known Detroit Advertising Agency, Plans Big Campaign in Magazines and Newspapers

JACKSON, MICH., April 6.—Capt. William Sparks, president and general manager of the Sparks-Withington Co., announced the appointment of Brooke, Smith & French, Inc., Detroit national advertising agency, as advertising and merchandising counselors in the marketing of Sparton radios and Sparton motor car horns. This appointment of an advertising agency that has been associated with a number of outstanding successful companies and that is particularly identified with intensive merchandising and control of sales clear to the point of contact with the final consumer is an important step in the expansion program of the Sparks-Withington Co. It will be recalled that the company recently announced another step in this program in the purchase of the large Earl Motors plant, which provides 50 per cent more manufacturing space than does the present factory.

The demand already established in the twenty-six years that Sparton horns have been on the market and the popularity achieved by Sparton radios during the past two years will be increased by a comprehensive advertising campaign in national magazines, newspapers and other media. At the same time the trade representation enjoyed by Sparton products is to be broadened through an aggressive campaign of territorial development and sales promotion.

Although 1926 was the first year in which Sparton radios were actively marketed, the company has already attained recognition among the leading manufacturers in the radio industry.

Freed-Eisemann Ad Manager Is Declared Prize Winner

One of the items in an elaborate line of Freed-Eisemann dealer helps won for R. R. Smith, advertising manager of the Freed-Eisemann Radio Corp., a prize of \$25 in a contest conducted by Postage, a direct-mail magazine, for the best series of postcards utilized in an advertising campaign. One dealer with a mailing list of 100 names reported the sale of fifty-four Freed-Eisemann sets and twelve sets of other makes, directly due to the winning postcard series.

Edison Officials at Banquet

Arthur L. Walsh, vice-president and manager of the phonograph division of Thos. A. Edison, Inc., with a sizable delegation of department heads, including Walter Miller, the veteran recording director, attended the annual banquet and ball of The Talking Machine & Radio Men, Inc., at the Hotel Commodore, on April 6. Incidentally, a number of Edison artists, including Rolfe and His Orchestra, took part in the lengthy program.

A bowling team has been formed by the factory division of the Atwater Kent Mfg. Co., Philadelphia, Pa., which has played a number of engagements and has issued an open challenge to any Atwater Kent distributors.

Detroit Talking Machine Trade Anticipates a Big Demand for Portables

Dealers Are Pushing the Portable Talking Machine in Advertisements and Window Displays—Automatic Orthophonic in Demand—Bayley Music Store in New Home—Other Trade News

DETROIT, MICH., April 7.—Sales of talking machines have shown some improvement, but dealers still feel that there is room for improvement for this season of the year. No doubt, the depression since the first of January has held back sales, although right now the motor plants are again booming and thousands of people have gone back to work, so that the outlook for better business is very encouraging.

With signs of warm weather and the arrival of Spring, dealers are pushing the portable machines for campers, tourists, etc. Last year sales on this type of instrument were very big and dealers see no reason why they should not be extended this year, especially in view of the fact that warm weather has appeared earlier than in many years past.

The Detroit Music Co. reports a sustained demand for the various models of Columbia Viva-tonal phonographs and records. During the



Viva-tonal Display in Detroit

past month sales of this line of instruments showed a healthy increase over the previous month, due largely to the interest aroused by the attractive window display of the Viva-tonal line, pictured above.

Demonstrating the Brunswick Panatrophe by means of extending the sound through the front door to passersby is getting to be quite the thing. Any number of stores are doing this, with the result that they attract many people and keep a crowd in front of their store morning and afternoon. It is good advertising, to say the least, and helps the sale of phonographs as well as records.

Victor dealers are all enthused over the new Automatic Victor Orthophonic that plays twelve records without stopping. All this week is being given to demonstrations, which have stirred up considerable interest. Some of the dealers have put the new machine in their windows, which are certainly attracting attention. Too early to speak of sales.

The Frank Bayley Music Store, Detroit, has moved from Woodward avenue back to Broadway, in the section where Mr. Bayley really started. Here he has a nicer store in every respect. Here he is within a stone's throw of the Hudson Music Store, the new Grinnell Bros. branch, Kimball Piano Store, Dupraw Music House, new Wurlitzer store and several others.

Mr. Bayley, who is president of the Detroit Music Trades Association, is giving considerable time of late to the coming State convention of the Michigan music dealers, which promises to be a very important affair from a trade standpoint. The business program will include a number of discussions affecting the talking machine industry; there will be some exhibits and already several of the large talking machine jobbers have agreed to take space.

The Rose-Hill Music Co. has opened a shop on East Grand River, near Broadway. A complete line of sheet music, small goods and the Pathephonic are being handled.

The Jefferson Radio & Electric Corp., of Detroit, located at 445 East Jefferson avenue, has added a retail talking machine department, putting in the Victor line; also the Federal Ortho-sonic, Atwater-Kent and the Shamrock. The officers comprise some of the most prom-

inent men in the city, such as Dr. H. N. Torrey, who is president, and H. E. Walker, former Canadian distiller.

There won't be any change in the jobbing situation for 1927 as far as Detroit is concerned. Grinnell Bros. will continue as distributor in Michigan for the Victor; S. E. Lind Co. remains with the Adler Royal line; the R. B. Alling Co., which has always had the Edison, will continue; The Brunswick does its own distributing in charge of Paul McCullough; Yahr & Lange, at 442 East Lafayette, have the Sonora; on the same street is the local branch of the Columbia; the Starr Phonograph Co. does its own jobbing in charge of W. H. Hutchie, who looks after its State business on pianos as well; the Consolidated Talking Machine Co.

handles the Okeh record line; the Michigan Phonograph Supply Co. is also a jobber of the same line.

Quite a number of new retail stores have opened up in the neighborhood sections, putting in talking machines as well as radio, and most of them have added small goods.

W. H. Lawton Manager of Columbia Los Angeles Branch

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced recently the appointment of W. H. Lawton as manager of the Columbia branch at Los Angeles, succeeding W. E. Henry, who resigned from the Columbia organization a short while since. Mr. Lawton, who has been connected with Columbia activities for the past ten years, was formerly manager at the Seattle branch store, where he made an excellent record. He is succeeded at Seattle by L. D. Marsh, formerly Columbia traveling representative in Spokane territory.

The original
Portable
Radio Set

OPERADIO

More Operadios
Sold Than All
Other Portables
Combined

The Greatest Operadio Ever Built

at the Lowest Price ever

offered—\$112.00 (without tubes or batteries)
List

A radical price reduction of \$48 on the Model 7 Operadio—the unchallenged leader for five years in the portable field—offers dealers an unequalled opportunity to swell their profits during the Spring and Summer months.

This new 7-tube set is the greatest Operadio ever built. Greatest in power, in tonal quality, in range and selectivity! It is the result of five years concentrated effort in developing a practical long-lived portable. Old-timers in the industry know the supremacy of Operadio.

Operadio Portable Sales Will Be Big in Spring and Summer

The demand for the only available, reliable, standard portable—Operadio—is tremendous in Spring and Summer. Its desirability for outings, camps, tourists, etc., makes it a big seller at this time. You can do a very profitable business on Operadio in the months just ahead—and make a good profit.

Operadio engineers have developed a new A and B eliminator which may be completely self-contained in the cases of all Operadio models. Ask us about it and—

Write or wire for terms of our new franchise

OPERADIO MANUFACTURING CO.

700 EAST 40th STREET

CHICAGO, ILL.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for January and February—General Increase Over Year Previous

WASHINGTON, D. C., April 7.—In the summary of exports and imports of the commerce of the United States for the month of January, 1927 the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during January, 1927, amount in value to \$46,351, as compared with \$32,270 worth which were imported during the same period of 1926. The six months' total ended December, 1926, showed importations valued at \$424,510; in the same period of 1925, \$150,746.

Talking machines to the number of 11,853, valued at \$410,455, were exported in January, 1927, as compared with 8,203 talking machines, valued at \$166,822, sent abroad in the same period of 1926. The six months' total showed that we exported 56,277 talking machines, valued at \$1,841,634, as against 45,781 talking machines, valued at \$1,212,746, in 1926.

The total exports of records and supplies for January, 1927, were valued at \$207,553, as compared with \$119,611 in January, 1926. The six months ending December, 1926, show records and accessories exported valued at \$1,172,690, as compared with \$899,799 in 1926.

The countries to which these instruments were sent during January and their values were as follows: Europe, \$12,197; Canada, \$5,792; Central America, \$16,722; Mexico, \$27,956; Cuba, \$35,153; Argentina, \$53,090; Chile, \$40,877; Colombia, \$26,555; Peru, \$7,375; Other South America, \$75,573; China, Hongkong and Kwantung, \$6,903; Philippine Islands, \$15,024; Australia, \$46,286; New Zealand, \$7,309; Other Countries, \$33,643.

Exports and Imports for February

In the summary of exports and imports of the commerce of the United States for the month of February (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during February, 1927, amount in value to \$58,069, as compared with \$21,955 worth which were imported during the same period of 1926. The two months' total ended February, 1927, showed importations valued at \$104,420; in the same period of 1926, \$54,225.

Talking machines to the number of 8,190, valued at \$303,580, were exported in February, 1927, as compared with 5,425 talking machines, valued at \$162,714, sent abroad in the same period of 1926. The two months' total showed that we exported 20,043 talking machines, valued at \$714,035, as against 13,628 talking machines valued at \$329,536, in 1926.

The total exports of records and supplies for February, 1927, were valued at \$173,422, as compared with \$139,973 in February, 1926. The two months ending February, 1927, show records and accessories exported valued at \$380,975, as compared with \$259,584 in 1926.

The countries to which these instruments were sent during February and their values were as follows: Europe, \$9,548; Canada, \$11,449; Central America, \$20,336; Mexico, \$30,648; Cuba, \$52,390; Argentina, \$38,262; Chile, \$30,232; Colombia, \$11,535; Peru, \$3,303; other South America, \$27,540; China, Hongkong and Kwantung, \$11,593; Philippine Islands, \$9,313; Australia, \$26,341; New Zealand, \$813; other countries, \$20,277.

A new radio store has been opened in Greensburg, Pa., by Frank Gaugle.

Announce Convention Transportation Arrangements

G. Clayton Irwin, Jr., Tells of Special Trains Which Will Take Conventioners to R. M. A. Show at Chicago—Convention Program

Special trains from various sections of the United States will carry members of the radio industry to the annual trade show and convention of the Radio Manufacturers Association to be held at the Stevens Hotel in Chicago the week of June 13, according to an announcement made by G. Clayton Irwin, Jr., general director of the show.

Commenting upon transportation arrangements, Mr. Irwin said: "A special train will run as a section of the Twentieth Century Limited, leaving New York June 12, arriving in Chicago the morning of June 13. Special cars will be added to the train at Albany, where the Boston delegation will be picked up, and at Rochester, where the Buffalo and Rochester dealers will be taken care of. Philadelphia dealers and jobbers will split, half of them coming to New York to join the New York excursionists and the others traveling in special cars via the Pennsylvania railroad. Two special cars of Pittsburgh dealers and jobbers will join the Philadelphia crowd at that city. The Cleveland and Detroit delegation will travel in special cars and by motor. New Orleans dealers and jobbers are arranging for a special car which will pick up the Southern delegation at various points en route. Special trains from the Northwest will bring members of the North West Radio Trades Association, while visitors from St. Louis will have a special section of one of the overnight trains to Chicago exclusively devoted to them."

A number of music dealers from all over the country who will attend the annual convention of the Music Industries Chamber of Commerce and various music associations will be in Chicago the week previous to the radio show, and many are arranging to stay over for the radio convention.

More than three thousand members of the radio trade are expected to attend the show, according to Mr. Irwin. Many of the trains will be equipped with radio receiving sets and other entertaining features are being arranged, including a number of radio stars who will attend the convention and who have agreed to perform on the train for the entertainment of the visitors en route.

The sessions will open on Monday, June 13, continuing until Friday, June 18. The annual banquet will be held on Thursday night. The complete program to date is as follows:

MONDAY—10.00 A.M.—Registration and committee meetings.

MONDAY—2.00 P.M.—Opening of the Trade Show.

MONDAY—5.00 P.M.—Closing of the Trade Show.

MONDAY—7.30 P.M.—Opening of room exhibits with announcement that exhibits will be open during the week, with the exception of Tuesday.

TUESDAY—10.00 A.M.—R. M. A. Open Meeting. President's address followed by two speakers.

TUESDAY—2.00 P.M. to 5.00 P.M.—Trade Show open.

TUESDAY—8.00 P.M.—Meeting of all jobber and dealer associations, Harold J. Wrape, president of the Federated Radio Trades Association, presiding.

WEDNESDAY—10.00 A.M.—Open meeting.

WEDNESDAY—12.30 P.M.—Radio Week Committee Meeting.

WEDNESDAY—2.00 P.M. to 10.00 P.M.—Trade Show.

THURSDAY—10.00 A.M.—Closed R. M. A. meeting. For election of officers and transaction of other business.

THURSDAY—2.00 P.M.—Opening of Trade Show. Meeting of Technical Section of R. M. A.

THURSDAY—7.30 P.M.—Annual R. M. A. Banquet. Introduction of new officers, etc.

FRIDAY—10.00 A.M.—R. M. A. Closed Meeting. For appointment of committees, unfinished business, etc.

Trade Show to be open from 2.00 o'clock, p. m., until 5.00 o'clock, p. m., closing at that time in order that manufacturers may clear their exhibits and be ready to leave Saturday.

Pausin Engg. Co. Reduces the Price of Its Speaker

"P-2 Pedestal Octacone" Speaker Price Reduction Brought About by Demand and Economies in Production

The Pausin Engineering Co., 727-29 Frelinghuysen avenue, Newark, N. J., manufacturer of the Octacone speaker, has just reduced the price of the "P-2 Pedestal Octacone" speaker. This model, together with the table style, comprise the complete line of these specially designed cone speakers. The new price of the Pedestal type Octacone is based upon the wide popularity achieved by this product since its



P-2 Pedestal Octacone

introduction. Owing to the increased demand and certain economies the cost per unit in manufacture has been reduced and passed on to dealer and consumer.

The Pedestal type Pausin Octacone is an artistic product with a color scheme that blends with the atmosphere of any room. It is sold with a lengthy cord, making possible the cone's use in any position of the room.

The manufacturer is a well-known engineering firm which heretofore made motion picture products, radio sets, marine and electric motors. While its radio speaker is a cone type it carries a number of exclusive features. It is presented to the trade under a guarantee.

Unusual Okeh Publicity

The advertising department of the Okeh Phonograph Corp., New York City, mailed recently to every orchestra director in the country a very interesting mailing card calling attention to several new recordings in the Okeh library, featuring modern jazz records made under the new Okeh electric process. The card stresses the unusual technique which characterizes these recordings, calling attention to the individual and distinctive orchestrations that are a feature of these modern dance selections.

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE
Write—Star Machine & Novelty Co., 9-11 Watsessing Ave., Bloomfield, N. J.

Attractive Kellogg Display Occupies Landay Window

Large Photostat of Newspaper Advertisement Central Figure of Unusual Window Display —Offers Three-Day Free Trial

An unusual window display featuring the Kellogg line of radio receivers recently occupied the main window of Landay Hall, Sixth avenue and Forty-second street, New York.



Landay Kellogg Display

This display had as its central figure a large photostat of a Landay advertisement which was published in the leading New York and suburban newspapers, offering to install a Kellogg radio receiver in the home for a three-day free trial with no obligation to purchase.

This offer, which is more or less a common occurrence with a neighborhood dealer, is unusual with a chain store organization and is an indication of the high esteem in which the Landay organization holds the Kellogg products.

The display, centered about the reproduced advertisement, also included a Kellogg table model and a console model receiver with small attractive display cards telling of the outstanding features of the instruments. The display was most effective in drawing people into the store and many took advantage of the offer with the result that the radio sales volume took a decided upward trend for the month.

E. T. Cunningham Corrects Some Erroneous Deductions

Herbert H. Frost, General Sales Manager, Through Advertisement and by Letter, Outlines Characteristics of New CX-325 Tube

Under the heading, "What Is This A-C Tube?" E. T. Cunningham, Inc., recently inserted advertisements in the New York newspapers outlining the exact characteristics of the new tube, CX-325, which the radio sections of the New York press had announced as a revolutionary development and one which would eliminate all batteries and battery devices. The advertisement was signed by Herbert H. Frost, general sales manager, and was sent with a letter to all Cunningham distributors throughout the country. This action was taken to counteract any erroneous deductions on the part of the jobber, the dealer or the public.

Commenting further on the new tube, Mr. Frost issued the following statement:

"Our company has had under consideration for over a year and a half the thought of introducing a type of tube which would simplify the application of alternating house current in the operation of a radio receiver. Several different types of such tubes have been developed and experimented with, but at this time no definite conclusion has been reached. Research work is still continuing and a number of practical and difficult problems in connection with a so-called A-C tube are yet to be solved. The principal problem is the elimination of so-called A-C hum. The statement in the press above referred to is totally and wholly misleading. One of the tubes that we have under consideration was assigned the tentative type number CX-325 purely for purposes of labora-

tory designation. This tube has what is commonly known as an externally heated cathode and is similar to a tube which has been on the market for a year and a half without meeting any market success. This is a type of tube which, in my present opinion, has a very limited, if any, market possibility. It does not eliminate the 'B' batteries and merely permits direct application of house alternating current through a stepdown transformer to the cathode heater. Other than eliminating the 'A' batteries, or 'A' batteries with trickle charger, this tube would show no improved radio results over any of our present types of tubes. Furthermore, this new type could not be directly used in present receivers, and even if it could it would not improve the results obtainable from such receivers. In other words, the only possible advantage of this rather expensive type of tube is to simplify the filament current supply.

"No development that we know of at this time holds any possibility of eliminating the necessity for 'B' batteries or 'B' battery eliminators. The only possible development

relates to a simpler method of applying house alternating current to the filament circuit, and any market development is still quite indefinite and remote.

"I want to be most emphatic in the statement that any so-called A-C tube development will not render obsolete present broadcast receivers, and that our present line of standard tubes will continue as a standard basis of radio performance."

H. S. Elkan in New Post

The appointment of Harry S. Elkan as Eastern representative for Stevens speakers has been announced by J. B. Price, sales manager of Stevens & Co., Inc., New York. His territory includes New York, Pennsylvania, New Jersey and the New England States, as well as Washington and Baltimore.

E. M. Rutz has organized the Phono-Radio Service Co., Birmingham, Ala., and is wholesaling talking machines and radio accessories.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS



Doehler Die Cast Zinc Alloy Unit Cup and Base for Radio Cone Type Loud Speaker, with internal and external thread cast.

THERE is but one standard by which the Doehler organization gauges production... the best. This uncompromising attitude has attracted... and held... the patronage of America's greatest industrial enterprises. Since 1906 the leadership of Doehler Die Castings has rested on engineering and metallurgical expertness... plus the mechanical resources to insure vast production. And now, in 1927, three complete Die Casting plants and a separate division for assembly, makes the certainty of deliveries a fact beyond even unusual contingencies. Consider us at your service in solving YOUR Die Casting problems.

DOEHLER DIE-CASTINGS

Also designers & manufacturers of DOEHLER Vending Machines for selling, sampling and advertising purposes.

DOEHLER DIE-CASTING CO. Brooklyn, N. Y. ~ Toledo, O. Batavia, N. Y. Pottstown, Pa.

Plants at

Automatic Orthophonic Victrola Heard at Kansas City Woman's Exposition

Victor Dealers Report Enthusiastic Reception of New Instrument by Public—J. C. Clinkenbeard Is Appointed Manager of Brunswick Shop—New Branch Stores Opened—Other News

KANSAS CITY, Mo., April 7.—General conditions with the talking machine dealers in Kansas City compare favorably with the same period last year, with a good, although not unusually large, demand for machines, and a consistently big sale of popular records. The introduction to the public of the new Automatic Orthophonic Victrola was one of the outstanding events of the month. A demonstration at the J. W. Jenkins' Sons store here attracted a big crowd to the phonograph department, while a demonstration reaching an even larger number of prospects was made by the Paul Record Shop at its booth at the Kansas City Woman's Exposition, held during the last week of March. The response of the public to the new Victor machine was instantaneous, the self-loading feature meeting a definite desire on the part of the public.

An interesting event in the retail phonograph field in Kansas City during the past month was the announcement of the new connection of J. C. Clinkenbeard, formerly of the phonograph department of the North Mehornay Furniture Co., with the Brunswick Shop. He will act as manager of sales and advertising in charge of production for the shop under G. C. Anderson, the owner. Mr. Clinkenbeard is one of the outstanding men in the phonograph busi-

ness in Kansas City, where he has won considerable recognition among both dealers and distributors. He is enthusiastic in his predictions as to the future of the Brunswick line. Definite plans for an aggressive campaign for business have not as yet been announced.

The opening of two new retail branch stores in Kansas City has featured the activity of Jenkins during March. They expect to reach a new field of customers as well as serve more conveniently many of their old customers.

Miss J. M. Poynter, of the Jones Store, says that machines are moving well in her department, the volume of business being ahead of this time last year. Portables are beginning to move, although this is earlier than usual for this type of machine. Among the popular recordings which are finding much favor at this time, Miss Poynter says that the pipe organ numbers are especial favorites. "Vagabond King" music is the prime favorite just now, following the initial appearance of that musical show here this month.

According to Paul I. Nederman, of the Knabe Studios, they have been having very good success with sales of Orthophonics during the past month. Sales of records have increased to such an extent with the shop that they are contemplating expansion.

Symphonic Globe Speaker Makes Its Trade Debut

Symphonic Sales Corp. Receives Many Compliments From Dealers and Jobbers Regarding Merits of This Product

Lambert Friedl, president of the Symphonic Sales Corp., New York, manufacturer of the Symphonic phonograph reproducer, announced this week that the company was placing on the market the Symphonic Globe speaker, which has received enthusiastic praise from dealers and jobbers who have visited the company's offices during the past few weeks. This new loud speaker, which is housed in a very handsome up-to-date world globe, contains in its ball-shaped interior a new type of perforated cone located in the exact center with the apex pointing toward the top of the globe. The powerful unit, which is adjustable, has a very short stylus to avoid all unnecessary vibration.

The Symphonic Globe speaker presents a decidedly different and novel appearance from any speaker now on the market and may be cleaned with a damp cloth. It is strongly constructed and visiting dealers have advised Mr. Friedl that they are planning to use it extensively for demonstration purposes.

This new speaker is amply protected by patents, and E. H. McCarthy, vice-president of the Symphonic Sales Corp., has already started on a visit to the leading jobbers throughout the country, where he has been accorded a gratifying reception. The speaker will be marketed through jobbers and dealers, and the success of the Symphonic Sales Corp. in the phonograph industry will undoubtedly be a factor in developing a national distribution for this new product.

L. L. Watson Visits Gotham

Loren L. Watson, of Watson & Co., McCall Building, Memphis, Tenn., well-known distributors of Artone portables and Paramount race records, was a recent visitor to New York. Mr. Watson is closing his final arrangements for the 1927 season. He reported that business so far this year has exceeded expectations.

K. H. Starke Appointed Crosley Ad. Manager

Harry E. Sherwin, general sales manager of the Crosley Radio Corp., Cincinnati, O., announced this week the appointment of Kimball H. Starke as advertising manager of the company, with headquarters in Cincinnati. Mr. Starke, who is well known throughout the radio industry, is splendidly qualified for his new work, as for a number of years he was advertising manager of F. A. D. Andrea, Inc., and is thoroughly familiar with all details relative to advertising and publicity.

P. C. Brockman, of James K. Polk, a New York Visitor

P. C. Brockman, general manager of James K. Polk, Inc., Atlanta, Ga.; Richmond, Va., and Dallas, Tex., was a recent visitor to the executive offices of the Okeh Phonograph Corp., New York, spending some time with Allan Fritzsche, vice-president and general sales manager. Mr. Brockman was greatly pleased with the new Okeh recordings made recently in Atlanta by the Okeh recording experts, and after listening to the new records, placed the largest single record order ever given by the James K. Polk organization.

Okeh Recording Engineers Back From Southern Trip

The record expedition of the Okeh Phonograph Corp. which recently invaded Atlanta and Southern points to gather new artists for Okeh records, has returned and reports a successful trip.

Among these are many artists of rare talent whose records will be released at an early date to supplement the hill country and race record catalog. Tom Rockwell, Pete Decker and Alfred Taylor were in charge of this very successful expedition.

The Hopper Kelly Co., music dealer, 945 Broadway, Tacoma, Wash., recently opened a branch store at 2716 Sixth avenue.

Day-Fan Radio Dealers Show Attractive Displays

Day-Fan Electric Co. Makes Prize Awards to Dealers Having Most Attractive and Effective Window Displays—Seven Are Chosen

In order to produce new ideas for dressing the retailer's display windows showing radio receiving sets, the Day-Fan Electric Co., of Dayton, O., recently carried out a campaign



Killian Co.'s Day-Fan Window

in which many dealers throughout the country took part. The result was that the Day-Fan Co. made awards to five of the exhibitors and two additional window showings were of such high caliber that they were given honorable mention.

The first is the window of the Killian Co., Cedar Rapids, Ia., on a window arranged by M. H. Luhr. The second is that of the Wurzburg Dry Goods Co., of Grand Rapids, Mich., on a window arranged by L. D. Slack. Other successful exhibitors were the Tri-City Elec-



Day-Fan Display of Wurzburg Co.

tric Shop, of LaSalle, Ill.; Huntsman's Drug Store, of Hebron, Neb., and the Erie Dry Goods Co., of Erie, Pa. The windows receiving honorable mention were Waters Hardware Co., Junction City, Kan., and the Garber Radio-Electric Co., Metamora, Ill.

Latour Corp. Brings Suit Against Chas. Freshman Co.

An action was filed by the Latour Corp. of Jersey City in the United States Southern District Court on April 7 against the Charles Freshman Co., New York, manufacturer of Freshman radio receivers, alleging infringement of patents. An injunction restraining the Freshman Co. from further alleged infringement, an accounting and triple damages are sought by the plaintiff company.

Views A-K and Pooley Lines

Atwater Kent radio was featured in the recent congress of the Women's Federation of Clubs held at the Shrine Temple, Des Moines, Ia. Through the courtesy of V. W. Collamore, one of the leading displays held in conjunction with this congress was a complete presentation of the Atwater Kent and Pooley cabinet lines.

IN THE MUSICAL MERCHANDISE FIELD

David L. Day Elected President Musical Merchandise Manufacturer's Assn. (East)

Other Officers Chosen Include H. C. Lomb, Secretary; Walter Grover, Vice-President, and Epi Stathopoulo, Treasurer—To Inaugurate Drive for New Members

The annual meeting of the Musical Merchandise Manufacturers' Association, Eastern district, was held last month and officers for the coming year were elected. The results of the election put the following men in office: David L. Day, vice-president and general manager of the Bacon Banjo Co., Groton, Conn., president; H. C. Lomb, of the Waverly Musical Products Co., Long Island City, secretary; Walter Grover, of A. D. Grover & Son, Inc., Long Island City, vice-president, and Epi Stathopoulo, of the House of Stathopoulo, Long Island City, treasurer.

It was decided that the principal activity for the next year will be directed toward an increase in membership and a publicity campaign will be carried on with this end in view. Walter Grover is chairman of the publicity committee.

Mr. Day, in accepting the post of president, gave out the following interview:

"The National Association of Musical Instrument & Accessories Manufacturers is composed of two groups, those of the Eastern District and those of the Western District, the former having its headquarters in New York City and the latter in Chicago. Most of the Eastern members are also members of the National Association and I believe the Chicago zone has a 100 per cent membership in the National Association. I think it is opportune at this time to express the importance of all becoming members of the National Association.

"As a result of our semi-annual meeting in Buffalo, there seem to have developed a number of important matters of vital interest to all engaged in the manufacture of musical instruments and accessories.

"As a result of these semi-annual meetings, several very important projects have been advanced, and as they develop they are bound to react to the greatest benefit of the organization and its members. Through the publicity department of the National Association the dealers throughout the country are becoming acquainted with our aims and efforts for the enlargement and benefit of the music industries. You have probably seen the last circular in colors which was sent out a short time ago to a list of 5,000 dealers throughout the country. This circular in colors is a large illustration of a magnet showing how, with the help of our efforts, a greater business is drawn to the dealers' stores. I think I am safe in saying that the seed which has been sown in the past is now beginning to bud and soon will show results. The National Association of Musical Instrument & Accessories Manufacturers is not only becoming a factor and talked about by the other national associations of our music industry, but we are also beginning to attract the attention of dealers throughout the country. It is our object to help them in every way possible, and no doubt they will appreciate this and extend their co-operation to us in the future.

"Six thousand dollars was appropriated on a certain percentage basis to come from the members of our organization last October as an appropriation to cover two years' expenditures in the way of publicity, and it is surprising to note that almost this full amount has been subscribed before the first year is up.

"I might mention that there is another cir-

cular which is probably on the order of a poster, which will be ready for distribution early in May, to help the dealers in getting



David L. Day

Spring business. You will notice on these circulars a list of names of those who belong to the National Association. How can you get cheaper advertising than to have your name on what is really the organ of our Association going out to 5,000 or 6,000 up-to-date dealers throughout this country and Canada? You will

want to build up your name and the more you become known the easier it is to dispose of your merchandise. By joining our National Association you have an opportunity to benefit the industry and yourself at the same time.

"Another important matter is that only members of the National Association can exhibit at the convention of the Music Industries Chamber of Commerce, held in June of each year, either in New York or Chicago. Those not members and trying to exhibit may cause themselves some trouble, as the rules are very strict in the arrangements made between the Music Industries Chamber of Commerce and the hotel which is chosen for the convention.

"The standard approved label which has been adopted and will soon be in use by those who are entitled to its benefit can be used only by members of the National Association who have submitted their merchandise for the approval of the Standardization Committee of this body, which acts as judge in this very important matter and decides whether or not the merchandise submitted is up to the standards as laid down and passed upon at the meeting of the National Association held in Buffalo.

"There are big problems to handle in our trade and they can only be worked out through some sort of national co-operation. It has been said by leading industrial writers that to-day business is a war of industries. What is presented to us most strongly is most liable to get a hearing. No one, whether manufacturer or dealer, can hardly do business unless he gets a hearing.

"We are now entering a most important era of our Eastern Zone Association and I think that those of us who have attended National Association meetings are now more vitally interested than ever. We feel sure that our meetings here from month to month are leading to better and bigger results.

"If we can strengthen our local it will strengthen the National. Working on these lines, let each of us make ourselves a committee of one to further the ends of both."

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 133)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

The musical instrument that enjoys the largest popular demand is the harmonica. Are you getting your share of this business.

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc. 114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915




M. Hohner Co-operates with Victor Co. in Making Records Giving Harmonica Lessons

Trade Anticipates Large Sale of Record Giving Complete Instructions for the Playing of Harmonica—Commander Sousa Pays High Tribute to Value of Instrument

The Victor Talking Machine Co., working in conjunction with M. Hohner, Inc., has prepared a record of harmonica instruction which is scheduled for early release. Dealers, who for the past two years have been materially increasing the volume of their harmonica sales through the stimulus given the instrument by varied Hohner activities, are eagerly awaiting the record, for they feel that this record will give a decided impetus to the harmonica sales and M. Hohner, Inc., has signified its intention of making a sweeping sales drive simultaneous with the release of the record.

It is understood that William J. Haussler, vice-president and general manager of M. Hohner, Inc., and of C. Bruno & Son, Victor distributors, has spent much time with the laboratory force of the Victor Co., giving them the benefit of his twenty-five years' experience in presenting the harmonica to the public, and in particular the many points he picked up during the past two years in giving Hohner harmonica instruction hours over the radio. That the demand for such a record will be great is evidenced by the fact that more than 600,000 copies of the Hohner instruction booklet have been requested by radio listeners-in, and a great percentage of this number and many others will be anxious to secure the instructions in recorded form, to be repeated at will as an aid in learning to play the instrument. The sales opportunities of the record are unlimited and that harmonica sales will also be favorably influenced is obvious.

With the release of the record there will be

"HYGRADE"

Musical Instrument Cases

Made of Three-ply Veneer

We also manufacture All Types of Portable Phonograph and Radio Cases and Boxes

Send for Our Price List

HYGRADE CASE CO., Inc.

Manufacturers of

"Hygrade" Musical Instrument Cases
Sold by All Leading Jobbers

345-347 South 6th St. Newark, N. J.

broadcast to the public the enthusiastic endorsement of the harmonica by Commander John Philip Sousa, famous bandmaster. The famous composer and band leader showed keen interest in the inspection of the various makes of Hohner harmonicas and, after attending a concert of a harmonica band under the direction of Alfred N. Hoxie, said that in his opinion the instrument provided one of the most potent forces extant for inducing musical culture. In a recent interview Commander Sousa said in part:

"The harmonica is essentially a proper and in fact almost the only elementary musical instrument embodying accurate musical values. Other wind instruments require varying measures of skill and artistic appreciation on the part of the individual. The harmonica, however, with its fixed pitch and accuracy of tone to each specific blow-hole, needs only to be blown into to produce a true musical result. I can see the harmonica as a most powerful force toward the development of amateur and professional musicians generally."

Commander Sousa stated that he has become so interested in the harmonica that he intends to write a march expressly for harmonica performance.

Weymann & Son to Exhibit at Chicago Convention

PHILADELPHIA, PA., April 2.—H. A. Weymann & Son, Inc., manufacturers of Weymann orchestra banjos and Keystone State stringed instruments, will exhibit during the Music Industries Chamber of Commerce convention to be held in Chicago in June. Room 457 at the Stephens Hotel has been secured and the exhibit will be under the personal direction of H. Power Weymann. It is planned to exhibit the latest style Weymann orchestra banjo and other Weymann fretted instruments, including the new Weymann orchestra tenor banjo, retailing at \$60, which instrument has been heard frequently recently over the radio.

Manufacturer Chartered

The F. Ferdinando Mfg. Co., 174 Third avenue, New York, was recently incorporated at Albany, to make banjos, guitars, mandolins, etc., with a capital stock of \$250,000. Felix Ferdinando is the incorporator.

Prominent Artist on Tour Under Leedy Co. Auspices

George Hamilton Green, Recording and Radio Artist, Plays Leedy Mfg. Co. Products in Leading Cities Under Leedy Dealers' Auspices

INDIANAPOLIS, IND., April 6.—The Leedy Mfg. Co., of this city, manufacturer of Leedy drums, banjos and xylophone products, has been receiving enthusiastic letters from its dealers



George Hamilton Green

throughout the country in connection with the unique sales plan introduced some time ago in conjunction with the personal appearance of George Hamilton Green, famous phonograph and radio broadcasting artist, who plays the Leedy xylophone instruments, including the xylophone, marimba, vibraphone, harpaphone, bells, chimes, etc. Mr. Green has been appearing in the leading cities under the auspices of Leedy dealers, giving concerts for the musicians in the various cities he visits. These concerts are usually held at the leading hotels in the city, with the Leedy dealers in direct charge of the activities.

Mr. Green's recent itinerary included a three-day visit to Detroit, starting on April 11. He will spend April 15 to 16 at Cincinnati, April 18 to 19 at Memphis, April 20 to 23 at St. Louis, April 25 to 26 at Kansas City, Mo., and April 28, 29 and 30 at Minneapolis and St. Paul. All of the Leedy dealers in these cities are planning to give Mr. Green every possible form of co-operation, for the demonstrations have produced tangible results for the retailers. Jack Roop, Leedy traveling representative, accompanies Mr. Green on his concert tour, carrying with him the complete Leedy drum line, which is gaining in popularity with retail dealers throughout the country who are finding the line extremely profitable during the entire year.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 134)

“How to Play the Chromatic Harmonica” Title of Booklet Prepared by M. Hohner

Complete Instructions Graphically Illustrated, Inform the Owner of the Hohner “Chromonica” of the Proper Method of Playing Instrument—Any Selection of Music Can Be Played

“How to Play the Chromonica or Chromatic Harmonica” is the title of a booklet recently off the press and prepared and distributed by M. Hohner, Inc., manufacturer of Hohner harmonicas. This booklet is complete in every possible way, is attractively printed and contains illustrations which picture in graphic fashion each move necessary for the proper playing of the mouth organ. The first section of the booklet is given over to elementary harmonica instruction and gives instructions for holding the harmonica, knack of tonguing, position of tongue, and playing the scale and

wind-saving device which provides greater volume of tone. It really consists of two harmonicas tuned a half-tone apart and arranged one above the other.

The lever is conveniently operated with the

Another paragraph gives minute instructions, the following of which enables the player to secure artistic effects. This applies mainly to the proper manipulation of the hands.

A series of exercises and a chart showing the various scales are also provided. Four standard selections are given with numbers indicating the notes of the scale so that the student of the “Chromonica” can practice after having mastered the scales. Testimonials praising the harmonica by Lieut. Comm. John Philip Sousa, Capt. William H. Santelmann, Prof. Peter W.



Chromatic Scale of the Latest Hohner Product

index finger of the right hand and through its use only one scale is exposed to the breath at a time.

Dykema and Dr. P. V. Winslow are contained in the booklet which should aid in promoting interest in the instrument.



The Chromatic Harmonica

for perfecting technique. Each of these subjects has an illustration and as the text matter is written in simple, understandable language the combination of text and illustrations makes the instructions clear to even a boy or girl in elementary school. A chart is also included which clearly pictures the position of the mouth and tongue on the harmonica when the scale is being played.

A description of the “Chromonica” then follows and reads: The “Chromonica” supplies all the missing half-notes not found in the regular style harmonica. Any selection of music can be played perfectly on it. By the easy manipulation of a lever sharps and flats are secured. This important feature places the “Chromonica” on a par with the leading musical instruments. It is simple in construction and operation. No knowledge of music or notes is required to perform on it. The “Chromonica” is fitted with a

Attractive Leedy Folder Distributed to the Trade

New Line of Banjos Featured in Sales Literature Now Ready for the Trade

INDIANAPOLIS, IND., April 5.—An attractive piece of sales literature was recently distributed to its dealers by the Leedy Manufacturing Co., featuring the new Leedy line of banjos. Six models of banjos are pictured and described in detail in this folder, namely: the Collegian, Olympian, Apollo, Amplion, Georgian and the Arcadian, each model being available as tenor or plectrum. In addition to a general description of each of these models, attention is given to special details of all Leedy products.

A new feature stressed in the folder is a perfected neck and string regulator, which permits the raising or lowering of the four strings simultaneously.

Werlein Co. Adds Bacon Line

GROTON, CONN., April 6.—Fred J. Bacon, president of the Bacon Banjo Co., Inc., recently returned from an extended trip through the South and announced that the Philip Werlein Co., of New Orleans, La., one of the largest houses in the Southern territory, had taken on the B. & D. Silver Bell banjo line and placed an exceptionally large order.

The Tenor Lute and Guitar

NEW NOVEL NONPAREIL

DEALERS—when the Tenor Lute and Guitar were first introduced the audience literally went wild over them. Why? Because they were NEW and NOVEL. Their tone quality presents beautiful effects in arrangement and their style is distinctive.

The Tenor Lute or Guitar is attractive in design, consisting of a lute or guitar shaped body and a twenty-three inch scale tuned as a tenor banjo. Its tone has the depth and resonance of a guitar, and the sweetness and beauty of a mandolin.

The new VEGA tenor instruments are NON-PAREIL. They are made with accuracy to every detail and of the choicest materials, finished with the Vega Durable process which gives lasting qualities.

New, Novel and Nonpareil—and a product of Vega, which in itself assures your prospects of the highest quality.



- Tenor Guitar
Retail \$40. (List \$50)
- Tenor Lute
Retail \$60. (List \$75)
- Tenor Lute—6 String
with octave tuning on 3rd and 4th
Retail \$80. (List \$100)
- Tenor Lute, Artist's Special
Retail \$90. (List \$112.50)
- Tenor Lute, Art. Spec.—6 Strg.
with octave tuning on 3rd and 4th
Retail \$110. (List \$137.50)

Write today for details on
the latest thing out!

The **VEGA** Co.

155-66 Columbus Ave., Boston, Mass.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 135)

The Weymann Orchestra Banjo



FRED C. BUCK
Banjoist
Waring's
Pennsylvanians

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolutes, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMANN & SON, Inc.
1108 Chestnut St. Phila., Pa.

Opportunity for Profit Through Picture Tie-Up

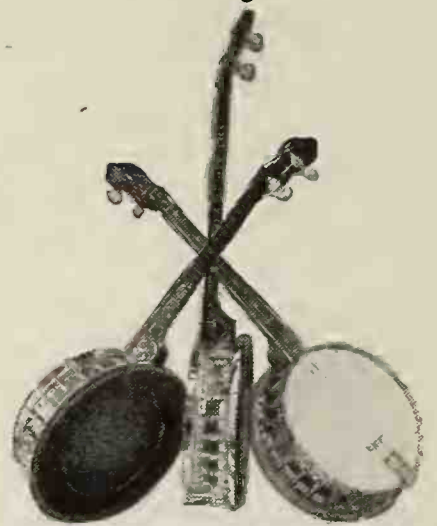
A strong tie-up between the Hohner harmonica and moving picture films was recently effected through an arrangement between M. Hohner, Inc., New York City, and Educational Film Exchanges, Inc., producers of juvenile comedies. The latter recently announced to its dealers the plan for harmonica contests in theatres playing the juvenile comedies featuring "Big Boy." A somewhat similar campaign over a year ago resulted in five hundred exhibitors in all parts of the country conducting harmonica contests with a decided profit to the box office. The 1927 plan is announced as bigger and better than before. Suggestions as to how to arrange a contest and secure the necessary publicity are given.

M. Hohner, Inc., is co-operating heartily with the plan through the presentation of a number of prizes, distribution of advertising material and giving away free instruction booklets. It may well be imagined that there is an excellent opportunity for the talking machine dealer of the locality to tie up with the tremendous amount of publicity which a contest of this character will generate, and a conference with the manager of the local moving picture house at which the contest is to be held will undoubtedly result in plans being devised whereby both the talking machine dealer and the moving picture theatre may co-operate.

Vega Pushes Nonpareil Line

BOSTON, MASS., April 5.—The Vega Co. is putting special efforts behind the Nonpareil line of tenor lutes and guitars, featuring them in its advertising and display space. The Nonpareil line is proving very popular, and, together with the Vega and Vegaphone banjos and the line of brass instruments, rounds out the stock of the Vega Co. nicely.

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON CONN.

Advance Drum Co. Moves

The Advance Drum Co., a well-known and successful retail establishment, located for ten years in Edmonton, Alta., moved recently to 516 Yonge street, Toronto, where it is occupying splendid quarters in the best retail district of the city. This store has been very successful in the merchandising of a comprehensive line of musical merchandise, featuring as its leader the Leedy line of drums, banjos and xylophone products.

Window Demonstrations Aid Sales of Banjos and Ukes

NEW ORLEANS, LA., April 5.—Professor B. O. Shellenbarger, the nationally known "Ukulele Man," is carrying out his program of unusually



"Ukulele Man" in Werlein's Window interesting and popular ukulele and banjo-ukulele demonstrations and lessons at the House of Werlein's, being assisted in the window demonstration by the ingenious microphone and loud-speaker arrangement recently adopted by Werlein's for musical demonstrations in the window.

As shown in the illustration, Professor Shellenbarger plays to the microphone arrangement placed near his chair, and his music is amplified and carried outside the window by three loud speakers placed high outside the window, two under the canopy that extends over the sidewalk, and one in the deep lobby outside the front door.

Professor Shellenbarger has not only filled up his teaching engagements and developed a waiting list of pupils within his two weeks at Werlein's, but has been the direct source of a considerable number of sales—not only of the various styles of ukuleles and banjo-ukuleles, but of much more expensive banjos.

Probably most important of all, the expert's demonstrations and publicity are producing rapidly throughout New Orleans the reputation of this family of instruments as worthy of the best musicians' attention and study.

Strong Demand for Banjos

GROTON, CONN., April 7.—The popularity of the Bacon banjo on the Pacific Coast is attested by the recent order received by the Bacon Banjo Co., of this city, from Sherman, Clay & Co. for 175 banjos. Export business is also in a very healthy state as indicated by a large shipment to Melbourne, Australia, in March.



G.A. Hausner

G.A. Hausner

Proprietor, Hausner Music Co.
of Mpls. & St. Paul,

says—

"Being an exclusive musical merchandise dealer I naturally make the line of each department prove its worth. My drum division is one of the strongest lines in both stores and one of my chief hobbies as well. I can whole-heartedly state that the Leedy brand and the company behind it have proven to be a great boon to my business. The dealer wants results. That is what I am getting with Leedy and I can safely recommend it to others"

And, over sixteen hundred other dealers are getting results with Leedy—Are you one of them? If not, get in touch with us—

Leedy Mfg. Co.

Indianapolis, Indiana

"The Only Complete Drum Line—By One House"

GLEANINGS *from the* WORLD *of* MUSIC

Effective Window Displays Are Striking Evidence of Music Dealers' Enterprise

Steady Growth in Featuring Popular Hits So as to Attract Attention of the Passersby Indicates Passing of Haphazard Methods in This Work

There has recently come to hand much evidence that the sheet music dealer never before was so enterprising. This same evidence shows that there is also considerable sheet music business to be had for those who go out after it. The most striking indication of this is in the form of window displays. Not mere haphazard arrangements of title pages, but window dressings that have been given careful thought and attention for their eye-appeal. This is a healthy sign from the retail standpoint, for the individual publisher whose works are displayed, and for the industry at large, signifying alertness and a go-getting spirit.

Much has been written in recent years on the value of the store front, its value to the merchant and the unusual possibilities of adding to business through frequent window changes. That this campaign has borne fruit is unques-

tioned, for the trade press receives photographs of unusual windows almost with every mail. All of these cannot, of course, be used, because of limited space. As a general rule the best-looking windows are reproduced as a compliment to the enterprising dealer and for their value to other merchants. The fact, however,

that reproductions of windows are somewhat deceiving and hardly ever do justice to the original makes it impossible to make selections and mark them as "the best."

Among the displays shown on this page is the J. G. McCrory store, Philadelphia, Pa. This dis-

song by J. Will Callahan and G. K. and M. M. Sturgis, entitled "The One That I Love Best On Earth," published by the Standard Publishing Co., of Cincinnati, Ohio. This song, semi-popular in character, is being sung by some well-



A Stone Song Shop Display
known artists and the Stone Shop took advantage of this by using the photographs of well-known singers as a central portion of the display.

Publisher Names Being Used Without Authorization

Subscription Solicitors to Publication Called "Popular Songs" Not Authorized by Those Publishers Who Are Mentioned

In some sections of the Middle West house-to-house solicitors have appeared selling subscriptions to a magazine known as "Popular Songs." These solicitors have been using the name of well-known popular publishing organizations as being the backers of the magazine. They generally claim to be college students working their way through college, thus arousing the sympathy of the public. There have been many complaints received by publishers whose names have been used with the statement that no delivery of the magazine had been made. Use of popular music publishing organization's names as the backers of the magazine is misleading. Operating from door to door and not through usual trade channels makes the perpetrators of this type of fraud almost immune from arrest. However, local music merchants may hear of these operations and will with this knowledge be able to expose them.

Enters Publishing Field

William Jerome, one of the pioneer song writers, is again entering the publishing and theatrical field with his own company. The firm name is the House of William Jerome.



McCrory Features Feist Number



Featuring "Crazy Words, Crazy Tune"

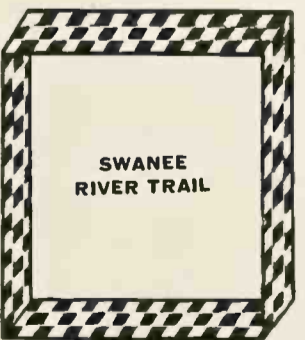
play appeared in a "special week" on the Leo Feist, Inc., success, "In a Little Spanish Town." Previously there appeared in these columns a similar display of H. A. Weymann & Son, Inc.

Another important display shown herewith is that of the Ager, Yellen & Bornstein, Inc., success "Crazy Words, Crazy Tune" (Vo-do-de-o). This appeared in the S. S. Kresge Co. store, Buffalo, N. Y., and was arranged under the direction of Miss Marian Healy, who is in charge of the popular music counter in that establishment and who, by the way, was the first music store pianist to play this particular number. During the recent visit of Jack Yellen to Buffalo he finished the song, presented the lead sheet to Miss Healy and she played it.

Another display shown here is that of Stone's Song Shop, Petoskey, Mich., a display of the latest

tioned, for the trade press receives photographs of unusual windows almost with every mail. All of these cannot, of course, be used, because of limited space. As a general rule the best-looking windows are reproduced as a compliment to the enterprising dealer and for their value to other merchants. The fact, however,

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

**"You Can't Go Wrong
With Any 'FEIST' Song"**

**"IF I DIDN'T
KNOW YOUR
HUSBAND"**

(AND YOU DIDN'T KNOW MY WIFE.)

A Clever Comedy Song

by L. WOLFE GILBERT
and ABEL BAER

**"THINKING
OF YOU"**

A New Hit by Walter
Donaldson and Paul Ash

Writers of "That's
Why I Love You"

An
Alluring
Waltz
Melody

**"HONOLULU
MOON"**

by
FRED LAWRENCE

**"SAM,
THE OLD
ACCORDION MAN"**

A DIFF'RENT
DONALDSON
NOVELTY!

I'd
Rather Be
**"THE GIRL
IN YOUR ARMS"**

(Than The Girl In Your Dreams)

by
Thompson and Archer

**"WISTFUL
AND BLUE"**

A Fascinating Fox Trot Melody

by RUTH ETTING and
JULIAN DAVIDSON

LEO. FEIST, Inc.,
FEIST BLDG
231-235 W. 40th ST.,
NEW YORK, N.Y.

Changing Public Taste in Popular Music Shown in the Latest Publications

Trend Is Steadily Towards Better Type of Composition With Greater Emphasis on Melodious Content—Some of the Factors in This Change

There seems to be a change in the public's taste for popular music. This is not a radical but more of a slow evolution. Composers have recognized this, as can be noted by some of the latest best works of popular character. It may be, too, that the composers themselves are changing the taste. In either event it is gradually changing.

The fox-trot does not seem to have been supplanted on the dance floor, but they, as a general rule with the exception of novelties, are more melodious. The Charleston is apparently passing and the Black Bottom evidently is a little bit too difficult for wide use. There is a tendency, however, to evolve a dance that will supplant the fox trot, and if the leaders of dancing, which in a large way are the directors of dance choruses, continue their efforts, they will doubtless produce something which, in a more simplified than the stage form, will be acceptable for the ballroom and the dance hall.

Present-day dance orchestras are the development of the last ten years. Originally starting as jazz combinations this younger generation of musicians have reached a great height in point of ability and scope. Practically all dance orchestras, from the smallest musical combination to the large symphonic dance orchestras, are composed of members of great versatility. The experiences of the past two years have made many of these modern orchestra men masters of not one but several instruments. Thus in order to extend themselves they must have music with orchestral arrangements that can make use of their special training and musical gift.

The recent organization of Paul Whiteman, Inc., a new publishing firm, sponsored by Robbins-Engel, Inc., has greater significance than just a mere commercial venture. It shows the trend of events. This new firm was organized for the purpose of publishing special music of all kinds for the modern dance and other orchestra combinations. Seemingly there has been a need for such publications, written and arranged by those who are actively engaged in the presentation of such music. These activities, of course, will not in any manner discourage or curtail popular music in dance form. All the modern orchestras of large caliber make their own special arrangements of popular dance numbers and this new company is just for the purpose of furnishing publications of a more special character fitting modern requirements. All large popular publishers also have their own "symphonic" arrangements of popular pieces and to the smaller orchestra which is not equipped with musical arrangers these elaborate orchestrations are available.

All of this demonstrates that there is a trend for better music of popular character. The newer releases in most of the popular catalogs all show signs of this new trend. The numbers are unusually melodious, they have more character than heretofore and they are something other than just mere rhythmic fox-trots.

It is this trend that will improve the popular music business. A couple of years ago the industry had reached the stage where the average fox-trots were too much alike. It was only a few outstanding numbers that had wide appeal. Present-day numbers being more musical naturally contain more individuality. The composer is getting out of the rut of mediocre dance pieces.

The fault previously had been that songs had reached the stage where they were first exploited by their dance arrangements, which for a wide popularity meant fox-trot. Bearing this in mind the composer first thought in fox-trot

time and thus he immediately limited musical possibilities. With the influence of the new trend the first inspiration and the first thought will be melody and not rhythm. Thus the opportunity for incorporating character into the piece is greatly enlarged.

There is more than a little chance that under the new "school" a revival of interest in popular music will take place. Pianists may be induced to reopen instruments and the youth of the country may be lured to music counters in larger numbers than has been the case during the past twelve months.

"Swanee River Trail" Featured in Cleveland

Special Window Display Hooks Up Berlin Number With Jolson Appearance in That City—Excellent Demand Resulted

Al Jolson, now touring the country in "Big Boy," recently appeared in Cleveland, Ohio. Wherever Jolson goes the dealers in the community are quick to take advantage of his appearances by displaying the songs he sings. Jol-



Featuring "Swanee River Trail"

son is not only one of the outstanding entertainers in the music world to-day, but he is an interpreter of songs of particular types in which he has no equal. What is meant by that is to say that not only does he sing a song well, but through his method of delivery he actually created a desire for the music. Such a desire becomes sales when the music he has presented is properly displayed in the stores in those cities in which he appears.

During Jolson's stay in Cleveland several of the leading dealers there made special showings of the different songs which he programmed. Among these was the showing in the J. G. McCrory store of the Irving Berlin, Inc., number "Swanee River Trail." The window carried a very large-size placard with the caption "Al Jolson's Own Song 'Swanee River Trail'." Surrounding this were title pages of the song upon each of which was a large-size photographic reproduction of Jolson's head. There was no danger of any passer-by missing either the title of the song or knowing who was the singer. For a hook-up of this character with a musical show, featuring a prominent character such as Jolson, such a display proves an ideal one. In other words, all that was needed was to put over the title of the song and by indication tell who the singer was. McCrory reported a very heavy sale on "Swanee River Trail" and the other songs that Jolson programmed.

Couesnon & Cie Catalog Enjoying Wide Market

Concern Which Has Taken Over Direction of Editions Musicales Sam Fox Is One of Largest Musical Instrument Makers in World

PARIS, FRANCE, April 4.—Couesnon & Cie, one of the largest musical instrument manufacturing companies in the world, which recently sponsored an American publishing organization, Editions Musicales Sam Fox, and has since taken over the direction of this business, has



Jean Couesnon

found a ready market for this catalog. Of particular importance is the wealth of orchestra music and the special material for cinema orchestras. This latter business is on the verge of a great development due to the fact that cinema palaces here are making unusual progress similar to that found in other large countries.

Couesnon & Cie not only are one of the largest manufacturers of brass and reed instruments, but they practically make everything needed in music. In addition they are distributors of Columbia phonograph products and other internationally known musical goods.

The head of Couesnon & Cie is Jean Couesnon, who is widely known all over Europe, and is in close touch with the foremost musical artists in all countries.

SONGS

THAT HIT THE MARK!

It All Depends on You
I Wonder How I Look When I'm Asleep
So Blue
I'm in Love Again
South Wind
Oh, Baby! Don't We Get Along
I Want to Be Miles Away From Ev'ryone (And Just a Little Closer to You)
Does She Love Me?— Positively—Absolutely
Ask Me Another
One o'Clock Baby

DE SYLVA, BROWN AND HENDERSON, INC.
Music Publishers
DE SYLVA, BROWN AND HENDERSON BUILDING 745 SEVENTH AVENUE NEW YORK

Irving Berlin Issues Its Saxophone Folio No. 1

Irving Berlin, Inc., 1607 Broadway, New York City, has just announced its "Saxophone Folio No. 1." According to the sales department of the Berlin Co., this will be the first of a series of new saxophone books which will be released several times each year and will embody popular sellers from the current Berlin catalog. The first book contains such successes as "Because I Love You," "Remember," "Always" and similar works of importance. The arrangements are in three keys, covering the most important and popular of saxophone instruments.

New Spring Releases of the Triangle Co.

Joe Davis, head of the Triangle Music Publishing Co., appears on the programs of a number of New York radio stations as the "Melody Man." Under this same name he has also recorded two waltz ballads for Brunswick records which are to be released shortly. These are "I'm Only Another to You" and "I'm Longing for My Old Gal Sal." Both numbers are published by the Triangle Music Publishing Co.

Joe Davis also announces that, in conjunction with his success, "Oriental Moonlight," his firm will open the Spring season with "Night Time Is Love Time," "You Never Get Nowhere Holding Hands," two new dance tunes, "White Ghost Shivers" and "My Pretty Girl."

Witmark Issues New Ballad by Rupp & Davidson

M. Witmark & Son have just released a new ballad called "Just an Ivy-Covered Shack." The number is by Carl Rupp and Morey Davidson. Although only recently issued it has become a great favorite with radio artists. Eunice Francois, a well-known Wisconsin soprano, in broadcasting "Just an Ivy-Covered Shack" from station WHGY, De Pere, Wis., received a long-distance telephone call from Minneapolis to repeat the number, which she graciously did. Coincidentally, Walter Mallory, the tenor of the Gold Seal Vagabonds, a feature on station WCCO, St. Paul, Minn., has been programming it in adjacent territory. He writes to Witmark that he has found it a big drawing card. In Eastern territory Douglas Stanbury, the baritone, formerly of the Chicago Opera Company and now a feature with Roxy's Gang, sang the song at Roxy's second radio concert.

"Bells of Hawaii" Issued by Steele, Inc.

Fred K. Steele, Inc., publisher of "Ev'ry Little While," a song and dance success, recently issued a new popular song called "Bells of Hawaii." This number, written by Billy Heagney, is being featured by many well-known orchestras. It has also quickly been taken up by player-roll manufacturers due to the novelty bell effects in the piano score. It will shortly make its appearance on practically all records. The Steele firm is planning a very intensive exploitation and sales drive on this offering.

New Joe Davis Recordings

Joe Davis, head of the Triangle Music Publishing Co., 1658 Broadway, New York City, radio artist and contributor to some of the popular catalogs of several talking machine records, has just made two Harmony records for the Columbia Phonograph Co. The numbers are "I've Got Somebody Now" and "If Tears Could Bring You Back to Me," the first published by the Triangle Co. and the latter by Bibo, Bloedon & Lang.

"You Can't Go Wrong With Any 'FEIST' Song"

"IN A LITTLE SPANISH TOWN"
The 1927 Waltz Hit!
by LEWIS and YOUNG and MABEL WAYNE

"SUNDAY"
A Mid-West Sensation Sweeping The Country!
by MILLER COHN STEIN and KRUEGER

"JUST A BIRD'S-EYE VIEW"
(OF MY OLD KENTUCKY HOME)
A High Flying Hit!
by GUS KAHN and WALTER DONALDSON

"IT MADE YOU HAPPY"
(WHEN YOU MADE ME CRY)
The New "Cry" Ballad
by WALTER DONALDSON

"I'VE GOT THE GIRL"
Its "Got" Everything That Makes A Donaldson Song Popular!

"TAKE IN THE SUN, HANG OUT THE MOON"
(ROCK ME IN A CRADLE OF DREAMS)
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British Gramophone and Record Exports Show Large Increase Over Preceding Year

Columbia Co. Official Gives Some Figures Showing Growing Demand for British Products in Foreign Countries—Rumored Taxation on Records Agitates Industry—Other News

LONDON, ENG., April 4.—Considerable agitation has been aroused in talking machine circles here over inquiries which have been made recently by Treasury officials, giving rise to rumors that the Chancellor of the Exchequer is contemplating taxing records as a new source of revenue, and the Budget statement, due about the end of this month or beginning of May, is being awaited with some interest. Discussing the effect on the record-making industry, J. V. A. Shields, a director of the Columbia Co., said, "At the present time we have to pay 5 per cent copyright duty. If we are to pay an additional tax it will, in my opinion, have the effect of depressing the industry. What I am afraid of is that if this tax is only placed upon home-manufactured records, the margin, which at present prevents the market from being flooded by cheap records from abroad, will be so small that we shall once again be subject to the same kind of competition which existed before the war. German competition was then so strong we had to make arrangements with copyright proprietors so that some of the effects of the cut prices should be passed on to them. We are already getting cheap records from Canada and America which in many respects correspond with those we were getting from Germany." On the other hand, the export of records from this country has been increasing by leaps and bounds. Ninety-three foreign countries, according to Mr. Liedtke, of the Columbia Co., now rely on us for their recorded music. Last year we exported to these countries 225,419 gramophones and 8,903,544 records, valued at £1,625,515. The increase last year alone was just half a million pounds. The imports, said Mr. Liedtke, were negligible. Colonel Tatton, the organizing director of the Federation of British Music Industries, stated that a penny tax on gramophone records would produce about £180,000 per annum, and the expenses of the collection would be out of all proportion to the value of the return.

Officials of both the Gramophone Co. and the Columbia Co. speak of the restricted activity of their factories if the proposed taxes are applied. Alfred Clark, managing director of the Gramophone Co., said that such a tax would compel the company to turn over a large part of its export manufacture, now made at Hayes, to its eight factories abroad, and which would probably mean that some two thousand of the five thousand people now employed at Hayes would be thrown out of work. As far as the business of the company is concerned, the enormous organization abroad put it in the happy position of being able to minimize what would otherwise be a disastrous blow. Consequent upon the rumor of the suggested tax, gramophone shares on the market dropped a point or two, but have since resumed their level.

Competitions for Gramophone Dealers

Apart from the stimulus to sales given by the leading gramophone companies, dealers here receive plenty of encouragement in the matter of competitions. Recently, through a trade paper, Louis Sterling offered a monthly prize to dealers for window dressing, and now the Gramophone Dealers' Association is offering monthly prizes for a series of competitions, in which all dealers can take part (whether

members or not). The first competition is for the most effective use made of a window displaying gramophone goods where the trader has had to rely on his own ideas, and has not had the assistance of any trade set other than price labels, or any special system of lighting installed for the purpose. This will be judged from photographs. The object aimed at is the originality shown in using to the best advantage a shop front of the ordinary character without expensive alterations. Other competitions are for Shop Display, Ideas for Audition Chambers, Advertisements, Record Filing, the Gramophone Section of a Large Window, the Lay-out of a Gramophone Counter, and Deliveries and Services after Sales.

Linking Up With the Past

The Centennial celebration on the occasion of the hundredth anniversary of the death of Beethoven has given the recording companies a fine opportunity of showing their enterprise. Firstly, the Columbia Co., in association with International committees, has recorded all the principal works of the old master, and forwarded the matrices abroad for pressings to be taken in the United States. Apart from this actual provision of musical material, the Columbia Co., sponsored by the London Centennial Committee, prepared fourteen lectures, each one dealing with a phase of Beethoven and his music, and illustrated by the actual performance of examples of music by means of these gramophone records. The lectures, specially written by expert Beethoven lecturers, carried a foreword by Sir W. H. Hadow, probably the great-

World-Famous Artists Heard During Atwater Kent Hour

Since the last issue of *The World* the following artists appeared before the microphone during the Atwater Kent radio hours broadcast Sunday evenings from station WEAJ and affiliated stations, Giovanni Martinelli, tenor; Edith Mason, soprano; Kathryn Meisle, contralto and Leonora Cortez, pianist.

A last-minute change was necessary in the program planned for Sunday evening, April 3. Beniamino Gigli, tenor of the Metropolitan Opera Co., was to have been the artist. At 6.30 o'clock the evening of the concert word was received that Signor Gigli was indisposed. Luckily two very popular artists who have hitherto appeared on Atwater Kent radio programs were in town, Mary Lewis, Metropolitan soprano, and Allen McQuhae. They promptly substituted and rendered a concert that delighted millions of set owners throughout the country.

New Form of RCA Service

A new weekly radio program service for RCA authorized dealers has been inaugurated by the Radio Corp. of America. This service is designed to keep all dealers informed in advance of the outstanding features to be broadcast over the National Broadcasting Co.'s chain of stations. Dealers are requested to place these weekly posters in their windows and to use the service to illustrate the entertainment value of owning a Radiola. This is most effective publicity for retailers.

est authority on Beethoven in this country. The lectures have been distributed to twenty-five thousand schools, musical societies, and institutions throughout Great Britain, free of charge, and every facility is provided to ensure performance of the illustrative music.

His Master's Voice Co., too, was not behind in the matter of special Beethoven recordings for the celebrations, and its list of artists, comprising famous pianists, violinists and conductors, as well as notable orchestras, supplied a line of records that met the requirements.

The Parlophone Co., among the first to record the entire nine Symphonies by the old style recording, was also well in evidence, while Pathé Frères Pathephone, Ltd., and the Vocalion Gramophone Co. also issued a number of Beethoven records.

Gramophone Manufacturers Dine

The eighth annual dinner of the Gramophone Manufacturers Association was held at the Restaurant Frascati on March 23, with the president, E. C. Paskell, of the Colmore Depot, Birmingham, in the chair. A larger number than ever of members and guests attended, and the function was a complete success. Speeches were commendably brief, affording the Edison Bell Co. a fine opportunity for a program of music by Edison Bell artists. H. M. Lemoine, of the latter company, proposed the toast of "The Association and Its President," while A. E. Liedtke, of the Columbia Co., proposed "The Visitors." A notable absentee was Louis Sterling, now in New York.

The British Industries Fair

Speaking generally, the British Industries Fair this year was a tremendous success, both from the point of view of business done as well as from the large numbers of interested inquiries received from potential buyers. In the music section, the pianoforte and the gramophone manufacturers exhibiting were pleased at the amount of business done.

O. K. Houck Co. Sponsors Broadcast Program

MEMPHIS, TENN., April 8.—The O. K. Houck Piano Co., this city, recently sponsored an elaborate radio broadcast program through WMC, a feature of the program being the Houck Quartet, consisting of Hugh Sandige, tenor; C. A. Pinson, second tenor; Walter Moore, baritone; A. L. Garthwaite, bass, and Enoch Walton, at the Steinway piano. Bob Anderson and His Orchestra also played a number of selections, the program of seventeen numbers being made up of selections available on Victor records, a fact made public both by the program announcer and by liberal newspaper advertising. The broadcast attracted much favorable attention.

Forms Harmonica Band

The harmonica is an instrument that has been found in every walk of life. Harmonica bands in schools, institutions and on the stage have become familiar. It is now being used in a church service as an offertory. In Jersey City, at the Claremont Presbyterian Church, a harmonica band has been formed and in the church's weekly program it is announced under the order of services for Sunday morning: "During the taking of the offering, our choir boys will play several hymns on their harmonicas."

L. A. Titefsky, New York dealer, is receiving congratulations on the arrival of a daughter, Lillian Zeld, born April 6.

Advance RECORD BULLETINS for May, 1927

Victor Talking Machine Co.

LIST FOR APRIL 1 VOCAL AND INSTRUMENTAL

- 35780 Aida—Grand March and Finale (Verdi),
Creator's Band 12
- Aida—Introduction and Moorish Ballet (Verdi),
Creator's Band 12
- 20490 What Does It Matter? (Berlin)...Henry Burr 10
- Let's Forgive and Forget (And Start Over
Again).....Lewis James 10
- 20459 Blue Skies (Berlin).....Jesse Crawford 10
- Falling in Love With You (Davis-Meyer),
Jesse Crawford 10
- 20489 To-night You Belong to Me.....Pauline Alpert 10
- The Little White House (At the End of
Honeymoon Lane).....Pauline Alpert 10
- 20439 The Clock and the Banjo.....Harry F. Reser 10
- Lolly Pops.....Harry F. Reser 10
- 20438 Dear Heart, What Might Have Been,
The Silver-Masked Tenor 10
- Mammy's Little Kinky-Headed Boy,
The Silver-Masked Tenor 10
- 35813 Beautiful Saviour (Christiansen)—Crusaders' 12
- Hymn.....St. Olaf Choir
- From Heaven Above (Christiansen),
St. Olaf Choir 12
- 35811 Gems From "Oh, Kay!".....The Revelers 12
- Gems From "Honeymoon Lane,"
Victor Light Opera Co. 12

DANCE RECORDS

- 20453 Love Is Just a Little Bit of Heaven—Waltz,
Nat Shilkret and the Victor Orch. 10
- Still Waters—Waltz,
Nat Shilkret and the Victor Orch. 10
- 20464 School Day Sweethearts—Waltz,
Nat Shilkret and the Victor Orch. 10
- Delilah—Fox-trot,
Roger Wolfe Kahn and His Orch. 10
- 20485 Kansas City Shuffle,
Bennie Moten's Kansas City Orch. 10
- Yazoo Blues, Bennie Moten's Kansas City Orch. 10
- 20454 Dream Tango (Le Tango du Reve),
International Novelty Orch. 10
- Tango—Fate (Valentino),
International Novelty Orch. 10
- 20456 Look Up and Smile—Fox-trot,
Nat Shilkret and the Victor Orch. 10
- When Day Is Done—Fox-trot,
Nat Shilkret and the Victor Orch. 10

RED SEAL RECORDS

- 1228 By the Waters of Minnetonka (Lieurance),
Renee Chemet 10
- Under the Leaves (Sous la feuille) (Thome),
Renee Chemet 10
- 9049 Gotterdammerung—Siegfried's Funeral March—
Part 1...Albert Coates and Symphony Orch. 12
- Gotterdammerung—Siegfried's Funeral March—
Part 2...Albert Coates and Symphony Orch. 12

Symphony Pathetique (No. 6 in B Minor) (Tschaikowsky)

- (Recorded in Europe) Albert Coates and Symphony Orch.
- 9050 Adagio and Allegro non troppo—1st Movement
(Continued) 12
- Allegro non troppo—1st Movement (Continued) 12
- 9051 Allegro non troppo—1st Movement (Continued) 12
- Allegro non troppo—1st Movement (Concluded) 12
- 9052 Allegro con grazia—2nd Movement 12
- Allegro con grazia—2nd Movement (Concluded) 12
- 9053 Allegro molto vivace—3rd Movement 12
- Allegro molto vivace—3rd Movement (Concluded) 12
- 9054 Adagio lamentoso—4th Movement 12
- Adagio lamentoso—4th Movement (Concluded) 12
- 6556 Les Rameaux (The Palms) (Faure),
Marcel Journet 12
- Hosanna! (Granier).....Marcel Journet 12
- 1226 Annie Laurie (Douglas-Scott)...Hulda Lashanska 10
- Long, Long Ago (Bayly).....Hulda Lashanska 10
- 6627 Mignon—Polonaise—Je suis Titania (I'm Fair
Titania)—In French.....Luella Melius 12
- Mideille—Valse (Gentle Bird of the Morning)
(Gounod)—In French.....Luella Melius 12
- 4004 Roses of Picardy (Weatherly-Wood),
Lambert Murphy 10
- Lonesome—That's All (Bradley-Roberts),
Lambert Murphy 10
- 6628 Impromptu in A Flat, Op. 142, No. 2 (Schubert),
Ignace Jan Paderewski 12
- Etude in E Major, Op. 10, No. 3 (Chopin),
Ignace Jan Paderewski 12
- 6624 Rienzi Overture—Part 1 (Wagner),
Leopold Stokowski and Philadelphia Orch. 12
- Rienzi Overture—Part 2 (Wagner),
Leopold Stokowski and Philadelphia Orch. 12

- 6625 Rienzi Overture—Part 3 (Wagner),
Leopold Stokowski and Philadelphia Orch. 12
- Gotterdammerung—Finale (Wagner),
Leopold Stokowski and Philadelphia Orch. 12
- 1227 Jesus, Lover of My Soul (Wesley-Marsh),
Reinald Werrenrath 10
- Saved by Grace (Crosby-Stebbins),
Reinald Werrenrath 10

LIST FOR APRIL 8

- 20491 If All the Stars Were Pretty Babies (And I
Was the Man in the Moon)—Fox-trot,
B. F. Goodrich Silvertown Cord Orch. 10
- A Lane in Spain—Fox-trot,
Jean Goldkette and His Orch. 10
- 20487 You Went Away Too Far and Stayed Away Too
Long—Fox-trot...Jacques Renard and His Orch. 10
- Lonely—Fox-trot...Jacques Renard and His Orch. 10
- 20496 Moonbeam! Kiss Her for Me,
Jim Miller-Charlie Farrell 10
- Since I Found You...Jim Miller-Charlie Farrell 10
- 20486 My Lady (from "Queen High")...Frank Crumit 10
- Sunny Disposish (from "Americana"),
Frank Crumit 10

JAZZ RECORDS

- 20420 House Rent Rag.....Dixieland Jug Blowers 10
- Don't Give All the Lard Away—Fox-trot,
Dixieland Jug Blowers 10
- 20422 Midnight Mama—Fox-trot,
Bennie Moten's Kansas City Orch. 10
- Missouri Wobble,
Bennie Moten's Kansas City Orch. 10
- 20431 Grandpa's Spells—Stomp,
Jelly Roll Morton's Red Hot Peppers 10
- Cannon Ball—Blues,
Jelly Roll Morton's Red Hot Peppers 10
- 20460 Stampede—Stomp.....Savoy Bearcats 10
- Hot Notes—Stomp.....Savoy Bearcats 10
- 20470 Soothin' Syrup—Stomp; Pipe Organ,
Thomas Waller 10
- Loveless Love—Blues Novelty...Thomas Waller 10
- 20421 Moses in the Wilderness—Sermon, with Singing,
Rev. J. M. Gates 10
- Hebrew Children in the Fiery Furnace—Ser-
mon, with Singing.....Rev. J. M. Gates 10
- 20423 You Need Jesus on Your Side—Sermon, with
Choir.....Deacon A. Wilson 10
- Certainly Lord—Sermon, with Choir,
Deacon A. Wilson 10
- 20424 Pail in My Hand.....Edna Winston 10
- Mama's Gonna Drop Your Curtain,
Edna Winston 10

LIST FOR APRIL 15

- 20504 At Sundown (When Love Is Calling Me Home),
Franklyn Baur 10
- I'll Take Care of Your Cares...Franklyn Baur 10
- 20500 That's My Hap-Hap-Happiness,
The Happiness Boys 10
- Cock-a-Doodle, I'm Off My Noodle,
The Happiness Boys 10
- 20501 I Always Knew—Fox-trot,
Paul Whiteman and His Orch. 10
- When I'm in Your Arms—Fox-trot,
Paul Whiteman and His Orch. 10

LIST FOR APRIL 22

- 20513 It All Depends on You—Fox-trot,
Paul Whiteman and His Orch. 10
- That Saxophone Waltz—Waltz,
Paul Whiteman and His Orch. 10
- 20508 Muddy Water—Fox-trot,
Paul Whiteman and His Orch. 10
- Ain't She Sweet—Fox-trot,
Nat Shilkret and the Victor Orch. 10
- 20509 You Went Away Too Far and Stayed Away Too
Long.....Jane Green 10
- I'm Gonna Meet My Sweetie Now...Jane Green 10

Columbia Phono. Co., Inc.

CELEBRITY SERIES

- 2047-M Nigun (Improvisation) Parts 1 and 2 (From
"Baal Sham"—Pictures of Chassidic Life)
(Bloch)—Violin Solo.....Jos. Szigeti 10
- 4037-M Kashmiri Song (From "Four Indian Love
Lyrics") (Woodforde-Finden-Hope)—Tenor
Solo.....Charles Hackett 10
- I Heard You Singing (Coates-Barrie)—Tenor
Solo.....Charles Hackett 10
- 5069-M Du Bist Die Ruh' (My Sweet Repose)
(Schubert)—Soprano Solo.....Elsa Alsen 12
- Gretchen Am Spinnrade (Margaret at the
Spinning Wheel) (Schubert)—Soprano Solo,
Elsa Alsen 12
- 7123-M The Magic Flute: Overture, Parts 1 and 2
(Mozart)—Sir Thomas Beecham, Bart.,
and The London Symphony Orch. 12

DANCE MUSIC

- 895-D Lily (From "Rufus Le Maire's Affairs")—
Fox-trot, with Vocal Chorus by Ted Lewis,
Ted Lewis and His Band 10
- Wandering in Dreamland (From "Rufus Le
Maire's Affairs")—Fox-trot, with Vocal
Chorus by Ted Lewis,
Ted Lewis and His Band 10
- 890-D Lonely (J'ai pas su y faire)—Waltz, with
Vocal Chorus by Charles Kaley,
Leo Reisman and His Orch. 10
- Love Me All the Time—Waltz, with Vocal
Chorus by Charles Kaley,
Leo Reisman and His Orch. 10
- 902-D I'm Looking Over a Four-Leaf Clover—Fox-
trot, with Vocal Chorus by Johnny Morris,
Paul Specht and His Orch. 10
- Oriental Moonlight—Fox-trot, with Vocal
Chorus by Johnny Morris,
Paul Specht and His Orch. 10
- 900-D It All Depends on You—Fox-trot, with Vocal
Chorus by Vincent Van Tuyl,
Fred Rich and His Hotel Astor Orch. 10
- Somebody Else (From "Yours Truly")—Fox-
trot, with Vocal Chorus by Vincent Van
Tuyl, Fred Rich and His Hotel Astor Orch. 10
- 907-D I Wonder How I Look When I'm Asleep—
Fox-trot, with Vocal Chorus by Tom Stacks,
Harry Reser's Syncopators 10
- The Cat—Fox-trot, with Vocal Chorus by Tom
Stacks.....Harry Reser's Syncopators 10
- 893-D Rio Rita (From "Rio Rita")—Fox-trot, with
Vocal Chorus by Charles Kaley,
The Knickerbockers 10
- The Kinkajou (From "Rio Rita")—Fox-trot,
with Vocal Chorus by Johnny Marvin,
The Knickerbockers 10
- 912-D Look at the World and Smile (From "Yours
Truly")—Fox-trot, with Vocal Chorus by
Tom Stacks,
Clicquot Club Eskimos (Dir. H. Reser) 10
- You and I Love You and Me (Intro.: Just
Across the River From Queens)—Medley
Fox-trot, with Vocal Chorus by Tom Stacks,
Clicquot Club Eskimos (Dir. H. Reser) 10
- 916-D I've Never Seen a Straight Banana—Fox-
trot, with Vocal Chorus by Frank Harris
and Ed. Smalle.....The Columbians 10
- Following You Around—Fox-trot, with Vocal
Chorus by Frank Harris, The Knickerbockers 10
- 903-D Ain't She Sweet?—Fox-trot, with Vocal
Chorus by Charles Kaley...The Radiolites 10
- Song of Shanghai—Fox-trot...The Radiolites 10
- 913-D Hoosier Sweetheart (Say Who)—Fox-trot,
with Vocal Chorus by Charles Kaley,
The Columbians 10
- Desert Eyes—Fox-trot, with Vocal Chorus by
Charles Kaley.....The Columbians 10
- 891-D Proud—Fox-trot, with Vocal Chorus by
Johnny Marvin.....The Columbians 10
- Don't Sing Aloha—Fox-trot, with Vocal Chorus
by Johnny Marvin and Ed Smalle,
The Columbians 10
- 889-D That Saxophone Waltz—Waltz, with Vocal
Chorus by Lewis James,
The Cavaliers (Waltz Artists) 10
- Lazy River (Flowing to the Southland)—
Waltz, with Vocal Chorus by Lewis James
and Elliott Shaw,
The Cavaliers (Waltz Artists) 10
- 917-D Oh, Lizzie!—Fox-trot, with Vocal Chorus by
Sam Sherman...Mal Hallett and His Orch. 10
- It's O. K. Katy With Me—Fox-trot, with
Vocal Chorus by Sam Sherman and Billy
Carlin.....Mal Hallett and His Orch. 10
- 914-D Stringing the Blues—Novelty Fox-trot,
Joe Venuti-Eddie Lang 10
- Black and Blue Bottom—Novelty Fox-trot,
Joe Venuti-Eddie Lang 10
- 918-D Along Miami Shore—Waltz,
The Xylo-Rimba Orch. 10
- My Sweetheart Waltz—Waltz,
The Xylo-Rimba Orch. 10
- 909-D Wabash Blues—Fox-trot,
The Charleston Chasers (Dir. "Red" Nichols) 10
- Davenport Blues—Fox-trot,
The Charleston Chasers (Dir. "Red" Nichols) 10

VOCAL NUMBERS

- 908-D Sam, the Old Accordion Man—Vocal,
Ruth Etting 10
- It All Depends on You—Vocal...Ruth Etting 10
- 892-D Things That Remind Me of You,
Art Gillham (The Whispering Pianist) 10
- Let's Make Up,
Art Gillham (The Whispering Pianist) 10
- 910-D Who Do You Love? (From "Earl Carroll's
Vauties")—Vocal.....Charles Kaley 10

(Continued on page 142)

THE SONG HITS FROM FLORENZ ZIEGFELD'S GORGEOUS PRODUCTION

"RIO RITA"

Lyrics by JOSEPH McCARTHY Music by HARRY TIERNEY
Book by Guy Bolton and Fred Thompson

"FOLLOWING THE SUN AROUND" — "I'M OUT ON THE LOOSE TONIGHT,"
"RIO RITA" — "THE JUMPING BEAN" — "THE KINKAJOU,"
"THE RANGERS' SONG" — "IF YOU'RE IN LOVE, YOU'LL WALTZ"

Published by LEO. FEIST Inc., 231-5 W. 40th ST., NEW YORK, N.Y.

LATEST RECORD BULLETINS—(Continued from page 141)

- Alabama Stomp (From "Earl Carroll's Vanities")—Vocal Charles Kaley 10
- 911-D One Sweet Letter From You—Vocal, Kate Smith, with The Charleston Chasers 10
- I'm Gonna Meet My Sweetie Now—Vocal, Kate Smith, with The Charleston Chasers 10
- 888-D What Does It Matter?—Tenor Solo, Franklyn Baur 10
- If You See Sally—Tenor Solo, Franklyn Baur 10
- 901-D Yes, Flo! (The Gal Who Never Says "No")—Vocal Edith Clifford 10
- No Wonder She's a Blushing Bride—Vocal, Edith Clifford 10
- 898-D I've Never Seen a Straight Banana—Vocal Duet, Billy Jones-Ernest Hare (Happiness Boys) 10
- Take Your Finger Out of Your Mouth (I Want a Kiss From You)—Vocal Duet, Billy Jones-Ernest Hare (Happiness Boys) 10
- 915-D I Wonder How I Look When I'm Asleep?—Comedienne Vaughn De Leath 10
- That's My Hap-Hap-Happiness—Comedienne, Vaughn De Leath 10
- 897-D Your Land and My Land (From "My Maryland") Columbia Male Chorus 10
- Mother (From "My Maryland")—Male Quintet The Singing Sophomores 10
- 50038-D Studio Stunts—Part 1 Columbia Artists 12
- Studio Stunts—Part 2 Columbia Artists 12
- 50037-D Andantino—Organ Solo G. T. Pattman 12
- In a Monastery Garden—Organ Solo, G. T. Pattman 12
- 894-D It Made You Happy When You Made Me Cry—Organ Solo Harold L. Rieder 10
- Trail of Dreams—Organ Solo, Harold L. Rieder 10
- 50036-D H. M. S. Pinafore: Selection, Parts 1 and 2 (Sullivan) Court Symphony Orch. 12
- 896-D Come, Ye Disconsolate—Mandolin Solo, Samuel Siegel 10
- Lullaby—Mandolin Solo Samuel Siegel 10
- SACRED MUSIC
- 899-D Anthem—God Is a Spirit, St. George's Chapel Choir, Windsor (Dir. Rev. Dr. E. H. Fellowes) 10
- When I Survey the Wondrous Cross, St. George's Chapel Choir, Windsor (Dir. Rev. Dr. E. H. Fellowes) 10
- FAMILIAR TUNES—OLD AND NEW
- 15130-D House of David Blues, McMichen's Melody Men 10
- Down Yonder McMichen's Melody Men 10
- 15128-D We Are Going Down the Valley One by One, Smith's Sacred Singers 10
- If I'm Faithful to My Lord, Smith's Sacred Singers 10
- 15127-D Ragtime Annie—Dance Music, North Carolina Ramblers (P. Rorer) 10
- Too Young to Marry—Dance Music, North Carolina Ramblers (P. Rorer) 10
- 45129-D The Old-Time Power—Vocal Trio, The Wisdom Sisters 10
- Children of the Heavenly King—Vocal Trio, The Wisdom Sisters 10
- 15131-D The Sad Lover—Vocal Vernon Dalhart 10
- I'd Like to Be in Texas When They Round Up in the Spring—Vocal, Vernon Dalhart 10
- 15133-D Little Stream of Whiskey—Vocal Duet, Burnett-Rutherford 10
- A Short Life of Trouble—Vocal Duet, Burnett-Rutherford 10
- 15132-D Darneo—Mountain Dance Music, Blue Ridge Highhollers (C. La Prade) 10
- Darling Child—Mountain Dance Music, Blue Ridge Highhollers (C. La Prade) 10
- IRISH MUSIC
- 33146-F The Maid on the Green—Three Little Drummers—Jig O'Leary's Irish Minstrels 10
- Old Man Dillon—Walls of Liscara—Jig, O'Leary's Irish Minstrels 10
- 33147-F Louden's Braes So Bonnie—The Money Musk—Green Grows the Rushes, Oh!—Highland Fling O'Leary's Irish Minstrels 10
- The Minstrels Favorite (Intro.: The Londonderry)—Hornpipe Schottische, O'Leary's Irish Minstrels 10
- 33148-F God Save Ireland (Intro.: The Wearing of the Green)—March O'Leary's Irish Minstrels 10
- O'Donnell Aho—The Boys of Wexford—March O'Leary's Irish Minstrels 10
- 33149-F "The Irish Counties"—Parts 1 and 2—Fox-trot The Erin Boys' Orch. 10
- 33150-F The Old Rustic Bridge by the Mill—Tenor Solo James Egan 10
- That's An Irish Lullaby—Tenor Solo, James Egan 10

Edison Disc Records

- SPECIALS
- 51937 How I Love You (I'm Tellin' the Birds—Tellin' the Bees) (Brown-Friend), Frederick Kinsley on the Midmer-Losh Pipe Organ Put Your Arms Where They Belong (For They Belong to Me) (Davis-Santly-Ackman), Frederick Kinsley on the Midmer-Losh Pipe Organ 10
- 51942 The Birth of the Shamrock (Kelly-Cahill), Charles Harrison Harp That Once Thro' Tara's Hall (Moore), Joseph M. White 10
- 51498 Blue Skies (Berlin), Vaughn de Leath (The Radio Girl) Since I Found You (Clare-Woods), Vaughn de Leath (The Radio Girl) 10
- 51946 High, High, High Up in the Hills (Watching the Clouds Roll By) (Lewis-Young-Abrahams)—Male Duet, with Frank White at the Piano, The Radio Franks (Bessinger-White) My Little Bunch of Happiness (Davis-Akst)—Male Duet, with Frank White at the Piano, The Radio Franks (Bessinger-White) 10
- 51949 Don't Let the Deal Go Down—Singing, with Fiddle, Harmonica and Guitar, Vernon Dalhart Bury Me Not on the Lone Prairie (The Dying Cowboy)—Singing, with Fiddle, Harmonica and Guitar, Vernon Dalhart 10
- 51943 Intermezzo—Suite Melodique (Friml), Herbert Soman's Salon Orch. A Vineyard Idyl (Didier), Herbert Soman's Salon Orch. 10
- 51945 Oh! Doctor (Cook)—A Toothsome Recitation, Phil Cook (The Radio Chef) Lady Luck (Cook), Phil Cook (The Radio Chef) and His "Fryin' Pan" 10
- 51953 My Baby's Back (Cock-a-Do-dle, I'm Off My Noodle) (Johnson-Sherman-Tohias)—Descriptive Tenor Duet, with Jack Glogan at the Piano, Al Campbell-Jack Kaufman Why Did Dr. Ickyl-Illide (Johnson-Sherman-Tohias)—Descriptive Tenor Duet, with Jack Glogan at the Piano, Al Campbell-Jack Kaufman 10
- 51957 In the Cross of Christ I Glory—Easter Hymn, The Strife Is O'er—Easter Hymn, Frederick Kinsley on the Midmer-Losh Pipe Organ Jesus Christ Is Risen To-day (Worgan)—Easter Hymn, Frederick Kinsley on the Midmer-Losh Pipe Organ 10
- 51955 Take in the Sun, Hang Out the Moon (Lewis-Young-Woods)—Vocal Chorus by Arthur Fields, Frederick Kinsley on the Midmer-Losh Pipe Organ Falling in Love With You (Davis-Meyer)—Vocal Chorus by Arthur Fields, Frederick Kinsley on the Midmer-Losh Pipe Organ 10
- 51958 Crazy Words—Cray Tune (Vo-do-de-o) (Yellen-Ager) The Croonaders, with Van Buren Clark Voom Voom (Moaden on the Gayden) (Friend-Welsh) Van Buren Clark 10
- 51951 The Bully of the Town—Singing, with Fiddle, Banjo and Guitar, E. V. Stoneman and the Dixie Mountaineers The Bright Sherman Valley—Singing, with Fiddle, Banjo, Harmonica and Guitar, E. V. Stoneman and the Dixie Mountaineers 10
- 51950 Golden Showers (Ferera-Paaluh), Waikiki Hawaiian Orch. Kona Waltz (Ferera-Paaluh), Waikiki Hawaiian Orch. 10
- 51964 My Creole Sue (Davis), Walter Scanlan and Chorus Just an Ivory Covered Shack (Davidson-Rupp), Walter Scanlan 10
- 51956 My Lady's Boudoir—Suite: No. 1, Chiffon; No. 2, Lace (Lockwood), B. A. Rolfe and His Concert Orch. My Lady's Boudoir—Suite: No. 3, Perfume; No. 4, High Heels and Buckles (Lockwood), B. A. Rolfe and His Concert Orch. 10
- 51951 Bridget O'Flynn (Where've Ya Been?) (Sterling-King)—Male Voices, with Johnny Ryan at the Piano Sherman-Ryan Down in the Old Neighborhood (McKenna), National Male Quartet 10
- 51966 It Made You Happy When You Made Me Cry (Donaldson)—Stuart Ross at the Piano, Vaughn de Leath (The Radio Girl) (Does She Love Me) Positively, Absolutely (Coslow-Herbert)—Stuart Ross at the Piano, Vaughn de Leath (The Radio Girl) 10
- 51967 In a Little Spanish Town ('Twas on a Night Like This) (Lewis-Young-Wayne) Arthur Fields Yankee Rose (Hoiden-Frank), National Male Quartet 10
- FLASHES
- 51962 The Cat (A Spooky Novelty) (Kahn-Jones)—Fox-trot Phil Napoleon and His Orch. Pardon the Glove (Fast and Hot) (Quicksell)—Fox-trot, D. Voorhees and His Earl Carroll's "Vanities" Orch. 10
- 51963 I Still Believe in You (Gilbert-Rich)—Fox-trot, with Singing by Harold Yates, D. Voorhees and His Earl Carroll's "Vanities" Orch. Never Without You (Davis-Burke)—Fox-trot, with Singing by Harold Yates, D. Voorhees and His Earl Carroll's "Vanities" Orch. 10
- 51960 It Made You Happy When You Made Me Cry (Donaldson)—Fox-trot, Phil Napoleon and His Orch. Lonely Eyes (Davis-Akst)—Fox-trot, with Vocal Refrain by Arthur Fields Golden Gate Orch. 10
- 51959 The Kinkajou (From "Rio Rita") (McCarthy-Tierney)—Fox-trot Cass Hagan and His Orch. It All Depends on You (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Refrain by Arthur Fields Cass Hagan and His Orch. 10
- 51954 It's O. K. Katy With Me (Pease-Nelson)—(Trumpet Virtuoso)—Vocal Chorus by Van Buren Clark, B. A. Rolfe and His Palais D'or Orch. What Does It Matter? (Berlin)—Waltz, with Vocal Refrain (Trumpet Virtuoso), B. A. Rolfe and His Palais D'or Orch. 10
- 51952 What Makes My Baby Cry (Hibbler-Sosnik-Squires)—Fox-trot, Vocal Refrain, Al Lynn's Music Masters Indian Butterfly (Naomi) (Leslie-Lodge-Stone) Fox-trot Al Lynn's Music Masters 10
- 51947 Somebody Else (from "Yours Truly") (Caldwell-Huhbell)—Fox-trot, with Vocal Refrain by Joe Schuster Duke Yellman and His Orch. Rio Rita (from "Rio Rita") (McCarthy-Tierney)—Fox-trot, with Vocal Refrain by Joe Schuster Duke Yellman and His Orch. 10
- 20-MINUTE RECORDS
- 10006 Hello Bluebird (Friend)—Fox-trot, Kaplan's Melodists In a Little Spanish Town (Lewis-Young-Wayne)—Waltz, Hotel Commodore Dance Orch. (B. Levitow, Dir.) The Sphinx (Tillman)—Oriental Fox-trot, Ross Gorman and His Orch. Rhapsodie Russe (Nussbaum)—Fox-trot Over-ture Featuring "Volga Boat Song" and "Tschaiakowsky's 1812", Harold Vee and His Arrowhead Inn Orch. Oriental Moonlight (Smolev-Seaman)—Fox-trot Romance, Ernie Golden and His Hotel McAlpin Orch. Clap Yo' Hands (from "Oh, Kay") (Ira and George Gershwin)—Slow Fox-trot, Hotel Commodore Dance Orch. (B. Levitow, Dir.) 10

Edison Blue Amberol Records

- 5319 Old Dutch Selections, Victor Herbert and His Orch. 5304-Valeeta Waltz (Over the Waves), Henry Ford's Old-Time Dance Orch. 5298 Broken Hearted Melody Waltz, Waikiki Hawaiian Orch. 5316 Mary Lou, Frederick Kinsley on the Midmer-Losh Pipe Organ 5320 As It Began to Dawn (Easter Sacred Number) Edison Mixed Quartet 5308 We Courted in the Rain—Singing, Harmonica and Guitar, Ernest V. Stoneman and The Blue Ridge M't'neer 5313 Kennie Wagner's Surrender—Singing, Fiddle, Harmonica and Guitar, Vernon Dalhart 5315 Bury Me Not On The Lone Prairie (The Dying Cowboy)—Singing, Fiddle, Harmonica and Guitar, Vernon Dalhart 5318 When I Get Back Again to Bonnie Scotland, Harry Lauder 5311 Cherie, I Love You (Cherie, Je T'Aime)—Walter Scanlan with Organ Accompaniment, Frederick Kinsley on the Midmer-Losh Pipe Organ 5306 I Wish You Were Jealous of Me—Tenor Duet, Arthur Hall and John Ryan 5307 I "Wanna" Go Where You Go—Do What You Do Then I'll Be Happy, Arthur Hall and John Ryan 5309 It Made You Happy When You Made Me Cry—Fox-trot Phil Napoleon and His Orch. 5305 I'm Tellin' the Birds—Tellin' the Bees—Fox-trot Lou Gold's Society Orch. 5317 High-High-High Up in the Clouds—Fox-trot, with Vocal Refrain by the Orchestra, Ross Gorman and His Orch. 10

Okeh Records

MARCH 25 RELEASE DANCE RECORDS

- 40772 Clarinet Marmalade (Shields-Ragas)—Fox-trot, Singin' the Blues—Fox-trot, Frankie Trumbauer's Orch., with Bix-Lang (Frankie Trumbauer, Saxophone; Bix, Cornet; Lang, Guitar.) 10
- 40773 Forgive Me (Yellen-Ager)—Fox-trot, with Vocal Refrain, Harry Raderman's Dance Orch. Hoosier Sweetheart (Say Who) (Goodwin-Ash-Baskette)—Fox-trot, with Vocal Refrain, Harry Raderman's Dance Orch. 10
- 40774 You Went Away Too Far (And Stayed Away Too Long) (Bryan-Monaco)—Fox-trot, with Vocal Refrain, Frank Dailey and His Meadowbrook Orch. There's Something Nice About Everyone (Bnt There's Everything Nice About You) (Turker-Bryan-Wending)—Fox-trot, with Vocal Refrain, Frank Dailey and His Meadowbrook Orch. 10
- 40775 I've Never Seen a Straight Banana (Waite)—Tenor-Baritone Duet, with Piano by Dave Kaplan Billy Jones-Ernest Hare That's My Hap-Hap-Happiness (Johnson-Tobias-Sherman)—Tenor-Baritone Duet, with Piano by Dave Kaplan Billy Jones-Ernest Hare 10
- 40776 'Deed I Do (Hirsch-Rose)—Singing, with Piano, Sissle-Blake You Know, I Know Everything's Made for Love (Johnson-Tohias)—Singing, with Piano, Sissle-Blake 10
- INSTRUMENTAL RECORD
- 40777 Bluin' the Blues (Ragas)—Clarinet, with Piano; Guitar by Ed. Lang Boyd Senter Clarinet Tickle (Senter)—Clarinet, with Piano; Guitar by Ed. Lang Boyd Senter 10
- IRISH RECORD
- 21035 The Frost on the Heather—Irish Jig, with Violin and Piano George Halpin The Lass of Barramore—Irish Reel, with Violin and Piano George Halpin 10
- OLD-TIME TUNES
- 45088 Georgia Girl (Jenkins)—Fiddling and Singing, "Gooby" Jenkins Papa's Got a Home—Fiddling and Singing, "Gooby" Jenkins 10
- 45089 C. & O. Excursion Train (Hutchison)—Harmonica, with Talking Frank Hutchison Long Way to Tipperary—Guitar and Harmonica, Frank Hutchison 10
- 45090 Barbara Allen (Rohison)—Tenor, with Fiddle, Guitar and Harmonica Tobe Little Pearl Bryan (Carson-Thompson)—Tenor, with Fiddle, Guitar and Harmonica Tobe Little 10
- RACE RECORDS
- 8447 You Made Me Love You (Venable)—Fox-trot, with Vocal Refrain by Louis Armstrong, Louis Armstrong and His Hot Five Irish Black Bottom (Venable)—Fox-trot, with Vocal Refrain by Louis Armstrong, Louis Armstrong and His Hot Five 10
- 8448 There's a Meetin' Here To-night (Grainger)—Spiritual, with Piano Accomp., Perfect Harmony Quartet My Good Lord's Done Been Here (Grainger)—Spiritual, with Piano Accomp., Perfect Harmony Quartet 10
- 8449 Fortune Teller Blues (Byron)—Contralto, with Piano Geneva Gray Lonesome Mountain Blues (Byron)—Contralto, with Piano Geneva Gray 10
- APRIL 5 RELEASE
- 40778 The Cat (Kahn-Jones)—Fox-trot, with Vocal Refrain Ted Wallace and His Orch. Oh, Lizzie! (Biho)—Fox-trot, with Vocal Refrain Ted Wallace and His Orch. 10
- 40779 If You See Sally (Kahn-Egan-Donaldson)—Fox-trot, with Vocal Refrain, Lou Gold's Society Orch. The Dixie Vagahond (Kahn-Donaldson)—Fox-trot, with Vocal Refrain, Sam Lanin and His Famous Players The Kinkajou (From "Rio Rita") (McCarthy-Tierney)—Fox-trot, with Vocal Refrain, Sam Lanin and His Famous Players 10
- VOCAL
- 40780 Roses for Remembrance (Kahn-Curtis)—With Piano, Banjo and Bells The Peerless Four The Dixie Vagahond (Kahn-Donaldson)—With Piano, Banjo and Traps The Peerless Four 10
- OLD-TIME TUNES
- 45091 Song of the Wanderer (Where Shall I Go?) (Moret)—Tenor Solo, with Fiddle and Guitar, Vernon Dalhart The Shadow Song (Woodruff-Hodge)—Tenor Duet, with Fiddle and Guitar, Vernon Dalhart-Carson Rohison 10
- 45092 Ain't Nobody's Business—Singing, Earl Johnson and His Dixie Entertainers Three Nights' Experience—Singing, Earl Johnson and His Dixie Entertainers 10
- RACE RECORDS
- 8450 All That I Had Is Gone (Bradford)—Fox-trot, with Vocal Refrain, Perry Bradford and His Gang Lucy Long (Bradford)—Fox-trot, with Vocal Refrain Perry Bradford and His Gang 10
- 8451 You Don't See Into the Blues Like Me (Johnson)—Singing, with Piano and Fiddle, Lonnie Johnson You Drove a Good Man Away (Johnson)—Singing, with Piano and Fiddle, Lonnie Johnson 10
- 8452 Praying for the Mourners—Sermon, with Singing; Deacon Leon Davis and Sisters Jordan and Norman Assisting Rev. J. M. Gates Sisters' Prayer Meeting—Sermon, with Singing; Deacon Leon Davis and Sisters Jordan and Norman Assisting Rev. J. M. Gates 10
- APRIL 15 RELEASE DANCE RECORDS
- 40782 I Want to Be Miles Away From Ev'ryone (And Just a Little Closer to You) (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Refrain by Russell Douglas The Okeh Melodians Sad 'n Blue (Davis-Akst-Ash) Fox-trot, with Vocal Refrain Lou Gold's Society Orch. 10
- 40783 My Sunday Girl (Ruh Cooper-Sept)—Fox-trot, with Vocal Refrain by Les Reis, Irwin Abrams and His Orch. Collette (Kahn-Baer)—Fox-trot, with Vocal Refrain by Les Reis, Irwin Abrams and His Orch. 10
- 40784 A Hot Time in the Old Town (Metz)—Fox-trot, Miff Mole's Mollers The Darktown Strutters' Ball (Brooks)—Fox-trot, Miff Mole's Mollers 10

LATEST RECORD BULLETINS—(Continued from page 142)

VOCAL RECORDS

- 40785 I Love the College Girls (Jaffe-Bonx)—Tenor-Baritone Duet, with Piano by Dave Kaplan, Happiness Boys 10
- The Coat and Pants Do All the Work (And the Vest Gets All the Gravy) (Hanlon-Ross-Shay)—Tenor-Baritone Duet, with Piano by Dave Kaplan Happiness Boys 10
- 40786 Nesting Time (Dixon-Monaco)—Tenor, with Piano and Clarinet..... Russell Douglas 10
- South Wind (DeSylva-Brown-Henderson)—Tenor, with Piano, Guitar and Saxophone, Russell Douglas 10
- OLD-TIME TUNE RECORDS
- 45093 Old Rachel (Hutchison)—Singing, with Guitar, Frank Hutchison 10
- The Wild Horse (Hutchison)—Guitar and Harmonica Frank Hutchison 10
- 45094 Round Town Girl—Vocal Refrain by E. V. Stoneman; Guitar, Banjo and Fiddle by Kahle Brewer E. V. Stoneman's Trio 10
- Lonesome Road Blues—Vocal Refrain by E. V. Stoneman; Guitar, Banjo and Fiddle by Kahle Brewer E. V. Stoneman's Trio 10
- RACE RECORDS
- 8453 Lovesick Blues (Jones)—Contralto, with R. M. Jones, Piano, and L. Armstrong, Trumpet, Bertha "Chippie" Hill 10
- Lonesome Weary Blues (Hill-Allen)—Contralto, with R. M. Jones, Piano, and L. Armstrong, Trumpet Bertha "Chippie" Hill 10
- 8454 Dolly Mine (Russell-Barbarin)—Fox-trot, Luis Russell's Heebie Jeebie Stompers 10
- Sweet Muntaz (Russell)—Fox-trot, Luis Russell's Heebie Jeebie Stompers 10

Emerson Records

DANCE RECORDS

- 3125 Rio Rita—Fox-trot, with Vocal Chorus, Lou Gold and His Orch. 10
- A Lane in Spain—Fox-trot, with Vocal Chorus, Lou Gold and His Orch. 10
- 3126 If You're in Love You'll Waltz—Waltz, Lanin Melody Orch. 10
- Kinkajou—Fox-trot Frank Dailey and His Orch. 10
- 3127 My Regular Gal—Fox-trot, with Vocal Chorus, Frank Dailey and His Orch. 10
- Dixie Vagabond—Fox-trot, with Vocal Chorus, Lou Gold and His Orch. 10
- 3128 If You See Sally—Fox-trot, with Vocal Chorus, Frank Dailey and His Orch. 10
- Hello, Cutie!—Fox-trot, with Vocal Chorus, Lanin Melody Orch. 10

VOCAL RECORDS

- 3129 When I First Met Mary—Quartet, Original Criterion Male Quartet 10
- I'll Take Care of Your Cares—Quartet, Original Criterion Male Quartet 10
- 3130 I've Never Seen a Straight Banana—Novelty Solo Daffy Dill 10
- I Wonder How I Look When I'm Asleep—Tenor Solo Arthur Fields 10

STANDARD RECORDS

- 7348 In the Baggage Coach Ahead—Tenor Solo, Vernon Dalhart 10
- The Wreck of the '97—Tenor Solo... Vernon Dalhart 10
- 7355 My Darling Nellie Gray—Tenor Solo. Vernon Dalhart 10
- The Letter Edged in Black—Tenor Solo, Vernon Dalhart 10
- 7364 The Death of Floyd Collins—Tenor Solo, Vernon Dalhart 10
- The Fate of the Shenandoah—Tenor Solo, Vernon Dalhart 10
- 7374 Mother's Grave—Tenor Solo Vernon Dalhart 10
- I'll Ne'er Forget My Mother or My Home—Tenor Solo Vernon Dalhart 10

Banner Records

DANCE RECORDS

- 1939 Song of the Wanderer (Where Shall I Go?)—Fox-trot Sam Lanin's Dance Orch. 10
- Hoosier Sweetheart—Fox-trot, Fred Rich's Dance Orch. 10
- 1940 I'm Back in Love Again—Fox-trot, Jack Pettis and His Band 10
- Silver Song Bird—Fox-trot. Fred Rich's Dance Orch. 10
- 1941 What Does It Matter?—Waltz, Hollywood Dance Orch. 10
- I Could Waltz on Forever—Waltz, Hollywood Dance Orch. 10
- 1942 Ain't She Sweet—Fox-trot, Jack Pettis and His Band 10
- That's My Hap-Hap-Happiness—Fox-trot, Jack Pettis and His Band 10
- 1943 The Dixie Vagabond—Fox-trot, Imperial Dance Orch. 10
- Calling—Fox-trot Sam Lanin's Dance Orch. 10
- 1944 A Lane in Spain—Fox-trot. Fred Rich's Dance Orch. 10
- Somebody Else (From "Yours Truly")—Fox-trot Imperial Dance Orch. 10
- 1945 There's Everything Nice About You—Fox-trot, Sam Lanin's Dance Orch. 10
- On the Way Back Home—Fox-trot, Imperial Dance Orch. 10
- 1946 Rio Rita (From "Rio Rita")—Fox-trot, Imperial Dance Orch. 10
- One Summer Night—Fox-trot, Hollywood Dance Orch. 10
- 1947 So Blue—Waltz Adrian Schubert's Salon Orch. 10
- Yesterday—Waltz Adrian Schubert's Salon Orch. 10
- 1948 My Idea of Heaven (Is to Be in Love With You)—Fox-trot Hollywood Dance Orch. 10
- Underneath the Weeping Willow—Fox-trot, Sam Lanin's Dance Orch. 10

PIPE ORGAN RECORDS

- 1949 Blue Skies—Pipe Organ Edmund Cromwell 10
- I'm Looking for a Girl Named Mary—Pipe Organ Edmund Cromwell 10
- 2146 At Dawning—Pipe Organ..... Edmund Cromwell 10
- A Dream—Pipe Organ..... Edmund Cromwell 10

VOCAL RECORDS

- 1950 It All Depends on You—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
- I Will Always Love You—Tenor Solo, with Orch. Accomp. Charles Harrison 10
- 1951 Crazy Words—Crazy Tune—Male Duet, with Piano Accomp. Billy Jones-Ernest Hare 10
- Get Away, Old Man, Get Away—Baritone Solo, with Novelty Accomp. Arthur Fields 10
- 1952 If You See Sally—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
- Why Should I Say That I'm Sorry—Baritone Solo, with Orch. Accomp. Harold Lambert 10
- 1953 Take Your Finger Out of Your Mouth—Male Duet, with Piano Accomp. The Radio Imps 10
- I've Never Seen a Straight Banana—Male Duet, with Piano Accomp. Billy Jones-Ernest Hare 10
- 1954 That's What I Call a Pal—Tenor Solo, with Orch. Accomp. Charles Harrison 10

- Rock Me to Sleep in An Old Rocking Chair—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
- 1955 I Ain't a Gonna Grieve—Male Quartet, The Commonwealth Quartet 10
- Deep River—Male Quartet, The Commonwealth Quartet 10
- 1956 Moonbeam! Kiss Her for Me—Male Duet, with Piano Accomp. The Radio Imps 10
- High, High, High Up in the Hills—Male Duet, with Piano Accomp. The Radio Imps 10
- 1957 The Wreck of the Royal Palm—Tenor Solo, with Novelty Accomp. Vernon Dalhart 10
- My Carolina Home—Male Duet, with Novelty Accomp. Lambert-Hillpot 10

STANDARD RECORD

- 2147 Blue Danube Waltz—Waltz, Adrian Schubert's Concert Orch. 10
- Over the Waves—Waltz, Adrian Schubert's Concert Orch. 10

HAWAIIAN RECORD

- 2148 Lonely Hawaii—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians 10
- My Hawaiian Sunshine—Hawaiian Guitar Quartet The Four Hawaiians 10

RACE RECORD

- 1958 Somebody's Been Loving My Baby—Comedienne, with Piano and Guitar Accomp. Mandy Lee 10
- Scrubbin' Blues—Comedienne, with Orch. Accomp. Helen Baxter 10

Gennett Records

POPULAR DANCE RECORDS

- 6055 Oriental Moonlight—Oriental Fox-trot, Arabian Knights 10
- A Tree in the Park—Fox-trot; Black Bottom Rhythm Al Gentile and The Americanas 10
- 6056 Indian Butterfly (Naomi)—Fox-trot, Johnny Silvester and His Playmates 10
- I Found a New Baby—Stomp, Andy Preer and The Cotton Club Orch. 10
- 6057 She Looks Like Helen Brown—Fox-trot, Ross Gorman and His Fire-Eaters 10
- Come Day, Go Day ("Til My Baby Comes Back to Me)—Fox-trot Shuffle, Ross Gorman and His Fire-Eaters 10
- 6059 Honest I'm Wild About You—Fox-trot, Lieut. Matt's Rhapsodists 10
- In a Little Spanish Town—Waltz, Felix Ferdinando and Orch. 10
- 6064 Sunday Girl—Fox-trot, with Vocal Chorus, Lieut. Matt's Rhapsodists 10
- You're the One for Me—Fox-trot, with Vocal Chorus Lieut. Matt's Rhapsodists 10
- 6066 Smile—Waltz, with Vocal Chorus, Lieut. Ferdinando and Orch. 10
- Coronado Nights—Fox-trot, with Vocal Chorus, Lieut. Ferdinando and Orch. 10
- 6067 I'm Gonna Meet My Sweetie Now—Fox-trot, with Vocal Chorus. Harry Pollock's Blue Diamonds 10
- You Can't Cry Over My Shoulder—Fox-trot, with Vocal Chorus. Harry Pollock's Blue Diamonds 10
- 6068 Ain't She Sweet?—Fox-trot, with Vocal Chorus, Lou Gold with The Melody Men 10
- You Should See My Tootsie—Fox-trot, with Vocal Chorus Lieut. Ferdinando and Orch. 10
- 6069 Never Without You—Fox-trot, with Vocal Chorus Lieut. Ferdinando and Orch. 10
- Weeping Willow—Fox-trot, with Vocal Chorus, Harry Pollock's Blue Diamonds 10

POPULAR VOCAL RECORDS

- 6058 Hush-a-Bye The Four Bachelors 10
- Some Day The Four Bachelors 10
- 6054 If Tears Could Bring You Back to Me, Irving Kaufman 10
- Coronado Nights Irving Kaufman 10
- 6053 Just An Ivy Covered Shack Dolores Valesco 10
- If I Hadn't You Dolores Valesco 10
- 6050 If I Didn't Know Your Husband (And You Didn't Know My Wife) Moe Thompson 10
- I Wonder How I Look When I'm Asleep—Comic Vocal Moe Thompson 10
- 6071 Crazy Words—Crazy Tune—Vocal Quartet, The Locust Sisters 10
- You Went Away Too Far and Stayed Away Too Long The Locust Sisters 10
- WHISTLING NOVELTY
- 6060 Silver Song Bird—Solo Sybil Fagan Ensemble 10
- Moonlight Dreams—Solo Sybil Fagan Ensemble 10
- 6070 Nola Carson Robison (The Kansas Jay Bird) 10
- Whistle-itis Carson Robison (The Kansas Jay Bird) 10
- OLD-TIME FIDDLIN' AND SINGING
- 6051 Wreck of the Royal Palm—Old-Time Mountain, Vernon Dalhart 10
- Wreck of the No. 9—Old-Time Mountain, Vernon Dalhart 10
- 6052 Long Eared Mule—Old-Time Mountain, Ernest Stoneman and Graysen County Boys 10
- Round Town Gals—Old-Time Mountain, Ernest Stoneman and Graysen County Boys 10
- 6065 When the Roses Bloom Again Ernest Stoneman 10
- Sweet Bunch of Violets Ernest Stoneman 10

Harmony Records

DANCE SELECTIONS

- 365-H That's My Hap-Hap-Happiness—Fox-trot, Broadway Bell Hops 10
- Nesting Time—Fox-trot. Broadway Bell Hops 10
- 370-H If You're in Love, You'll Waltz—Waltz, with Vocal Chorus by Jack Wilson, WMCA Broadcasters 10
- Coronado Nights—Fox-trot, with Vocal Chorus by Jack Wilson WMCA Broadcasters 10
- 374-H The Dixie Vagabond—Fox-trot, with Vocal Chorus by Irving Kaufman, Lou Gold and His Orch. 10
- You Should See My Tootsie—Fox-trot, with Vocal Chorus by Robert Benjamin, The Harmonians 10
- 379-H Ev'ry Little While—Fox-trot, with Vocal Trio by Steele, Heagney and White, Ross Gorman and His Virginians 10
- Loop Up and Smile—Fox-trot, Manhattan Dance Makers 10
- 376-H A Tree in the Park (From "Peggy Ann")—Fox-trot The Astorites 10
- Who Do You Love? (From "Earl Carroll's Vanities")—Fox-trot, with Vocal Chorus by Irving Kaufman The Astorites 10
- 372-H She Looks Like Helen Brown—Fox-trot, with Vocal Chorus by Arthur Fields, Ross Gorman and His Virginians 10
- Oh! Baby Don't We Get Along—Fox-trot, with Vocal Chorus by Arthur Fields, Ross Gorman and His Virginians 10
- 366-H Mine—Fox-trot, with Vocal Chorus by Irving Kaufman The Harmonians 10
- My Regular Gal—Fox-trot, with Vocal Chorus by Arthur Fields The Westerns 10
- 375-H Still Waters—Waltz WMCA Broadcasters 10

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FIVE
FEATURED SUCCESSES
 from the
HOUSE OF FOX

Chinese Moon
 ORIENTAL MELODY
 FOX TROT
 SONG HIT

Polly
 NEW
 SPARKLING
 CAPTIVATING
 PIANO NOVELTY

In the Heart of the Hills
 LATEST BEAUTIFUL
 BALLAD INSPIRATION
 by
 DOROTHY LEE

Neapolitan Nights
 THE
 ENCHANTING
 NEAPOLITAN
 SONG SUCCESS

Dream of Love and You
 SENSATIONAL
 FOX TROT SONG
 ADAPTED FROM
 LISZT'S LIEBESTRAUM

Published by
SAM FOX
 PUBLISHING COMPANY

LATEST RECORD BULLETINS—(Continued from page 143)

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- 371-H Rio Rita (From "Rio Rita")—Fox-trot, F. Farrell and His Greenwich Village Inn Orch. 10
- South Wind—Fox-trot, F. Farrell and His Greenwich Village Inn Orch. 10
- 367-H Oh, Lizzie!—Fox-trot, with Vocal Chorus by Hal White University Six 10
- The Cat—Fox-trot University Six 10
- 384-H Hoosier Sweetheart (Say Who)—Fox-trot, with Vocal Chorus by Arthur Fields, Manhattan Dance Makers 10
- Calling—Fox-trot, with Vocal Chorus by Irving Kaufman WMCA Broadcasters 10
- 382-H It's O. K. Katy With Me—Fox-trot, with Vocal Chorus by Hal White, University Six 10
- Nobody But (My Baby Is Getting My Love)—Fox-trot, with Vocal Chorus by Hal White, University Six 10
- 378-H Indian Butterfly—Fox-trot, Royal Troubadours 10
- Roses for Remembrance—Fox-trot, with Vocal Chorus by Frank Cornwell, Frank Cornwell and His Orch. 10
- 383-H Go, Joe, Go—Fox-trot The Emperors 10
- That's No Bargain—Fox-trot, The Arkansas Traveler 10
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- 369-H I'm Looking for a Girl Named Mary—Vocal, Irving Kaufman 10
- That's What I Call a Pal—Vocal, Charles Harrison 10
- 368-H At Sundown (When Love Is Calling Me Home)—Vocal .. Honey Duke and His Uke 10
- If You See Sally—Vocal, Honey Duke and His Uke 10
- 377-H Yankee Rose—Novelty Singing Quartet, The Harmonizers 10
- My Regular Gal—Novelty Singing Quartet, The Harmonizers 10
- 381-H Yes, Flo! The Gal Who Never Says "No"—Vocal Beth Challis 10
- No One But You Knows How to Love—Vocal, Beth Challis 10
- 373-H Oh! Baby, Don't We Get Along—Vocal, Jack Kaufman 10
- I Wonder How I Look When I'm Asleep—Vocal Jack Kaufman 10
- 380-H Rio Rita (From "Rio Rita")—Vocal, Sid Garry 10
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Domino Records

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- 3912 Song of the Wanderer (Where Shall I Go?)—Fox-trot Sam Lanin's Dance Orch. 10
- Hoosier Sweetheart—Fox-trot, Fred Rich's Dance Orch. 10
- 3916 I'm Back in Love Again—Fox-trot, Jack Pettis and His Band 10
- Silver Song Bird—Fox-trot, Fred Rich's Dance Orch. 10
- 3910 What Does It Matter?—Waltz, Hollywood Dance Orch. 10
- I Could Waltz on Forever—Waltz, Hollywood Dance Orch. 10
- 3914 Ain't She Sweet—Fox-trot, Jack Pettis and His Band 10
- That's My Hap-Hap-Happiness—Fox-trot, Jack Pettis and His Band 10
- 3919 The Dixie Vagabond—Fox-trot, Imperial Dance Orch. 10
- Calling—Fox-trot Sam Lanin's Dance Orch. 10
- 3918 A Lane in Spain—Fox-trot, Fred Rich's Dance Orch. 10
- Somebody Else (From "Yours Truly")—Fox-trot Imperial Dance Orch. 10
- 3913 There's Everything Nice About You—Fox-trot, Sam Lanin's Dance Orch. 10
- On the Way Back Home—Fox-trot, Imperial Dance Orch. 10
- 3911 Rio Rita (From "Rio Rita")—Fox-trot, Imperial Dance Orch. 10
- One Summer Night—Fox-trot, Hollywood Dance Orch. 10
- 3915 So Blue—Waltz Adrian Schubert's Salon Orch. 10
- Yesterday—Waltz Adrian Schubert's Salon Orch. 10
- 3917 My Idea of Heaven (Is to Be in Love With You)—Fox-trot Hollywood Dance Orch. 10
- Underneath the Weeping Willow—Fox-trot, Sam Lanin's Dance Orch. 10
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- 3928 Blue Skies—Pipe Organ Edmund Cromwell 10
- I'm Looking for a Girl Named Mary—Pipe Organ Edmund Cromwell 10
- 0174 At Dawning—Pipe Organ Edmund Cromwell 10
- A Dream—Pipe Organ Edmund Cromwell 10
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- 3922 It All Depends on You—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
- I Will Always Love You—Tenor Solo, with Orch. Accomp. Charles Harrison 10
- 3920 Crazy Words—Crazy Tune—Male Duet, with Piano Accomp. Billy Jones-Ernest Hare 10
- Get Away, Old Man, Get Away—Baritone Solo, with Novelty Accomp. Arthur Fields 10
- 3924 If You See Sally—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
- Why Should I Say That I'm Sorry—Baritone Solo, with Orch. Accomp. Harold Lambert 10
- 3923 Take Your Finger Out of Your Mouth—Male Duet, with Piano Accomp. The Radio Imps 10
- I've Never Seen a Straight Banana—Male Duet, with Piano Accomp. Billy Jones-Ernest Hare 10
- 3925 That's What I Call a Pal—Tenor Solo, with Orch. Accomp. Charles Harrison 10
- Rock Me to Sleep in An Old Rocking Chair—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
- 3921 Moonbeam! Kiss Her for Me—Male Duet, with Piano Accomp. The Radio Imps 10
- High, High, High Up in the Hills—Male Duet, with Piano Accomp. The Radio Imps 10
- 3926 I Ain't a-Gonna Grieve—Male Quartet, The Commonwealth Quartet 10
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- 3927 The Wreck of the Royal Palm—Tenor Solo, with Novelty Accomp. Vernon Dalhart 10
- My Carolina Home—Male Duet, with Novelty Accomp. Lambert-Hillpot 10
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- Over the Waves—Waltz, Adrian Schubert's Concert Orch. 10
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- 0175 Lonely Hawaii—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians 10
- My Hawaiian Sunshine—Hawaiian Guitar Quartet The Four Hawaiians 10
- RACE RECORD**
- 3929 Somebody's Been Loving My Baby—Comedienne, with Piano and Quiter Accomp. Mandy Lee 10
- Scrubbin' Blues—Comedienne, with Orch. Accomp. Helen Baxter 10

Regal Records

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- 8261 There's Everything Nice About You—Fox-trot, Sam Lanin's Dance Orch. 10
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- 8262 Hoosier Sweetheart—Fox-trot, Fred Rich's Dance Orch. 10
- Song of the Wanderer (Where Shall I Go?)—Fox-trot Sam Lanin's Dance Orch. 10
- 8263 Ain't She Sweet?—Fox-trot, Jack Pettis and His Band 10
- That's My Hap-Hap-Happiness—Fox-trot, Jack Pettis and His Band 10
- 8264 So Blue—Waltz Hollywood Dance Orch. 10
- I Could Waltz on Forever—Waltz, Hollywood Dance Orch. 10
- 8265 My Idea of Heaven (Is to Be in Love With You)—Fox-trot Imperial Dance Orch. 10
- On the Way Back Home—Fox-trot, Missouri Jazz Band 10
- 8266 Rio Rita (From "Rio Rita")—Fox-trot, Hollywood Dance Orch. 10
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- 8267 I'm Back in Love Again—Fox-trot, Jack Pettis and His Band 10
- Underneath the Weeping Willow—Fox-trot, Sam Lanin's Dance Orch. 10
- 8268 What Does It Matter?—Waltz, Adrian Schubert's Salon Orch. 10
- Yesterday—Waltz Adrian Schubert's Salon Orch. 10
- 8269 The Dixie Vagabond—Fox-trot, Hollywood Dance Orch. 10
- Somebody Else (From "Yours Truly")—Fox-trot, Hollywood Dance Orch. 10
- 8270 A Lane in Spain—Fox-trot, Fred Rich's Dance Orch. 10
- Calling—Fox-trot Sam Lanin's Dance Orch. 10
- PIPE ORGAN RECORDS**
- 8271 Blue Skies—Pipe Organ Edmund Cromwell 10
- I'm Looking for a Girl Named Mary—Pipe Organ, Edmund Cromwell 10
- 8272 A Dream—Pipe Organ Edmund Cromwell 10
- At Dawning—Pipe Organ Edmund Cromwell 10

VOCAL RECORDS

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- I've Never Seen a Straight Banana—Male Duet, with Piano Accomp. Billy Jones-Ernest Hare 10
- 8274 If You See Sally—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
- Rock Me to Sleep in An Old Rocking Chair—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
- 8275 It All Depends on You—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
- Why Should I Say That I'm Sorry—Baritone Solo, with Orch. Accomp. Harold Lambert 10
- 8276 I Ain't a-Gonna Grieve—Male Quartet, The Commonwealth Quartet 10
- Deep River—Male Quartet, The Commonwealth Quartet 10
- 8277 Moonbeam! Kiss Her for Me—Male Duet, with Piano Accomp. The Radio Imps 10
- Take Your Finger Out of Your Mouth—Male Duet, with Piano Accomp. The Radio Imps 10
- 8278 Crazy Words—Crazy Tune—Male Duet, with Piano Accomp. Billy Jones-Ernest Hare 10
- Get Away, Old Man, Get Away—Baritone Solo, with Novelty Accomp. Arthur Fields 10
- 8279 That's What I Call a Pal—Tenor Solo, with Orch. Accomp. Charles Harrison 10
- I Will Always Love You—Tenor Solo, with Orch. Accomp. Charles Harrison 10
- 8280 My Carolina Home—Male Duet, with Novelty Accomp. Lambert-Hillpot 10
- The Wreck of the Royal Palm—Tenor Solo, with Novelty Accomp. Vernon Dalhart 10
- HAWAIIAN RECORD**
- 8281 My Hawaiian Sunshine—Hawaiian Guitar Duet The Four Hawaiians 10
- Lonely Hawaii—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians 10
- STANDARD RECORD**
- 8282 Over the Waves—Waltz, Adrian Schubert's Concert Orch. 10
- Blue Danube Waltz—Waltz, Adrian Schubert's Concert Orch. 10
- RACE RECORD**
- 8283 Scrubbin' Blues—Comedienne, with Orch. Accomp. Helen Baxter 10
- Somebody's Been Loving My Baby—Comedienne, with Piano and Guitar Accomp. Mandy Lee 10

Dealers Hear New Sleeper Socket-Power Radio Sets

Large Attendance at Meeting of Talking Machine and Radio Men—Berg Artone Portable Line Shown—Explains Electric Refrigeration

E. R. Manning, sales manager of the Berg Auto Trunk & Specialty Co., maker of the Berg Artone line of portable phonographs; Gordon C. Sleeper, of the Sleeper Radio Mfg. Corp., and Willard Hall, of the Times Appliance Co., distributor of Ice Maid electrical refrigerating units, were the speakers at the March meeting of the Talking Machine & Radio Men, Inc., of New York, New Jersey and Connecticut, held on March 16 at the Cafe Boulevard, New York.

Mr. Manning spoke briefly of the plans and policies of his company, pointing out that the Berg line of portables is most complete, numbering eight, and that in addition a line of upright models was introduced to the trade a year or so ago. The complete Artone line was displayed at the meeting, and at the conclusion of Mr. Manning's talk he demonstrated the instruments. Mr. Manning was assisted in displaying and explaining the line by Harry Fox, manager of the distributing division of the Okeh Phonograph Corp., Berg metropolitan distributor.

The next speaker, Mr. Hall, gave an interesting explanation of the principles of electrical refrigeration, illustrating his remarks by black-board diagrams.

Mr. Sleeper seized the opportunity of the meeting to introduce to the metropolitan trade the new Sleeper electrically operated radio receivers which function through power received from the electric light current. Two models, the Scout and Serenader, which are described in detail elsewhere in this issue of The Talking Machine World, were installed in the luncheon hall and were demonstrated to an enthusiastic audience.

Mrs. L. M. Green, head of the Silas E. Pearsall Co., metropolitan Sleeper distributor, attended the meeting with her sales staff.

The next meeting will be held on April 20, and instead of having displays and demonstrations of some line of radio or talking machine apparatus, the meeting will be given over to discussions of the following subjects: "Do dealers in the metropolitan section want silent hours so that radio fans can get distance?"; "What stations would you put off the air if you had the power of the Radio Commission," and "Manufacturers are forcing dealers into co-operative advertising campaigns—are they worth while?"

Record Yelled "Fire" and Action Was Immediate

Edison Dealer in Ft. Wayne Succeeds in Attracting Much Attention, Together With the Fire Department, by Demonstration

There is such a thing as having a record reproduced with too great a degree of naturalness. This was the experience of Wilbur Wright, proprietor of the Melody Shoppe, 117 East Wayne street, Ft. Wayne, Ind., Edison phonograph representative in that city.

Mr. Wright thought it would be a good idea to stage a doorway illustration of the Edison record, "Fire," and a demonstration had been carried on only a short time before the street in front of the store was packed with fire apparatus. Somebody had heard the record and thought the whole block was gone, and the Fire Department responded promptly. We cannot print what the firemen said when they discovered the reason for the alarm, and the Chief of Police was about as emphatic when he ordered that the demonstration of that particular record be discontinued.

Mr. Wright is a firm believer in letting the public hear what the Edison records have to offer as a most direct means to developing sales. He has a Chippendale upright Edison playing in the doorway of the store.

Choir of St. George's Records for Columbia

The Columbia Phonograph Co. recently announced the first releases of records by the Choir of St. George's Chapel, Windsor, England. The selections chosen by this organization, whose history runs back for hundreds of years, for their American record debut are "Anthem—God Is a Spirit," and "When I Survey the Wondrous Cross." This choir has stood in the forefront of English choirs for several centuries and is at present under the direction of the Rev. Edmund H. Fellowes, M.A., Mus. Doc.

Gets Brach Representation

L. S. Brach of Canada, Ltd., will in the future be represented by the Amplion Corp. of Canada, which is a consolidation of Burndep of Canada, Ltd. and the Amplion Corp. Burndep of Canada, Ltd., will no longer be known under that name.

Salt Lake City Trade Enjoys Good Business

Leading Distributors and Retail Talking Machine Dealers Are Optimistic as Sales Volume Continues Satisfactory

SALT LAKE CITY, UTAH, April 4.—The talking machine business is in wonderful shape, better than ever, it seems. Such expressions have come during the past month from wholesale firms, such as John Elliot Clark Co., Victor distributor; Brunswick wholesale branch; Columbia Stores Co., Columbia distributor, and from leading retailers in Salt Lake City and the larger cities of the State, particularly Ogden.

During the past few days this city has been crowded with visitors from every section of the Rocky Mountain territory, and from the Pacific Northwest, Alberta, Can., and Mexico, the occasion being the ninety-seventh annual conference of the Mormon Church. This is helping business.

Salt Lake City music stores enjoyed stimulated business as a result of Beethoven Week. The Glen Bros.-Roberts Piano Co. sent G. Todd Taylor, its window trimmer and a competent phonograph man, to the local schools to demonstrate Beethoven numbers on the phonograph. This sold some machines, but its greatest stimulus was in records, it was stated. Manager D. H. Dalzell, of the Columbia Stores Co., gave a lecture or two during the week in which he discussed Beethoven and demonstrated his compositions.

Newspapers in Salt Lake City and Ogden have been featuring the gigantic phonograph made by the Victor people, giving concerts that could be heard for blocks. They attracted much favorable attention.

Royal W. Daynes, Daynes-Beebe Music Co.; Alvin A. Beesley, Beesley Music Co.; J. S. Glen, Glen Bros.-Roberts Piano Co., are all given a place on the committee for Music Week just appointed by Mayor Neslen.

The conditional sales bill before the State legislature failed to pass. It was opposed by many merchants, including the music dealers. The passage of this bill would have made it difficult to operate a time-payment business.

S. V. Goddard With Bruno & Son Small Goods Staff

Will Occupy Post of Assistant Sales Manager of Musical Merchandise Division of Well-Known Metropolitan Distributing Firm

William J. Haussler, vice-president of C. Bruno & Son, Inc., New York City, wholesalers of musical merchandise, has announced the appointment of S. V. Goddard to the staff of the musical merchandise division of this company. Mr. Goddard will occupy the important post of assistant sales manager of this division and assistant to Charles Sonfield, musical merchandise sales manager.

Mr. Goddard's former connection was with R. S. Williams & Co., Ltd., of Toronto, Canada. He has traveled extensively throughout the trade and is well qualified for his important new duties with the Bruno organization.

Super-Ball Antenna Orders Increase, Says Fred E. Yahr

Fred E. Yahr, president of Yahr-Lange, Inc., Milwaukee, Wis., Sonora distributor and international distributor of the popular Super-Ball Antenna, recently returned to his desk from an extensive trip which included many important Southern and Eastern trade centers. He visited Louisville, Baltimore, Washington, D. C., Philadelphia, Pittsburgh and other cities, authorizing distributors to represent his firm in the interest of Super-Ball in their respective territories. Mr. Yahr was gratified to find an

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excellent demand for the antenna in all of the sections which he visited, and also stated to The World representative upon his return that in California and on the entire Pacific Coast the Super-Ball Antenna is receiving a very gratifying demand.

RCA Promotion Aids Available to Retailers

A varied assortment of new dealer sales promotion matter is being offered by the Radio Corp. of America to all RCA authorized dealers on an arrangement whereby the dealer will pay 50 per cent of the cost of production.

The new material includes a four-page two-color folder on Radiotrons, a six-page four-color folder on Radiolas and loud speakers, an eight-page two-color folder on standards of radio performance, and a sixteen-page book telling the story of speaker model 104, as well as a four-page illustrated letter in four colors imprinted with the dealer's name.

Organizes Harmonica Band

PADUCAH, KY., April 6.—This city made famous by Irvin Cobb is again in the limelight through the formation of a school harmonica band, which is proving very popular and a stimulant for harmonica sales for dealers.

A C B T A C O F H I K L N P O S U A X V B D F G J Y L N P O S U V X Z V C E F H J K W O P R T A C E M O N
 E F Y G J K W H I O N P Q R S T U V W X Y Z
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