

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, July, 1927



No Static on

BRUNSWICK RECORDS!

See page 7

Brunswick

The NEW Toman Reproducer No. 2

*A Beautiful and Original Design
Improves Wonderfully, Old Phonographs as Noted Below*

Heavy metal diaphragm—practically indestructible.
Constructed on an entirely new principle.
Cannot get out of order—will stand severest shocks.
Needle holder is only partly exposed—all other parts are enclosed and protected.
Enunciation of every kind of voice or instrument is clear and full.
Reproduces perfectly, extreme highest, or lowest tones.
The Toman non-friction stylus suspension (no springs) gives instant response to the most delicate tones—this method also increases considerably the life of each record played.



- No. 2-V. —to fit old style Victor—also fits Toman helical tone arm.
- No. 2-O. —To fit Orthophonic Victor.
- No. 2-C. —to fit Columbia old style machines.
- No. 2-VG.—to fit very old style Victor horn type machines—also fits German-made tone arms, measuring 19 mm. at hub connection.

Produces a very fine Deep, Rich, Mellow and Powerful Tone

The Toman "Helical" Tone Arm Set

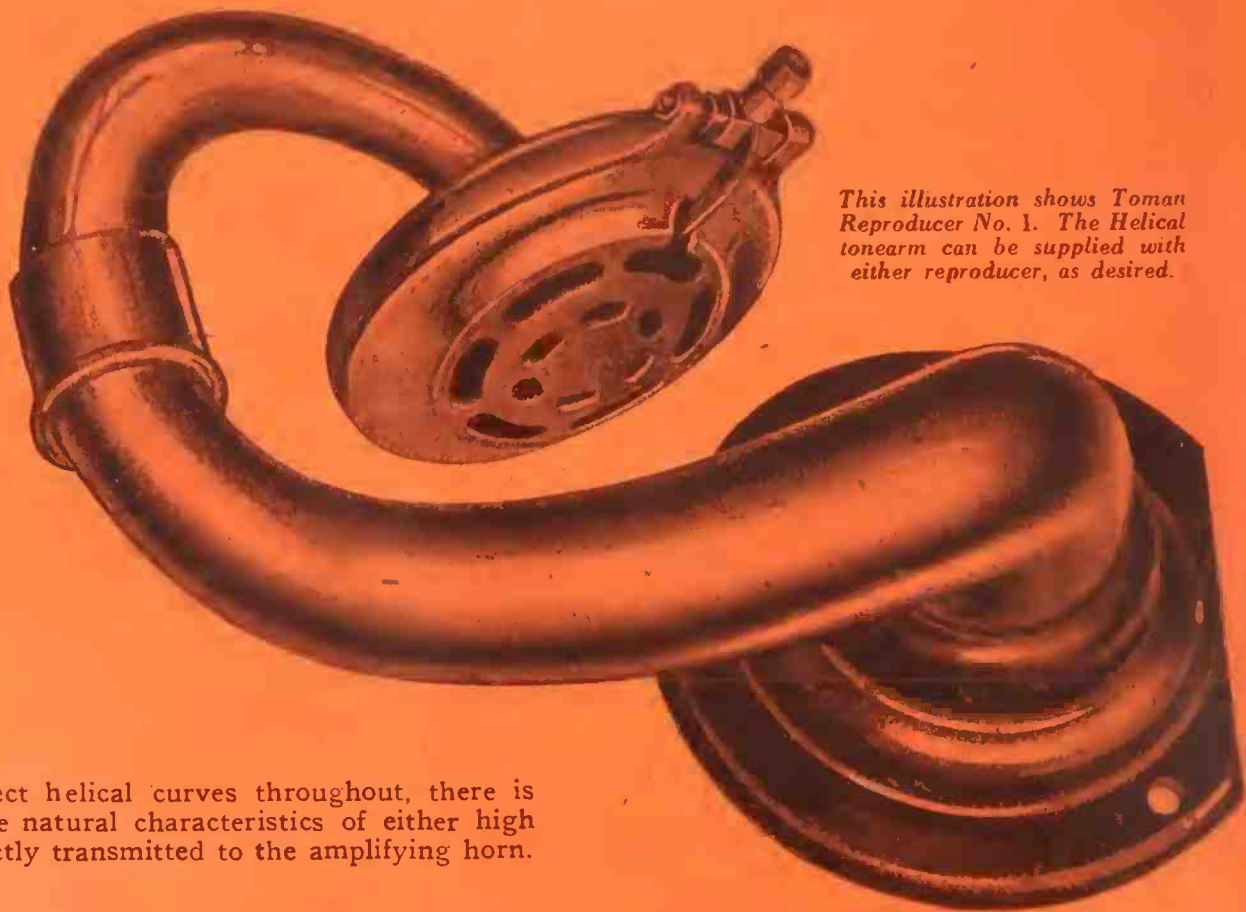
Does not infringe any U. S. Patent

Not a copy or imitation

Constantly curves and tapers—Airtight in construction

No vibration or jingling on loudest tones

The walls of the Helical tonearm progressively increase in thickness from 3/32 inch at the reproducer, to 3/16 inch at the base—this construction prevents any losses or modification of sound waves as this tonearm does not vibrate even on loudest tones—whereas tonearms made with thinner walls will vibrate and frequently lose and also modify some of the sound waves. The "Helical" tonearm 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.



This illustration shows Toman Reproducer No. 1. The Helical tonearm can be supplied with either reproducer, as desired.

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 Talking Machine World

Vol. 23. No. 7

New York, July, 1927

Price Twenty-five Cents

Survey of Profits and Overhead in Talking Machine Stores

Investigation Showed That Many Retail Talking Machine and Radio Dealers Are Operating Without Cost Finding Systems and Have Little Knowledge of Condition of Their Businesses—Costs Analyzed

WHAT is the cost of doing a retail business in the talking machine and radio fields—in other words, how much is the overhead? It is a question the importance of which is not apparently fully realized by a great many dealers, some of whom seem to know nothing at all about it, while those who have an appreciation of overhead as a factor do not take it as seriously as they might.

Fortunately there are a substantial number of dealers who handle their business systematically and as a result are able to tell just how much it costs to handle each department. By this means they know what products are bringing a profit, what are being sold at a loss, and just what net income or profit they can expect at the end of a given period.

Survey Brings to Light Interesting Facts

As a result of a recent survey conducted among several hundred representative talking machine and radio retailers throughout the country by The Talking Machine World, it was found that a surprising number were not in a position to give accurate information regarding overhead costs, either as they affected the general business or as they applied to different departments, although there were a sufficient number familiar with the subject to provide some accurate and valuable information regarding an average cost of doing business.

The fact that when accurate figures were available those offered by one dealer were comparable in a general way with those offered by another gives the assurance that business costs can be kept within reasonable limits when they are fully understood. Of course there are some differences in items. For instance, in some sections rents are higher than in others, although the maximum under this heading was given as 13 per cent. Salesmen's salaries also vary, although the highest percentage was given as 20 per cent and the next highest as 17.5 per cent with the average much lower. There was some slight difference in the amounts allowed for advertising, although the maximum was only 6 per cent, the minimum 1 per cent, and the average 3.2 per cent.

There were also variations in allowances for depreciation of fixtures, but this is of course governed by the character of the fixtures and their newness. That only 4.6 per cent of the overhead on an average was charged off for miscellaneous indicates how thoroughly those who understand the subject are able to check up on their business items.

These averages are naturally based upon figures that are frankly unfavorable as well as on those that show a healthy business condition, for a number of dealers in submitting information emphasized the point that they were not doing business profitably. Other investigations have shown, for instance, that, properly handled, the general overhead in the talking machine or radio store under normal conditions can be kept down to about 27 per cent, or even to a slightly lower point.

Information was sought regarding overhead in the talking machine, record, radio and musical merchandise departments, and in practically all reports the overhead in the musical merchandise department proved the lowest. In some cases the overhead in the talking machine department was lower than that in the radio section, but in the majority of instances radio costs were the lower of the two, probably because of increased turnover. The low radio overhead incidentally may be accepted as indicating a more general solution of the service problem and the elimination of that cost factor

Average Overhead of Talking Machine and Radio Retail Stores

Rent, light, etc.....	7.3 per cent
Salaries	13.6 per cent
Advertising	3.2 per cent
Depreciation	2.6 per cent
Miscellaneous—including repairs, financing, delivery charges, etc.....	4.6 per cent
Average overhead for all departments	31.3 per cent

These figures were compiled from answers to questionnaires sent to representative dealers throughout the country by The Talking Machine World.

from many stores. Some two years ago the overhead story in this department was considerably different.

Relation of Turnover to Profit

Regarding turnover, too, some interesting figures were obtained, and it is noteworthy that those companies enjoying the most rapid turnover in various departments also reported the lowest percentage of overhead and, consequently, the largest percentage of net profits. While it is true that in the talking machine, record, and radio departments the average turnover of stock was three times annually and in the musical merchandise department two and a half times, it must be remembered that this is the general average and does not detract from the credit due the substantial number of dealers who enjoy a much more rapid turnover in various departments. There are those who turn over talking machine stock four times in the year and radio stock five times within the period, but run behind on record and musical merchandise sales. Others turn over talking machine and radio stocks less than twice a year, as compared with three times in the musical merchandise and radio departments. One dealer with a small stock of talking machines turns it over ten times annually, and following the same limited stock policy in radio enjoys seven turnovers a year in that department, although his record stock turns over only twice. Then there is the dealer who specializes in records and turns over his record stock eighteen

times a year, as compared to a four-time turnover for talking machines.

In a store featuring several departments the question of turnover rests largely with the individual efforts of department managers, or the greater interest that the dealer himself shows in one line of products as compared with another. In the case of turnover, therefore, the average of three times annually might well be considered as minimum for successful business.

Understanding of Costs Necessary

A thorough understanding of overhead costs, that is, the expense of doing business, is one of the fundamentals that may be described properly as the fundamental in modern merchandising success. It is only through the ability to understand what overhead means and to figure the items under that head systematically and accurately that the merchant to-day can be really sure whether or not he is actually making money. The cost of the goods can be easily gauged, as can the business volume, but in between the two lie the vital business factors, overhead and net profit, and if there is not margin enough for the two, then profit gives way to loss.

It has been charged on frequent occasions that many members of the talking machine and radio trades, in the retail divisions at least, have no proper conception of what it actually costs them to do business, and as a result frequently go through the year with a loss, or with one profitable department carrying the burden of an unprofitable one, while fondly believing that they are making substantial progress.

It is not sufficient to compare the inventory, the list of bills receivable and payable and the bank balance at the end of one year with the corresponding figures at the end of the next, for those figures give no indication of what has happened in between, or what may happen unless certain wastes are checked or eliminated. An understanding of what overhead means will keep the dealer informed constantly as to just how his business stands, whether his payroll, his rent, his advertising or any other item are out of proportion to his business volume. The overhead figures are what guard the business treasury.

Lack of Knowledge Evident

It is surprising and, in a sense, highly regrettable that so many members of the retail branch of the industry are apparently not interested in overhead or, being interested, are lacking in fundamental knowledge regarding the meaning of the term and how accurate figures may be arrived at. That such indifference to this basic factor in merchandising exists has been made particularly evident as a result of The Talking Machine World survey. Some there were who displayed a thorough understanding of the subject, but a surprisingly large percentage were unable, as indicated by their answers, to tell just how much it was costing them to do business.

(Continued on page 11)

Stabilization of Radio Is Result of Co-operative Efforts

Start of Summer Season This Year Finds Talking Machine Dealers in Better Position Than Ever Before to Secure Sales Volume

UNQUESTIONABLY the opening of the Summer season this year finds the talking machine dealers who handle radio in a better position than at any time since these products have become an integral part of the merchandise. Radio has made rapid strides toward stabilization; many of the profit-killing practices of the past have been eliminated; the Federal Radio Commission is rapidly clearing up the broadcasting situation; clarifying of the patent situation, and there is a better feeling throughout the industry. But the most important factor in placing radio on a sounder and more substantial footing is the growing solidity of the industry as a whole, as manifested concretely last month by the combined conventions of the Radio Manufacturers' Association and the Federated Radio Trades Association, as well as the First Annual Trade Show of the R. M. A., in Chicago.

A Progressive Move

The value of the simultaneous and early showing of the new models cannot be overestimated. The dealers, especially, stand to profit by this move, for the reason that the retail trade will have ample time to get rid of the old models, and reorders enable the manufacturers to get rid of any surplus stock they may have on hand. Thus, when the latest radio receiving set lines are finally ready for delivery to the trade the manufacturer, wholesaler and retailer will be starting on a clean and satisfactory basis that should do much to make the year as a whole a profitable one.

That large delegations of dealers from all parts of the country spent the money and time to journey to Chicago is proof of the wide interest aroused by the combined conventions and the trade show. The exhibits gave the trade the opportunity of deciding upon the lines they desire to handle during the next year. The show also enabled the dealers to make comparisons between the various products, from the standpoint of design and quality of reception,

making it easy to select the lines that should be most suited for the various localities represented by those present and the merchandising problems involved.

Co-operation in Business

The time is past when retailers eye their competitors with suspicion and shun them as they would the plague. Here and there one still finds a merchant of this type, but the many problems of modern merchandising, the constant evolution of methods and products, and the uneconomic aspect of "going it alone" make progressive business men realize the necessity of getting together for mutual consideration of their common problems.

Many minds concentrated on clearing up a particular phase of business are better than one. Thus the discussions at the various sessions of the Federated Radio Trades Association during the recent convention could not help but be of value to those who were fortunate enough to be present. Those who were unable to get to Chicago can turn to *The Talking Machine World*, June issue, where a special section is devoted to a complete report of the conventions.

In other sections of the country, too, the work of associations is rapidly placing retail business on a better plane. On the West Coast the associations have mapped out particularly worth-while programs, coping vigorously with the problems with which the trade is confronted in that section of the country. In Denver recently the local radio dealers' group of the Chamber of Commerce established a Code of Standard Practices dealing with demonstrations, terms, interest, service and exchanges that, if carried out, is certain to have a marked effect on the stability and prosperity of the radio trade in that district. This code is reproduced on another page of this issue of *The Talking Machine World*. Other associations have done excellent work in reducing the high cost of service by planning service agreements that

permit the dealer to get at least an even break from this branch of his business.

Reasons for Optimism

In spite of the fact that there undoubtedly is a slowing down of business during the Summer months there are many sound reasons for optimism on the part of the trade. One thing is certain, the days of easy selling are gone, and this is true whether it be Summer or Winter. Competition has reached the point where retailers must take advantage of every means of bringing up sales volume. Swivel-chair merchandising is not the way to do it. Sales organizations composed of men and women who thoroughly know their business must be built up and trained.

Given an efficient sales staff, backed by the right kind of advertising and other sales promotion methods, the individual dealer has no reason to fear competition, and a satisfactory sales volume should result. This sounds like a platitude, but it is based on the experiences of many successful merchants throughout the country who have realized their shortcomings and who have drastically revised their methods to meet modern conditions.

Opens New Music Store

The Quackenbush Co., of Paterson, N. J., opened its new quarters at 160 Market street, last month. The new store, which is devoted entirely to musical instruments, is an outgrowth of the music department which has been maintained for years in the Quackenbush department store.

Cape Fear Co. Chartered

The Cape Fear Furniture Mfg. Co., Sunn, N. C., was recently incorporated with a capital stock of \$100,000 to manufacture, buy and sell phonographs and other musical instruments.

"NYACCO" Manufactured Products



NYACCO Record Albums
NYACCO Radio Sets
NYACCO Portable Phonographs
NYACCO Photograph Albums
NYACCO Autograph Albums

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

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

Note New Address 64-68 Wooster Street, New York

THE RANGE of the Brunswick Panatrope Line



Model 8-7, Brunswick Panatrope
(Exponential Type)
\$85

Model 148-C, Brunswick Panatrope
(Electrical Type)
with 8-Tube Radiola
\$1200



TEN MODELS
\$85 to \$1200

HERE are the two instruments that mark the length of the Brunswick Panatrope line . . . the finest line of musical merchandise put out by The Brunswick-Balke-Collender Company in its entire history.

At the beginning (excepting the Brunswick Portable, of course) is the Brunswick Panatrope (exponential type), an instrument which embodies new and exclusive discoveries. Model 8-7 sells for \$85.

At the top is the incomparable Brunswick Panatrope (electrical type) with Radiola Model 148-C,

unquestionably the finest combination instrument known to the world today. Its price is \$1,200.

Between these two prices are a great variety of instruments to suit every need and every pocket-book . . . five Panatropes of the exponential type, priced between \$85 and \$300 . . . five electrical-type Panatropes and Panatrope with Radiola combinations, priced between \$525 and \$1,200.

This merchandise is being presented to the public each month in color pages in leading magazines and through newspaper advertising. When have you had instruments that compared with these or a public more receptive to them?

Brunswick

R. W. Jackson Appointed General Sales Manager, Musical Division, Brunswick Co.

Former General Sales Manager of Billiard and Bowling Division of Company Succeeds A. J. Kendrick, Resigned—Eminently Suited to New Post Through Wide Experience With the Company

R. W. Jackson, who for three and one-half years has been general sales manager of the billiard and bowling division of the Brunswick-Balke-Collender Co., Chicago, was appointed general sales manager of the musical division of that company several weeks ago, succeeding A. J. Kendrick, who resigned.

Mr. Jackson is one of the most aggressive executives in the Brunswick ranks and is extremely well known in the trade, for when he was branch manager of the St. Louis division of the firm, from 1915 to 1923, he introduced the Brunswick phonograph in that territory, and his successful activities and aggressive sales policies developed the Brunswick instrument in that section to the point where the St. Louis office was one of the most successful of the Brunswick branches.

Although he has not been actively associated with the music industry for the last few years, Mr. Jackson has kept in close touch with all new developments in the music field, in the instruments themselves, and in the merchandising policies, so that he is eminently capable of taking over the reins of the musical division.

The actual story of Mr. Jackson's life with the Brunswick Co. is of unusual interest, for his career is not spotted with anything like a meteoric rise to success, but is the story of hard work and slow but sure climbing from the time he was office boy at the Minneapolis branch in 1903 to his present position. For five years he was associated with the Minneapolis branch, working up to the position of cashier when he went on the road in 1908. The next year he was transferred in the same capacity to Butte, Mont., branch and later to Sioux City, where he stayed until he was made

branch manager of the Kansas City branch in 1913, and his success there led to his appointment as branch manager in St. Louis in 1915, where he introduced the then new Brunswick phonograph to the trade in that territory,



R. W. Jackson

with remarkable success. In October, 1923, he was made general sales manager of the billiard and bowling division in Chicago and the same success that marked his other activities with the company was evidenced again in that position. He was made a director of the company in April of this year, and the officials of the

Brunswick company are sure that he will be equally as successful at the helm of the musical division.

Mr. Jackson has always been deeply interested in the music industry and his actual contact with that division of the Brunswick Co. from its very beginning will stand him in good stead in his new work. He has personally covered practically the entire United States and Canada in his different positions, and in addition to developing a host of friends in the trade, he is aware, from first-hand knowledge, of dealer problems and his appointment is a popular one with the trade.

W. C. Hutchings, who has been acting as assistant general sales manager of the musical division for the past five years, will continue in that capacity. Mr. Hutchings is another executive who has made a study of the dealer problems and his long experience fits him ideally for the important position he holds. Between him and Mr. Jackson the musical division of the Brunswick-Balke-Collender Co. is in capable hands.

C. D. MacKinnon, general record sales manager, who has had remarkable success with the record department since he took charge, will also continue as chief of that department. Mr. MacKinnon has been in the music industry for years and is one of the best-informed record sales executives in the country. He has shown some remarkable increases in record sales since he took charge of the department and he plans to continue at the same rate of speed. The rest of the personnel of the musical division of the Brunswick Co. remains as heretofore.

National Co. Moves to More Central Location

Manufacturer of National Vernier Dials and Other Radio Parts Greatly Increases Floor Space—Opens Salesrooms in Boston

MALDEN, MASS., July 1.—The National Co., Inc., manufacturer of National velvet vernier dials and other radio parts and also National duorange charger, has taken possession of its new plant at Sherman, Abbott and Jackson streets, this city. Its situation, near Malden Square, brings it within easy access of the central part of Boston.

The National Co., Inc., also announced the establishment of a Boston sales office for the convenience of its customers, situated in the Boston Chamber of Commerce Building, 80 Federal street.

The new factory gives three times the floor area of the former factory in Cambridge.

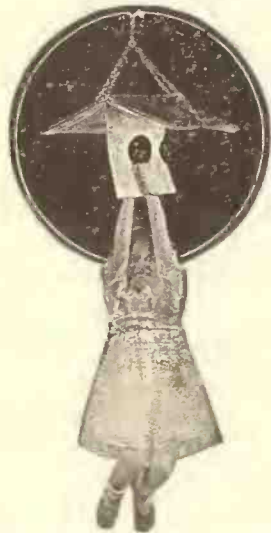
Nat E. Golden Returns From Mid-Western Trip

Nat E. Golden, sales manager of the Superior Phono Parts Co., New York, returned to his desk recently after spending several weeks in the Middle West, during the course of which he attended the music conventions in Chicago. While in the Windy City Mr. Golden was accompanied by Paul I. Burks, of Louisville, Ky., well known in the phonograph trade and the sponsor of a new sound box called the "Tri-Phonic." Both Mr. Golden and Mr. Burks were kept busy demonstrating this new reproducer, and the keen interest manifested by many dealers in this product was reflected in the placing of good-sized orders for immediate delivery.

Allen McQuhae Broadcasts

Allen McQuhae, popular tenor soloist of the Atwater Kent hour, was the leading artist in a big national broadcast by the Canadian Government on the evening of July 1. McQuhae's songs blanketed the Dominion through a hook-up from station CNRO, at Ottawa.

Note: Look for the Complete Line of Peerless Portable Phonographs on Page 38



PEERLESS— the Album

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 COMPANY

PHIL RAVIS, Pres.

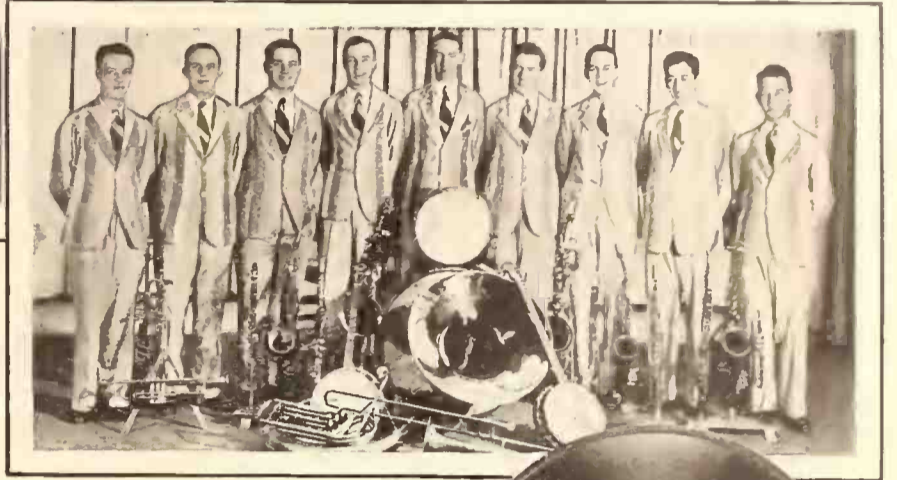
636-638 Broadway

New York City



Vincent Lopez and his orchestra play the same new musical numbers for Brunswick Records that make them popular wherever they appear.

Hal Kemp and his Orchestra are University of North Carolina boys whose New York theatre popularity has led to the making of Brunswick Records.



NO STATIC

On Brunswick Records

Amazing Musical Quality . . . Famous Artists . . . and Timely Releases Explain the Growing Demand for "Light-Ray" Electrical Recordings



A few Outstanding Records of the Month

"My Idea of Heaven" . . . "It's You C'est Vous (Say Voo)"—sung by Harry Richman, Comedian. 3538

"Hallelujah" . . . "Sometimes I'm Happy" (from "Hit The Deck")—fox trots with vocal chorus. Piano duet with orchestra. Phil Ohman and Victor Arden with Their Orchestra. 3527

"Just Like a Butterfly (That's Caught in the Rain)" . . . "Baby Mine"—fox trots with vocal chorus. Vincent Lopez and His Casa Lopez Orchestra. 3573

"Rosy Cheeks" . . . "Underneath the Stars With You"—sung by Nick Lucas, "The Crooning Troubadour." 3518

"Falling in Love With You" . . . "Song of the Wanderer"—piano solos by Lee Sims. 3551

SUMMER static will lead many people to hear the newest musical numbers on Brunswick Records. Thus they will discover that Brunswick's marvelous "Light-Ray" electrical recording method (musical photography) does wonders for even their old phonograph.

To tell the public the newest musical delights on Brunswick "Light-Ray" Electrical Records is the task of Brunswick advertising. In *The Saturday Evening Post*, August 6th issue, and in *Liberty Magazine*, July 31st, there'll be a full page in color on "Light-Ray" recording and Brunswick Record artists. Watch for these big ads. Tie up with them. Mats listing current releases will be mailed you free if you write our Dealer Service Department.

Brunswick

Canvassing Wins Sales for Dealers Who Plan Campaigns

Outline of Various Methods Used by Aggressive Retailers in
Promoting Sales by Combing Their Territories for Business

A FALLING off in the use of canvassers as a means of selling musical instruments has been noted in the past few years, due largely to the difficulty of securing entrance into the apartment houses in the larger cities. Yet many dealers throughout the country are using canvassers with profitable results. The methods of a few dealers and the results they have secured from "door-bell ringing" should prove interesting and instructive to readers of *The Talking Machine World*.

Five Men Cover Specified Territory

A great majority of the sales made by the Brunswick Music Shoppe, Main and West Utica streets, Buffalo, N. Y., which also operates a branch store on West Ferry street, result from the efforts of canvassers or visits made to old customers, according to Albert Poppenberg, head of the business. The house employs five canvassers, each of whom has a specified territory to cover. Live prospects are followed up immediately after the name has been turned in by the canvasser. Whether the sale is made or not, the name of the prospect is kept on file, and the salesman calls periodically to learn whether or not circumstances have adjusted themselves so that the family can take the responsibility of the purchase.

The prospect index is followed closely, each salesman taking at least half a dozen names with him each day, following up former calls, awaiting every opportunity to place an instrument in the home. The salesman is held responsible for the prospects given him and he is required to make a definite report on each. Customers who turn in names of prospects who eventually become customers are rewarded with gifts of silver or dishes.

"Canvassing pays in any locality only when local conditions are studied and methods are then adapted to fit these conditions," states J. J. Hildner in charge of outside sales for the Southern California Music Co., who continues, saying that success in selling any commodity is in direct ratio to the total number of contacts or interviews secured.

Morning Canvassing Best

It was discovered by this concern that the afternoon was the time when people are not at home and therefore canvassers are instructed to work in the mornings only. Mr. Hildner also

states that it is possible to secure more reliable women canvassers for half the salary demanded by unreliable men canvassers. By working during the mornings only, twice the number of interviews can be obtained and at a less cost.

Recognizing a prospect is not a matter of sex but training and it is important that prospects be followed up by salesmen who work in districts best suited to their ability and training. A salesman gradually learns the trade in a certain district, he is acquainted with sales that have been made there and is in a better position to quote these in order to put over new business.

Henry C. Wildermuth, treasurer of the Whitney-Blaine-Wildermuth Co., Toledo, O., finds that the average person solicited is far more charitable to the music store canvasser than was the case only a few years ago. On the whole, he states, the average person to-day is more intelligent and eager for information regarding musical instruments than was the case in the past, and as a result there is little of the slamming of the door in the face of the canvasser. All this operates, of course, to decrease the overhead in this type of selling.

With the Whitney-Blaine-Wildermuth house canvassing salesmen are assigned to territory with which they are fully familiar, and, if in a foreign-speaking section, they can speak the language of the majority of the inhabitants. Those who work outside the city proper use automobiles. Here prospects are more scattered and it is a difficult task to get them to come to the store, so the firm only works them for a period of six months and then ceases to consider them possible buyers.

Uses Women Canvassers Only

Ned Douglas, proprietor of the University Music Store, Seattle, Wash., believes in nothing but woman canvassers and for the past year and a half has kept four of them busy continuously in the Seattle territory. Mr. Douglas also carefully studies the personalities and education of his canvassers before taking them on. Being adjacent to the University of Washington places him in a position to obtain university students who have majored in music and musical appreciation. Such a person reaches a prospect much more readily by being master of her subject. The canvassers are given a territory

of about five square blocks at a time for a three-day period. The territory is allotted by working on a large city map, the canvasser making every house in her district.

Five Salesmen Follow Up Canvassers

Findings and experiences are passed on each day to the corps of five salesmen who immediately follow up all prospects. When traces of ill will to the store are brought to light with someone who has either a real or fancied grievance, a call is made by Mr. Douglas, who adjusts the difficulty. Canvassing has played a major share in the phenomenal growth which this store has experienced in the seven years of its existence. In the Fall Mr. Douglas plans to have a football man on the campus, continually canvassing the sorority and fraternity houses.

The Hopper-Kelly Co., of Seattle, Wash., keeps two canvassers out all year around for the benefit of its phonograph department, using men who select their own territory at will and who must be salesmen enough to close their own sales. No salesman direct from the store follows up on the canvassers. Mr. Murdoch, manager of the phonograph department, states that canvassing is a large part of the success of any phonograph department and states that a good percentage of the volume of business is brought in through this medium.

Mr. Murdoch has not found it necessary to employ canvassers with a musical knowledge. With the modern line of reproducers as an opening wedge, it is usually a simple matter to find an entrance, either by asking to demonstrate the immense difference to be found by putting one of them on an old phonograph, or by giving a good sales talk on the new machines, if no instrument is found. Many reproducer sales turn out to be prospects for the new machines later on. It is always the earnest endeavor of the canvasser to arrange for a home demonstration as these nearly always result in sales.

Adds "Talker" Department

The T. P. Robbins Music Co. has opened a talking machine and record department at the Cape Radio & Electric Shop on Main street, Falmouth, Mass., carrying a complete line of Columbia, Brunswick and Waltham products.



Octacone Gross Profit is Net Profit!

\$19⁵⁰
List

*Slightly higher
west of the Rockies*

*Licensed under Frank E. Miller,
Patent Numbers 1,190,787, 1,220,669,
1,294,137, 1,426,211 other patents
pending.*

No servicing expense or loss to dealers in handling this superior type of loud speaker. Protected, free edge, full floating cone makes it practically indestructible. Two models. Table Model (illustrated) \$19.50. Pedestal Model, \$29.50. Both models slightly higher west of the Rockies.

OCTACONE

PAUSIN ENGINEERING CO., 727 Frelinghuysen Ave., Newark, N. J.



Build your Radio Business on a Firm Foundation

THE Stromberg-Carlson franchise is a stable foundation upon which an authorized dealer may build a permanent and successful radio business. It represents—

STABILITY AS TO PRODUCTS—

Stromberg-Carlson Radio products are characterized by the same dependability and durability which have made its telephone apparatus standard throughout the world. Dealers and users are protected by a guarantee which is valid only when countersigned by an authorized dealer.

STABILITY AS TO PATENTS—

Stromberg-Carlson aims to give patent protection to dealers and users of its apparatus. The Company is licensed under the patents of the Radio Corporation of America, Hazeltine Corporation, Latour Corporation and Radio Frequency Laboratories, Inc.

STABILITY AS TO PRICES—

Stromberg-Carlson guarantees not to reduce factory prices on its Receivers. This is an assurance of permanent value in a dealer's inventory.

STABILITY AS TO PROFITS—

Stromberg-Carlson dealers enjoy maximum freedom from "service" costs due to the care with which its Receivers are constructed. The original profit is preserved.

[The Stromberg-Carlson line includes 5-tube and 6-tube Receivers in both Console and Table Models, and a 7-tube Radio and Phonograph Combination.]

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

Stromberg-Carlson

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

Unusual Merchandising Methods Bring Trade to McNeal's

J. L. Simpson Tells How Ben McNeal Located His Store Away From the Beaten Path and Succeeded in Spite of Obstacles

BEN McNEAL, of Kansas City, with a business location at Sixty-third and Brookside streets, is rated as one of the younger radio dealers of the city, but in reality, insofar as experience and initiative go, he has been in the radio game since there was, in reality, a radio business as such in this country, and perhaps few dealers have planned and put into operation as many new methods of increasing volume of sales and service as has this enterprising young merchant.

An Unusual Location

"Why did I go into business away out here, in the Country Club district, several miles from the business center of town?" repeated Mr. McNeal, in answer to that inquiry by the correspondent. "Well, there were several practical reasons. For the young fellow launching into the retail radio business for himself, the matter of capital is a big one to consider.

"To jump into the radio game in a downtown location, in the right way, would have taken at least thirty or forty thousand dollars of capital, and, well, I didn't have that much. However, I was able to get together a portion of that amount, and found that I could get into business in pretty good shape, out here, away from the high-rent district, for less. Then, there are certain advantages in this location which I am capitalizing, and which I shall disclose later.

An Artistic Establishment

"In this part of town, several miles away from the hustle and bustle of Twelfth and Main street, there are opportunities and, well, differences in methods. Here in the Country Club district it is the rule to add an artistic touch even to business places, which would seem out of place down town. I have decorated my store interior, as many of the drug store and restaurant interiors are decorated here, with a rough paint finish which appeals to the artistic in people's natures, and it seems perfectly in place out here, where beautiful residences surround our business district in every direction, instead of busy streets and miles of tenement houses.

"I have stated that here there are certain advantages. One of them concerns the matter of too much competition. It is better to be a big fish in a small pool than a little fish in a big pool. Also, I find that it's better to be the radio store in the Country Club district, which is the fashionable residence district of K. C., rather than to be simply a radio store in the downtown district, where there are radio stores and departments galore.

"Thus, I am attempting to make my radio store harmonize in appearance and spirit with the character of my environment, hence the interior decoration, unusual in most business places.

Prospect List of Home Owners

"From the leading real estate dealer of the city I secured the names and addresses of 4,000 persons living within a mile or so of my store, heads of families, and each not merely a resident of the community, but a home owner.

"With these names and addresses, I proceeded to capitalize their value to me by means of circular publicity, directing attention to my store, my radio sets, and particularly to my service, which I shall outline later.

"I had prepared circular matter and letters which I mailed to each of the four thousand, addressing them as friends and neighbors, rather than as unknown individuals. I tried to make them feel that here was to be their own particular, private and personal radio store, easily accessible, friendly, efficient and part of their community.

Makes Friends With Children

"Then, I proceeded to get into intimate



Ben McNeal Making a Sale in His Attractive Showroom

personal touch with the children of these four thousand families. This was possible since the public and high schools which serve the Country Club district are situated within a block or two of here. During the noon hour it is customary for the youngsters, many of them, to come down here to the business section of the Club district, to kill time, and make small purchases, and to get away from the school grounds for a few minutes.

"Many of them come to my store, to purchase phonograph records, which I sell here, or for other small purchases. I cultivate their acquaintance with courtesy, efficient service and genuine friendship. Trust a child to tell whether you are genuinely friendly to him or her, or not. I surely try to be, and my efforts do not seem in vain.

"From each child making a purchase, I inquire the name of the parents and the street address. If this name is not on my list, I send printed matter to these new customers, as I have done to the other 4,000. I induce the child to bring the parents to my store, and many have done this.

"Thus, and in similar ways, I am developing a real personal touch with my principal business district, developing friendships which mean eventual business, and getting some business as I go along.

Free Entertainment Helps Business

"Many of my customers living in this district drive over here nights, and during the warm months I offer them a real form of entertainment. I set one of my receivers out in front of the store, at the edge of the sidewalk, and keep it in operation until closing time at night, say ten o'clock, and even later. The people seem to enjoy sitting out in their cars, in the neighborhood of my store, and listening to my free entertainments. These advertise my store, give it prestige, and cost practically nothing.

"All of this concerns, primarily, the selling of sets, accessories, phonograph records, etc. Now I am coming to the matter of service, which I have made an outstanding feature of

my store, as it has been a big feature of stores for which I have formerly worked.

"I have worked out a system of service which really works, which brings me the money in advance, and which helps keep the pot boiling while I work out the development of the regular sales end of my business. My system is to service radio sets for so much a year, collect the money in advance, and use this in my business. It takes plenty of money, believe me.

"I have a contract drawn up, whereby I agree to service the set of the man signing the same for the sum of \$12 a year, no more and no less. Once a month is the normal service given for this amount, but I will service more frequently in emergencies, without additional charge. And, this is important, the \$12 is paid in advance. This prevents customers from switching their service work to some one else after a month or two, gives them good service at reasonable cost, and the money goes right into the business, paying for sets and accessories, rent, printing, etc.

"The customer agrees, in the contract, to purchase all of the necessary accessories and parts from my store, and this gives me the needed outlet for accessories, and keeps that end of my business up to normal. Already I have secured hundreds of customers on my annual service plan, many of whom knew the nature of my service work before I had a store of my own, hence, were easily persuaded to sign the yearly contract. As a beginner in the retail radio business these are some of the things I have already put into practice in my own store."

Plans for Pacific Radio Show Nearing Completion

Fourth Annual Pacific Radio Exposition to Be Held in San Francisco From August 20 to 27—Many Exhibits Are Already Scheduled

SAN FRANCISCO, CAL., July 5.—Plans for the fourth annual Pacific Radio Exposition to be held in the exposition auditorium August 20 to 27 under the auspices of the Pacific Radio Trade Association are rapidly being formulated, according to Leo J. Meyberg, chairman of the Association's exposition committee.

As an indication of the growing popularity of radio, Mr. Meyberg declares that more than 80 per cent of the exhibit space has already been taken notwithstanding the fact that the opening of the show is still two months off. He declares that the interest of the exhibitors is only a reflection of that of the public.

W. J. Aschenbrenner, secretary-manager of the Pacific Radio Trade Association, is now in the East in the interest of the exposition.

A novel program of entertainment and special features is being worked up under the direction of a special committee headed by A. B. C. Scull, chairman. Something different will be offered for each day of the show and every effort is being made to provide a program that in itself will be a big attendance card.

The exposition is to be advertised throughout Northern and Central California and a large out-of-town attendance is expected. Last year the final attendance figures showed that more than 110,000 visitors passed through the exposition, which was a new Pacific Coast record.

**A Radiotron
for every purpose**

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Detector Amplifier
- RADIOTRON UV-199**
Detector Amplifier
- RADIOTRON UX-199**
Detector Amplifier
- RADIOTRON WD-11**
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- RADIOTRON WX-12**
Detector Amplifier
- RADIOTRON UX-200**
Detector Only
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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-240**
Detector Amplifier For
Resistance-coupled
amplification
- 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-886**
Ballast Tube
- RADIOTRON UV-877**
Protective Tube

The standard by
which other vacuum
tubes are rated



Look for this mark on every
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 - RADIOTRON UV-876**
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 - RADIOTRON UV-886**
Ballast Tube
 - RADIOTRON UV-877**
Protective Tube

The standard by
which other vacuum
tubes are rated



You know what a missing cylinder means in your car. A "missing" tube in your set is even worse. Look inside your set and see whose tubes you are depending on. Radiotrons throughout are the best insurance against tube troubles.

Radiotrons are engineered from start to finish by the engineers of RCA, Westinghouse and General Electric. Every Radiotron is tested and inspected in 41 different ways before it leaves the factory.



Look for this mark on every Radiotron

RCA Radiotron

MADE BY THE MAKERS OF THE RADIO LA

RADIO CORPORATION OF AMERICA · NEW YORK · CHICAGO · SAN FRANCISCO

Why be an experimental station for substitutes when you can make more money selling the original real article? Remember that your customer is the final judge of tube quality. He registers his judgment by coming back to you for more tubes — or by going elsewhere. You cannot afford to experiment with *him*.



RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIO LA

PERFECTED -

Introducing Two Custom-Built Radiolas

RCA announces two new cabinet models—Radiola 30-A and Radiola 32—which, in addition to the combination of Radiola 28 and the 104 Loudspeaker, constitute the most complete line of high-quality broadcast receivers yet offered to the trade and to the public.

The new models make use of the highly perfected method of socket power operation pioneered by RCA and first introduced in the Radiola 28-Loudspeaker 104 combination.

Dealers, take note

High-quality reproducers, such as the 104 Loudspeaker, operate successfully only in conjunction with socket power sets that are free from A.C. ripple; otherwise excessive hum will be produced.

Exhaustive research and investigation of the various methods of obtaining batteryless operation indicate that only the system of power drive employed in Radiola 30-A, Radiola 32 and in the 28-104 combination is sufficiently hum-free for high-quality tone reproduction. Hence, RCA has standardized and adopted this system of A.C. drive for the new cabinet DeLuxe models.



This sign marks the leading dealer in every community.

This is an "A.C." year. With 16,000,000 homes wired for electricity, the market for all of the RCA socket power models is unquestionably large and will be quickly responsive to these new developments.

Limited quantities of Radiola 30-A and Radiola 32 may also be obtained for 110 volt, D.C. operation.

Remember that RCA pioneered the socket power sets requiring no batteries.

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA *~* Radiola

MADE BY THE MAKERS OF THE RADIOTRON

- Lighting Socket Operation

Radiola 28 with RCA Loudspeaker 104



This combination of eight-tube super-heterodyne and power speaker is the answer to public demand for a one-dial, electrically operated receiver, capable of reproducing all the notes of the musical scale with impartial fidelity.



Radiola 28, with 8 Radiotrons . . . \$260 list
A.C. Package for adapting Radiola 28 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

RCA Loudspeaker 104, complete for A.C. operation . . . \$275 list
RCA Loudspeaker 104, complete for D.C. operation . . . \$310 list
RCA Distributors will furnish an A.C. Drive Radiola 28, ready for connection to the RCA Loudspeaker 104, which reduces cost and time in installation



Radiola 32, complete with Radiotrons . . . \$895 list

An eight-tube super-heterodyne and RCA Loudspeaker 104 enclosed in one cabinet, together with a loop. It operates from the light socket. A splendid example of fine cabinet work in handsomely grained walnut



Radiola 30-A, complete with Radiotrons for A.C. operation . . . \$495 list

Radiola 30-A, complete with Radiotrons for D.C. operation. Price on application.

An eight-tube super-heterodyne with a new-type loudspeaker enclosed. This beautiful walnut cabinet contains the same electrical unit employed in Radiola 28, with RCA Loudspeaker 100-A. It operates from the light socket. The ideal set for the small home or apartment, compact and attractive in appearance

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON



RCA LOUDSPEAKER 100-A

The latest distinguished achievement
of the RCA Research Laboratories

An even better loudspeaker than RCA Loudspeaker 100
which, as every dealer in radio is aware, has been for several
years the best selling reproducer of its kind on the market.

The new and exclusive principles used in this Loudspeaker
100-A are also employed in the new Radiola 30-A. which
lists at \$495.

RCA Loudspeaker 100-A is destined for large sales. It was
born out of the desire of the laboratories to make a very
fine and satisfactory product—Loudspeaker 100—still better.
It was definitely established that a popular priced product
which would give clearer and better tone reproduction would
make any good receiving set better.

Loudspeaker 100 was a vast improvement over others of the
same type and price. There has usually been a shortage of
these speakers. Now Loudspeaker 100-A comes forward—
still better.



*This sign marks the
leading dealer in
every community*

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Loudspeaker

M A D E B Y T H E M A K E R S O F T H E R A D I O L A

Plan of Home Demonstration of Records Doubles Sales Volume of Seattle Store

H. M. Hassell, of Seattle, Wash., Describes the Method of Interesting Customers in New Records That Has Been Instrumental in Building Profits in This Department

The sale of records is a cash business. Perhaps it is the only business in which the customer is persuaded to buy more than he originally intended, and like it. The music store with which the writer is connected has for the past two months used a method of record merchandising that has produced such startling results that it is thought well to pass the idea on for the benefit of the industry. We have almost doubled record sales in this time, and, incidentally, by virtue of the plan, increased machine sales to a marked degree.

First, we keep our customers well supplied with record catalogs. With each occasion for sending out mail we enclose a list of the latest releases and popular "hits," offering to bring any number of records, selected by the customer, to his home, and there demonstrate them.

In this way we find that people buy twice as many records as they do when we wait for them to come into the store to select them.

We use a form which reads:

"The Academy Music Co.

You may bring the records marked to my house for demonstrating. It is understood that this does not obligate me to buy.

Name

Address"

We find that the general public does not fully realize the great improvement made in records

in the last year or two. This plan offers an opportunity of explaining the numbers, and revealing their beauty, and any interesting history attached to the composition. Thus enthusiasm is aroused, and we are able to leave our customers in a pleasantly expectant frame of mind for future releases.

Last, but very important, indeed, is the fact that in demonstrating the records we are enabled to gather a valuable list of prospects for new machines. Taken at its height, the enthusiasm over good records forms an exceedingly good opportunity to arrange for the demonstration of the latest phonograph model. The sale of a machine is then two-thirds accomplished. So vastly improved is the reproduction of a given record on a new type machine over the older models that to close the sale under these conditions we find is a matter of mere mechanics.

So by pursuing these methods assiduously, going to our customers, we have doubled our record sales in a very short time. By using records as our "broadcasters," and by employing the marvelous reproducing capabilities of the new instruments (especially the electric pick-up models) as the vehicle for the hidden beauties in the new process records, we have placed our business on a thriving and money-making basis.

breaking better than even, and the musical merchandise department operating at a loss, or change about, without the dealer being able to tell which is which and, as a result, being unable to correct situations that may develop into real business problems. When the overhead of each department is taken separately, then that department must stand on its own. When there is a let-down the dealer knows where it is and can get at the root of the situation quickly and effectively. It is simply justice to those in charge of different departments that they get full credit for the results of their efforts and are not saddled with carrying another losing department in general overhead figures.

All this comes when the subject of overhead is properly understood, but this is a far advanced stage, apparently, for those dealers who have not yet learned to figure their businesses properly even in a general way. One dealer with a general discount on his several lines averaging between 35 per cent and 40 per cent reported an overhead of 34 per cent, yet calmly stated that he showed a net profit of 15 per cent, thus making a neat 49 per cent out of a maximum 40 per cent gross. Another enjoying similar discounts reported an overhead of 25 per cent and a net profit of 40 per cent, the 40 per cent in this case undoubtedly referring to what he might have called gross profit or discount. Still another dealer reported a general overhead of 40 per cent, and a net profit of 42 per cent, which in itself proves that he had little knowledge of the vital subject.

One retailer was able to give detailed percentages regarding various overhead items, but casually included 33 per cent of the total overhead under the heading miscellaneous. Probably included in that 33 per cent were many items that might well be dispensed with. It might be well for many members of the retail trade to read carefully, absorb and profit by the following declaration adopted at the recent annual convention of the National Association of Credit Men, which declaration emphasizes the need for closer attention to overhead control:

"The difficult problem of our business to-day is making reasonable profits. Profits do not result alone from prices. Cost control is of ranking importance with prices in profit-making, and costs frequently arise from unexpected but inevitable causes. In controlling shrinkage in gross margin of sales, no protection is of greater value than the conversion of merchandise into sound receivables.

"This Convention points out the mistake so common these days of building volume production at the expense of safe credits. It urges in the very strongest terms upon the executives of our business enterprises closer attention to overhead control and to the preservation of margins in sales by avoiding merely gamblers' chances in credit transactions and by giving to the intelligent and progressive management of their credit departments the needed respect and control."

Survey of Overhead and Profits in Retail Talking Machine Establishments

(Continued from page 3)

ness, or how that cost was divided. In a large measure, the completeness of the dealer's answers was in almost direct ratio to his success as a merchant.

The dealers approached by The World were asked to give the percentage of overhead for their entire businesses, and the overhead and percentages as divided among the talking machine, record, radio and musical merchandise departments. They were also questioned regarding the manner in which overhead costs were divided as between rent, salaries, advertising, etc., and then to set forth the net profit that remained to the credit of the various departments after the cost of doing business had been taken care of.

Errors That Cause Loss

Replies indicated an all too frequent tendency to confuse gross profit with discount and mark-up, and there were a surprising number who gave the percentage of discount as the percentage of profit and let overhead take care

of itself. It indicated once again that the term "gross profit" is a misnomer, and might well be eliminated from the business vocabulary for the protection of those who seem inclined to accept it as a final measure of what they have learned through a combination of capital and effort.

It is a serious matter, as more than one dealer has come a cropper because he regarded his discount as profit of sufficiently impressive size to permit of careless handling, and when he finally learned that the discount simply represented a margin to cover the cost of doing business it was too late.

Another difficulty appears to be that a substantial proportion of dealers are content with overhead figures that cover the business as a whole and where several different departments are operated do not take the trouble to divide the overhead in accordance with those departments. The talking machine record department may be paying handsomely, the radio department



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.

Collecting Money Due Without a Sacrifice of Good Will

A Collection System That Takes the Sting Out of Dunning and That Brings in the Money Without Causing the Loss of Patrons

[Richard Walter, manager of the Locus Stationery & Office Supply Store, Los Angeles, the writer of the accompanying article, has made an exhaustive study of collection methods and their effect on business.—EDITOR.]

THERE are many ways of collecting overdue accounts. One way is to use a club, diplomatically camouflaged. The trouble is that the club is usually obvious, no matter how carefully it may be concealed in a bouquet of verbal persiflage. Yet the wise business man knows that the old adage about molasses catching more flies than vinegar applies to this end of the business as well as to the sales department, and that fundamentally the problem of collecting is the same as the problem of selling.

A business is made up of customers and a customer lost can never be replaced. If you do get another one, it simply means that you should have had the additional customer in the first place. In the light of losses of the goodwill and business profits the firm that feels that its collection losses are few and the overhead in this department low might be surprised by an honest analysis of the fact. True you may collect 95 per cent of all accounts receivable but what did it cost to do it? What did it cost in lost business? Are you paying for the upkeep of a "collection" graveyard? A different kind of appeal, a different approach, a more helpful attitude might have produced a different result.

So the wise business man is the one who gets out of the rut in the conduct of his business, who clothes old, familiar appeals in new garments that give them attention-getting value. That's the secret. Get the attention of the debtor but be sure it's favorable attention.

Let us analyze the situation as between the customer and his creditor. Obviously the customer has the advantage. The goods are in his possession or he may have disposed of them to others. He knows that to force collection by legal means is both tedious and expensive. Therefore it is necessary in dealing with him to exercise the greatest amount of tact and persuasion without arousing too much "paying-resistance." We have heard a great deal in times past about "selling-resistance" but how about its "twin," "paying" resistance? It is just as real. A man dislikes buying goods and he dislikes having to pay for them just as strongly. Therefore let us face the situation as it is and find out what the logical procedure is to overcome this "paying" resistance. We must turn it into paying desire. Capital tied up in slow accounts must be made available for use in our own business. What is needed is a little lubricant, tactfully applied at the right time to induce the customer to pay promptly. The customer must think that he is paying the bill vol-

untarily and not that you are collecting it. Get the point? Therefore we must do something more than merely mail the debtor a statement on the first of every month. He doesn't like statements and on the first he's getting a lot of others besides yours. So we must remind him oftener than once each month. He mustn't be conscious of our insistence but he must be

obvious. Color is used to give life and interest and the debtor is always in the picture, so to speak. Thus by being human and getting away from the conventional phrases such as "please remit at once" or "your account is long past due" and other hokum which antagonizes the customer, the method brings unusual results.

The first of these stickers is number 20 because it goes out on the twentieth of the month. By waiting till the twentieth customers have ample time to mail their checks. Then a duplicate statement is sent to slow-pay customers and the notice attached reads as follows:

"Haven't you forgotten something?"

"A check for \$... to cover our last statement. Thanks."

The illustration accompanying the message gives it force and assures attention. It is more effective because it arrives in the middle of the month when the debtor isn't receiving many other statements. The next sticker, number 30 is attached to



Series of Collection Stickers Numbered in Sequence

made aware of the importance of paying that particular bill in preference to others he owes.

This is where most collection "systems," as such, fail. They are too obvious and just the minute that a debtor is conscious that he is being made the subject of collection experiments or systems he is likely to become more stubborn than ever. Again collection "systems" fail because they begin to operate too late.

A consistent follow-up started immediately after the account is due expressing goodwill while tactfully suggesting that bill be taken care of will act as a lubricant and induce prompt payment. This is the idea behind the method now being used by the writer. It consists of a series of appeals which unlock the purse. They are in the form of stickers attached to outgoing statements.

Yes, I know the idea isn't new. The application of it is new, however. They embody ideas tested by experienced men all over the country and exercise the greatest amount of pressure and do so without the fact being too

the regular statement sent out on the first of the following month and goes to the customer who is thirty days in arrears. It reads:

"We will appreciate a check to cover our last statement. Won't you please respond to this friendly reminder? Thanks."

Sticker number 40 goes out on the tenth of the month following due date. It reads:

"We are still looking for your check to cover our statement of for \$..... We feel sure that we can count on you for a remittance by return mail."

If this pictured appeal seems too humorous try typing it on your letterheads minus the picture and you will admit that it is a strong bid for payment. The illustration draws the sting from the appeal and provides an added touch that builds goodwill.

The limited space allotted to this article precludes a detailed description of each sticker. Each of them is designed, however, to do one particular thing at some one time. Each succeeding sticker is in logical sequence.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

THE ONLY
ORTHO-SONIC
REG. U.S. PAT. OFF.
RADIO

★The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470

*New and improved designs
 with full light socket operation*



*The Sign of the Designated
 Federal Retailer*

Federal Retailers can now add socket-operated Ortho-sonic radio reception to the long list of desirable selling features already offered by the widely known Federal line.

Not only are new models now offered, models more beautiful than ever before and with outstanding refinements in physical appearance and chassis construction—

Not only does this line insure you the *greater sales* opportunity arising from wide variety, an all-satisfying price-range, and a performance that no radio in the world has ever surpassed—

But now—in Federal construction—still further enhancing Federal's prestige and desirability, comes full operation from light socket.

Federal radio engineers have been working for years on the various types of light-socket operation. This epoch-making new Federal development is the fruit of their efforts.

And the brilliant performance of the new Federal Ortho-sonic sets, functioning with all A, B and C batteries eliminated, proves how successful they were.

This new Federal development moreover incorporates tremendous strides in the elimination of the familiar shortcomings of light-socket operation.

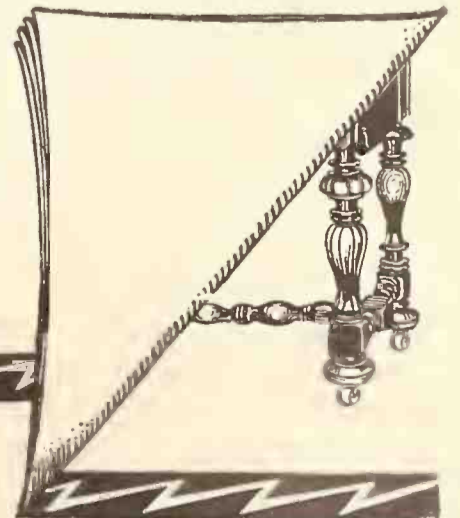
By ingenious design the maximum of regulation to offset current fluctuations is obtained. A C hum and other

objectionable noises are reduced to a negligible degree. No electrolyte, liquid or other material requiring replacement is used. And the current supply feature requires but a single tube, and this carries a six months' guaranty with replacement made on a pro-rata "mileage basis."

You should know about these sets. The Federal line is backed by an organization of pioneers in the electrical communication field. It is a line that will never be "orphaned." It is broadly advertised nationally. An unusual line-up of newspaper advertising and selling helps go behind it. It holds the respect and confidence of the most reliable class of retailers in the field. No radio designation you can secure will ever bring you more sincere co-operation or pay you more handsomely for your efforts.

Get in touch with your wholesaler; or write us—at once.

**FEDERAL
 RADIO**



FEDERAL
RADIO

A DESIGN FOR EVERY SETTING.

Marching under the
Ortho-sonic banner

assures retailers of quick, steady turnovers, handsome profits, satisfied customers and bigger sales. Why carry many lines when there is a Federal for every need? If you are not a designated Federal Retailer see the nearest Federal Wholesaler at once or write us.



D-10
D-5 Console

D-10 Five tubes. Balanced tuned radio frequency. Centralized control. Very selective. Genuine mahogany cabinet. Finished in rich brown. Without tubes or accessories \$100⁰⁰

D-10-60 D-10 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler, giving finest tone quality. Without tubes or accessories \$185⁰⁰

D-5 Console

Specially designed and finished to match D-10 and D-10-60. Ample space for all batteries or current supply equipment \$30⁰⁰



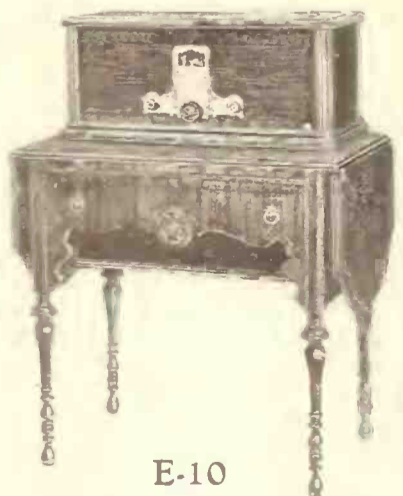
F-10
F-5 Console

F-10 Seven tubes. Balanced tuned radio frequency. Designed for use with loop only. Single control. Maximum selectivity—long range reception. Rugged, all-metal construction. Illuminated scale. Perfect volume control. Mahogany cabinet—vermillion inlay. Finished in rich brown—satin texture. Without tubes or accessories (but including loop).... \$250⁰⁰

F-10-60 F-10 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler, giving finest tone quality. Without tubes or accessories (but including loop) \$360⁰⁰

F-5 Console

Specially designed and finished to match F-10. Ample space for all batteries or current supply equipment. Equipped with special rubber-tired casters \$50⁰⁰



E-10
E-5 Console

E-10 Six tubes. Balanced tuned radio frequency. Extremely selective. Single control. Maximum receiving range. Rugged, all-metal construction. Illuminated scale. Perfect control of volume. Rich brown mahogany cabinet. Beautiful inlay. Without tubes or accessories \$165⁰⁰

E-10-60 E-10 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler, giving finest tone quality. Without tubes or accessories \$275⁰⁰

E-5 Console

Specially designed and finished to match E-10 and E-10-60. Ample space for all batteries or current supply equipment \$40⁰⁰

D-40 Five tubes. Balanced tuned radio frequency. Centralized control. Built-in speaker—latest acoustical design. Deep rich tone quality. Receiver compartment slides out to install tubes. Genuine walnut cabinet. Ample space for all batteries. Without tubes or accessories \$200⁰⁰

D-40-60 D-40 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler, giving finest tone quality. Without tubes or accessories \$285⁰⁰



D-40

A PRICE FOR EVERY PURSE ••

THE ONLY ORTHO-SONIC RADIO



E-40

E-40 Six tubes. Balanced tuned radio frequency. Single control. Extremely selective—maximum receiving range. Rugged, all-metal construction. Illuminated scale. Built-in speaker—latest acoustical design. Receiver compartment slides out to install tubes. Genuine walnut cabinet, artistically antiqued and inlaid with fiddle-back mahogany. Ample space for all batteries or current supply devices. Without tubes or accessories \$35000



F-40

F-40 Seven tubes. Balanced tuned radio frequency. Designed for use with loop only. Single control. Maximum selectivity — long range reception. Rugged, all-metal construction. Illuminated scale. Exceptionally large built-in speaker—latest acoustical design. Genuine walnut cabinet. Artistically antiqued. Inlaid with vermilion. Ample space for all batteries or current supply equipment. Without tubes or accessories (but incl. loop)... \$45000



E-45-60

E-45-60 Six tubes. Balanced tuned radio frequency. Full operation from light socket. Has current supply equipment, eliminating all batteries. Single control. Very selective. Built-in speaker, latest design. Set is completely shielded. Splendid original cabinet design of figured walnut, with rich overlay of fiddle-back mahogany. Built-in coupler provides utmost in tonal rendition. Without tubes or accessories \$46000



F-45-60

F-45-60 Seven tubes. Full operation from light socket. Has current supply equipment eliminating all batteries. Built-in coupler gives finest tone quality. Balanced tuned radio frequency. Single control. Loop concealed in door. Built-in speaker. Newest acoustical design. Set is completely shielded. Cabinet of new and unique design. Splendid appearance accomplished by artistic use of diamond matched walnut with maple and burl overlays. Without tubes or accessories (but including loop) \$60000

FEDERAL *Ortho-sonic* Custom-Built Models -

For those seeking the ultimate in radio cabinet work and design,
we offer these four splendid examples of
furniture craftsmanship



The Oxford

Oxford Seven tubes. Single control. Illuminated scale. Custom-built cabinet of genuine walnut and maple finished in deep brown, carefully antiqued. Loop concealed in door. Contains famous Federal seven-foot horn. The cabinet is characteristic of the workmanship of the early English artisan. Without tubes or accessories \$65000
(but including loop)

Oxford 60 Oxford receiving set with circuit adapted for light-socket operation. Has current supply equipment eliminating all batteries. Built-in coupler gives finest tone quality. Without tubes or accessories (but including loop) .. \$77500

Mandarin Seven tubes. Single control. Illuminated scale. Contains famous Federal seven-foot horn. Loop concealed in door. Cabinet decorated in an authentic Chinese Chippendale, the upper section being beautifully finished with hand-applied Chinese decorating of the raised type. Lower section is of selected walnut finished in a dark brown tone with a tracery of maple. Without tubes or accessories (but including loop) \$100000

Mandarin 60 Mandarin receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler gives finest tone quality. Without tubes or accessories (but including loop) \$112500

Louvain Seven tubes. Single control. Illuminated scale. Custom-built cabinet of walnut and cherry burl. Semi-arched top, characteristic of later English design, finished in a dull wash. Loop concealed in door. Contains famous Federal seven-foot horn. Without tubes or accessories (but including loop) \$77500

Louvain 60 Louvain receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler gives finest tone quality. Without tubes or accessories (but including loop) \$90000

Milan Seven tubes. Single control. Illuminated scale. Custom-built cabinet of genuine walnut and maple finished in deep brown. Loop concealed in door. Contains famous Federal seven-foot horn. Splendid example of cabinetmaker's art in Italian Renaissance. Wood of selected walnut with all decorations hand-carved and raised. Without tubes or accessories (but including loop) \$110000

Milan 60 Milan receiving set, with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler, giving finest tone quality. Without tubes or accessories (but including loop)..... \$122500



The Mandarin



The Louvain



The Milan

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

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

Knowledge of Music as Record Sales Aid

There Are Tremendous Possibilities for Profit in Record Sales to Lovers of the Best in Music — Need for Publicity Is Vital

By W. Braid White

ONE of the strangest facts of contemporary music merchandising, although in reality also one of the easiest to understand, is that unfamiliarity with the larger part of the musical riches preserved in phonograph records, to which merchants and salesmen, even those who consider themselves intelligent men, are not ashamed to confess. It is strange because the catalogs lie open, and the manufacturers of records spend much money to get out pamphlets and posters and folders and booklets, all intended to create public desire for every kind of musical reproduction, and not only for one or two kinds. It is easy to understand, on the other hand, because music is such a mystery (though quite unnecessarily so) to the average man, that he instinctively balks the moment he comes in front of a name or an idea expressed in the technical terms of music.

This is all a great pity, because the public taste for music is deepening and broadening and public curiosity is becoming greater all the time in all that pertains to the tone-art. The economic position of music is constantly improving, even though fashions may change in instruments or styles. The phonograph, superior to all such changes, for it includes them all, is, therefore, the one medium of music which may be expected to profit by the present state of affairs.

But it cannot so prosper unless those who sell it directly to the public have a fair acquaintance with the musical riches it has to offer. And when one comes to look into the facts one often finds that a few operatic arias, one or two violin pieces by some star, and a couple of orchestral records by some well-advertised symphony orchestra, comprise all the knowledge of the record catalogs possessed by many merchants who imagine themselves clever and up-to-date. Of course, indeed, there are the dance records, but no effort is required to remember them. The buyers of dance records walk in, give the titles, put down their money, take the package and walk out.

All this is not very creditable to the good sense of the merchants. A man who will not take the trouble to learn any details of the makeup and virtues of what he sells ought not to try to sell goods at all. If he sells hardware, he is supposed to know something about knives, chisels, screws, door-plates and a thousand other things. And he does make a point of knowing all this if he be a hardware merchant. If he be, then, a music merchant, and specifically if he sells phonographs and records, what right has he to admit, almost boast, that he neither knows nor cares about the "high-brow stuff" in the catalogs? Of course, he cannot sell what he neither cares about nor will attempt to understand. What he has never heard he will never be able to talk about, never be able to sell.

The People Don't Know

The fact of the matter is that there exists a public all over the country ready and willing to be inducted into the newest and best of the new recordings—and of the good old ones, too. But this public as yet is grossly ignorant on the subject. Talking to all the musicians one knows in one's community, one finds quickly enough that most of them do not even know that the phonograph does to-day reproduce perfectly the more subtle forms of musical performance. To take a simple illustration, every piano teacher in the country is interested in fine recordings and fine reproductions of interpretations by great pianists. With the phonograph, such reproduction can be had much less

expensively than by means of a reproducing piano. The number of fine piano records is already great and is constantly becoming greater. Already the new electrical system of recording has been applied to the task of rendering permanent the interpretations of a large number of the best modern piano works, so that a piano teacher might have right now the beginnings of a very fine library of such interpretations. But how many music teachers in the average community know anything about all this? Again, even allowing that only one music teacher in five is a practical prospect in this sense, does even that small number know about these things?

Cater to Public Taste

Take again the string quartet, or the other works of the same genre for three, five and six-stringed and wind instruments, or combinations of these. It is true that the American catalogs are not yet as strong in music of this kind as are some of the Europeans, but at least one American catalog has a really splendid showing of chamber music, done by the very best organizations, beautifully recorded and beautifully played. Considering how much money is being spent on music lessons, on supporting musical organizations, in dues to music clubs and in fees to soloists, one cannot ignore the practical evidence of a public musical taste large enough to be taken seriously, a public musical taste which is all ready to take a practical and buying interest in the best of the new recordings, and of the old ones too in the same genre . . .

but which cannot possibly be expected to do anything of the kind if no one takes the trouble to tell the facts.

Tell the Story!

And to be perfectly candid about it, the people who will buy the best of chamber music, the best of piano, violin, cello, small orchestra, quartet, trio and quintet music, are not being told the story. To put it bluntly these people know nothing, or next to nothing, of what the phonograph has to offer in these respects. Most of the supporters of good music are entirely ignorant of the fact that they can have at home a collection of fine interpretations of fine music (which they will pay high prices to go and hear once or twice a year) available all the time, sounding so near to perfect in both volume and quality as to be almost beyond any criticism; and at a price which is absurdly small. If merchants will not take the trouble to tell the story to these people, who will? The manufacturers, of course, do their best, but national advertising won't carry all the message. Here is a big field of wholly untouched, virgin, profitable selling.

Ben Selvin Returns

Ben Selvin, Brunswick recording artist and orchestra leader, returned recently from a six weeks' European trip, visiting London, Paris, Berlin and the Riviera. Mr. Selvin paid a visit to the recording studios of the Brunswick Co. while in London.



A Big Hit at the R. M. A. Trade Show

UDELL Radio Cabinets and Tables

35 Patterns in Popular Periods and Finishes
For All Leading Receiving Sets

Write for Catalog Today

THE UDELL WORKS

Established 1873

Indianapolis, Ind.

Hazeltine Corp. Wins in Patent Infringement Case

Federal Court Upholds Rights of Hazeltine Corp. and Independent Radio Mfrs.—Orders A. H. Grebe Co. to Account for Profits

Claims to exclusive patent rights relating to radio devices by the Hazeltine Corp. and the Independent Radio Manufacturers, Inc., of 15 Exchange place, Jersey City, were upheld recently by Federal Judge Grover M. Moscowitz in Brooklyn in an action started some months ago against the A. H. Grebe Co., radio manufacturer, Richmond Hill, Queens, for alleged infringement.

The opinion of the Court accompanying the decision finds that the Hazeltine Corp. owns the patents in question and holds they had been infringed since 1924 by the defendant company, which is prohibited from further manufacture of the accessories covered by these patents. An accounting of the profits by the defendant re-

ceived during the period of the alleged infringement of the patents was ordered.

It was contended by the Hazeltine Corp. that it owned the patents originally taken out in the name of Professor Louis A. Hazeltine, which were original with him and valid, and that they had been infringed by the manufacture of similar sets by the Grebe Co.

The defense was upon two grounds: That prior inventions displaced those of Professor Hazeltine, and that, in his original patent, filed shortly after he had left the employ of the United States Navy, where he had been engaged as a laboratory engineer working over radio communications at Washington, there was a clause permitting the use of his invention.

A. Atwater Kent Honored

PHILADELPHIA, PA., July 5.—At the annual commencement at Tufts College, Medford, Boston, Mass., the degree of Doctor of Science was conferred upon A. Atwater Kent, president of the Atwater Kent Mfg. Co., of this city.

Are You Fishing for Business With the Right Kind of Bait?

"We believe that the most important factor in manufacture is—not selling, or distribution, or advertising. It is the product itself."

And that applies to distributor, dealer and agent, as well as to the manufacturer.

To have the right product to sell—right from the customer's point of view—is of greater importance than clever salesmanship, advertising, or personal influence.

Buescher instruments are not only "right" with the buying public, they are in "demand." And the merchant who has Buescher instruments to sell, is selling.

Write for the Buescher Proposition for the fall of 1927. It will pay you to investigate.

Buescher Band Instrument Co.

Wholesale Department

Elkhart, Indiana

BUESCHER
True Tone
Band and Orchestra
INSTRUMENTS

Texas Dealer Cashes in by Broadcasting Records

Harlingen Music Store Has Built Up a Substantial Business in Columbia Products by the Use of Progressive Methods

HARLINGEN, TEX., July 5.—One of the most enterprising phonograph dealers in this section of the State is the Harlingen Music Store here.



Harlingen Music Store and Staff

The concern, which is under the management of M. S. Niles, handles the Columbia line of phonographs and New Process records. An excellent business has been built up by the use of various forms of publicity. Mr. Niles operates his own broadcasting station, from which he broadcasts all the latest releases of Columbia records. From this source a considerable volume of business has resulted.

Deca Disc Automatic Is Described in New Folder

Deca Disc Automatic Phonograph Plays Ten Records in Order—New Model Is Equipped With Electrical Amplification

The Deca Disc Phonograph Co., of Waynesboro, Pa., has issued an attractive folder on its automatic phonograph, which is known as the new Deca Disc No. 25. It is attractively cabinetted with a permanent top and operates from the front. It is equipped with the Deca Disc automatic device, which plays any predetermined number continuously or plays a program of ten records. Another feature of the No. 25 is that it is equipped with electric amplification. The Deca Disc Phonograph Co. is now awarding protected franchises to dealers.

Northwest Brunswick Co. Branch Adds New Dealers

Some of the Largest and Best Music Stores in Northwest Now Handle the Line

PORTLAND, ORE., July 7.—The Brunswick Co. branch in this city has since the first of the year added some of the largest and best music stores in the Northwest to its dealer organization. Among them are the J. K. Gill Co., Portland, one of the oldest stationery and book stores in the Northwest, which recently became interested in phonographs and radio. The department was formally opened on June 10 with a reception to Ben Bernie's Brunswick recording orchestra; the Montelius Campbell Music Co., Seattle; University Music Co.; Hogg Bros. Furniture Co., Oregon City, Ore., and the Tull & Gibbs Co., Spokane, Wash.

Broadcast Wedding Ceremony

SYRACUSE, N. Y., July 6.—The Clark Music Co., which broadcasts an hour of music every Tuesday evening from station WSYR, this city, gave a very novel program recently, when the ceremonies of a wedding were heard by the thousands of listeners-in. Melville Clark, president of the company, arranged the musical program and Glenn L. Chesbro, vice-president, acted as announcer.



your
customers

who
want the most
for their money

get it in
Columbia
Viva-tonal
Records

Columbia Phonograph Company, 1819 Broadway, New York City
Canada: Columbia Phonograph Company, Ltd., Toronto

Columbia



CAN there be any doubt that there is an ever-widening market for reproduced music?

Can there be any doubt that the Columbia organization is more strongly entrenched in this market than ever before?

Can there be any doubt that with Columbia Viva-tonal Records and the Viva-tonal Columbia, the dealer has the opportunity of a lifetime to tie to a genuine success?

*Ask the Salesman
to talk it over with you*



COLU



Columbia means many things to many people—

- Masterworks (Album Sets) of the music of the great composers for the ever growing music loving public.
- Popular dance and vocal hits for home entertainment.
- Records in other languages.
- Race Records.
- Southern Series Records.

Better choice of selections offered, better interpretations, better artists, better recordings better advertised, and a better instrument to play them on—

The Viva-tonal Columbia

Columbia Phonograph Company, 1819 Broadway, New York City
Canada: Columbia Phonograph Company, Ltd., Toronto



mbia



Columbia Service

Striking national advertising . . .
regularly issued window displays,
posters, catalog-supplements and
other printed matter for display and
consumer distribution . . . rep-
resentatives in every important
distributing point . . . prompt
attention and courteous and intelli-
gent handling of requirements.



*All Trade Marks Reg. U. S. Pat. Off.
M. M. Leo & Co. Inc. New York, N. Y.
Agents: 1920 & 1921 for U. S. Agents: 1922: Mexico
Industrial Register No. 1090, 26-10, 2672.

Columbia

Denver Radio Retailers Draw Up a Code to Govern Sales and Service of Radio

Agreement Includes Definite Rules of Merchandising—Demonstration, Terms on Instalment Sales, Interest Charges, Trade-ins, Service and Liability of Dealer Considered—A Progressive Move

Competition between radio dealers, which results in offering prospective customers free service beyond that which they should expect, and selling merchandise for small down payments and on long terms, is one of the chief causes of losses among the dealers. In many localities the dealers are avoiding this condition by formulating sets of rules.

The radio dealers' section of the Denver Chamber of Commerce met recently and agreed to a committee's recommendation of certain phases of radio selling. This agreement reads:

"Demonstrations—The making of demonstrations shall be optional with the seller. However, in all cases where a set has been sent out on demonstration and a sale not made, the store shall report to the secretary of the Retail Merchants' Bureau the name and address of the person at whose home the demonstration has been made. Sets shall be left in the homes of prospective purchasers not to exceed three nights for purposes of demonstrations.

"Terms—The down payment shall be not less than 25 per cent of the purchase price, which term is intended to include the combined purchase price of the radio set proper and all accessories thereto; provided, however, that parties to this agreement who regularly conduct an instalment business may make radio sales without requiring a down payment from customers who already are paying on instalment accounts, with the specific understanding that the seller so doing shall neither emphasize nor publish such fact.

"On sales up to and including \$100 the balance, after the down payment has been made, shall be paid within a period not exceeding six months, while the balance on sales in excess of

\$100 shall be paid within a period not exceeding ten months. If terms are advertised they shall be stated in terms of percentages and not in dollars and cents. It is understood that the terms herein set forth are not intended to apply to the sale of radio combinations.

"Interest—Interest charges on deferred payments shall be on a basis of not less than one-half of one per cent per month or its equivalent. After the down payment has been made, the interest on the unpaid principal shall be added to such principal and the sum thus derived divided by the number of months over which payments are to be made.

"Exchanges—Radio sets accepted for exchange shall be limited to current models only.

"Erecting Aerial—A minimum charge of \$10 shall be made for the erection of a permanent aerial.

"Free Service—Free service shall be rendered for a period of thirty days after purchase of a radio set."

The service and conditions of sale agreement adopted at the meeting read:

"In order to avoid misunderstanding salesmen are required to call attention of radio purchasers to the following conditions under which radio receivers and radio equipment are sold and guaranteed:

"1.—Blank company will set up the receiver, attach set to owner's aerial and ground and test set at time of installation as to quality of reception. An additional charge will be made for basement installation of power supply. Additional charges also will be made for the erection of an aerial and for installation outside the city limits.

"2.—Equipment such as tubes, batteries, etc.,

furnished with any radio receiver we sell is of standard make and tested before delivery and cannot be returned or exchanged. Owing to the fact that the life of the very best of such equipment is uncertain, and because we have no means of determining the amount or kind of usage such equipment receives in the hands of the purchaser, we do not guarantee the life of either vacuum tubes or batteries. Loud speakers are not exchangeable after seven days.

"3.—A storage battery should be recharged every week or two, depending on the amount of current drained from it. A new battery may need a charge after three or four days of use. Purchasers may charge storage batteries in their own homes or send them to charging stations for such service. Never allow cells of storage battery to become dry—add distilled water occasionally, but be careful not to spill any of the fluid as it contains acid which destroys any material with which it comes into contact.

"4.—We hold ourselves responsible for any defects in the mechanism of the receiver itself for a period of thirty days, provided it has not been tampered with.

"5.—We do not guarantee the reception of distant stations on any radio receiver, regardless of make or price. The securing of distant stations depends upon elements entirely beyond our control: such as weather conditions, location of the radio, plus skill and patience on the part of the operator.

"6.—When your set fails to function efficiently, test your batteries at once. If the trouble is not found there, examine your tubes; you may have one or more tubes that have become worn out.

"7.—We stand ready and willing to instruct purchasers as to correct methods of operating their radio receivers, but when our service department is called upon to hook up a new set of batteries or equipment or to test the set a minimum service charge of \$1.50 is made for this service on day calls and \$2 on night calls. Railroad fare and traveling time are added.

PATHEX means PROFITS for DEALERS



AUTOMATIC CAMERA

\$47.50

INVESTIGATE!
COMPARE!!
ACT TODAY!!!

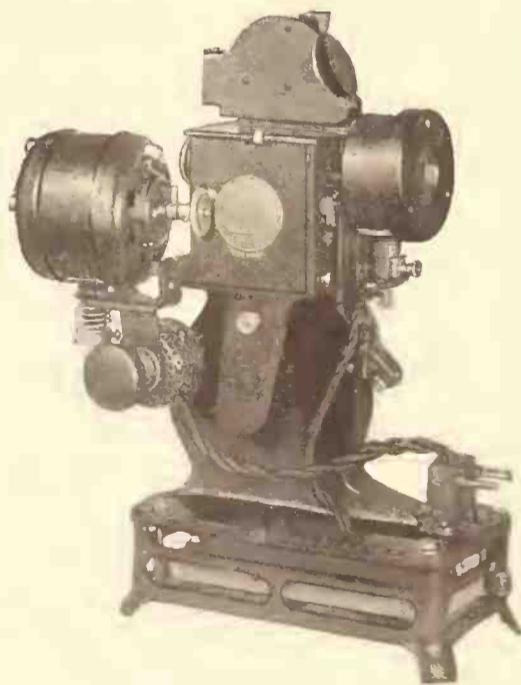
Pathex AUTOMATIC MOTION PICTURE CAMERA AND PROJECTOR

This is the greatest dealer proposition in the amateur motion picture field! MADE BY THE MAKERS OF PATHE NEWS!

Lowest priced outfit in the market—automatic camera with f 3.5 lens—daylight loading in 5 seconds—films retail at \$1.75—free development—all film non-inflammable—projector motor driven—works from any light socket—exclusive smooth operating features—shows Pathex films or any from wonderful Pathex Film Library of over 500 assorted reels—library reels sold outright at \$1.00 and \$1.75.

Pathex means prompt and plentiful profit for dealers because users come back time and time again to buy films.

Distributors Everywhere Insure Prompt Service Widely Advertised In Over 25 Leading National Magazines



MOTOR DRIVEN PROJECTOR

\$65.00

A Subsidiary of Pathe Exchange
PATHEX, Inc. 35 West 45th Street, New York City

There's no closed season for music

GOOD music is *always* in demand . . . and for the best, there is but one source of supply.

As a retailer of the new Orthophonic Victrola and Orthophonic Victor Record

—you are that source!



VICTOR TALKING MACHINE COMPANY

Business . . .

Sales . . .

Profits . . . can be had now!

Immediately. *Today!*

Go after that business. Keep your sales level steady while preparing for the peak that will come *soon!* The fall season is but two calendar pages away . . . and the sales organization, the morale, the appetite for sales and profits which you build up *now* will put you ahead, faster and farther, in the busy months to come.



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



THE interior of the dealer's store and how it is arranged is a mighty factor in the sale of radio apparatus. The right sort of an interior will aid the retailer in more ways than he probably realizes. After an interior is once properly designed and laid out, it keeps on working for you every minute that your store is open. It is a well known fact that the eye plays a tremendous part, some say even that it is the one big determining sense as to purchases, in connection with selections of what we buy. My own opinion is that, in radio, performance comes first but it cannot be denied that the organ of sight acts in a role not to be neglected.

For the purpose of this article, I have selected two interior displays that are in actual use in Chicago, namely, those of Hyde Park Music Co., right, and Illinois Radio Appliance Co., above. Both are excellent examples of properly designed radio showrooms. If you will examine the photos reproduced herewith you will note that the interiors shown reveal a sense of both spaciousness and comfort that is exceedingly attractive.

Here are the points of effectiveness of these two interiors:

There is comfortable furniture so that customers may be seated while listening to demonstrations. (In one of the photos it so happens that only a little of the furniture for this purpose is shown but in the complete display the furniture is there.) The good business of providing the right sort of restful furniture for visitors to your store to utilize while making selections need not be dwelt on. This angle of selling aid has been forcefully demonstrated

The Store Interior Arrangement as Sales Aid

L. C. Lincoln, Ad. Manager, F. A. D. Andrea, Inc., Explains Importance of Store Setting

in allied lines and, in radio itself, as being an outstanding element toward successful retailing.

There is a suggestion of homelike atmosphere in the draped windows, the candlesticks and the woodwork. If anything in the world will help to sell an article it is putting it in the surroundings in which it will later appear, or setting it off to advantage in this fashion.

Accessories and batteries do not appear. This is wise. They are on display in another part of the store. It is proper that they should not be stacked around the floor or on shelves in the same space allotted to receivers. One of the great criticisms against radio windows in the past, of course, more than now, was that they jumbled up everything. It is far better to separate sets and accessories, except, of course, it is o. k. to show radio loud speakers in conjunction with the receiving sets, and both as to the windows and the interiors this separation generally applies. (Of course a certain window display may call for showing how a power unit works, or the like, but I am referring to average cases of interiors and windows.)

Plenty of space and no signs of confusion or

crowding mark the two interiors shown and this is good practice to follow.

Complete showing of line. This, of course, is desirable. In the photos are revealed Fada 6's and 8's and three types of speakers of the Fada make. It is obvious that it is best to show the complete line of a manufacturer so as



to appeal to as many prospects as possible.

The dealer's franchise certificate is prominently displayed in one of these displays. That is a good point since it is evidence of the manufacturer's confidence in the dealer and, with or without an explanation to a prospect, adds to his feeling that he is going to get a square deal.

In both these displays there is a dignified handling of the manufacturer's sign. It is necessary to identify a line of radio merchandise to-day and maybe it will always be necessary to do so.

Sets are hooked up and ready for immediate demonstration.

The interior display should be in keeping with the merchandise. By this I mean that quality calls for dignity.

Some authorities say that a store should be arranged with the least expensive articles in the front and the most expensive in the rear. There are differences of opinion in such matters and different circumstances, locations and size create their own specific limitations which of course demand individual attention and no general law applies to all of them.

Here are some of the things that apply to almost any store properly equipped for the display and sale of sets and speakers:

Plenty of light, lots of light! In fact, for sales purposes it hardly seems that there can be too much of it, provided, of course, that it does not glare. Homelike, comfortable atmosphere with plenty of space and carpeted floors or linoleum inlays either of which help soften extraneous sounds which might interfere with the demonstration for the prospect.

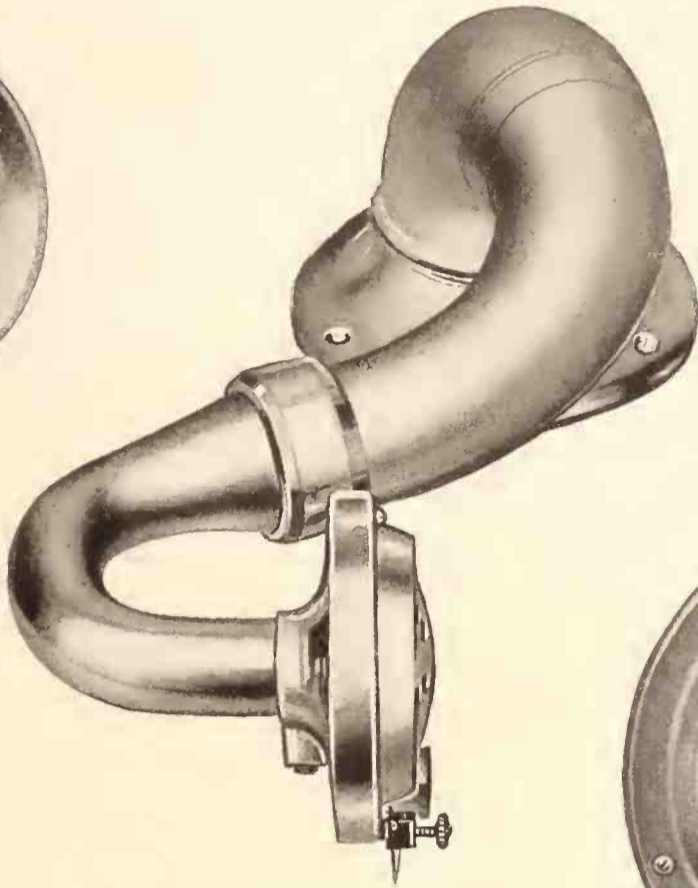
There are three things that will always accomplish home-like atmosphere, if properly used in good taste. One is candles and candlesticks, another is mirrors, that is, small framed mirrors hanging on the wall as they would in a home and, third, vases and flowers.

ALL BRACH LIGHTNING ARRESTERS
Carry \$100 FREE INSURANCE
Against Damage to Your Radio
by Lightning Induction.
 NEWARK, N. J. L. S. BRACH MFG. CO. TORONTO, CAN.

ORO-TONE™ for a better tone



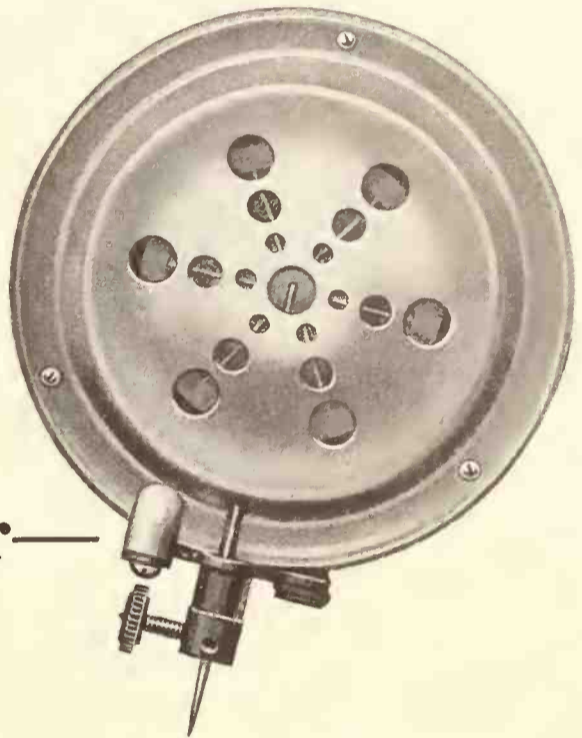
The No. 24 Chieftain Reproducer back plate is of heavy, one-piece construction, accurately designed and finely finished.



The No. 24 Chieftain Reproducer has excellent eye-appeal. It compares with that of the most expensive reproducer made. This feature is an unusual sales and profit-producer.

No. 24 Chieftain Reproducer	
Nickel	List \$3.50
Stat. Bronze	" 4.00
Gold or Oxidized.....	" 5.00

No. H-1 Full-Curved Brass Arm	
Nickel	List \$5.00
Stat. Bronze	" 6.00
Gold or Oxidized.....	" 7.50



The H-1 Tone Arm and Chieftain Reproducer— A New Profit-Producing Oro-Tone Combination!

THIS is the sensational combination that has won instant acclaim from manufacturers, jobbers, and dealers throughout the nation!

The H-1 Tone Arm is a beautifully designed and finished product. It is scientifically constructed of brass and copper to produce rich, rare acoustical effects. It is extremely sensitive in arc or swing. The throw-back arrangement is compensating. It will neither bind nor become loose and noisy. *Its high-quality appearance will harmonize with the finest cabinet machines—its low cost permits adaptation to high-grade portables!*

The No. 24 Chieftain Reproducer is a reproducer that has remarkable sales assets. It is fitted with a special duro-alloy diaphragm and delivers loud, clear, deep-toned music without vibration. It can be matched against any reproducer of much higher cost, for fidelity of tone and range of scale. It will perform beyond your greatest expectations.

Get behind this superior combination and develop the profitable opportunities it presents. Manufacturers, jobbers, and dealers are invited to send for samples on approval. Let these new Oro-Tone units prove themselves! Mail your order today and get the H-1 and Chieftain combination by return mail.

Announcement

A New Sound Reproducer by Oro-Tone for Radio and Phonograph

Another Oro-Tone achievement! After eight years of experiment and development Oro-Tone has perfected a sound reproducer for radio and phonograph electric pick-up that will astound you in naturalness of results.

This new sound reproducer by Oro-Tone has qualities never before attained. It is not a horn, a paper cone, or a cone type construction. It is a true tone reproducing musical instrument, new in principle, new in design and new in performance.

A demonstration will prove a revelation, and convince you that this new sound reproducing instrument by Oro-Tone is truly in a class by itself. Write today for literature and full particulars.

The Oro-Tone Co.
QUALITY FIRST

1010 George Street

CHICAGO, ILL.

Profit Winning Sales Wrinkles

Dealer Found Store Concerts to Be Sales Stimulants—"Studio" Rather Than Store Radio Demonstrations—How Landay Uses Customers' Recommendations—Following Up New Prospects—Illustrating Small Store Arrangement—Summer Selling

A Pennsylvania dealer recently went to considerable expense to add an auditorium to his establishment. Since the completion of this important addition to his store he has been staging concerts regularly, drawing on the music lovers of the city for his patronage. Concerts are held twice a month. One evening may be given over to piano selections, another to a well-planned program on one of the new talking machines, using, of course, the electrically recorded records, and occasionally the concert consists of stringed instrument music. The result already is evident in an increase in sales. The programs announce the name and style of the instrument or instruments featured at each concert, and in this way the interest in music manifested by those who attend often is crystallized to the point where a sale is made. After the concerts during which the talking machine and records provided the music sales of the records played increased to a very satisfactory degree. Such an auditorium is a profitable investment provided the dealer has the space for it, and where facilities are lacking, very often it is possible to utilize part of the display room itself for an occasional concert to which the public or selected patrons and prospects are invited. Where this is done it is a good idea to secure the names and addresses of those who attend to be used as the nucleus of a mailing list for similar affairs.

A "Studio" Helped Sales

A dealer in Portland, Ore., rented a "studio" for radio demonstrations, believing that the best results could not be obtained in the store. That his reasoning was sound is indicated by the greatly increased volume of business he is now enjoying. The "studio" is located near a good residential section, where reception conditions are similar to those of most of this firm's customers. Salesmen are not permitted to bring customers to the store for demonstrations. Each salesman has a certain night during the week when he has the use of the room. The result is that the men make their appointment with customers so that the demonstrations will not

conflict with those arranged by the other members of the organization. The room has been arranged with an eye to comfort for the convenience of prospective patrons. There is a thought in this for radio dealers who have trouble in securing satisfactory reception in their stores.

Use Recommendations

The recommendations of customers regarding a product, service, etc., always provide the means for some mighty effective advertising. Landay Bros., who have adopted the plan of using a column in the daily newspapers for some very unique advertising are making good use of recommendations received from customers. The Landay stores recently staged a drive on Kellogg radio sets, and in the advertising tie-up with the campaign an entire column was devoted to the letters received from satisfied customers. The column was headed: "What happens after you buy a Kellogg at Landay's? Don't take our word for it . . . read what our customers say." Then followed a facsimile of a letter, together with the suggestion that many more similar letters were on file at the various Landay stores, and could be seen by patrons. Letters of recommendation have been used in various ways, but there is nothing quite so effective in instilling confidence in the readers of ads as such a letter occasionally used. This applies to talking machines also. Publicity ideas that are original enough to stand out from the mass of advertising in the newspapers are worth money to the dealer. They stimulate sales and that is the purpose of all sales promotional effort.

Securing Prospects

A Des Moines retailer has evolved an unusually effective method securing live prospects for the line of radio sets he handles. Briefly, whenever he learns that a local social affair is to be held, he offers to supply a radio set for the occasion, the only stipulation being that he be given the names and addresses of those present. The following morning each individual receives a polite note from the dealer calling

attention to the kind of radio set that made the affair of the previous day so pleasant. This is far-sighted merchandising, and the same method will be found equally effective in building up a prospect list for talking machines. In passing it might be pointed out that if such a plan is tried follow-up is of the utmost importance.

Stock Arrangement

The accompanying illustration shows the interior of the Nassau street store of the Nassau Post Card Co., George Canelos, manager, which is devoted exclusively to the sale of talk-



Have You Seen the New 1927 Radios?

ing machine records, sheet music and portable talking machines and musical merchandise, such as ukuleles, banjos, etc. The arrangement of this small establishment is particularly noteworthy. The store is located in the heart of the business district in downtown New York, and speed is essential in serving the hundreds of customers who pour from the office buildings in the vicinity around the noon-hour and in the evening and who visit the shop for their small musical wants. The arrangement of stock makes use of every available inch of office space. Usually the store is crowded, many records and much sheet music being sold without demonstration. Dealers who are cramped for space may get a suggestion or two from this illustration.

Summer Selling

A live retailer who featured radio, in order to attract special attention to his line during the Summer months, distributed thousands of circulars with the aid of Boy Scouts. The merchant, B. F. Carr & Son, of Chicago, by this means secured a number of prospects. The circular read as follows:

Have You Seen the New 1927 Radios?

B. F. Carr & Son, the well-known Woodlawn radio and music dealers, are anxious to have as many people as possible hear the new models before the Winter season opens.

Why wait for the Winter rush? Hear these wonderful Crosleys, Freshman Masterpieces and Radiolas now in the seclusion and quiet of your home. Make an unhurried decision. Play the radio in your own living room under the identical conditions it will always encounter. Then you will know what you are getting.

Perhaps you are not yet ready to buy! Perhaps you think the old set will do for a while. No matter, we would be more than pleased to let you use one of the new models for a few days—without any charges or obligations whatsoever, so that whenever you are ready to buy you will know what to get.

If your present set is satisfactory, have you tried one of the new Raytheon Majestic eliminators on it? This unconditionally guaranteed eliminator abolishes your "B" batteries at a great saving.

Or perhaps you would like to hear one of the new R. C. A. super-power tubes on your old set.

No matter if it is a new radio or a battery eliminator, or merely a new tube you are interested in, just sign your name to the bottom of the slip the boy will hand you, and one of our men will call you on the phone to talk it over.

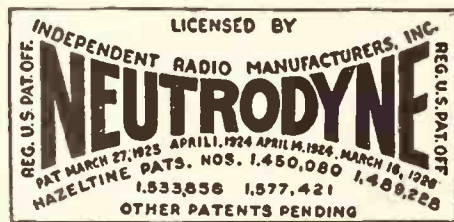
There Will Be Absolutely No Obligations.

I am interested in { A new radio set.
Talking over a matter pertaining to my present set.

Signed
Address
Phone

I can be reached around o'clock.
Signing this puts you under no obligations whatsoever.
You may telephone me—Hyde Park 3980.

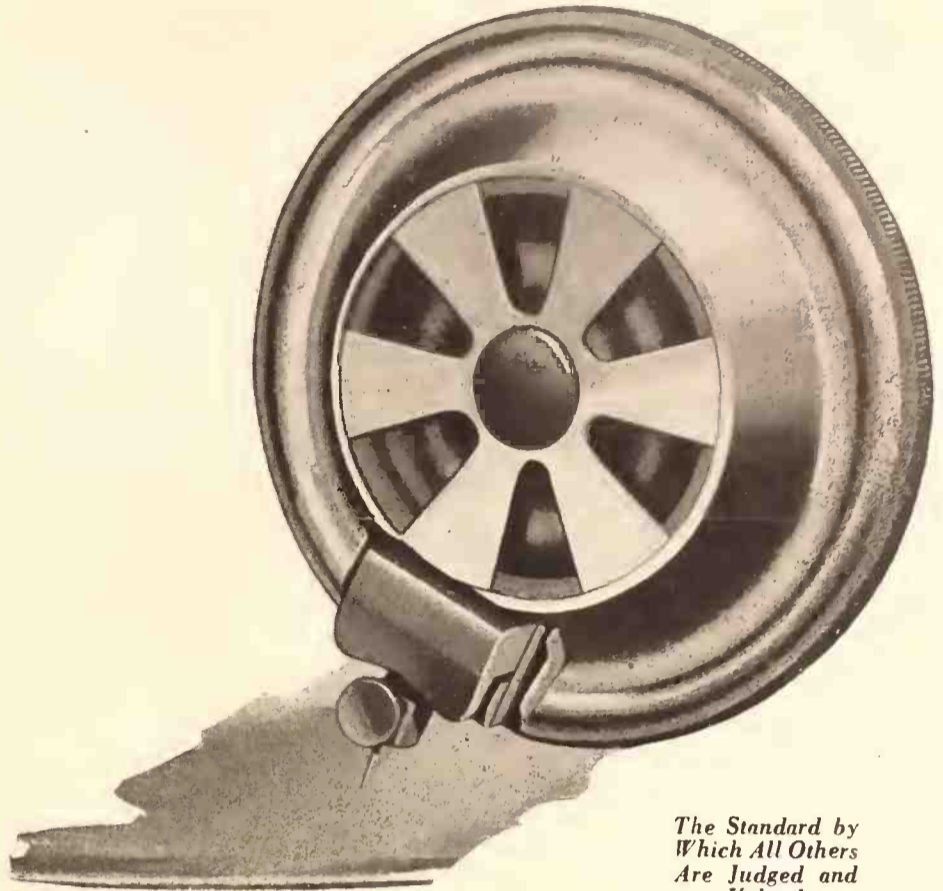
Look for this trade-mark



It is your protection against patent infringement liability

The Specialty Service Corp., 575 Atlantic avenue, Brooklyn, N. Y., radio jobber, recently added Cunningham tubes and Majestic "A" and "B" eliminators to the products carried.

the
test
of
time



*The Standard by
Which All Others
Are Judged and
Valued*

*Practically All High Grade Makers Use
AUDAK Because It Has Passed That Test*

MATCHED UNIT

ULTRA

(Phonic)

Reproducer

IT is significant that practically every manufacturer of high grade talking machines is now using AUDAK Reproducers as standard equipment. AUDAK has become the standard by which all others are judged and valued.

**This tag is attached to every
genuine ULTRA—
ALWAYS LOOK FOR IT**



You may experiment as much as you like—but sooner or later the smashing testimony of satisfied users of AUDAK will influence you to investigate this, the one-and-only perfect Reproducer.

Mr. Dealer: The manufacturer who supplies you with AUDAK equipped machines is offering you the very best in reproducers.

*By the way, be sure to see insert between pages 58 and 59
of this issue. More interesting news!*

The AUDAK COMPANY,

**565 Fifth Ave.,
New York City**

Makers of Acoustical and Electrical Apparatus for More Than 10 Years

Money-Making Suggestions for Ambitious Merchants

A Few Canvassing Suggestions—Many Resort Dealers Are Overlooking Sales—Can You Break Down Summer Radio Sales Resistance—New Reproducers Are Still Enjoying a Strong Demand—Summertime Store Arrangement

The topic of canvassing as a means of increasing sales is one that calls forth discussion at all times during the year but particularly during the Summer months when floor sales drop off for a number of reasons. A great many dealers inaugurate systems of canvassing during the Summer months in order to hold their sales staffs together, so it is fitting that a section of this department be given over to a few suggestions regarding canvassing methods that have been tried and proved worthy.

First, the employment of women who work during the mornings only, when the chances of finding people at home are much better than during the afternoons. These women canvassers secure the necessary information regarding prospects and turn it over immediately to the sales force for further action. It will be found quite easy to secure a staff of intelligent women who wish to add to their weekly earnings in this fashion, and a small salary plus a small percentage of every sale made through their information proves sufficiently alluring. It has been found that women seem to have access to people in cases where men would fail to get a hearing.

Second, instead of the usual house-to-house canvass many dealers have found it more profitable to make connections with people in the neighborhood who will give them leads to follow. This method is followed by soliciting such sources as music teachers, real estate companies, contractors, decorators, officers of lodges, ministers, tailors, proprietors of drug stores and other dealers. As one dealer puts it: "These people know a certain number of prospects for talking machines and radio receivers. If approached in the right manner, especially on the basis of mutual co-operation, they will, in many cases, provide good prospects and, as an important point in this connection, the name of the informant can be used when interviewing them."

Third, another method of outside selling which comes under the general head of canvassing is that of the dealer who confines his outside work largely to those districts where new homes are being erected. It has been found that these sections offer an exceptionally

good field for securing likely prospects and making sales to the best type of customers.

For Resort Dealers Only

It is surprising the opportunities that many dealers located in or near Summer resorts allow to go by without making any effort to secure the golden harvest which is awaiting when the Summer residents come to take up their temporary homes. One has only to visit shops in the vicinity of the railroad terminals in the city to realize that a great percentage of the sales of records, small musical instruments and similar merchandise which they make during June, July and August, could be secured by the dealer at the country or beach town if a strong effort was made by him. No man or woman is overjoyed at the prospect of carrying an armful of records or other packages for an hour's trip in a crowded train if it can be avoided, yet that is what is happening in hundreds of cases. Again, how about developing and printing of snapshots taken during holidays and vacation times. Wake up, resort dealers, you may be making a lot of money but there may be a lot more getting away from you.

Can You Break the Barrier?

If a prospective buyer of a radio receiver advances the old, hackneyed reason for hesitation in buying, namely that, "I understand that radio sets are not so good in the Summertime," can you break down this resistance by a logical truthful explanation of the facts and remove this barrier to a sale? It is too bad, that the opinion which grew so prevalent through experiences in the early days of broadcasting has not been overcome by educational articles in the newspapers, yet some dealers are at fault in not being prepared to overcome the fallacy. It is true that several years ago, Summertime reception was "not so good." But broadcasting efficiency has made tremendous advances and so has the efficiency of receivers, with the result that the radio season at the present time is "whatever the dealer makes it." With batteries in good condition and with the set functioning, there is scarcely a time during the Summer months when a variety of good programs cannot be tuned in clearly and distinctly.

Erase the term "Summer static" from your mind and help eradicate it from the minds of everyone with whom you come in contact.

Re: Reproducer

A visit to the office of a wholesale house which distributes a new reproducer for old type phonographs elicited the information that these accessories are selling in a highly satisfactory fashion, exceeding all expectations, and that many inquiries have also been received for winding cranks and other accessories. The only surmise to be taken from this is that people who had not played their instruments for a long time purchased a new reproducer and are now buying other equipment for their instruments when they discovered the added pleasure to be derived from the talking machine through this means of providing better reproduction. There are two ways of looking at this trend. The pessimist will say: "That eliminates the prospect for a new instrument," but the optimist will view the accessory customer as a new buyer of records, realizing that in time the owner of a re-equipped old-type instrument will, when circumstances allow, buy a new type phonograph. Be an optimist and go after accessory business. Many people have their Summer cottages equipped with an old type instrument; selling them a new reproducer, a quantity of records, and having collected cash, put the names down as prospects for a new instrument at some date in the near future.

Summertime Arrangement

Authorities on store arrangement all agree that the departments of a store nearest the entrance should be given over to that merchandise which is new or seasonable. At this time of the year it is necessary therefore that items such as portable talking machines and radio receivers, small stringed instruments, harmonicas, etc., should be so placed in the interior display that customers who enter the store to make a purchase should see the seasonable merchandise upon entering and before leaving. It goes without saying that a portion of the window display should also be given over to a presentation of this merchandise, so that the tie-up will be as complete as possible. The power of silent suggestion is strong and it is surprising what results the silent salesman, in the guises of attractive window and interior displays, will achieve.

Col. Charles A. Lindbergh in his achievement in flying to Paris provided material for a number of song hits which have been selling well in record form. All the leading companies provided timely display hook-up material.



Phonographs and Radio Cabinets

STYLE 21
Genuine Mahogany or Walnut only.



STYLE 17
Genuine Mahogany or Walnut Phonograph only



STYLE 1
Gum Mahogany, Golden or Fumed Oak.



STYLE 35—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.

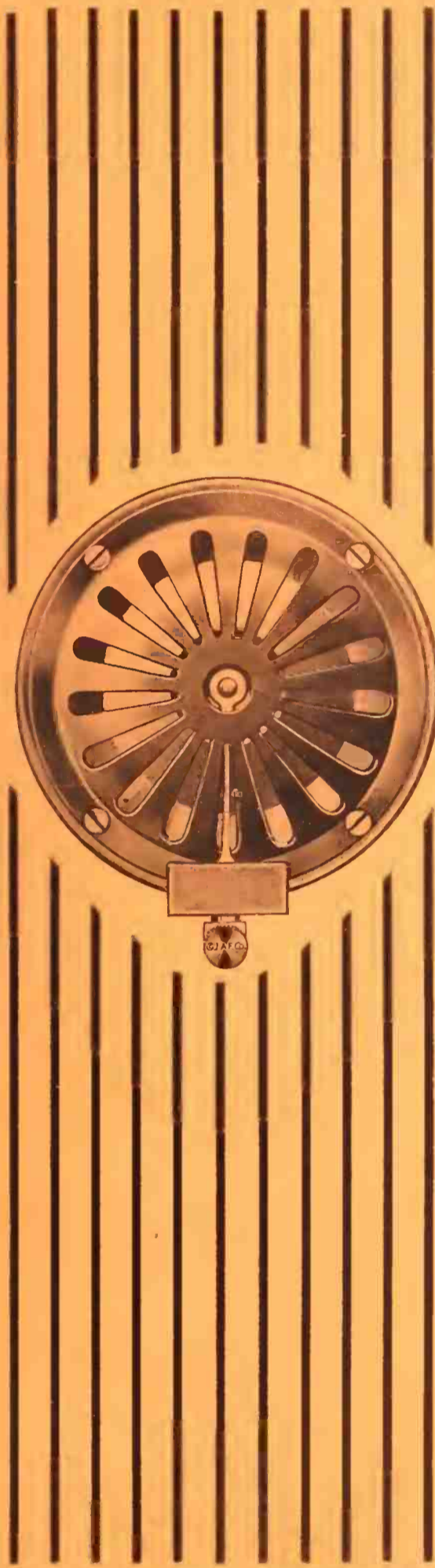
These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

The Improved

VAL PHONIC



A HIGH-GRADE reproducer, with a well earned reputation for tone quality and ability to sell itself, both to you and the customer.

Every VAL-PHONIC is subject to rigid test before it is released for market. Nothing is left to chance. Each and every part entering into its makeup is gauged from a set "master" and must tally with it. Since the introduction of the improved VAL-PHONIC, we have received less than one return in a thousand *for any cause.*

There must be a reason for this.

VAL-PHONIC is the trademark to remember when trustworthy reproducers are required.



REG. U.S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.

NEW—
and entirely different!



The chassis, shielded with A.C. tubes and special circuit (patents pending) shows why the McMillan Electric is the last word in radio receivers.



The Orleans

Doors of figured walnut. Heavy plywood construction. Equipped with built-in speaker—Utah Unit. Four-foot air column. Size of top 26½"x19"—43½" high. Shipping weight 135 pounds.

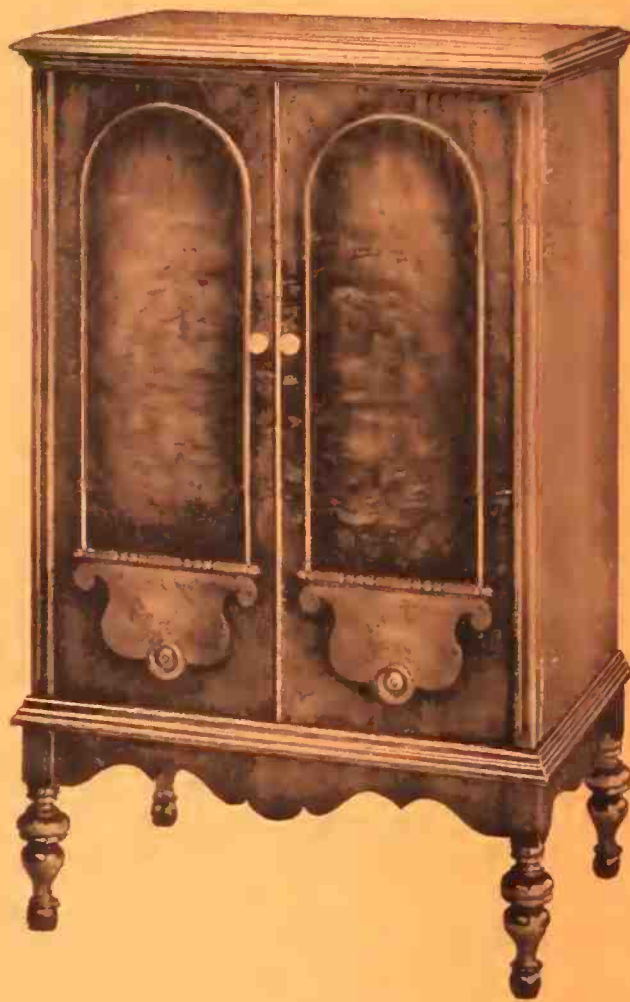


The Ivanhoe

Exclusive McMillan design. Sides and top Striped Walnut. Doors of Butt Walnut, Mahogany overlay. Veneered moldings. Built-in speaker. Four-foot tone chamber. Utah Unit. Size of top 25⅞"x17½"—50" high. Shipping weight 117 pounds.

The McMillan Electric

Now for the first time in radio history McMillan announces a new type of Radio Receiver completely self-contained, operating direct from a light socket. No batteries or eliminators, no automatic switches. Tone qualities heretofore unheard of. Cuts servicing more than half. Increases profits. Write now for catalog.



The Verdi

An exclusive McMillan Model. Figured walnut—curly maple overlay. Heavy plywood construction. Built-in speaker—Utah Unit. Four-foot tone chamber. Size of top 26⅞"x19⅞"—43" high. Shipping weight 135 pounds.

Prices range from \$170 to \$325

THE McMILLAN RADIO CORPORATION
1421 S. Michigan Ave. Chicago, Ill.

25 distributors closed at the Chicago Show



The Oxford

A cabinet of distinctive beauty housing the Standard McMillan 6 Receiver. Top and ends are five-ply. Face veneers selected figured stump American Black Walnut. Artistically embossed. Heavy molded base. Panel size 7"x18"x10½" depth behind panel. Shipping weight 25 pounds.

The Famous McMILLAN SIX (Battery Models)

Prices range from \$80 to \$150

Console receiver with built-in long air column speaker. Utah Unit. Doors in front of set and speaker. Top raises. Selected woods throughout. Outside dimensions 26¾"x16¼"x44" high. Shipping weight 125 lbs.



The Northfield

UTAH

The most complete line—the fastest selling line—the newest ideas—your customers' satisfaction guaranteed—Utah sets the pace.

Utah Radio Products Co.
1615 S. Michigan Ave. Chicago



UTAH
Screen Speaker \$100⁰⁰

An entirely new and really decorative speaker idea. A screen adaptable to many uses. Made of five ply walnut. The finest cabinet construction with bowed front. 10 foot air column. 40" high by 28" wide by 12" deep.



Makes a radio reproducer out of any piano.



UTAH
No. 30 Cone \$30⁰⁰

Carved with peacock grill design. Natural finish Walnut. Size—height 18". Weight 15 lbs.

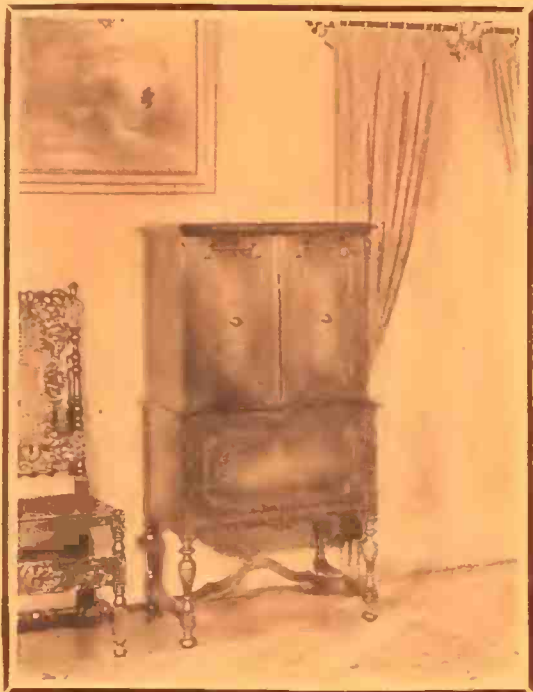


UTAH
"No. 101" Cabinet Speaker \$75⁰⁰

designed especially to accommodate the Standard Philco Power Unit, is 2½" deeper than the "No. 100" Speaker

UTAH
"No. 100" Cabinet Speaker \$70⁰⁰

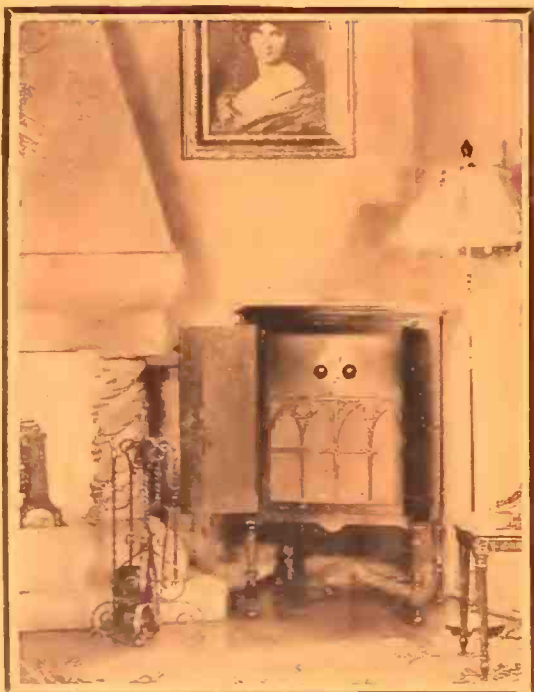
Dimensions—36" high, 27½" wide, 17" deep. Finished in Walnut. Equipped with 9 ft. air column and Utah Unit. Weight 100 lbs. Packed 1 to a crate.



Above—
Apex Troubadour—9-tube Technidyne, High-boy Model—Loop operated. Complete, with Cone Speaker and Loop. Price, \$295.00

At the Right—
Apex Corsair—7-tube Technidyne Table Model—Antenna operated. Price, \$170.00

Below—
Apex Minstrel—7-tube Technidyne, Low-Boy Model—Antenna operated. Complete, with Cone Speaker. Price, \$225.00



There's No Other! Radio Like It!



RADIO for 1927-28 is a distinct victory—scientifically—artistically. In appearance and in performance it is superlatively fine.

The APEX RADIO RECEIVERS comprising the 1927-28 line are decidedly a step ahead in sales appeal.

The Apex Technidyne Circuit is unlike any other Radio circuit of today. Those who heard Apex Reproductions at the R. M. A. Show will tell you it's the circuit of the future. Couple that with the finest cabinet craftsmanship—!



UNIFORMITY

is one of the most talked of—the most highly commended—records in the Radio Industry today.

Uniformity of production standards have given APEX a selling record better than 99 44/100% pure.

Of all the APEX sets sold in 1926 less than 1/3 of 1% were returned—and the majority of these were mechanically faultless!

Uniformity in personnel and policy, and in adherence to ideals, have earned this company a trade relationship which is a challenge to every other manufacturer in the field.

Records show that 91% of all business relationships established during our radio life are active today!

The uniform increase of business, and of net profit, which APEX can show is the sort of sound, healthy growth the jobber and dealer likes to tie up to.



SALES POLICY

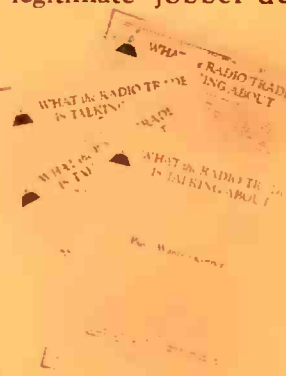
for 1927-28 is built upon this uniform

Apex Radio Record.

We will not deviate from the policy of selling through the legitimate jobber-dealer trade channels.

Uniformity in Apex advertising and selling cooperation will continue to be a secret of Apex Success. Ask us about our zone consumer advertising for the coming season.

Write today for complete descriptive literature and price information on this unusually profitable line.



Are you receiving the Apex Bulletins regularly?

— Glad to put you on our mailing list — Just drop a line.

Apex Electric Mfg. Company

1422 West 59th Street :: :: Chicago, U. S. A.

Send Complete Information on 1927-28 Apex Radio. Send Apex Bulletins

Name Firm

Address City State

How a Live Dealer Uses Window Display Helps

Buxton & Skinner Store, of St. Louis, Mo., Uses Window Display Material of Manufacturer to Advantage in Featuring Radio

The window display illustrated herewith is that of the Buxton & Skinner store of St. Louis, Mo. It is a most effective showing of Strom-



Fine Display of Buxton & Skinner Store berg-Carlson radios, and demonstrates how the window display helps prepared by experts employed by leading manufacturers may be used to advantage. The Art Guild window backgrounds which form the setting for the radio sets in this window have been prepared by the Stromberg-Carlson Co., and are being circulated throughout the country among its dealers.

Announces Power Tube

A new non-microphonic power tube, TC-112, has been announced to the trade by Televocal Corp., manufacturer of Televocal tubes. This new tube has the same appearance as the standard UX-112 with similar characteristics, and

makes use of a special supporting plate for the elements to prevent short circuiting and to reduce microphonic effect. It is used as an amplifier in the last low frequency stage, and is said to give good volume without distortion.

Federal Radio Corp. Has Secured RCA License

L. E. Noble, President of the Federal Corp., States That It Is the Custom of His Company to Recognize Existing Patent Rights

The Federal Radio Corp., Buffalo, N. Y., manufacturer of Federal Ortho-sonic receivers and speakers, has been licensed by the Radio Corp. of America under all of its patents and rights pertaining to tuned radio frequency receivers, regenerative receivers and power supply units. In making this announcement L. E. Noble, president of the Federal Radio Corp., stated that it has always been the policy of the Federal Corp. to recognize existing patent rights of others, as well as to demand recognition of its own patents, and the new RCA license affords complete protection to wholesalers and retailers selling the comprehensive Federal line of sets and cabinet speakers.

Eveready Batteries on Baffin Island Expedition

Eveready radio batteries, manufactured by the National Carbon Co., New York, were an important part of the equipment of the Putnam-Baffin Island Expedition which sailed on the schooner "Morrisey" recently for Polar regions. Through its extensive radio equipment the expedition expects to be in constant touch with civilization throughout its travels.

Fada radio receivers have been installed on Hudson River Night Line boats.

M. A. Shipman Appointed Pathex Sales Manager

Announcement Made at Convention of District Managers and Special Sales Representatives in New York—Sales Plans Discussed

The appointment of M. A. Shipman as general sales manager of Pathex, Inc., was announced by J. A. Berst, vice-president and general manager of the organization, at the convention of district managers and special representatives held recently in New York City. The visiting managers and representatives made an intensive study of the latest Pathex appliances and accessories and the many new subjects recently added to the Pathex library. Sales and advertising plans for the new year were thoroughly discussed.

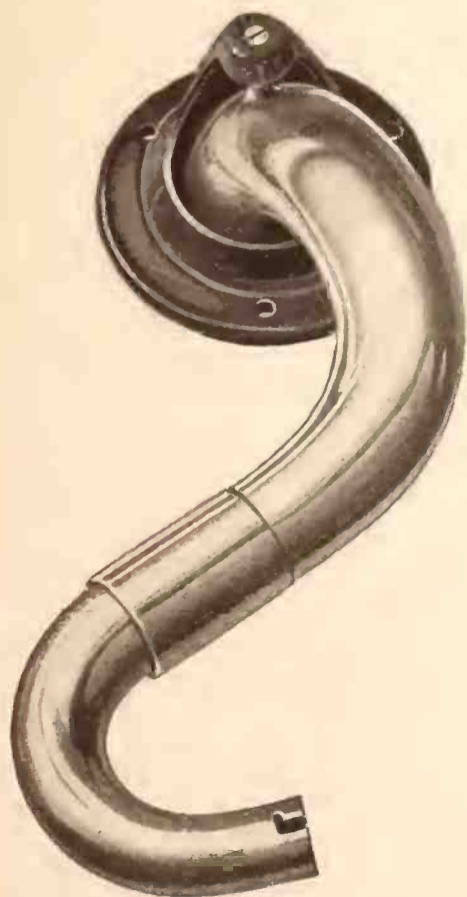
The convention came to a close with a banquet at the Hotel Brevoort with J. A. Berst as toastmaster. Among those present were John Humm, treasurer of Pathe Exchange; M. A. Shipman, Gaston Chanier, general superintendent of Laboratories; J. T. Richards, New Jersey Pathex factory manager; Arthur Miller, superintendent of the Bound Brook factory; Bob Richards, George Moreland, Rutgers Neilson, C. C. Kleber, F. R. Clarke, and the following district managers: R. L. Parchman, W. E. Dute, M. H. Schoenbaum, R. Meyerson, G. S. Keith, J. J. Kuscher, C. W. Reaume and R. R. McCauley.

Improved A-K Panels

The Atwater Kent Mfg. Co., Philadelphia, Pa., has announced new part numbers for the model 30 panel and model 32 panel. The original models had long cables, while the new ones have shorter cables, more suitable to the console cabinets made by the Pooley, Red Lion and Conner Furniture companies, makers of Atwater Kent cabinets.



Helycon Tone Arm No. 509



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

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

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

Pollock-Welker, Limited

Established 1907—Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Code—A.B.C. 5th Edition, Bentley's

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the sixty-ninth 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.]

The Language of Music

I cannot help noticing that the phonograph trade, generally speaking, seems to be very much at a loss when trying to sell the better types of records, largely through unfamiliarity with the technical language of music. The labels on "classic" records often appear to mean nothing to salesmen, and in consequence they

very often display an entire lack of enthusiasm for selling them.

Anyway, let me here give a few definitions and some words of general explanation, which may serve to elucidate some of these "mysteries" and show that, in fact, they are not mysterious at all.

And in the first place, note that on almost all works of serious import played by large orchestras, or by ensembles of piano and violin, piano, violin and cello, two violins, viola and cello, or other similar combinations of five, six and seven-stringed and wind instruments, with or without piano, one always finds the word "movement" appearing somewhere in the title. The work may be described as a "sonata" (if it is for a solo instrument, like piano or violin, or for two instruments, as piano and violin together). It will be called a "trio" if for piano, violin and cello, a "quartet" if for two violins, viola and cello, or for two violins, viola and piano, a "quintet" as for string quartet and piano, a "sextet" if for six stringed instruments, or six wind instruments, or for some combination of both. If for orchestra on the grand scale the work will be called a "Symphony" or Tone Poem. Less usually it may be called an Overture, in which case it will be a piece in a single movement. And there are other variants.

"Sonata Form"

Now the one simple point to be understood about all these technical terms is that most of them really mean the same thing. A "symphony," a "sonata," a "trio," a "quartet," a "quintet," a "symphonic tone poem" or what not, in each case is a work built along the same lines, and according to the same general plan. In fact, all large musical works for more than one hundred years have been built along the same general lines and on the same general plan. "Symphony" is the basic word, and refers always to a work in the general form mentioned, written for orchestra on the large scale, in fact, for what is called the symphony orchestra, a battery of first violins, second violins, violas, cellos, contra-basses, flutes, oboes, clarinets, bassoons, horns, trumpets, trombones, percussions and accessory instruments. Not all these are written for in every work called a symphony, the choice being a matter of date partly, and partly of the composer's inclinations.

Now a "Symphony" may be written for a single instrument or for two instruments, in which case it is called a sonata, and, although it follows the symphonic plan, does so in a less flamboyant manner, more simply and less brilliantly. Thus we have "sonatas" for piano, or piano and violin, or piano and cello, even for piano and French horn, or piano and clarinet. Note how indispensable the piano seems to be in these cases. Anyhow, or for whatever solo instrument or pair of instruments it is written, a sonata is simply a symphony in little.

If on the other hand a symphony is written for three instruments it is called a "trio." If it is written for four instruments it is called a "quartet." If it is written for five it is called a "quintet," if for six a "sextet," if for seven a "septet" and so on.

"Form"

The general form of all these instrumental works is the same. It is usually called the "sonata form," and always retains the same outlines. The first big point about this form is that all works written according to it are divided into sections called "movements," each of which is separate and individual (although occasionally in a very modern work no interval or pause is left between one and the next). The whole of them together form a single and unitary conception, for there is usually some connecting link in the shape of one dominating

melody which comes to the front at some point in each of them. Nevertheless the separate movements are truly individual pieces and can be played as isolated pieces with good effect.

The most important movement in the sonata form is the first movement. There are four movements usually, although the number is sometimes reduced to three.

"Themes"

The first movement of the sonata form is always the one most carefully worked out, according to the rules which have been in process of development for two centuries, but which Haydn settled in all their principles about a hundred and fifty years ago. The basis of the first movement form is to be found always in two "themes" or leading tunes. The first is usually sounded at the very beginning or after a short introduction, and is nearly always positive, masculine, often martial in character. It is given out, perhaps repeated, then "developed" more or less and led into the second theme. This is always less masculine, gentler and more appealing in character. In turn this second theme is more or less "developed." Then there follows a section of the music during which one of the themes, usually the first is "worked out," as the musicians say, that is, varied by changing its rhythm, the key in which it appears, the groups of instruments by which it is played and so on. After this development comes a repetition of both themes in their original form or something very much like it, and lastly, there is a coda or tail-piece to wind up the movement and bring it to an artistic end.

The second movement is usually the sentimental one. It is treated as an elaborate and extended song or nocturne, and can best be described by saying that it usually consists of two contrasted melodies treated simply and as if they were being sung to words. The first melody is followed by the second one and then the first returns to close the movement.

Scherzo and Rondo

The third movement is the scherzo. The word is Italian for "jest" or "joke," and the movement is commonly like a light-tripping dance with a short rather serious song section in the middle. Older symphonies and sonatas have a simple minuet in three-quarter time, and indeed the scherzo is simply a more modern development out of the minuet. It is always written also in three-quarter time.

The finale (fourth) movement is nearly always powerful, and march-like and triumphant. It is often in rondo form, that is to say, it has a certain tune repeated at definite intervals like the fourth line of a verse in the type of poem called "rondo."

This is the sonata form in which symphonies are written, and in which also trios, quartets, quintets, sextets and other works are composed. The details are various and there are many peculiarities common to individual composers, but the general outline is always the same. It may be added that the "concertos," of which one hears so much are simply symphonies for orchestra, with a special part for a solo instrument written in. The instrument is usually piano or violin, although there are concertos in which the solo instrument is cello, harp, clarinet and French horn. Always, however, a concerto is a symphony for orchestra, large or small, with a part for a solo instrument written in. The form is sonata form, but very often the scherzo movement is omitted.

Henry Straus & Sons Co., Inc., Fourth and Market streets, Louisville, Ky., have added the Columbia line of New Process records and are featuring them in advertisements.

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.

RADIO IS BETTER WITH BATTERY POWER



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, and filling all available space inside the battery case.

For the best in radio, sell the *Eveready Layerbilt*

LABORATORIES use batteries in delicate electrical tests. A radio set is one of the most sensitive electrical instruments ever devised. It does its best only on pure DC, Direct Current. Only batteries produce pure DC, steady, noiseless, unvarying, always the same.

The electricity supplied by the power line in the average home generally is AC, Alternating Current, which cannot be used for "B" power. It can be changed into a wavy Direct Current which may be used in radio. But this does not give the entirely quiet, steady flow of pure DC which batteries provide and which is necessary for best radio

reception. You do not have to be a scientist to realize these things; your ear reveals them to you.

There are other advantages to batteries, also. They are reliable, under the user's control. No outside occurrences can stop reception. They are economical, provided the user buys the right size.

Choosing the right size is easy—recommend the Heavy-Duty type on all loud-speaker sets. To give your trade maximum economy, sell the Eveready Layerbilt No. 486, for every test and trial has proved it to be the longest-lasting Eveready "B" Battery ever built. Its internal construction makes it last longest of all.

Radio is better with *Battery Power*, and the Eveready Layerbilt offers battery power in its most satisfactory, convenient, reliable and economical form. 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—
8 P. M., Eastern Standard Time

- | | |
|------------------|--------------------|
| WEAF—New York | woc—Davenport |
| WJAR—Providence | wcco { Minneapolis |
| WEEI—Boston | { 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 |
| WGN—Chicago | WMC—Memphis |

D. S. Spector, Kolster Manager, Sails for Trip Abroad

To Spend Six Weeks in Europe Studying Radio Conditions—Kolster Receiver and Two-Power Cone Installed on "Majestic"

D. S. Spector, general manager of Federal-Brandes, Inc., manufacturer of Kolster radio receivers and Brandes speakers, sailed recently for Europe, where he plans to spend six weeks studying radio conditions. A Kolster receiver and two-power cones were installed in the main salon of the White Star Liner "Majestic," on which Mr. Spector sailed, to test the popularity of the Kolster-Brandes product as a source of entertainment for passengers.

Freed-Eisemann Demand Speeds Up Production

The enthusiasm with which distributors and dealers regard the new Freed-Eisemann line has resulted in speeding up production to a point where it is now equal to the latter part of last September, according to Arthur Freed, vice-president of the Freed-Eisemann Radio Corp. Interest is especially keen in the new all-electric model which derives its power and operates direct from the light socket.

Fada Radios Installed on Pan-American, Crack Train

The installation of several Fada eight-tube and six-tube radio receivers on board the Pan-American, crack train of the Louisville and Nashville railroad, is affording passengers a great deal of entertainment, according to reports which have been received at the headquarters of F. A. D. Andrea, Inc., New York. They are totally shielded, multi-stage receivers built under

the Neutrodyne principle. Each chair in both the club car and observation car is equipped with a pair of headphones, which are on the same circuit as a master set of headphones used by the operators of the receiver. The loud speaker is at all times under lock and key, and is never used by the passengers unless permission is first obtained from the pullman conductor or porter, thus eliminating any disturbance to passengers not desiring to listen to radio.

The Fada 8 is used with a loop exclusively. The Fada 6, however, operates on an antenna attached to the ventilators of the car.

Novel Publicity Stunt in Interest of Thermiodyne

A novel publicity stunt was executed by Leo Potter, president of Algonquin Electric Co., manufacturer of Algonquin speakers and the new Remote Control Thermiodyne receiver, at the recent Chicago Trade Show. A cleverly devised form of a legal summons was served on all visiting jobbers and dealers at the Hotel Stevens, hailing each to appear in the Algonquin court for a demonstration of the Thermiodyne set and Algonquin speaker.

Confines Activities Solely to Talking Machine Repairs

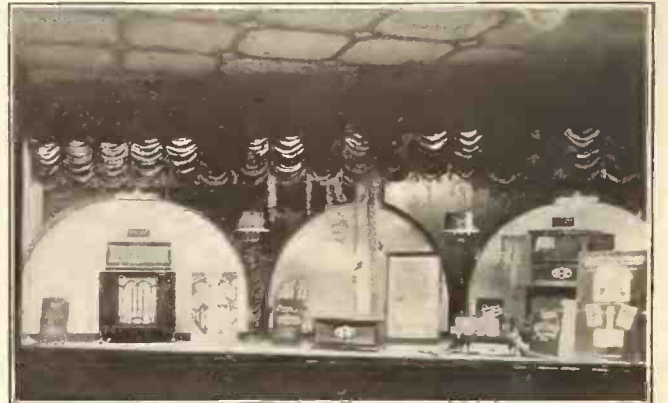
SOUTH BEND, IND., July 6.—An interesting establishment is that of Reeder Bros., located in this city, which devotes itself exclusively to repair work and sells nothing but its services. There are, of course, a number of repair stores but it is usual for such stores to sell as a side-line and a stock of used instruments is usually carried. William V. Reeder, proprietor of Reeder Bros., believes in limiting his activities to repairs and this policy has proved successful for him, as evidenced by the steadily growing volume of business being enjoyed.

Commonwealth Edison Shops Feature Kellogg Radios

Artistic Window Displays Show Kellogg Radio Line to Such Advantage That Considerable Interest Was Created Among the Public

Considerable interest and attention was created recently by the very effective window display of Kellogg radio sets made by the Commonwealth Edison Shops, Chicago.

This display was unique and different because



Artistic Kellogg Radio Display

of the very artistic arrangement of the sets—each one being prominently displayed under an elaborate arch. This enabled the passing public to see the merits of each particular set at a glance.

We are being told that Kellogg dealers throughout the country find these window displays of great assistance in stirring up new radio interest and in boosting sales.

Trade in Saranac Lake, N. Y. Helped by Early Vacationers

Bosworth Occupying Newly Arranged Quarters—E. L. Gray & Co. Find Radio Helps Record Sales—Adirondack Piano Co. in New Home

SARANAC LAKE, N. Y., July 8.—Big business is already reported in this Adirondack town by the several dealers in talking machines, although the intensive trade of Summer is actually not due so early.

A. G. Bosworth, of Bosworth's Music Store, who suffered a total loss of stock by fire recently, has remodeled the interior of 47 Broadway and with modern booths and complete stock of Red Seal records has no difficulty in moving Victor machines that sell for \$625 to \$1,000.

He has an Orthophonic playing inside the door mostly all the time and he mentions that it is surprising the amount of trade this brings in; in fact only on Saturday last a camper, from Lake Placid, made a purchase of \$95 solely due to the fact, the customer asserted, of hearing the music as he passed.

E. L. Gray, of E. L. Gray & Co., who first sold talking machines in 1901, in this town, enjoys a steady output throughout the year. He states that he has never bothered with the installment feature. He carries sales not paid for in cash as open accounts, simply obtaining chattel notes which his bankers take care of for him. This store was also rebuilt a year ago and is nicely equipped with modern booths. Mr. Gray finds in the last two years the record business greatly increased through demand for selections heard over the radio.

The Hotel Saranac, the new handsome 100-room hotel which opens its doors to guests this month, shows a fine array of stores in its frontage. One of these will be occupied by A. C. Erkander under the title of the "Adirondack Piano Co." to contain an assortment of pianos and a full line of talking machines.

One of the most unusual comedy records of recent release is the Columbia offering of Moran & Mack in "Two Black Crows." Officials of the Columbia Co. report a nation-wide demand that is steadily increasing.



BUILT LIKE A VIOLIN

List Price
TIP TABLE MODEL
\$40

Only when you hear the amazing *expression* Teletone speaker gives radio reception, will you realize the quick sales possibilities it offers.

TELETONE announces a TIP TABLE CONE SPEAKER

This novel speaker not only achieves the famous acoustic excellence of Teletone Speakers, *but actually can be used as a table as well!*

Skilled musical instrument makers have given their long experience to each detail of its manufacture. Only spruce wood is used on the interior—wood comparable in quality to that used in the finest violins. A full floating armature unit operates equally well on voltages from 90 up.

The stand and frame which acts as a sounding board are made of genuine mahogany.

Only the increased manufacturing facilities of our large new plant enable us to offer this unique speaker at such an attractive price.

TELETONE CORPORATION of AMERICA
Third and Van Alst Aves. Long Island City, N. Y.

FRESHMAN

EQUAPHASE

ELECTRIC PHONOGRAPH

AND

ELECTRIC RADIO

Combination



Meets the insistent popular demand for an instrument that gets the most out of phonograph records and the best out of the air.

The new Freshman electric pick-up amplifies music and speech on the records through the amplifier tubes of the radio receiver — and pours it forth through the loud speaker with natural, true-to-life tones. Volume can be controlled to meet any requirement.

The radio receiver embodies the new Freshman Equaphase circuit, operating entirely on light socket power—unquestionably the sensation of the year.

Sold complete with 5 RCA AC tubes and 1 UX 112 Power tube. No trouble or expense to install. Just plug in any 110 volt 60 cycle AC lighting socket.

\$350
COMPLETE,
READY
TO OPERATE.

Everything self-contained in a striking genuine burl walnut cabinet—a masterpiece of the cabinet maker's art. Particular care has been paid to the grain-ing of the wood so that every section is perfectly matched and blended to the other.

Sold to Authorized Freshman Dealers Only!

CHAS. FRESHMAN CO., Inc.
CHICAGO

Freshman Building

NEW YORK
LOS ANGELES

Crosley Corp. Announces New Set and Musicone

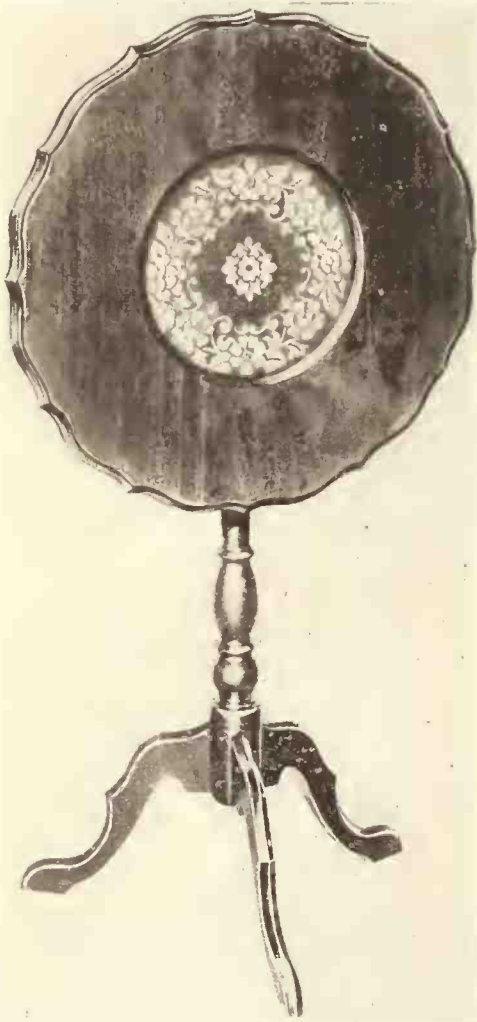
"Bandbox" Is Name of Six-Tube Receiving Set
—Tilt-Table Musicone Also Has Been Added
to Line—Artistic Radio Products

The Crosley "Bandbox" is the name of a new six-tube receiving set announced by the Crosley Radio Corp. at the distributors' convention re-



New Crosley Bandbox Radio Set recently held in Cincinnati, O. This is a new six-tube receiving set made in two types for battery or lamp-socket operation.

Another new Crosley product, which will be an important part of the line for the forth-



Crosley Tilt-Table Musicone coming year, is the Tilt-Table Musicone, a loud speaker of unique design which stands three feet high, is finished in a brown mahogany, and has the appearance of an old Colonial tilt-table.

Mohawk Corp. Anticipates Biggest Year in History

Production Schedule Increased 100 Per Cent—
4,000 Retail Dealers Now Handling the Line
Throughout Country—Growing Demand

In anticipation of the biggest year in its history, the Mohawk Corp. of Illinois, Chicago, manufacturer of Mohawk radio receivers, increased its production schedule 100 per cent on June 1. Production of the new improved Mohawk one-dial radio receivers for the 1927-28 season started some time ago, according to Douglas De Mare, vice-president in charge of engineering and production, the widespread acceptance of the improved Mohawk sets by the distributors, dealers and the public in turn having at this early date put the demand far ahead of production.

There are nearly seventy Mohawk distributors throughout the United States and Canada serving about 4,000 retail dealers, giving the company national distribution. This fact, coupled with widespread public acceptance, is responsible for the new demands made upon the factory facilities of the Mohawk Corp.

The improved Mohawk embodies many mechanical refinements, but no radical changes or departures have been made in the receiving unit itself. The furniture of the Mohawk line this year is the result of many months' research by one of the foremost designers in the United States in conjunction with Mohawk officials. The consoles are of genuine hand-rubbed walnut, representing the finest procurable in period design.

A. Atwater Kent to Entertain at Pacific Coast Convention

SAN FRANCISCO, CAL., July 7.—One of the high lights of the Western Music Trades Convention will be the evening of July 13 when A. Atwater Kent will entertain all the delegates. Those attending will meet first in the Italian ballroom of the St. Francis Hotel, here, where a varied entertainment will be given. The delegates will then go to the Colonial ballroom where a supper by candlelight has been planned. P. T. Clay, president of the Music Trades Association, will introduce Ernest Ingold, distributor of Atwater Kent products in northern California, who will act as toastmaster.

R. E. Smiley, assistant general sales manager of the Atwater Kent Co., will extend the official welcome to the guests on behalf of Mr. Kent. He will be followed by Dr. Edward James Cattell and several other speakers. Among the entertainment features are included: the Atwater Kent Radio Orchestra, Allan McQuhae, tenor, and Carolyn Cone-Baldwin, pianist. A dancing party will follow the entertainment, which is expected to be one of the most enjoyable ever held here in connection with such an event.

Radio Now a Year-Round Medium of Entertainment

Dr. Alfred M. Goldsmith, Chief Broadcast Engineer of the Radio Corp. of America, Discusses Summer Radio Sales

Higher power broadcasting more than any other factor has converted radio from a seasonal entertainment to an all-year-round service, according to Dr. Alfred M. Goldsmith, chief broadcast engineer of the Radio Corp. of America.

"Especially is this felt in rural districts, far removed from the centers of population," Dr.



Radio Entertainment at the Beach

Goldsmith states. "These districts could be reached in the past only during a few months of the year with the low power employed. Today these districts are assured of ample signal strength to ride through Summertime static.

"The whole picture has changed in the sixth Summer of radio broadcasting. The high standard of entertainment is not lowered with the advent of Spring. Programs continue in full force. Outdoor life, while beckoning with its many new pastimes after the long Winter, need not interfere with radio enjoyment. There is every indication that radio will occupy its just place in Summertime activity in the form of the small and compact superheterodyne portable set."

Two Kolster Jobbers Appointed for New York

Two New York City jobbers have been appointed by Federal-Brandes, Inc., to distribute Kolster radio sets, speakers and socket power units, according to an announcement recently made by D. S. Spector, general manager of the merchandising division. They are McPhilben-Keetor, Inc., and Alpha Electric Co.

The McPhilben-Keetor organization is handling the Kolster line for the third year. Alpha Electric Co. joined the ranks this year.

The Newark Electrical Supply Co. is entering its second year as distributor of the Kolster line for northern New Jersey.

Seeing Is Believing

There is a classic beauty in *Shamrock* cabinets to which no photograph can do justice . . .

There is a mechanical perfection inher-

ent in every *Shamrock* set which no picture can express . . .

We invite you to check these statements yourself. *Shamrock* invites comparison.

Models from \$55 to \$250

SHAMROCK

RADIO SETS

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



THE NEAREST APPROACH TO PERFECTION

Beautiful instruments, built to the most exacting limits of mechanical precision. Masterpieces of acoustical design.



SYMPHONIC
The standard of phonograph reproducers.
Price \$8.00
Gold Plated \$10.00

THE Low-Loss Symphonic Reproducer transmits every note, every tone, every overtone on new type phonograph records with minimum loss in transmission. By special construction of diaphragm, sound waves, which tend to dissipate on other types, are collected in center without impedance and transmitted unimpaired through tone arm. Every genuine Low-Loss Symphonic is packed like a piece of jewelry in a beautiful container, and has across its face a purple silk ribbon stamped in gold, as illustrated. Price \$10.00.

The "Symphonic" Reproducer at \$8.00 and "Overture" Reproducer at \$5.00 are also built on the same scientific lines, to transmit carefully matched vibrations with amazing fidelity to the least variation in the record groove.

Their price range from \$5 to \$12 covers all classes of customers from those who want the VERY BEST to those who demand real quality at moderate cost.

(All prices slightly higher west of the Rockies)

LOW LOSS
Symphonic
PHONOGRAPH REPRODUCER

SYMPHONIC SALES CORPORATION, Dept. W-7, 370 Seventh Avenue, NEW YORK



A TREMENDOUS HIT AT THE CHICAGO SHOW

SO startlingly unique is the double sales appeal of this library Globe Loudspeaker, with its exclusive feature of sound modulation, that the conservative NEW YORK TIMES gave it special mention in their report of the Chicago Show.

The present trend of house furnishing demands Globes and the Symphonic is not only a genuine, full-size, scientifically accurate Globe, beautifully finished in colors, but it is also a Radio Loudspeaker of such high efficiency as to outperform any other speaker in its price class. And, in addition, it possesses the exclusive feature of sound modulation by tilting back on a center hinge.

Price \$35⁰⁰ with 20 feet of cord.

Distributed only through recognized wholesale channels. Inquiries from good distributors will receive prompt and full response.

Illustration below shows Globe Speaker opened for full volume.



Symphonic GLOBE SPEAKER

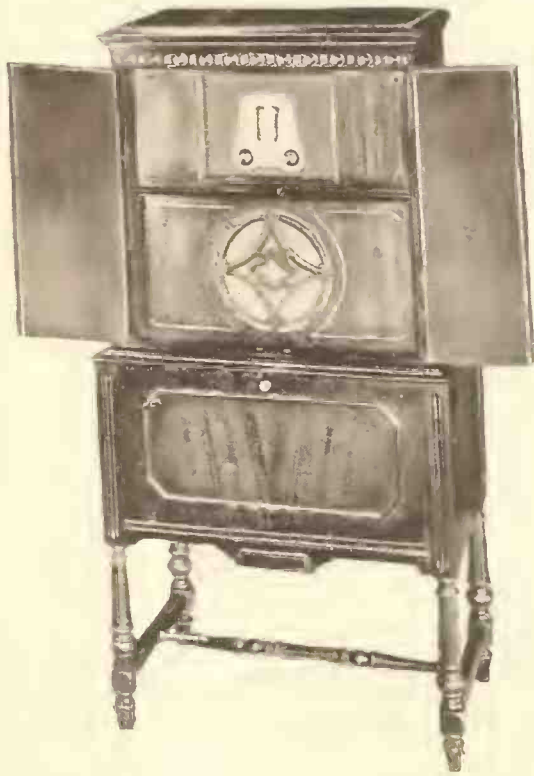
Freshman Equaphase Circuit Embodied in New Models

Chas. Freshman Co. Announces New Circuit, Which Is a Feature of Several New Freshman Models Operating From Light Socket

The Freshman Equaphase, a new circuit which is said to control the oscillations of a radio receiver and still retain its sensitivity, has been announced by the Chas. Freshman Co., Inc.,

eliminator, will be featured as accessories during the 1927 season.

In announcing the new products the Chas. Freshman Co. calls attention to the Friedrich patent covering the method of producing a vacuum in a tube, said to be controlled by the Freshman Co. This method, according to the Freshman statement, is being used in the production of practically all radio tubes at the present time and one of the specific methods shown in this patent will, it is said, have to be



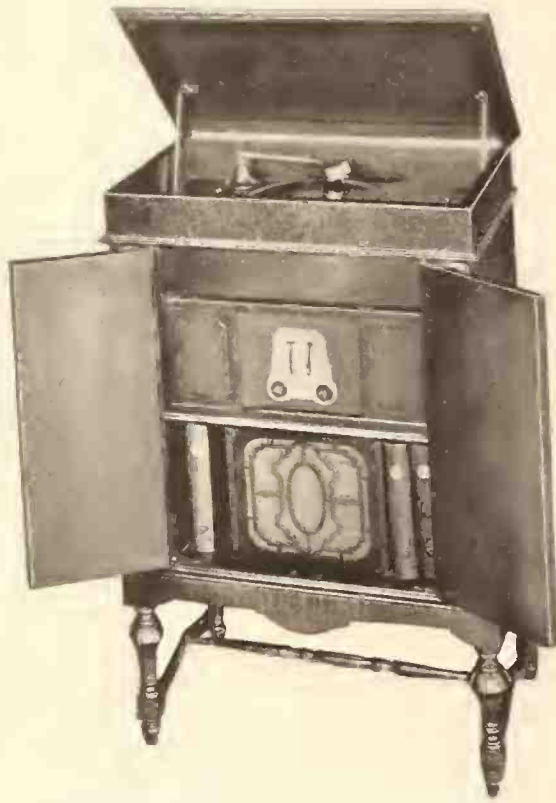
Freshman Model F4

New York, manufacturer of Freshman Masterpiece receivers and accessories. The Equaphase circuit has been embodied in a new line of table and console models ranging in list price from \$70 to \$250. These sets operate either with batteries or direct from the electric light socket.

An electric phonograph and radio combination listing at \$350 has also been added to the Freshman line, embodying the Equaphase circuit.

Several models of six-tube Freshman Masterpiece receivers, battery-operated, ranging in list price from \$54.50 to \$120, round out the Freshman line.

The Freshman ABC power supply and the Freshman power amplifier, as well as a "BC"



Freshman Electric Phonograph-Radio used in the manufacture of the AC heater type of tube. The Freshman Co. states that it will be its policy to issue a limited number of licenses to tube makers under the Friedrich patent.

Issues Resistor Handbook

The "Amsco Resistor Handbook," covering the characteristics of resistors in general and the Metaloid type in particular, is an interesting booklet prepared for radio manufacturers and amateurs by Amsco Products, Inc., New York City. The author is Zeh Bouck, well-known radio engineer and amateur operator. It contains a wealth of information on the subject treated.

Work on Atwater Kent Radio Audition Is Progressing

George H. Kennedy, Jr., Appointed Field Manager of Atwater Kent Foundation—Chairwomen Appointed in Illinois, Michigan, Texas

PHILADELPHIA, PA., July 1.—The preliminary work of organizing the United States for the National Radio Audition to be conducted by the Atwater Kent Foundation is reported to be progressing rapidly. The details of the altruistic work of this foundation, established by A. Atwater Kent, president of the Atwater Kent Mfg. Co., were reported in detail in the last issue of *The Talking Machine World*. George H. Kennedy, Jr., has been appointed field manager for the foundation and three nationally known women have accepted the chairmanships of State committees which will direct the singing contest in Illinois, Michigan and Tennessee.

In Illinois the State Audition will be sponsored by Mrs. Medill McCormick, daughter of Mark Hanna and widow of the late United States Senator McCormick. Mrs. Henry B. Joy, of Detroit, has accepted the chairmanship of Michigan. Mrs. Austin Peay, wife of the Governor of Tennessee, will serve at the head of the Tennessee committee.

The United States has been divided into five districts for the purpose of the "National Radio Audition." The final singing contest will be held in New York in December, when ten contestants, five youths and five young women, who will have been chosen in elimination contests, will compete for cash prizes aggregating \$17,500 and liberal scholarships for free musical education in a leading American conservatory.

Fada Plant and Offices Moving to Long Island City

New Plant Will Occupy More Than Double the Floor Space in Use at Present Factory

The manufacturing plant and executive offices of F. A. D. Andrea, Inc., will be moved to Long Island City about July 25, according to an announcement recently made by Frank A. D. Andrea, president of the company. The new Fada factory, which will provide more than double the floor space of the present plant in the Bronx, is located at Jackson avenue, Orchard and Queens streets.

In announcing this new move, Mr. Andrea stated that all signs point to the biggest season his company has ever enjoyed.

New Distributors Appointed by the Freed-Eisemann Corp.

Appointment of the following distributors has been announced by the Freed-Eisemann Radio Corp., Brooklyn, N. Y.; North American Auto Supply Co., Cleveland, O.; The Green-Joyce Co., Columbus, O.; Grinnell Bros., Detroit, Mich., and Boeticher & Kellogg Co., Evansville, Ind.

In announcing these appointments, Arthur R. Freed, vice-president of the Freed-Eisemann Radio Corp., stated that all indications point to a splendid year for the new Freed-Eisemann line.

Court Decision Favors Radio Corp. of America

A decision in favor of the Radio Corp. of America was recently rendered by the United States Circuit Court of Appeals in Philadelphia against the De Forest Radio Telephone & Telegraph Co. in litigation over alleged infringement in the sale of vacuum tubes. The De Forest Co. claimed damages from the Radio Corp. on the ground it had infringed a patent by Dr. Lee De Forest in selling vacuum tubes manufactured by the Westinghouse Lamp Co.

Dealers, too, Get Radio Assurance

SELL a Weston "Pin-Jack" Voltmeter with each Radiola, Victor, Brunswick-Balke, Bosch and Standardyne set.

It enables your customer to operate the set as its manufacturer intended. It will save him annoyance and expense and give him a better standard of radio operation—and gives you a satisfied customer.



Weston Electrical Instrument Corporation

190 Weston Avenue, Newark, N. J.



New! PAL Phonopact

11¼ in. wide, 12 in. long, 3¼ in. deep, carries 6 records

The last word in a modern phonograph! It is so small you can carry it under your arm; it will actually fit into a small traveling bag. But, notwithstanding this compactness, its tone quality and volume is equal, if not greater, to that of the standard size portable phonographs.

Ultra smart in de-



sign and finish—built for a lifetime of use—and finished in a manner which makes it plain that it is a *quality* instrument. Supplied in blue, red, gray, black and brown Fabrikoid.

If you want hundreds of interested customers to come into your store to see this remarkable instrument, order a sample immediately and display it in your windows.

A sensational new Phonograph.

\$12
Retail



PLAZA MUSIC COMPANY, 10 W. 20TH STREET, NEW YORK

Announcing —

effective now



The greatest portable phonograph line
in the industry adds the finest
reproducer in the field!

It is an achievement of great importance to be able to add the Ultra (phonic) reproducer to our PAL phonograph. It establishes a new standard in the portable phonograph field, for Ultra (phonics) have heretofore been available only for cabinet style instruments.

PAL Portable

The PAL family

greatest portable phonograph line in the industry


will be equipped with

ULTRA phonic Reproducers

IN line with our recognized policy of continually improving our products in every possible way, we are glad to announce that we have concluded arrangements with the Audak Company, whereby their famous Ultra reproducers will now be used on the Standard PAL, PAL DeLuxe, and the FINE-ARTS Microphonic Table Phonograph.

The unusual efficiency and high quality of our portables plus the superb quality of this famous reproducer makes the PAL line more than ever outstandingly supreme in the portable phonograph field.

The complete PAL line is illustrated and described on the next page. Full details and prices will be furnished by your nearest distributor.



The Ultra (phonic) is the standard by which all other reproducers are judged and valued. You will find the Audak Company's guarantee tag on each Ultra equipped PAL.

PLAZA MUSIC Co.

10 West 20th Street
New York

PHONOGRAPHS

The PAL Family

The Greatest Portable Phonograph Line in the Industry!



PAL De Luxe

PAL DeLuxe--\$30 List

Distinctly a different type of portable phonograph—with that new tone and volume which are found in only the latest type of console phonographs. Equipped with a forty-inch amplification chamber, and a highly efficient tone-arm and metal-shielded reproducer. Covered in Rich DuPont Fabrikoid with embossed border, finished in antique gold. Includes large built-in album for records. Its two-spring motor plays three records with one winding. Weight 17 pounds. Supplied in blue, black, red, brown finishes. Size 15½ inches long, 12 inches wide, 7¾ inches high.

Standard PAL



PAL Junior--\$15 List

Equipped with a new type metal-shielded reproducer and a large built-in record album. Plays two records with one winding. Covered in genuine DuPont Fabrikoid. Weight 11¾ pounds. Supplied in red, black, blue, green, brown finishes. Size 13½ inches long, 12 inches wide, 7 inches high.



PAL Junior

Standard PAL--\$25 List

An instrument of remarkable tone quality and volume. Smartly designed and constructed for a lifetime of use. Equipped with a heavy duty, double spring motor which plays three records with one winding. Carries latest type of tone-arm and metal-shielded reproducer. Equipped with large built-in record album. Covered with genuine DuPont Fabrikoid with embossed border. Weight 16 pounds. Supplied in red, black, blue, brown finishes. Size 15½ inches long, 12 inches wide, 7¾ inches high.

PAL Kompact--\$10 List

The smallest real phonograph made. Plays standard make ten-inch records. Weight 4½ pounds. Size 8 inches long, 5¼ inches wide and 6 inches high. Supplied in black Fabrikoid only.

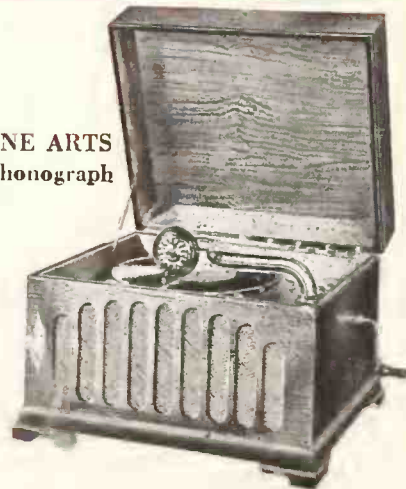


PAL Kompact

Fine-Arts Table Phonograph--\$40 List

A remarkable instrument designed on the new improved sound reproduction principles. Its special tone-arm, reproducer and four-foot sound chamber offer volume and tone quality which are truly amazing. Genuine mahogany—smartly duo-tone finished. Over-all dimensions, when closed, 16½ inches long, 12 inches high, and 14 inches deep, net weight, 25½ pounds. Packed for shipment in wood veneer cases.

FINE ARTS Phonograph



Plaza Music Co.

10 WEST 20TH ST., NEW YORK

Last-Minute News of the Trade

Columbia Phonograph Co. and Federal-Brandes, Inc. Announce Combination Units

Columbia-Kolster Electric Viva-tonal and Columbia-Kolster Combination Instrument to Be Placed on Market Within Next Few Months—Officials Comment on Successful Negotiations

Two of the most prominent manufacturers in the phonograph field and in the radio industry, the Columbia Phonograph Co., New York, and Federal-Brandes, Inc., Newark, N. J. have formed an agreement whereby the Columbia organization will enter the field of electric phonographs and radio combinations, using the Kol-

ster radio receiver, power cones and electrical phonograph equipment manufactured by Federal-Brandes, Inc., in the Viva-tonal model phonographs made by the Columbia organization.

Under the terms of the agreement the Columbia Co. will secure all of its electrical phonograph equipment and radio sets from the Kolster plants. The power speaker recently designed by Dr. F. A. Kolster, chief research engineer of Federal-Brandes, Inc., will be used in both the electrical phonograph and the radio combination. Two types of instruments are included in the first joint announcement, the electric phonograph to be known as the Columbia-Kolster Electric Viva-tonal and the Columbia-Kolster radio combination. It is expected that both types will be in dealers' stores within the next few months. Beautiful cabinet designs and wood combinations are now being worked out.

Similar agreements are expected to link the foreign affiliated organizations of both com-

panies in the near future, so that the effects of the arrangement just completed will be felt both here and abroad. The Columbia Phonograph Co. now has factories in sixteen countries and Kolster radio sets are being made in Canada and England as well as in this country, and its products are well known.

The outstanding personalities behind the new Columbia-Kolster line are: Louis Sterling, who, in addition to being chairman of the board of the Columbia Phonograph Co., is managing director of the Columbia Graphophone Co., Ltd., London, and an outstanding figure in the phonograph industry in all quarters of the globe; H. C. Cox, president of the Columbia Phonograph Co., who has been associated with this concern for the past eleven years and who, with Mr. Sterling, has been responsible for the remarkable progress of the company; Rudolph Spreckels, chairman of the board of directors of Federal-Brandes, Inc., and the Federal Telegraph Co. of California, well known in banking and financial circles; Lieutenant-Commander Ellery W. Stone, U. S. Naval Reserve, who is president of both corporations named above, and is a recognized authority on radio. He has directed manufacturing and commercial activities in the radio industry for years and has written numerous radio text books. D. S. Spector, general manager of the Federal-Brandes merchandising division, who is largely responsible for the position which the Kolster radio set has won in retail circles; and Dr. Frederick A. Kolster, chief research engineer of Federal-Brandes, Inc., radio engineer and inventor of international reputation. He founded the radio laboratory of the U. S. Bureau of Standards and was its chief for eight years.

Within the past year the Columbia Phonograph Co., the Columbia Graphophone Co., Ltd., and associated companies have enlarged their scope of activities in every part of the world. In this country the Okeh-Odeon division of the General Phonograph Corp. was taken over and a new factory was opened at Oakland, Cal. In Australia a new factory was recently completed; while in Japan the Nipponophone Co., largest manufacturer of phonographs and records in the Orient, was recently purchased. In March of this year the Columbia organization sponsored the Beethoven Centennial Week, which attracted international attention, and in another section of this issue of The Talking Machine World announcement is made of the Columbia Phonograph Co.'s offer of \$20,000 in prizes for the completion of Schubert's Unfinished Symphony as the feature of the Schubert Centennial Commemoration Observance in 1928.

In commenting on the successful completion of the negotiations Commander Stone said: "We are naturally pleased with the result of the negotiations. We consider it an honor to be affiliated with the Columbia Phonograph Co. and the expansion which will follow this arrangement is another step in the growth of our company, which was a pioneer in radio in 1908 and has been advancing steadily with the industry."

Mr. Cox also made comment, saying, in part: "The research work of Dr. Kolster and his laboratory staff has resulted in electrical

phonograph equipment loud speakers and radio receivers, which we shall be proud to include in the Columbia line. Our plans for the future form an ambitious program, including the new electrical instruments and an increased number of recording artists. We consider this another step in Columbia's history."

Adolf Heinemann, credit manager of the Distributing Division of the Okeh Phonograph Corp., New York, is retiring from active business, following a long career in the phonograph circles, on July 15.



H. C. Cox

ster radio receiver, power cones and electrical phonograph equipment manufactured by Federal-Brandes, Inc., in the Viva-tonal model phonographs made by the Columbia organization.

The announcement was made in a joint statement this week by H. C. Cox, president of the Columbia Phonograph Co., and Ellery W. Stone, president of Federal-Brandes, Inc., following the completion of negotiations between officers of the two companies.

Other officers of the two companies who took part in the negotiations were Louis Sterling, chairman of the board of directors of the Co-



Lieut. Commander Ellery W. Stone

panies in the near future, so that the effects of the arrangement just completed will be felt both here and abroad. The Columbia Phonograph Co. now has factories in sixteen countries and Kolster radio sets are being made in Canada and England as well as in this country, and its products are well known.

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Louis A. Sterling

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(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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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, JULY, 1927

Important Publishers' Announcement

Edward Lyman Bill, Inc., owners of *The Talking Machine World*, have recently formed a new company, namely: *Federated Business Publications, Inc.*, to which *The Talking Machine World* has been transferred.

This transfer does not represent any change in the owning control, or management, or staff of *The Talking Machine World*.

The officers of *Federated Business Publications, Inc.*, are as follows:

President, Raymond Bill
Vice-Pres., J. B. Spillane
Vice-Pres., Randolph Brown
Sec'y-Treas., Edward Lyman Bill

The executive staff of *The Talking Machine World* continues as set forth in the masthead above.

Coincident with the formation of this company, an issue of *Cumulative First Preferred Stock of Federated Business Publications, Inc.*, has been offered to the public through banking channels, and the company has agreed to make application to list this *Preferred Stock* on the New York Curb Market.

This financing has been undertaken for the purpose of expansion, in order to make possible the acquisition of additional publications of a well-established character. Our experience of the past ten years has definitely proved that the group plan of publishing makes possible the production of more influential business papers; in other words, that by publishing magazines covering diverse industries we can produce a more effective trade paper in each particular field.

This latest move represents a further step forward in the progress of our organization, and one which will enable us to increase the service rendered to the music-radio industry by *The Talking Machine World*.

Overhead and Its Real Importance

WHAT price business? This is a highly important question—in fact, the most important one in many retail establishments—and yet an extensive survey conducted by *The Talking Machine World* recently among some hundreds of talking machine and radio dealers brought to light the fact that a surprisingly large proportion of them either did not let the question of business costs bother them, or, if they did give it thought, apparently had little conception of proper methods to be adopted in determining those costs.

Accurate figures regarding business overhead may be accepted as the barometer that provides trustworthy information for industry. It shows where losses are occurring and where profits are being made. It acts as a guide in planning expansion and contraction, and altogether is a most necessary factor. It is not enough to figure inventory at the end of the year, check the bank balance and then determine whether or not a profit has been made. What is necessary is that the dealer must know where every dollar of selling expense goes, and whether it is wasted or is producing results.

Elsewhere in *The Talking Machine World* this month appear the results of the survey referred to above, and the dealer who is running his business without some sort of overhead figures might well study those results with exceeding care, for it will mean dollars in his pocket in the future if he profits from the lesson. There are retailers, for instance, who quite frankly accept the discount given by the manufacturers on the product they sell as profit, and charge off against that discount such general items as come to mind without any definite idea as to the accuracy of those items. Some there are, with a discount averaging less than 40 per cent, who list their overhead as 40 per cent or more, and then calmly state that they enjoy a net profit of 25 per cent or so. The figure is ridiculous on the face of it, and the fact that it is really believed by those who offer it accounts for the number of retailers in the talking machine and radio fields who declare that the business as a whole is unprofitable.

Unless a dealer knows just how much it costs him to run his business, and how much of the entire cost must be charged off for each department, he has no means for determining whether talking machines, records, radio, musical merchandise, or what-not are being handled properly. One or two dead departments will make an otherwise healthy business appear very ill and cast a reflection on those divisions that are working smoothly. When the overhead figures regarding any one division of the business are unfavorable it does not mean any particular division of the store must be discontinued, but it does mean that thought must be given to ways and means for curtailing or readjusting costs in a manner that will change the records from red ink to black.

It is significant that those retailers in the field who are able to supply proper overhead figures are, without exception, successful in the conduct of their enterprises, and they are successful because they are in position to check up on every item and correct unfavorable conditions before they become serious. In contrast is the individual who explained that to furnish overhead figures would mean that he would have to have his books audited. One wonders just how long that condition will exist before the accountants for the receiver will do the auditing for him.

It is not far amiss to say that a man's ability as a merchant may be judged in no small measure by his understanding of what it costs him to do business.

Where Associations Have Made Good

NO better proof of the value of trade associations, properly conducted, can be found than in the experiences of the various organizations of radio dealers throughout the country. Although practically all these bodies are local in their scope they have become so numerous and have worked so actively that the effects of their efforts are being reflected on the trade as a whole and to its direct advantage.

It is due largely to the associations, for instance, that the great majority of radio retailers have been able to check the free service evil and to put their service departments on a basis that enables them to carry themselves or to show some slight profit. In this connection the Associations not only showed the proper manner

of servicing and being paid for it, but through their support gave to the individual dealer the courage to put the new regulations into effect locally.

It is due to the Associations, too, in a great measure, that dealers have been able to check the free demonstrating evil and bring it within the bounds of good business. Whereas, not so long ago it was possible for a shrewd and unscrupulous prospect to keep his home supplied with demonstration radio sets for the greater part of the year, he now finds that unless he means business the only radio set he gets is the one he pays for, and that when demonstrations are given they are presented in a way that forestalls any possibility of abuse.

Then, too, the Associations have done much to assist the dealer in handling his trade-in, collection and financing problems, and altogether have had a great influence in taking that phase of the music business out of the hit-or-miss class and putting it on a sound basis. The organization of a national federation of dealers in Chicago last month is to be accepted as a move in the right direction, for national unity in the industry is much to be desired. But it is the local body that gives the dealer advice and support in his own territory that has played an important part in the stabilization of the industry.

Another Phonograph-Radio Affiliation

ANOTHER striking evidence of the close affiliation between the talking machine and radio industries is found in the announcement of the organization of the Columbia Broadcasting System under the direct control of the Columbia Phonograph Co., which will start with a chain of sixteen important broadcasting stations covering practically the entire territory east of the Rockies, and which plans to offer programs of exceptional merit.

It has been generally recognized since radio broadcasting became a factor that its principal appeal was music that was made available to the home through that medium. Every attempt made to catalog public taste in the matter of radio entertainment has brought forth the information that from 80 to 90 per cent of listeners-in frankly favored musical entertainment above all other types.

The phonograph, too, has as its principal—and in fact only—appeal, its ability to bring into the homes of the nation the reproductions of the music as produced by the great artists either in vocal or instrumental form, and with a naturalness approximating the performance of the original. How natural, therefore, that these two great interests should, willy-nilly, gravitate more or less one to another even though admittedly competitors.

In the first place the broadcasting interests and those who have made use of broadcasting facilities have made liberal use of the services of artists who have already won favor with the public through the medium of their records, for it was found that familiar names over the radio had a stronger appeal than did the unknowns. Then came a natural development, and the broadcasters were able through their programs to build up wide reputations for heretofore unknown artists through the medium of radio. The talking machine men in their turn saw the commercial value of these reputations, and it was not long before

these radio artists also had found places in the record catalogs.

The announcement of the Columbia Broadcasting System, therefore, can be accepted as another important step in the closer tie-up of phonograph and radio interests through program channels. It means that through the co-operation of the Columbia Co. and noted concert managers there will be made available to the radio audience programs featuring a host of artists of national and international reputation; programs that will offer music of a high calibre and play an important part in developing music appreciation throughout the country.

Under the direction of Louis Sterling and his able corps of executives the Columbia Co. has within the past few years launched a number of movements that might properly be described as revolutionary, and the company's entrance into the broadcasting field on the broad scale outlined represents another step that will be watched with great interest and with best wishes for its complete success.

Why Not Members in Fact?

AT the annual convention of the National Association of Music Merchants held in Chicago in June there was passed a resolution to the effect that radio receivers be recognized as musical products, and that retail dealers in radio be eligible for membership in the Association. The action was a logical one, and its effect in bringing members into the National Association of Music Merchants will be watched with considerable interest.

The thing to be regretted, however, is that although a four-day program had been laid out and was carried through at the Chicago convention there was included in it, officially, only one discussion that had to do directly with the phonograph or the radio, this being a short talk on phonograph promotion given at the first luncheon meeting by A. J. Kendrick. It is true that there were talks on the training of salesmen, on the carrying charge, and on other subjects that would probably interest the progressive music-radio man quite as much as they would the dealer in other types of musical instruments, but on the program as a whole there was no provision made for the discussion of such problems as might be considered of particular concern to the radio and the phonograph man. This is a matter that should be remedied at the next annual meeting if radio and phonograph men are to be considered actually a part of the Association and not simply members by sufferance.

Quite in contrast to the attitude of the national body is that of the Western Music Trades Association. In the program for its annual convention in session in San Francisco as this issue of *The World* goes to press, the sessions on Wednesday, July 13, are given over entirely to discussions of direct interest to the phonograph and radio divisions of the industry; the subjects including "Increased Record Sales"; "Handling the Phonograph Trade-in Problem"; "Electricity in Music"; "Importance to Radio Dealers of Good Broadcasting"; "Radio and Talking Machine Service—What It Could Be and How It May Be Made to Pay," and "How to Sell Radio in a Music Store." It may be summed up as the sort of program designed to make the interest and support of the dealer worth while.



Model 9
List Price \$95.00

In Every Respect the Euphonic a Quality Product

A BRILLIANT specimen of mechanical achievement—of clear, wondrous tone—of design that is outstanding in cabinet work—of finish in beautiful hand-rubbed and waxed two-tone effects.

All of this makes the Euphonic the great value that dealers have recognized and made profits with.

WIRE OR WRITE FOR FULL DETAILS
ON OUR SALES PLAN

WASMUTH-GOODRICH COMPANY
Peru, Indiana



Last-Minute News of the Trade

Appointed a Distributor of Stewart-Warner Line

Progressive Musical Instrument Corp. Becomes a Distributor of Well-known Radio Products in the New York Territory

CHICAGO, ILL., July 8.—R. H. Woodford, manager of the radio sales division of the Stewart-Warner Speedometer Corp. of this city, announced this week that the Progressive Musical Instrument Corp., New York City, had been appointed a distributor of Stewart-Warner radio products. This news will undoubtedly be received with considerable interest by music-radio dealers in New York territory, for the sales organization of the Progressive Musical Instrument Corp. is one of the most aggressive and competent in the New York territory. A. W. Landay, head of the company, has been identified with wholesale music activities for many years, and is personally directing the activities of the Progressive sales force. Mr. Landay is very enthusiastic regarding the new Stewart-Warner products for the coming year and plans have already been made for an intensive sales campaign.

A. M. Kennard Now Okeh Phonograph Co. Ad. Manager

Succeeds Paul W. Sutcliffe to Important Post—Long Associated With Organization—Experienced in Advertising Work

Allan W. Fritzsche, vice-president of the Okeh Phonograph Corp., New York, announced this week the appointment of Miss A. M. Kennard as advertising manager of the company, succeeding Paul W. Sutcliffe. Miss Kennard is well known to Okeh jobbers throughout the country, for she has been associated with the Okeh organization for a number of years, and is responsible in a considerable measure for the distinctive and effective advertising helps which have been furnished to Okeh jobbers and dealers in recent years. She has a thorough knowledge of all phases of advertising, particularly as applied to the phonograph record field, and she brings to her new post a keen knowledge of the type of publicity which can be used to advantage by distributors and retailers of Okeh records.

Peirce-Phelps Celebrate Opening of New Building

Just as this issue of The Talking Machine World goes to press, Peirce-Phelps, Inc., one of the leading radio distributors in the East, is holding a house-warming in conjunction with the opening of its new building at 222 North Thirteenth street, Philadelphia, Pa. The house-warming is being attended by several hundred dealers in the Philadelphia territory, as well as representatives of the manufacturers whose products Peirce-Phelps distributes. Full details regarding the company's new home and its sales plans for the coming season will be announced in the August issue of The World.

Arrange for Annual Radio Industries Banquet on Sept. 21

The program committee of the Fourth Annual Radio Industries Banquet Committee held a luncheon and meeting at the Hotel Astor on July 7, at which important details relative to the program for this banquet were discussed. Larry Nixon, executive secretary of the ban-

quet committee, stated that rapid progress had been made in developing the plans for this annual event, and judging from all indications the 1927 banquet will be a record-breaker in both attendance and broadcasting tie-up. The general banquet committee will hold another meeting on July 21, at which time it is expected that the program committee will be ready to announce several surprises. This annual Radio Industries banquet is one of the outstanding features of the radio industry and is held during the week of the radio show in New York. The 1927 banquet will take place on September 21 and it is safe to predict that the attendance will be limited solely by the capacity of the banquet hall.

C. C. Colby President R.M.A. Names Standing Committees

Chairmen of the Various Committees Are Leaders in the Radio Industry and Undoubtedly Will Do Good Work for the Association

C. C. Colby, recently elected president of the Radio Manufacturers' Association, has announced the following standing committees for the coming year: Advertising and Publications, chairman, Pierre Boucheron, Radio Corp. of America; Broadcasting, chairman, Paul Klugh, Zenith Radio Corp.; Contact, chairman, A. T. Haugh, United Radio Corp.; Credit, chairman, Theodore Sheldon, Carter Radio Co.; Engineering Division, chairman, H. B. Richmond, General Radio Corp.; (a) Standards Committee; (b) Power Equipment; (c) Interference; (d) Installation and House Wiring; (e) Cabinet Committee; Fair Trades Practice, chairman, G. C. Furness, National Carbon Co.; Foreign Trades, chairman, Arthur Freed, Freed-Eisemann Radio Corp.; Legislative, chairman, Morris Metcalf, American Bosch Magneto Corp.; Merchandising, chairman, L. E. Noble, Federal Radio Corp.; (a) Catalog Committee; Patents, Information, chairman, B. H. Price, Amsco Products Corp.; Committee Convention Program, chairman, L. E. Parker, Stewart-Warner Speedometer Corp.; Publicity, chairman, Ronald Webster, Fansteel Products Co., Inc.; Show, chairman, Herbert H. Frost, E. T. Cunningham, Inc.; Statistics, chairman, R. A. Klock, Gould Storage Battery Co.; Traffic, chairman, Capt. Wm. Sparks, Sparks-Withington Co.; Distribution of Publications, chairman, P. C. Lenz, Jr., Runzel-Lenz Electric Mfg. Co.; Membership, chairman, H. H. Eby, H. H. Eby Mfg. Co.

The chairmen of the various committees are all leaders in the radio industry and the marvelous results accomplished by the R. M. A. during the past year may be attributed in a considerable measure to the activities of the various committees under the direction of their chairmen. H. H. Eby, as chairman of the Membership Committee, was responsible last year for a campaign which produced phenomenal results, and H. H. Frost, as chairman of the Show Committee, worked indefatigably in the interests of the radio trade show, contributing invaluable effort to its success.

Gennett Recording Expedition in Birmingham, Ala.

BIRMINGHAM, ALA., July 7.—A recording expedition from the Starr Piano Co., Richmond, Ind., is busily engaged here making Electrobean Gennett records of local artists, both vocalists and instrumentalists. A. J. Lyons is in charge of the technical end of the expedition and G. A. Soule is supervising the musical arrangements.

Nick Patti and Lee Conover With Julian M. White Co.

Former Appointed Director of Sales and Latter Is Now Eastern Representative for Manufacturer of Socket Power Units

SIoux CITY, IA., July 7.—The Julian M. White Mfg. Co., of this city, manufacturer of White socket power units, announced this week that Nick Patti and Lee Conover had joined the company's organization. Mr. Patti, who was associated for a number of years with the Freed-Eisemann Radio Corp., is director of sales for the Julian M. White Mfg. Co., and Lee Conover, who was formerly sales promotion manager for the Garod Corp., is now Eastern representative for the White organization.

The White socket power units, which were displayed officially for the first time at the radio trade show, received a very cordial welcome from jobbers and dealers, and the many years of experience of Messrs. Patti and Conover in the radio industry insure a practical and worthwhile service to jobbers and dealers merchandising the White power units. During the past few weeks these popular trade executives have been visiting wholesalers and retailers in connection with Julian M. White plans for the coming year, and judging from orders already received the plant will be working to capacity this year to give the trade efficient service.

Blackman Distrib. Co., Inc., Becomes Mohawk Distributor

Prominent New York House Becomes Exclusive Distributor in Metropolitan Territory for Mohawk Receivers and Loud Speakers

J. Newcomb Blackman, president of the Blackman Distributing Co., Inc., New York City, announced this week the consummation of arrangements whereby the company is now exclusive distributor in metropolitan territory for Mohawk radio receivers and loud speakers, manufactured by the Mohawk Corporation of Illinois. This important deal was closed in Chicago during the radio show, when Mr. Blackman, accompanied by C. L. Johnston, vice-president and general manager of the Blackman Distributing Co., conferred with the executives of the Mohawk Corporation, including Gustav Frankel, Louis Frankel and Otto Frankfort, and made arrangements whereby Mohawk products would be featured in an intensive and far-reaching sales campaign in the metropolitan territory.

Both Mr. Blackman and Mr. Johnston had previously attended the Mohawk Jobbers' Convention held in Chicago in May and were keenly enthusiastic regarding the sales possibilities for the Mohawk line in New York territory. This enthusiasm was substantiated by the reports presented by Mohawk distributors throughout the country, referring not only to their sales volume during the preceding twelve months, but commenting particularly upon the satisfaction which Mohawk sets had given to their dealers and to the public.

The Blackman Distributing Co., Inc., is one of the foremost distributors in the country, being a pioneer in the merchandising of Victor products and having attained phenomenal success in the distributing of radio products. Full details regarding the company's plans for the sale of Mohawk receivers and loud speakers will be announced in the near future.

The Woolley Radio Co., Seattle, Wash., has been taken over by the University Music Store, 4511 University Way.

Two New Cone Speakers Included in Fada Line

Seventeen and Twenty-two-Inch Cone Speakers
Among 1927-1928 Offerings—Follow Appearance of Old Model, but Contain Improvements

Two new cone type speakers of improved design have been announced at the Fada laboratories and comprise part of the offerings of F. A. D. Andrea, Inc., for the 1927-1928 season. One is a seventeen-inch and the other a twenty-two-inch cone. Both follow in general outward appearance the Fada speaker already on the market, but it is said that improvements have been incorporated into the mechanisms so they now yield an improved fidelity of reproduction.

The general color scheme of both speakers is a chocolate brown and the cones are lithographed in attractive design. The small type has its diaphragm supported at three points, while the larger speaker's diaphragm is supported at five points. There is an improvement in the magnetic circuit, according to Fada engineers, with special reference to high frequencies.

Otto Frankfort Receives Congratulations on Marriage

During the Radio Show week Otto Frankfort, vice-president and general sales manager of the Mohawk Corp. of Illinois, not only received hearty congratulations from his many friends upon the splendid Mohawk sales program prepared for the coming year, but also received personal felicitations upon his recent marriage. On June 9 Mr. Frankfort was married to Miss Elsie B. Johns at the Little Church Around the Corner, New York, with the Rev. Dr. Ray officiating. Miss Johns is well known in the publishing and newspaper worlds, having previously been assistant editor of Harper's Bazaar and having an exceptional knowledge of retail merchandising. Immediately after the ceremony Mr. and Mrs. Frankfort left for Chicago on the Century, arriving in the "Windy City" in time for the opening of the radio trade show and the R. M. A. Convention. They are making their home at the Surf Apartments in Chicago and have received telegrams and letters of congratulation from coast to coast in addition to the visits of many friends in the radio industry.

Radio Links Philippines With the United States

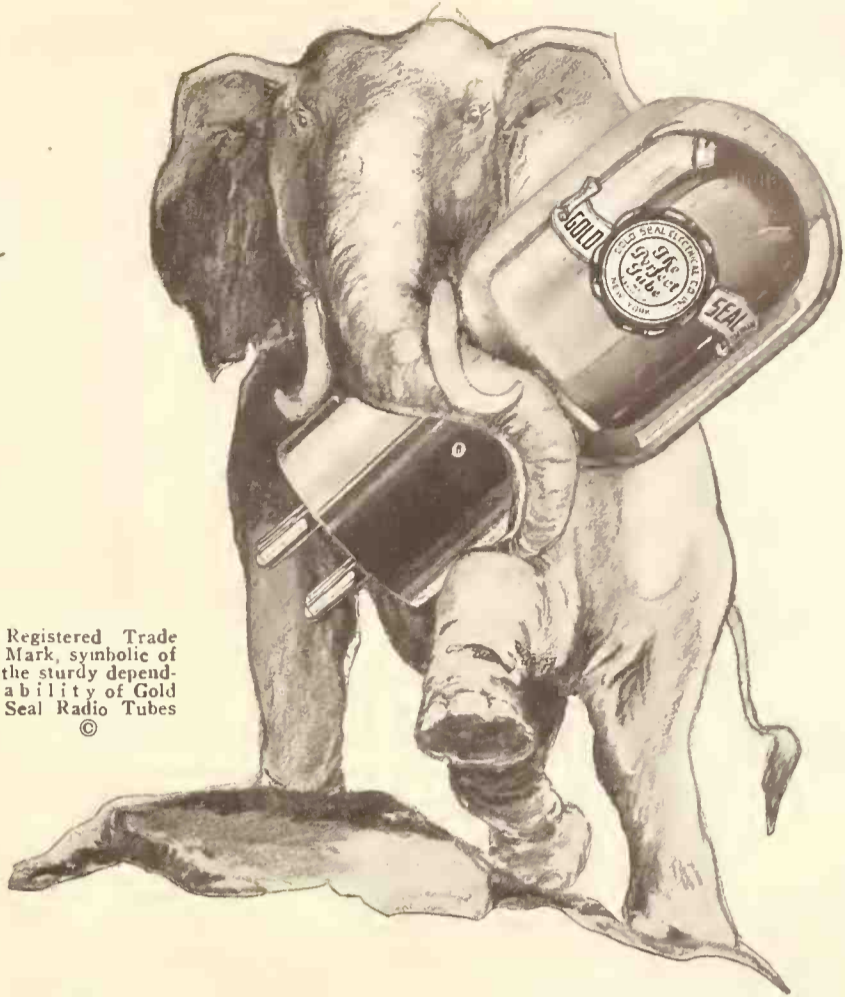
A direct radio service between the United States and the Philippine Islands was officially inaugurated on Sunday, June 26, when General J. G. Harbord, president of the Radio Corp. of America, filed a radiogram in New York addressed to Honorable Manuel Quezon, president of the Philippine Senate, and to Colonel C. H. Nance, vice-president of the Radio Corp. of the Philippines.

The messages were carried by wire from New York to San Francisco and then flashed over the direct radio circuit to Manila, reaching the Philippine capital a few minutes later, after traversing almost halfway round the globe.

Messages for regular transmission from San Francisco are charged for at the rate of sixty cents per word with a deferred rate of thirty cents per word.

New Eby Socket on Market

The H. H. Eby Mfg. Co., manufacturer of Eby sockets and Eby patented binding posts, has placed a new Eby socket upon the market. The new socket is described as departing from previously set forms of construction and appearance. Many individual refinements have been introduced. It has a universal mounting for either wood, bakelite, panel or sub-panel use.



Registered Trade Mark, symbolic of the sturdy dependability of Gold Seal Radio Tubes

The Trade Mark of POWER

—the profit-power of these superior quality tubes—the quick selling power of aggressive national advertising and merchandising—the business-building power of uniform reliability backed by a worth-while guarantee. Gold Seal Radio Tubes are made in our own plant, the largest American factory devoted exclusively to radio tube manufacture. You can bank on their reputation—it means permanent profits for you.

GOLD SEAL ELECTRICAL CO.
INCORPORATED

250 PARK AVE.

NEW YORK

JOBBERS—Some valuable territory still open. Write for details of our attractive proposition.



Type GSX-213
Rectifier tube, designed to accomplish full wave rectification of alternating current (a. c.) to direct current (d. c.)
List price \$5.00



Type GSX-201a
The popular general purpose type, for amplifier or detector. Long life and high efficiency.
List price \$1.75



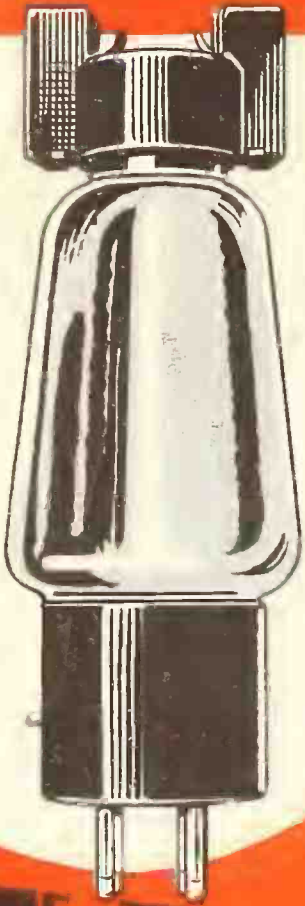
Type GSX-171
High power tubes for use in last stage of audio amplification give increased volume. List price \$4.50.



Type GSX-216B
For use in battery eliminators to rectify alternating current—advantageous in supplying the higher current required by power tube equipped sets.
List price \$7.50

All Standard Types

**Gold Seal
Radio Tubes**



The first successful A. C. tube, developed by Kellogg and used in this new Kellogg A. C. set.

=

Battery-less Radio!

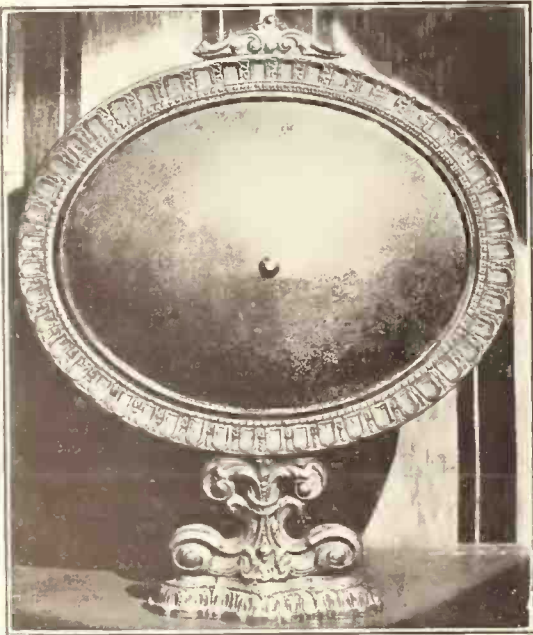
No 'A' Batteries
No 'B' Batteries
No 'C' Batteries
NONE!

KELLOGG

Splitdorf Radio Corp. Introduces New Cone Speaker

"Splitdorf Cone Tone" Speaker Is Elliptical in Shape and Contains a Number of New Features—Tension Unit Is Employed

The Splitdorf Radio Corp., Newark, N. J., announces a new loud speaker of particularly attractive design, with certain features different-



Splitdorf Cone Tone Speaker

ating it from current apparatus. It is known as the "Splitdorf Cone Tone."

This new cone type speaker is elliptical in shape, designed purposely in this manner for scientific reasons. It is said to "bring out the beauty of high notes on the short diameter of the ellipse and the sustained resonance of the deep tones on its long diameter."

The unit, which, of course, is of primary importance, is also new in character, using what is

termed a tension unit. Through this new device the tension is adjusted individually on each unit for maximum efficiency of that particular unit. Another feature is that every unit is governed by the load of the diaphragm in conjunction with the magnetic circuit in the tension unit. This compensates for the pull of the magnetic circuit on the armature and in addition compensates or puts in balance the motor by drawing upon the tension for the load that is to be put upon it.

In simple terms there is produced what may be termed a tuned unit governed on the same principles as musical instruments.

Talking Machine and Radio Men Stage Annual Outing

Just as this issue of *The World* is going to press, members of The Talking Machine & Radio Men, Inc., have cast aside business cares for the annual outing, which this year is being held at Briarcliff Lodge, Briarcliff Manor, N. Y., on July 14. Present indications point to this as being one of the most successful outings ever held by the New York Association. Plans include a luncheon, with dancing between courses to music furnished by Ben Selvin's Orchestra. After luncheon, games, swimming, baseball and golf will be participated in by the trade athletes. This will be followed by supper and more dancing, with the return home made by several motor buses that have been chartered for the occasion.

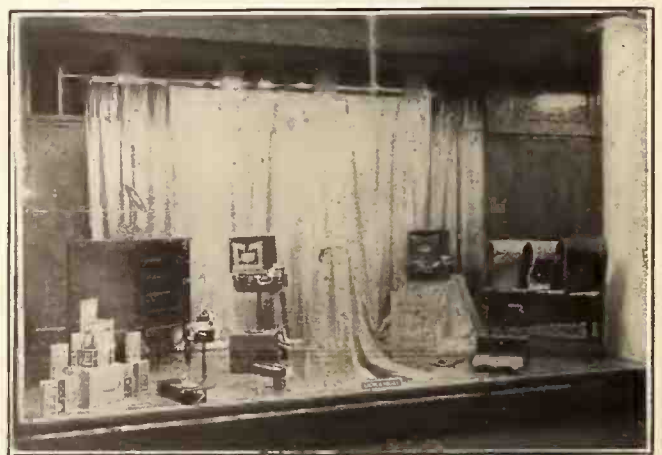
Victor Line With Ludwig Co.

T. F. Power, district sales manager of the Ludwig Piano Co., Burlington, N. J., announces that he has arranged to have the full line of Victor Orthophonics and records placed in the Ludwig establishment, High and Broad streets, that city.

Lyon & Healy Feature Pal Portables in Window

Large Chicago Music House Attracts Attention to Small Instruments Through the Medium of Eye-Arresting Window Displays

Lyon & Healy, well-known Chicago music institution, has long been noted for its attractive window displays. During the recent music conventions held in that city it showed a particularly attractive window of portable talking machines. The models shown were the Pal Deluxe and Pal and Kompact camera-size port-



Lyon & Healy's Portable Display

able, all manufactured by the Plaza Music Co. of New York.

This attractive Lyon & Healy window, showing portable talking machines, is illustrated herewith. A placard in the center carries the caption, "Traveling Music." Underneath appear the words "Pal Portable Phonographs." One of the features of the window is the fact that only three of the larger-size portables are shown, two of these are open and one is closed, and off to the left side are two of the camera-size portables, Kompacts, one on the floor and one on a pedestal.

Kellogg laid the foundation for Battery-less Radio by developing the wonderful Kellogg A. C. Tube.

Kellogg built this marvelous A. C. set — the only one that is *completely* an A. C. job; R. F., Detector, Audio and Power Tube.

This Kellogg set took the recent Radio Trade Show by storm.

Forward looking dealers realize that they must be prepared — for the era of Battery-less radio is here! Many of the most prominent music dealers in the country have lined up with Kellogg. There is still room for a few more who measure up to the Kellogg standard. Wires or letters from dealers in open territory will receive immediate consideration.

Kellogg Switchboard & Supply Co.
Dept. B259, Chicago

One of the attractive models in which the new Kellogg A. C. Radio is shown.



Licensed under application for letters patent by Radio Frequency Laboratories (RFL)

Kellogg

Vesta Battery Corp. Brings Out Dry Type Charger

New Product Manufactured Under the Vertrex Patents by Prominent Chicago Concern

A new dry trickle charger, manufactured under the Vertrex patents, was announced a few weeks ago by the Vesta Battery Corp., Chicago, as its latest product. The operation of this charger rectifies through the medium of two dissimilar metals, the elements being aluminum and copper sulphite discs. In the dry type of charger it is necessary to maintain absolute contact between the metal discs, and in the Vesta trickle charger this is assured by a tripod construction of the aluminum discs, which gives actual contact at three points. This even contact is maintained by a central spring which carries a pressure of approximately 800 pounds against the discs at all times.

The Vesta dry charger, it is said, even after being in operation for several hours, will not increase in temperature more than five to ten degrees Centigrade. The unit has been subjected to tests equivalent to 25,000 hours of use, the equivalent being brought about by overloading. The charger has a low charging rate of .5 and a high rate of 1 1/4 amperes. Equipped with an automatic relay, the new Vesta trickle charger retails for \$17.50 and without the automatic relay for \$15.00.

Stages Radio Ball

A radio ball sponsored by the Seattle, Wash., Radio and Music Trades Association was given on June 28 and was attended by a large gathering. Part of the dance music was provided by radio sets installed in the ballroom; an interesting demonstration of radio entertainment.

The White Music Co., Berkeley, Cal., was recently closed through bankruptcy proceedings.

Live Distributor of Mohawk Radio Sets in Pittsburgh

Superior Auto Accessories Co. Has Handsome Establishment on Baum Boulevard—Covers Needs of Dealers in Western Pennsylvania

PITTSBURGH, PA., July 8.—Prominent among the growing and prosperous list of distributors of Mohawk one-dial radio throughout the coun-



try is the Superior Auto Accessories Co., located at 5117-5121 Baum boulevard, this city. As wholesaler exclusively of the Mohawk this company has built up a splendid line of dealers throughout its territory and it is absolutely up-to-date in its progressive business policies. The success of the Superior Co. has been so outstanding that it was compelled recently to enlarge its quarters to take care of its greatly increased volume of business. The establishment, as may be seen from the illustration, is most attractive structurally and admirably arranged to take care of the needs of growing business throughout western Pennsylvania. The managers of this company and its staff are especially delighted with the latest Mohawk radio creations.

Borkman and Acoustical Corps. Move to Racine

Allied Firms Move From Kalamazoo, Mich.—To Maintain Completely Equipped Research Laboratory at the Racine Plant

RACINE, Wis., July 7.—The Borkman Radio Corp. and the Acoustical Development Corp., allied companies which have been operating at

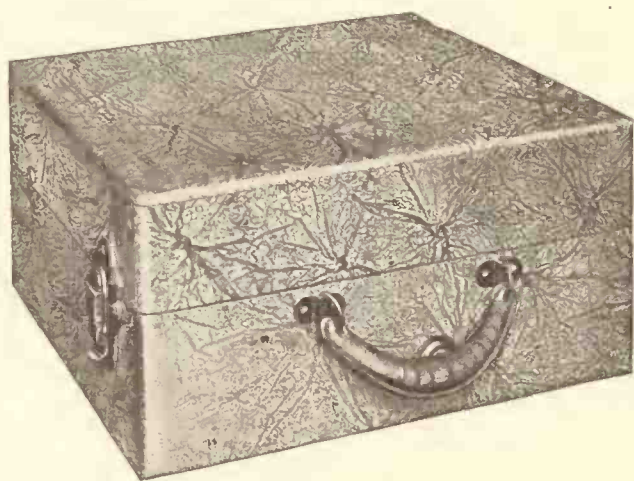
Kalamazoo, Mich., have moved to this city. The Borkman Corp. specializes on tone chambers for radio and phonographs manufactured under the trade name "Velvet," manufactured in quantities, and sold direct to radio and phonograph manufacturers. It has been in the business for three years.

The companies will maintain a completely equipped research laboratory at the Racine plant, in charge of H. T. Kelly, vice-president of the companies, who is a prominent scientist and engineer. Mr. Kelly will devote his time to the study of better sound reproduction in electrical units.

The company is occupying the entire third floor of the Sattley Building here. The general sales offices will be located at 230 East Ohio street, Chicago. Officers of the company are: H. F. Hopkins, president; Mr. Kelly, first vice-president; L. G. Rasmussen, general manager, and Ruth K. Hopkins, secretary-treasurer.

J. W. Marsh, of Seattle, recently joined the sales staff of the Scott Prowell Music Co., Wenatchee, Wash.

A Portable for the Home as well as for Out o' Doors



Completely Covered, Outside
and Inside, with
Genuine Suede Leather
Including Leather Covered Turntable

Original and Exclusive in Character—
Rich and Attractive in Appearance—
Immediately suggests a De Luxe Instrument—
and YET made to sell at a Popular Price

The Motor, Tone Arm and Sound Box are also of the same high standard. Motor plays over 12 minutes. The Sound Box has latest metal diaphragm.



Has A Real Album—
Not a Box.

Another Leader in
Peerless Popularity

An instrument of exceptional value
—new and different, sturdy equip-
ment throughout, loud, clear tone.

\$15⁰⁰
Retail

PEERLESS ALBUM CO.

PHIL RAVIS, President

636-638 Broadway

New York

Federal-Brandes Appoints Two Chicago Distributors

Wakem & McLaughlin, Inc., and Triangle Electric Co., Well-known Jobbing Firms, Will Distribute Kolster-Brandes Products

Wakem & McLaughlin, Inc., and Triangle Electric Co., both well-known Chicago distributing houses, have been appointed franchised distributors of Kolster-Brandes radio receivers, speakers and socket power units for the 1927-1928 season. Both concerns are concentrating on the Kolster-Brandes line exclusively.

The Triangle Electric Co. is entering its second year as a distributor for Federal-Brandes, Inc., while Wakem & McLaughlin are enrolling under the Federal-Brandes banner for the first time this season, dropping all competitive lines. The Triangle Co. is moving into a new five-story building because of the rapid growth of its business, which, it is announced, amounted to more than four million dollars last year.

New Supertron Tubes Ready for the Market

A complete line of New Departure Supertron tubes are ready for the market, according to an announcement of the Supertron Mfg. Co., Hoboken, N. J. While the general construction and the principle of the Supertron tubes remain unchanged, it is stated that the chemical process inside the tube has a tendency to insulate the elements from each other so that the various characteristics will function properly and without interfering with each other. The line includes a gas-filled rectifier tube which, H. Bobker, sales manager, states, has undergone rigid laboratory tests for over one year, and is guaranteed in every particular.

A new antenna unit called the Cage Antenna has been added to the Supertron radio line this year. It is illustrated herewith. It comprises 100 feet of enamel-covered wire concentrated into a compact cage, is insulated throughout and is equipped with a universal bracket for mounting. This product, which, as may be seen, is original in design, is expected to have a wide sale throughout the country during the present season.



Cage
Antenna

Orange Packing Champ Wins Atwater Kent Radio

ANAHEIM, CAL., July 6.—Considerable interest was aroused in Atwater Kent radio when Ray Thomas, Inc., Southern California distributor for this line, donated one of the late model receiving sets in the orange-packing contest held here recently. The world championship for packing oranges went to Miss Marjorie Richard, who won several cash prizes, a silver loving cup, and an Atwater Kent radio set.

Death of P. H. Towell

Old-timers in the talking machine business will regret to learn of the death recently of P. H. Towell, vice-president of the Towell Cadillac Co., which occurred at his late home in Cleveland, O., following a long illness. Mr. Towell, who was born in County Waterford, Ireland, went to Cleveland in 1908 and became associated with his brother, T. H. Towell, now president of the Towell Cadillac Co., in the Eclipse Musical Co., at that time one of the largest Victor distributors in that section of the State. He is survived by his widow, five sons and his mother.

Now batteryless, electric radio power *A sensational announcement by*

The new Balkite line for 1927-28 contains the most remarkable developments ever announced by a radio power unit manufacturer. It includes:

1. BALKITE "A"

A complete, batteryless, electric radio power unit replacing "A" batteries entirely, and supplying filament or "A" current directly from the light socket. Consisting of a rectifier and a new electrolytic filter-condenser in one cell, *it contains no battery in any form.* It operates only while the set is in use. Its constant uniform output is at all times equal to that of a fully charged storage battery. It has no tubes to burn out or replace. It is no larger than a medium sized "A" storage battery. It costs no more than ordinary battery equipment.

2. BALKITE "AB"

A complete, batteryless, electric radio power unit replacing both "A" and "B" batteries, and supplying both plate and filament current directly from the light socket. A combination of Balkite "A" and "B" in one housing, *it contains no battery in any form.* It operates only while the set is in use. It is small and compact. Price—135 volt "B"

Balkite

current model \$59.50,
180 volt model \$67.50.

3. BALKITE "B"

Prices of Balkite "B" have been drastically reduced. The popular "B-W" for sets of up to 90 volts is now \$22.50. Balkite "B"-135, a new improved model, output 40 milliamperes at 135 volts, lists at \$32.50; "B"-180, output 55 milliamperes at 180 volts, at \$39.50. Balkite now costs no more than the ordinary "B" eliminator.

4. BALKITE CHARGERS

Prices of Balkite Chargers have also been radically reduced. Model "J," the standard high-rate charger, is now \$17.50. Model "N," a new trickle charger with rates of .5 and .8 amperes, lists at \$9.50. Model "K," the most popular of all chargers, now lists at \$7.50.

Balkite has long been the leader in the radio power field. That leadership has been built on quality. Now to quality have been added developments making Balkite sensational. To both have been added low price.

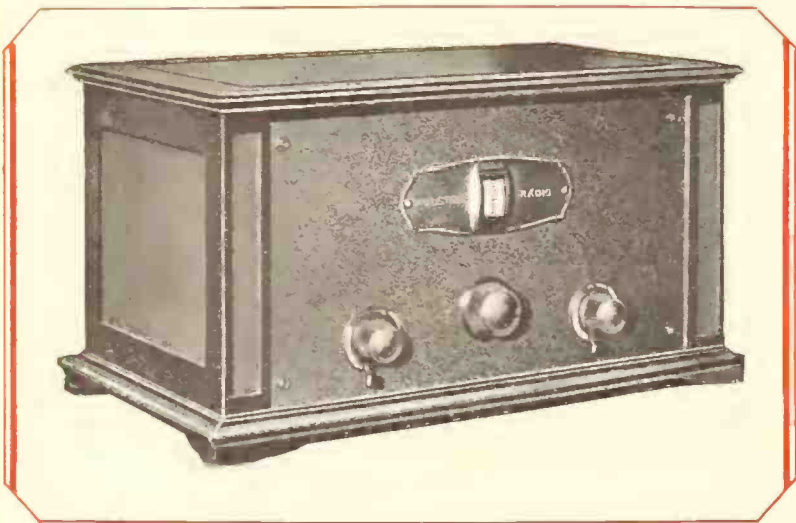
The new Balkite line enables you to turn the greatest demand in radio today—the demand for *electric* radio power—into profit. It is one of the most desirable lines in the entire radio field. *Fansteel Products Company, Inc., North Chicago, Ill.*

Balkite

Radio Power Units

Kolster *Gains*

at the **R. M. A.**



Kolster 6-D
Now \$80 list, formerly \$98.50

Above is shown the standard Kolster 6-D, a proved success, but now only \$80, instead of \$98.50—a remarkable value. No reduction in quality, in fact finer than ever. Bound to stimulate public acceptance.

At the right is pictured the Kolster 6-G, also a proved leader. Now priced at \$165, reduced from \$185. In appearance and in performance, prospective customers agree that this set is a remarkable offering.



Kolster 6-G
Now \$165 list, formerly \$185

Kolster

Great Acclaim

TRADE SHOW

Chief interest in Kolster lay in the price reduction of the 6-D to \$80 list, in the new 6-H and in the new Power Cone reproducer, all described on this page.

These round out the Kolster line, giving the public finer instruments than ever before at new low prices.

Dealers all agree that the Kolster line *Plus* these refinements gives them an outstanding opportunity to win the public.

This season, all assert, will give Kolster a new rank with the public, bringing radio at its best at prices which appeal.

To see and hear the different Kolster sets is to really appreciate their supremacy.



Kolster Power Cone Reproducer—\$150 list
Inbuilt "B" Supply unit. This power cone reproducer and "A" supply unit will operate any commercial set directly from A. C. lighting lines. Equipped with 20-foot cable.



Kolster 6-H—\$265 list
Includes new Kolster Power Cone Reproducer and inbuilt "B" supply.

In 1926 Kolster dealers found Kolster radio a profitable line to handle. In 1927 Kolster radio will be even more profitable.

If a popular, fast moving and unusually profitable line appeals to you—if you insist upon complete protection in territorial and other policy matters—Kolster radio is what you need. While a large number of dealers now handle Kolsters, there are still profitable franchises open. Get all the facts. Mail the coupon now!

FEDERAL-BRANDES, INC.,
200 Mt. Pleasant Ave.,
Newark, N. J.

Please send me information regarding the 1927-1928 Kolster proposition.

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

Radio

Great New Radio Broadcasting Chain to Be Under Control of the Columbia Co.

Columbia Broadcasting System, Made Up of Sixteen Stations, to Serve Listeners East of Rockies—Major J. Andrew White Technical Head—Columbia Artists to Broadcast

Announcement was made recently from the offices of the Columbia Broadcasting System, New York, telling of the formation of a new radio broadcasting chain which will serve the millions that make up the great radio audience in the territory East of the Rocky Mountains. As new links are added to the chain, it will eventually include a larger area.

The new chain will be known as the Columbia Broadcasting System and will be directly under the control of the Columbia Phonograph Co., of which Louis Sterling is chairman of the board and H. C. Cox president.

"We feel that there is a large field for a strong, independent, new radio chain," said Mr. Cox in making the official announcement. "We have made a thorough survey of the broadcasting field and studied the listening habits of radio audiences and the audience appeal and territory covered by most of America's great radio stations before selecting the stations which are links in this new chain.

"In addition, we are bringing into the chain broadcasting field some ideas which we believe are new and logical. It is our aim to furnish the many millions of radio listeners with a type of genuine entertainment, to be furnished by the pick of the world's entertainers and programs selected by those most competent, and with equipment which will be the last word in modern radio broadcasting equipment."

Headquarters have been established in the Paramount Building at Forty-third street and Broadway, New York City.

Major J. Andrew White, pioneer in broadcasting and famous announcer, is at the head of the technical affairs of the newly formed system.

This is the second radio system to be formed in America. It includes sixteen stations, located at strategic points and carefully selected as most desirable because of their perfect technical equipment, the large area in which they are heard and their excellent standing in the communities in which they have built up their following and good-will.

The new system, in addition to furnishing a network over which programs from America's great musical and entertainment centers can be made available to listeners throughout the

network area, is introducing several new ideas heretofore unconnected with chain broadcasting, although so naturally allied to network programs that their inclusion was inevitable, in the radio industry's march of progress.

Chief among the innovations is the policy which will furnish not only the chain over which the programs can be perfectly broadcast, but to furnish the programs as well, drawing from a list of internationally celebrated musicians now under contract for a long term of years and available through the American and European affiliations which the Columbia system has established.

That the program material will be of the highest order, and that the programs themselves will be put together by the most competent of program builders, is insured by the fact that Arthur Judson, one of the outstanding figures in concert world music, is to be directly responsible for the programs, with the assistance of program builders, musicians and entertainers of his selection.

Mr. Judson is peculiarly adapted to play a large part in the development of radio music, not only because of his wide experience as the world's foremost concert artists' manager and his efficient handling of America's outstanding symphony orchestras, but also because of his accurate knowledge of what really constitutes musical entertainment that the great mass of American audiences most relish and appreciate.

Through the distinguished personalities in the new broadcasting system, the executives point out that the system will furnish to the listeners within hearing distance of its network as nearly perfect radio entertainment as has ever been broadcast, with world-famous singers, entertainers and musical organizations of America, Europe and the Orient available through its local and foreign connections, and with the most modern technical knowledge and equipment with which to put their programs on the air through a network so carefully selected, the entrance into the broadcasting field by the Columbia Broadcasting System is to be regarded as one of the most significant events in America's radio history.

Through the Columbia Broadcasting System's association with Mr. Judson, it is directly in touch with the world's talent through its offices in Berlin, London, Paris and Vienna.

The Columbia Broadcasting System occupies the thirtieth floor of the Paramount Building, in the heart of the busiest section of Manhattan. Every necessary contract has been signed, providing wire facilities linking the stations of the chain and making possible clear and technically perfect broadcasting. Broadcasting over the Columbia chain is scheduled to start Sunday, September 4.

The new chain is the result of a two years' survey and study of how best to reach the greatest number of people, and the allocation of its stations has been done with that in view, so that each station has its own definite area of listeners regardless of its physical location, and covers the entire United States to the Rocky Mountains and all of populated Canada to the Canadian Rockies, through sta-

MICA

DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone
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Filacon, Phila.

tions located in New York, Boston, Providence, Buffalo, Syracuse, Philadelphia, Baltimore, Cincinnati, Columbus, Akron, Chicago, St. Louis, Des Moines and Council Bluffs.

The key station in the new chain will be Station WOR, L. Bamberger & Co., Newark, N. J. Other stations joined as part of the new chain are: WEAM, Providence; WNAC, Boston; WFBL, Syracuse; WMAK, Lockport (Buffalo); WCAU, Philadelphia; WJAS, Pittsburgh; WADC, Akron; WAIU, Columbus; WKRC, Cincinnati; WGHP, Detroit; WMAQ, Chicago; KMOX, St. Louis, and WHO, Des Moines.

Atwater Kent Radios on Western Auto Stages

That radio increases stage travel is evidenced by reports from the Pickwick Stage Co., operators of thousands of miles of stage lines in California, Washington, Oregon, Arizona, New Mexico and Texas. This company recently



Atwater Kent Set on Western Stage

equipped some of its new model combination parlor, buffet and observation cars with Atwater Kent receivers and speakers, supplied by Ray Thomas, Inc., southern California distributor, and as soon as this fact was advertised the stages so equipped carried capacity loads on all trips, officers of the company declare. The new stages have speakers installed in the ceilings of the passenger compartments, while the radio receiver is located in the observation compartment in the rear of the stage.

Apco Charger Announced

PROVIDENCE, R. I., July 6.—The Apco Mfg. Co., of this city, has just placed on the market a new automatic charger. The new product is for use with regular six-volt, three-cell storage batteries of anywhere from 60 to 120 ampere hour capacity.

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

CONSTANTLY INCREASING SALES

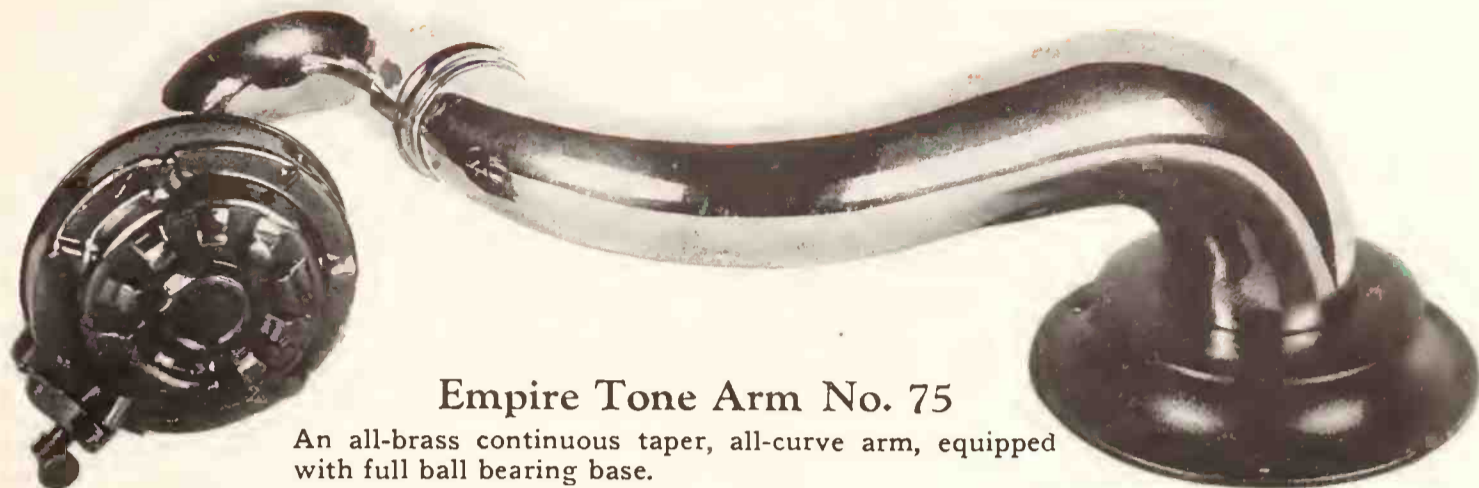
are testifying to the superior quality of our

COTTON FLOCKS FOR PHONOGRAPH RECORDS

STEP INTO LINE WITH THE BUYERS OF "QUALITY"

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

EMPIRE SHOWS THE WAY

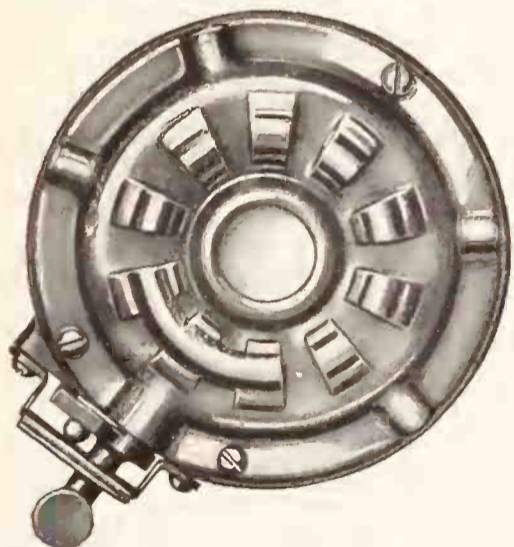


Empire Tone Arm No. 75

An all-brass continuous taper, all-curve arm, equipped with full ball bearing base.

Better Tone Arms Mean Bigger Sales And Bigger Sales Mean More Profits

Empironic Sound Box



Every sale of the Empironic Reproducer means renewed interest in the phonograph and more sales of records. Figure it out for yourself! A good profit on a sale of Empire units and a continuous business in records.

Empire shows the quickest and easiest way to those profits.

Empire Tone Arms are the last word in design and quality. Their quality of tone in reproducing the new electrically recorded records sets a new standard of excellence. Empire Reproducers make a perfect team with Empire Tone Arms.

In addition to the No. 75 Tone Arm, illustrated above, we make No. 50 Tone Arm for large machines and No. 2 and No. 25 Tone Arms for Portables. Samples of any of these Tone Arms will be forwarded to reliable concerns.

Empire quantity production enables us to quote prices that are sure to meet with your approval. Let us quote on your requirements.

That's why we say "Empire Shows the Way to Bigger Profits"!

THE EMPIRE PHONO PARTS CO.

(Established in 1914)

WM. J. McNAMARA, President

10316 MADISON AVE.

CLEVELAND, OHIO



The MASTER is modern. Has all the new features—full curved throw-back tone-arm—exclusive reproducer—self-contained record album. Case built to last a lifetime—decorated embossed genuine DuPont Fabrikoid cover in five attractive colors.

The MASTER is the standard of portable values.

The FLAPPER is a novelty instrument of unusual appeal.

The CUB is the one high quality portable priced low.

For full profit sell **CARRUOLA** products—the one line in public demand.



CARRUOLA MASTER
BEYOND THIS YOU BUY FURNITURE

WORLD'S LARGEST MAKERS OF

Summer Sales



Now Enjoy Your Full Profit

DEALERS are selling **ARRYOLA** portables like wildfire these days. Their summer selling season is in full swing, and much of this business is clean cash.

Be sure now to get your share of these sales, and enjoy your full legitimate profit by selling **ARRYOLA** portables—the only nationally advertised line on the market.

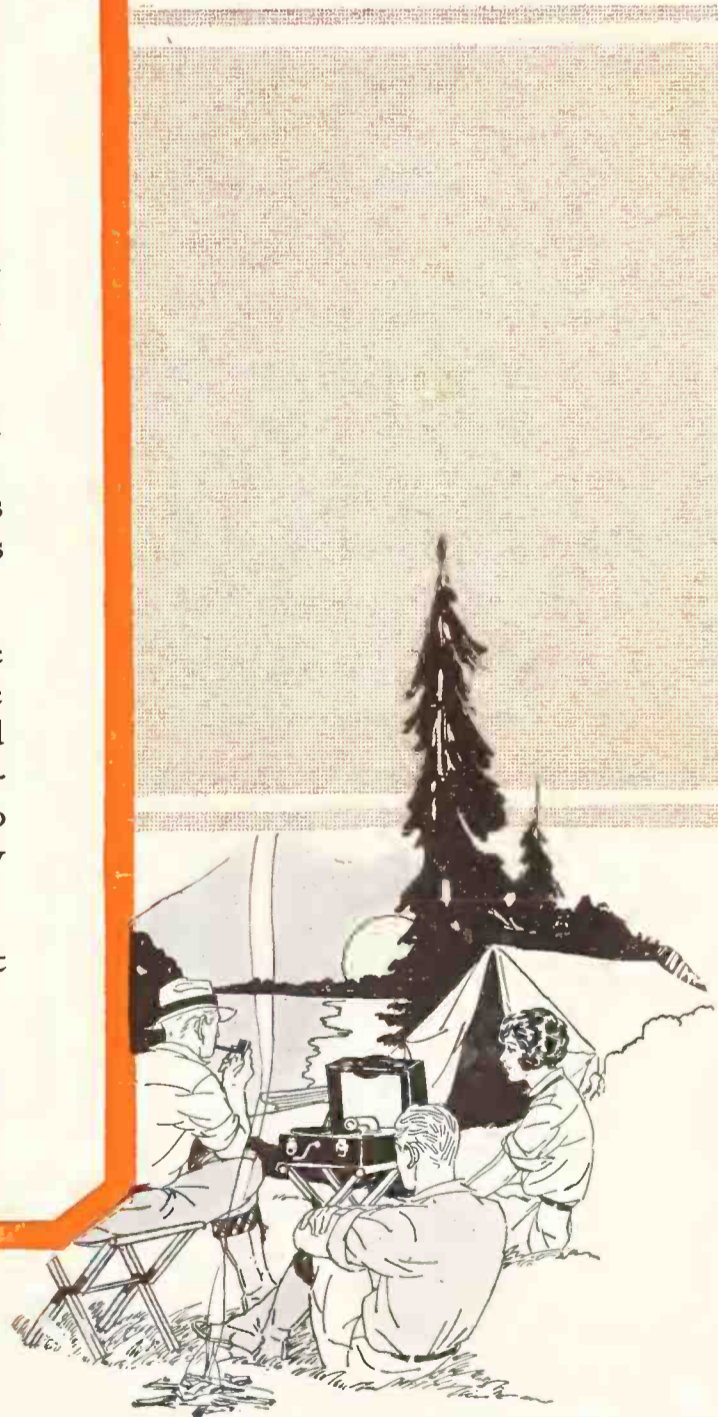
All **ARRYOLA** products are built right, priced right, and sold to the trade on the same fair basis. This insures full profits for the Dealer, and holds his active interest in gaining the many quick sales which come by showing the merchandise.

Big summer sales and profits are now before you. Check over your **ARRYOLA** stock today. Be sure that you have all colors of each model, and you won't miss a sale. There's a live, up-to-the-minute **ARRYOLA** Distributor right near you, who will be glad to serve and help you gain this ready business.

Just telephone him today, or write us direct for beautiful free illustrated catalog.

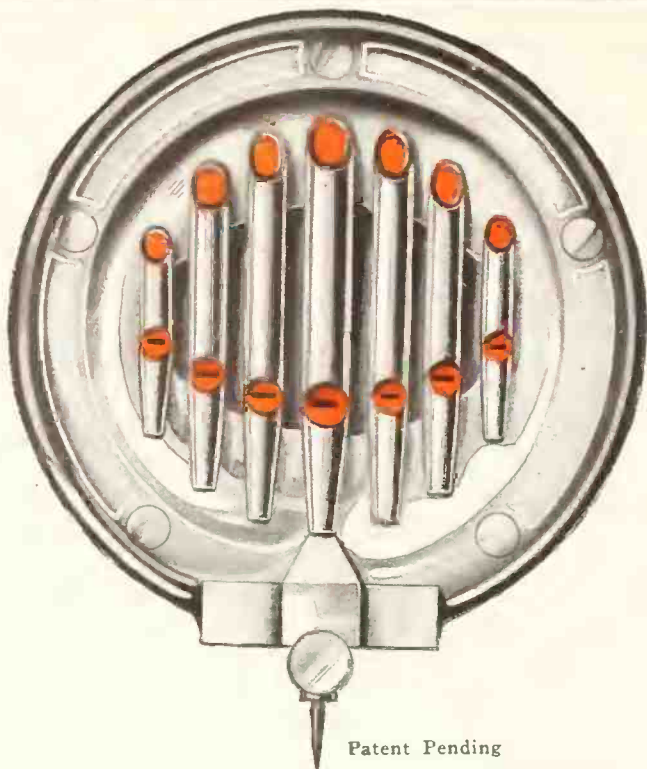
The **ARRYOLA Company of America**

647 Clinton Street, Milwaukee, Wisconsin



PORTABLE PHONOGRAPHS

Retails at
\$8⁰⁰



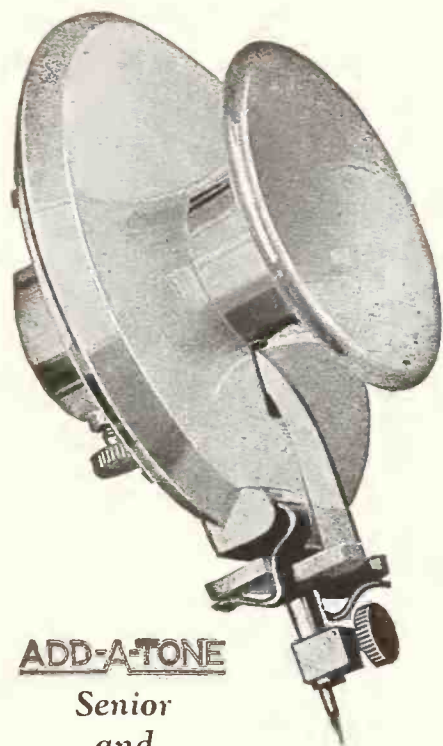
The only reproducer
finished in three colors

Patent Pending

The Organ-Tone King of Reproducers

DO YOU KNOW THAT
the 283,000th **ADD-A-TONE** reproducer is
now serving the owner of a
CARRYOLA MASTER portable?

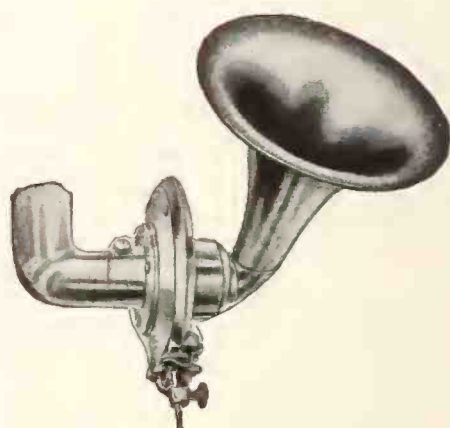
There is wisdom in numbers. "283,000" reveals that
our success is deserved, appreciated and acknowl-
edged. Then again it indicates that we have a repu-
tation which we must uphold, and one upon which
we are willing to stand.



ADD-A-TONE

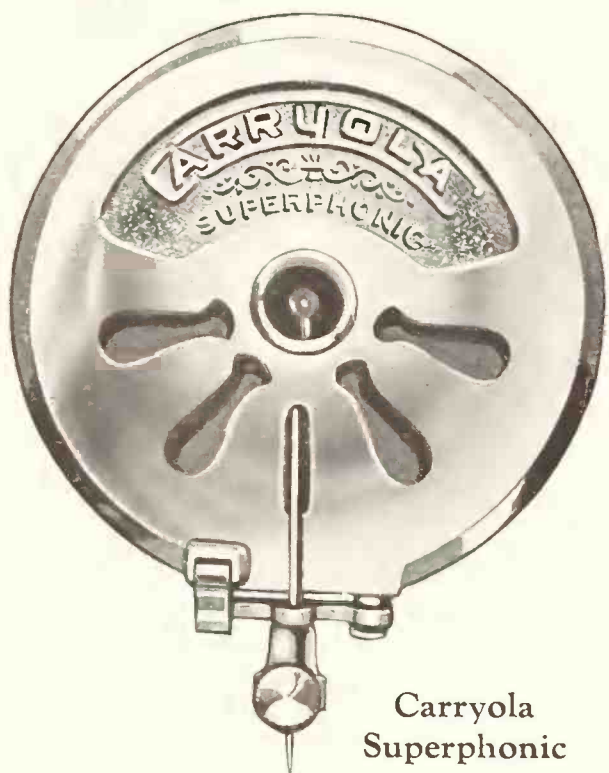
Senior
and
Harmony

Pat'd 1925



ADD-A-TONE

Junior



Carryola
Superphonic

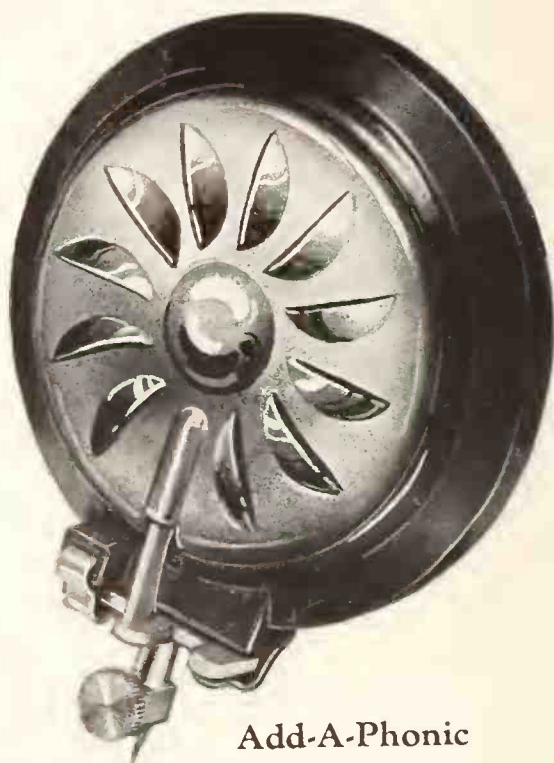
WE HAVE A LINE WHICH IS
DISTINCTIVE. When we intro-
duce a new reproducer it is neither
a copy of something else, nor one
of our other reproducers "dressed
up in Sunday clothes."

To prove our claims consider our
Organ-Tone reproducer. The most
partial observer will admit that the
beauty of this instrument puts it
in a class by itself, and the most
partial listener will admit that its
tonal qualities make it stand apart
from all other reproducers.

SEND FOR SAMPLES OF OUR
ORGAN-TONE SO THAT YOU
CAN UNDERSTAND ITS POSSI-
BILITIES TO THE FULLEST
EXTENT.

MR. JOBBER:

THERE ARE STILL MANY
JOBBER TERRITORIES THRU-
OUT THE ENTIRE COUNTRY.
WRITE TODAY FOR YOUR
SHARE OF THE TREMENDOUS
PROFITS IN THE *ORGAN-TONE*.



Add-A-Phonic

We Have Built the Better Reproducer

UNIQUE REPRODUCTION COMPANY

Makers of **ADD-A-TONE**

32 Union Square

New York, N. Y.

Crosley Plant Installs Much New Equipment

Designed to Speed Production of New Models for Fall Trade—The Entire Floor Is Devoted to the Finishing of Cabinets

New equipment has been installed in the factories of the Crosley Radio Corp. in Cincinnati to speed up production of new models for the Fall trade. Several novel features incorporated in the new sets recently announced by the corporation will require special machinery for their manufacture.

One floor of the recently completed addition to the main Crosley plant will be devoted to the finishing of metal cabinets, cases and other parts used in the sets and accessories. A large washing and drying machine has been installed, together with nine booths for applying the finish with air brushes, and an immense automatic bakeoven for hardening the finish after it has been applied. An elaborate conveyor system will transport sets and parts from department to department and floor to floor. Automatic conveyors will be used in the assembly department, where the sets are built on long tables by the unit assembly system.

To insure thorough testing of sets, the testing department has been segregated in a special part of the plant. Several new departments have been added, including a shop for making models, a machine shop for making dies and jigs, a die-casting department, and an enlarged drafting division.

Latest Talking Machine and Radio Patents Granted

PHONOGRAPH REPEATER. Herman House, Vancouver, British Columbia, Canada. Patent No. 1,632,477.

GRAMOPHONE RECORD. Harold Alfred Rogers, Cardiff, Wales. Patent No. 1,632,313.

PHONOGRAPH TONE ARM AND RESONATOR. William T. Carnes, Kansas City, Mo. Patent No. 1,633,624.

SOUNDING BOARD FOR RADIO RECEIVING SETS AND PHONOGRAPHS. George C. Lindsay, Los Angeles, Cal. Patent No. 1,633,944.

SOUND-REPRODUCING INSTRUMENT. Harry B. Rook, Newark, N. J. Patent No. 1,629,971.

REPEATING MECHANISM FOR TALKING MACHINES. Sumter B. Battey and Bryan M. Battey, New York, N. Y. Patent No. 1,629,986.

ELECTRIC PHONOGRAPH REPRODUCER. Adolph A. Thomas, New York, N. Y. Patent No. 1,630,640.

RADIO APPARATUS. John J. W. Kenan and Wm. M. Cady, Newark, N. J. Patent No. 1,629,825.

RADIO APPARATUS. John J. W. Kenan and Wm. M. Cady, Newark, N. J. Patent No. 1,629,826.

RADIODIAL. Louis E. Shaw, East Orange, N. J. Patent No. 1,629,891.

LOUD SPEAKER. Clair L. Farrand, Forest Hills, N. Y., and Ernest Ross, East Orange, N. J., assignors to Farrand Mfg. Co., Inc., Long Island City. Patent No. 1,630,734.

LOUD SPEAKER UNIT. Clinton R. Hanna, Wilkensburg, Pa., assignor to Westinghouse Electric & Mfg. Co., a corporation of Pennsylvania. Patent No. 1,630,380.

LOGGING DEVICE FOR RADIO TUNING INSTRUMENTS. Eric H. Larson, Chicago, Ill. Patent No. 1,630,302.

RADIO RECEIVING APPARATUS. George W. Wacker, North Bergen, N. J. Patent No. 1,631,993.

RADIO SIGNALING SYSTEM. Alfred Crossley, Washington, D. C., assignor to the Wired Radio, Inc., New York. Patent No. 1,632,369.

RADIO TUBE HOLDING DEVICE. Arthur E. Schuffenhauer, Chicago, Ill. Patent No. 1,633,041.

RADIO CONDENSER COUPLING. Harry A. Bremer, Chicago, Ill. Patent No. 1,632,878.

Browning-Drake Corp. Now in Larger Quarters

CAMBRIDGE, MASS., July 6.—The Browning-Drake Corp., formerly located at Brighton, Mass., has moved across the river to larger quarters in this city. This location will allow increased production during the coming season. Professor Browning, formerly connected with the National Co., is giving all of his time to research work in the Browning-Drake Corp.

The Remington Music Co., Ellensburg, Wash., reports June as the busiest month ever enjoyed by the company.



Have you the right "B" POWER for each of these men?



RT-41 "B" Power

for Radiolas and sets using up to 5 large tubes. Output at 25 mls. is 130 volts. Detector, Medium and High Voltages adjustable within wide limits. List price, including UX 213 tube\$27.00



RT-81 "B" Power

for 3 to 6 tube sets, including power tube. Output at 35 mls. is 135 volts. All three voltages, Detector, Medium and High, are adjustable within wide limits. On and Off switch. List price, including Raytheon B Tube\$28.50



R-98 "B-C" Power

A "Universal" "B-C" model for high class sets. Output at 35 mls. is 180 volts. Has four "B" terminals, two of which are independently variable. All four voltages are variable through primary control. Variable High "C" voltage. On and Off switch. List price, including BH Raytheon Tube \$39.50



R-97 "B-C" Power

Heavy duty model for exceptionally high powered sets and power tube combinations. Output at 50 mls. is 180 volts and 50 volts of "C". Low, High and Off switch. List price, with BH Raytheon Tube\$55.00

Sell every customer the right power unit at the right price without an elaborate assortment of stock

THE Sterling range of quality power Units consists of four units priced from \$27.00 to \$55.00. Each unit is designed to operate a sufficiently wide range of sets to make it unnecessary to carry the entire four units. More than likely, two models will meet the power requirements and the pocket books of 90% of your trade.

You know your customers. You know the sets they own or are likely to buy. You know how much they will pay for a quality socket power. With these facts in mind choose the Sterling models that will meet your customers' needs.

Sterling Power Units have proved themselves in service. Three models are Raytheon-equipped and have satisfied the Raytheon's rigid requirements.

Dealers: Here is your opportunity to carry the "B" Power Units, which, perhaps for the first time, will assure you of a clean satisfactory profit, free from comebacks, free from profit-cutting after sales servicing. Write your jobber or direct to us.

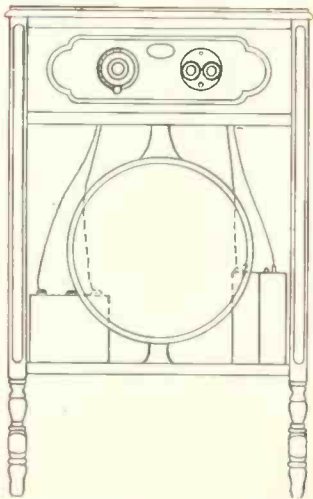
The Sterling Mfg. Company

2831 Prospect Ave. Cleveland, Ohio

Sterling

"B" Power Units

Red Lion Cabinets



Showing the ample space reserved for batteries or A-B-C power units.

1927 Console Type

Equipped with Atwater Kent Radio Type 30 or 33 together with the Model E Speaker.

Not the most ornate, but certainly one of the finest consoles. Retailing at the unusually low prices of

\$135.00 and \$145.00

Built exclusively for

ATWATER KENT RADIO

*The Ideal Combination—America's Most Widely Used Radio
—In a Cabinet of Exclusive Design—At Reasonable Prices*

MOST people want a radio, and most people *need* a desk. So why not give them a good reason for buying the luxury of a radio set by offering it combined with the usefulness of a personal desk at a price well within the reach of modest incomes?

Last year's sales proved that this idea is highly practical. This year you can expect still greater popularity by reason of an extensive national advertising program which features Red Lion's *copyrighted* Writing Desk model and the handsome consoles.

We suggest that you get in touch with your distributor as early as possible and learn just why the Atwater Kent Mfg. Co. selected Red Lion Cabinets as standard for its famous Radio sets and speakers.



Copyright Desk model finished in hand-rubbed walnut veneer. With Atwater Kent Model 30 and Atwater Kent Model E Speaker, this design retails for

\$140.00



This model differs from the one above, in that it is equipped with Atwater Kent Model 35 and it has a built-in Atwater Kent unit and horn. Retails, less tubes and batteries, for

\$110.00

Prices slightly higher west of Rockies and in Canada

RED LION CABINET COMPANY · RED LION · PA.



A
Complete List
of



Distributors

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

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

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



Columbia Co. Sponsors Contest to Complete Schubert's Unfinished Symphony

Competition Is Tie-up With International Commemoration of Hundredth Anniversary of the Death of Famous Composer—Countries Divided Into Zones—Liberal Prizes to Be Awarded

The year 1928 marks the hundredth anniversary of the death of Franz Schubert. Radiogram advices from Vienna, the city of Schubert's birth, announce that plans are already well under way to make the commemoration tribute to the world's most beloved composer the greatest in the annals of music.

The Columbia Phonograph Co., sponsor of the recent internationally observed Beethoven Week, has offered prizes totaling \$20,000, including a grand prize of \$10,000, for the completion of Schubert's immortal Symphony No. 8, in B Minor, popularly known as "Schubert's Unfinished Symphony."

Unfinished as it is, this symphony towers above at least a majority of its completed brethren in the beauty of its themes and the stateliness of its form. Sadness and tenderness, hope and grief, all mingle in its seductive measures.

Eligible for Competition

The invitation to compete in the completion of Schubert's Unfinished Symphony is extended to composers, teachers and students in twenty-six countries. The countries are divided into ten zones: United States; Austria, Czechoslovakia, Hungary, Jugo-Slavia and Roumania; Denmark, Sweden and Norway; France, Belgium and Switzerland; Germany and Holland; Great Britain; Italy; Poland, Esthonia, Latvia, Lithuania and Finland; Spain and Portugal; Russia and Ukraina.

In every zone there will be three awards made: First, \$750; second, \$250; third, honorable mention. To the best composition of the thirty receiving awards the grand prize of \$10,000 will be presented. Each zone will have a zone jury, consisting of five competent musicians, who will declare the awards to be made in their particular zones. An international jury, comprising one member from each zone jury and an eleventh member named in Vienna, will award the grand prize. The contest opens in September, 1927, and closes in July, 1928. The terms are to be published in twenty-six languages early this Autumn.

To the Advisory Body of Beethoven Week, which will function in a similar manner for the Schubert Centennial, will be added international chapters.

The radiogram to the Columbia Phonograph Co. announces the formation of the Vienna organization, to be known as the Austrian Advisory Body. A glance at the following list of the names, making up this organization, reveals the importance which Austria attaches to the Schubert commemoration program:

Albert Washburn, American minister; Dr. Karl Kobald, ministry education; Karl Seitz, mayor of Vienna; Prof. Franz Schalk, conductor state opera; Franz Schneider-San, director-general state theatres; Prof. Alexander Munderer, president Vienna Philharmonic; Ferdinand Soesel, president Schubert Society; Prince Alexander of Thurntaxis, president Society Friends of Music; Dr. Ernest Kraus, vice-president Society Friends of Music; Dr. Heinrich Krueki, president Vienna Men's Choir; Prof. Max Springer, director State Academy of Music; Prof. Joseph Marx, director State School of Music; Dr. Theodor Koechert, president Vienna Concert Association; Prof. Guido Adler, University of Vienna.

Directors of Contest

The artistic direction of the contest to complete Schubert's Unfinished Symphony will be under the supervision of the Society of the Friends of Music and the other organizations mentioned above. The Society of the Friends of Music was organized in 1812. Schubert, as has been every great composer, was a member of this Society, and the Society has the original manuscript of his Unfinished Symphony. Thus the affiliation with the guardians of the Schubert tradition insures that every phase of this remarkable international contest will be on a plane befitting the memory of Schubert. It will be the greatest tribute ever paid a composer.

Unless the work to which is awarded the grand prize is declared worthy of such honor, it will not be accepted as the adequate completion of the Unfinished Symphony, although the money will be paid to the winners of each event as announced. These winning works will be played at concerts, recorded on phonograph records and broadcast over the radio. The public will be given every opportunity of hearing these compositions. In this connection it is interesting to note that Schubert's Unfinished Symphony is already recorded in album form on three twelve-inch, double-disc records, by Sir Henry J. Wood and the New Queen's Hall Orchestra, as Set No. 41 of the Columbia Fine Art Series of Musical Masterworks.

Purpose of Contest

It is hoped that, in addition to the tribute which this international contest will pay the name of Schubert, it will arouse deeper interest in Schubert and the compositions of the other musical immortals, will unearth latent musical talent, perhaps genius, and will mark the first organized international exchange of musical expression in the one language which makes all the world akin.

Americans on Advisory Board

Among the prominent Americans who were members of the Advisory Body of the Beethoven Centennial and will act in a similar capacity for the Schubert Centennial are:

George Eastman, chairman; John G. Agar, Jules S. Bache, William D. Baldwin, Bernard M. Baruch, James M. Beck, Stillman H. Bingham, Cornelius N. Bliss, John G. Bowman, Arthur Brisbane, Edwin C. Broome, Rev. S. Parkes Cadman, Samuel Harden Church, Frederic R. Coudert, John W. Davis, Robert W. De Forest, William T. Dewart, John Dewey, Lady Duveen, T. S. Eliot, Robert Erskine Ely, Livingston Farrand, Mrs. Samuel S. Fels, W. P. Few, John H. Finley, Harry Harkness Flagler, Daniel Frohman, Hamlin Garland, Miss Virginia C. Gildersleeve, August Heckscher, Hamilton Holt, Richard Hooker, Ernest M. Hopkins, Charles E. Hughes, Frederic A. Juilliard, Vernon Kellogg, Mrs. J. F. D. Lanier, Mrs. Howard Linn, Clarence C. Little, Henry N. MacCracken, Rt. Rev. William T. Manning, Max Mason, Harold McCormick, Mrs. Rockefeller McCormick, A. C. Miller, Robert A. Millikan, William Fellowes Morgan, E. W. Newton, Cardinal O'Connell, William J. O'Shea, Miss Ellen F. Pendleton, Josiah H. Penniman, Ralph Pulitzer, E. Lansing Ray, Samuel W. Reyburn, Mrs. Arthur Sachs, Frederick T. Steinway, Henry W. Taft, Augustus Thomas, Paul M. Warburg, William Allen White, Rabbi Stephen S. Wise, Guido Adler, Leopold Auer, Georges Barrere, Adolfo Betti, John Alden Carpenter, Mrs. Elizabeth S. Coolidge, Frank Damrosch, Walter Damrosch, Carl Engel, Carl Flesch, Daniel Chester French, Ossip Gabrilowitsch, Rudolph Ganz, Alfred Hertz, Josef Hofmann, Willem van Hoogstraten, Robert Underwood Johnson, Serge Koussevitsky, Josef Lhevinne, Daniel Gregory Mason, Mme. Elly Ney, Felix Salmond, Carlos Salzedo, Ernest Schelling, Vladimir Shavitch, Nikolai Sokoloff, Walter R. Spalding, Frederick A. Stock, Gustav Strube and Thomas Whitney Surette.

Opportunity for Dealers

The announcement of this contest is certain to be received with interest by Columbia dealers all over the world with the results of the Beethoven Centennial Week still fresh in their memories. As will be remembered, the Columbia Phonograph Co., in addition to supplying the retail trade with display material and consumer literature, issued a special edition of Beethoven compositions in Masterworks albums. During the six weeks' period following the observance of Beethoven Week, sales of these recordings increased approximately 500 per cent. While no announcement has yet been made regarding trade tie-up with the Schubert memorial, steps undoubtedly will be taken so that the Columbia retail organization will benefit from the exploitation work done.

The Chisholm Music Co., University avenue, Berkeley, Cal., has added the Columbia line of phonographs and records.

They may read before —
but they listen afterwards!

Before they buy Radio Tubes Mr. and Mrs. Consumer read about them. They read about the remarkable qualities of all radio tubes and get sufficiently excited about one brand to buy it. Then they stop reading and *listen*.

If it were as easy to make a good radio tube as it is to write beautiful copy about it every man would 'roll his own' so to speak. But radio tubes are perhaps the most difficult and delicate item to manufacture in the whole radio calendar. The only way you can be certain that the tubes you carry will *listen* as well as they *read* is to test them thoroughly under all conditions of operation. Perryman Radio Tubes have behind them a tube engineering experience second to none. We ask you to compare them, too, *by listening to them and not by reading about them*.

PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th Street, New York, N. Y.
LABORATORIES AND PLANT: NORTH BERGEN, N. J.



PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose



The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

New England Business Holds Up Well, According to Reports of Trade Factors

Feature of Sales Is the Strong Demand for Portable Instruments—Hundreds of People Hear Daily Concerts at Brunswick Headquarters—Other Important Trade Activities

BOSTON, MASS., July 7.—A stimulated record business, was the good report of "Bill" Parks, Columbia manager for the New England territory. This stimulation comes with the production of the record "Lucky Lindy," the reverse side of which carries the equally popular song "The Eagle of the U. S. A." The sales on this record alone have been colossal and the demand is being found difficult to fill. Another record sensation is "Two Black Crows," by Moran and Mack.

The Happy Home Furniture Co., of New Bedford, installed a special window display in connection with the "Lucky Lindy" record. Two airships were suspended from a bicycle wheel in the window of the store. The ships were in motion and the propellers revolving, so that an action window was the result. A large number of sales were directly traceable to this window.

Strong Portable Demand

Manager Parks states that it has been impossible to keep ahead of the demand for portable models. Thus far this season the sale of portables has been the one bright star in an otherwise misty horizon.

W. R. Fleming, assistant manager of the company, begins his vacation this week at Eastham on Cape Cod. Mr. Fleming recently returned from a successful business trip through New Hampshire and Vermont, where he visited all the stores of the Bailey chain. A most profitable business was closed with this house.

Thomas Judd has been made manager of Campron's Smoke Shop, Andover, N. H., Columbia dealer.

A recent visitor to the local Columbia offices was Joseph Raymond, of Tewksbury & Raymond, Randolph, Vt.

Bright Outlook for Victor

All models of Victor machines are selling with greater frequency this June than last, according to manager Allan Steinert, of the Eastern Talking Machine Co., 85 Essex street,

Victor jobber for the New England territory. Orthophonic Victrolas are still gaining in popularity, as are the Electrola models. Records also are better in volume than last year.

The company recently completed a nice sale of several Electrolas to the Eastern Steamship Co., of this city, which operates a fleet of steamers between this city and ports of Maine.

The Chas. S. Norris wareroom, 181 Tremont street, latest Victor agency to be assigned in this city, will receive its first shipment of merchandise this week.

Large Atwater Kent Shipments

Joseph Burke, president and treasurer of the J. H. Burke Co., 221 Columbus avenue, recently rushed home from the Chicago Radio Show to find that the shipments of Atwater Kent merchandise have been arriving in carload lots. Speaking of business, Mr. Burke was able to say of June that it has been better than for many years.

The addition of John T. Pringle as office manager has been a most successful move for the company. Mr. Pringle was formerly office manager of the Sonora Phonograph Co., and also for the Magnavox interests.

Brunswick Concerts Provide Publicity

From the display rooms of the Brunswick-Balke-Collender Co., on Stuart street of this city, a concert is given daily for the benefit of the hundreds who park their cars in the vast space in the Park Square district. Manager Harry L. Spencer has taken this means of publicity due to the fact that there are so many people in that district at all times of the day. It has been figured that at times 200 people are enjoying the program, which is selected to please the fastidious as well as the every-day person.

According to Mr. Spencer the record situation has improved measurably in the past month, while the sale of portables has exceeded most sanguine expectations. The small portable has been going great guns, and it is

impossible to keep enough of these machines in stock.

The new Brunswick department established in the piano wareroom of Chas. M. Stieff, Inc., 114 Boylston street, has been doing an excellent business. Platt Spencer was on hand for the first few days of the introduction of the Brunswick line and helped out considerably with the salesmen and the prospects. Manager M. N. Levy, of the Stieff wareroom, has secured Vincent F. Dunphy as manager of the Brunswick department. Mr. Dunphy knows the game from many angles, and has had a wealth of experience in the music trade. Audition booths and record counters are both functioning nicely in the Stieff store.

Gustav Frankel, Mohawk President, Visits Gotham

Gustav Frankel, president of the Mohawk Corp. of Illinois, was a visitor to New York the early part of the month, calling upon some of his many friends in the trade and visiting the new Mohawk jobber, the Blackman Distributing Co.

Otto N. Frankfort, vice-president and general sales manager of the Mohawk Corp. of Illinois, was another New York visitor this month, spending several days here after calling on the Mohawk jobbers in Buffalo, Syracuse and Rochester. Mr. Frankfort brought with him very enthusiastic reports from the Mohawk jobbers, which were substantiated by large orders for immediate delivery.

Excellent Radio Publicity

The Radio and Music Trades Association of Seattle, Wash., placed several radio receiving sets in public gathering places during the period when Col. Charles Lindbergh was officially received by President Coolidge at Washington.

Denver Firm Moves

The T. P. Pattison Music Co., Denver, Col., is now located in its new quarters at 414 Sixteenth street, featuring the Victor line.

Months of Opportunity

After a busy summer with portables for the vacationists, and the larger models, of course, for the stay-at-homes, what then?

Here comes August with the need for preparation, then September to open a new season of heavy selling with a balanced line of instruments—plain and in combination—that is the most complete in Victor history.

How are you prepared? Ditson Service can help you.



Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK



What Atlas

on a packing case means to Radio and Phonograph Manufacturers

When you use plywood cases distinguished by an "Atlas" trademark you can be dead sure you are shipping your radios or phonographs in the most practical packing boxes made for the purpose.

The name Atlas is symbolic of strength and Atlas Plywood Packing Cases are positively the strongest, most rigid and yet the lightest plywood packing cases in the world. Built of cross-banded birch and maple veneer—hardwoods of the greatest tensile strength—each panel fortified and bordered by clear Vermont spruce cleats, Atlas Cases will stand more grief in transit than cases three times as heavy.

"Atlas" on your plywood cases means lower assembling costs, lower freight bills and better and surer protection to your beautifully finished cabinets. And it means you are using the cases that have been the standard shipping containers of the largest and best known phonograph and radio manufacturers for years.

"Atlas" is also significant of service. The Atlas Plywood Corporation, the world's largest manufacturers of plywood box shooks, maintain five factories and four assembling plants which guarantee unexcelled service to all parts of the country. The largest packing case requirements can be handled with unusual promptness and efficiency.

We can show you definitely how much "Atlas" will mean to you. Send us your case sizes.



Atlas Packing Cases

CARRY THE WEIGHT - SAVE FREIGHT

ATLAS PLYWOOD CORPORATION

Park Square Building, Boston, Mass
 New York Office: 90 West Broadway Chicago Office: 649 McCormick Building

High Priced Instruments Have the Call Throughout the Milwaukee Territory

Satisfactory Business in All Lines Marks the Opening of the Summer Season—Fifth Wisconsin Radio-Music Exposition Promises to Be Record-Breaking Event

MILWAUKEE, Wis., July 7.—Phonograph business keeps on the up grade, according to statements from Milwaukee retail dealers and jobbers, who report that high-priced instruments are particularly active and that business in general is moving along on a high plane. H. A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, says that portables are in good demand and that record business has been exceptionally good.

"Local dealers and Victor retailers throughout the State report that they are doing a good business," Mr. Goldsmith said, "and, of course, Summer weather has increased the demand for portables considerably. The Automatic Orthophonic is fully justifying its

introduction, and music merchants everywhere report that its reception is all that could be asked.

"In connection with the Automatic Victrola we have been very successful with a new idea in which we developed a slot attachment for the machine so that it will play when a nickel is put in. Dealers are making good use of this in selling proprietors of ice cream parlors and restaurants and it is plain that it is bound to get more of this type of business than heretofore. In selling the machine with this attachment the music dealers point out that the purchaser may make the machine pay for itself, and in addition to furnishing music of the finest quality, he may attract more people

by keeping up on late records. This idea is sure to help record sales, if the proprietor of the restaurant wishes to operate it most successfully."

Sonora business is keeping up well, according to Fred Yahr, of Yahr-Lange, Inc., and the Sonora displays which retail dealers have been making have been successful.

Brunswick business has been showing satisfactory activity, particularly in the more expensive lines of merchandise, according to Carl Lovejoy, Milwaukee representative. For some time the tendency of the consumer to buy high-priced instruments has been remarked.

William Armstrong, manager of the phonograph and record department of the Boston store, also reports that high-priced Victrolas are selling best at the present time. "It is likely that the bulk of Summer sales will depend upon this source," declared Mr. Armstrong. "Cold and rainy weather, which has made pleasure trips, picnics and outdoor vacations almost impossible, has kept back portable business and ukulele sales, but the high-priced Victrolas have been selling steadily. Record business is about breaking even with last year."

Edwin Tillman, well known among the music trades as a successful song writer and composer of "Lonesome and Blue" and "You Only Want Me When You're Lonesome," has opened Edwin Tillman, Inc., Song Shop, at 416 Wisconsin avenue, dealing exclusively in Victor records and sheet music.

Increasing interest in the Fifth Wisconsin Radio-Music Exposition is evident among the manufacturers, wholesalers and retail dealers as plans for the event progress. Space for exhibits in the Milwaukee Auditorium, where the show will be held, is being taken up rapidly, and all distributors are urged to take advantage of showing their lines. Each year has seen a more intense and widespread interest in the Radio Exposition, and it is confidently expected, in view of present interest and past attendance records, that there will be more than fifty thousand persons at the Radio-Music Exposition this year. In order that manufacturers and distributors may receive full benefit of their exhibits the Exposition will be open from 11 a. m. to 2 p. m., except on the opening day and during the Radio Trade Convention, to those only who hold special trade tickets, which will be furnished free to those engaged in the radio or music business when properly identified and registered.

Only radio receivers, accessories and parts and musical instruments will be permitted in the display of any exhibitor. No merchandise may be sold from exhibitors' spaces at the show, but orders may be taken for future delivery. The Wisconsin Radio Trade Association is sponsoring the event.

During the months of July, August and September, considerable free publicity will be given exhibitors who have contracted for space in the show in order to build a foundation of distributor and consumer interest for them to work on during the exposition, which will take place October 4 to 9, inclusive.

Again this year the Wisconsin Radio Trade Convention will be a big feature and will bring about eight hundred of the most progressive dealers and jobbers in Wisconsin and upper Michigan to discuss subjects of interest to the trade and to hear nationally recognized authorities address the meetings.

The radio season will be opened with the Fourth Annual Radio Industries Banquet on September 21, and according to recent announcements this will be broadcast over WTMJ, the new Milwaukee Journal radio broadcasting station. Arrangements for the dinner were announced at a monthly meeting of the Wisconsin Radio Trade Association.

At the luncheon meeting C. K. Burton, of Klau-Van Pietersom-Dunlap-Younggreen, spoke on merchandising plans which may be used to tie up the local distributor and his retail dealer with the advertising and merchandising campaigns of the manufacturer.

Now! a Radio Speaker SUPREME

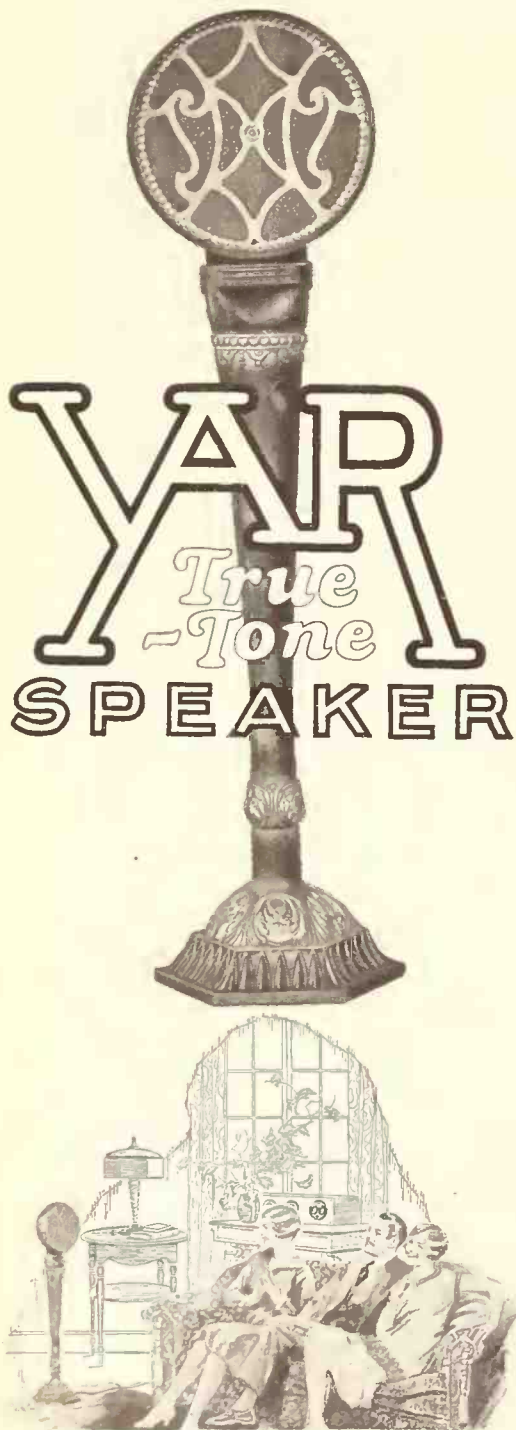
*Revolutionary in Design
and Principle!*

Looks different, works different, is different! It remained for the Super-Ball Antenna engineers to design and perfect a radio speaker that is as radically different from all other speakers as the Super-Ball Antenna is different from all other aerials.

The Yar True-Tone Speaker is not just another "horn"—nor is it a "copy" of any existing speaker. It is basic in conception and operation—in a class by itself, from its cast aluminum construction to its divisional tone chamber. Designed on unique acoustic principles, it individualizes tones, reproducing with the utmost naturalness the entire musical scale from the deepest bass to the highest-pitched treble.

Here is a radio speaker that is a home ornament as well as a wonderfully efficient radio reproducing unit. It has eye appeal as well as ear appeal. It couldn't look better and it couldn't work better if it sold for twice the \$35 price at which it will retail. *It is saleable merchandise!*

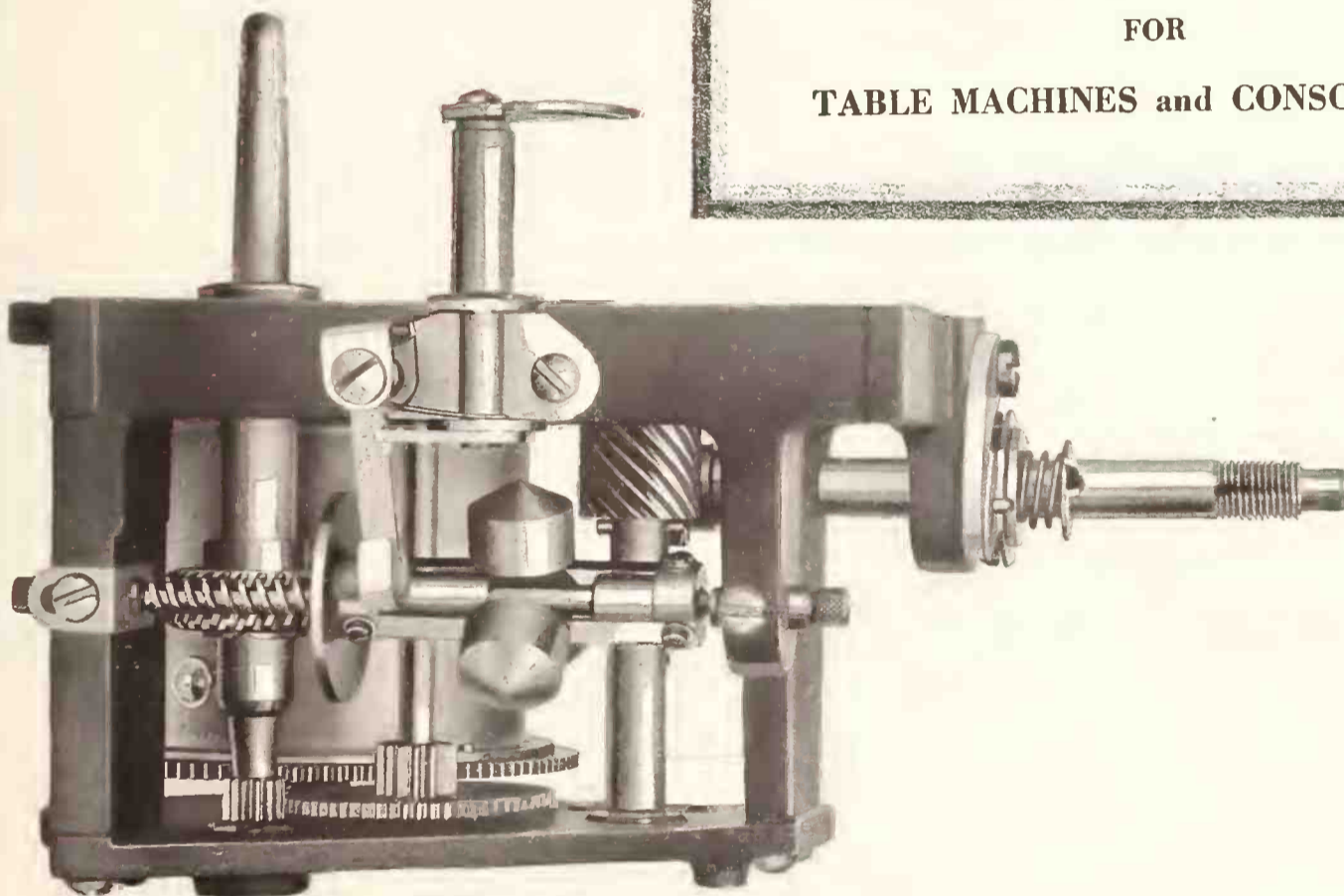
Be one of the first in your community to cash in on the sales possibilities that the Yar True-Tone Speaker represents. It will be backed, during the coming season, by intensive consumer advertising and dealer helps. Write for full details.



YAHRLANGE

MILWAUKEE INCORPORATED WISCONSIN

The Motor With a National Name!



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.

EXCLUSIVE Okeh ARTIST



SOPHIE TUCKER

No. 40837
10 in.
75c

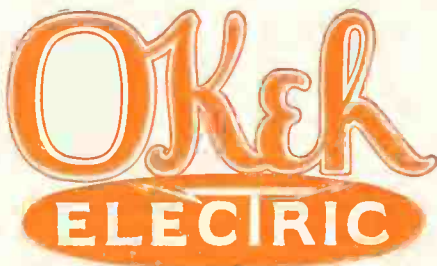
Queen of the Blues, Sings

I Ain't Got Nobody (And Nobody Cares For Me)

AND

After You've Gone

Accomp. by Miff Mole's Molers, Ted Shapiro at piano



Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

Richard Wagner's Classics

European recordings
of the great composer's
masterpieces . . .



ODEON ELECTRIC RECORDS

- 5115
12 in.
\$1.50
- LOHENGRIN—Bridal Chamber Scene—Duet.
"Das süsse Lied verhallt" ("The tender strain
is o'er")
- LOHENGRIN—Bridal Chamber Scene—Duet,
"Wie hehr erkenn ich unserer Liebe Wesen"
("Of wondrous growth is our affection ten-
der")
*Both sung by Emmy Bettendorf, Soprano—
Lauritz Melchior, Tenor—Sung in German*
- 5116
12 in.
\$1.50
- LOHENGRIN—Duet "Atmest du nicht mit mir
die süssen Düfte" ("Dost thou not breathe, as
I, the scent of flowers?")
- LOHENGRIN—Duet "Höchstes Vertrauen"
"Trust I have shown thee")
*Both sung by Emmy Bettendorf, Soprano—
Lauritz Melchior, Tenor—Sung in German*
- 5117
12 in.
\$1.50
- LOHENGRIN—Duet "Hörtest du nicht, ver-
nahmst du kein kommen?" ("Dost thou not
hear? No sound thine ears are noting")
*Emmy Bettendorf, Soprano—Lauritz Melchior,
Tenor—Sung in German*
- DIE MEISTERSINGER—Quintet III. Act—
Vocal Quintet—Sung in German:
*Emmy Bettendorf (Eva), Michael Bohnen
(Sachs), C. M. Oehmann (Walther), W.
Gombert (David), M. Lüders (Magdalena)*

- 5118
12 in.
\$1.50
- THE BARTERED BRIDE—Overture Part I
THE BARTERED BRIDE—Overture Part II
*Both played by Eduard Moerike and the Or-
chestra of the State Opera House, Berlin*
- 5119
12 in.
\$1.50
- CHANT HINDOU—Tenor
AY-AY-AY!—Schlaf ein, mein Blond-Engel
*Both sung by Richard C. Tauber, Tenor, with
Violin and Piano Accomp.—Sung in German*
- 3199
12 in.
\$1.25
- DEAR EYES THAT HAUNT YOU, from "The
Circus Princess"
LIKE YOU (Dark Eyes I Dream Of), from "The
Circus Princess"
Both played by Edith Lorand and Her Orchestra
- 3200
12 in.
\$1.25
- WEDDING SERENADE—Hochzeitsständchen
THE PEASANT GIRL'S DREAM—Traum der
Sennerin
Both played by Dajos Bela and His Orchestra
- 3201
12 in.
\$1.25
- MERRY VIENNA—Wiener Bürger—Waltz
DEAR OLD MUNICH—Munchener Kindl—
Waltz
Both played by Edith Lorand and Her Orchestra

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

So durable and so perfect

All the advantages . . . and
no sales disappointments . . .
when your needle stock is
protected by our desired
OKEH and TRUETONE
needles . . .

Okeh and Truetone Needles



Exclusive Sales Agents

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OKEH-TRUETONE NEEDLES—HEINEMAN MOTORS

Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

Trade in Salt Lake City Territory Continues Good

Records Are Increasing in Demand—Columbia Sales Show Increase Over Last Year—Jay S. Glen Is Dead—Other News

SALT LAKE CITY, UTAH, July 7.—The talking machine business here is in fine shape at this time. Records have been selling in larger quantities than ever during the past month and sales show no signs of falling off.

Manager Delzell, of the Columbia Stores Co., distributor of the Columbia line, reports business as much better than that of a year ago. He said that May's volume was double that of May, 1926, and that June was ahead of May. Mr. Delzell said the really wonderful record business was largely responsible for this state of affairs. They have been doing a sensational business with the Lindbergh record and "Two Black Crows."

G. C. Spratt, local manager of the Brunswick Co., said they were enjoying a good business this Summer. More expensive models are in especial demand.

John Elliot Clark, president of the John Elliot Clark Co., Victor distributor, said that business was good. He reported it as being better than last year.

Jay S. Glen, vice-president of the Glen Bros.-Roberts Piano Co., a company doing a good talking machine business, died in a local hospital this week. Deceased, an amiable and courteous gentleman, with his brother, George S. Glen, president of the company, and manager of the Ogden store, founded the firm in Ogden many years ago. Mr. Glen was born in Michigan in 1874, and had been in Utah twenty years. Until illness compelled him to retire from active participation in the business two or three years ago, Mr. Glen was manager of the Salt Lake City store. Besides the two large stores in Utah, the firm now operates stores in Idaho.

A. T. Christensen, formerly with the Daynes-Beebe Music Co., and for the past five years in the music business on the Pacific Coast, has opened the Economy Music Store on Richards street, where he will handle phonographs and pianos.

The John Elliot Clark Co. reports that the Mormon Tabernacle records will be released at an early date in August or before. He said he thought some very good ones had been obtained.

C. Oscar Olson, well known in local phonograph and music trade circles of this city for several years past, is now identified with the Fisher Music Co., on East Third South street.

The Sugar House branch of the Schramm-Johnson Drug Co. has opened a record department. Some portable phonographs are also being handled.

Borkman Radio-Corp. Makes an Important Announcement

Effective June 15, all sales of Borkman products are handled through the general sales office of the Borkman Radio Corp., located at 230 East Ohio street, Chicago, according to an announcement made by H. F. Hopkins, sales manager, of the organization. The new arrangements applies to sales of Borkman Velvet speakers, units and tone chambers, and up to June 15 the Zinke Co., Chicago, functioned as the sales department of the Borkman Co. The firm, which maintains its plant in Salt Lake City, Utah, now distributes its products through its own sales department, with direct factory representatives' stations in the important trade centers throughout the country.

Walter Woolf, tenor, star of the operetta "Countess Maritza," recently signed a contract to record exclusively for Gennett records. Mr. Woolf is a popular artist.



List Price
\$39.50

F.O.B. St. Louis

Valley "A" Power Unit

No Batteries - No Charging

HERE is the unit which now makes it possible to completely electrify any set. The Valley "A" Power Unit eliminates the 6-volt storage battery by replacing both the "A" battery and a charger. This unit contains no batteries, tubes or moving parts; it makes no hum or noise. To install, simply connect up the Valley "A" Power Unit in place of the storage battery. If a "B" Power Unit is used, plug it into the back of the "A" Power Unit and you have a completely electrified set without disturbing your set or making any changes in it. Use your present tubes and you will get excellent results.

The Valley "A" Power Unit consumes current from the light socket only when the set is in-use. One switch on the Valley "A" Power Unit turns on both "A" and "B" Power, so it is not necessary to use the switch on your set.

The results obtained with the Valley "A" Power Unit are much more satisfactory than when a storage battery is used. There is always an even flow of full strength current which gives clear, powerful reception at all times.

The Valley "A" Power Unit comes in a handsome black enamel, satin finish case, complete with cord and plug.

Valley B Power Unit



Model 40. Designed for use with radio receivers of 5 and 6 tubes or less. Supplies all B current necessary, including extra B voltage and C voltage required when a UX-171 power tube is used.

The tube supplied with this unit is the standard Raytheon type BH tube which is ideal for this service. Built compactly in black enamel case with C tap, detector and intermediate controls, and binding post on front panel.

List Price \$37.50
(Including Raytheon Tube)
f. o. b. St. Louis



f. o. b. St. Louis

List Price \$16.50

Valley Automatic Charger

Combines the desirable features of all other types of chargers. Thanks to the Raytheon Element and Valley engineering ingenuity, this automatic charger has in its favor every factor for making it one of the biggest and most popular selling items on the radio market in 1927.

Charges at either 1½ or 2½ amperes. Equipped with automatic B power relay switch and battery charger control. We recommend it as far superior to trickle chargers.

Small, compact, black enamel case, satin finish. Comes complete with cord, plug, leads and clips.

Valley B Power Unit

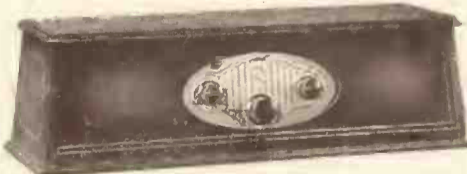


Model 60. The big Valley B Power Unit. Designed for all radio receivers up to 12-tube sets. Also supplies plate voltage necessary for a power unit or power tubes. The Raytheon Tube is used with this unit also, because of its long life and satisfactory performance.

Toggle switch on the panel controls current from lighting circuit. Mounted in handsome black metal case.

List Price \$50.00
(Including Raytheon Tube)
f. o. b. St. Louis

Valleytone Radio Receiver



Valleytone No. 71, an advanced one-dial 7-tube receiving set.

List Price, \$95.00
without accessories

Model 71
Made on the exclusive Valley principle of potential balance, the Valleytone Radio Receiver has built among thousands of satisfied users a reputation for selectivity, tone quality, volume and range. Here is the latest achievement of the Valley Electric Company — The

VALLEY ELECTRIC COMPANY

Write the factory or the nearest office for further details, discounts, dealer helps, etc. VALLEY ELECTRIC CO., Radio Division, 4515 Shaw Avenue, St. Louis, Mo.

DISTRICT OFFICES: Boston, Chicago, Cleveland, Detroit, Indianapolis, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, San Francisco

Valley Electric

Columbia St. Louis Territory Sales Show 77.7 Per Cent Increase Over 1926

Tax Report Figures Show Large Increase—Many Dealers Add Columbia Line—New Brunswick Accounts Opened—H. A. Pope in New Post—Fada and Crosley Dealers Hold Meetings

St. Louis, Mo., July 5.—A continuation of the splendid demand for talking machines and records that had characterized the previous month's activity was experienced in this territory during the month of June. Nearly all lines reported substantial increases over the volume of business transacted last year.

Many New Accounts

A feature of last month's activity of the trade, however, was the number of new accounts that had been opened by the various companies in the city, virtually all of them reporting at least one or more dealers who had added their lines.

Foremost in this respect was the Columbia Phonograph Co. and the local branch of the Brunswick-Balke-Collender Co., both of whom announced the opening of four new accounts in St. Louis alone and numerous others throughout the territory served by these branches. Among the dealers in St. Louis who have added the line of the Columbia Co. products are: Kieselhorst's Piano Co.; Scruggs-Vandervoort & Barney's department store, Kammerer's Music Shop and Dreeste-Adams & Ford Co., all of whom have installed the new Viva-tonal phonograph and records. The company also reported that J. Bart Johnson, of Jacksonville, Ill.; J. S. Lamb, of Cairo, Ill.; J. W. Strain, of Carrollton, Ill., and H. L. Hoover Music Co., of Springfield, Ill., also had added their lines of products.

The Raigor Music Shop, Southwest Music Co. and Sam Wolff Co., of St. Louis, and the Horten Music Co. were among the new accounts opened by the Brunswick Co. All of these are record accounts.

Indication of Growing Demand

"They indicate that Columbia products are experiencing a growing demand," said N. B. Smith, manager of the St. Louis branch of the Columbia Phonograph Co. "They are also evidence of the continued expansion of our business, which during the past six months has risen to new heights.

"Our tax reports for the city of St. Louis, which we have just made out, disclose that during the past six months the volume of business transacted by us was 77.7 per cent greater than that of the same period last year. This increase, however, was not confined to the City of St. Louis alone, but existed almost all down the line in the territory served by the St. Louis-Kansas City branches of our company, Atlanta reporting that during the first five months of this year its business had shown a 71 per cent increase over the same period of last year."

"Our record business is developing fast," declared R. N. McCormick, of the Brunswick Co., in commenting on the opening of the new

record accounts. "Our record sales are about 25 per cent greater this year than for the same period last year. Our instrument business, too, is going better and we are extremely optimistic over the outlook for the future."

Similar statements were issued by representatives of the other large dealers of talking machines in the city—Koerber-Brenner Co., distributor of the Victor products, the Artophone Corp. and the Edison Co.

Columbia Co. Honored Lindbergh

The Columbia Co. recently presented Col. Lindbergh with the first press of the records dedicated to his famous flight: "Lindbergh, the Eagle of the U. S. A." and "Lucky Lindy." The presentation was made in St. Louis by E. B. Shiddell, of the executive offices of the company, who recently made a hurried trip to St. Louis for the purpose. The records had been placed in a very fine leather-bound volume with gold lettering, and contained a personal letter from President Cox, in which he stated that the records were being presented on behalf of the 10,000 Columbia dealers and employes throughout the world. Lindbergh, in a short speech thanked the Columbia Co. for the presentation and then shook hands with Mr. Shiddell and Mr. Smith, who accompanied him.

The Columbia Co. also recently distributed hundreds of Lindbergh air mail stamps, which were featured in window displays throughout the trade territory.

H. A. Pope in New Post

Announcement also was made that H. A. Pope, formerly with the Music Master Corp., of Philadelphia, and prior to that with the Columbia Co., had been named assistant manager of the local branch of the Columbia Co. to succeed A. G. Bolts, who has been named to take charge of the Kansas City office of the company. At the same time it was announced that William Schlesenger, of Chicago, has joined the local staff of the Columbia Co. and would act as foreign representative in the St. Louis-Kansas City branch.

Unique Brunswick Demonstration Stunt

The Brunswick Co. has resorted to the use of moving picture films to demonstrate the Panatrope Brunswick. The films depict the development of music and the phonograph, with particular reference to the Panatrope. The films are being used by the company to demonstrate to the retail trade, and by the retailer to demonstrate to the public. The film was recently shown by the local branch of the Brunswick at the Scottish Rite Cathedral and before the Y. M. H. A.

The radio also is being utilized to stimulate sales of Brunswick records, the Baldwin Piano

Co. broadcasting Brunswick records over KFVE and the Decatur Music Shop broadcasting over WJBL every week.

Activities in Radio Field

In the field of radio interest in St. Louis was centered around the visit to the city of C. J. Mathews, of the Atwater Kent Foundation, who is attempting to create a State committee for Missouri as part of the National Radio Audition, sponsored by the Foundation.

Numerous trades meetings have been held in the city during the month, including a conference sponsored by F. A. D. Andrea, Inc., manufacturer of the Fada line, and the Crosley Corp., which gave an extensive exhibit of sets and speakers.

Attend Important Conferences

Louis Marks, sales manager of the Radio Sales Co., of Memphis, who recently was named wholesale distributor for the Columbia Co. in Arkansas, Mississippi and Tennessee, and W. B. Ockenden, manager of the Kansas City office of the company, attended conferences here during the past month. Columbia officials said that as a result of the opening of the distributing office at Memphis they had obtained approximately fifty-eight new accounts.

A Timely Circular

The Phonograph Repair & Accessory Co., of this city, distributor of the Valley Forge line of talking machine repair materials and Valphonic tone arms and reproducers, made by the J. A. Fischer Co., of Philadelphia, Pa., has issued a timely circular entitled "The Spirit of St. Louis," in which it mentions four aces, Lindbergh, Real Tone portables, Brilliantone needles and Valley Forge products. This progressive music house has made great strides in its field and it is booking a large business on the new line of portables.

Northern Mfg. Co. Introduces New Vacuum Tube

Marathon A C-608 Tube Operates on Six Volts, and May Be Used on Any Storage Battery-Operated Set Without Changes of Any Kind

The Marathon A C-608 vacuum tube has been announced to the trade by the Northern Mfg. Co., Newark, N. J. This tube operates on six volts, and may be used in any circuit now in use for storage battery tubes without changes of any kind in the wiring of the set, according to John Beers, chief engineer of the Northern organization. It is said to be completely free of any hum produced by the alternating current, and gives increased volume.

Mr. Beers states that the Marathon A C-608 tube is guaranteed for an average life in excess of 1,000 hours, and that its rigid construction makes it non-microphonic. Although 200 volts is the recommended maximum voltage, it is possible to use over 300 volts on the plate, according to Mr. Beers, without shortening the life of the tube or damaging it in any way.

Quality Packing Material Used by Quality Manufacturers from A to Z

A Free Test Offered

Kimpak is a soft, white, cotton-like material of great bulk and resiliency. It protects the finish of the finest instruments. No press marks, no mars. Send TODAY for test roll to try in your own way.

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REG. U.S. PAT. OFF. REG. IN CANADA

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KIMBERLY-CLARK CO. (Established 1872) NEENAH, WISCONSIN

Sales Offices: 208 S. LaSalle St., Chicago - - 51 Chambers St., New York

In writing please mention Talking Machine World

BOSCH RADIO

Bosch Radio has outstanding features which are commanding the attention of dealers all over the country.

1. The new Bosch Models are built for customer satisfaction.
2. The Bosch Line is a complete dealer line.
3. Bosch Dealer Policy is liberal and strongly supported.

The new Bosch Radio Models are "transportation proof"—so strongly constructed they may be delivered to your customers without adjustment—with the original factory settings.

Bosch steel chassis, the condenser unit assembly with its three-point mounting—the short, solid connections and elimination of solder operations, are distinct Bosch improvements.

Bosch RFL circuits, armored and shielded—operated by an electrically lighted, single station selector—Bosch Radio is advance radio—the new models are wired for battery or socket power operation.

Another sales persuading feature of the line is its beauty of cabinets—new designs, harmonious in every respect, dignified, attractive, striking in fine woods.

Nationally advertised—the new Bosch line is priced right for volume sale.

The dealer policy is right and reliable, offering unusual opportunities to dealers who are in business to stay. Tell us in confidence about yourself, business standing, financial strength and plans, regardless of the lines you now carry. We will tell you of our plans for your locality.

AMERICAN BOSCH MAGNETO CORP.
SPRINGFIELD, MASS.

Branches: New York Chicago Detroit San Francisco

Bosch Radio Receivers are licensed only for Radio Amateur, Experimental and Broadcast Reception. They are manufactured under patent applications of American Bosch Magneto Corp. and are licensed under patent applications and patents of Radio Corp. of America and under applications of Radio Frequency Laboratories, Inc.



Model 76—Six tubes, Bosch RFL circuit—single station selector, Bosch Line O'Late tuning wired for battery or socket power operation, armored and shielded, spacious power unit compartment, solid walnut cabinet beautifully finished with and without built-in reproducer with built-in reproducer \$175. Without built-in reproducer, \$175.

Model 57—Seven tubes, has Bosch RFL circuit, efficient built-in loop, built-in 18 1/2 in. reproducer, walnut cabinet with selected pattern woods, spacious power unit compartment. Single station selector, electrically lighted dial, Bosch Line O'Late tuning, armored and shielded, wired for battery or socket power operation and operates on loop or wire antenna from two to two hundred feet. Price with built-in reproducer, \$340.00.

BOSCH RADIO Complete Dealer Line

Ambitone Reproducer—Cone Type, Table Reproducer, with years of recognition for its perfect tonal reproduction \$27.50

Nobattery—"A"—An ideal socket power device, supplying "A" current for all sets up to ten tubes—no acids, no moving parts, no hum, no trouble, no heating delay . . . \$58.00

Nobattery—"B"—Famous Bosch Nobattery for supplying "B" Power for all sets up to ten tubes—no acids, no hum, long lived \$42.00

Powertrol—Prevents direct current passing from radio receiver into reproducer with consequent damage. Prevents distortion and destruction in speaker. Should be sold to every power tube user \$8.00

Model 66—Six tubes, Bosch RFL circuit—single station selector, electrically lighted dial, Bosch Line O'Late tuning, armored and shielded, wired for battery or socket power operation, solid walnut cabinet—beautifully finished. Ideal table type receiver, price \$99.50

BOSCH RADIO Complete Dealer Line

Recreator—A truly successful three-unit device for providing electric reproduction of phonograph records—utilizes any style phonograph and reproduces through a radio receiver and loud speaker \$20.00

Model 57—Seven-tube Receiver, Single Dial, cabinet type, loop operated—built-in reproducer—wired for battery or socket power operation \$340.00

Model 76—Six-tube Receiver, Single Dial, cabinet type, wired for battery or socket power. With built-in speaker \$195.00
Without the built-in speaker \$175.00

Model 66—Six-tube Receiver, Single Dial, table type, wired for battery or socket power \$99.50

All these Bosch Radio Models are ready for socket power operation with the famous Bosch Socket Power Units which successfully meet the demand for the elimination of batteries. Total selling price for Bosch Nobattery "A" and the Nobattery "B" is \$100.00



THE BOSCH NOBATTERY The outstanding features of "A" POWER UNIT the Bosch Nobattery "A" are:

—for converting house current into "A" power for radio receiver operation. Typically Bosch, its construction, both mechanical and electrical is of highest grade and its performance is a revelation.

- Constant voltage
- Unvarying power—Quiet
- Instantaneous—no heating delay
- No harm if left, "On"
- Nothing to boil over
- No chemicals to add
- Economical in current draw
- No power dissipated in heat—uses

power efficiently as power Receiver does not need to be rewired Small in size—can be put in radio cabinet like a battery

The Bosch Nobattery "A" is a perfect companion to the famous Bosch Nobattery "B". These two units form an ideal combination for supplying "A" and "B" current and retail for . . \$100.00



Distributors of

SONORA

Sonora Selective Six Radio
Sonora Electric Seven Radio
and the
Tonic Sonora Phonograph

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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, Calif.

Mayer & Co.,
2820 Locust Street,
St. Louis, Mo.

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

Musical Products Distributing Co.,
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Brooklyn & Long Island Distributors.

Peirce-Phelps, Inc.,
222 N. Thirteenth Street,
Philadelphia, Pa.

James K. Polk, Inc.,
217 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.

H. C. Schultz, Inc.,
442 Lafayette Avenue,
Detroit, Mich.

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.

Central Pennsylvania Atwater Kent Dealers Hold Third Annual Convention

More Than 125 Dealers Attend Meeting Sponsored by Fromar Co.—Pittsburgh Dealers Report
June Radio Sales Show Increase Over May—Other News of the Trade

PITTSBURGH, PA., July 9.—While the past month, from a business standpoint, was rather unsettled, June will not only record a fair volume of sales of talking machines as well as of records, but in the radio line sales showed an improvement over May. The trend of general business, as viewed from an unbiased standpoint, is toward the radio, and it is safe to predict that the Summer sales of radio receiving sets, especially the nationally advertised lines, will be exceptionally brisk.

One of the features of record sales during the past few weeks was the demand for Lindbergh records, due to the intense interest that the public is maintaining in Captain Lindbergh and his noted feat of flying to France.

Sales of Orthophonic Victrolas and the Brunswick Panatropes are being fairly well kept up. The downtown dealers and department stores who handle the two lines report more than a passing interest in the two types of instruments, and many sales are being made on a cash basis, which makes up for the lack of volume business. Columbia dealers report the demand for the Viva-tonal Columbia as fair, while sales of Columbia records, especially the popular numbers, are said to be very brisk.

The Ideal Phono Parts Co., one of the leading distributors in the Pittsburgh district, reports business as exceptionally brisk. Mr. Suselman, the executive head, stated that the growing business has made it necessary to increase the capacity of the company, and that all indications point to a move to larger quarters should business continue to increase in the next few months as it has done in the past quarter. (The firm, while a young one, is progressive, and had for its slogan the motto "Service Always." The Carryola line of phonographs, distributed by the firm, is meeting with popular favor among the retail dealers.

I. Goldsmith, the well-known president of the Player Tone Talking Machine Co., who is specializing in the Saxophonic instrument in connection with the Ultra (phonic) reproducer, made by the Audak Co., stated that "business is brisk." The models 175, 200, 110 and 125, he stated, were good sellers. As to the outlook for Fall business, Mr. Goldsmith stated that every indication was to the effect that the season would be better from a sales standpoint than the same season a year ago.

Joseph C. Roush, president of the Standard Talking Machine Co., Victor distributor, accompanied by Mrs. Roush and their daughter, Josephine Roush, sailed on the Cunard liner "Aquitania" on June 20 for a trip abroad.

Mr. and Mrs. Charles S. Troup and John H. Troup, III, of the Troup Music House, Victor dealer, Harrisburg, sailed on July 2 on the steamer "Lancastria" for a cruise to Norway and the western Mediterranean. They will return in September.

More than 125 Atwater Kent dealers of central Pennsylvania attended the third annual Atwater Kent dealers' assembly of the Fromar Co. of Harrisburg, local distributor, at the Colonial Country Club, near that city, on June 21. Luncheon and dinner were served. Motion pictures depicting the different phases of the Atwater Kent radio business were shown. Speakers included Troy B. Wildermuth, president of the Fromar Co.; Richard Smiley, assistant general sales manager of the Atwater Kent Co.; B. A. Batchelor, financial manager of the Atwater Kent Co., and P. A. Ware, of the sales department of the company. R. A. Graver gave an interesting talk on Pooley cabinets. The session opened at 9 a.m. and continued until 12.30, when lunch was served. The afternoon session began at 2 o'clock, when Mr. Moyer spoke. In the afternoon there was a display of combination sets, speakers and cabinets. Din-

ner was served at 6 o'clock and proved a most enjoyable event.

Summer closing hours in the Pittsburgh department stores and music houses went into effect on July 1 and will be effective until Labor Day. The closing hours every business day except Saturday will be 5 p. m. On Saturdays the closing hour will be 1 p. m.

Henry Buhl, Jr., president of Boggs & Buhl, one of the leading department stores in the State, who also operate a large talking machine and record and radio department, died on June 11. He was born in 1848 and in 1869 with R. H. Boggs started the store that is to-day one of the leaders of its kind. Mr. Buhl left over \$15,000,000 to charity as a memorial to his wife.

Distributor Adopts New Plan in Showing Lines

New Jersey Radio, Inc., Newark, N. J., Dispenses With Annual Conclave and Shows Lines at Strategic Points

New Jersey Radio, Inc., of Newark, N. J., distributor of Atwater Kent sets and Pooley and Red Lion cabinets for northern New Jersey, made a radical departure this season in presenting to its dealers the new lines. In former years a convention was held to which all dealers in the territory were invited. This year it was decided to display the merchandise at strategic points, and quarters were engaged at the Robert Treat Hotel, Newark, where the line was shown on June 21 and 22; at the Alexander Hamilton Hotel, Paterson, June 24 and 25; at the Somerset Hotel, Somerville, on June 27, and at the Berkeley Carteret, Asbury Park, on June 29 and 30.

In the attractive surroundings of these hotels the new lines had an appropriate setting and the plan proved a decided benefit to the dealer, for in holding the display in his own locality there was a decided saving in both traveling expense and time. The innovation met with much favorable comment from the visiting merchants and a large volume of business was reported to have been placed. New Jersey Radio, Inc., has adopted it as one of its yearly features in dealer help and co-operation.

Issue Valuable Condenser Data in Its Varied Phases

With the increased power used in modern radio sets, the subject of condensers from the standpoint of proper rating and performance is attracting considerable attention. The Dubilier Condenser Corp., New York City, through Harry F. Houck, chief engineer, is issuing a series of valuable treatises on the condenser and the various phases affecting it. In one of these papers on the subject of condensers and heat, Mr. Houck warns that condensers when placed in radio power units should not be exposed to high temperature, due to the radiated heat of tubes or resistors in the immediate vicinity, and suggests that the condensers be protected from heat by partitions if possible, and the tubes and resistors provided with proper ventilation. Mr. Houck gives the maximum heat to which condensers should be subjected as 110 degrees Fahrenheit. Another paper treats upon the subject of "Why Paper and Why Mica in Radio Condensers?" and interestingly tells the why of the subject in language understandable to the layman. Still another paper treats on the leakage factor in paper condensers. The information contained in these interesting papers is of practical value to retail talking machine dealers handling radio.

FADA Radio

The Fada Special

*At last~ Harmonated Reception
to sell at an amazing popular price
for two great markets*

The *Skeptics* who think radio still reeks of tin pan alley. You can sell them the Fada Special on first demonstration

The *Frugal Ones* who want only the best but do not want to stand a *total* outlay of over \$150. They'll come across when they hear the Fada Special with the Fada Speaker—*once*.

Gentlemen—there is a great market—ripe—waiting to be shown—and—in every community some dealer will cash in BIG—write or wire—*now*.

F. A. D. ANDREA, INC., NEW YORK, N.Y.

The Fada Special

6 tube—3 radio frequency stages—detector—2 audio amplification stages. Individual stage shielding. Equalized amplification.

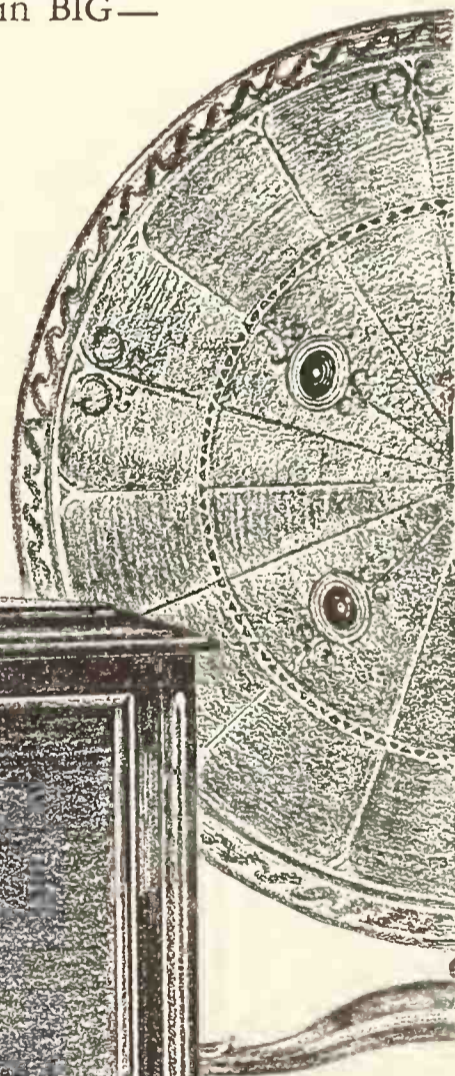
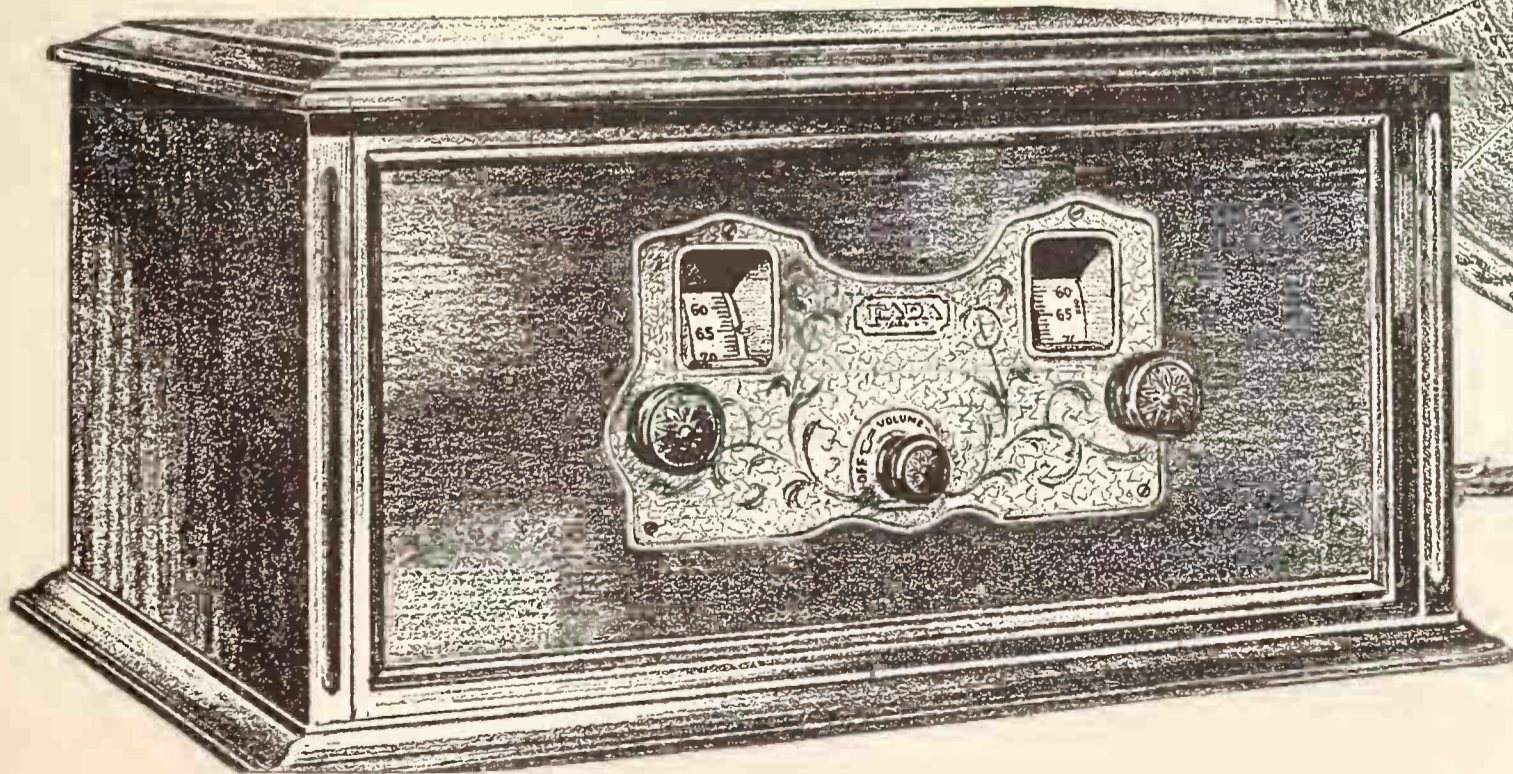
\$ 95.00

The Fada 22" Cone

22-inch, free-floating cone—permanent Parkerized magnet. Cone of Grecian design. Antique bronze finished trifoot.

\$ 35.00

Licensed under Hazeltine Corporation patents, Latour Corporation patents, Radio Corporation of America patents—Licensed only for Radio amateur, experimental and broadcast reception.



Sales of Records and Portables Lead Demand in the Cincinnati Territory

Dealers Report That Sales for Past Month Show Increase Over Same Period of Last Year—Columbia Record, "Two Black Crows," in Great Demand—Other Trade News

CINCINNATI, O., July 9.—Talking machine dealers report that up to the present time the demand for talking machines has been better than fair and state that records have been moving rapidly. Taking the trade as a whole, business has been better than fair, and the majority of the dealers have had a larger volume of sales than in the corresponding period of last year.

The feature during the past four weeks has been the increasing demand for motor-driven models of medium-priced instruments, many dealers state. While this does not seem to appeal to buyers who are not in position to make more than a small expenditure, it is explained, it appeals to the well-to-do class, and many of the purchasers have not had a talking machine before.

One of the features during the Summer months is expected to be the portable machines. Due to the fact that the small instruments have been greatly improved, they are interesting a class of persons who would not consider them before. Records are selling wonderfully well.

At the Baldwin Victrola Shop it was reported by Miss Nan Tighe, manager, that the volume of sales was quite good in June, showing an increase over the previous month. "There was an especially good demand for electric consoles," she stated, "and records sold exceptionally well. There has also been a very good demand for portables, and we expect them to move more rapidly as the Summer advances."

"The demand for the record, 'Two Black Crows,' is enormous," stated Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co., "and this shows plainly that owners of talking machines are not permitting them to lay idle and unused. Our sales are holding up to a good level."

"We always have had a very good Summer trade, and we do not expect this season to be an exception," stated Howard Chubb, of the Chubb-Steinberg Music Shop. "At this time we are selling a great many portables, and we are having a fine demand for records."

"Our talking machine sales are holding up well and records are in good demand," said George P. Gross, of the George P. Gross Co.

The Consolidated Music Stores, an incor-

porated company that established a business for the sale of talking machines about a month ago at 119 East Fifth street, on the third floor, has discontinued its store at that address.

At the Brunswick Shop, operated by Louis H. Ahaus, it was reported that while no great amount of business is coming in voluntarily, the sales of instruments are being kept to a good level by hard outside work. Records, it was stated, are in splendid demand.

B. B. Conheim, representative of the Carryola Co., of Milwaukee, was in the city the latter part of June, calling on the local trade.

The Starr Piano Co. is now showing a new Gennett portable, larger than usual in size, with a wooden throat. "The unusual tone of this instrument is attracting a great amount of attention, and we expect it to become very popular," explained G. E. Hunt, of the retail

sales department. W. M. Purnell, wholesale sales manager in this district, who has just returned from a trip through Ohio, reports that business is on the up-grade in all cities he visited.

"We are doing very well for this time of the year and we regard the outlook as bright," stated Morris Fantle, head of the M. W. Fantle Co. "We cannot make any comparison with the same season of last year, because we then had just started in business."

"We find that business is very good in surrounding territory," stated C. H. North, vice-president of the Ohio Talking Machine Co. "Portables are selling exceptionally well and records are in fine demand, as is shown by the fact that our sales are fully 30 per cent larger than they were at this time last year."

Howard E. Wurlitzer has been made chairman of the board of directors of the Rudolph Wurlitzer Co., retiring from the presidency. His successor is Rudolph H. Wurlitzer, the former vice-president of the corporation. Fanny L. Wurlitzer was made vice-president and treasurer, he having served in the past as treasurer, and Thomas P. Clancey continues as secretary.

Buffalo Trade Reports Satisfactory Demand for Radio, Phonographs, Etc.

Victor Dealers Are Doing Excellent Volume of Portable Business—Both Columbia and Okeh Records Enjoy Good Demand—C. S. Bettinger, Inc., Sponsors Radio Dealers Meeting

BUFFALO, N. Y., July 9.—Sales volume in records, phonographs and radio equipment was greater during the month of June than in the preceding month, and the early part of July indicates the Buffalo trade will enjoy a profitable mid-Summer season.

Victor dealers are doing an excellent volume of business in the new \$25 portable, which was placed at consumer disposal the first of July. The Buffalo Talking Machine Co. is still moving quite a number of the Automatics, their dealers finding an excellent trade among those operating tea rooms for tourists, and also for many Summer hotels in the territory.

Columbia record sales had never before reached the Summer peak equal to that of June, according to E. L. Wallace, manager of the Buffalo distributing office. June disc sales in Ted Lewis numbers broke all former records in this territory. The appearance of Mr. Lewis

at Shea's Buffalo Theatre stimulated sales in not only his own recordings, but other Columbia records as well. Three full-page newspaper advertisements, conducted as a part of the co-operative campaign here featuring Lewis' appearance, were a big boom to Columbia business in general.

Okeh records, of both domestic and foreign make, are selling briskly, according to F. D. Clare, manager of the Iroquois Sales Corp., distributor.

Approximately 350 dealers in radio sets and equipment in western New York and northern Pennsylvania were guests of C. S. Bettinger, Inc., at a meeting in the Hotel Statler, Monday, July 11. Clifford Bettinger, head of the radio accessory distributing concern bearing his name, presided at the meeting, which brought together dealers in the territory served by his house. The outlook for business in batteries, speakers and equipment for the coming season is very bright, according to the speakers, who based their optimism on inquiries of consumers and the strong interest already shown in these lines. Mr. Bettinger announced two new lines to be handled by his concern this year. They are Temple speakers and Yale batteries.

The Buffalo Radio Trades Association, Inc., will be host at a card party and dance to be held in the Broadway Auditorium, November 10. Proceeds of the occasion will go toward financing radio programs of the Association during the Winter season.

J. Fagan has opened the Primo Sales Co., a music store, at 1337 Hertle avenue, in which he is offering a community service that is attracting many buyers. He is giving primary instructions in small instrument playing, which is building up a good business for his store generally. The Gunther Music Store at Dansville, N. Y., is being remodeled and will shortly reopen as a completely modernized music establishment.

J. A. Blumenthal, of the foreign record department of the Columbia Phonograph Co., traveled over the Buffalo territory recently with E. L. Wallace, manager of the local branch, and was pleased with the manner in which dealers are displaying and disposing of their records.

Will L. Brush, member of the sales staff of the Buffalo Talking Machine Co., Victor jobber, was married this month to Miss Helen Robertson, of Buffalo.

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.

The STEWART-WARNER Franchise Is All That You Can Ever Desire=



De Luxe Console Model 710. Exquisite cabinet of solid walnut, and specially selected burl walnut veneer. Six tubes. Single dial vernier control. Fully shielded chassis. Price, \$255.00.



De Luxe Table Cabinet Model 705. Fully shielded chassis. Solid walnut and selected walnut veneer cabinet. Six tubes. Single dial vernier control. Price, \$125.00.



Stewart-Warner Reproducer Model 425. Newly perfected unit insures wonderful reproduction of all tones, from bass to highest treble. Finished in gold bronze. Price, \$25.00.

Stewart-Warner Reproducer Model 420. Extremely compact. Has new perfected unit. Finished handsomely in gold bronze. Price, \$17.50.



Stewart-Warner Reproducer Model 415. Beautifully finished in bronzed green. Price, \$20.00.

Stewart-Warner Reproducer Model 400. For those who prefer a horn type reproducer. Finished in brown walnut, with bronzed green base. Price, \$12.50.



It Brings to You STEWART-WARNER'S

1. Financial Soundness.
2. Tremendous Resources.
3. Good Will.
4. Complete Line — *Receivers, Tubes, Reproducers, Accessories—all made by one big, reliable, manufacturer.*
5. Matched-Units — *the greatest of all selling features in the Radio field today.*
6. Wonderful line of new models.
7. Factory-controlled Distributors.
8. Generous Bonus Plan.
9. Nation-wide Advertising and Display Campaign.

It Protects You Against

1. Irresponsible Distributors.
2. "Next-door" Competition.
3. Price Cutting.

Safeguard your future with this "Business Insurance Policy." Let us tell you more about it.

MAIL THE
COUPON
NOW



Compact Console Model 520. Six tubes. Single dial vernier control. Selected walnut veneer cabinet with lustrous finish. Price, \$125.00.



Table Cabinet Model 525. Six tubes. Single dial vernier control. Cabinet of selected walnut veneer, richly finished. Price, \$80.00.



Stewart-Warner Tube Model 501-A, and Model 501-AX. The same reliable and efficient tube that has been the standard during past seasons. Price, \$1.75.

Stewart-Warner Antenna Kit Model 510. Complete in every detail. Materials of best quality. In great demand. Price, \$2.25.



STEWART WARNER *Matched-Unit* RADIO

Stewart-Warner Speedometer Corporation
Radio Sales Department

1826 Diversey Parkway, Chicago, U. S. A. 1927

Gentlemen: Send along more complete details of your Radio Dealer's proposition at once. We are interested in any plan that affords an opportunity to make more money. We understand this does not obligate us in the least.

Name

Street

City..... State.....

Toledo Radio Trade Association Plans to Hold Radio Exposition in Early Fall

Cleveland Talking Machine Co. to Open Branch Office in Toledo—Dealers Are Stressing Portables in Displays and in Advertising—Other Trade Brieflets

TOLEDO, O., July 7.—Phonograph, radio and record dealers here are displaying activity in spite of the overworked theory that this is the season when things pertaining to business are in a state of coma. Machine sales for the first half of the year are above the same period of last year. Further, radio merchants, both wholesale and retail, are putting under way plans for sales promotion drives.

The Lion Store Music Rooms are obtaining excellent results from the Victor prospect letters which are being mailed by salesmen to their most likely buyers. A strict system of mailing, telephone call of prospects, personal call and placement is followed here. A schedule is mapped out for each salesman to follow so that the plan of action will not be disturbed. Then, in the hunt for prospects, salesmen are operating upon a time-saving system. That is—when the call on a certain prospect is completed salesmen canvass in the vicinity for two or three blocks before going to another part of the city. In this way salesmen are not spending so much time driving about, Lawson S. Talbert, manager, stated.

An intensive portable sales and advertising campaign in connection with the July 4 holiday produced excellent returns. An elaborate small machine window with a sports background and cards suggesting the portable for cottage, lake, camp, auto trip and outing is producing sales. The radio section is being enlarged, refitted and redecorated in preparation for the Fall season.

At the J. W. Greene Co., sales, including the Electrola Panatrope and the Orthophonic, are keeping the total above the first half of last year, according to Robert C. Elwell, manager. The P 138 C Panatrope is leading the procession of big machines. In the record section the plan of sending to patrons a weekly assortment of records on approval is producing a good percentage of the total record volume, Miss Helen Baumgardner stated.

The Whitney-Blaine-Wildermuth Co., according to Henry C. Wildermuth, treasurer, is experiencing an improved demand for Victor products. Melody, Pal and Victor portables too are moving faster. Erma Rosendaul has succeeded Miss M. Plotkin as manager of the record section.

Chas. H. Womeldorf, president of the Toledo Radio Co.; Arthur Leybourn, secretary-treasurer, and Stanley Ball, director, attended the Sparton jobbers' meeting at the Sparks-Withington Co. radio plant in Jackson, Mich. The new Sparton sets were shown.

The Toledo Radio Trades Association called a meeting of members at the Chamber of Commerce this week for the purpose of formulating plans for a radio show to be held early in the Fall. The exhibit will be conducted along more elaborate lines than that of last year. A larger number of exhibitors will have a part in the show and entertainment features will include artists of national note.

The Cleveland Talking Machine Co., wholesaler of Victor and Atwater Kent products, has announced to the Toledo trade that a branch house will be established here this Fall. In the meantime all orders for Toledo will be prepaid. Warren L. Kellogg, representative in this territory, stated the enterprise has started its

campaign to line up Atwater Kent dealers—contracts for the coming season are now being signed.

The Toledo branch of the Cleveland Ignition Co., presided over by Chas. Smith and Sam Crawford, has already inaugurated the Fall Atwater Kent campaign. Plans are going forward and a considerable number of dealers have signed contracts.

The Peoples Outfitting Co., Victor dealer, according to Miss Eloise Ziegler, now in charge of the department, is experiencing a nominal warm-weather volume. Orthophonics of the popular-priced type are in demand.

At Grinnell Bros., the Fourth of July holiday and the height of the Summer season presented the opportunity to stress portables in newspapers and through direct mail advertising. The Victor 260 small machine was featured. Then Orthophonic Victrolas, Victor Radiolas and Electrolas as well as the Automatic are given prominence in another campaign.

Pooley Co. Announces Double Horn Speaker

Improved Speaker to Become Standard Equipment Built Into Radio Cabinets Made by This Progressive Company

Since the new improved type phonographs have been placed on the market, almost everyone has become aware that the larger the horn both in length and area at the mouth, the better the tone range provided that the taper of the horn, or its exponential expansion, as it is technically called, is properly matched with a speaker unit and the size of a horn. The Pooley Co., Philadelphia, Pa., maker of the Pooley cabinet, has carefully borne these fundamental facts in mind in the production of the new Pooley double horn speaker this season. The Pooley double horn is approximately five feet in length and with it the new special Atwater Kent low impedance unit is used. The alternating current resistance of this unit is lower in order that it will match up with the output of the new power tubes and the larger horn.

The principle of this new double horn is that the tones from the reproducing unit enter into a vertical metal tone conductor extending from the bottom of the cabinet to the laminated wood separator, which is one of the outstanding and exclusive features of this speaker as well as one of the most important members. This tone separator is made up in two laminated sections, each of which is carved out accurately to insure an exact continuance of the exponential expansion of both air columns when assembled. These air columns then lead into two tone chambers which are so constructed as to blend into one large resonator and this continuance of the air columns is so designed as to complete the true exponential expansion throughout the entire speaker.

The assembly and installation of the entire double horn and Atwater Kent special reproducing unit in the cabinet is the same suspended floating arrangement that Pooley has used so

successfully in the past. Being a floating horn, any resonant features which the cabinet itself may contain cannot in any way affect nor tend to distort the natural reproduction of this amplifier.

It may be interesting to note that in the new Pooley double horn one side is considerably larger than the other, as it has been found through experiments that in a horn of these proportions a more complete tone range is obtained in this manner, the principle of this being that the larger opening will develop the lower frequencies better and, in the same manner, the smaller opening will develop the higher frequencies to greater advantage; the combination in unison resulting in a wider and more accurate tone range.

In this development Pooley has, it is believed, achieved the long-desired true character and tone color of all instruments and voices when reproduced.

The new Pooley double horn speaker is standard equipment built into Pooley cabinet models No. 2800, No. 2500, and the Pooley cabinet speaker No. 2300. Patents have been applied for.

New Kellogg Batteryless Receiver Much in Favor

New Model A. C. Completely Built in Kellogg Plant Has Many Interesting Features

The receiving set shown below is the new Model 510 A. C. batteryless receiver manufactured by the Kellogg Switchboard & Supply Co., Chicago, which was described in the June



Kellogg Model 510

issue of this publication. The new receiver, which was shown for the first time at the Allied Music Trades Convention in Chicago last month, is built completely in the Kellogg plant. It uses seven Kellogg alternating current tubes, and employs four stages of tuned radio frequency, a detector and two audio stages. The chassis is completely shielded, the "A" battery is eliminated by the A. C. tubes, and the "B" and "C" batteries are replaced by the Kellogg "B" power unit. The horn-type reproducing unit is of Kellogg manufacture with a sixty-inch air column designed especially for use with the receiver. The cabinet is a massive walnut console of Italian Renaissance design, and other models of similar attractiveness are to be announced by the company later.

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

Interesting Events of the Trade in Pictures



Above—An important feature of the Radio Show was the Kellogg luncheon. Several hundred dealers, distributors and salesmen were the guests of the Kellogg Switchboard & Supply Co. at a luncheon given in the ballroom of the Blackstone Hotel. Mr. Abbott, sales manager of the company, acted as chairman. W. L. Jacoby, president of the company, was the first and principal speaker. Other speakers were Mr. Oliver, of Boley & Oliver, New York, distributors for Kellogg; John C. Zeman, president, Standard Radio Co., Milwaukee; J. S. Shield, general manager, Landy Bros., Kellogg dealer, New York City.



Above—Allen McQuahe as he was met by the reception committee, Wednesday, June 16, upon his arrival to sing for the R.M.A. at the third annual banquet at the Stevens Hotel. The party was escorted by special motorcycle policemen. The reception committee, reading from left to right; R. E. Smiley, L. A. Pratt, V. W. Collamore, Allen McQuahe, Peter Sampson, J. H. McKee, H. T. Stockholm, T. Wayne MacDowell, Atwater Kent Convention Manager, took care of the preparations and headed the reception committee.



Above—Sales convention of the Apex Electric Mfg. Co. held in Chicago last month was marked by the greatest enthusiasm on the part of those present. Presentation of interesting and informative data to those present was the outstanding feature of the event.



Left—Those present at convention of Sparks-Withington Co., at the plant in Jackson, Mich. The gathering was most enthusiastic and many important problems were considered.



Above—The Auditorium Orthophonic Victrola entertaining a vast assemblage and furnishing the music for a street dance, held the final night of Portland's 1927 Rose Festival in June. This instrument was one of the features of the festival.



Above—Pauline Stockton, physical culture instructor at the new \$2,500,000 Los Angeles Elks Temple, making excellent use of an Atwater Kent radio set in her class work. The set was supplied by Ray Thomas, Inc., Southern California distributor of Atwater Kent Radio.



Left—Group at the Cunningham Sales Convention. Seated, left to right: Arthur Alter, L. Hass, I. Goldhammer, W. Barghoff, R. A. Whipple. Standing, left to right: H. Theuman, H. Smith, C. Buechel, J. L. Willinbrink, H. J. Wrape, H. E. Richardson, Sol S. Mandel.



Captain Hawthorne C. Gray, of the U. S. Army Air Corps, at the height of 25,000 feet, threw overboard Eveready B batteries and dry cells in a specially made parachute. They were recovered uninjured and returned by parcel post to Captain Gray in the condition shown in the accompanying photograph.



BRILLIANCY - SO

Everything

Accept No Imitations
For your own protection look for
"THE AUDAK COMPANY" (stamped
on every genuine instrument)



This tag is always attached to every
Genuine ULTRA

YES, they are both orchestras,
to be sure. But the small
one is sadly handicapped by the
limited range of its few instru-
ments. By no means can it
produce the well rounded out
rendition of the larger, more
complete orchestra.

The Same With Reproducers—

The new electrically cut records
are so remarkably true to the

original performance, that
almost any reproducer is bound
to give fair results, but—

It requires an ULTRA-sensitive
—an ULTRA-perfect—in other
words an ULTRA (phonic)
Reproducer to bring out the
tremendous detail and beauty—
everything—recorded on these
records.

The AUDAK COM

Makers of Acoustical and Electrical A



New York Philharmonic Orchestra

NORITY & POWER

with the
ULTRA
(Phonic)
Reproducer



The standard by
which all others
are judged and
valued

Retail Prices

Polyphase Ultra	\$12.50
Singlephase Ultra	\$8.50
Revelation Ultra	\$5.50

IPANY, 565 Fifth Ave.
New York

Baratus for More Than 10 Years

FADA Radio

for

BLACKMAN DEALERS will be a most profitable line for the coming season.

If you are not now a BLACKMAN-FADA DEALER, investigate our unusual facilities for dependable service.

Twenty-five years experience as a Distributor of reliable products makes a business connection with us, we believe, a business asset for any dealer.

Blackman
WHOLESALE DISTRIBUTORS
VICTROLAS - RADIO - ACCESSORIES
DISTRIBUTING CO. INC.

28 West 23rd St. New York, N. Y.

Richmond Dealers Report Big Demand for Portables

Howell Bros. State That Higher Priced Panatropes Are Receiving Inquiries—Paul-Gale-Greenwood's New Store Opened—Other News

RICHMOND, VA., July 9.—Portables are going well at this season. Some dealers report sales of these instruments to be running ahead of the same period of last year. While they are sold as low as \$15, principal demand is for those with a price range of from \$25 to \$40. Record business continues well up to par.

Robin A. Frayser, manager of the radio and phonograph department of Howell Bros., reports a number of inquiries in regard to the Brunswick Panatrope, especially the higher-priced models, electrically operated. One of these instruments is now being tried out at the Blue Bird Theatre with two loud speakers, alternating with the orchestra in dispensing music during the motion picture shows. The demonstration is said to have proved highly satisfactory. It was only recently that Howell Bros. took on the Brunswick line when it opened a phonograph department. The firm was a pioneer in radio here, opening a department in this line some six or seven years ago.

Fred Kessnich, wholesale manager for the Corley Co., has just returned from a trip to Norfolk, where he attended the formal opening of Paul-Gale-Greenwood's new store at 1200 Church street. This firm is now operating three stores in Norfolk, all handling the Victor line. Frank W. Corley, vice-president and general manager of the Corley Co., is back from a trip to the factory at Camden. A. C. Cavedo, manager of the Corley retail stores at Durham and Greensboro, N. C., reported, while in Richmond recently, that he was experiencing an exceptionally big business in the record line and had no particular complaint to make of trading in other lines. Victor Taylor, Corley road salesman, known as the pinch hitter of the staff, spent July 4 at his old home in Elkton, Md. Horace Lukhard, secretary of the Corley Co., is the proud father of a baby boy who is to bear the name of William Lee Lukhard.

James Cowan, president of James Cowan Co., Columbia dealer, is on a trip to Scotland, his native country.

Goldberg Bros., Lyric and Artone distributors, are now producing their new models for the Fall trade. Particular attention is being given to having the new ideas embodied in all the models. The firm planned to have a big display of its lines at the High Point show this month, with LeRoy Goldberg, Adolphus Hutzler and C. G. Newman on hand as its representatives. W. H. Pond, an experienced salesman, is a new addition to its sales staff. He has been assigned to western Virginia and eastern Tennessee territory.

Stieff's, Brunswick dealer, reports good results from its policy of having an instrument dispense music most of the day in the front entrance of its store at 420 East Grace street. Louis Gruner, formerly with the Biggs Music Co., who recently went with Stieff's, has resigned his new position so as to take a long rest. His health has not been good.

The Kaufman department store has added a radio department in charge of George H. Ware, formerly with Hoffman & Goodman. Atwater Kent and Freshman Masterpieces are being handled.

W. J. Murdock Co. Secures License From Radio Corp.

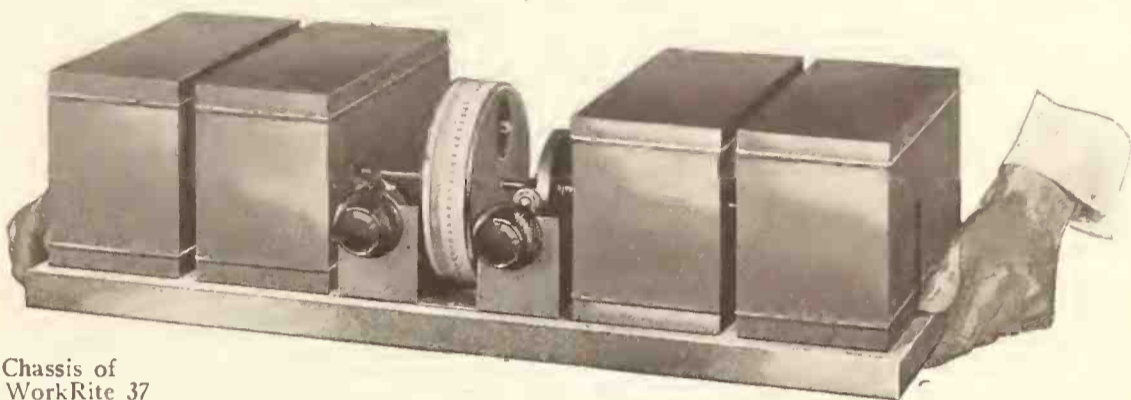
Agreement Permits Firm Use of More Than 140 Radio Patents in the Manufacture of Radio Receiving Sets

Announcement is made by D. R. W. Murdock, treasurer of the Wm. J. Murdock Co., that the Murdock Co. has signed a license agree-

ment with the Radio Corp. of America, which gives the manufacturers of Murdock radio full right to manufacture under one hundred and forty or more radio patents held and controlled by the Radio Corp. of America, the General Electric Co., the Westinghouse Electric & Mfg. Co. and the American Telephone & Telegraph Co.

The issuance of this license by the Radio Corp. of America places the Murdock Co. in that group of radio-set manufacturers whose products are now licensed not only under these patents held by the Radio Corp. of America and associated companies, but likewise under the patents controlled by the Hazeltine Corp. and the Latour Corp.

The following statement was issued by Mr. Murdock: "For more than thirty years our company has been a respecter of patents. Since the early days of the telephone and radio industry our policy has always been to give our customers full and complete protection against any possibility of patent litigation. In keeping with this policy we have secured licenses under the radio patents held by the Radio Corp. of America, the Hazeltine and the Latour corporations. The protection given us and our distributors under these many patents places us in a position to proceed in our radio activities with a confidence that has been somewhat lacking pending the adjustment of the entire patent situation."



Chassis of WorkRite 37

\$100 More Couldn't Improve this WORKRITE Chassis!

YOU should see how this set is built. Then you'll understand why we can make this claim. Examine the reinforced all-metal chassis, electrically welded. Try the smooth positive action of the single-dial tuning control, with its double friction ball-bearing drive. Hear the true-to-life reproduction of the voice at the microphone, made possible by WorkRite's specially designed system of sound amplification.

Easier Store Demonstration

Try out this WorkRite 37 in your store, even if it be located in the heart of the downtown district. You can do this only because WorkRite is shielded with copper, the most costly, but the only metal that keeps out "strays" and sharpens up the tuning to a degree that you can easily ferret your way among the mass of locals through to the distance beyond.

Think what all this means to you! Easier Sales, continuously reliable reception. Elimination of set noises. No breakage in shipment. Satisfaction to your customers and a huge reduction in servicing costs.

The popular price of this WorkRite 37 makes it a wonderful buy and offers you an opportunity to establish yourself as the leading radio dealer of your community.

WorkRite discounts are liberal and, coupled with low servicing costs, assure you a handsome profit on your year's sales.

Write to our Sales Department for further information



WorkRite Features Class It With Radio's Finest Sets

Chassis: 8-tube circuit, including one Power Tube. Single drum dial illuminated from inside calibrated in K.C.'s. Special audio amplification producing perfect tone quality yet retaining great volume. Low current consumption.

Cabinet: Latest Style in Furniture Design—walnut with burl maple panels.

Prices

WorkRite 37\$160.00
With table as illustrated ... 205.00



Manufactured by
**THE WORKRITE
MFG. CO.**
1812 E. 30th St.
Cleveland, Ohio

Sales Department
**THE ZINKE
COMPANY**
1323 So. Michigan Blvd.
Chicago, Ill.

Talking Machine and Radio Demand Continues in Indianapolis Territory

Victor Dealers Report Good Demand for Orthophonic Line—Record Sales Remain Consistently Good—Lucille Tyner, of Baldwin Piano Co., Making European Trip—Other News

INDIANAPOLIS, IND., July 7.—The Summer months of July and August are unusually slack ones in the talking machine trade in the local territory, but despite the pessimistic prophecies concerning all business, dealers are expecting at last an even break with business of last year.

All Victor dealers report the Orthophonic in good demand. Trade-ins and used instruments have been having a good sale, although no special effort has been put forth by any of the dealers to push these lines. The usual Summer sale of portables is under way. Record sales have been unusual and in some cases unprecedented. Unprecedented in the case of the "Two Black Crows," which has enjoyed a sale that far outdistances the popularity of any previous record. This Columbia record, which was thought to have little appeal, has offered a clean-up to the dealer. Lately there has been a widespread revival of the songs that were popular years ago, a good part of which can be traced to the radio broadcasting stations.

Miss Blanche Mitchell, in charge of the phonograph and record sales of the Pearson Piano Co., states "Sales are above average for June. Popular numbers are moving best in the records at present." The Summer season has little or no effect on record sales, according to Miss Mitchell. There has been a revival of old numbers at this store, a medley of these old numbers selling especially well. Portable Victrolas are selling well, now that canoeing and camping are in season.

Ira Williams, in charge of the radio, phonograph and record sales at the New York Store, reports a revival of the old numbers and a steady sale in the newer records. Phonographs are moving slowly, with portables leading sales at present.

W. J. Baker, manager of the local Brunswick Shop, has a 100 A RCA Speaker hooked up with a Brunswick Panatrope in front of his store, through which all the late numbers are played. This stunt has increased sales materially, especially in the case of the "Two Black Crows," and the crowds in front of his store attest the merchandising value of such efforts.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., reports that June sales of phonographs and records were especially good. Sales are ahead of the corresponding period of last year. Popular numbers are leading the field, with no let-up anticipated. The Baldwin Co. is next door to the Circle Theatre, and it ties up each week with the programs featured by this theatre. Record sales have increased as a result.

Miss Lucille Tyner, who is in charge of the

record department of the Baldwin Piano Co., left on the fourth of June for an extended six-weeks' tour of France, Germany and Switzerland. Miss Josephine Likely is taking her place during her absence.

George Stewart, of the Wilson-Stewart Music Co., reports that record sales, especially the popular numbers, have been very active.

A Tribute to the Ability of G. Clayton Irwin, Jr.

Success of First R. M. A. Trade Show Largely Due to G. C. Irwin, Show Manager, Under Association Committee

The tremendous success of the First Radio Trade Show held in Chicago in June, under the auspices of the Radio Manufacturers' Association, was not only a tribute to the R. M. A.



G. Clayton Irwin, Jr.

its directors and members, but also a personal tribute to the achievements and accomplishments of G. Clayton Irwin, Jr., who functioned as show manager, under the direction of the R. M. A. Show Committee. An attendance of 15,000 for the week brought with it innumerable problems and details, many of which were totally unexpected, and the majority of which called for careful thought and consideration.

When at the close of the show every member of the industry voiced the opinion that the exposition had been an outstanding success, the unceasing efforts and activities sponsored

by Mr. Irwin and his staff received due recognition. Each and every detail incidental to the Trade Show's physical layout, preparation and consummation were in Mr. Irwin's hands, and the congratulations which he received from manufacturers, jobbers and dealers at the close of the show were well earned and thoroughly deserved.

G. Clayton Irwin, Jr., is one of the most popular members of the radio industry, having for the past several years been general manager of the Radio Manufacturers' Show Association, sponsoring the gigantic New York and Chicago public shows. When the first Trade Show was launched by the R. M. A., arrangements were made by the directors of the Association to secure Mr. Irwin's services as manager of the show, and the wisdom of this selection by the R. M. A. was apparent from the moment the show opened.

A capable and highly efficient show executive, Mr. Irwin is, in addition, conversant with every phase of the radio industry, and is working in close co-operation with manufacturers throughout the country. The phenomenal success achieved by the Chicago and New York shows in recent years may be attributed in a large measure to Mr. Irwin's exceptional knowledge of show presentation, and it is predicted that the 1927 expositions in New York and Chicago will far outdistance in success and prestige any similar shows held in the history of radio.

Shielded Knight Radio Set Wins the Trade's Favor

T. S. Witherbee Co. Introduces New Receiver Which Contains Many Outstanding Features

The Shielded Knight radio receiver, manufactured by T. S. Witherbee Co., Inc., New York, with many improvements built in, has met with a very satisfactory reception since its introduction to the trade. It is a six-tube, single-control, totally shielded set, with three stages of tuned radio frequency, detector and two stages of audio frequency. The circuit is designed to accommodate a power tube in the last audio-frequency stage if so desired. The chassis is housed in an exclusive cabinet design, made of aluminum and finished in oxidized bronze.

T. S. Witherbee, executive head of the company and an engineer of national prominence, spent many months in perfecting and testing the Shielded Knight from standpoints of performance and tone quality before consenting to its being placed in production. A national sales organization is ready to handle distribution.

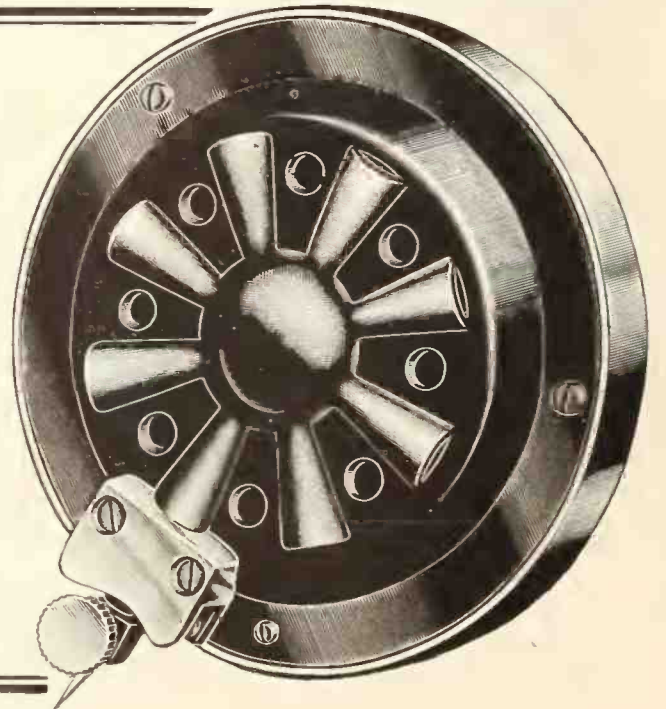
The Shielded Knight receiver, complete with cabinet, is adaptable to all types of consoles, and arrangements may be made with the T. S. Witherbee Co. along these lines if desired.

The Gennett record recording laboratories of the Starr Piano Co., New York, have made several records by Johnny Ringer's Orchestra.

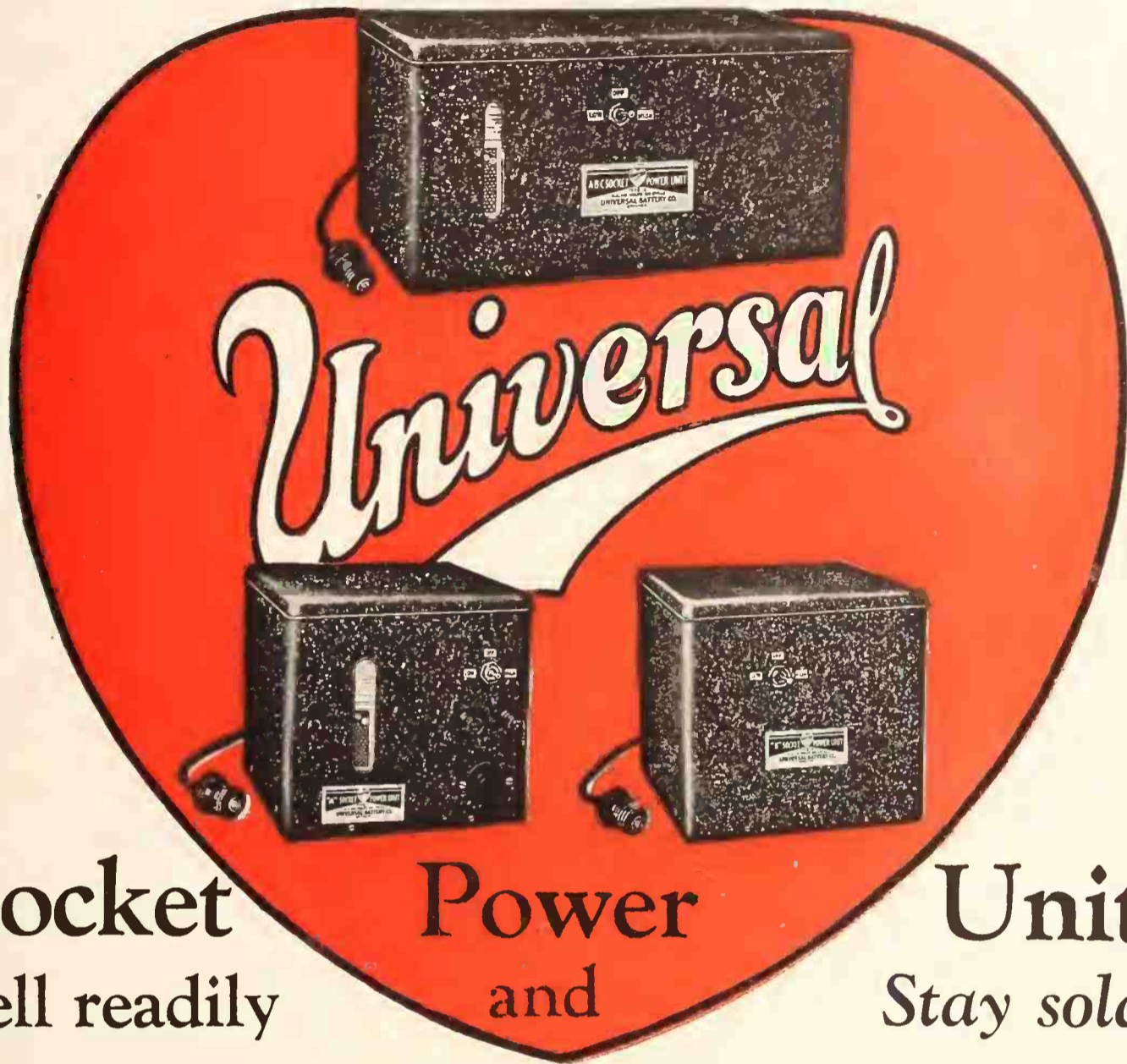
VITA-PHONIC PRODUCTS Improve With the Industry



Canadian Distributors: Standard Phono. Supply Co., Montreal



Built to excel, not undersell



Socket
Sell readily

Power
and

Units
Stay sold!

That's the big thing if you're going to show a real profit. Will what you sell *stay* sold or will it need servicing, explanations, alibis?

If you sell Universal Socket Power Units you won't have to worry. They are built right in every detail, and thoroughly tested for perfect performance.

The "A" unit is an absolutely dependable source of "A" power, equipped with Westinghouse Rectox Dry Plate Rectifier controlled by set switch. Has "B" plug-in.

The "B-C" unit delivers 40 mils at 180 volts. Ideal for 171 power tube operation. Guaranteed delivery of proper voltages to

each tube, as specified by set manufacturer. Seven taps — two for "C" voltages and all variable, due to the use of wire wound resistances throughout. Improved filter circuit. Designed for use with BH-85 mil. long-life rectifying tube, Raytheon approved. Operates perfectly on every set manufactured.

The "A-B-C" unit is a combination of the "A" and "B-C" units, all contained in one case. Set switch controls it.

The cases of all units are unusually attractive and are finished in brown cracked lacquer.

Send coupon for full information, prices, and discounts.

UNIVERSAL BATTERY COMPANY

3455 South La Salle Street, Chicago, Ill.

Batteries for Every Purse and Purpose

RADIO AUTOMOTIVE FARM LIGHT

Parts for All Makes of Batteries - Shop Equipment

UNIVERSAL BATTERIES

UNIVERSAL BATTERY CO.
 3455 South La Salle Street
 Chicago, Illinois
 Please send full particulars of your Radio Socket Power Units.

Name

Address

City State.....

Metropolitan Bosch Dealers Had "Big Time" at Outing at Briarcliff Lodge

More Than 700 Dealers With Their Families Entertained by American Bosch Magneto Corp. and Progressive M. I. Co. and Wholesale Radio Equipment Co., Distributors

More than seven hundred radio dealers of the metropolitan district of New York, with their families, were delightfully entertained at Briarcliff Lodge in the Westchester hills on June 29 by the American Bosch Magneto Corp., manufacturer of Bosch radio receivers and accessories, in co-operation with its local distributors, Progressive Musical Instrument Co. and Wholesale Radio Equipment Co. The guests met at the New York offices of the American Bosch Magneto Corp., and the majority were taken to Briarcliff in a fleet of thirteen de luxe buses, while many drove their own automobiles.

Following luncheon at the lodge, the afternoon was devoted to golf, tennis, novelty races, baseball, swimming and other sports, with dancing in the casino from 4 p. m. to 6 p. m. A banquet was served in the Mirror dining room, followed by brief talks by Arthur T. Murray, president, and Roy Davey, advertising manager of the Bosch organization. Mr. Murray outlined the various intricate problems which are peculiarly a part of the radio manufacturing business, and pointed out the fact that the Bosch organization, with many years of experience in building precision instruments and accessories for automobiles, was particularly well equipped to deal with and solve the radio manufacturing problem. He likened the development and growth of radio to the automobile industry from both manufacturing and distribution angles, and stated that in his opinion the radio business was well on its way to complete stabilization many years before the automobile trade reached the same point.

E. D. Coots Joins the Grigsby-Grunow-Hinds Co.

Made Sales Manager in West Central District for Distribution of Majestic "A" and "B" Power Units—Well Known to Trade

E. D. Coots, who has been actively engaged in phonograph and radio merchandising for the past fifteen years, recently joined Grigsby-Grunow-Hinds Co., Chicago, in a sales capacity. Mr. Coots has been made sales manager for the west central district, and will have charge of the distribution of Majestic "A" and "B" power units in the territory mentioned. Mr. Coots' merchandising experience has been broad, and because of his knowledge of both wholesale and retail distribution factors in the phonograph and radio trades he is especially well equipped to give service to the Majestic distributors and retailers in his territory.

Mr. Coots' initial experience in the phonograph industry was with Thomas A. Edison, Inc., where, as factory representative, he gained intimate knowledge of merchandising methods of this great industry. Later, Mr. Coots became associated with a large Southern distributor of musical merchandise, in which connection he was active until the World War. After his discharge from the service he was for a short time connected with a retail organization, but soon joined the Sonora Phonograph Co., Inc., in national merchandising work. Mr. Coots was with the Sonora organization for seven years as factory representative, as manager of the Canadian branch office and later as assistant sales manager.

Necessity of Education of Public Pointed Out by Fada

The necessity from the dealer standpoint that the public be educated to the fact that the proper operation of a radio receiver depends on more factors than turning the switch is

Emphasizing that in the past a great deal of trouble had been caused by the fact that a receiver did not reach the dealer in the same perfect condition in which it left the factory, due to transportation accidents, Mr. Murray stated that the new Bosch line had been thoroughly tested from a shipping angle, and that each set was so trouble-proof that it could be handled with as much care as a "package of oatmeal." He also stressed the point that with the radio patent situation a settled matter, so far as Bosch is concerned, the dealer and jobber organization could face the future and concentrate on sales with no fear of legal entanglements.

Mr. Davey told of the extensive program of advertising and sales promotion activities planned by Bosch for 1927-1928, and promised a large measure of whole-hearted co-operation with dealers and jobbers.

At the speakers' table were Arthur T. Murray, president; Roy Davey, advertising manager; Harry G. Russell, Eastern district manager; Harry, Sam and Mortimer Salzman, of Wholesale Radio Equipment Co.; A. W. Landay, president, and Edward Biel, treasurer of Progressive Musical Instrument Co., and John G. Coughlin, sales representative and chairman of the entertainment committee in charge of the outing, to whose untiring efforts the success of the party was due.

The evening was devoted to dancing to music furnished by the WEA F Vagabond Orchestra, and the buses left for home at 10.30 p. m. The event was one long to be remembered.

pointed out in a recent service bulletin of F. A. D. Andrea, Inc., manufacturer of Fada Radio.

This service bulletin reminds the dealer that the customer should be warned against tinkering with his set, and the importance of proper attention to accessories should be stressed.

"Batteries or power supply must deliver proper voltages, tubes must be O. K. and connections must be correct," the bulletin states. "It is usually advisable for the dealer to maintain a free testing service for tubes, and urge customers to bring in their tubes for testing the minute there is any difficulty with the reception. The uses of a voltmeter and hydrometer should also be clearly explained."

Crosley Corp. Marketing New "A" Eliminator

Latest Product of Radio Manufacturer Converts Ordinary Storage Battery Into an "A" Power Unit—Current Drawn From Light Socket.

A new "A" eliminator unit which converts any ordinary storage battery into an "A" power unit, drawing current direct from the 110-volt A. C. lighting circuit, is being marketed by the Crosley Radio Corp. The new device is priced at \$45.00.

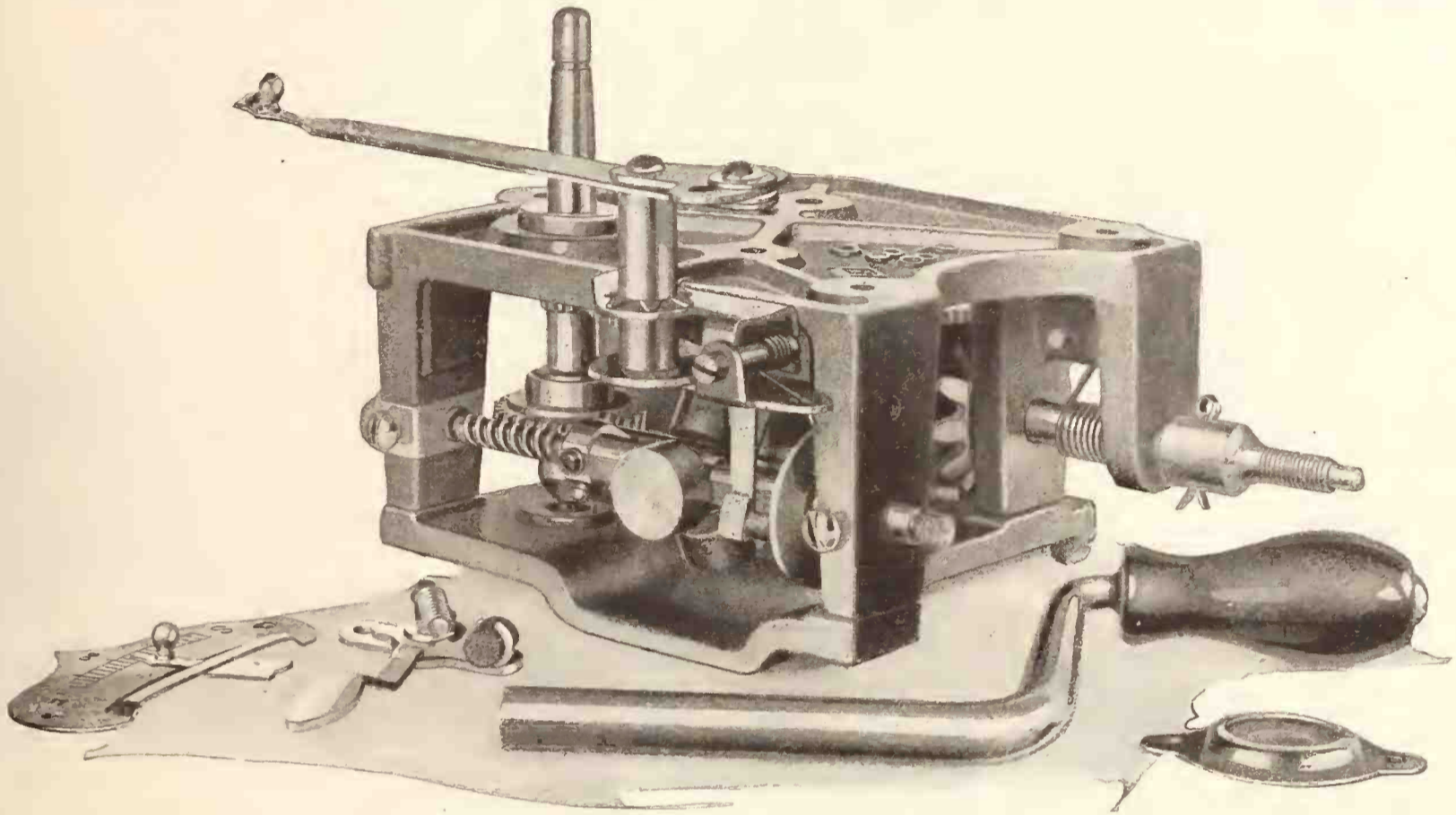
In contrast to the average battery eliminator, the new unit is not a trickle charger or battery charger, but is a device which modifies the light-socket current in such a manner that it will operate the filaments of the radio tubes directly. No appreciable current is drawn from the battery at any time, it being used merely as a "floater" in the line, to stabilize the supply of current to the set. Current is drawn from the light socket only when the radio set is in operation, making for maximum economy.

Because the battery is subjected to no load, any six-volt storage battery may be used with the set, even if of quite small ampere-hour capacity.



Dealers From the Metropolitan District of New York Present at the Annual Outing at Briarcliff Lodge Sponsored by the American Bosch Magneto Corp. and Distributors

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.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century

Platt Music Co., Los Angeles, Adds Columbia Line in Its Seven Stores

Columbia Branch Manager, W. H. Lawton, Secures Splendid Outlets for Viva-tonal Phonographs and New Process Records—Phonograph Salesmen Attend Lectures

LOS ANGELES, CAL., July 6.—For the first time in the history of the music trades of Los Angeles the salesmen from the various music houses have gathered together and sat side by side for an hour or two for several nights, forgetting for the time that they are competitors, listening to a sales engineer—the famous Paul W. Ivey—lecture on salesmanship. Phonograph salesmen have rubbed shoulders with piano men, and band and orchestra exponents have taken notes on selling the prospect with the radio expert; all of them from different and various music houses. From the Association point of view these meetings and lectures are regarded as especially valuable as a demonstration of the fact that the members of the sales forces can gather together on common ground and associate still more in the future to the great improvement of all.

Sales Talk Inspires Student

Bubbling over with enthusiasm and ambition to put into practical effect some of the sales ideas which he had absorbed during three of the five evenings of sales talks held here, Milton Leve, member of the phonograph sales department of the Fitzgerald Music Co., sold \$2,240 worth of phonographs through intelligent contact with the elevator boy who operated the elevator which carried all of those attending the lecture courses. The operator could not buy one of the new electric pickup instruments himself, but his sister could and did from Milton. Then a friend of the sister also wanted one, so each bought a \$1,000 Borgia II and then a friend of the friend of the sister also bought an instrument for \$240. Net sales \$2,240, and then perhaps there will be more; the end of the chain has not yet been reached.

Platt Music Co. Secures Columbia

The increasing demand for Columbia New Process records and Viva-tonal phonographs has made it necessary for the Platt Music Co. to install complete stocks and all of the seven stores situated on Broadway, Western avenue, Hollywood, Huntington Park, Long Beach, Brooklyn avenue and Temple street are being supplied. W. H. Lawton, Los Angeles Columbia manager, is to be congratulated upon his success in obtaining this fine outlet for his company's excellent product.

Convention Reports Given at Meeting

Interesting and comprehensive reports of the two great national conventions, music and radio, held last month in Chicago, were given at the June meeting of the Music Trades Association of Southern California. E. R. Jacobson, president of the Straube Piano Co., past-president of the Music Industries Chamber of

Commerce, who was fortunately in Los Angeles on June 29 when the meeting took place, gave an extremely interesting talk in regard to the activities, past and present, of the Chamber and touched on the accomplishments of the recent convention in Chicago. John W. Boothe, general manager of the music department of Barker Bros., past secretary of the National Association of Music Merchants, addressed the members and reviewed the high spots of both conventions. H. E. Sherman, Jr., vice-president of the Leo J. Meyberg Co., Radiola distributor, reviewed the radio convention in a very masterly fashion. The meeting took place in the Masonic Club, which is centrally located, and there was an excellent attendance.

Howard Brown Loses Only Son

Deepest sympathy was felt by all members of the trade as well as by hosts of other friends of Howard L. Brown, Los Angeles, manager of the Brunswick phonograph, for Mr. and Mrs. Brown on the loss of their only son, which occurred last month.

R. C. A. Policy Pleases

A number of heads of radio jobbing houses, many of whom distribute different makes of sets, have expressed their satisfaction at the new licensing policy of the Radio Corp. of America. They are of the opinion that it will have the effect of stabilizing the industry to a very large degree.

Los Angeles Registered in Chicago

There could not be any doubt in the minds of those attending the R. M. A. Convention in Chicago that delegates from Los Angeles were also present. Arriving on Saturday, June 11, in a special train, the Los Angeles delegation was met at the depot by a group of R. M. A. and Federated Radio Trades Association officials and by numerous members of the press. The latter photographed and snapshot the Californians, all of whom were arrayed in huge sombrero hats and provided with banners advertising their "Radio Show Beautiful," which will take place September 4 to 11 inclusive.

Rudolph H. Wurlitzer Now President of Wurlitzer Co.

Succeeds in That Post Howard E. Wurlitzer, Who Becomes Chairman of the Board—Other Officers Elected at Annual Meeting

CINCINNATI, O., July 6.—Rudolph H. Wurlitzer, who has been connected with the Rudolph Wurlitzer Co. since 1894, and since 1912 has been its vice-president, was elected president of

the company at the annual meeting of the company this week, succeeding Howard E. Wurlitzer, who becomes chairman of the board of directors. The latter had been president since 1912 and joined the company in 1892.

At the meeting the following directors were elected: Howard E. Wurlitzer, chairman; Rudolph H. Wurlitzer, Fanny R. Wurlitzer, Thos. P. Clancy, James L. Ryan, Raimund B. Wurlitzer and I. H. Lyons. The new officers of the company are Rudolph H. Wurlitzer, president; Fanny R. Wurlitzer, vice-president and treasurer; Thos. P. Clancy, vice-president and assistant treasurer; James L. Ryan, vice-president; John P. Weis, secretary; Walter Wolf, assistant treasurer, and Ruth Selby, assistant secretary.

Carl Laemmle Addresses Convention Via Panatrope

Movie Magnate, Unable to Appear in Chicago, Delivers Message on Special Records

When Carl Laemmle, movie magnate, was prevented by the rush of business from attending a convention of the Universal Pictures



Panatrope Used to Reproduce Message

Corp. in Chicago recently, the Brunswick Panatrope solved the problem. By means of two Panatrope, and especially recorded records of the message he had to deliver to his organization, he addressed the convention. A mammoth picture of Mr. Laemmle standing between the two instruments lent a personal touch that made a real hit. This story and illustration is one of the features of the current issue of "Brunswick Topics."

Warner Music Co. Moves

YOUNGSTOWN, O., July 6.—The Warner Music Co., one of the oldest retail music firms in the Youngstown district, has moved to more spacious quarters in the Terminal Building, 116 Commerce street. In the new location the concern plans to carry a more complete stock of all kinds of musical merchandise and will add several new lines.



No Travel Marks!

Jiffycased merchandise always reaches its destination undamaged. It never needs refinishing. The safest pack for cabinet work of all kinds—it is also the most economical and efficient.

Jiffycases come to the manufacturer made to size and knocked down. The work of assembling is easy and quick, cutting shipping room costs to the bone.

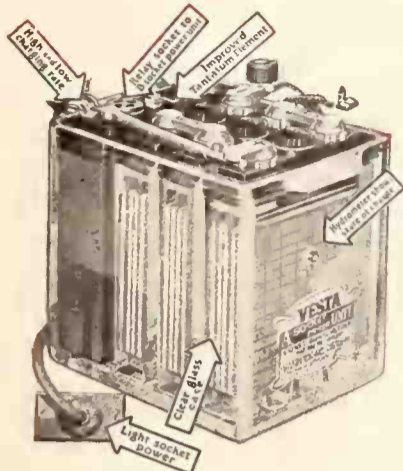
Of light, tough plywood they travel safely on the lowest possible freight cost and are unpacked quickly, giving the dealer a box he can use again. The ideal pack of phonographs and radio cabinets.

Write for details.

**The Northwestern Cooperage & Lumber Company
Gladstone, Mich.**

Jiffycase

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



VESTA Type A-101
TYPE A-100 THE SAME AS A-101
WITHOUT RELAY
(Licensed Balkite Rectifier Patent
No. RE16438)

VESTA 30th ANNIVERSARY

IN CLEAR GLASS CASE
EVERYTHING VISIBLE
Radio A Socket Power Unit

Now has both HIGH and LOW charging rates making it adaptable for sets of any number of tubes. Also has relay which automatically disconnects charger when receiving set is in use. This eliminates all possibility of hum. THE CLEAR GLASS CASE, with everything in plain view, is a very valuable feature to both dealer and user. Has built-in hydrometer and trickle charger.

The quality group of power units
The line of substantial profits!



VESTA
B Socket Power Unit
With AUTOMATIC RELAY

The latest perfected Vesta product, complete with relay which automatically disconnects when set is turned off. Likewise serves the same purpose for the "A" Unit when connected with same. No tubes to burn out. No water to be added.

THERE is no need to be "at sea" as to just what Socket Power Units in which to place your confidence — for present profits — and future good-will.

Just as a million or more car owners say "Vesta is the best battery" — radio owners ask "Is it as good as Vesta?" — when they are confronted with a Socket Power Unit they know nothing about.

The trend of the industry to Socket Power Units finds the Vesta Units firmly entrenched in public acceptance. The record success of Vesta "A" Units and Trickle Charger in the past season is valuable to the dealer. Now — with the Improved "A" Units — with the HIGH and LOW charging rates — the relay — and the Balkite Rectifier — the ultimate appears to be reached in radio power supply.

Further — the New Vesta "B" Socket Power Units — as pictured — completes the radio accessory line. Here is dependable quality. The name is your guide, as it has been the guide, to more than a million automobile and radio owners.



VESTA Improved
Trickle Charger

Now has the HIGH and LOW charging rate and improved type electrodes that will give uninterrupted service for several years.

(Licensed Balkite Rectifier Patent No. RE16438)



NOW
Complete Line
of Vesta
Quality Tubes

The Vesta Line of Quality tubes now includes tubes for every radio requirement. POWER and DETECTOR tubes have been added. Tubes with adapter bases. Now you can specialize on this one line of Quality tubes — with the non-microphonic feature.



There are 65 Vesta Central Distributors who can supply you promptly. Send the coupon for complete details of the products in which you are interested.

VESTA

VESTA BATTERY CORPORATION
2100 Indiana Avenue, Chicago, U. S. A.

VESTA BATTERY CORPORATION T.M.W. 7-27
2100 Indiana Ave., Chicago, Ill.

We are interested in your

- Radio "A" Units
- Radio "B" Units
- Radio "A" Batteries
- Trickle Charger
- Quality Tubes

Name

Address

City State

MAKERS OF VESTA QUALITY BATTERIES — AUTO AND RADIO — FOR 30 YEARS

Edison and Walsh Attend Pacific Coast Convention

President and Vice-President of Thos. A. Edison, Inc., Display Latest Edison Products to Far Western Music Dealers

Charles Edison, president of Thos. A. Edison, Inc., and son of Thos. A. Edison, noted inventor and founder of the great business insti-



Charles Edison

tution, together with Arthur L. Walsh, vice-president and general manager of the phonograph division of Edison, Inc., left Orange on July 5 for the Pacific Coast, where they will attend the Third Annual Convention of the Western Music Trades Association in San Francisco during the week of July 11.

During the convention the Pacific Coast dealers will have an opportunity of seeing and

hearing at the St. Francis Hotel the latest Edison products, including the Consolette Model that provides a wider range of tone, combined with excellent qualities, than is found in Edison products of the past. The new instrument, together with the forty-minute record and the new dance reproducer, are expected to prove as interesting to the Far Western dealers as they were to those who had a chance to see the latest Edison products at the recent Chicago convention.

Following the San Francisco convention,



Arthur L. Walsh

Messrs. Edison and Walsh will return at once to Orange for the purpose of completing arrangements for the proper observance of the fiftieth anniversary of the invention of the phonograph by Thos. A. Edison, which will naturally assume nation-wide proportions.

The Lynbrook Temple of Music, Lynbrook, L. I., N. Y., will open shortly.

Fada Radio Line Displayed to Dealers at Hotel Astor

Exhibition of Fada Receivers and Cone Speakers Held From June 20 to 25—New York Distributors Sponsor the Display

An exhibition of Fada radio receivers and Fada cone speakers was held June 20 to 25 at the Hotel Astor, New York City, for the benefit of authorized dealers in the metropolitan district. The display was in charge of C. M. Sherwood, Eastern sales manager of F. A. D. Andrea, Inc., and was conducted under the auspices of the Blackman Distributing Co., Steelman, Inc., and the Triangle Radio Supply Co., Fada distributors in the metropolitan zone.

The entire line of Fada receivers and cone speakers was exhibited, including several furniture art models and two new cone type speakers. "Fada Harmonated Reception," the term used to describe the results obtained with a Fada receiver and Fada speaker working in combination, was stressed in the display.

Form New Jobbing Firm

The radio distributing firm of Sohon & Schier has been dissolved and a new concern, the Radio Schier Co., has been established in its stead, with offices at 135 Liberty street, New York City.

Opens New Store

T. S. LaForte, proprietor of the LaForte Music Co., Monessen, Pa., has held the formal opening of his new store at 470 Donner avenue, having moved his establishment from Third street, this city.

C. A. Meiser & Son, talking machine and radio dealers, will open a branch at Mifflinburg, Pa., in the near future.

Warning of Infringement!

Patents covering the principles of gaseous rectification have been issued by the United States Patent Office to the Raytheon Manufacturing Company under the following numbers:

1,545,207	1,617,176
1,617,171	1,617,177
1,617,172	1,617,178
1,617,173	1,617,179
1,617,174	1,617,180
1,617,175	1,617,181

Notice of infringement of these patents has been issued by the Raytheon Manufacturing Company to eleven infringing manufacturers.

Manufacturers of radio power units employing infringing products are infringers and have been so notified.

Jobbers or dealers handling tubes that infringe upon Raytheon patents also are infringers and have been so notified.

The Raytheon Manufacturing Company will take every step necessary to protect its patents against future infringement and will seek suitable redress for past infringement.

RAYTHEON MANUFACTURING CO.

Cambridge, Massachusetts



— Completely Automatic! —

**A-B-C Power
Units**

The

Most Outstandingly

Different — —

Universally Salable —

Radio Development

of The Year —



Revolution

Sentinel
"A-B-C" POWER UNIT

C CONTROL

VOLTS
0 15 45 67.5 90 135 157 180
2 3 4 5 6 7 8 9 10
Sentinel

DETECTOR

"A-BAT"

VOLTAGE CONTROL

"A-BAT"

GRD. "C-MAX" "C-4" INT. "B" DET. INT. MAX.

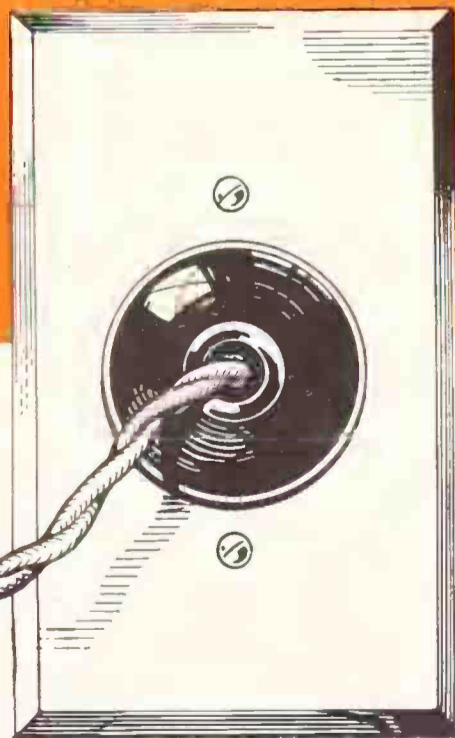
SENTINEL MFG. CO.
CHICAGO, ILL.
110 VOLT-AC. 60 CYCLE

nary!



Sentinel

Radio
Socket -
Power



[[See Next Page]]

WAVE-810-5-22

Supplying Every Power Requirement of Radio

The Sentinel A-B-C Completely Automatic Unit, shown at the right, is the complete and modern answer to the radio power problem. In this unit Sentinel engineers have scientifically combined the Sentinel Automatic "A" battery and the Sentinel Automatic B-C Power Unit into one compact, efficient master unit answering completely the power requirements of any set. The price, as shown, is \$79.50 complete (Note the Beverly Model below).



Sentinel

— Completely Automatic. —

Radio Socket Power

The First and Only Completely Automatic Power-Unit Line

The Sentinel B-C Power Unit furnishes both B and C voltage for any set, regardless of the number of tubes, —80 mil. at 180 volts —approximately 50% reserve current for the average receiver. A never failing power supply. Price complete—\$44.50. (See Beverly Model below.)



The Sentinel Completely Automatic "A" Power Unit, at the right, provides control, charger and a 4 or 6-volt battery all in one handsome compact case. This is not a Trickle Charger, but a completely Automatic Socket Power Unit. Price \$40.00.



For those already equipped with "A" Battery and Charger (other than the Trickle type), the Sentinel Control Unit, illustrated at the right, makes the A power supply completely automatic without the purchase of additional power unit equipment. Price \$15.00.



The Sentinel Automatic Control and Charger is designed for those already owning a good "A" battery, but not possessed of a charger. This unit also makes the A power supply permanent and completely automatic. Price \$29.50.



Sentinel Beverly Models — Units De Luxe —

The Sentinel Beverly models, pictured at the right, combine completely automatic units with meters which give absolute and accurate control of all plate voltages. The price of the Beverly A-B-C Unit, shown at the extreme right, is \$98.50. The price of the Beverly B-C Unit, adjacent, is \$65.00.



Write for Literature — Complete Facts —

SENTINEL MFG. CO. -- 9705 Cottage Grove Ave. -- Chicago, Ill.



— DEALERS —

“NONSPILL” Needle Cups are now available for retail sale! Get this display box of 24 at once, put it on your counter and the cups will sell themselves.

YOU PROFIT GENEROUSLY

H.K. Lorentzen

MFR. PHONOGRAPH HARDWARE
155 Leonard St. New York, N. Y.

Now EVERYBODY Knows

that a staple and highly competitive product, such as a portable phonograph, gains sales-momentum and user-utility by adding as original installation a new, unique and dependable fitting like the

**NONSPILL
NEEDLE CUP**

Patent Pending

It's sturdy, strong and handsome, and the double-action, flat spring-hinged

Cover STAYS Open or Closed

—instantly ready for travel or use. That's why you already see it in so many portable

PHONOGRAPHS

If your jobber cannot supply you promptly, we can.



**Harold J. Power, Inc.,
Formed in Massachusetts**

New Firm Organized in Medford Hillside by Pioneer in Radio to Manufacture and Sell Electric Light Socket Power Units

MEDFORD HILLSIDE, MASS., July 5.—Harold J. Power, pioneer in radio, and well known throughout radio circles, has announced the formation of Harold J. Power, Inc., with head-



Harold J. Power

quarters in this city, a company for the development and sales of electric light socket power units.

Mr. Power, it will be remembered, was formerly president and general manager of the Amrad Corp. and its predecessor, the American Radio & Research Corp. Following his resignation from that company, and realizing that the trend in radio seems to be decidedly towards power sets operated from the house-lighting current, Mr. Power decided to organize a company to engage extensively in this field. The new company will have the benefit not only of Mr. Power's executive ability but his many years of extensive research in the radio field.

During the many years of Mr. Power's association with the advancement of the radio industry he has contributed many ideas which were at one time considered revolutionary, but which since have taken their rightful place in

the general scheme. The subject of power units has engrossed his attention for quite some time, and the early presentation of his new products is looked forward to.

**Public's Knowledge of
Radio Necessitates Quality**

L. S. Brach, President of Company Bearing His Name, States That Laymen Know Radio Better Than Old-time Electrician Years Ago

L. S. Brach, president of the L. S. Brach Mfg. Co., manufacturer of a number of important radio products, including the Brach Controlit, lightning arresters and antenna kits, in speaking of the 1927 season recently said:

"1927 opens the sixth year in the practical application of radio in the home. We find during this comparatively short period that the average layman knows more about radio to-day than was known by many of our skilled electricians ten years ago. It is not uncommon to-day to hear laymen discuss some of the technical advantages of this or that radio product.

"This knowledge of radio merchandise makes it necessary for the manufacturer who is desirous of maintaining a permanent position in the field of radio to exert every effort that his product will be uniformly the highest that can be made, and if he is unable to deliver in each item which he manufactures the maximum in radio it will not be long before the radio user will become familiar with the weakness of his product and the manufacturer will be forced to drop out of the field.

"Since 1921 radio has seen thousands of schemes and thousands of innovations, all tending toward increasing the convenience and efficiency of the radio. There is scarcely anything new that can be thought of but what has been brought out during these last few years.

"Most of these schemes have come up over night and have died in the same brief space of time.

"We are now falling back to the elementary requirements of the average radio purchaser and the accessories, sets and equipments are of the simplest types but are being constructed with every thought toward quality.

"In conclusion: 1927 may be classed as the 'Quality year' of radio, while many previous years were distinctly known as the 'Price year' of radio."

The East Boston Music Store, Boston, Mass., was recently damaged by fire.

**"A" Eliminator Announced
by General Instrument Corp.**

Product to Be Known as the "Permanent A" Is Result of Years of Research and Experiments in Laboratories of the Company

The General Instrument Corp., 477 Broadway, New York City, has placed on the market for the coming season an "A" eliminator to be known as the "Permanent A." This product has only just been marketed after four years of scientific research and experimentation in the laboratories of the company.

In a statement issued by the company it is declared that the instrument delivers power up to ten tubes and operates on 110 volts AC, 60 cycles, and that it consumes only between 50 and 60 watts at maximum load. It also states that the "Permanent A" does not use



"Permanent A" Eliminator

a storage battery and trickle charger, nor has it any tubes, and there is no acid to spill and it has no AC hum on any set, nor is any rewiring whatever required. It is provided with taps that are marked low, medium and high, and in this way the unit can be adjusted to operate any receiving set with any number of tubes up to ten. The transformer is connected to a 2½ ampere Raytheon cartridge rectifier. The entire eliminator is mounted in unit construction on a base.

In addition to proving its value as a means of communication the radio apparatus installed on the plane "America" in which Commander Byrd and his companions crossed the Atlantic also set new records by flashing call letters by means of an automatic device when the operator was not sending messages. This enabled ships within a radius of several hundred miles to establish the plane's position.

Announcing



-When the gong rings for the big fight.....

When the famous director lifts his baton...

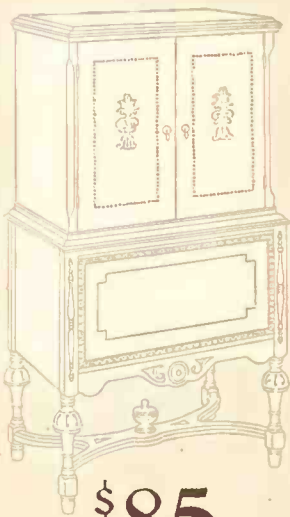
When Babe Ruth steps to the plate and the score is tied.....

NEW PRICE
SUPER MUSICONE
\$12.75

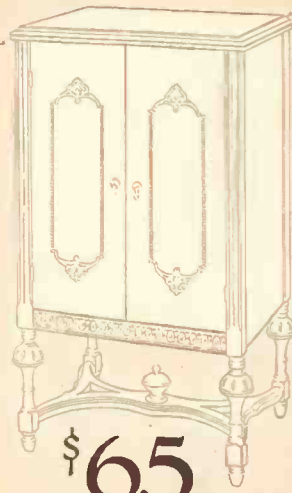
"You're there with a Crosley!"



\$35



\$85



\$65

The "BANDBOX"
6 tube receiver
BATTERY TYPE

\$55.
AC TYPE
\$65

Approved Crosley Consoles

These three handsome cabinets, especially designed to receive the shielded chassis of the "Bandbox" and other Crosley receivers, have been approved by Powel Crosley, Jr., as mechanically and acoustically ideal for the installation of Crosley Radios.

H. T. ROBERTS CO.
914 S. Michigan Ave.,
Chicago, Ill.

Sales Agent for Approved Console Factories
Showers Brothers Company
The Wolf Manufacturing Industries

the CROSLLEY "Bandbox"

and other new radio reception equipment for the complete enjoyment of the 1927-28 radio season



Recent court decisions now greatly clarify radio patent situation.

Ever since Crosley entered the radio field their methods and developments have created a leading place for Crosley radio receivers.

And now—completely available to Crosley—and amplifying Crosley supremacy in fullest measure, are the enormous resources, discoveries and ideas, embodied in patents of the Radio Corporation of America, The Westinghouse Co., The General Electric Co., and The American Telephone and Telegraph Co., The Hazeltine Corporation and the Latour Corporation—under which Crosley is now licensed to manufacture. No wonder the new Crosley receivers are in the forefront, their amazing efficiency acknowledged and demanded by that section of the radio trade which insists on the latest and best at all times.

THE "BANDBOX"

It is a new 6 tube set of astonishing sensitiveness. Many exceptional features commend the "Bandbox." The metal outside case, 'tho keeping out strong local signals effectually enough, did not fully satisfy Crosley ideals of fine radio reception. Signals must be kept in order inside the set.



TILT-TABLE MUSICONE
\$27.50

Although Musicones improve the reception of any radio set they are perfect affinities in finish, beauty and reproductive effectiveness for Crosley Radios. A new model built in the form of a Colonial Tilt-table and finished in brown mahogany stands 3 feet high.

12-inch Ultra Musicone \$9.75	16-inch Super Musicone \$12.75
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Coils and condensers are like families living in a row of houses with no fences between. The children run around the yards; they meet, mix it up, quarrel and squabble. No harmony.

Magnetic and electric fields are the offspring of coils and condensers. With no fence between, they, too, run around the house, mix it up, quarrel and squabble. Howls and squeals result.



So, to keep each "family" or field of individual coils and condensers separated, metal fences are erected (copper fences for the coils) and the individual parts of the Bandbox are shielded as only found in the highest priced sets.



For fans who love to go cruising for faint, far-away signals the "Acuminators" intensify weak signals like powerful lens revealing distant scenes.

The "Bandbox" employs completely balanced or neutralized radio frequency stages, instead of the common form of lossier method of preventing oscillation. In presenting this important feature Crosley is exclusive in the field of moderate price radio.



Volume for dancing be cut from room filling volume to a whisper.

Each "Bandbox" is fitted with a brown cable containing colored rubber covered leads for power and other connections.

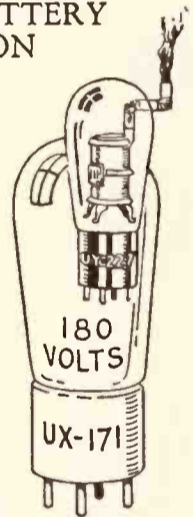
The frosted brown crystalline finish harmonizes with the finest furniture and matches the frames of Musicones and the casing of the power unit. The bronze escutcheon creates an artistic control panel.

Withal, in the beautiful appearance and modest size of the "Bandbox" is the utmost in adaptability to requirements of interior arrangement or decoration. The outside case is easily and quickly removed for installation in console cabinets.

AC AND BATTERY OPERATION

The "Bandbox" is built both for battery and AC operation. The new R.C.A.—AC tubes make the operation of the set directly from house current both practical and efficient.

In the AC set the radio stages and the first audio stage use the new R.C.A.—AC—UX-226 tubes. Filaments in these tubes are heated with raw AC current at proper voltage.



A Master Station Selector, with illuminated dial for shadowy corners, enables tuning for ordinary reception with a single tuning knob.

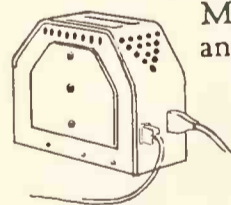
The UY-227, with indirectly heated emitter, is used with the detector. Power tube UX-171 at 180 volts plate.



There is no AC hum. The new R.C.A. Radiotrons do the work.

The power supply convertor is a marvel of radio engineering ingenuity. Half the size of an ordinary "A" storage battery, it supplies A, B and C current direct from lamp socket to tubes.

Price of Power Convertor \$60.



Models for 25 and 60 cycles. Snap switch shuts down set and power convertor completely.

Write Dept. 26 for Descriptive Literature.

CROSLLEY RADIO

Crosley Radio is licensed only for Radio Amateur, Experimental and Broadcast Reception. Five UX201A and one UX171 power output R.C.A. Radiotrons recommended and supplied at standard prices with each Crosley Receiver. Prices slightly higher west of Rocky Mountains.

THE CROSLLEY RADIO CORPORATION

Cincinnati, Ohio



Powell Crosley, Jr., Pres.

Atwater Kent Dealers in Cleveland and Northern Ohio to Meet During July

Annual Meeting Will Be Held at Hotel Statler on July 27—Annual Cleveland Radio Show to Be Staged in November—Industrial Exposition to Take Place in August

CLEVELAND, O., July 7.—Summer business is opening in good shape in Cleveland and the prospects for a continuation of it look good. The city has large conventions booked right through until Fall and as a result there are thousands of visitors constantly in town. The biggest seller is the portable phonograph, which is much in demand for camping and Summer cottages. There has also been a demand for the old models of phonographs for cottages and this has enabled dealers to dispose of this type of stock that has been a drug on their hands. Records have been good sellers, the increase in portable sales helping them along. Quite a number of the larger type of machines have been sold since the reduction in price went into effect. There has been a lot of activity in the way of radio salesmen's and dealers' meetings preparatory to the coming season.

Cleveland Radio Show in November

The Cleveland Radio Show is to be staged at the Public Auditorium the 8th to the 13th of November. This was decided at the general meeting of the Radio Trade Association of Northern Ohio held at the Chamber of Commerce. Herbert Buckman, who was appointed secretary and manager of the association, will manage the show. He will be assisted by the following committee of well-known radio men: President A. H. Baier, of the Cedar Lee Radio Co.; vice-president, H. W. Seabury, Lake States General Electric Supply Co.; treasurer, Louis N. Talkes, Cleveland Storage Battery Co.; Warren R. Cox, Radio Apparatus Co., and William Bowie, Dreher Piano Co. Headquarters for the show have been established at 5005 Euclid avenue.

Big Atwater Kent Dealer Meeting

Announcement has been made by the distributors of Atwater Kent in Cleveland and northern Ohio, the Cleveland Talking Machine Co., and the Cleveland Ignition Co., that the big dealer meeting will be held at the Hotel Statler, July 27. The ballroom of the hotel has been reserved for the occasion. Executive officers of the distributing companies will preside and there will be speakers, including John McGuigan, Jr., Atwater Kent district manager; Frank J. Foley, field representative, and Percy Ware. The Pooley Co. will be represented by Harry Humphries. All the new models will be on display and the advertising and merchandising plans for the coming season will be fully outlined.

Euclid Co. Seeking New Quarters

Arrangements have been made by the Euclid Music Co. so that it can retain the first floor of the store on East Ninth street, the lease of which expired on June 15. The company was unable to get a desirable location on Euclid avenue and therefore decided to stay in its present location for a short time. The general offices are being moved into the Ainsfield Building at East Ninth street and Huron Road. The wholesale department is located at the Heights store on Coventry Road and Euclid Heights Boulevard.

Death of Fred Muehlhauser

Fred Muehlhauser, treasurer of the Muehlhauser Bros. Piano Co., died at his home, June 18, after an intermittent illness lasting a year. He was highly respected in the trade and had been active in the affairs of the Cleveland Music Trades Association as well as the Ohio Music Merchants Association.

Brisk Columbia Business

R. J. Mueller, district manager of the Columbia Co., is back from a very enjoyable vacation and is finding business brisk enough to keep him busy from early until late. He reports that the record, "Two Black Crows," is proving such a sensation that he is unable to get stock

fast enough to fill orders. The dealers are tying up with the publicity on it in fine shape.

Interest in New Sonora Products

H. C. Schultz, Inc., distributor of the Sonora line, is receiving many inquiries from the trade regarding the new models of phonographs and receiving sets. The new models have made a strong appeal and samples are expected from the factory early this month. C. C. Price, general manager of the Cleveland branch, is very enthusiastic over the possibilities for a big business this season.

Industrial Exposition Planned

The Cleveland Industrial Exposition that opens August 6 and continues until August 23 bids fair to draw close to a million people, and it will be the biggest thing ever attempted in Ohio and outside the centennials will be unsurpassed in size by any other like affair. The Brunswick Panatropes is to play an important part. Six super Panatropes are to be installed as part of the Tower of Jewels and they will be hidden behind a cascade of falling water which is to be illuminated by searchlights of eight million candlepower each. The music from the instruments will be clearly audible for a half mile. Sousa and his band are to play daily concerts for two weeks and there will be exhibits of those engaged in radio and other musical lines.

Another Wurlitzer Unit

The Wurlitzer Co. is continuing to add to its chain of stores in Cleveland and opened two more this month, one at 10419 St. Clair avenue and another at 4170 Pearl road. It will carry pianos, phonographs, radio, small goods and sheet music.

Krasco Phonograph Motor Co. Issues Catalog of Products

Contains Complete Description and Illustration of Each Phonograph Motor Made by the Company—New Products Are Included

ELKHART, IND., July 9.—The Krasco Phonograph Motor Co. recently mailed to the trade a catalog containing a complete description and illustration of each phonograph motor manufactured by the company. The first page of the catalog carries an illustration of the modern, well-equipped plant in Elkhart, where Krasco motors are designed and built.

Among the six Krasco motors described in the catalog is No. 44, a new portable phonograph motor which plays three average ten-inch records with one winding. It employs one powerful driving spring enclosed in a stamped steel housing and weighs 6½ pounds complete with all accessories. It is unusually compact with a height of only 2½ inches, and it is supplied complete with a felt or velvet-covered, ten-inch turntable, winding crank, crank bearings, bearing plate, regulator pointer arm, indicator plate, turntable stop, mounting screws and washers.

Other Krasco motors described in the booklet are No. 33, which plays ten ten-inch records with one winding, and employs four sixteen-foot springs. This motor will run thirty-five to forty minutes without winding. No. 22 employs four twelve-foot springs, plays eight ten-inch records, and No. 4, with three sixteen-foot springs plays seven ten-inch records. Krasco motor No. 2, designated by the company as the "Old Reliable," employs two twelve-foot springs and plays four average ten-inch records with one winding. No. 3 motor, with a slightly larger playing capacity of five records, employs two sixteen-foot springs. A complete list of motor parts and accessories is also given.

FLASHES FROM FEIST—

"A 'Natural Melody' Hit!"
JUST ONCE AGAIN
 by Walter Donaldson and Paul Ash

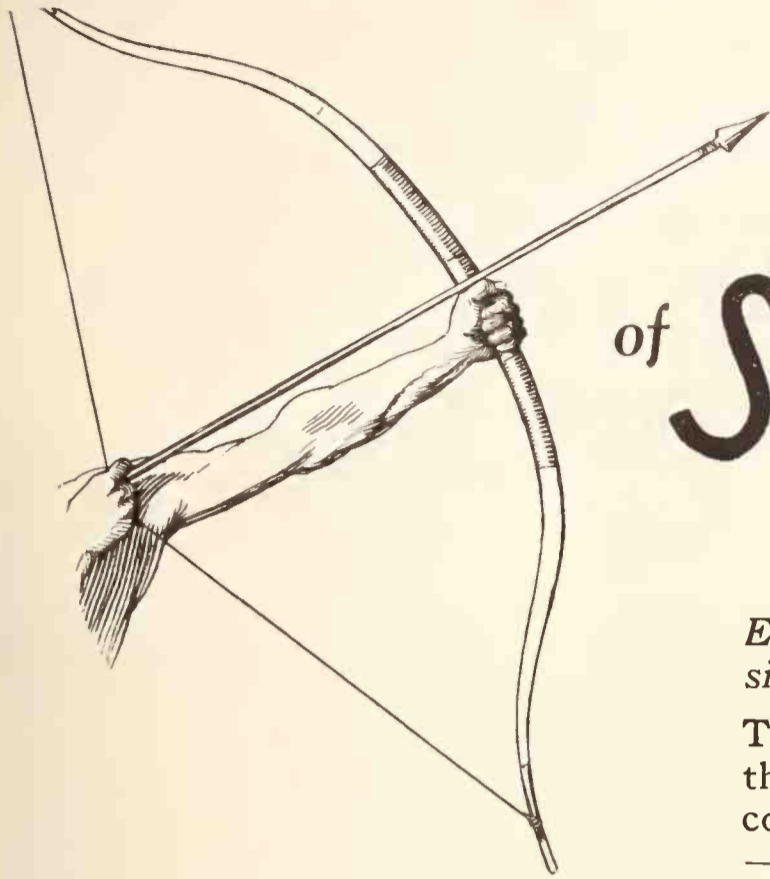
The Gum Chewers' Song!
I'M GONNA DANCE WITH DE GUY WOT BRUNG ME
 by HARRY ARCHER and WALTER O'KEEFE

The Novelty Fox Trot HIT!
YOU DON'T LIKE IT MUCH
 by MILLER, KAHN & COHN

(Oh The Whippoorwill Sings In The Screamore)
JUST THE SAME
 by WALTER DONALDSON and JOE BURKE

A New Thought. Beautifully Expressed
BABY YOUR MOTHER
(LIKE SHE BABIED YOU)
 by Dolly Morse, Andrew Donnelly & Joe Burke

"You Can't Go Wrong With Any FEIST Song"



It's the kind of tension that makes the clear tones

of **Stevens Speakers**

in all weathers

Every musical instrument depends on the *ten- sion* of its material.

The method of making Stevens diaphragms puts the correct "independent tension" for all time to come. The Burtex material makes this possible —once the material is shaped into a diaphragm under heavy pressure, the tension will remain forever independent of heat and cold and independent of damp or dry air. The Stevens tension *stays* regardless of all conditions.

Furthermore this material and method of shaping it makes possible the continuous conoidal curve—the correct curve for true sound reproduction giving *all* the rich overtones.

Many other exclusive scientific superiorities are back of the convincing manner in which Stevens Speakers prove their satisfying quality to all who hear them.

CONOIDAL

"Continuously Curved"

The scientific curve of perfect sound reproduction.

6 EXCLUSIVE Scientific Superiorities

- 1 Burtex—woven fabric material—the only material from which diaphragms can be formed without breaking fibres of the material. Not affected by water, humidity, heat or cold. Strong, resilient, does not require careful handling.
- 2 Conoidal curve—the scientific curve of sound reproduction. The entire fabric of diaphragm is under tension — responsive to the full range of tones and over-tones.
- 3 Permanence of tension — the ideal tension of the diaphragm is *permanent* regardless of its age and conditions of atmosphere and temperature.
- 4 The Stevens T. T Unit with armature anchored at both ends is proof against "freezing" at even the highest voltages, as when power tubes are used. This unit is highly sensitive and rugged—no distortion even under extreme conditions.
- 5 Mahogany sounding board giving the fullest resonance.
- 6 Full line of speakers—each carefully developed —to meet the full range of requirements.



Licensed and manufactured under Pat. No. 1,414,801

Made by the pioneers in cone speakers

STEVENS & COMPANY, Inc.

46 E. Houston St.

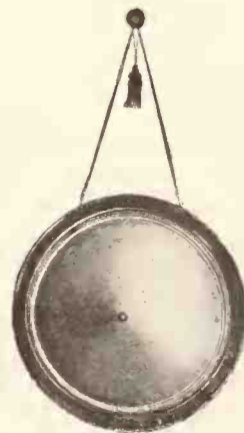
New York

The Advantages of One Complete Line

Every prospective purchaser has the chance to own a speaker with the famous Stevens name for quality —to own it in a model that fits his buying needs. With *one complete* line your total number of units in stock is reduced and your carrying charges less.



Model PT-27 — 19 in.
Height 5 1/2 ft., on Spanish Renaissance metal standard—gracing the most elaborate interior—every decorative and electrical feature of the Stevens line—20-ft. extension cord—peerless in the speaker field.
Price \$65.00



Model WT-27—19 in.
Smooth beaded frame in hand rubbed Jasper brown mahogany finish—Stevens Armature Unit and special output transformer—seamless Burtex conoidal diaphragm in bronze with "Golden Chime"—Stevens Armature unit and special output transformer.
Price \$45.00



Model CT-27 17 in.
Colonial model — hand rubbed frame in Jasper brown mahogany — seamless Burtex conoidal diaphragm in bronze with "Golden Chime"—Stevens Armature unit and special output transformer.
Price \$35.00



Model B-27 — 17 in.
Equipped with Stevens 2-point suspension armature unit—seamless Burtex conoidal diaphragm—hand rubbed frame—Jasper brown mahogany and bronze finish with "Golden Chime." Price . . . \$25.00



Model A-27 14 1/2 in.
Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime."
Price . . . \$18.50

Wait Until You See It

Now comes America's most beautiful portable phonograph. A real achievement in the industry. Watch for it.

A startling achievement in volume and clear, rich tone, combined with this new beauty, makes the Caswell Portable line undeniably the finest in the phonograph field.

CASWELL

Portable Phonographs of Distinction
Milwaukee, U.S.A.

Portable Phonograph and Record Business Is Brisk in Kansas City Territory

J. W. Jenkins Sons Music Co. Improves Record Demonstration Facilities—Wurlitzer Is Selling Victor Automatics With Coin Box Addition—Brunswick Panatropes in Demand

KANSAS CITY, Mo., July 8.—Business is normal for the first month of the Summer. Demand for records is brisk, and sales of portables are livening up the trade to a considerable extent. The prospects for Fall business both in Kansas City and in the surrounding trade territory are promising, and dealers and wholesalers are predicting a fine year for the phonograph business.

June has been a very good month with the phonograph department of the J. W. Jenkins Sons Music Co., according to Burton J. Pierce, sales manager of the department. Mr. Pierce says that the Victor Automatic Orthophonic is a very great success here, and that demand for the new machines continues in the face of the hot weather. In the window of Jenkins' new store, at 1217 Walnut, an Automatic is on display playing constantly, and it is never without an audience. Sales of combinations have been good during the past month as well, the volume of business being very satisfactory for June. A surprising feature of the June business in Jenkins' phonograph and radio department is that radio demand has increased to some extent. Some portable radios have been sold for vacation trips.

Jenkins has added two Audak tables, each with accommodations for six people, to the record department. The change was occasioned by the rearrangement of the department due to the installation of a small musical merchandise department on the first floor.

The Kansas City store of Wurlitzer's is finding Victor Automatics the big thing with their phonograph department. A special feature which Wurlitzer's has developed has been the addition of a coin box to the new Automatic machines, for use in cafes and restaurants. An extra charge of \$25 is added for the coin box. This business has worked to advantage in two ways, furnishing a substantial volume in itself, and serving to introduce the machine to countless numbers of prospective customers. Wurlitzer's report that May was the biggest month in their phonograph department since December. Movement of used machines has been good with Wurlitzer's also during the last few weeks. A contest in which double credit was given on used machine sales helped to stimulate this phase of the business.

J. C. Clinkenbeard, of the Brunswick Shop, says that machines are moving in satisfactory volume at this time, although activity is not brisk. Both types of Panatrope machines continue in demand. Mr. Clinkenbeard says that portables are also moving well.

Portables have been the big thing with the Jones Store talking machine department dur-

ing June. According to Miss J. M. Poynter they have sold from twenty-five to thirty a day during the month. "The Two Black Crows" is the biggest record hit at this time with Jones, with "Sundown" following close behind.

Paul's Record Shop reports a fine business in records during the month just ended. Activity in portables is increasing, and larger machines are enjoying a satisfactory demand for June.

The phonograph department of the North-Mehornay Furniture Store is planning a special selling campaign during July in connection with a store-wide advertising program during that month. H. L. Todd, manager of the department, says that business during June has suffered something of a slump, although activity is equal to the usual volume at this season.

The Edison distributing office in Kansas City has been consolidated with the Chicago office, and the company now maintains only a wholesale establishment here. W. R. MacDonald, formerly manager at the Kansas City office, is traveling out of this city for the Edison Co.

Yahr-Lange, Inc., Introduces the Yar True-Tone Speaker

Feature of New Product Is a Divisional Tone Chamber Through Which High and Low Tones of Sound Waves Are Individualized

Yahr-Lange, Inc., Milwaukee, Wis., national distributor of Super-Ball Antenna, is introducing a new product to the music radio trade, the Yar True-Tone speaker. A feature of the Yar speaker is its divisional tone chamber through which high and low tones of amplified sound waves are individualized. A scientific baffle plate arrangement and tapered throat distribute high and low tones into the proper tone deflectors of the divisional tone chamber, the distributing chamber creating the forced crossing of sound waves. The pedestal of the speaker is a hollow air column, tapering from three-fourths of an inch at the reproducing unit in the base to three and three-fourths inches at the distributing chamber opening.

A standard reproducing unit of high quality, designed especially for the Yar speaker, is



Yar True-Tone Speaker

employed, and it is enclosed in a dust-tight, moisture-proof, aluminum shell. The unit will handle 200 volts without distortion, and is adapted to use with any radio set of three or more tubes.

The new speaker is furnished in three different color combinations, in crackled lacquer finish, in harmony with practically all interior decorative schemes. Twenty feet of silk insulated power cord is furnished with each speaker as standard equipment. The new Yar True-Tone speaker, which made its debut at the R. M. A. Trade Show, is a product of the Super-Ball Antenna factory, and was designed by the same engineers who perfected the well-known antenna. The speaker lists at \$35.

Striking Window Display by Progressive Texas Dealer

M. Riskind Co., Brunswick Dealer, of Eagle Pass, Utilizes Window Space to Good Advantage in Featuring Panatrope

A Brunswick Panatrope, portable and record window display by the M. Riskind Furniture



Riskind's Brunswick Display

Co., Eagle Pass, Texas, illustrated above is an excellent example of the proper application of good judgment in window decoration. This particular display shows a well-arranged window, which completely overcomes the possible handicap of no permanent background.

Three Brunswick instruments occupied the prominent space in the window, and open and closed models of the Brunswick portable and a good quantity of records were judiciously placed in front of and around these instruments. A giant record under an arch of flowers formed an excellent background.

Buys Cullen & Myers Co.

MARIETTA, O., July 9.—The Wainwright Music Co. has purchased the stock of musical instruments of the Cullen & Myers Co., at 125 Putnam street. D. M. Cullen will be associated with the purchasing company as salesman and field representative.

RADIO POWER

that Excels in Performance and Sells in Volume

BASCO Radio Power Units are the highly successful climax of eighteen years' precision-manufacturing experience by the Briggs & Stratton Corporation. Our ample resources, and complete engineering and production facilities have been concentrated on this job of producing a line of super-quality radio power units that would excel in performance. And we have accomplished what we set out to do!

Basco Power Units provide absolutely smooth, uniform, humless, full-voltage power to the filament and plate circuits of any 6-volt radio set having 1 to 10 tubes—and assure a new measure of convenience and upkeep economy. Radio reception is made as perfect as power can make it; the set owner is relieved of almost all personal responsibility! That makes saleability!

Complete Program of Re-Sale Co-Operation

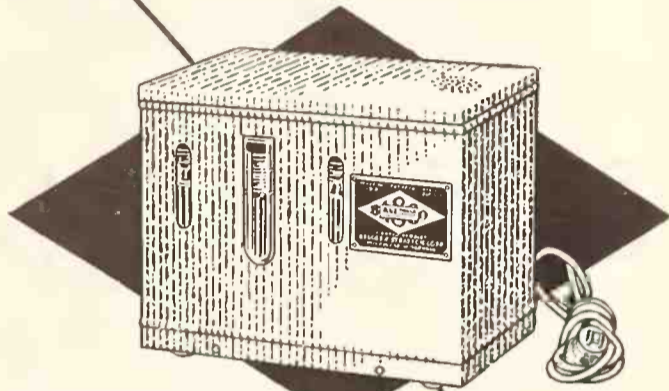
But we don't expect the radio public to come clamoring to our doors *demanding* Basco Power, regardless of how good it may be. We're going out to the public with it — to *your* customers! A carefully planned national newspaper campaign, window display material, booklets, folders, local ads for your use, dealer signs, direct mail advertising, several new sales and merchandising ideas — in fact, practically every modern advertising help will be provided to help Basco dealers sell Basco Radio Power Units in *profitable volume*. You can cash in on this advertising!

Write for details of our merchandising plan, name of nearest distributor and complete information about Basco Radio Power Units. No obligation, of course.

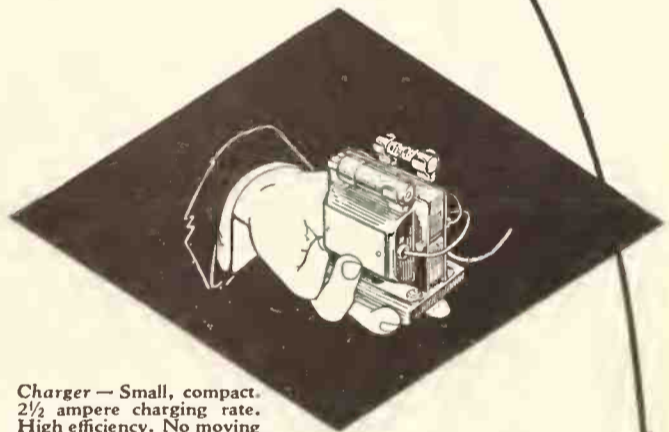
BRIGGS & STRATTON CORPORATION
MILWAUKEE, WISCONSIN



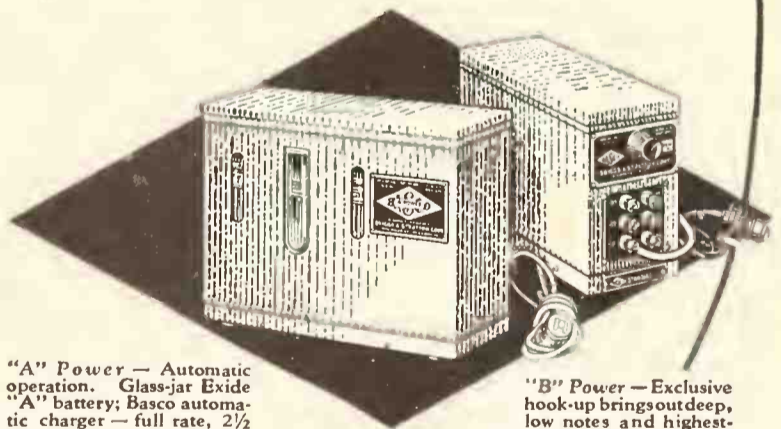
Put up one of these attractive signs in your store. It will identify your store with the Basco merchandising campaign. This sign is shown in all our newspaper advertising.



"A" and "B" Power — Entirely automatic. Highest quality, glass-jar Exide "A" power with Basco self-charger equipped with Raytheon rectifying tube, (not a trickle charger). "B" Power of exceptional efficiency.



Charger — Small, compact. 2½ ampere charging rate. High efficiency. No moving parts. Raytheon rectifying tube. Absolutely noiseless. Economical.



"A" Power — Automatic operation. Glass-jar Exide "A" battery; Basco automatic charger — full rate, 2½ ampere. Raytheon tube. No line noises. Low power consumption.

"B" Power — Exclusive hook-up brings out deep, low notes and highest-pitched tones. Easily adjustable to all power tubes. Output of 60 milliamperes at 180 volts. Tube rectification.

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

Arizona

Tucson—The Fisher Music Co. has taken new quarters in the former store of the Drachman Shoe Co.

Arkansas

Searcy—The J. D. Pope Music Co. suffered a severe fire loss when its one-story building was completely destroyed.

California

San Francisco—The Union Music Co. has taken over the store at 2460 Mission street, formerly occupied by Kohler & Chase.

San Luis Obispo—Earl Merrifield has closed out the Porterville branch of the Merrifield Music Co. and will assist his father here.

Glendale—The store of the Glendale Music Co., at 118 South Brand boulevard, has been completely remodeled and several demonstration booths have been added.

Merced—McNeil & Co., of Stockton, have opened a branch store on Seventeenth street near K, with Charles W. Kale as manager.

Colorado

Besemer—The quarters of the Public Music Co., this city, have been enlarged to provide additional space for the talking machine and small goods department.

Connecticut

Derby—Michael F. Dargon, music dealer of 302 Main street, has filed a petition in bankruptcy.

Florida

Arcadia—Miss Ella Mae Hewitt, formerly identified with the Arcadia Music Store, has opened her own music business in the Morgan Building, this city.

Kissimmee—Wilder's Music House has been extensively remodeled and additional display space has been made available.

Idaho

Idaho Falls—The Chesbro Music Co. has completed alterations, affording larger display space in the phonograph department.

Illinois

Chicago—The Chicago Musical Instrument Co., for many years located at 214 South Wabash avenue, has moved to 311 South Wabash avenue, where it has leased the entire building.

Aurora—Troupe's Music Store has removed to larger quarters on the ground floor of the Conservatory Building, featuring King hand instruments, Ludwig & Ludwig drums and banjos.

Chicago—The A. L. Owen Music Co., 4736 North Racine avenue, has been incorporated with a capital stock of \$100,000 and will deal in pianos, phonographs and other musical instruments.

Efingham—The Suddarth Music Store has been opened in the Loy Building, South Banker street.

Chicago—The Bent Music Shop, of which George P. Bent is proprietor, has moved from 214 South Wabash avenue to new quarters at 218 South Wabash avenue.

Chicago—Rudolph H. Schoeppe, proprietor of the music store bearing his name at 6319 South Ashland avenue, has regained control of the branch store at 3148 West Sixty-third street.

Kentucky

Louisville—Max Durlauf and Thomas Berry have opened a new music store on Fifth street, this city, handling small goods and featuring the King line of band instruments.

Maryland

Princess Anne—Thomas R. Young, who conducts general music stores in Salisbury and Parksley, Md., has opened a new branch in Goodman's department store, this city.

Baltimore—Louis T. Haebler, Anthony J. Haebler and B. Lee Anderson have opened a general music store at 752 Gay street, the corporation bearing their names being capitalized at \$10,000.

Massachusetts

Boston—The Chas. S. Norris warerooms, formerly handling pianos exclusively, have been fitted with audition booths and have taken the Victor agency.

North Adams—The Wood Bros. music store, located for the past twenty years on Main street, has moved to new quarters in the Robinson Block on Bank street.

Michigan

Detroit—Frank Holton & Co., manufacturers of band instruments, Elkhorn, Wis., have opened a retail store at 1425 Broadway, with Homer R. Spicer as manager.

Missouri

Kansas City—The J. W. Jenkins Sons Music Co. has moved its entire musical merchandise department to its new store at 1217 Walnut avenue.

Nevada

Reno—The new store of the Nevada Music Co., located in the Arcade of the Medico-Dental Building, has been formally opened with a reception and music program.

New Jersey

Paterson—After extensive alterations, the Quackenbush Co. has opened its music department with John Bannigan as manager.

New York

New York—C. Cooper & Son have been incorporated to deal in musical instruments, with a capital stock of \$5,000.

Brooklyn—Samuel E. Markovitz, trading as the S. E. Markovitz Radio & Music Shop, 225 Roebing street, has filed a voluntary petition in bankruptcy with assets of \$5,825 and liabilities of \$11,834.

Fulton—William F. Woodward has purchased control of the music store of William J. Bogue, 61 South First street, and will conduct it in the future with Mr. Bogue supervising sales for the present.

New York—Hardman, Peck & Co. have opened a temporary branch store at 307½ East Kingsbridge road, with Francis A. Young as manager; in October the branch will move to a permanent store on East Fordham road.

New York—The King-Slater Co., of which William W. Fort is manager, has taken over the business of Winterroth & Co., 12 Union Square.

Gloversville—The George A. Cassidy Co., operating a chain of music stores in New York State, with headquarters in Schenectady, has opened a new branch at 65 South Main street, with Leo A. Schopp as manager.

Ohio

Hamilton—The music department of the Robinson-Schwenn Co., this city, has suffered a severe fire loss.

Cleveland—The Goldsmith Musical Instrument Co. has opened a musical merchandise department in the warerooms of the Starr Piano Co., 1220 Huron road.

Columbus—The Quality Music House, formerly located at 25 East State street, has taken new quarters at 22 North High street.

Cleveland—The H. C. Schultz Co. has opened its new warerooms at 1743 Chester avenue, with C. C. Price as manager, handling Sonora phonographs and band instruments.

Oklahoma

Sulphur—The Sulphur Music Shop has been opened as a branch of Mayes Music Shop on South Second street, with Mrs. Tom Ayres as manager.

Oregon

Portland—Extensive alterations have been completed in the store of the Seiberling-Lucas Music Co., this city.

Pennsylvania

Pittsburgh—Charles M. Stieff, Inc., 819 Liberty avenue, has opened a new phonograph department.

Philadelphia—Leo Kilgariff has been appointed manager of the Northeast stores of the F. A. North Plano Co., with direct supervision over the Kensington avenue and Front street stores.

Altoona—Arthur E. Winter has purchased the interest of his brothers and sisters in the Winter Music House, established here forty-eight years ago by the late Frederick A. Winter.

Philadelphia—The music store of Joseph Capici, 1231 South Passyunk avenue, this city, has suffered a heavy fire loss.

Shenandoah—J. Zakarevicz has remodeled his music store here and has added Walter Birchess to the sales staff.

Texas

Greenville—Miss Dorothy Dinkle has been appointed manager of the sheet music and musical instrument departments of the Collins-Decker Co.

Dallas—The Dallas Music Co., this city, has been incorporated by John L. Leyhe, W. B. Leyhe and M. S. Mills and will conduct a general music business here.

Utah

Salt Lake City—A. T. Christensen has opened the Economy Music Store at 27 Richards street, handling a full line of musical instruments.

Ogden—A. H. Ashton has been appointed manager of the phonograph department of the Beesley

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

Music Co. branch in the Wright Department Store, this city.

Salt Lake City—The Granite Furniture Co. has opened a phonograph department, featuring the Brunswick line, with R. J. Thomas as manager.

Salt Lake City—R. D. Harriger has succeeded Marcellus Smith as manager of the Glen Bros.-Roberts Piano Co., with the latter's resignation.

Virginia

Lexington—The Cline Music Co., formerly located in the Root-Smith Building, has removed to the Rockbridge Building at Jefferson and Nelson streets.

Washington

Seattle—H. M. Huemann, formerly engaged in the music business in Wallace, Idaho, has opened a new music store at 1519 Fifth avenue, to be known as the Knabe Studios.

West Virginia

Waynesboro—C. A. House & Co., of Wheeling, have opened a branch music store here, handling pianos and phonographs.

Cameron—C. A. House & Co. have opened a branch music store in the McDermott Building on Main street.

Two New Atwater Kent Products Prove Popular

Production Facilities of Plant Taxed to Meet the Demand for the "E" Speaker and "B" Power Unit—Big Sales Expected

PHILADELPHIA, PA., July 7.—The two new models in receiving sets, the new model "E" speaker and "B" power unit, introduced by the Atwater Kent Mfg. Co. at its annual convention of distributors in Atlantic City in May, have proved immediately popular. The initial pre-season orders have already taxed the facilities of the huge plant in this city.

The new type of speaker known as the model "E" was eagerly received by Atwater Kent dealers throughout the entire country, and from present indications it would seem that this model will enjoy tremendous sales during the year.

Equally popular with the dealers is the new "B" power unit. Despite the heavy demand for a product of this character by radio users and the wide sale of this accessory during the last two seasons, the Atwater Kent Co. refrained up to a month or so ago from offering a "B" power unit to the trade. It now develops that the company's laboratories have been working steadily for three years to perfect an instrument to supply "B" power and have produced a unit with a number of new features, the most important of which is a gas tube with a life in excess of 2,000 hours. It is also asserted that the new product is entirely free from "hum." Another feature of the "B" unit is that its operation is automatic, due to a built-in relay which is actuated by the power supply switch on the receiving set. Provision is also made for connecting the "A" battery and charger to the "B" unit, in which case the relay also automatically starts and stops the charger. The new instrument is designed for alternating current, 60-cycle circuits with 110 to 115 volts.

The Melody Shoppe, Elm street, Oil City, Pa., of which Raymond Shaffer is proprietor, recently suffered a fire loss estimated at from \$4,500 to \$6,000.

RECORDING WAX

ALL TYPES

"G" Wax Specially for
Electrical Recording

F. W. MATTHEWS 126 Prospect Street
E. ORANGE, N. J.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated
for

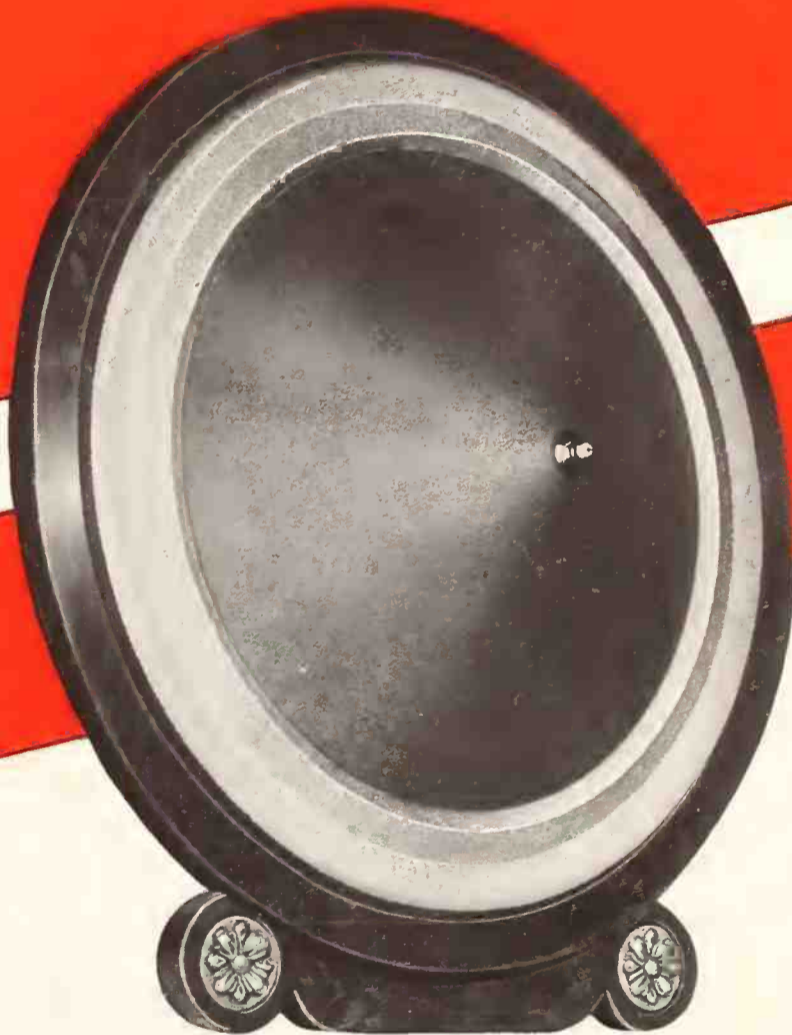
Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.

Everybody Agrees

*This is An Electric Set Year!
Melo-fonic Speakers are Specially
Adapted for Electric Use -----
and Above All ----- Supreme
in Quality and Fidelity of Tone.*

Melo-fonic
SPEAKERS



MODEL M
RETAIL PRICE
\$28⁵⁰

We will be glad to submit samples to wholesalers for direct comparative test. Write us today and convince yourself about Melo-fonic superiority.

DEALERS:

Ask your Jobber—If he's a Live Wire He Sells Melo-fonic Speakers. Write for Booklet R today!

“Best by Comparative Test”

PROGRESSIVE MUSICAL INSTRUMENT CORP.

319 Sixth Avenue, New York City, N. Y.

Export Agents: C. A. Richards & Co., Inc., 100 E. 45th St., New York City

NOW

Majestic
Super "B"

COMPLETE WITH

Majestic Super Power

B-Rectifying Tube

Retail Price

\$29.50



MAJESTIC'S LINE-UP For 1927-28 Season

Greater Radio Power
Highest Quality

National Reputation
Lower Prices

MAJESTIC SUPER-B

Recognized as the leader in popularity, sales and efficiency. For sets 1 to 12 tubes. List price of unit complete with the Majestic super power tube - - \$29.50

MAJESTIC MASTER-B

The precision B-Power Unit offering complete control of all output voltage taps. List price, complete with Majestic super power tube, \$32.50

MAJESTIC SPECIAL MASTER-B

Similar in appearance and design to Master-B but equipped with four B+ taps for sets requiring same. List price complete with Majestic super power tube - - - - - \$32.50

MAJESTIC ACE Models for sets operating with A. C. tubes.

Model "R," for use on sets operating with McCullough A.C. Tubes. Retail price, complete with Majestic Super Power B rectifier - - - - - \$35.00

Model "S" is especially designed for sets which operate with R-C-A or Cunningham AC tubes. Retail price, complete with Majestic Super Power B Rectifier - - - - - \$35.00

Majestic "A" Current Supply

Majestic "A" is absolutely "dry" in construction, using no acids or liquids whatever. It has no hum when in operation.

A receptacle is provided on the front panel for plugging in Majestic "B" supply, so that both "A" and "B" units are operated with one light socket connection. There is a convenient switch on cord of "A" Unit, which controls both sources of power supply as well as the set.

Retail price, complete with Elkon Rectifier - - - - - \$39.50



Majestic "A" and "B" current supply work together from one electric light socket



Each Majestic "B" current supply unit is furnished with a Majestic Super Power B Rectifier Tube

Grigsby-Grunow-Hinds Co.

4558 Armitage Avenue, Chicago, Illinois



No. 260 List Price \$40



No. 230 List Price \$25

Victor Portables—

Dominate the Market

Rugged — dependable — attractive — full of performance — moderate in cost, Victor Portables offer Victor Dealers unlimited sales opportunity.

Victor Portables are "Standard Equipment" anywhere and everywhere.

C. BRUNO & SON, Inc.

Victor Distributors to the Dealer Only

351 FOURTH AVENUE

NEW YORK, N. Y.

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

Arrival of Hot Weather Stimulates Music Trade in St. Paul-Minneapolis

Wholesalers and Dealers Report Increasing Popularity of Portable Instruments—Victor Automatic Moving Well—Beckwith Co. Appointed Radiotron Distributor—Other News

ST. PAUL AND MINNEAPOLIS, July 7.—The long-delayed hot weather has arrived in Minnesota to stimulate the crops, encourage the farmer and inspire the prophets in all lines of business to predict a good Fall buying season.

Mrs. Helen D. Beggs, manager of the Columbia branch, is on an extensive motor trip through Illinois and Michigan. Lawrence Gunyo, in charge in Mrs. Beggs' absence, reports that the record business for June has by far exceeded that of any month for a long time. The popularity of "The Two Black Crows" continues and is comparable to that of "Dardanella" in the post-war days. "Lucky Lindy" is proving even more of a hit than was anticipated. The Columbia portable business is good, with the Harmony No. 2 at \$25 the best seller.

W. J. Hager, of the music company of that name, was here from Hector, Minn. He reports conditions very favorable in that section of the country.

The phonograph and record business is especially good in northern Minnesota, where a large number of Finnish records are sold. A. J. Heath, of the Chicago Columbia office, arrived in Minneapolis with Mrs. Heath on June 29 to spend a week here.

The sales campaign being put on in seven States and sixty-five towns by the Victor Co. is bringing in excellent returns. C. C. Hicks, manager of the George C. Beckwith Co., says that June sales figures exceed any month since February. The Automatic Orthophonic is moving splendidly and a number of 9-40 \$1,000 machines have been sold. The 4-40 is still leading the field to such an extent that the supply is continually exhausted. There just aren't

enough Victor portables to take care of the demand, says Mr. Hicks.

R. C. Coleman, manager of the radio division of the Geo. C. Beckwith Co., and who has recently opened a branch in Milwaukee, has just returned from an extended trip. He visited the Federal factory at Buffalo and stopped in Chicago for the R. M. A. show.

The Beckwith Co. has announced its appointment by the R. C. A. as Northwest distributor of R. C. A. Radiotrons.

John E. Date, formerly phonograph and radio manager of the Minneapolis Drug Co., has opened offices at 820 Nicollet avenue, as manufacturers' agent for a number of standard lines of radio and accessories. Mr. Date is exclusive representative in the Northwest for the Magnavox Co., of Oakland, Cal. There has already been a big demand for territory on the Magnavox high-power cone speaker. Among the districts already appointed is that of the Radio Apparatus Co., of Yankton, So. Dakota.

Edward R. Dyer, president of the Metropolitan Co., returned from a trip East and expressed enthusiastic recollections of the opening of Aeolian Hall. Mr. Dyer left for a vacation in the northern Minnesota woods on July 5, to be gone two or three weeks.

Indian Chief Runs Marathon in Novel Promotion Stunt

A new long non-stop marathon record between Chicago and Milwaukee was established by Chief Tall Feather, an Oneida Indian long distance runner, during the R. M. A. Trade

Show last month. The chief, in the event sponsored by Fred E. Yahr, president of Yahr-Lange, Inc., Milwaukee, finished his run at the Hotel Stevens on the second day of the Trade Show, and won \$1,000 and a gold medal offered by Mr. Yahr. The marathon was a feature of the Super-Ball Antenna and Yar loud speaker sales promotional campaign and won considerable attention all along the route, as people residing in the towns along the North Shore between Chicago and Milwaukee lined the way. An automobile escort followed the fleet-footed Indian along the lake shore through Racine and Kenosha to Chicago.

Oro-Tone Co. Will Market New Type Sound Reproducer

The Oro-Tone Co., Chicago, manufacturer of tone arms, reproducers and other phonograph equipment, is placing upon the market at this time a new sound reproducer, which is said to contain neither a cone nor a horn. A special unit is employed in its construction which is new in design and employs the "quivering reed" principle. The new Oro-Tone sound reproducer, which is said to produce both the deep low notes and high treble notes with equal fidelity, is made in a table-type cabinet reproducer and also in a console style, the list prices being \$25.00 and \$60.00, respectively.

The new reproducer is said to be compact and solid, and is not subject to changes in climatic conditions. It is expected that more detailed information regarding this latest Oro-Tone product will be released in the near future.

Louis E. Cook, formerly with Sherman, Clay & Co., has opened a music and radio store at 451 San Benito street, Hollister, Cal. He has the complete Victor Orthophonic line, Bosch and Freed-Eisemann radios as well as pianos and sheet music.

You'll Want These Popular Speakers in Your Fall Line!

BORKMAN Velvet Radio Speakers have become solidly established favorites with dealers and public alike. The consumer likes them because of their artistic design and their ability to give true reproduction of whatever their sets may pick up. The dealer finds them easy sellers, and approves accordingly.

You will want to feature this well-known line in your fall catalog. It will prove a fruitful one for your salesmen, enabling them to increase their volume and your profits.

Through a change in distribution policy, your business will now be handled direct by our General Sales Office in Chicago. Get in touch with this office today, to arrange for territorial rights.

The Jewel Case
No. 21
List Price, \$40.00

Other Models
from
\$7.50 up



Manufactured by
BORKMAN RADIO CORP.
Salt Lake City
Utah

Velvet Radio Speakers
Reg. U. S. Pat. Off.

GENERAL SALES OFFICE
230 East Ohio St.
Chicago

George P. Hough, of Carryola Co., Makes Trade Trip

Sales Manager of Prominent Milwaukee Manufacturer Visited Eastern Territory—Outlined Merchandising Plans to the Trade

George P. Hough, sales manager of the Carryola Co. of America, Milwaukee, Wis., made an extended tour in the interests of his company and its product, the Carryola portable phonograph, in the Eastern trade the latter part of June. He visited all of the important cities in that section of the country, outlining to distributors and dealers the extensive Carryola advertising and merchandising plans.

Clarence Gennett, of the Starr Piano Co., Richmond, Ind., was a visitor to the offices of the company in Boston recently, en route to Nantucket, Mass.



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.

Paul B. Klugh Tells Zenith's Stand on Federal Radio Law

Seeks to Correct Erroneous Reports That Zenith Radio Corp. Will Attempt to Deny the Constitutionality of the Present Law

CHICAGO, ILL., July 8.—In a recent announcement to the trade, Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., stated that so many erroneous reports have been circulated as to the attitude of the Zenith Corp. and its officials in the matter of the Federal Radio Law that the executives of the Zenith organization welcomed an opportunity to state their position without equivocation. The Zenith Radio Corp. has no intention of attempting to deny the constitutionality of the act under which the Federal Radio Commission operates and radio in the United States is governed, it was stated by Mr. Klugh.

Mr. Klugh's statement in part follows: "It has taken a great deal of time and the expenditure of considerable energy to get the present radio law through. I feel sure that Mr. McDonald and I did our share of the work. While the law is not all that could be desired and undoubtedly will be amended, it is considered a remarkable piece of legislation by those who are familiar with the barriers to its passage. This corporation and its officers stand for the law and its preservation, first, last and all the time, and we will devote ourselves, insofar as necessary, to strengthening this law through amendments at the next session.

"I touched upon this matter during the course of my remarks at the Radio Manufacturers' banquet in Chicago on June 16, 1927. The statements I made there had the whole-hearted and enthusiastic support of Mr. McDonald.

"It has become a matter of common knowledge that we went to Washington several weeks ago and argued the case of our station before the Federal Radio Commission for the purpose of securing a better assignment than 263 meters. We did not then and do not now consider that this assignment is a proper recognition of the status of our station. We feel that as one of the pioneer broadcasters and the first to build a powerful station and place it more than twenty miles outside of the city and especially in view of this corporation's contributions to the radio art, we are entitled to be placed upon a par with others. We, therefore, presented our case as well as we could, but the Commission decided against us. As far as we are concerned, this ended the matter.

"While our attorney was arguing our case before the Commission he paused and stated that he would like to record his own personal and private opinion and that he had not consulted with his clients (Zenith) on the matter, but only wanted to record his own views, which were that the Radio Law of 1927 is unconstitutional. As far as this corporation is concerned we are not interested in the constitutionality of the law. Quite on the contrary, we will use our best efforts and influence to see that the law is maintained and discourage anyone who has in mind breaking down the law through raising the question of its constitutionality. If and when lawyers are able to show wherein the present law is unconstitutional, than we believe that this should be corrected through amendment at the next session of Congress, or, if this cannot be done through amendment, that a new ground work should be laid which will place the American Radio Law beyond attack from anyone.

"The Federal Radio Commission is doing an admirable work and should receive the support of the entire radio industry as well as the listening public. The almost impossible task of placing 690 stations on eighty-nine wave lengths is bound to make some feel that they have been treated unfairly. We feel sure, however, that as time goes on these matters will settle themselves to the satisfaction of all concerned."

Chicago Dealers Combined in Featuring Radio Windows

One Hundred Dealers Showed Atwater Kent Radio Sets in Eye-Arresting Displays During the Two Weeks of Conventions

One of the most successful co-operative efforts of dealers who feature a single line of radio was consummated in Chicago during the two weeks following June 7, the period of the Music Industries Convention, the R. M. A.



Hartman's Artistic Window

Convention and Trade Show and the Federated Radio Trades Association Convention, when one hundred Chicago dealers featured the Atwater Kent radio line in their windows.

This concerted window display campaign was not only in the interest of stimulating business for the products shown, but was also in the nature of a welcome to the delegates to the various conventions. The sales-promotion department of the Atwater Kent sales division worked with the dealers in making this campaign the success it was. Signs welcoming dealers, as well as window display material of an exceptionally fine character, were prepared by this branch of the Atwater Kent Co. and the dealers did their share by making excellent use of the material available. The result was



A Lyon & Healy Display

that thousands of dealers of the city and surrounding districts visited Chicago during the period of these activities and Atwater Kent radio was emphatically called to their attention time and time again through the medium of the window displays.

As a news item this is very interesting, but it is of far greater importance, due to the fact that it demonstrates how manufacturers, wholesalers and retailers can co-operate to mutual advantage in securing publicity for the lines they handle. The retail trade is beginning to realize much can be accomplished by working with and not against local competition. Therefore, the fine showing made by the Atwater Kent dealers was most commendable and there can be no doubt but that many people who have not before considered radio now realize that many Chicago dealers handle the Atwater Kent line. After all, the purpose of publicity is to call to the attention of the public a product with the intention of creating a demand, and there is no better method of accomplishing this than by preparing real selling window displays.

ATWATER KENT RADIO

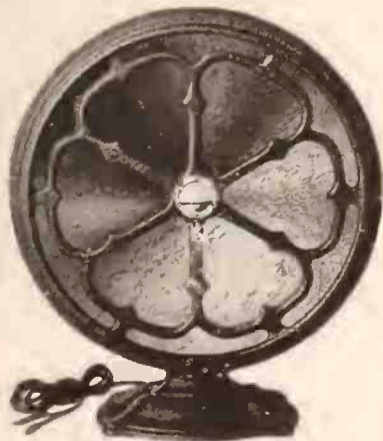
Out in front again 1927-28



MODEL 35, six-tube, ONE Dial Receiver. Crystalline-finished shielding cabinet; gold ship-model name plate, decorative rosettes and battery switch. \$65.



MODEL 30, six-tube, ONE Dial Receiver. Solid mahogany cabinet; gold name plate, battery switch and vernier knob. \$80.



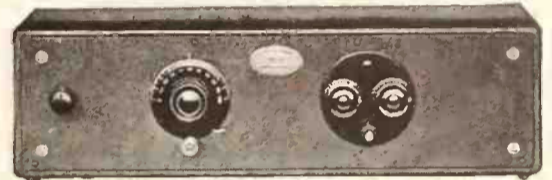
MODEL E RADIO SPEAKER. The result of nearly three years' laboratory work. Faithfully covers the entire range of musical tones, from the lowest to the highest register. With 9 feet of flexible cord. \$30.

A COMPLETE LINE of receiving sets differing in special abilities, uniform in Atwater Kent reliability.

A complete line of speakers, including the Model E with a new and unusually sensitive type of operating unit and a new method of cone suspension which allows response to the faintest vibration over the entire surface.

Phonograph attachments of proved desirability.

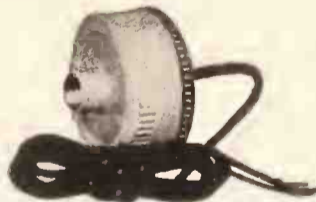
And a merchandising and advertising policy which will help Atwater Kent merchants to place Atwater Kent Radio in another million homes.*



MODEL 33, six-tube, ONE Dial Receiver. Antenna adjustment device assures unusual selectivity. Solid mahogany cabinet; gold name plate, battery switch and vernier knob. \$90.



MODEL 50, seven-tube, super-selective ONE Dial Receiver, with antenna adjustment. Tuning condenser, detector and radio amplification tubes enclosed in special metal boxes and these shielded parts, with the rest of the electrical assembly, completely encased in a metal container. Solid mahogany cabinet. \$150.



PHONOGRAPH ATTACHMENT, Type 5V
With 9 feet of flexible cord. \$6.50.

EVERY SUNDAY EVENING:—The Atwater Kent Radio Artists bring you their summer program at 9:15 Eastern Daylight Time, 8:15 Central Daylight Time, through:

WEAF	New York	WGR	Buffalo
WEEI	Boston	WOC	Davenport
WRC	Washington	KSD	St. Louis
WSAI	Cincinnati	WWJ	Detroit
WGN	Chicago	WCCO	Mpls.-St. Paul
WCAE	Pittsburgh	WGY	Schenectady

*Now in more than a million homes.

Prices slightly higher from the Rockies West, and in Canada



MODEL H RADIO SPEAKER. Entirely of metal. Crystalline finished in two shades of brown. With 9 feet of flexible cord. \$21.

ATWATER KENT MANUFACTURING COMPANY
4725 Wissahickon Avenue A. Atwater Kent, President Philadelphia, Pa.

Spartan



Model 6-26
Battery Operated



AC-7 Console
Electric Receiver
no batteries of any kind



Model 6-15
Battery Operated
This also illustrates the
AC-6-15 Electric Model



The Console
with or without built-in
cone, can be used for
AC-6 Cabinet, Model
6-26 or Model 6-15

Announcing THE NEW SPARTON MODELS



AC-6 Cabinet
Electric Receiver
on Console



This illustrates both Model
6-26 and AC-6 Cabinet
with front closed

Sparton Speaks

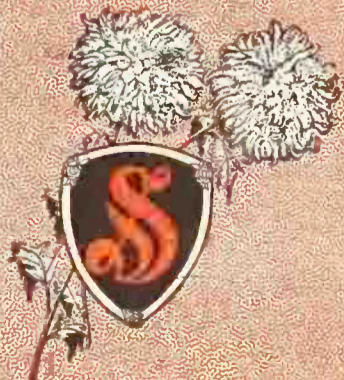
Truly remarkable advancement in selectivity over the entire range, particularly through the lower wave lengths, features the new Sparton AC Electric Receiver (without batteries of any kind). Seven tubes—increased volume—absolute elimination of distortion;—these, we believe, develop Sparton reproduction to a point that has never been equaled in the Radio industry.

Another superb Sparton instrument—the AC-6 Cabinet Electric Receiver (no batteries of any kind) listing at only \$215, and the Model AC 6-15 Electric at only \$188, give Sparton dealers a great price advantage in the fine quality field, with increased sales possibilities.

The Sparton battery-operated sets have been tremendously improved in selectivity and volume by the addition of a sixth tube, and by refinements throughout. Superb cabinet work—the art of Sparton craftsmen—characterizes the entire line.

A new and remarkably complete merchandising plan, backed by 26 years of manufacturing stability, has been developed to aid dealers. You business men who are interested in becoming firmly established in the great radio business are invited to mail the coupon which will bring complete information, and the name of the nearest Sparton distributor.

THE SPARKS-WITHINGTON COMPANY
Pioneers of Light-Socket Radio without batteries of any kind
JACKSON, MICHIGAN, U.S.A.



COUPON
Please clip this coupon, attach to your letter, and mail to The Sparks-Withington Co., Jackson, Mich., and receive complete information on the new Sparton line and the name of the nearest Sparton distributor.

Columbia Records Presented to Col. Charles Lindbergh

Complete Description of the Official Welcome to Trans-Atlantic Flier by President Coolidge Contained in Six Recordings

A special presentation of six Columbia records, containing what are probably the most colorful word pictures and historic speeches ever recorded, describing in detail the reception of Colonel Charles A. Lindbergh by President Coolidge in Washington, was recently made to Colonel Lindbergh in St. Louis by representatives of the Columbia Phonograph Co.

These six records carry the descriptions of the crowds, word by word as sent over the air by the radio announcers from their vantage points, the welcoming address by President Coolidge, and Colonel Lindbergh's reply. Frank Capps and H. A. Summers, of the Columbia research staff, made the recordings in the company's research laboratories at 1819 Broadway, New York City, as they were broadcast.

These six records, together with the first record pressed of Columbia Record No. 1000-D, coupling "Lucky Lindy" and "Lindbergh (The Eagle of U. S. A.)," were contained in an especially designed leather holder, beautifully stamped with gold letters and borders, executed by Mark Cross.

The presentation was made in the office of H. F. Knight, one of Colonel Lindbergh's principal backers and a member of the International Press Assn. E. D. Shiddell represented the Columbia Phonograph Co., and was accompanied by N. B. Smith, manager of the Columbia St. Louis branch, and C. R. Salmon, also of the St. Louis branch.

In addition to Record 1000-D Columbia has made Record No. 1027-D, "When Lindy Comes Home," Geo. M. Cohan's hit, coupled with "Like an Angel You Flew into Everyone's Heart (Lindbergh)," tenor solos by Franklyn Bauer; and Record No. 1025-D "Chamberlin and Lindy (Our Hats Are Off to You)," and "Charlie Boy (We Love You)," sung by Vernon Dalhart.

Superior Cabinet Co. Issues New Radio Cabinet Catalog

Four Models of Superior Radio Cabinet Are Illustrated and Described in Booklet—Table of Freight Rates an Interesting Feature

MUSKEGON, MICH., July 8.—The Superior Cabinet Co., of this city, recently mailed to the trade its catalog, describing and illustrating the complete line of Superior cabinets, comprised of four models. All of the Superior Cabinets are furnished either with or without built-in cone speaker or horn, and No. 801 radio cabinet is designed especially for an electric set, although ample space is provided for batteries or power units. The radio receivers rest on a sliding table which is easily removed or pulled forward to install or adjust the set. All of the Superior cabinets are finished in walnut with a hand-rubbed lacquer finish.

The cabinets are built to accommodate the standard sets, or are furnished with a plain panel, which may be cut to fit any seven by eighteen-inch set. An interesting feature of the Superior Cabinet catalog is a table of freight rates on the inside back cover, listing the shipping cost of the cabinets from Muskegon to every important trade center of the United States. Studner-Cumming Co., Inc., New York City, is the sole selling agent of the Superior Cabinet Co.

Radel Music Shop Opens Branch in New York City

Van Veen & Co. Awarded Contract for Interior Decoration of Fine Establishment

The Radel Music Shop, of 991 Columbus avenue, New York City, has opened a branch store at 182 Dyckman street, which will represent one of the most modern and best equipped music warerooms in New York City.

The contract for the interior decoration has been awarded to Van Veen & Co., New York City, manufacturers of Van Veen equipment. Van Veen & Co. had previously fitted out the main store of the company. The entire interior in the Dyckman street store has been constructed of quartered oak. The installation consists of five soundproof demonstrating rooms for either talking machine or radio, wall cases for the display of musical instruments, racks for music rolls and records, a record counter and modern equipment for the display of radio parts and accessories. The store will handle everything in music with the exception of pianos.

Plaza Music Co. Jobbing Ultra Reproducer Line

Polyphase Ultra, Singlephase Ultra and Revelation Ultra Reproducers Now Being Distributed by Well-known New York Firm

The Plaza Music Co., 10 West Twentieth street, New York City, besides using as standard equipment Audak reproducers on its Pal portables and higher-priced model talking machines, is also distributing a full line of Ultra (phonic) reproducers. These include the Polyphase Ultra, Singlephase Ultra and the Revelation Ultra, all manufactured by the Audak Co.

Letters and circular announcements of the acquisition of this line have been sent to the trade by the Plaza Music Co. Its previous announcement covering the adoption of Audak reproducers for its higher-priced portables and talking machines resulted in the company receiving numerous letters of congratulations.

Victor for Charles S. Norris

BOSTON, MASS., June 28.—The first instruments of the Victor line have made their appearances on the floors of the Charles S. Norris ware-rooms here. This firm, which recently took on the line, is devoting large space to most effective display.

Unique Publicity Stunt in Interest of Panatropé

Jones-O'Neal Co. Staff, of Beaumont, Tex., Utilizes Aeroplane to Distribute Information of Interest to the Public

Thousands of circulars, good for merchandise credit, were distributed by the Jones-O'Neal Furniture Co., Beaumont, Tex., in a unique manner. The circulars were dropped from an aeroplane in Beaumont, Port Arthur, Port



Jones-O'Neal Co. Gets Publicity Via Plane Neches, Nederland and Orange, Texas. The circulars were distributed in connection with an essay contest, and the campaign was a great success in the development of interest in the Panatropé.

The accompanying photo shows members of the Jones-O'Neal staff and the pilots who assisted in the distribution of the circulars. Those shown in the picture, left to right, are Charles E. Quick and George Carroll, pilots; George Otis Allen, assistant manager of the Jones-O'Neal Furniture Co.; Miss Mary Wesh, manager of the record department; J. B. Henderson, Charles W. Pyle, representative of the Brunswick-Balke-Collender Co.; Fred L. Hirom, manager of the phonograph department, and E. C. O'Neal, president and general manager of the Jones-O'Neal Furniture Co.

Charles W. Pyle, the Brunswick representative shown in the accompanying photograph, and the pilot of the airplane, were together in the American Expeditionary Forces in France for sixteen months during the World War. Mr. Pyle wrote the circular, ten thousand of which were dropped from the airplane. Fifty red cards, bearing the following inscription, "Good for \$10 credit on any cabinet model Brunswick," were also dropped over the towns mentioned above. Nine red cards were brought in to the Port Neches Brunswick dealer alone.

On the Sunday before the flight the newspapers in the various cities carried a display advertisement advising the public to watch for the Jones-O'Neal airplane on the following day. On the left wing of the plane the word "Brunswick" was painted in red and on the right wing the name "Jones-O'Neal" appeared, both names printed in letters five feet high which could easily be read at 2,000 feet altitude. The sales promotion scheme was very successful, and seventy-five of the various Brunswick machines.

John P. Rainbault Co. Is Vincennes Representative

The John P. Rainbault Co., 50 Church street, New York, was recently appointed Eastern representative for the Vincennes Phonograph Co., covering the territory from Maine to Virginia, and from Buffalo to Harrisburg. This company now represents the makers of Walbert and McMillan radio receivers, Magnavox tubes and speakers and the Balkite units. In order to take care of the rapidly increasing business the Rainbault organization has moved to larger quarters on the main floor of the Hudson Terminal building and a demonstration room has been outfitted and a service department has been formed. The sales department has also been increased and six outside men are now traveling in the Rainbault interests.



Radio Power EQUIPMENT

because of its extreme efficiency and its universal popularity will help you sell more Receiving Sets this Fall than ever before.

Member
Radio
Manufacturers'
Association

Ask your Jobber or write
us for details



THE ACME ELECTRIC and MANUFACTURING COMPANY.
1438 Hamilton Avenue Cleveland, Ohio

Wirt Cone Speaker

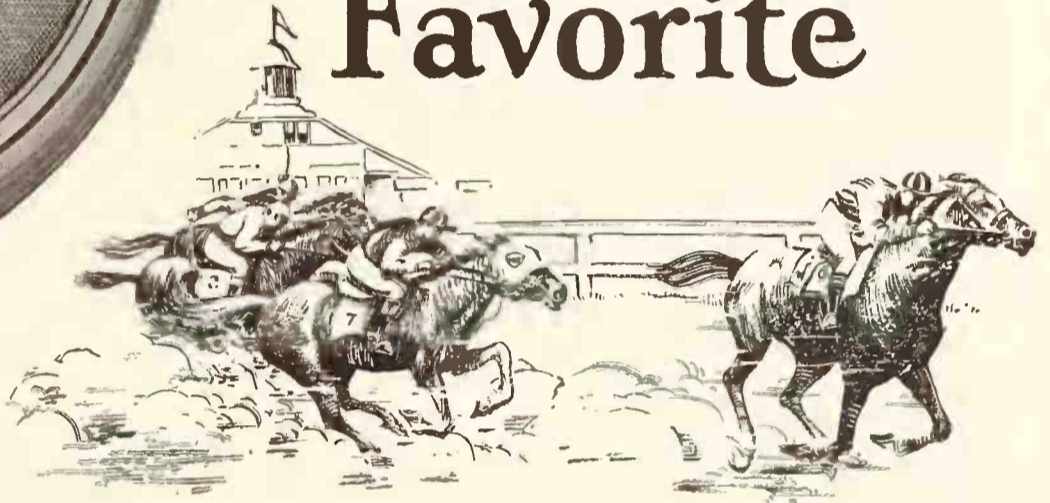


\$20

15 in. high
13 in. wide

Price in Canada
\$25

A Flying Start for An "Odds-on" Favorite



PERHAPS even more amazing than the high degree of mechanical and reproductive excellence it offers for \$20.00 is the manner in which extensive stocks of the Wirt Cone Speaker melt from the merchant's shelves. Immediate sales, in so great a quantity—at the "tag-end" of the season—were not expected by experienced radio dealers.

This warm welcome for the Speaker of the Day is no mere flash in the pan. The spark that was struck this Spring by presentation of a high-grade speaker at a popular price will, in the Fall, be fanned to a flame of public demand that will sweep the country.

National advertising for the

Wirt Cone Speaker will greet the first returning vacationist in his favorite magazines and newspapers. He and thousands of his kind will be told convincingly, persuasively, and over and over again that here at last is a speaker whose performance is equal to the best, at a price that asks no favors from the worst.

And there is no question but that this national advertising will be amplified and given the authority of truth by word-of-mouth reports from delighted owners.

In the Fall, when radio buying begins in earnest, the busiest dealers will be those who prepare now for frequent and insistent orders for the Speaker of the Day.

WIRT COMPANY

5245 Greene Street

Philadelphia, Pa.

Manufacturers of Dim-a-Lite and other Electrical Specialties for Twenty Years

News From the Akron-Canton Trade Territory

Talking Machine Dealers Are Optimistic as Satisfactory Business Continues—News of the Trade Throughout the Territory

AKRON-CANTON, O., July 7.—While unseasonable weather has had a decided effect on retail business in most every line, it has caused music dealers in the Akron-Canton district little concern. For the first six months of the year, dealers declare, talking machine demand was better than last year and from all indications the second six months of 1927 will see a more substantial gain.

The new Orthophonic machines are meeting with continued good reception, according to George C. Wille, head of the music company bearing his name. The \$300 machine seems to be the most popular for home use, while in clubs, hotels and other places where dances are held, the electric types have the call. Mr. Wille also reports many orders are being received for the new 40-inch Edison records.

W. E. Pyle, manager of the talking machine department of the William R. Zollinger Co. department store, says talking machines and radios are moving well for this time of the year.

Earle Poling, Akron Victor dealer, has been largely instrumental in the contracting for the appearance in Akron next February 14 and 15, at the Keith-Albee Palace, of the Chicago Civic Opera Company. The company will give three performances.

E. J. Eberman, music dealer, Tuscarawas street, East Canton, will move within a few days to a new and larger location just across the street from his present store. Alterations to the building have been completed.

The Canton Music Co., for the past three years located on Cleveland avenue, NW., has relinquished its location and is now maintaining only a collection office. This concern, successors to the Strassner-Custer Music House, some months ago made an assignment, and the stock of pianos and talking machines and other instruments was disposed of.

Clyde Oplinger, proprietor of the North End Music Co., Wadsworth, O., who has been seriously ill of pleurisy, is much improved.

Expansion of the Van Horn Music Co., Massillon, will result with the removal recently from its original location, East Main street, to a new building on the opposite side of the street, officials have announced. The talking machine department is to be enlarged and a larger stock of machines and records carried.

James W. Duff Makes Interesting Comment on Tubes

"Tube Business," Says President of Gold Seal Electrical Co., "Means Repeat Orders With Reasonably Quick Turnover"

The radio tube industry has all the elements of a sound, substantial and profitable future, permanent and increasing, according to James W. Duff, president of the Gold Seal Electrical Co., Inc., manufacturer of Gold Seal tubes, in commenting recently on the tube business.

"As far as science and engineering can foresee, the radio tube is here to stay," said Mr. Duff. "Success in radio tube manufacturing now is a matter of quality production and aggressive merchandising. The latest radio sets use six or more tubes as compared with an average of five tubes last year, and this alone would indicate a 20 per cent increase in consumption. There have been vast improvements in tubes and more are forthcoming. Various special purpose tubes are now being made and marketed and more are in course of development, including a type which will operate direct from the house lighting current and which will undoubtedly be perfected by engineers sooner or later.

"From the dealer's standpoint, tube business means repeat orders and that counts heavily on the profit side of the ledger. The average life of a tube is from three months to one year, depending upon the number of hours the set is in operation. This makes for reasonably quick turnover."

Florida Zenith Dealer Uses Novel Promotion Idea

Time: Every afternoon and evening, June 19 to 22.

Place: Stage of the Tampa Theatre, Tampa, Fla.

Act: A Zenith model 28 with an Acme reproducer was on the stage together with John Ingram and His New Idea Orchestra. The spotlight is put on the Zenith and the theatre organist walks to the Zenith and tunes in and hears the announcer say "Good afternoon, everybody, this is WMBR at Tampa, Fla., broadcasting John Ingram and His New Idea Or-

chestra, direct from the stage of the Tampa Theatre, and Mr. Ingram presents his orchestra in their novelty number." As each number finished the spotlight was turned on the Zenith, and each time the announcer would give the call letters and next number to be heard.

The closing of the act came with the signing-off of the station, and this proved to be a real novel idea and met with the approval of the audience, and this has created some new interest in radio in Tampa.

The hook-up was perfect and not a second lost between numbers, and the audience were given plenty of time for encores. The announcer was located six blocks away from the theatre in the studio of WMBR at the Olive Hotel, Tampa, Fla.

Enjoys Business Gain

The Seattle, Wash., branch of the Columbia Phonograph Co. showed a 45 per cent increase in June over the month of May, a very satisfactory gain.



Pattern No.
133



A
Quality
Product

Radio Set Analyzer

The Jewell Pattern No. 133 Radio Set Analyzer was designed to assist radio service men in reducing time on service calls, giving them an instant check on set conditions. It will be found particularly adaptable to service calls of a contract nature, requiring monthly inspection of sets.

In operation it is very simple. With the plug of the analyzer in place in the socket of a radio set and the tube in the socket of the analyzer, complete characteristics of that stage can be obtained. "A," "B" and "C" voltages, plate current and grid bias are instantly obtained by pressing the proper push button. In addition, a grid shift push button is furnished and gives a direct indication of tube conditions. There are no complicated switches to get out of order. Pressing the wrong push button does no damage. In fact, they can all be pressed at one time without injury.

The instrument is a high grade voltammeter having a voltmeter resistance of 1000 ohms per volt and ranges of 0-8, 80 and 200 volts and 0-20 milliamperes. Separate binding posts allow for external connection to the instrument for individual circuit tests.

The case is covered with genuine Morocco leather and is 4½ x 6½ x 8½ inches.

Write for descriptive circular No. 1115

Jewell Electrical Instrument Co.

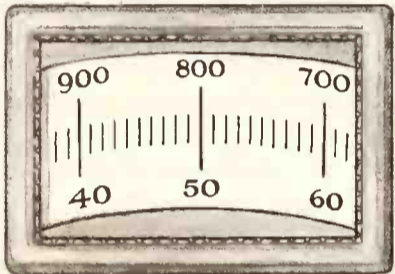
1650 Walnut St. - Chicago

"27 Years Making Good Instruments"

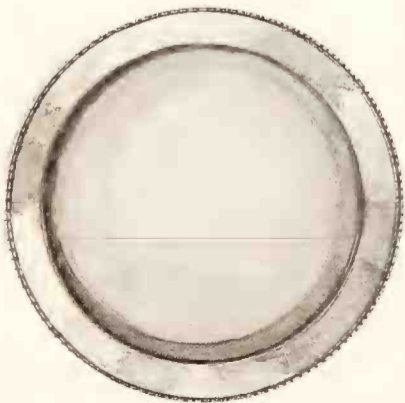
now

SUPREME SELECTIVITY

WITH THE TONE THAT MADE SONORA FAMOUS



SONORA
SELECTIVE SIX





*The most
complete*

**SELECTIVE SIX
DE LUXE HIGHBOY
\$250**

Cabinet of burled walnut with built-in Sonora Speaker. All electrification accessories to facilitate installation of power equipment. Switch built into side of cabinet can turn on and off any type power plant. Dial light. E 870.



**SONORA STANDARD HIGHBOY
\$195**

Attractive highboy burled walnut cabinet with built-in Sonora speaker. This model, while somewhat smaller and less ornate than the \$250 model illustrated at the left, will unquestionably be one of the greatest values in radio. It is especially designed to meet that great demand of those who want a Sonora set with built-in speaker in an attractive cabinet, but whose purchasing power is limited to a set under \$200. Dial light. E 865.

SONORA RADIO-LINE

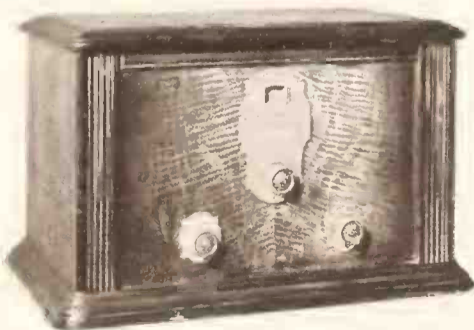
OFFERS THE GREATEST SALES OPPORTUNITIES IN QUALITY RADIO
A MODEL TO MEET EVERY IMPORTANT PRICE DEMAND

A RADIO with the rich, deep mellowness that made Sonora famous—a set that is supremely selective and tunes with a single control to hair line accuracy. It makes use of the famous R.F.L. balanced-bridge circuit in three efficient amplifying stages. A new and remarkable distance range, freedom from interference of this highly refined system will astound the entire radio world. Sonora is fully licensed under every important patent, including the R. C. A., group. Only in the Sonora are all these qualities found. The Sonora franchise is valuable! Inquire now!



**SELECTIVE SIX
JUNIOR HIGHBOY
\$165**

An attractive walnut design, doors in distinctive two tone effect. This model will meet the demand of those who want their speaker outside the cabinet, but who at the same time want an attractive furniture model. Dial light. E860.



**SELECTIVE SIX
TABLE MODEL
\$99.50**

A set that is perfectly free from oscillation squeals and noises, reaches the pinnacle in all performance characteristics, supreme tone quality, remarkable distance range and sharp selectivity. Walnut burl cabinet. Dial light. E 850.



The SONORA DE LUXE SEVEN

SONORA De Luxe Seven, the world's finest radio, housed in a luxurious cabinet with built-in speaker. Four stages of newly perfected R.F.L. balanced-bridge radio amplification makes possible the reception of distances. The electric equipment, Sonora A power and B power is installed by the dealer separately but where A. C. power is not available, batteries may be employed without any change in wiring. The loop is hidden within the hinged door, having full 180 degrees rotation. Bronze inlay walnut burl control panel. Licensed only for radio amateur, experimental and broadcast reception. Price without electric equipment, \$375.



SONORA PHONOGRAPH CO. SAGINAW, MICHIGAN

Five Utah Loud Speakers Are Placed on the Market

Utah Screen, No. 30 Cone Speaker, Utah Drum and Two Cabinet Speakers Are Among the New Products of Well-Known Concern

CHICAGO, ILL., July 7.—Five new loud speakers, representing the latest additions to the line of loud speaker units and reproducers, manufactured by the Utah Radio Products Co., this city,



Utah Screen Speaker

were recently placed upon the market. With these additions, the Utah line now consists of nine different products, and it is said to be one of the most complete presented by any loud speaker manufacturer in the field.

Featured among the new products is the Utah Screen, finished in Walnut, with the interior patterned after a cello. The Screen contains a ten-foot air column, and retails for \$100. Another new Utah speaker which has attracted considerable attention since it was first introduced is the No. 30, walnut cone-type speaker,



Utah No. 30 Cone Speaker

surrounded by five-ply baffle board to give the effect of a violin. The Utah Drum speaker, which adds further interest and variety to the broad Utah line, is a cone speaker concealed within a drum. The Utah Radio Products Co. also introduced a few weeks ago two types of cabinet speakers, the No. 100 and No. 101. Cabinet Speaker No. 100 is of the horn type, with an air column nine feet in length and a tone chamber of more than seventy inches, which produces the finest of tone qualities. The horn is enclosed in a walnut cabinet twenty-seven and one-half inches wide, thirty-six inches high and seventeen inches deep. The front grill is removable and all batteries and accessories may be stored in the cabinet. Utah No. 101 cabinet speaker is similar to No. 100, except that it is two and one-half inches deeper, and was designed especially to accommodate the Philco unit.

The other products in the Utah speaker and unit are well known to the radio trade throughout the country. The Utah Cone speaker, embodying the free edge principle, which retails at \$10, has thousands of staunch supporters. For those who wish to utilize the sounding board

of either a piano or phonograph, provision has also been made by the Utah engineers. The Utah Piano speaker, which has met with tremendous sales since its introduction a few months ago, is attached to the sounding board of a piano, and the Utah Phonospeaker may be attached to, or detached from, a phonograph in five seconds.

The Utah Radio Products Co. manufactures two-horn-type speakers, the Utah Standard and the Utah Junior, and in addition the Utah Superflex, small in size and appealing to homemakers who must conserve space. The excellent reproduction of sound of the Superflex is due to a special interior design by which the tone reverberations are directed through a central tone chamber and then redirected through an outer tone chamber, resulting in a round natural tone.

Splitdorf-Bethlehem Co. Employees Are Insured

Splitdorf-Bethlehem Electrical Co., of Newark, N. J., has insured each of its employees in the sum of \$1,000. Announcement of this group insurance contract was made by Walter Rautenstrauch, president of the company.

The plan includes a total permanent disability benefit as well as the coverage on the life of the employe. Provisions are also made for converting the policy to an individual policy in event of the termination of any employe's services. The protection is afforded without cost to the workers in the Splitdorf plant.

R. W. Lawrence Goes Abroad

Richard W. Lawrence, president of the Bankers' Commercial Security Co., New York, which specializes in instalment banking for Victor talking machine and Stromberg-Carlson and Atwater Kent radio dealers, sailed for Europe recently with his family to make a tour of European countries.

Extra Davega Dividend

Davega, Inc., recently declared an extra dividend of twenty-five cents a share in addition to the regular quarterly dividend of twenty-five cents a share on the common stock. The dividends were paid July 1 to holders of record as of June 23.

Valley "A" Socket Power Eliminator Introduced

Requires No Charging and Connects Direct With House Lighting Circuit—Operates From One Switch and Is Used With Any Set

The Valley "A" Socket Power, an eliminator of the wet "A" storage battery, which was recently introduced to the trade, requires no charging and connects directly to the house lighting circuit. It will operate the radio set



Valley "A" Power Unit

and all other accessories from one switch, providing power for any radio receiver regardless of size.

This socket power unit contains no "A" battery, bulbs or moving parts, but employs a stout metal Raytheon cartridge free from delicate filaments. It is said to be a new principle of "A" socket power and to deliver permanent, steady, uniform current. Provision has been made in the Valley "A" power unit for use of an additional Raytheon cartridge when operating sets of seven tubes or more. The product is made by the Valley Electric Co., St. Louis.

James A. Kennedy Elected


James A. Kennedy, who for some time past has been special sales representative for Arthur H. Lynch, Inc., 1775 Broadway, New York, radio manufacturer and sales agent, was recently elected vice-president of the concern. A. C. Massias was also appointed comptroller of the Lynch organization.

Makes Assignment

Sol Horowitz, radio dealer, at 490 Tompkins avenue, Brooklyn, has made an assignment to Louis Markowitz, 135 Broadway, New York City.

Televocal QUALITY TUBES

Dependable and a Technical Triumph



A RADIO TUBE that is non-microphonic — won't short. Balanced and tested. Televocal tubes are made in all standard types.

DEALERS AND JOBBERS

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

TELEVOCAL CORP'N.
Televocal Bldg.
588 12th St. West New York, N. J.

Dealer's Name.....

City State.....

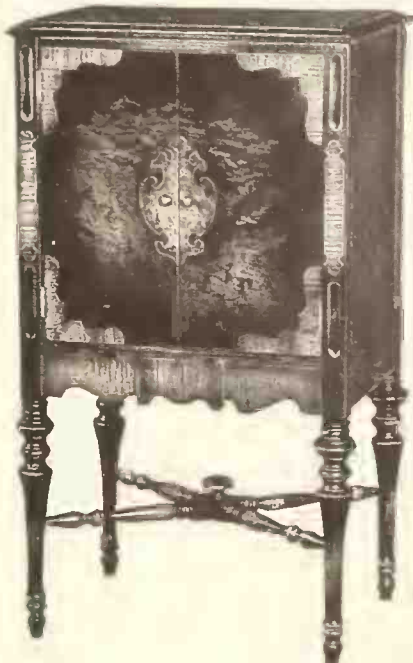
Jobber's Name.....

City State.....

United Cabinet Mfrs. Line Includes Thirteen Models

Is Said to Include Practically All of the Modern Types of Radio Cabinets, Consoles and Tables—Equipped With Utah Units

The new 1927-1928 line of radio cabinets produced by the United Cabinet Manufacturers' Corp., Chicago, recently placed upon the market, contains thirteen models in all, and this comprehensive line is said to include practically all of the modern types of radio cabinets, consoles



United Cabinet Model 17

and tables. All of the United Cabinets are equipped with long expanding air column horns and Utah loud speaker units, the smallest horn measuring 54 inches and the longest ten feet in length. The United Cabinet line was shown to the trade for the first time at the R. M. A. Trade Show at Chicago.

Featured among the United cabinets is model 17, illustrated herewith, a beautifully designed console cabinet with doors which conceal from



United Cabinet Model 5

view the loud speaker and radio set. A power unit space is provided in the rear and the cabinet itself is made with a genuine stump walnut front, figured maple overlays on posts, and zebra overlays on the corners.

Another cabinet style which has met with success since its introduction is Model 5, which accommodates 7x18-inch sets, Atwater Kent models, and the majority of the most popular receivers on the market. Model 5 is said to embody the latest design in a cabinet with its long air-column, deep-toned horn and drop arm rest in front of the radio receiver. The cabinet is made of genuine plywood with high-lighted

and two-tone effects. Model 20, a console cabinet, is built of real imported woods, with a decorative overlay of imported Bubinga and Coca Bola laid into marquetry, with a panel of English burl walnut in the center overlaid with figured curly maple. The radio receiver may be installed in a space above the long air chamber and a removable grille allows access from the front to the battery compartment.

Other models in the United Cabinet line are Model 4, a console cabinet in walnut plywood, Model 18, of walnut plywood with herringbone mahogany overlays on the doors, Model 12, of walnut with striped mahogany overlay on the front, Model 2, a semi-highboy console in walnut, and Model 50, a large radio console cabinet standing 42 inches high and 32 inches wide, which will accommodate receivers 29 inches long, 10 inches high and 16 inches deep, or smaller.

The United Cabinet Manufacturers' Corp. also manufactures four console table models, including Model 14, a table with power unit or battery space which has a sliding shelf upon which is placed the loud speaker. Model 16 is a console radio table with a built-in horn, Utah loud speaker unit and battery case combined, made of walnut plywood with bird's-eye maple overlay.

The United Cabinet Manufacturers' Corp. controls the production of nine different cabinet factories, located in Illinois, Indiana and Michigan, and under the guidance of W. C. Perkins, president of the company, the firm has made rapid progress in the cabinet division of the radio industry for the past several years, the products of the company being widely used and popular throughout the country.

W. H. Lynas Sails

W. H. Lynas, managing director of Graham Amplion, Ltd., London, England, controlling the various Amplion organizations throughout the world, sailed on the "Mauretania," July 6, after spending three weeks in this country. While here Mr. Lynas was one of the featured speakers at the annual banquet of the R. M. A., held at the Hotel Stevens, Chicago, on June 16, and he also visited the Amplion offices in New York and Canada. Mr. Lynas was very enthusiastic regarding the manufacturing and merchandising plans completed by the Amplion organizations for the coming season, and judging from the comments of jobbers and dealers, the new Amplion loud speaker products will undoubtedly receive a cordial welcome from the trade.

Uphold Hopkins Patent

The United States Circuit Court of Appeals in the Philadelphia district recently rendered a decision affirming the validity of the Hopkins patent No. 1,271,529 covering cone speaker operation for radio use. The decision was rendered against the Brandes Products Corp. in appeal on a suit brought by Lektophone Corp. and was written by Federal Judge Buffington, Judges Wooley and Davis concurring in the decision.

After reviewing the various actions leading up to this final decision, the opinion stated: "After full consideration we have reached the conclusion that Hopkins patent No. 1,271,529 was not anticipated by Lumiere or others and that his patent is valid and infringed."

Mrs. Mason Loses Father

J. B. Stewart, father of Mrs. Charles B. Mason, wife of the president of the New York Talking Machine Co., died recently from a heart attack.

Portland Dance Orchestra Makes First Victor Records

Hermin Kenin and His Multnomah Orchestra Have the Honor of Making First Victor Records in Portland—Records Sell Well

PORTLAND, ORE., July 2.—Hermin Kenin and his Multnomah Hotel Orchestra was the first local organization to have the honor of making Victor records in Portland. Eleven instrumentalists, each an individual star, composes this aggregation, and at least twenty-five different instruments are played by the eleven members, with Buescher instruments their choice. "All I Want Is You" and "Pretty Little Thing" was the first record made. It was released June 17, and reports from local Victor dealers are to



Hermin Kenin's Orchestra

the effect that no Victor record ever had the local sale this number had upon its release. Dealers tied up with the release and got behind their home orchestra, featuring the event with window displays, etc. The orchestra was an added attraction at the Columbia Theatre the week following its Victor release, and presented a clever act, featuring the recorded numbers.

Elko Repairing & Music Co. in Fine New Quarters

Nevada Dealer Carries a Most Complete Line of Talking Machines and Other Musical Instruments—Serves a Wide Territory

ELKO, NEV. July 7.—The Elko Repairing & Music Co., of which Adolph Biancani is proprietor, recently moved into its new building which is devoted entirely to the sale of musical instruments. The store carries a most complete line, including Brunswick, Victor, Colum-



New Home of Elko Co.

bia, Sonora and Edison talking machines and phonographs, pianos and other musical instruments.

Despite the fact that there is a population of only 2,500 in this town Mr. Biancani has widened the store trading area, and serves people within a radius of 300 miles. The accompanying photograph gives an idea of the attractive interior of the store.

Outing Co. in Trouble

A petition in bankruptcy was filed against the Outing Talking Machine Co., Inc., Kisco avenue, Mount Kisco, N. Y., by D. F. Dakin Co., The Builders Millwork Co. and Clyde Blaylock, on July 6.

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE
Write—Star Machine & Novelty Co., 9-11 Watsessing Ave., Bloomfield, N. J.

SPLITDORF

strikes a new NOTE *in*

Radio

DEALER
CO-OPERATION



1. Twelve models, ranging in price from \$45 to \$1000.
2. Table, floor and period furniture models, including authentic designs.
3. Cone and horn speakers meeting today's musical requirements.
4. Splitdorf Radio Receivers—scientifically correct—yield the maximum of desired amplification, tune selectively and render a surpassing musical quality of tone. Built by a personnel who have demonstrated to radio dealers "Splitdorf Sets Stay Sold."
5. Splitdorf Radio Receivers manufactured under license association with Radio Corporation of America, General Electric Company, Westinghouse Electric & Manufacturing Company, and the American Telephone and Telegraph Company.

National Advertising, Dealer Helps—of course. But the main point is that the Splitdorf line offers the dealer a 100% market coverage on a

50% less investment!

Less investment, faster turnover, quicker profits form the foundation of Splitdorf Dealer Co-operation

SPLITDORF RADIO CORPORATION
Subsidiary of Splitdorf-Bethlehem Electrical Company
NEWARK, NEW JERSEY

Announcing—

BURT BUILT CABINETS

for

1927-1928



Model No. 264



Model No. 260



Model No. 268



Model No. 266



Model No. 273



Model No. 258



Model No. 262



Model No. 219



Model No. 256

BURT BROS., Inc.

Radio Division

Sales Offices: 24 East 21st St., New York

Factories: Philadelphia, Pa.

Burt Built Cabinets

IT takes a cabinet maker to make a real cabinet.

Burt Bros., Inc., have a reputation as makers of fine furniture. This reputation has extended over a period of fifty years. It gives a real meaning to the slogan.

Burt Built Cabinets

Our line for the new season with its many attractive styles is shown on the opposite page. In addition to the appeal to the eye, Burt Built Cabinets are distinguished through quality construction and a—

7 Foot Air Column Horn

Burt Built Cabinets through this modern type of amplifier have that depth and quality of tone that is so popular throughout the entire country. This is another distinguishing feature.

You will be surprised at the low price of these quality cabinets.

Send today for full details

BURT BROS., Inc.

Radio Division

Sales Offices: 24 East 21st St., New York

Factories: Philadelphia, Pa.

W. L. Jacoby, Kellogg President, Tells of Company's Processes of Manufacture

Kellogg Switchboard & Supply Co. Makes a Radio Set That Is Completely "Kellogg"—Smallest Wires and Largest Units Are All Products of Kellogg Shop

CHICAGO, ILL., July 9.—In a recent interview with The Talking Machine World, W. L. Jacoby, the recently elected president of the Kellogg Switchboard & Supply Co., manufacturer of Kellogg radio products, touched on some of



W. L. Jacoby

the processes of manufacture of the company which have made a deep impression on him. In part he said: "I did not realize how deeply the Kellogg Co. is interested in the production of a radio set that is completely Kellogg. The Kellogg radio from the smallest of its wires to the largest of its individual units is a product of the Kellogg shop. We supervise every single step in the process of manufacture with the full knowledge that we are entirely responsible for

every such step. We realize that every unit in the Kellogg radio must combine perfectly with every other unit to make a complete whole and, since no chain is stronger than its weakest link, all parts of the Kellogg radio must be equally perfect. Kellogg, of course, is especially fitted for this perfection in detail because it has for so many years produced telephone apparatus that must give perfect operation, under all conditions, day in and day out."

In speaking of the operations in radio manufacturing which necessitate precise and delicate handling, Mr. Jacoby said: "In the manufacture of tubes there are elements so delicate that they may be handled only in rooms free from air drafts, free from the shadows that would come from window light—elements that may be regularly seen by an operator only by concentrated light with the proper background, that may be handled only by the most delicate, deft fingers of girls trained to that end."

"Then, again, we have to give very careful thought to the particular quality of silk that enters into the winding of the wires used in the manufacture of relays; we exercise great care in the choice of linen used to cover heavier wires; we are extremely exacting as to the quality of the wire itself. In fact, we not only inspect superficially, but we test physically and chemically all the parts that go to make up complete units."

Stating that the many years of experience which the Kellogg organization has had in making telephone equipment has proved a valuable asset in manufacturing radio apparatus, Mr. Jacoby continued: "In the first place, such an organization as Kellogg naturally thinks along such lines of delicate machinery. Second, its

organization is trained to work along such lines. The fact is that the very delicacy of the parts that go to make the complete units of a high-grade radio set demands a high standard of perfection in workmanship."

In conclusion Mr. Jacoby said: "Since I have been connected with this organization I have been strongly impressed by the fact that in the building of a radio set Kellogg thinks in terms of 'reproduction'."

Sovereign A. C. Tube Eliminates "A" Batteries

Can Also Be Used as Amplifier, Detector or Oscillator, Operating on Either 25 or 60 Cycles—Applicable to All Sets

The Sovereign A. C. tube, manufactured by the Sovereign Electric & Mfg. Co., Chicago, is designed to eliminate the "A" battery for radio receiver operation, and with the addition of a standard "B" eliminator instead of "B" batteries, to make a set batteryless. The A. C. tube operates directly from the alternating current source through a small step-down transformer for heating the cathode which emits the electrons. The electron emission is claimed by the manufacturer to be practically constant during the life of the tube, for it utilizes a large emitting surface.

The two prongs on the cap of the tube lead to the cathode heater, and the tube base is made to fit the standard socket. The tubes are said to have a rated life of between 1500 and 1800 hours, and according to the makers, there is practically no hum.

The Sovereign A. C. tube can be used as an amplifier, detector or oscillator, and operates on either 25 or 60 cycles. It retails at five dollars, and is applicable to any type of receiver with but slight modifications in the circuit.

Stromberg-Carlson Combination in New York Display

Gross-Brennan, Inc., Give Display and Demonstration of New Combination Instrument

Gross-Brennan, Inc., sales representative of the Stromberg-Carlson Tel. Mfg. Co., of which Benjamin Gross and Herbert Brennan are the heads, demonstrated and displayed the new Stromberg-Carlson combination radio-phonograph to several hundred metropolitan dealers at the Hotel Pennsylvania, June 29 and 30.

This instrument, styled Model 744, reproduces recorded music and broadcast music. For radio reproduction it employs seven 5-volt Radiotron tubes, including the UX-210 tube in the output stage. It has double shielding, and each coil is enclosed in a cylindrical copper shield, while each radio stage is in a rectangular copper shield, doubly safeguarding stability, selectivity and efficiency. Two knobs are on the receiver panel, one for tuning control, the other for volume control. The entire instrument operates from the A. C. house-lighting circuit.

For phonographic reproduction an electromagnetic pick-up device is utilized, doing away with the need of a sound box or tone chamber. An external cone speaker is used. A full description of the instrument appeared in the June issue of The Talking Machine World.

The announcement of the Atwater Kent Foundation last month was received with much interest by prominent personages throughout the country. The headquarters of the Foundation have been flooded with letters of commendation and congratulation, showing the effect of the plan.



Sovereign A. C. Tube



AUDIOLA

The Receiver With the "Steering Wheel and Throttle."

Profit from set sales depends on the performance and stability of the set chassis. Correct design and super-sturdy mechanical construction of Audiola Chassis insure long and satisfactory service.

The Complete Line

Audiola sets, both six and eight tube models, are of the single control type, with all tuned circuits individually shielded. Two knobs on the front pane comprise all the controls—a Steering Wheel and a Throttle—the Steering Wheel to select the station you want and the Throttle to control the volume. Thordarson transformer audio amplification is used in all models.

The popular price Audiola Stage Shielded Six, combined with the ultra-quality Audiola Stage Shielded Eight, afford any distributor or dealer handling the Audiola line a complete range in type and price to meet every purse.

The Stage Shielded Six in the table model at \$75.00 will be readily recognized as an unusual value, and the Stage Shielded Eight containing a licensed balanced circuit and Thordarson model 200 transformers will be instantly recognized as being ultra-quality in every detail and essential.

Distributors can more readily interest dealers in a line that is complete in every essential, such as the Audiola, both in the matter of chassis and furniture.

The Baby Grand proved a very good seller during its initial introduction last season and is sure to prove increasingly popular during the coming season.

In addition to giving our distributors and dealers a complete line to sell, we will afford them complete cooperation in sales through our advertising program.

Distributors are still being appointed. Write today for territorial arrangements.



Stage Shielded Six Baby Grand	\$225.00
Stage Shielded Eight Baby Grand	\$275.00
OTHER MODELS	
6 T Stage Shielded, Six Table Model.....	75.00
8 T Stage Shielded, Eight Table Model....	125.00
6 Spl. C Stage Shielded, Six Special Con-sole (Not illustrated)	110.00
6 C Stage Shielded, Six Standard Console..	175.00
8 C Stage Shielded, Eight Standard Console	225.00

AUDIOLA RADIO CO. 430 S. GREEN ST. CHICAGO



In popular colors

to match the Bathing Suit



The sensation of 1927! A "Nifty" portable to match the beach costume!

The "Nifty" is equal to the standard \$25 portable in everything but price. Full sized case, in all popular colors, is specially braced for hard outdoor use. The special motor will never wear out. The reproducer and tone-arm produce full, rich tone and plenty of volume. Equipped with tilting, expanding record pocket—an exclusive feature.



"Nifty" portable phonograph

\$ 15 List

The most popular portable on the market. No beach or auto party this Summer will be complete without a "Nifty."

Name your color!

The "Nifty" has it — blue, green, red, tan, maroon, — or whatever you wish.



CONSOLIDATED TALKING MACHINE CO.

Consolidated Bldg.

227-229 W. Washington St. CHICAGO

Minneapolis: 1424 Washington Ave., South
Detroit: 2949 Gratiot Ave.

Columbia Wholesalers, Inc., Appointed Crosley Distributor for Baltimore Trade

New Distributor Holds Demonstration and Display of Crosley Line at Hotel Emerson for Two Days—Droop Reports Big Record Business for June—Brunswick Demand Continues

BALTIMORE, Md., July 9.—Talking machine and record business held up remarkably well last month, especially record sales, which were reported to be generally larger than in any previous month for several years. The radio business also enjoyed a very prosperous month and sales for the period set a record with many dealers.

Enjoys Record Business

"Our June record business was the greatest of any one month in the history of our business," declared W. F. Roberts, manager of E. F. Droop & Sons, Inc., Victor jobbers. "It was absolutely impossible to keep up with the demand, especially on the more popular numbers on which we have been oversold practically all month. The talking machine business has also held up remarkably well for June, which is usually one of the dull months, and the demand for high-priced Victrolas has been unusually good. Portable machines have also been moving in very good volume the past month with the \$40 instrument outselling the \$25 portable, and our first shipment of this style machine was disposed of in record time, shipments being made without unloading at our warehouse.

"July has also started off very good and bids fair to equal if not surpass June. This is due to a large extent to the fact that many dealers in this territory are now having their Fall orders shipped instead of waiting until September, which has been the case heretofore.

Excellent Brunswick Demand Continues

Machine and record sales of the Brunswick-Balke-Collender Co. during June were ahead of the corresponding month of 1926, according to J. G. Mullen, assistant to I. J. Bowell, Brunswick branch manager, who has taken over the management of the Panatrop division since Charles F. Shaw was promoted to assistant branch manager. Both Brunswick and Vocalion record sales have been large, especially on the new Brunswick race series and Southern tunes from Dixie, both of which have made records in sales in the Southern territory. Sales through Virginia have been unusually large where Al Hopkins, of the Hill

Billies, has been traveling with the State representative, W. D. Lord.

New accounts opened by the Brunswick branch during the past month include stores of Charles M. Stieff, Inc., Washington, D. C., Roanoke, Va., and Lynchburg, Va.; Reedsville Jewelry Co., Reedsville, N. C., and Lanz & Walter, of South Boston, Va.

Sidney Schwartz, special representative of the Brunswick sales promotion department, spent a week last month at the Charles M. Stieff, Inc., branch store at Washington, D. C. Mr. Schwartz inaugurated an intensive sales campaign in this territory while here.

M. M. Kuhn, who formerly represented Brunswick in the eastern section of Virginia and North Carolina, is now the representative for the District of Columbia.

Local Men at Convention

Dealers here are still talking over the recent Chicago radio show at which Baltimore was well represented. The local contingent traveled to Chicago in a special car over the Baltimore and Ohio railroad and the party included L. L. Andrews, Claman J. Zamoiski, Nathan Ulman, H. Reinberg, H. A. Nicholson, Herman Smith, E. Y. Johnson, L. W. Passano, J. G. Chappell,

L. P. Walker, S. W. Porter, E. Frank Thomas, R. D. Borden, H. C. Moynello, Emanuel Rosenswag, L. B. Sanborn and R. E. Campbell. The Baltimore contingent were also delegates to the R. M. A. convention, which was held in conjunction with the show.

"The conventions were unquestionably the biggest things ever done by the radio trade and presented a wonderful opportunity to get a composite picture of the whole industry, as well as to weigh one line of merchandise against another," declared L. L. Andrews, president of the Columbia Wholesalers, Inc., in commenting on the convention and show.

Becomes Crosley Distributor

The Columbia Wholesalers, Inc., announces it has taken over the distribution in this territory for the Crosley Radio Corp. It opened the line with an extensive display at the Hotel Emerson, on July 5 and 6, which attracted great attention from the trade. In its announcement Columbia Wholesalers, Inc., said of the Crosley radios: "Briefly, the idea is to build only one chassis, a six-tube, fully balanced, shielded receiver to sell in a table model at \$55.00 list for direct current operation and \$65.00 wired for the new A. C. tubes. This chassis can be quickly and easily put into a variety of cabinets which will be supplied by several cabinet manufacturers such as the Showers Mfg. Co., Wolfe Industries, Burt Bros., etc. Tremendous newspaper advertising, publicity of all sorts, field promotion men and other effective helps especially for retail trade bring Crosley business into the dealer's store.

Day Devoted to Phonograph and Radio Topics at Western Trades Convention

Number of Subjects of Great Interest to Phonograph and Radio Dealers Will Be Discussed at Wednesday Sessions of Music Convention Now Taking Place on Coast

As this issue of The Talking Machine World goes to press the fourth annual Western Music Trades Convention is being held at the St. Francis Hotel, San Francisco. The sessions last for five days, starting on Monday, July 11, and continuing until Friday, July 15. The sessions on Wednesday are being given over to topics of particular interest to the talking machine and radio dealer, including the following: "Increasing Record Sales," talk by C. E. Martin, Martin's Music Shop, Palo Alto, Cal.;

"Handling the Phonograph Trade-in Problem," talk by William H. Cross, manager of the talking machine and radio department of the Jackson Furniture Co., Oakland, Cal.; "Electricity in Music," talk by R. J. Heffner, Pacific Tel. & Tel. Co., San Francisco, Cal.; "Importance to Radio Dealer of Good Broadcasting," talk by J. W. Laughlin, Hale Bros., San Francisco, radio dealers and operators of station KPO; "Radio and Talking Machine Service—What It Should Be and How It Can Be Made to Pay," talk by Loren L. Ryder, superintendent of radio and talking machine service, Sherman, Clay & Co., San Francisco, Cal., and "How to Sell Radio in a Music Store," talk by R. E. Smiley, assistant sales manager of the Atwater Kent Mfg. Co. After each of the above-mentioned addresses discussions will be held with all the attending dealers participating.

In addition to the addresses and discussions scheduled for Wednesday a number of other subjects of interest to the music and radio dealer are scheduled. Among them are "Installment Selling To-day," "Paper Financing," "Benefits of Budgeting," "Training Salesmen," "High School Band Contests," and "Instrumental Music in the Public Schools and School Credits for the Same." Each of these subjects will be treated by a man who is well qualified to address the dealers on the subjects, and in each case those attending are invited to ask questions of the speaker to make clear any point in which they are interested.

The Victor Talking Machine Co. is giving a dinner and dance to its dealers and to all conventioners who are registered on Monday evening at the Colonial Ballroom of the hotel. On Wednesday evening the Atwater Kent Mfg. Co. will be the host at a similar affair. The regular convention banquet and ball will take place on Thursday evening. The golf and tennis tournaments will take place on Friday, July 15, followed by a dinner at the Lake Merced Golf and Country Club. Interesting sight-seeing trips are planned for the women-folk who attend the convention with their husbands on each day.



There's Money for You in Columbia Masterworks

MORE and more dealers are learning that there is real money in stocking the Columbia Fine Art Series of Musical Masterworks, which consist of the great compositions of music's immortals, from Bach to Strauss, complete in album sets.

Columbia Masterworks will bring the finest class of patronage to your store. Each set sold means the profit on a number of records.

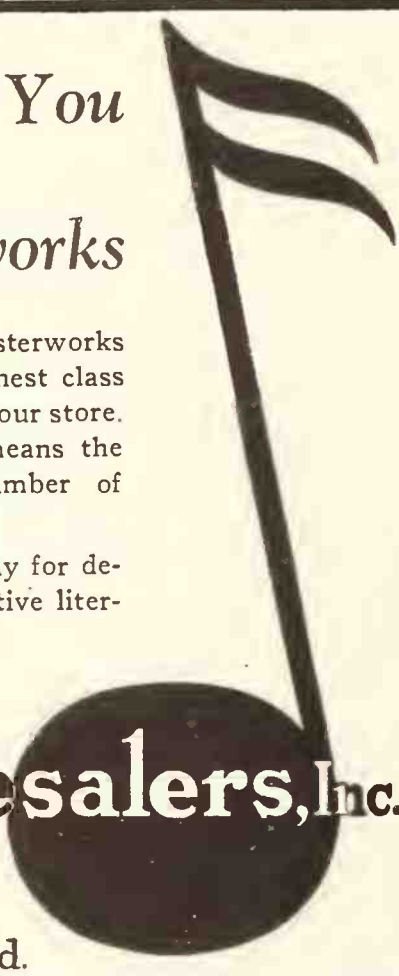
Write us to-day for details and descriptive literature.

Columbia Wholesalers, Inc.

L. L. Andrews ~ Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



NEW

Farrand

OVAL

*Another startling development by the
Farrand Laboratories—revolutionary in
design, revolutionary in performance—
SOON available from your Distributor*



FOUR MODELS—The *Oval SENIOR* (Model 24), at \$32.50—The *Oval JUNIOR* (Model 20), at \$16.50—The *Oval WALL* (Model 30), at \$45.00—The *Oval PEDESTAL* (Model 30-P), at \$60.00. Slightly higher in Far West and Canada.

—also two NEW models of the Farrand "B" ELIMINATOR. Model 180—for sets up to six tubes—\$37.50, without tube. Model 220—for sets of seven tubes or more—\$48.50, without tube.

FARRAND MFG. CO., Inc.
Long Island City, New York

The Trade in PHILADELPHIA and LOCALITY

Campaign of Philadelphia Victor Distributors Results in Increased Record Sales

Dealers Report Normal Early Summertime Business—Demand for Portable Talking Machines Shows Steady Increase—Stieff Adds Brunswick Line—Frank Fingrutd Weds

PHILADELPHIA, PA., July 8.—Quite in keeping with the general drifting industrial situation that marks the passing of the Springtime activity, the talking machine industry is marking time. There has been a customary lagging mid-year trend of trading due to semi-annual inventory-taking in the closing days of June and while orders now are being withheld it is anticipated that preparation for the coming Fall season will bring about a livelier tone to the talking machine market, as present stocks on hand are disposed of in the clearing of space for the incoming new goods.

Throughout the month of June demand for the popular makes of talking machines held fairly well in view of the generally reported quieter business life of the city. Records of the popular numbers were equally well bought by the retailers now engaged in Summer campaigning for the vacation needs of the public seeking recreation in the mountain, country or seashore resorts.

Sales Campaign Increases Volume

As a result of the intensive record sales campaign which has been conducted by Manager Raymond J. Boldt, of the record department, at the Philadelphia Victor Distributors, Inc., 835 Arch street, the sales of these Victor discs have soared in June. The campaign will be continued throughout the Summer. Manager Boldt has

instituted a broadly distributed sales drive through direct mail contact with dealers. C. W. Kohl, of the sales staff, has been assigned to indoor work, handling phone sales, after having been outdoor salesman for several years. He is succeeded by Frank Hovey, formerly manager of the machine order department, who will now be assigned to outside work as one of the city salesmen.

Portables in Steady Demand

Most of the June orders for talking machines were for the portable styles readily transported to resorts, and manufacturers of these types of trade supplies have been working full speed getting out belated orders that came in with the turn of the weather.

Weymanns Enjoy Record Demand

Wholesalers report a waiting attitude on the part of the retailers in so far as machines are concerned with the advent of the Summer season. H. A. Weymann & Son, 1108 Chestnut street, enjoyed a very prosperous month in their record department, with heavy order list awaiting Summer shipments.

Stieff Adds Brunswick Line

For the first time in the history of its organization dating back fourscore years, the piano manufacturing house of Charles Stieff, Inc., has made a departure from its former policy of dealing strictly in its own pianos, for the re-

tailoring of talking machines with selection of the Brunswick as the first of this musical merchandise to be installed. There has been opened in conjunction with the Philadelphia branch at 1717 Chestnut street a Brunswick department under the local district manager, James A. Spencer. The Harrisburg, Pa., branch of the Stieff Co. also will feature the Brunswick, having installed the first supply of the phonographs this week. There will be carried in both branch stores of the Baltimore piano manufacturers a complete stock of the Brunswick.

Frank Fingrutd a Benedict

Frank Fingrutd, secretary of Everybody's Talking Machine Co., of this city, was married on Tuesday, June 14, to Miss Fannie Stern. Mr. Fingrutd is receiving the congratulations of his many friends in the trade.

O. P. Harris Doing Special Work

O. P. Harris, factory traveling representative of the Brunswick Co., was a caller on the Philadelphia trade during the month, having been assigned to special sales instruction work among the dealers in the department stores and large music stores handling the Brunswick line. He is connected with the Chicago headquarters.

Witlin Musical Instrument Co. Closing

Philadelphia dealers were informed during the month of the plans of the Starr Piano Co. to close the Quaker City distribution offices and to handle all orders for the Starr phonographs through the New York headquarters at 9 East Thirty-seventh street. The Philadelphia branch was known as the Witlin Musical Instrument Co. with offices at 904 Walnut street.

(Continued on page 94)

Plans Made Now

For your Fall selling campaign will show you profit a hundred-fold. You can only reap the full reward which VICTOR ORTHOPHONIC INSTRUMENTS offer you in sales opportunity by being prepared and having the merchandise when needed.

We are ready to serve every Victor Dealer who should logically buy in Philadelphia.

Philadelphia Victor Distributors, Inc.

835 Arch Street, Philadelphia



ARTONE GRAND PORTABLE
With 53-in. Tone Column and
Artone De Luxe Reproducer

\$35

—AND WORTH IT

EIGHT OTHER
PORTABLE MODELS
\$15 to \$30



No. 85—Nickel finish \$85
No. 95—Gilt finish \$95



No. 125—Brown finish \$125



No. 65—Nickel finish, \$65
No. 75—Gilt finish . \$75

SIX MODELS
of
CONSOLES and CONSOLETTES
\$65 to \$125

Write Today
for Catalog



No. 79—Brown finish, \$85



No. 76—Brown finish, \$75



No. 80—Brown finish, \$95
No. 81—Gilt finish . \$110

BERG A. T. & S. CO., Inc., Long Island City, N. Y.

Designers and Makers of Cases for Over Twenty Years

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

President Ben Witlin, of the Witlin Co., has been promoted to Eastern district sales manager, taking in all the territory from the New England States down to the Southern field in Baltimore, Richmond and Washington, D. C., the latter having been previously covered by him from the Philadelphia branch.

With the closing of the Philadelphia branch of the Witlin Co. Mr. Witlin will remove his headquarters to the New York offices and sales rooms on East Thirty-seventh street. He also will cover all the New England trade, having begun his itinerary with the mid-June days by a tour of Connecticut trade houses. The Philadelphia branch was closed on July 1, according to an announcement sent out in the past month. While his duties have been extended, Mr. Witlin still will continue to look after the Philadelphia territory as in former years where he has a large circle of friends and associates.

Val Phonic Reproducer in Demand

While the usually dull Summer days bring about a slackened demand for talking machine

supplies the J. A. Fischer Co., 730 Market street, has been experiencing a broader distribution for its Val Phonic reproducers and accessories in the Valley Forge line. From all parts of the nation there have been goodly orders for the Val Phonic in the newer and improved types. Irvin Epstan, who travels the nation for the Fischer Co., is now making the round of the Middle West and is sending to headquarters here pleasing orders for the latest of Val Phonics. Julius A. Fischer, of the company, is vacationing at Atlantic City with his family.

Guarantee Portables Enjoy Wide Distribution

To all parts of the world the Guarantee portable talking machines are being shipped by the Philadelphia manufacturers of the Guarantee Talking Machine Supply Co., 35 North Ninth street. The China requirements have been greatly increased since the introduction of the Guarantee portable to the Oriental republic several months ago and the June record of shipments was the highest ever attained. E. Bauer,

who is road representative for the firm, has been making the rounds of the trade in the Southern field and has been adding many new friends in trade circles there to the list of the company's retail distributors en route. Baltimore and Washington dealers have been ordering many portables for the coming Summer needs.

M. F. Jacobs Making Trade Trip

A tour of the Eastern section of New York State is being made by M. F. Jacobs, of the Central Music Supply Co., 964 North Franklin street. Mr. Jacobs, who is head of the firm, is featuring the Valley Forge accessories and supplies as a wholesaler in that section, the Philadelphia firm being a jobber of the line.

Columbia Manager Pleased With Business

In making the tour of the Pennsylvania State dealers throughout the mid-June days, General Manager J. J. Doherty, of the Columbia Phonograph Co., Philadelphia branch, 40 North Sixth street, was much gratified at the reports of demands for the Columbia Viva-tonal machines and records.

Everybody's Plans Formal Opening

Now that the building operations to the structure occupied by Everybody's Talking Machine Co., 810 Arch street, are nearing completion, the plans for opening the new display rooms are perfected. The first floor, with modern facilities in furnishing and display, will be ready for occupancy in mid-July and here will be shown a complete and attractive assortment of the Honest Quaker types of talking machine, including the Honest Quaker, Quakertone and Quakertone Special styles as well as other products.

G. C. Ramsdell Visiting in West

G. C. Ramsdell, president of the Philadelphia Piano Dealers Association, and head of G. C. Ramsdell & Son, 124 South Twelfth street, left last week for the West, where he will spend several weeks with relatives in Denver, Col.

Samuel Chadwick in England

Following fifteen years on the sales staff of the Cunningham Piano Co. and head of the talking machine department, Samuel Chadwick has taken the Summer holidays for a return visit to his native land in England. He is now at his home in Nelson, Lancashire.

Florence J. Heppe Vacationing

President Florence J. Heppe, head of C. J. Heppe & Son, 1115 Chestnut street, dealers in all the well-known makes of talking machines and leading piano merchants, who for several months suffered from a nervous collapse, left last week on a Summer vacation in Poland Springs, Me. He will remain in the Maine resort until after Labor Day.

H. B. Dunlevey Loses Son

Trade sympathies were extended to H. B. Dunlevey, head of the firm bearing his name and retail distributor of the Victor, on the tragic death of his son, John T. Dunlevey. The young man, a student at Van Renssalaer, Polytechnic Institute, Poughkeepsie, N. Y., was killed in an automobile accident near Troy, N. Y., in the early days of June. He was an only son.

Place Automatic Victrolas on Steamers

An entirely new departure in the sales field and usefulness for the Auditorium Orthophonic Victrola was developed recently when the Wilson Line Pleasure Steamers that ply the Delaware River between the port of Philadelphia and those in resorts along the coast to Delaware installed this model on its steamers to augment the dance orchestra. The sales of two Auditorium models were made to the Wilson Line by W. H. Honnold, of the W. H. Honnold & Son Co., Swedesboro, N. J.

Russell Weldey With Estey Piano Co.

Russell Weldey, who has been manager of the Seventeenth and Walnut streets store of H. Royer Smith, talking machine dealer, has been made manager of sales in the Philadelphia branch of the Estey Piano Co., succeeding the former manager, Herbert L. Skidmore. Until

(Continued on page 96)

REMOVAL NOTICE!

Trilling & Montague

Announce their Removal to larger and better quarters at

N. W. Cor. 7th and Arch Streets

Philadelphia, Pa.

The same principles of doing business which have guided us on the road to success and growth since the founding of our business four years ago will be strictly adhered to in our future dealings with our friends in the trade, and aided by our improved facilities we shall be enabled to strengthen every branch of our service, which is our constant aim.

1927-28 LINES ON DISPLAY

With the cooperation of our manufacturers we are enabled to show in our new quarters an attractive display of the principal radio lines for the new season. You are cordially invited to visit our display when in Philadelphia and see the new items of interest, many of which will not be publicly displayed before the New York Radio Show in September.

TRILLING & MONTAGUE

Wholesale Distributors

ZENITH

KOLSTER

GROSLÉY



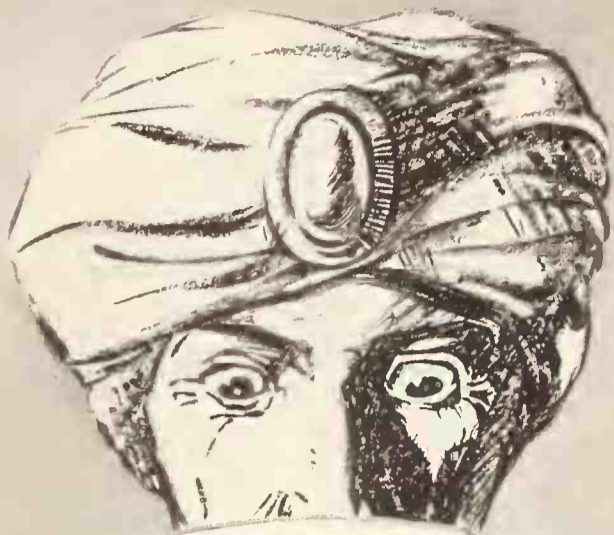
Radiotrons

and also nationally recognized radio accessories

N. W. Corner 7th and Arch Sts.

Philadelphia, Pa.

"Grow With Us"



The Fulfillment of a Prophecy

The White "A" Socket Power Unit is more than half sold when you stock it. Radio owners are ready to buy. They've been expecting a thoroughly efficient "A" battery eliminator. The presentation of the White "A" is merely the fulfillment of a prophecy.

A demonstration completes the sale. The White "A" Socket Power Unit meets the most exacting requirements. Abolishes "A" batteries entirely. Stores no current. Never charged. Never discharged. Incessant current supply. Smooth—even—noiseless. Promotes full clear reception. An independent unit depending only upon 110 volt, A. C. 60 cycle current. Operates any

standard 6 volt set up to 9 tubes. Automatic control. Not affected by constant employment or long idleness. Simple. Nothing complicated. Durable. Always dependable. Scientifically accurate. Extremely economical. Unusually attractive in appearance. Housed in compact 20 gauge metal case, handsomely finished in sage-green Duco. Moderate price within reach of all.

Desirable dealer franchises now available. Complete particulars upon request.

Our complete line of "A"—"B" and "A-B" power units give a wide active range of profitable sales.

Julian M. White Mfg. Co.
Sioux City, Iowa.

White "A" Socket Power is licensed by Andrews-Hammond Corporation under Andrews Condenser and other Andrews-Hammond patent applications.

White

"A" SOCKET POWER UNIT



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

the sale of the talking machine department of the Estey Co. to the Smith Co. he was associated with the piano concern's phonograph division and upon the sale of the business to H. Royer Smith became manager of the Walnut street branch. The Estey Co. has discontinued the talking machine department.

P. J. Cunningham on Vacation

P. J. Cunningham, head of the firm bearing his name, large central city dealer in pianos, talking machines and radio, 1366 Chestnut street, left recently on a trip to the Adirondacks to accompany his daughter, Miss Helen T. Cunningham, to the Joan of Arc Girls Camp. He will remain in the mountains for the week.

Visitors to Guarantee Offices

Among the trade visitors who were callers at the headquarters of the Guarantee Talking Machine Supply Co. during the month and who have been featuring its line of portables were the head of the H. A. Buff Co., of Nazareth, Pa., N. A. Buff; Paul Yerger, of the Yerger Music House, Soudertom, Pa., and Harry Fox, who represents the Okeh Distributing Co., New York, manufacturer of Okeh records, who paid a friendly visit to William Posner, head of the Guarantee Co.

A tour of the upper part of Pennsylvania is anticipated with early July days by E. Bauer, traveling representative of the Guarantee Co., now working northward from the South.

P. S. Crooker Enters Ad. Field

P. S. Crooker, who has held the post of assistant manager of the local branch of the Brunswick-Balke-Collender Co. for some time, recently resigned to enter the advertising business in New York. Howard E. Morseburg, formerly district representative, has been selected to succeed Mr. Crooker.

The members of the Philadelphia Brunswick office joined in wishing Mr. Crooker the utmost success in his new venture.

Weymann Urges Dealers to Order Now

In an attempt to have the dealers look forward to the Fall and holiday buying seasons and to stock a reserve supply of instruments and guard against disappointments and shortages during the coming season, the distributing firm of H. A. Weymann & Son, Inc., recently sent the following circular letter to its trade:

"To our Victor dealers: We refer you to the Victor Talking Machine Co.'s letter dated June 10 announcing the Orthophonic Victrola line as established for the year 1927. With



3 1/2 inches diameter
Patented 1922

942 Market Street

Velvaloid Record Brush

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

PHILADELPHIA BADGE CO.

Manufacturers

Philadelphia, Pa.

the line now stabilized, we urge all Victor dealers to carefully consider their requirements for the balance of the year by building up a normal reserve stock now. You will recall from past experience the great shortage of Victrola instruments when the Fall season begins, which we readily believe will be no exception to this rule this coming Fall and holiday season."

Columbia Records Selling Well

J. J. Doherty, manager of the local branch of the Columbia Phonograph Co., reports that the success which is being won by the operetta "My Maryland," which gives promise of continuing at the Lyric Theatre for an all-Summer run, is being reflected in the sale of Columbia records of the hits numbers from the show. Another recording which is destined to reach a record-breaking sales total is "Two Black Crows," by Moran and Mack, the blackfaced comedians, who are big favorites with Philadelphia theatregoers, having appeared here a number of times with musical shows and on the vaudeville stage. The Columbia recording of these comedians' drollery sold well from the day of its release and its popularity is constantly on the increase. Manager Doherty contends that this record will make trade history and its gross sales will make it one of the three outstanding records of the past twenty-five years.

Retail Store Changes Name

The establishment which was formerly known as Allan's Radio Sales Service has had its name changed to Alexander Allan's Sons. It is located at 8515 Germantown avenue and within the past few weeks has added the complete line of Orthophonic Victrolas and records.

Big Demand for Phonovox

The Penn Phonograph Co., which recently sent out to its trade sample orders of the Phonovox, the electric pick-up for amplifying talking machine recordings, states that dealers accorded a most gratifying reception to the device and repeat orders are beginning to arrive in a most satisfactory fashion. This

company recently sent a reminder of the scheduled bout between Jack Dempsey and Jack Sharkey, which is to take place on July 21, impressing upon the dealers the fact that this event is certain to prove of great interest to sport lovers all over and stressing upon the dealers the information that with a little extra sales effort the trade should profit greatly from the sale of sets and accessories.

Louis Buehn Co. Doubles Business

Sales Manager Sheppard, of the Louis Buehn Co., reports that business for the month of June was double that of the same month last year. The Atwater Kent line of receivers and the Pooley and Red Lion cabinets seem to especially commend themselves to dealers, who are making frequent visits to the company's showrooms.

New Sonora Line on Display

Announcement has been made to the trade that the new line of Sonora phonographs and radio receivers is now on display at the showrooms of the Pennsylvania Distributing Co. The new complete Sonora line has won enthusiastic praise from dealers who have examined it and they predict a wonderful season.

Officials of the distributing concern state that the \$25 portables, which were placed on the market some few months ago, have been selling in a most satisfactory fashion, with the demand increasing as the Summer season gets under way.

Appointed Atwater Kent Distributor in Salt Lake

SALT LAKE CITY, UTAH, July 6.—The Strevell-Patterson Hardware Co., of this city, has been appointed an Atwater Kent radio distributor. The Strevell-Patterson Hardware Co. is a well-equipped distributing organization and is widely known as distributor of Sonora phonographs.

Chester Anderson Heads Anderson-Soward Co.

DAYTON, O., July 5.—Consolidation of the Anderson Piano Co. with the Soward Piano Co. has been effected recently and Chester Anderson has been elected president. Other officers elected at the first meeting of the board of directors of the new company, called the Anderson-Soward Music Co., are: Herbert Soward, vice-president; Carl Bangert, secretary, and J. G. Bucher, treasurer.

Gus' Music Shop Opens

CHICAGO, ILL., July 5.—Gus' Music Shop opened for business last week at 1410 West Sixty-third street. It carries a complete line of musical merchandise, sheet music and accessories, including such standard lines as Hohner harmonicas, Bell Brand strings, and several well-known makes of instruments.

"Gus," the proprietor, is an accomplished mandolin and guitar teacher and also has a staff of instructors to teach violin, tenor banjo, Hawaiian guitar and ukulele.

Nate Goldfinger Dead

Nate Goldfinger, who removed to California some few months ago after disposing of the Liberty Music Shop in New York, which he founded and operated for many years, died on July 1. Mr. Goldfinger had been in ill health for a lengthy period.

A PORTABLE VICTROLA

at \$2500

The portable season is now here. This popular-priced portable has a wide sales appeal. Everyone is a prospect.

It will pay you
to feature
this Victrola for the
next few months



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

Victor Wholesalers

The SHIELDED KNIGHT

RADIO RECEIVER

\$ **65** MODEL
6-65

Complete with Cable
Less Accessories



**Note These
Important Sales
Features:**

- Six Tubes
- Totally Shielded
- Single Control
- Utmost Selectivity
- Exceptional Tone Quality
- Exclusive Design and Finish
- All Aluminum Cabinet and Front
- Oxidized Bronze Finish
- 8" x 15" x 7" High
- Weight: 13 Lbs.

Three Stages Tuned Radio Frequency Detector and Two Stages of Audio Frequency.

The circuit is designed to accommodate a power tube in the last Audio Frequency Stage if so desired.

*Adaptable
to any
Console*



There's over 20 years' experience in making and selling quality electrical apparatus behind the

Shielded Knight Radio Receiver

Only when certain of its exceptional efficiency was the SHIELDED KNIGHT announced. We started with vast experience and a thorough understanding of high class electrical apparatus. We began by working out the engineering problems and production methods. We next attained a new standard in appearance. The result is a receiver of new and astoundingly different performance. If you want to share in the future of this exceptional product, do not delay.

T. S. WITHERBEE CO., Inc.

Manufacturers

Woolworth Bldg.

New York

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

Radio Caravan to Exhibit New Atwater Kent Line

Tours Southwest Under Direction of H. T. Stockholm, District Sales Manager—Series of Dealer Meetings Planned

PHILADELPHIA, PA., July 7.—A radio caravan will cover the Southwestern territory under the direction of H. T. Stockholm, district sales manager of the Atwater Kent Mfg. Co.

The first meeting will open in St. Louis on August 2 to be followed by successive meetings in Denver, Col.; Wichita; Kan.; Oklahoma City, Okla.; Dallas, San Antonio and Houston, Tex.; Little Rock, Ark., and Kansas City, Mo.

The complete new Atwater Kent line for the 1927-28 season will be shown and demonstrated at each gathering, including the two new models of receiving sets, model "E" speaker and "B" power supply.

The active co-operation of each distributor in the various centers named has been assured and a heavy attendance of Atwater Kent dealers is expected. At each meeting H. T. Stockholm will address the dealers on the organization and policy behind Atwater Kent products, and Percy A. Ware will talk upon the subject of merchandising. Mr. Ware's talk will be illustrated by pictures thrown upon a screen. A new arrangement of pictures and subjects has been planned for Mr. Ware's addresses during the new season.

It is also hoped that V. W. Collamore, sales manager, T. Wayne MacDowell, convention manager, and L. A. Charbonnier will be present at one or more of these meetings.

At the Kansas City, Wichita and St. Louis gatherings the services of E. J. Cattell, formerly city statistician of the City of Philadelphia and now widely known as an after-dinner orator, have also been secured. It is also planned to have various entertainment features at each gathering.

The retail music store of H. R. Eisenbrandt & Sons, 417 North Howard street, Baltimore, Md., will move to new and larger quarters at 216 West Franklin street, upon completion of extensive alterations. This store carries a complete line of all musical instruments and has grown steadily.



ZENITH
and
FADA
Radio

**PATHEX Cameras and
Projector**

Radio Accessories

Penn Phonograph Co.
913 Arch St. Philadelphia

Visitor to A-K Plant Outlines Sales Methods

Personal Calls Produce Results for Aggressive Merchandiser—Per Capita Sales of \$3 in Community of 400 in One Month

PHILADELPHIA, PA., July 7.—Among recent visitors to the Atwater Kent factory in this city was the proprietor of the Foster Repair Shop, Mt. Blanchard, O. The occasion was Mr. Foster's attendance at a two weeks' course in the radio service department conducted by the Atwater Kent Co. for its dealers. While here Mr. Foster outlined to H. R. Carlisle, of the Atwater Kent organization, his remarkable accomplishments during the three years that he has handled the Atwater Kent line.

Mr. Foster stated in part: "We have a population in Mt. Blanchard of only 400 and during the month of December, 1926, my per capita sales were over \$3. My experience has been that personal calls bring the best results. The car in which I made these calls has an illuminated sign so that even at night the last thing the customer or prospect sees when the car is leaving is the name 'Foster Repair Shop' on the rear panel. These service calls have also brought me some nice accessory business. I have refused to recognize Summer dullness and keep calling both Summer and Winter.

"Another stunt that I have found valuable has been the use of picture post-cards. I had a recent large shipment photographed and placed on post-cards which I have used to circularize my prospects. This card not only shows the store front but gives an excellent idea of the

volume of business which I do, advertising that I believe is impressive."

Mr. Foster is also a firm believer in the value of his window and changes his displays every three weeks. Approximately 95 per cent of his business is done on a cash basis, and he reports that he is successful in most cases in closing the sale the same day or night he makes the installation.

In spite of the small population of Mt. Blanchard Mr. Foster expects to do a much greater business this year than ever before and plans to discontinue his automotive business and to devote his entire efforts to radio sales and service.

Popular Polish Record

The March Pilsudski, the Polish record of the music which has been acclaimed as the favorite of the famous Polish general and statesman, is proving to be a popular number of the Polish catalog. The Philadelphia branch office of the Columbia Phonograph Co. has supplied dealers with window displays and counter literature on this record and dealers in Polish sections are putting all their sales efforts behind the record and are succeeding admirably in raising the volume of record sales.

Make Drive on Record

Regal Bros., of York, Pa., took advantage of the public interest in Col. Charles A. Lindbergh to make a special drive on the records which described the feat of the young aviator, and sent customers a post-card three times regular size, telling of the selection of Lindbergh records which were available. Hundreds of records were sold through this clever publicity stunt.

R. E. Smiley Goes West

PHILADELPHIA, PA., July 6.—Richard E. Smiley, assistant sales manager of the Atwater Kent Mfg. Co., left during the last week of June for an extended trip to the Pacific Coast. Mr. Smiley was scheduled to stop at Indianapolis, Chicago and other points and expected to arrive in California in time for the Western Music Trades Banquet, at which he was to be a speaker. While on the Coast he will also be present at and address the annual convention of Atwater Kent dealers held under the auspices of Ernest Ingold, Inc., Atwater Kent distributor.

Fisher Co. Moves

TUCSON, ARIZ., July 2.—The Fisher Music Co. has taken new quarters at 118 East Congress street, this city, where an attractive, modern store has been leased for a period of years. Pianos and phonographs are displayed on the ground floor and five soundproof demonstration booths have been installed for records.

The Rev. John J. Connagham, son of Neal Connagham, Columbia dealer of Mt. Carmel, was recently ordained a priest and said his first Mass at the Church of Our Lady before a congregation of his relatives and friends.



Guarantee Special

Furnished in

COBRA GRAIN BLACK
CROCODILE BROWN
SPANISH BLUE
SPANISH GREEN
SPANISH RED

*Made to meet the
popular demand*

COSTS YOU \$8.50—RETAILS FOR \$15.00

GUARANTEE TALKING MACHINE SUPPLY CO.
35 N. NINTH STREET PHILADELPHIA, PA.



Write for our latest Main Spring Chart

AMBASSADOR



\$ 25.

RETAIL



**Not just another phonograph, but—
The Most Amazing Advance in
a Portable Phonograph Value**

OUTSTANDING FEATURES:

1. The remarkable new BELLPHONIC reproducer, with a metallic diaphragm.
2. An S-shape tonearm, with the throwback feature.
3. A fully guaranteed General Industries Flyer Motor.
4. A fully closed record compartment holding fifteen records.
5. Furnished in smart alligator-finish genuine leatherette.
6. Measures 15¾ inches wide, 12 in. deep, 9¾ in. long.
7. Weighs only 14¾ pounds.

AMAZING in tone quality—amazing in appearance—truly a value so far ahead of any other portable phonograph that it eliminates competition.

Larger in size—more imposing in design—richer in finish—more rugged in construction, permitting you to offer your customers the most remarkable portable that has yet been perfected.

Bellphonic Standard Portable

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. BELLPHONIC Reproducer. 2. Nickel polished solid brass tone arm. 3. Spring tone arm holder. 4. GENERAL - INDUSTRIES FLYER MOTOR Junior. 5. Fully closed, solid record album, holding 15 records. | <ol style="list-style-type: none"> 6. Seamless heavy leather handle, metal reinforced, in colors to match. 7. Nickel polished, double side catches. 8. COLORS: BLACK, BLUE, MAROON. 9. Size 14¾" wide; 11¾" deep; 6¾" high. 10. Weight, 11½ lbs. net; individually cartoned 14½ lbs. |
|--|---|

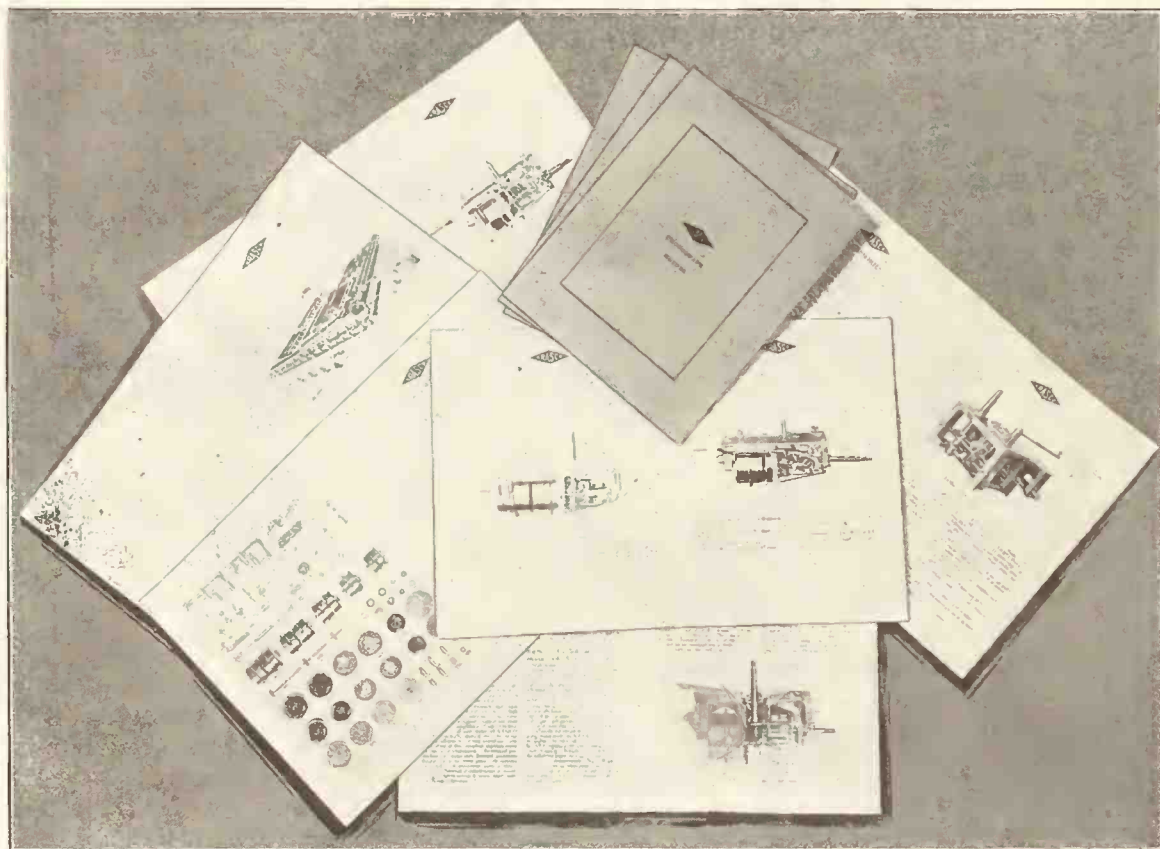
\$ 15.00
RETAIL



Order Your Samples Today—At Our Risk

Lifton Mfg. Co., 40 West 20th St., New York

THE NEW Krasco Catalog of PHONOGRAPH MOTORS



THE new KRASCO catalog explains in detail the important characteristics a phonograph motor must have in order to be an efficient mechanism.

It shows by illustration and description how perfection of design, high quality of materials and expert workmanship make KRASCO Motors the outstanding value of the age.

It contains valuable information for every phonograph manufacturer, jobber and dealer.

Ask for your copy. Here's the coupon—tear it off, pin to your letterhead and mail.

Krasco Phonograph Motor Co.
1100 W. Beardsley Ave., Elkhart, Ind., U. S. A.

Gentlemen: Send us, without obligation, a copy of the new KRASCO catalog

Firm Name

Individual

Address

City State

Helpful Treatises on Power Units From Raytheon Co.

Literature Designed to Help Retailers in Solving Any Difficulties That May Arise

The growing use of the power unit has centered much interest on this product. The Raytheon Mfg. Co., of Cambridge, Mass., maker of Raytheon tubes which are used in a large proportion of these units, is issuing from its technical service department a series of helpful treatises. A recent article has been "Troubleshooting the Raytheon Power Unit." The introductory paragraph to this treatise states:

"There are few elements to cause trouble in the Raytheon approved radio power unit using the B or BH type of tube. More often the trouble is to be found in the associated receiver and wiring. However, when genuine trouble does develop, it may be readily located and remedied; and the following suggestions are offered by the Raytheon engineers as an aid to radio enthusiasts and radio service men alike in facilitating such work." Thereafter follows detailed advice as to locating the trouble should any occur.

Another interesting piece of literature has been written by Charles Golenpaul of the American Mechanical Laboratories, Brooklyn, N. Y., upon the subject of "A compact and refined A-B-C radio power unit—five to six standard one-quarter ampere tubes may be operated by simple unit from the conventional electric light socket." Mr. Golenpaul states that with the advent of the Raytheon BA rectifier tube capable of delivering 350 milliamperes at 200 volts, there is now available the foundation for a practical A-B-C radio power unit, and describes in detail through word and diagram the building of this unit.

For the edification of the consumer the Raytheon Co. is including a booklet with the Raytheon "B" power tubes, written specifically for the layman. In this booklet entitled "A Few Things You Will Want to Know About Reliable B Power for Your Radio," the story of the B eliminator or B power unit is told in almost single syllable words.

Walter G. Haenschen Resigns

Walter G. Haenschen, musical director of the Brunswick Recording Laboratories, New York, since 1920, resigned from the Brunswick organization July 1. Mr. Haenschen is one of the most popular members of the recording and musical fraternities, and is also well known in the radio broadcasting field, having inaugurated in 1925 the "Brunswick House of Music." He is planning to take a complete rest during the Summer and will announce his future plans in September.

Federal-Sparton Radio Week

Federal-Sparton Radio Week was celebrated commencing July 11 by the Silas E. Pearsall Co., New York, metropolitan district distributor for the Federal Radio Corp. of Buffalo, N. Y., and the Sparks-Withington Co., Jackson, Mich. The Pearsall showrooms were thronged with visiting dealers throughout the week, being entertained by Mrs. L. M. Green, president, and Oscar Willard Ray, vice-president and general manager.

Will Fyffe Returns Home

Will Fyffe, the Scotch comedian, whose clever songs were so vigorously applauded by audiences in New York and Chicago and who records exclusively for Columbia, has returned to Scotland.

The sensational success scored by this artist, while on his short visit to America, has resulted in the completion of arrangements for his return to America in the Autumn.

A PORTABLE *with the richness
and volume of a Reproducing*
PHONOGRAPH



The No. 2 Sonora Portable with new reproducing amplification system, carries thirty selections . . \$35

THE new Sonora Portable offers dealers a rare opportunity to do a great volume of business on a quality product . . . Everywhere vacationists are looking for the dealer who is selling the new Portable that sounds like a cabinet reproducing phonograph.

Wire now for complete line: No. 1 at \$25—No. 2 at \$35 and deluxe cowhide at \$50—and you will receive free the new Sonora humanized window display—the greatest music merchandising window ever designed.

SONORA PORTABLE

How Mohawk Corp. Aids Its Dealers to Sell More Radio Sets During the Summer

Prominent Chicago Manufacturer of Mohawk One-dial Receivers Employs Puzzle Contest in Newspapers Throughout Country Enabling Dealers to Tie-up and Profit

That a closer dealer-manufacturer alliance is imperative to the success of both factors is well recognized by the far-sighted radio manufacturer. The electrical rapidity with which competition is forcing business to move has awakened the manufacturer to the fact that he has a real obligation toward the dealer he serves. In days past many manufacturers failed to recognize that an obligation existed, or, as in some cases, a "dealer-be-hanged" attitude was adhered to.

Time was when the retailer purchased a product, and the manufacturer felt his obligation at an end with the delivery of the merchandise. If the merchandise was all it was represented to be and the merchant was an enterprising one, everything turned out more or less satisfactorily for all concerned. The manufacturer depended upon the ingenuity, persuasiveness and personality of his salesmen for repeat orders.

Today, however, the successful manufacturer realizes his responsibility toward the dealer whose patronage he enjoys. He not only realizes that this obligation exists but he takes steps toward fulfilling it. It is imperative to his success as well as that of the dealer to help the retailer become a better merchant, and to stimulate an ardent dealer as well as consumer interest. Advertising, as the term applies, of course, plays a big part, and hundreds of concerns have devised many additional means of providing this stimulation.

The Mohawk Corporation of Illinois, maker of Mohawk radio receivers, has been unusually successful in its field, which has been and is today a highly competitive one. From the start it was apparent that success in the field of radio manufacturing and marketing was, in a large measure, dependent upon a close dealer-manufacturer relationship. Therefore, realizing its duty to the dealer, it was obvious that ways and means must be devised to help the dealer.

Among these other means of attaining the desired end a method recently employed by the Mohawk Corp. of Illinois is worthy of comment. A set of picture puzzles, each depicting a well-known radio broadcasting station, were designed, and newspapers throughout the country were interested in running these puzzles, one each day for 30 consecutive days. The public was invited to test its knowledge of the broadcasting stations, and the person submitting the most accurate and neatly compiled so-

lution was presented with one of the one-dial, six-tube, shielded Mohawk radio receivers.

This contest to date has been run in over 125 newspapers throughout the United States and Canada, and in almost every instance dealers tied up with the contest. As a result these dealers have noted an increased interest in their individual places of business and also in the Mohawk products which they stock. The accompanying photograph shows one phase of the dealer tie-up with the contest appearing in the



Effective Tie-up With Mohawk Dealer Aid Houston Post Dispatch at Houston, Texas. A few of the puzzle pictures are displayed atop the "Giant" Mohawk radio set showing also the actual set itself.

The effect, as this dealer saw it, is significant. He stated: "As a whole, our radio business in Houston is all that could be wished for, but it must be admitted that this same radio business in this same town of Houston was in need of a Spring tonic. This contest, if I may say so, surely 'turned the trick' for Mohawk dealers. The sales thus far this Spring are ahead of the same period last year."

A. M. Cohen, advertising manager of the Houston Post Dispatch, commented shortly but to the point: "The interest shown in the Mohawk radio contest was tremendous and a large number of replies were received. We believe it was of mutual benefit."

The results of this phase of dealer aid program were not a matter of conjecture. Figures and testimony from dealers have made it possible to forecast the results in no uncertain way

in almost any locality before the contest was actually run. Both the dealers and newspapers have lauded this contest quite freely wherever it has been used. Needless to say the Mohawk executives feel well repaid for their efforts, time and money spent when faced with such gratifying results.

Still another effect of this particular type of dealer-aid has been, so the Mohawk dealers say, that this stimulation of interest has not been temporary, but permanent.

It is more than likely that this, or, at least, a very similar method as the Mohawk Corp. of Illinois used could be adapted to a great many lines other than radio. Quite naturally the puzzles in the Mohawk arrangement were designed in such a way as to make them fit into the general theme in a practical manner.

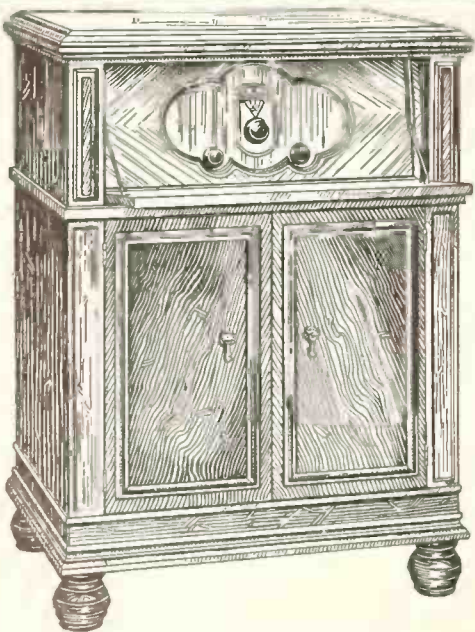
Regardless of the industry the manufacturer in any line who devotes some time and goes to some expense in the interest of the dealers he serves, cannot help, other things being equal, to build his business upon a very sound foundation. The development of a sound trade alliance between the dealer and manufacturer is a slow, tedious process, calling for no small amount of time and effort, but anything worth having is not easily procurable. For the manufacturer to establish himself as a factor in any market to-day he must cultivate that market in much the same way as the farmer cultivates his fields. He cannot help but find some angle of dealer-aid a very fertile field and if cultivated it will yield a rich harvest to the dealer, who, after all, is the life blood of the manufacturer.

Victor Dealers in Albany Hold Great Publicity Drive

Victor dealers in Albany, N. Y., had a great combined publicity drive late last week during which the Auditorium Orthophonic was demonstrated in one of the well-known parks adjacent to the city. The chief purpose of the gathering was to emphasize the remarkable merits not only of the Auditorium model, but of the new Victor products generally. This style of combined effort is to be heartily commended for the results it produces.

G. H. Jaud Promoted

G. H. Jaud, who has been associated with the Atwater Kent Mfg. Co. for a number of years, has been advanced to the post of district manager for northern Illinois and northern Indiana. Mr. Jaud has a wide acquaintanceship throughout the radio trade in the Middle West and is particularly well equipped to assume his important new duties.



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

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.

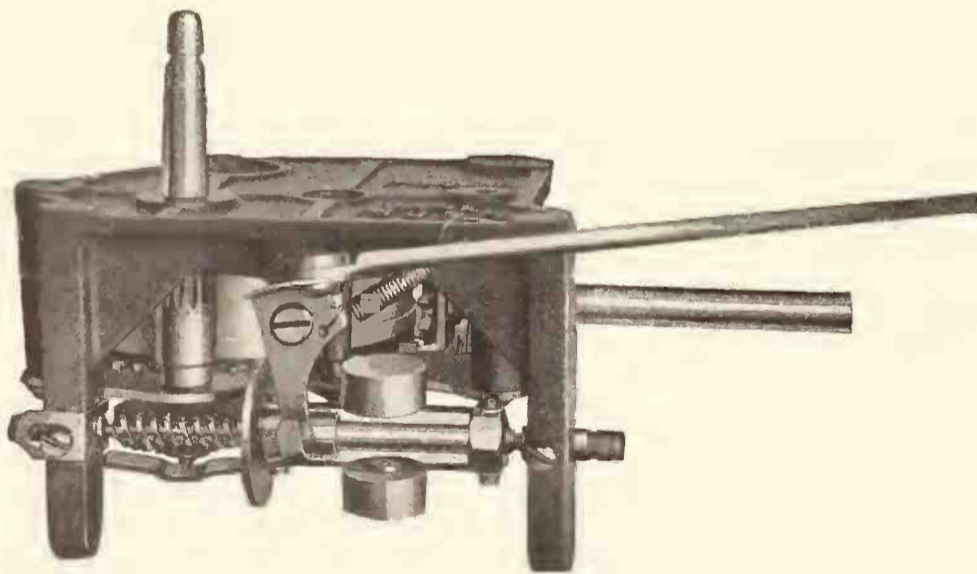
Noiseless

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

Mohawk Corp. 1927-28 Line Consists of Five Console and One Table Model Sets

Mohawk Six-tube, One-dial, Shielded Set Is Built in Form of an Interchangeable Drawer Set Which May Be Installed in Any One of the Various Cabinet Models

The Mohawk Corp. of Illinois, Chicago, introduced its new 1927-28 line of radio receivers a few weeks ago, the first trade showing taking place at the R. M. A. Trade Show, at the Hotel Stevens, in Chicago. This year's Mohawk six-tube one-dial receiver, which was received so enthusiastically by the Mohawk distributors when they assembled in convention early in May, has numerous refinements over that of last year, embodying in all 24 improvements.

The Mohawk receiver is built in the form of an interchangeable drawer set, which may be installed in any one of the various Mohawk cabi-

net models. The receiver is a six-tube, one-dial, shielded set, furnished in either A. C. electric at \$100 additional or battery operated units, and all Mohawk sets are wired for the use of power tubes.

which has met with an enthusiastic reception from the trade. This model is a Pier creation, of walnut with hand-carved Chippendale legs, trimmed in curly maple. The battery compartment is below the set drawer, and the loud speaker above is covered with a Burgundy red silk grille.

The other models are known as the Iroquois Console, in walnut, with apron maple spindle carved legs, the Cortez Console, a Castilian strut-legged creation, trimmed in curly maple, the Pawnee Consolette, in walnut, and the Cherokee table cabinet, in walnut with maple overlay. All of the models described above, except the Pawnee and the Cherokee, have, as standard equipment, the new Mohawk "pyramid" speaker, described in the following paragraphs.

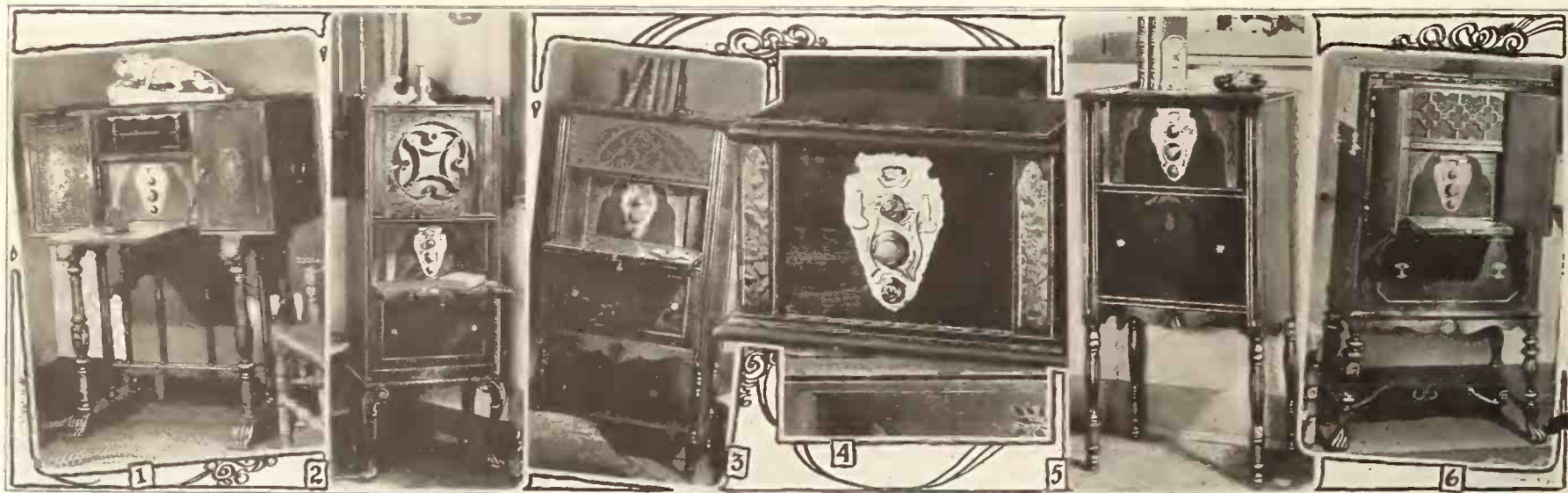
Among the improvements in the receiver, mentioned above, are the following: a combination volume control and filament switch on the front panel; a long and short aerial switch, also on the front panel, 1 3/4 to 1 low pitch audio transformers, output transformers, illuminated indicating dial, howl arresters, and a new face plate of Tudor brass finish, with Indian war club pulls by means of which the set drawer may be removed from the cabinet.

All Mohawk models furnished for electric operation are equipped with Kellogg A. C. tubes, and a dry type 110 volt, 60 cycle electric power unit, operating directly from the light socket.

For the first time in its history the Mohawk Corp. is introducing a loud speaker, in addition to its line of receivers. This product, which was also shown to the distributors at the time of the Mohawk convention in Chicago in May, created a tremendous amount of favorable comment from those who heard it. The speaker is known as the patented Pyramid loud speaker, and produces a surprising volume with a minimum input. Its range in frequency is from 40 to 8000, including all audible frequencies.

The Mohawk Pyramid speaker is furnished as standard equipment in four of the Mohawk console receivers, and it is also built separately in a Tudor design of five-ply walnut with a silk-backed grille of old bronze. The "pyramid" or vibrating element is manufactured by a patented process using a manila hemp paper base. The Mohawk Pyramid speaker, said to be weather proof and not affected by changes in climatic conditions, retails for \$25. The line is complete and most attractive.

The Hiawatha Console is another model



The Complete Mohawk Radio Line (1) Seminole. (2) Hiawatha. (3) Iroquois. (4) Cherokee. (5) Pawnee. (6) Cortez.

net models. The receiver is a six-tube, one-dial, shielded set, furnished in either A. C. electric at \$100 additional or battery operated units, and all Mohawk sets are wired for the use of power tubes.

All Mohawk models furnished for electric

Ted Lewis, Columbia Artist, Making Vaudeville Tour

Ted Lewis and His Band, Exclusive Columbia Artists, Are Now on an Extensive Tour Through the East and Middle West

In towns where Ted is scheduled to appear Columbia dealers are greeting the "High-Hatted Tragedian of Song" with full-page newspaper advertisements featuring him and his Columbia New Process records.

Attractive window streamers, depicting Ted in action with his high hat, in dealers' windows, announce to the passers-by that Ted Lewis and His Band are in town.

Shellac Prices Stiffen In Market at Calcutta

The Calcutta shellac market was reported stronger on June 30, says a dispatch to the Department of Commerce from its representative in Calcutta, India.

Former estimations of 825,000 pounds of shel-

lac for shipment in August are reduced because of the present high price requested, the cable stated. Shipments of shellac up to May 28, 1927, totaled 26,364 packages of 164 pounds each compared with 29,472 packages for the same period last year.

Baltimore Firm Chartered

Haebler-Anderson-Haebler, 752 North Gay street, Baltimore, Md., were recently incorporated to deal in musical instruments with a capital stock of 1,500 shares with a par value of \$10 per share.

I. G. Bover to Move

Irving G. Bover, music dealer of 424 Main street, Winsted, Conn., will move to larger quarters in the Odd Fellows Block, Main street, during this month.

A full-page newspaper advertisement welcoming Colonel Lindbergh home was run as a combined greeting by Columbia Phonograph Co. dealers of St. Louis, Mo., to the air hero.

TEST IT. 

OUR VICTOR

Record Service

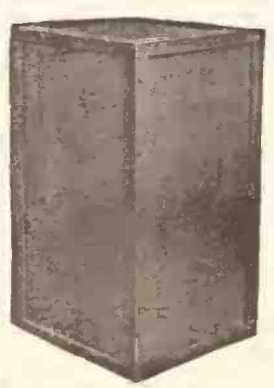
has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.

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.

STEADY AS A RIVER'S CURRENT . . . SILENT AS A SUNSET

The New [Complete]
GREENE "B" 5-6-7

For light-socket "B" current. Scientifically designed for all sets of 7 tubes or less—more than 85% of sets in use—including sets with power tube. Capacity, 35 mills., at 135 volts. No variable adjustments. All voltages are fixed. Nothing to break down or get out of order. No filaments. Uses new, improved, gas-conduction tube. Cannot burn out even from dead short-circuit across output terminals. Easy to connect. Simplified controls make it fool-proof. Guaranteed performance and long, satisfactory service.

PRICE, East of the Rockies
Complete with Tube

\$27.50 ONCE SOLD—
STAYS SOLD



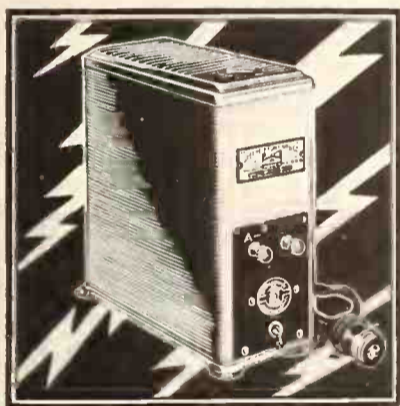
An R.M.A. Trade Show Sensation

Tune in Distant
Stations Clearer

The vastly improved, unvarying quality of local or distant program reception constantly available with any radio set powered by these new Greene-Brown current supply devices, is indescribable in words—almost beyond belief—until your own ears prove it!



No more
fading
from lack of
POWER



Now! A Super-Performing
GREENE Simplified
"A" Current

Practical, unfailing, noiseless "A" light socket current at last. Entirely Automatic! A 2½ Ampere, 6-volt unit, for all sets of 10 tubes or less. Requires no adjustments. Controlled by receiving set switch. Not a trickle charger combination. Decidedly superior. Compact in size—a companion unit for GREENE "B" Hi-Power Model, shown on right. Note the convenient socket for "B" Eliminator—makes both "A" and "B" power operation automatic. This new Greene Simplified "A" is sold with an absolute Guarantee. Nothing to break down. Never runs down. Unequaled at twice this price.

PRICE, East of the Rockies
Complete: Nothing Else to Buy

\$30.00

YOU'D EXPECT TO PAY MORE

Also the
BROWN "B" Super-Power

Now \$33.50 Complete
with Tube

For Extra-Sensitive Sets of Any Size

NOW—for your trade—provide all advantages of super-battery power, everlasting and unfailing, with all disadvantages eliminated. End future battery trouble and replacement expense. Save yourself from further costly servicing—after-sale experiences.

There is a Greene-Brown "A" or "B" Unit (also the new Greene Simplified "AB" combination at \$60.00 list) suitable for receiving sets of every type and size. Jobbers and dealers can concentrate on this line—and never lose a sale. Supreme Quality Products, Honest Prices and a Square Deal Policy insure your success.

SOLD WITH AN ABSOLUTE
GUARANTEE

GREENE
POWER **AB** UNITS
Better than Batteries

The New [Complete]
GREENE "B"
Hi-Power

For heavy-duty service. Big brother to 5-6-7 Model shown above. Larger capacity, 55 mills., at 180 volts. Works perfectly with the GREENE Simplified "A" 6-volt Unit. For all sets of 10 tubes or less, or for heavy draw sets using power tube. Any novice can connect it. Has fixed voltages—6 output terminals ranging from 45 to 180 volts. Insures total elimination of service problem for jobbers and dealers. Nothing to break down or get out of order. Simple control provided for all line voltage changes. Unfailing "B" current, from the light socket for clearer, improved reception. Uses new, improved gas-conduction, 85 milliamper tube.

PRICE, East of the Rockies
Complete with Tubes

\$30.00

MADE GOOD TO MAKE GOOD

Jobbers and Dealers

Each Greene-Brown Unit represents a surpassing triumph of engineering—scientific, highly perfected—approved principles, backed by years of research. Don't hesitate. Act at ONCE. Grasp this big chance to roll up added sales. Send for full information now. Simply tear out this coupon—pin to your letterhead and mail—TODAY!

Greene-Brown Mfg. Co.
Desk F

5100 Ravenswood Ave.
Chicago, Ill., U. S. A.



The DAVIS "B" Power Unit

A carefully tested and fully guaranteed "B" Power Unit that is offered to the trade with the endorsement of one of the largest manufacturing organizations in the music-radio industry.

List Price \$40

We have some valuable territory open for responsible jobbers on an exclusive territorial basis. Our jobber and dealer discounts are liberal, and our product is guaranteed to give satisfactory service. Write TODAY for details.

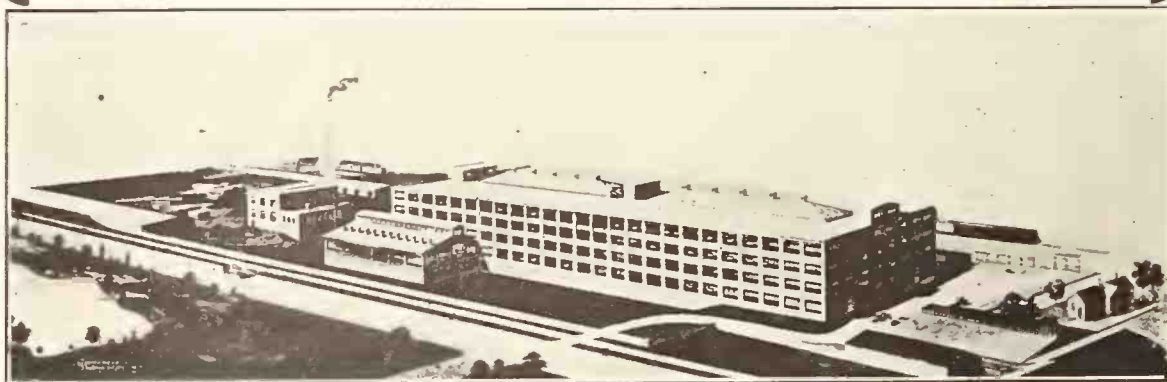
Send Davis your specifications for estimates on Radio or Phonograph Cabinets

The Davis Cabinet Factories are equipped with the latest type machinery. The Kokomo unit has over 300,000 square feet of reinforced concrete, daylight, manufacturing space, located near the main line of the Pennsylvania R. R. Well-rated concerns will find Davis Industries, Inc., a dependable source of supply for their special cabinets or other wood-working requirements, great or small. Your inquiry addressed to Chicago office will be given prompt attention.

General Offices
314-324 W. 43rd St.
Chicago

DAVIS INDUSTRIES, Inc.
Capital, Surplus and Reserves over \$2,000,000.00

Plants:
Chicago, Ill.
Kokomo, Ind.



Michigan Music Merchants Association to Hold Convention in Detroit in August

Second Annual Meeting of State Dealers to Be Held—Appearance of Recording Artists Stimulates Record Sales—Higher Priced Instruments in Greatest Demand

DETROIT, MICH., July 7.—Business was fairly good, but nothing that anyone would care to brag about, in June. Record sales continue to have their normal demand, while the only machines that are selling are those of the highest grade. In fact, some dealers are still waiting for jobbers to supply them with certain high-grade styles. We have had any number of retailers tell us the past few weeks that it is almost out of the question to sell a low-priced machine—people simply are not interested.

There is one thing that the new machines have done—they have given backbone to the retailers so far as allowances are concerned on old machines. To-day the retailer doesn't hesitate to make a very small offer for the used machine as first payment on a new, improved talking machine—and the customer seems to realize that he cannot expect more, knowing that the retailer will have difficulty in making anybody else take it. Never before did retailers make such small allowances as they are doing to-day, and this in itself is a good thing for the industry.

Collections have improved somewhat the past month, although they are not up to expectations. Many people are still employed only spasmodically, as many of the large motor plants have been in the midst of bringing out new models and have had no use for all of their employes. But we look for an improvement in the employment situation within the next six weeks, especially as the Ford Motor Co. is shortly bringing out a brand new car, which will probably keep the entire plant working night and day for some time to come.

Many talking machine dealers are expected

in Detroit next month, when the Michigan Music Merchants' Association comes here for its second annual convention. Frank Bayley, president of the Detroit Music Trades Association, who is also president of the State organization, has an elaborate program, both business and entertainment. He expects at least 500 retailers, many manufacturers and jobbers in all branches of the trade.

The record end of the industry has been stimulated the past few weeks by the presence in the city of two nationally known artists—Ted Lewis, who records for the Columbia, and Vincent Lopez and His Orchestra. Retailers handling their records certainly took advantage of their visits here by advertising and window displays.

Grinnell Bros. are closing their store during the months of July and August at 1 p. m.

Jay Grinnell, general sales manager of Grinnell Bros., has been elected to the directorate of the Board of Commerce, in recognition of his ability on big civic matters and his work as president of the Detroit Retail Merchants' Bureau.

The Detroit branch of the Columbia Phonograph Co., 439 East Beaubien street, is having a good year. The first six months certainly show a nice increase over the same period last year—both machines and records selling in greater volume than a year ago.

Brunswick dealers report that they have enjoyed good business this year and they look for a busy Fall, as so many people have been in looking at the expensive models, expressing the belief that they will make purchases sometime in the Fall.

"Salescrafter" Makes Some Summer Sales Suggestions

Monthly Organ Issued by the Stromberg-Carlson Tel. Mfg. Co. Contains Ideas for Dealers to Use During Summer Months

ROCHESTER, N. Y., July 7.—In the current issue of the Salescrafter, issued each month by the Stromberg-Carlson Tel. Mfg. Co., of this city, maker of Stromberg-Carlson radio apparatus, an interesting and instructive article on "Summer Sales Suggestions" is featured. This article first describes different types of Stromberg-Carlson models, which are especially adapted for Summer selling because of different factors, principally that of portability. It also gives general suggestions which can be followed by all dealers, saying, in part: "The Summer months are especially favorable for endeavoring to get owners of older types of receivers to change their sets over to the newer types. Owners of these receivers are much more liable to have this work done during the Summer, when reception is not at its best, than to wait until Fall, when the receiver will be constantly in use.

"Another field for endeavor during the Summer months consists of hotels, hospitals and public institutions of various sorts. These installations when they are made not only are a fine source of profit for the dealer, but are a fine advertisement for future sales. A Stromberg-Carlson installation in a hotel or a hospital produces much publicity in local newspapers and a still greater amount of publicity among the patrons who visit these places. Stromberg-Carlson tone speaks for itself and in such an installation a Stromberg-Carlson receiver continuously demonstrates itself to the ever-changing group of people who hear it."

The Bellphonic Ambassador Portable Just Released

Lifton Mfg. Co. Announces Latest Addition to Its Line of Portable Phonographs—A Second Portable, the "Royal," Announced

The Bellphonic Ambassador is the latest addition to the line of portable phonographs manufactured by the Lifton Mfg. Co., New York. The Ambassador is finished in alligator leatherette and among its features are a fully closed record compartment holding fifteen records, General Industries Flyer Motor, S-shaped tone arm with throw-back and the Bellphonic reproducer with metallic diaphragm.

The Bellphonic Royal, listing at \$20, will shortly be introduced to the trade. It has a two-tone Spanish finish with gold combination lining. Introduction of these two models follows the splendid reception which was accorded to the Bellphonic Standard portable listing at \$15, with which the Lifton Mfg. Co. entered the portable manufacturing field.

Columbia Dealers Display Lindbergh Airmail Stamp

ST. LOUIS, Mo., July 8.—When the Lindbergh Airmail Stamp went on sale here N. B. Smith, manager of the Columbia Phonograph Co. branch, conceived the idea of sending out letters to dealers bearing this stamp. In many cases the Lindbergh stamp, received in this way, was the first that had arrived in a town. Dealers immediately displayed the letter and stamp in their windows, drawing considerable attention.

In Tulsa, Okla., the Allen & Thede Music Co. displayed the stamp and not only attracted a crowd but also received press comment in the evening paper.

The annual Electrical and Radio Show is to be held in Erie, Pa., during the week of September 12.

6 Great Mohawk Features

that mean
Quicker
Sales!

Mohawk, the Originator and the Pioneer in One Dial Radio, again this year has amazed the Radio world with values and features so far surpassing expectations, that the Mohawk line literally knows no competition.

Mohawk dealers, appreciating this fact, make greater profits because they make quicker sales! The masterful Mohawk line is easier to sell. In it is embodied every element of sound value. Listed below are the great features which are the Mohawk challenge to the industry.

[1] Radio's most practical innovation—the exclusive Mohawk Interchangeable Drawer Unit outstrips competition as it cuts cost and lowers prices—yet allowing greater profits. Look at the Mohawk prices!

[2] Performance of Mohawk's 6 Tube Shielded One Dial set constitutes leadership in one dial achievement, because Mohawk is the Originator and the Pioneer in the one dial field.

[3] Amazingly low price range offers complete line of fine values, ranging from \$65 to \$245. Mohawk reaches every sales channel effectively.

[4] Consoles of incomparable beauty, charming, smart, befitting the smartest appointments. Note the deft cabinet work and the subtle grace of the consoles pictured. Mohawk combines luxuriously built furniture with the best mechanically and electrically constructed Radio.

[5] And, too—A. C. Electric operated sets available this year. Complete with accessories and here, too, amazingly low in price.

[6] Unqualified factory support backs Mohawk sales with complete co-operation. The Mohawk Dealer Franchise stands a stalwart guardian—your sound substructure, on which to build a profitable business.

Write today for complete details of Mohawk's invincible 1927-28 line. Mohawk values mean quick sales. Act now to profit on your new season's business.



PAWNEE CONSOLE—
With front removable panel battery compartment. Designed without built-in loud speaker.
List \$85

SEMINOLE SPANISH VARGUENO CONSOLE—
With patented Mohawk pyramid Loud Speaker.
List \$245

Other Mohawk models at \$65, \$120, \$150 and \$185. For A. C. Electric Operation all Mohawk sets are \$100 above battery operated list prices.



Building Them Better
Pricing Them Lower
Selling Them Faster

MOHAWK CORPORATION
OF ILLINOIS

Established 1920—Independently Organized 1924
2213 Diversey at Logan Blvd.
CHICAGO

Mohawk
One Dial Radio

6 TUBES—SHIELDED

Standard Home Utilities Holds Its Formal Opening

Metropolitan Dealers Visit Company's Quarters and Inspect Lines Carried—Officials of Company Meet the Crosley "Stork" on Arrival

The Standard Home Utilities, Inc., 1 Park avenue, New York City, the new music-radio distributing organization, presenting a specially selected list of products for the purpose of assuring "all-year-round business" for the music dealer, held its official opening on June 27, 28 and 29.

This organization is sponsored by important music men, including Arthur D. Geissler, who for twenty years was associated in Victor distribution, and Hugh C. Ernst, who is also well known both in the wholesale and retail channels.

Hundreds of dealers from the metropolitan area were visitors to the offices and warerooms of the Standard Co. A musical program was one

of the features each afternoon and these programs were broadcast for the three-day period over radio station WMCA. Visitors were treated to a buffet luncheon served on the roof garden which is part of the Standard Home Utilities, Inc., quarters. At one end of the garden was a specially constructed stage on which was given the entertainment features and the broadcasting programs.

On Wednesday, following the monthly luncheon of the Talking Machine and Radio Men, Inc., the officers and members of that association visited the new Standard quarters in a body.

The Standard Home Utilities, Inc., represents in the metropolitan area Crosley and Amrad radio, Radiotron tubes, Polly portable phonographs, De Vry motion picture cameras, Ray-O-Vac batteries and Standard electric sewing machines. This latter division of the company is under the direction of P. A. Wilkinson.

Besides the hundreds of dealers who attended the official opening, many executives and representatives of manufacturing organizations also

attended, including P. S. Kantner, domestic machine sales manager for the Standard Sewing Machine Co., also Frederick and E. W. Osann, directors of that company; J. C. Calhoun, sales manager of the French Battery Co.; Meade Brunet, manager of the Radiotron division of the Radio Corp. of America; A. B. Ayers, sales manager of the Amrad Corp., and W. L. King, the New York representative of that firm; W. A. Kellogg, sales promotion manager of the Crosley Radio Corp.

Another feature during the three-day open house of the Standard Home Utilities, Inc., was the arrival of "The Stork," a new speed plane, recently purchased by the Crosley Radio Corp., which will be used in a tour of some of the leading trade centers of the country. Harry E. Sherwin, general sales manager of the Crosley Co., arrived in New York by plane from Boston.

A. D. Geissler, president of the Standard Co., met Powel Crosley, Jr., president of the Crosley Co., on his arrival in New York from Buffalo. Hugh C. Ernst, vice-president of the Standard Co., took the party to Curtis Field, to meet Mr. Sherwin on his arrival by plane. Mr. Ernst's party made the trip to Curtis Field in a motor bus carrying his guests, who included Mrs. Arthur D. Geissler, Mrs. Ernst, Arthur Geissler, II, the Foster Girls, ballet performers from the musical success, "The Circus Princess," and a number of newspaper men.



again Doehler Die-Castings are part of trans-Atlantic aircraft equipment.

EXPLAINS COMPASS USED BY LINDBERGH

Official of Manufacturing Company Tells of Magnetic Forces Controlling It.

OPERATED WITH WINDMILL

Indicator Shows When Airplane Deviates From Course—Not Affected by Craft's Motion.

The earth inductor compass, pictured herewith, which Captain Charles A. Lindbergh said was his greatest aid in navigating from New York to Paris, is based upon a simple electrical principle, although it may appear complicated to the layman. The compass measures the angle between the brushes of the generator of the compass and the earth's magnetic field and enables the pilot to set his course at any angle to these lines of force, which point to the magnetic north. The compass was invented by Maurice Titterton of the Pioneer Instrument Company, which manufactures it, and is installed on all planes used for long distance flights of great value.

Again the world resounds with another feat of American daring.

Without the magnificent courage and skill of the now famous pilots these flights would have failed—

—yet mechanical excellence played a great part in their triumphs. Planes, motors, instruments were noteworthy for design, materials and construction. How very significant that Doehler Die-Castings should form a part of the actual instruments installed in both trans-Atlantic aircraft.

We will be pleased to tell you of the Doehler Die-Castings used in these flights—and consult with you on your die-casting requirements. A copy of our new booklet will be mailed on request.

DOEHLER DIE-CASTINGS



Doehler Die-Cast Aluminum Housing, Bezel, Frame & Bracket for Turn and Bank Indicator.

Turn and Bank Indicator used in conjunction with Earth Inductor Compass.



Organ-tone Reproducer Is Ready for Distribution

Samples of the Organ-tone reproducer, manufactured by the Unique Reproduction Co., New York, are now ready for distribution, according to Martin W. Segal, of the Unique Company. This new reproducer is finished in three colors, a novel feature, and the stylus suspension is built on an entirely new principle which insures steadiness and permanence of tone, according to Mr. Segal. The slogan adopted for the Organ-tone is "Built like an Organ, Sounds like an Organ, Looks like an Organ, Finished like an Organ."

Mayolian Corp. Announces Line of Socket Power Units

The Mayolian line of socket power supply devices, including units for both alternating and direct current of every commercial type, has been announced to the trade by the Mayolian Corp., New York. It also contains units for the ordinary type of receiver and for receivers which employ power amplification, with a complete assortment of transformers, chokes, condensers and battery charger parts. A combination A and B eliminator and a heavy duty B eliminator are leaders of the Mayolian line.

Columbia Display Praised

The Columbia Phonograph Co. has received many enthusiastic comments on its June window display. From all over the country dealers have written in praising this effective, sales promoting display set, which typifies in an effective manner the dance age.

When one of these displays reached London the Columbia Graphophone Co., Ltd., of England, immediately cabled an order for fifteen hundred of these displays for distribution to countries as widely separated as Sweden, Turkey, Egypt and far-off Java. Requests have also come from the Schuberts for some of these displays to be used in some of their New York theatres.

The Orth Music Store, Milwaukee, Wis., recently added the Stromberg-Carlson line of radio receivers and is planning to feature the next few months. The Orth Music Store is one of the leading firms of that city.

DOEHLER DIE-CASTING CO. Brooklyn, N. Y. ~ Toledo, O. ~ Plants at Batavia, N. Y. ~ Pottstown, Pa.

MAGNAVOX SPEAKER



1928
Speakers

Warwick Magnetic Cone, \$27.50

in cabinets and as separate units

These speakers represent the Magnavox Company's greatest achievement in the radio field.

Warwick model, above, is permanent magnet type cone speaker, embodying the "opposed pole piece" exclusive patented feature. It has greater power with fewer parts and a coil that takes full "B" current of a power tube without overheating. Specifically designed to pass frequencies from 100 to 5000 cycles and carry, without distortion, power nearly equal to the dynamic power speaker. List \$27.50.

Loboy model is a dynamic cone speaker rectifier, power amplifier and B supply unit for 110 volt AC operation. Impedance constant over entire audio range, giving full volume 50 to 12,000 cycles. List \$160 without tubes. Write for full information.



Loboy
Dynamic
Power
Speaker
\$160

The Magnavox Co., Oakland, Calif.

Chicago Sales Office—1315 So. Michigan Ave.

Metropolitan Trade Activities

Columbia Artists Appear in Brooklyn Store Concert

Abraham & Straus Announce Addition of Columbia Line With Concert of Artists Including Franklyn Baur, De Leath and Others

Coincident with the announcement that the music department of Abraham & Straus, Brooklyn, N. Y., had added the Columbia line to its phonograph merchandise, there was given a concert in the auditorium of the department store on Tuesday, June 28. Among the artists who appeared through the courtesy of the Columbia Phonograph Co. were: the Columbia Orchestra, consisting of twenty-two pieces; the Columbians, dance orchestra; Franklyn Baur, tenor; Vaughn De Leath, singing comedienne; Seamus O'Doherty, Irish tenor; George O'Brien, tenor; the Flanagan Brothers, in banjo and accordion duets; "Whispering" Billy Day, baritone of radio fame, and John Oakley, bass.

The program, which lasted for almost two hours, was a varied one and consisted of popular and semi-classical selections, all of which have been recorded on Columbia records or are scheduled for Fall release. The program distributed to the hundreds who attended gave the numbers of the records so that they could secure them from the phonograph department which was situated near the hall. R. M. Richter, manager of the department, expressed himself as being greatly pleased with the result of the concert. Advertisements announcing the personal appearance of the artists appeared in the leading Brooklyn newspapers for three days prior to the event.

Chambers Music Shop Is Undergoing Alterations

The Chambers Music Shop, 77 Chambers street, is making alterations during the Summer months. M. Goldberg, the proprietor, is greatly increasing the amount of window and interior display space to afford a better presentation of the Victor Orthophonic and Columbia Viva-tonal instruments in addition to the many leading lines of radio receivers which are carried in this establishment. Mr. Goldberg reports talking machine sales on the increase with radio sales rather spotty.

E. W. Guttenberger and Charles Stinson on Trip

E. W. Guttenberger and Charles Stinson, manager and salesman of the wholesale department of the Columbia Phonograph Co., New York, returned the latter part of the month from a two-week motor trip, accompanied by their wives and a party of friends.

The tour, which covered almost 2,000 miles, took the party through New York State, the Thousand Islands, both the American and Canadian divisions, Montreal, Ottawa and a number of other interesting and historical spots. Both Mr. Guttenberger and Mr. Stinson returned in fine shape and anxious to get back to their tasks of putting the Viva-tonal phonograph and the New Process records in every home in the metropolis.

Satisfactory Victrola Sales

A. J. Beers, 81 Chambers street, reports that Victrola sales are most satisfactory, showing a larger total than last year. He also reports that portable talking machines, small stringed instruments and records are encountering a brisk demand.

Knickerbocker Opens New Offices and Showrooms

Many dealers in the metropolitan territory attended the formal opening of the new offices and show rooms of the radio and sporting goods firm of Knickerbocker, Schoverling, Daly & Gales which took place on Monday, June 27, at 116 East Twenty-third street.

The new quarters occupy the entire seventh floor, consisting of 17,500 square feet. The model window display and the handsomely decorated and fitted offices and showrooms caused much favorable comment, as did a conference room seating about 75. A buffet luncheon and refreshments were served to visiting dealers and open house was maintained for the entire day.

Among the executives who acted as hosts were: A. Davega, president; Joseph Schwetz, vice-president; Henry Benjamin, treasurer and merchandise manager; Byron R. Forster, radio department head; Archie Altman, purchasing manager, and M. Silverstone, secretary. The opening marks to the day the twenty-fifth anniversary of the Knickerbocker Co. with the talking machine distributing field and the 103rd year in the sporting goods business.

Sam Semels Leaves Blout

Sam Semels recently resigned his connection with the Emanuel Blout chain of music stores in the metropolitan territory and after a vacation is planning to resume his activities in the phonograph and radio trade. Mr. Semels was formerly manager of the phonograph department of Bamberger's, Newark, and later was in business for himself.

Ditson Suffers Fire Loss

A fire loss estimated at approximately \$40,000 was suffered recently by the metropolitan Victor distributing firm of Chas. H. Ditson & Co. when the warerooms in which the stock was stored were swept by fire. Paul Carlson, manager of the Victor department, stated that although the instruments destroyed were covered by insurance, their loss would be felt because of the demand for many of the models. Replacement orders were immediately sent to the Victor factory at Camden.

Radio Furniture Exposition

The Eastern Radio Sales Co., radio furniture manufacturers' representative, displayed the lines carried in a special exhibition to metropolitan jobbers during the last week of June, at its office, 100 Fifth avenue. Among the manufacturers represented by this company are: Wolf Manufacturing Industries, Kokomo, Ind.; Hastings Table Co., Hastings, Mich.; St. John's Table Co., Cadillac, Mich.; Henry C. Steul & Sons, Inc., Buffalo, N. Y., and others.

Essex Holds Fada Exhibit

The Essex Distributing Corp., 40 William street, Newark, N. J., distributor of Fada radio products in Northern New Jersey, sponsored a pre-showing of all the new Fada models at the Robert Treat Hotel, Newark, during the week of June 27. The display attracted a great number of dealers and a very satisfactory amount of business was written as a result.

The Brooklyn music store of Bloomingdale's recently featured the Victor portable and table model together with the Victor Masterpiece album sets in an attractive window display.

Talking Machine Men Visit Standard Home Utilities

Members Attend the Opening Week Ceremonies at Offices of New Distributor at End of June Meeting of Association

The regular monthly meeting of the Talking Machine & Radio Men, Inc., of New York, New Jersey and Connecticut was held on Wednesday, June 29, at the Cafe Boulevard, New York. Due to the fact that two other trade events of importance took place on the same day, the attendance was rather slim and the meeting resolved itself into the handling of routine details.

The most important happening of the meeting was the adoption of a resolution made by Joseph H. Mayers that a committee composed of three dealers and three jobbers meet with three manufacturers to be appointed by the R. M. A. to consider ways and means of benefiting the relations between the trade, the jobbers and manufacturers, particularly to discuss the problem of the discount which dealers should receive.

Irwin Kurtz, president of the association, reported briefly on the R. M. A. and Federated Trade Associations' conventions which he and the other officers attended, saying that he had brought up the subject of the dealer's discount before the directors of the R. M. A., and that a committee had been appointed called the Trade Relations Committee to treat of the subject. Mr. Kurtz also announced that Mark Max was appointed jobber's representative to represent the Talking Machine & Radio Men, and L. J. Rooney was appointed dealer's representative.

At future meetings when manufacturers or jobbers wish to demonstrate instruments or accessories they must confer with and secure the approval of a committee composed of Chester Abelowitz, chairman; L. J. Rooney and Al. Galuchie, who will set the date.

Harry Fox, manager of the Distributing Division of the Okeh Phonograph Corp., was appointed chairman of the membership committee with power to select the members of his committee. Following the meeting the members were taken in busses to the offices of the Standard Home Utilities, Inc., 1 Park avenue, New York, where open house was kept during the week. Details of the program at the offices of this distributing concern are given in another section of this issue.

Superior Cabinet Corp. Moves to Larger Quarters

New and larger quarters are now occupied by the factory of the Superior Cabinet Corp., New York, manufacturer of the "Superior" line of radio cabinets. Formerly located at 556 West Fifty-second street, New York, the factory is now at 3611 Fourteenth avenue, Brooklyn, N. Y., affording 25,000 square feet of manufacturing space. New machinery has been installed throughout, according to B. J. Greenbaum and G. Seiffert, executive officer of the company. The "Superior" cabinet equipment includes an amplifying chamber and efficient radio unit.

Congratulations!

Gordon Sleeper, president of the Sleeper Radio Corp., Long Island City, N. Y., is receiving the congratulations of his many friends in the trade upon the arrival of Miss Phyllis Sleeper, who made her debut at the Sleeper home in Scarsdale, N. Y., on Independence Day. Mr. Sleeper is now the proud father of a "Millionaire's Couple."

Behind the Beautiful 1927 *Royal Series* AMRAD

NEUTRODYNE

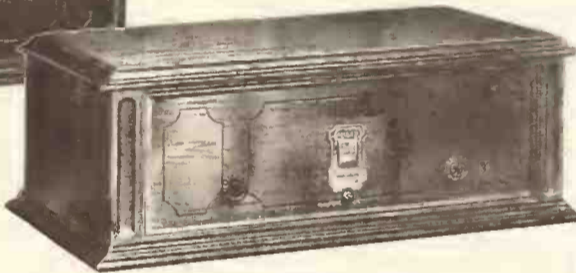
A powerful advertising campaign in the Saturday Evening Post, and other magazines, in daily newspapers and direct-by-mail, will introduce the Royal Series AMRAD Neutrodyne to twenty million consumers. This intensifies the value of the AMRAD franchise to every jobber and dealer, for in addition to unquestionable quality in construction, and in performance, the power of Amrad's consumer advertising will render assistance to every dealer that handles the Amrad line.



THE BERWICK
6-tube Console, dark selected walnut, built-in cone speaker. Pure tone quality, very selective, loop or antenna operated; single dial control; full shielded. . . . \$195.00



THE WARWICK
6-tube Compact, completely shielded, single dial control, in fine walnut cabinet, operated on loop or antenna. Amazingly selective and has excellent tone quality. . . . \$138.00



THE WINDSOR
7-tube Compact, pure one dial control, extremely selective, operated on loop or antenna, all parts completely shielded, handsome hand-rubbed walnut cabinet. . . . \$195.00



THE HASTINGS
7-tube Console, single dial control, loop or antenna; fully copper shielded; richly beautiful cabinet. Built-in speaker mounted on special baffle board. . . . \$295.00

All Amrad sets are Battery or "AC" operated.

The AMRAD B-Eliminator

This dependable Compact "B" Battery Eliminator employs the famous Mershon Condenser with tremendous capacity, for instantly supplying the energy required. The Mershon Condenser eliminates voltage surges and will not get noisy. There are no variable adjustments to get out of order, and all parts are readily accessible. Mounted on metal base and encased in steel box with black enamel finish. List . . . \$45.00



Amrad "B" Power Unit, containing the famous Mershon Condenser.

For full information regarding open Amrad territory and complete Amrad sales policies, address Sales Department

The Amrad Corporation
Medford Hillside, Mass.

All Amrad sets manufactured under full license protection of R.C.A., Hazelton and LaTour patents. (For the Crosley Radio Corp.)

Stewart-Warner Catalog Describes Display Service

Display Division of Stewart-Warner Speedometer Corp. Has Perfected a Service Which Has Proved of Great Help to the Trade

The display division of the Stewart-Warner Speedometer Corp., Chicago, manufacturer of radio receiving equipment, is offering to Stewart-Warner dealers a complete display service which has been proved by actual experience to be a practical aid in increasing sales. This display service is threefold in scope and answers practically every display problem the dealer may encounter.

Under the "rental plan" it is possible for Stewart-Warner dealers to obtain displays at a small rental charge, thus enabling the retailer to have displays of a type which would be far too expensive for one dealer to build. Under this plan twenty displays are supplied for the cost of one. The displays are constructed so that they may be shipped knocked-down, thus keeping the transportation cost at a minimum. They are packed in special shipping cases which assure arrival at the dealer's store in perfect condition and can be very easily set up. Special material is also furnished on a rental plan for exhibition, radio shows and similar events.

In addition, display accessories for use both in windows and store interiors are supplied. One important feature is the poster service, consisting of four series of posters, one of which is furnished every two months. Each set consists of three cards, one large and two small, developed in eight oil colors.

An advisory service is furnished free of charge by the Stewart-Warner display division to all Stewart-Warner dealers. Frequently the dealer desires to change his store layout, feeling the necessity of new windows or booths. At such times the assistance of the advisory

department of the display division is especially valuable, as its personnel is well equipped to suggest plans, furnish estimates, etc. The display division also assists Stewart-Warner dealers in proper store arrangement, lighting effects, fixtures and general store planning.

Stewart-Warner salesmen carry a sixty-page album, which contains photographs, complete descriptions and prices of the more important items which are supplied by the display division. This album is loaned to interested dealers, who can thoroughly examine it to become more familiar with the service which the Stewart-Warner Speedometer Corp. offers and to find just which items are best adapted to their needs.

In the new dealer radio catalog recently issued by Stewart-Warner Speedometer Corp. the display service outlined above is completely described and illustrated in one section. A number of the window displays are pictured in the catalog, as well as posters, display signs, transfers and other sales helps. In addition, such equipment as window lights, ferneries, floor block, tube stands and pedestals are also illustrated.

Rev. Weems With Columbia

Rev. T. E. Weems, Noted Race Preacher, Has Joined the Columbia Phonograph Co. as an Exclusive Recording Artist

Among his people, this prominent preacher, whose sermons are marked by their eloquent and forceful delivery, is respected and loved for his good works. Rev. T. E. Weems' messages may now be heard on Columbia records by the many whom he could not reach in any other way.

The Franklin Electric Co., Philadelphia, Pa., was recently appointed a distributor of Sleeper radio products.

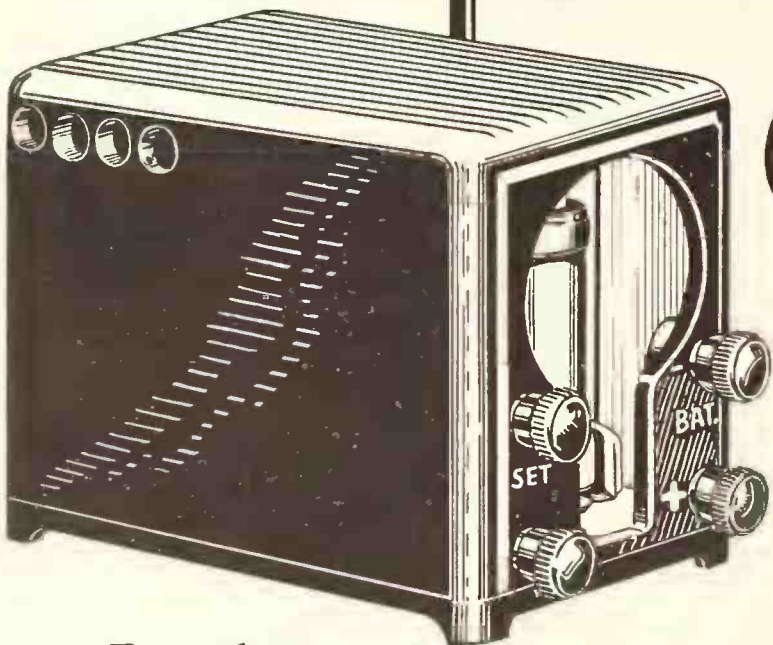
Seattle Phonograph Men Meet the Summer Problem

Stage an "Open House" Month in Order That Public May Become Acquainted With Newest Products—What Co-operation Did

SEATTLE, WASH., July 2.—Due largely to the fact that a new idea has been launched by local phonograph dealers in the past month, they all report in Seattle that business is remaining steady, with a good, healthy volume coming in.

Their latest scheme to hold up business was to get in closer and friendlier touch with the Seattle public, such intimacy carrying with it no obligation to buy. They accomplished this by staging what they call an "Open House" month. Through a series of advertisements in the papers, which were all issued on the same day, they announced that the stores were inviting Seattle people to visit their stores, to ask for and receive demonstrations of any of the new phonographs therein, and even to make use of home demonstrations. They were accorded the privilege of having a machine delivered to their homes for parties and dances, or for straight demonstrations, and could keep it there for two days, during which time they could get fully acquainted with all of its beauty and performance. When it was returned they were of course looked upon as prospects.

The second angle of the campaign was featuring electricity in music. They adopted as one of their slogans, "Modern Music—the Electric Way." This and similar slogans appeared in all of the phonograph dealers' advertisements, and copy was run in the paper, in addition, written on the wonders and the merits of the many electrical improvements that have been made on reproducing machines, including pianos, with the electrically recorded records, player rolls, etc.



CHARG-A-MATIC

The Sensation of the Season

Here's an "A" Power Charger that is absolutely "fool-proof"—nothing to wear out—nothing to burn out—cannot be harmed by incorrect hook up—requires no attention.

Charg-a-matic is wholly automatic. It charges the "A" battery up to 6.9 volts and automatically shuts off. When voltage drops to 5.9 it automatically starts charging again. It has a charging rate of from 1 to 1 1/4 amps. on standard line voltages and it works perfectly, regardless of the size and amperage of battery.

Charg-a-matic offers a genuine opportunity to the aggressive dealer. Mail the coupon today for complete information.



JOHNSON Neutral Solution Trickle Charger

Improved again—the B-2 model with improved electrodes and new clear solution. Nothing to wear out—electrodes can't corrode—"short" proof—absolutely silent. A permanent source of "A" power supply with a .6 Amp. minimum charging rate on any battery condition. Can't overcharge.

It dominates the low price charger field at **\$8.75** retail.

- No tube
- No liquid
- automatic
- requires no attention
- permanent
- cannot be burned out

Retails

at

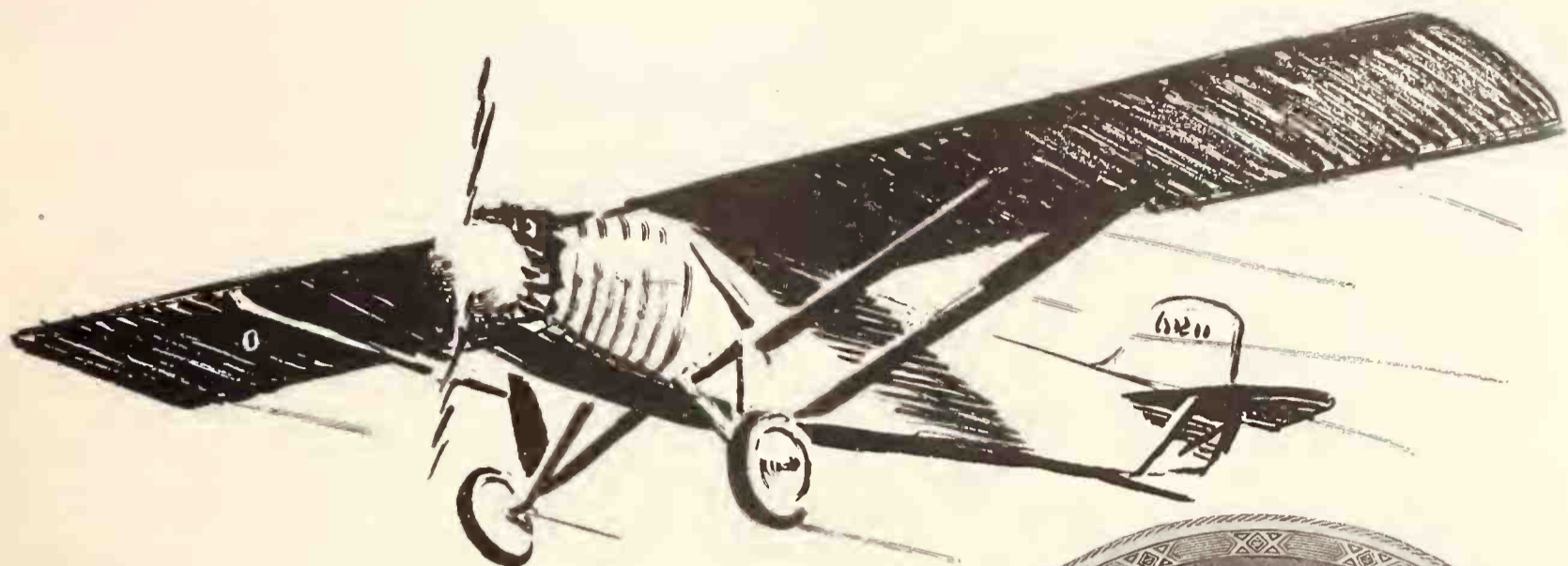
\$13.75

Use the Coupon!

Johnson Motor Products Co.,
308 N. Sheldon St., Chicago.
Please enter my order for a sample
Charg-a-matic to be shipped thru my
jobber.

Name
Address State.....
City City.....
Jobber



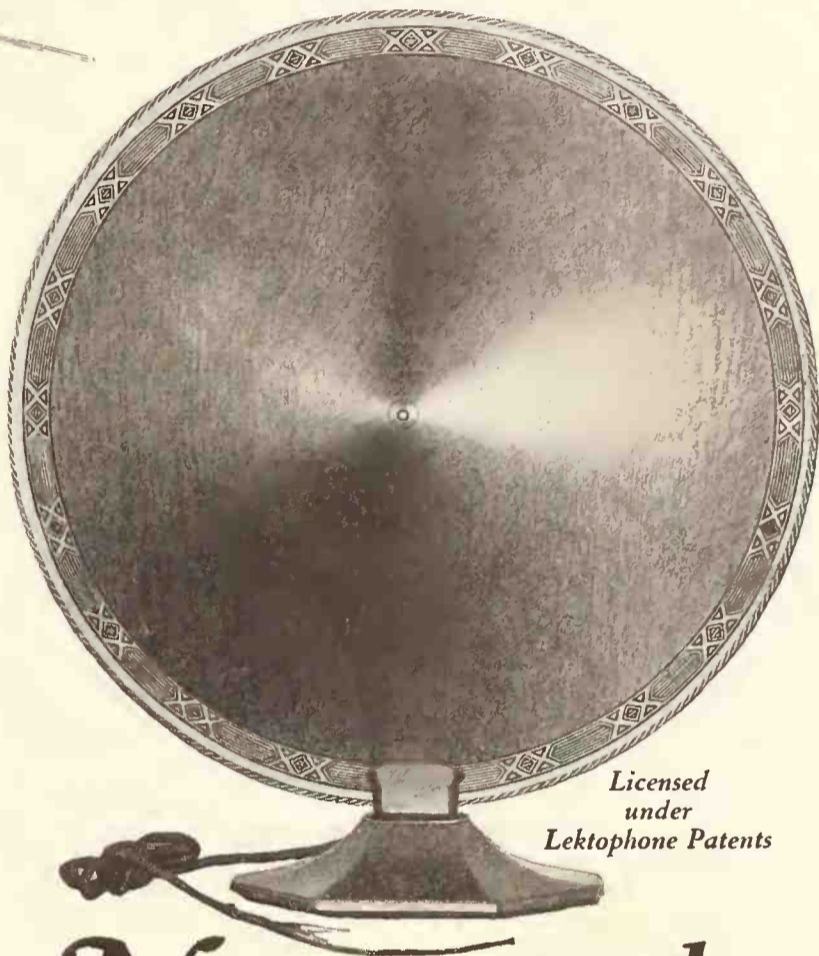


Breezing Along

WHILE the air is still full of enthusiastic praise of the *Senior Sandar* speaker at \$27.50 we introduce a smaller model at \$16.50, and confidently predict that, like its older brother, it will go breezing along on the way to sensational success.

A 15-inch cone with an attractive edging in a scroll design—a handsome pedestal and a metal back—uncanny receptive ability and a moderate price—this *Junior* model has all the qualities, except size, which has caused such a widespread demand for the *Senior Sandar*. It is bound to rival the latter as a swift and steady seller.

Dealers who have considered applying for a *Sandar* franchise now have an added incentive in the coming of this *Junior* model. There is still some territory available, so write *today* for terms and full information.



Licensed under Lektophone Patents

Now comes the
JUNIOR
MODEL (No. 21)

\$16.50

West of the Rocky Mountains, \$17.75

SENIOR MODEL (No.25), \$27.50

West of the Rocky Mountains, \$30.00

SANDAR SPEAKER

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York

Attention!—

PHONOGRAPH and RADIO MANUFACTURERS

The author of this advertisement controls patents issued and pending on an all-wood phonograph tone chamber and amplifying system, which is indescribably superior in tone quality, clarity and volume to any and all now on the market. We desire to interest responsible firms or corporations of sufficient financial and physical proportions to provide not only volume production but national distribution as well.

The tone chamber and amplifying system is equally well adapted to radio broadcast reproduction either in the form of a built-in loud speaker or as a separate reproducer.

Exclusive rights are available under a mutually satisfactory arrangement. An exceptional opportunity awaits the company or individual who acts promptly on this matter.

A demonstration may be secured by addressing

CHAS. C. COPELAND

1207 N. Dearborn St.

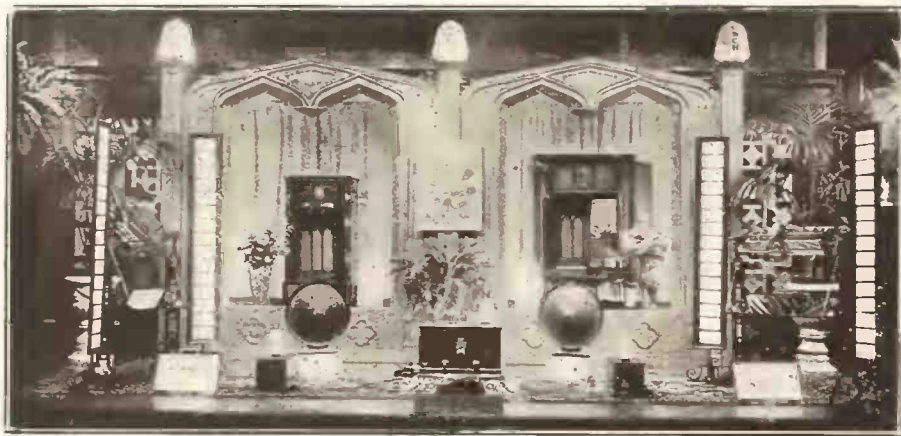
Superior 3056

Chicago, Ill.

Bosch Radio Window Display Is Awarded First Prize

Springfield Chamber of Commerce Selects Window Display Showing Bosch Radio Products as the Best of Many Contestants

The window display of Bosch radio products, illustrated herewith, was awarded first prize by the Springfield Chamber of Commerce in a contest held during the elaborate program of com-



How Forbes & Wallace Featured Bosch Radio

memoration of the seventy-fifth birthday of the city of Springfield, Mass., where the factory and executive offices of the American Bosch Magneto Corp. are located. Local merchants opened their windows to Springfield manufacturers to display their products.

Forbes & Wallace, Springfield's leading department store, devoted a window to the new Bosch models which not only won first prize but aroused unusual buying interest, proving that radio business in Summer months can be substantially increased through the proper display of radio merchandise. Exceptional interest was shown in the chassis of the six- and seven-tube Bosch models, which had descriptive cards with silk ribbons directed to the points of mechanical superiority they described.

Dealer Installs Kolster Radio in Newspaper Office

Hooking up its merchandise activities with the news of the day, the Port Jervis Music House, Port Jervis, N. Y., installed a Kolster six-tube set in the editorial rooms of the Union-Gazette on the occasion of Commander Byrd's flight to Europe and Lieutenant Maitland's flight to Hawaii. Bulletins on the progress of the flyers were posted in the windows.

G. C. Jell on Trip South

George C. Jell, of the Columbia Phonograph Co., widely known in musical circles for his splendid work in developing the Masterworks Series of Columbia records, left recently for a trip to Tennessee.

The Lindbergh Reception Recorded by Victor Co.

Record "Actual Moments in the Reception to Colonel Charles A. Lindbergh" Will Be Released by Victor Co. on August 5

A new record, "Actual Moments in the Reception to Colonel Charles A. Lindbergh, at Washington, D. C.," will be released by the Victor Talking Machine Co. on August 5. It is a ten-inch record, both sides being devoted to the Lindbergh celebration. The sounds of the landing and reception were reproduced from the radio installed in the Victor recording laboratories at Camden and include Graham McNamee's comments. According to Victor officials, by the time Colonel Lindbergh and his escort were flying on their way to New York,

work on the first steps of the record-making had begun. It covers the docking of the U. S. S. "Memphis" at the Navy yard in Washington, official salute to Secretary Wilbur, the start of the parade, the march along Pennsylvania avenue and the reception at the Washington Monument. The record was made through the courtesy of the National Broadcasting Co.

Automatic Talking Machine Plays Discs on Both Sides

An automatic talking machine has been perfected by Edward Albrecht, of Perkasio, Pa., on which he holds U. S. Patent No. 1,358,185. The novel feature is that it plays not only thirty selections but transfers each individual record from a horizontal position on turntable to a vertical position in magazine, at the same time reversing record so that the opposite side can be played. It is further claimed that any selection being played can be repeated. The entire plan and scope of this mechanism is most ingenious and it does remarkable things without human hands touching the records. The mechanism fits into a cabinet thirty-six inches wide, forty-six inches long and forty inches high with legs.

Hatch Store to Move

The Hatch Music Store, 122 West Commercial street, East Rochester, N. Y., of which Leon C. Hatch is proprietor, will move the latter part of this month to the building now being completed at 144 West Commercial street.

Stromberg Dealers Told of Value of Mailing List

"Salescrafter" Contains Article Telling of the Value of an Active Mailing List and Tells How Dealers Can Build One Up

An interesting article on the value of an active mailing list appears in the July issue of The Salescrafter, the official organ of the Stromberg-Carlson Tel. & Mfg. Co., Rochester, N. Y. The article tells of the many aids which are given Stromberg-Carlson dealers in the form of direct mail material and then continues, saying:

"There are four factors which determine the results from the use of direct mail: An accurate and live mailing list; salesmen of training and ability to follow up the leads revealed in the mailing list; the possession of facilities for simple and effective demonstration; and lastly, a product of merit to substantiate all claims made by the dealer and to convincingly back up his efforts.

"Of these factors the first is the one which the dealer often finds hardest to solve. Trained salesmen, while not always easy to find, can at least be trained by the dealer himself. The problem of effective demonstration is a mechanical one which every dealer can solve with a little thought. The merit of the product which a dealer handles is in the hands of the manufacturer and the fact that a dealer handles such a product shows that he has faith in it.

"Thus the compilation of a live mailing list is the dealer's greatest problem if direct mail matter is not to be wasted, but is to go where it will do the most good and consequently produce the best results. A skeleton list can be drawn up from a list of taxpayers. This list, however, must be gone over carefully in order that the unproductive names may be checked off the list.

"One dealer possesses a list in which is compiled, in different columns, the name of the prospect, his address, whether he is owner of a receiver and what kind, whether he is satisfied, what factors he would look for in another receiver if he were in the market, and the state of his credit. In this way this dealer possesses all the information necessary for the production of sound future business. Each of his letters goes to a prospect that is definitely a potential purchaser, and consequently the great loss usually experienced from the improper use of direct mail is greatly diminished.

"Go over your mailing list this Summer in preparation for your intensive effort this Fall, so that each letter that is sent out may pay for itself in increased business."

Lee Morse, Columbia artist, who recently returned to this country after a most successful tour of Europe, is now appearing at the Hollywood Night Club, of Galveston, Tex.



A Better Radio Speaker

By the builders of the
famous Operadio

The Operadio Bloc-type Speaker is *entirely* new from start to finish. New in principle. New in design. There is nothing with which we can compare its re-creation except the singing or playing of the artists themselves. This new Speaker brings music which is a perfect likeness of the original. The mellow bass of the organ or the high treble of the violin is recreated with such flawless realism that it seems the artists themselves are very near.

The full line of Operadio Speakers brings you one of the greatest values in the progress of true re-creation and acoustic perfection. And you can be one of the first to offer it and reap the sales. The price is reasonable; the quality the highest, and dealer, jobber cooperation unusual.

Wire or write for details.

OPERADIO

BLOC-TYPE SPEAKERS

Manufactured by
OPERADIO MFG. CO
700 East 40th Street
Chicago, Illinois

Sales Department
THE ZINKE COMPANY
1323 S. Michigan Avenue
Chicago, Illinois

Why it is better

Operadio Bloc-type Speakers are the result of five years' experience. Many experiments were required to develop this new degree of purity and volume in tone reproduction.

"STONITE"—an inert material

The Operadio tone chamber is fashioned in a solid block of "Stonite," an inert material that absolutely prohibits vibration and wave absorption. In this oval block of "Stonite" is an exceptionally long exponential air column. In the Junior model this tone chamber is 24 inches long. The Senior Model, shown here, has a 54-inch air column—nearly a five-foot horn. But decidedly better than a horn, because "Stonite," due to its monolithic construction, absolutely eliminates vibration and distortion.

A new tone principle—

The exceptionally long air column of "Stonite" captures *every* note, amplifies and reflects it perfectly. "Stonite" makes all wave absorption absolutely impossible, thereby eliminating vibration and distortion.

Weights 25 pounds

The Senior Model Operadio Speaker weighs 25 pounds. Its weight and solidity is its greatest asset because it eliminates all vibration and distortion. The swelling throb of the organ, the treble note of the violin or the clear voice of the tenor is brought in with all its original charm.

DEALERS— hear it first!

The Operadio Speaker is living radio re-creation itself. It brings in the full round tones of the whole orchestration. But you must hear it—see it—to fully appreciate the long step which Operadio brings to radio.

You can't dim their sales appeal

WHAT makes an artist a fetish with the public? The artist who has a corner on individualizing his entertainment . . . others imitate . . . but the singer who originates the style holds king pin position.

Sophie Tucker is the finest Blues singer in the country . . . wherever she appears she carries the show . . . Europeans, Americans . . . they all hail Sophie Tucker. "Sing us a song, Sophie," and Sophie is singing and acting her song like mad. Sometimes it's the Blues with true sobbing tones carrying her audience to a wild burst of applause . . . hands clamor for more . . . then she does a bit of comedy and her listeners greet it with chuckling laughter. Is she a success? One of the greatest on the American stage. And does her public want her records? Sales tell the story. We'll say they do with an accent on *generous*.

FRANKIE TRUMBAUER . . . he conceives a modernistic jazz and when judged by purity of technic is accorded high praise by musicians . . . to interpret this music his orchestra includes three star musicians. Frankie Trumbauer is master of the saxophone . . . Bix is one of the best cornet players in the country . . . and Ed Lang is accepted as the most modern guitar player to be heard.

The fashion of dance music is constantly changing, dancing people are piffing the monotony of gentle, languorous music . . . and they are bored with the high, unmelodic blattancy of old-fashioned jazz . . . but they are happy and are taking a new joy in dancing when they can get pure melody, and the most compelling rhythm as fashioned in Frankie Trumbauer's modernistic technic.



SOPHIE TUCKER
Exclusive Okeh Artist

Sophie Tucker's Latest
40837—I AIN'T GOT NOBODY
(And Nobody Cares For Me)
AFTER YOU'VE GONE

Accompanied by Miff Mole's Molers, Ted Shapiro at Piano



FRANKIE TRUMBAUER
Exclusive Okeh Artist



RECORDS

Consolidated Talking Machine Company

227 West Washington St.

Chicago, Illinois

Branches:

2959 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

Music Trades and R. M. A. Conventions and Trade Show Aid Mid-West Business

Radio Trade Show Had Effect of Bringing the Season Forward by Several Months—Portable Talking Machine Sales Increase With Coming of Summer Weather

CHICAGO, ILL., July 9.—The two conventions which were held in Chicago in June, the Allied Music Trades Convention and the Radio Manufacturers' Association Convention and Trade Show, apparently had a very beneficial effect on the Middle Western trade, and, in fact, on retailers in general. Held during a time when the phonograph-radio business is generally considered to be at its lowest ebb, the conventions and Trade Show seemed to instil renewed spirit in the retail merchants, who saw and realized that the manufacturers were attempting, with success, to make business in the allied industries a twelve months' affair.

In 1926 the dealer waited until September, and in some cases October, until he decided upon the lines he would handle, and, as a result, the merchandise did not arrive upon his floor until the heavy buying season was well under way. This year he had an opportunity to view, inspect and compare merchandise at one central point, manufacturers had their merchandise in readiness at a much earlier date, and with retailers vying with one another to secure quality lines, orders were placed at the time of the show or a short time afterward. Thus, manufacturers and distributors will be in a position to enter production at an earlier date, and to make shipments long before the Summer elapses.

The Middle West received its first real taste of Summer weather during the last few days in June, and the sale of portable phonographs boomed. Many dealers, realizing that a neat profit awaited them by adding a line of the popular small machines, have placed portables in their stocks and display windows, and are profiting by the move. Several of the record distributors in this territory have reported that the sales totals for the month of June exceed those of one year ago by 100 per cent, and are far better than the May total. This is due, in part, to the releasing of a number of popular record hits at a psychological time, such as the Lindbergh releases, and popular dance numbers. The demand for large talking machines is slow, but the interest in records and the improved phonographs and electrical pick-up machines, which were first exhibited a few weeks ago, and which will be in the hands of the dealers in the near future, are encouraging indications for Fall and Winter.

Utah Co. Installs Radio Laboratory

One of the finest radio laboratories in the United States is being installed at the general sales offices of the Utah Radio Products Co. in Chicago, and will soon be in operation. W. D. Pack, of Salt Lake City, secretary and one of the original organizers of the Utah company, will be in charge of the laboratory, and arrangements have also been made to secure the services of Professor Nash, of Armour Institute, Chicago, one of the most prominent authorities on acoustical and electrical problems in the country. Another well-known acoustical engineer will also be added to the laboratory staff in the near future. The Utah Radio Products Co. now maintains two laboratories, one in Salt Lake City and the other in Chicago, where testing, experimenting and development work take place.

Henry Forster, treasurer and general sales manager of the Utah organization, during the

course of an interview with The Talking Machine World representative, stated that the loud speaker division of the radio industry is moving forward at a fast pace, and that the Utah organization, realizing the tremendous future in the speaker and unit business, intends to put forth every effort to keep well abreast of de-

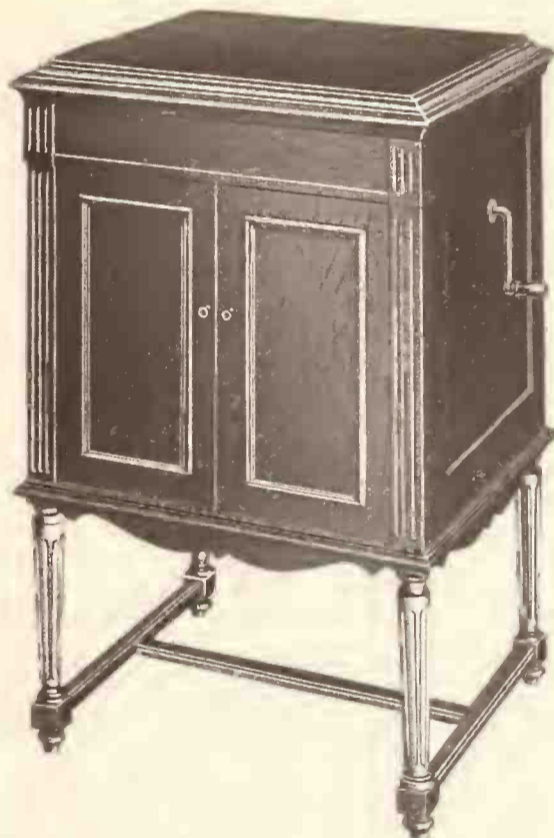
velopments in that field. Mr. Forster stated that the executives of the company will be glad to have trade friends, distributors and dealers visit and inspect the laboratory at the Utah general sales offices in Chicago.

Announce New Jewel Reproducer

A new phonograph reproducer, manufactured by the Jewel Phonoparts Co., Chicago, is receiving its introduction to the trade at the present time, the first announcement appearing in this issue of The Talking Machine World. The new reproducer is known as Jewel No. 33 and the product is the result of a year's develop-

(Continued on page 118)

Values that Dominate
New KIMBALL PHONOGRAPHS



Style 150 (Closed)

*New Construction
 New Designs
 True Tone*

*Two of popular models
 recently added*



Style 110 (Closed)
 —Console—

Seventy years of continuous service to the music buying public enables us to know and offer the most for the money.

Ask about styles and prices and dealer's terms

W. W. KIMBALL CO.

1857 - 1927

306 S. Wabash Ave.

Chicago

Makers Kimball Phonographs, Distributors Columbia Records

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

ment work by William Tures, president of the Jewel Phonoparts Co. Number 33 reproducer is furnished in four finishes, nickel at \$7.50, statuary bronze, oxidized and gold, at \$8.50 retail.

Features of the reproducer are its new process aluminum diaphragm and the mounting of the stylus, which makes the stylus itself more rigid and furnishes protection for that delicate part of the reproducer. The stylus is perfectly balanced, producing a solidity of tone, and the ribbed back of the reproducer tends to add even more strength and solidity, yet retaining the proper weight.

Introducing Apex Super "B" Power Unit

The Apex Electric Mfg. Co., Chicago, is introducing to the music-radio trade at the present time a new product, in addition to its



Apex Super "B" Power Unit

regular line of Apex radio receivers, namely, the Apex Super "B" power unit. This unit provides "B" current in easily controlled, exact voltages, to the tubes as needed. The Apex Super "B" will meet all "B" current requirements of any receiver drawing up to sixty milliamperes, with six to ten or more tubes, with a power tube in the last audio stage. The "B" current supply may be adjusted to the exact needs for best reception, counterbalancing any variation in the electric light line voltage. The detector supply may be varied from five to seventy-five volts, the intermediate amplifier supply from twenty to 125 volts and the power tube supply from 125 to 150 volts. By using the BH Raytheon tube this current may be increased to 180 volts.

The Apex Super "B," which is licensed under Raytheon and Webster patents, retails for \$33

without the tube, the Raytheon "B" tube at \$4.50 and the Raytheon BH tube for \$6.

B. A. Schwarz With Howard Radio Co.

B. A. Schwarz, formerly connected with the Garod Radio Corp. and other Eastern radio manufacturers, recently joined the engineering division of the Howard Radio Co., Chicago, maker of the Howard radio receiver. Mr. Schwarz has been placed in charge of development work in the Howard laboratory by A. A. Howard, president of the company.

New Bremer-Tully Distributors Named

Several new distributors have been appointed recently by the Bremer-Tully Mfg. Co., Chicago, maker of Bremer-Tully Counterphase receivers and power units. Among the new appointees are the Doubleday-Hill Electric Co., Washington, D. C.; Dakota Iron Store, Sioux Falls, S. D.; Morley-Murphy Co., Green Bay and Milwaukee, Wis., and the Oklahoma Standard Radio Co., Oklahoma City, Okla.

Larry Nixdorf With Vincennes Co.

Larry Nixdorf, at one time connected with the General Phonograph Co., New York City, later with the Columbia Phonograph Co. of Pittsburgh, and still more recently with the Ideal Phono Parts Co. of Pittsburgh and Cleveland, recently joined the Vincennes Phonograph Co., Vincennes, Ind., in the capacity of district sales manager. He became associated with the Vincennes organization the middle of June and will center his activities in Virginia, West Virginia and adjacent territory.

William A. Bannon in New Post

William A. Bannon, formerly connected with the Brunswick-Balke-Collender Co., recently resigned his position with that firm and joined the staff of the Illinois Musical Supply Co., Chicago. Mr. Bannon was connected with the Brunswick Co. for six years, as head of the accessory and parts division during four years of that time. He then left that department to become assistant to Harry B. Bibb, sales manager of the Chicago territory. For the past eighteen months Mr. Bannon has managed Vocalion record sales in the Chicago territory and during that period he came in contact with hundreds of Brunswick dealers in this section of the country.

In his new position with the Illinois Musical Supply Co., Mr. Bannon will sell band and orchestra instruments, phonographs, portable phonographs and musical merchandise, in the

City of Chicago and surrounding territory. He has made many friends in the music trade, especially among dealers, who are wishing him success in his new position.

Advertises Seventieth Anniversary

The accompanying illustrations show an advertisement prepared for national publication by the W. W. Kimball Co., Chicago, last month, in commemoration of the seventieth anniversary of the firm. The copy, which typifies the quality appeal characteristic of all

KIMBALL

When music came to the west

SEVENTY years ago, an enterprising man with a vision for the future made his way to a western frontier town, near which was then the center of civilization. It was a land where men knew little history or culture - but when here men ever failed to respond to the appeal of music? No, he brought them music primitive and organs at first, and then, pianos. Pianos bearing the name of Kimball came from the east across the prairie and through the mountains. Seventy years later, the richest city in the world sent out a call for the largest and finest pipe organ that could be built, to install in the greatest theatre on the globe. A few weeks ago it was completed - the giant triple console Kimball organ of the Ross Theatre, New York, designed and made in the greatest town of former days.

The Kimball Piano Becomes America's Favorite

During those seventy years, the Kimball piano has become the chosen instrument of the American home. From Alaska to Cuba - from Cuba to Cape Horn - there are more Kimball pianos than pianos of any other make. At international exhibitions, wherever shown, the Kimball piano has won the highest awards. The soft-line voices of Kimball organs echo through vast cathedrals, metropolitan theatres, and our auditoriums, from end to end of the hemisphere.

The seventieth anniversary finds Kimball traditions unchanged. The founder of the house brought music where no music was known. Later he offered the means of enjoying better music. And from phase to phase in the advance of American culture, the Kimball house offers always the best and finest attainable by the craft and artistry of man.

W. W. KIMBALL COMPANY · CHICAGO

Kimball Hall, 306 South Wabash Avenue

Kimball Anniversary Ad

Kimball publicity, was seen and read by thousands of consumers, as it appeared in the Saturday Evening Post of June 25 and Literary Digest of June 11.

A "Seventieth Anniversary" series of newspaper advertisements has been prepared for dealer use by the advertising department of the Kimball Co. and copies have been mailed to all Kimball dealers. The long period of time during which the Kimball Co. has been prominent in the music field is stressed throughout the copy, and the illustrations for the advertisements are furnished to dealers in matrix or electrotype form.

Kellogg Slogan Contest at Trade Show

One of the interesting events of the R. M. A. Trade Show held last month at the Hotel Stevens, Chicago, was the slogan contest conducted by the Kellogg Switchboard & Supply Co., Chicago. A prize of one hundred dollars was offered for the best slogan submitted each day describing the quality of Kellogg radio receivers. The contest was held during the four principal days of the Show, namely, Monday, Tuesday, Wednesday and Thursday, June 13, 14, 15 and 16, respectively. Four hundred-dollar cash prizes in all were distributed.

The names of the winners and their slogans are as follows: Winner of Monday's \$100 prize, Alfred R. Nathan, Landay Bros., New York, slogan: "Kellogg—Radio-Music's Perfect Mirror"; winner of Tuesday's \$100 prize, K. A. Duerk, V. W. Bond Co., Lima, O., slogan: "Kellogg Soothes the Critical Ear"; winner of Wednesday's \$100 prize, D. S. McPheeters, manager of the Ashland Branch of Commonwealth Edison Co., Chicago, slogan: "When Tone is Sought, Kellogg's Bought"; winner of Thursday's \$100 prize, S. H. Rogovin, Jersey City, N. J., slogan: "Kellogg Radio—For Discriminating People."

New Phonograph on Exhibit

Music critics and members of the Chicago talking machine trade have evinced a keen interest in a phonograph which has been de-

(Continued on page 120)

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.

Manufacturers of

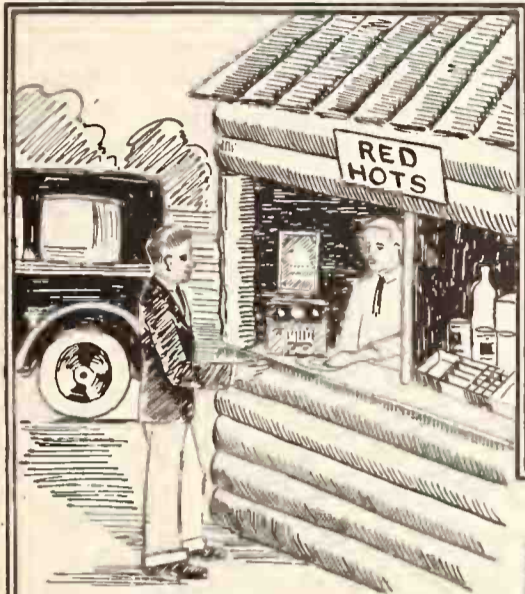
High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

TRADE MARK "CONSOLA" CABLE ADDRESS "CONSOLA"

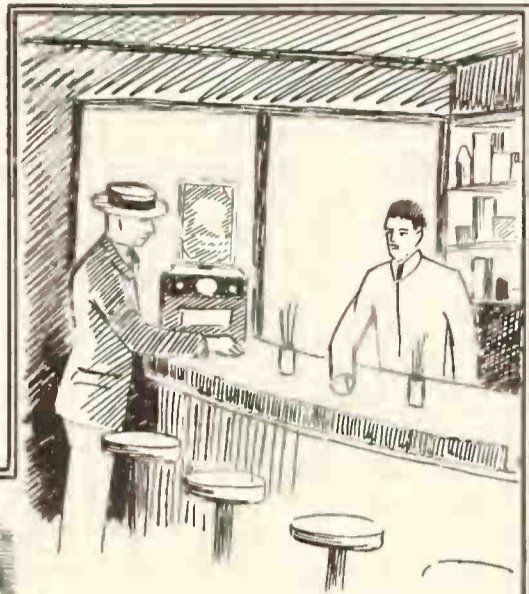
SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. O'Neill-James Co. Aratino Co.

227-229 W. WASHINGTON ST. CHICAGO ILL. Branches: 2857 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.

Ready
Summer
Markets
for the
HYATT
Portable 6



Roadside Refreshment Stands



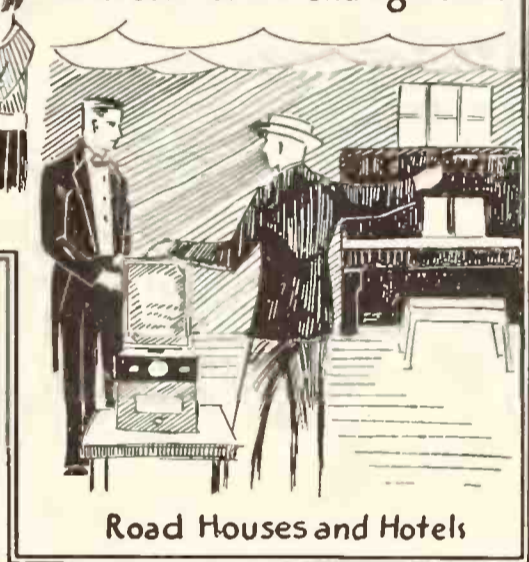
Ice Cream Parlors and Cigar Stores



Boat Renting Pavilions



Summer Resort Hotels



Road Houses and Hotels

Try it and
you'll Buy it

Model "A"



Practically Eliminates Static.

A walk or drive around any town presents many possible summer markets for the Hyatt Portable 6. It is a real portable with proven performance for your customers—wherever they are—wherever they go.

Harmoniously beautiful, it meets the modern broadcasting conditions, and satisfies the demand for tone quality and selectivity. Weighs but 28 lbs. completely equipped, and can easily be taken anywhere—in the auto, on the train, aboard the canoe, etc. Ideal for the family that goes away for the summer—just the thing to keep father (who has to stay behind) from getting lonesome.

Model A

without Accessories \$95.00

6 tubes—Single Dial Control—Loop Aerial—Built-in Loud Speaker—Brown leatherette covered cabinet, 15 in. wide, 11½ in. high, 9¼ in. deep. The Loop Panel is embossed in relief, making it very attractive and very striking.

Cash in on these summer possibilities with the Hyatt. Demonstrations result in sales. If your jobber cannot supply you with details, get in touch with us.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

veloped by Carl Hjalmar Larsson and which is on display in this city at the Belden-Stratford Hotel. Mr. Larsson, who has devoted the greater part of his career to the study of sound and its reproduction, designed the Larsson phonograph, as it is known, several years ago, and with Charles C. Copeland, also of Chicago, controls patents issued and pending on an all-wood phonograph tone chamber and amplifying system used in the phonograph. This tone chamber, which contains 9491 cubic inches of resonating space, is equally well adapted to radio broadcast reproduction, either as a built-in speaker or in the form of a separate reproducer.

According to the inventor, interferences with tone quality are eliminated through radical changes in and enlargement of the tone chamber, the result being a musical tone in which fundamental and overtones are fused in complete accordance with the laws of acoustics. Mr. Copeland has announced that exclusive manufacturing and distribution rights for the phonograph are now available.

C. S. Tay Visits Detroit Jobber

C. S. Tay, president of the Tay Sales Co., Sonora distributor of Chicago and surrounding territory, spent a few days late in June visiting H. C. Schultz, of H. C. Schultz, Inc., Sonora distributor of Detroit.

F. J. Kolb Elected Secretary-Treasurer

The Buckingham Radio Corp., Chicago, recently announced the election of F. J. Kolb, Monroe, Wis., to the office of secretary and treasurer. Mr. Kolb, a former radio dealer and manufacturer, will take an active part in the administration and operation of the company's affairs.

Tay Sales Co. Is New Cunningham Jobber

The Tay Sales Co., prominent phonograph and radio distributor of Chicago, was recently appointed distributor of Cunningham radio tubes, manufactured by E. T. Cunningham, Inc., New York City. The appointment, which became effective on July 1, was made by R. C. King, formerly Chicago district manager for the Cunningham Co., who left for the East a few weeks ago to accept the position of general sales manager of the organization.

William G. Link a Benedict

William G. Link, for the past twelve years a member of the Chicago Columbia branch office staff, was united in matrimony on June 25 to Miss Myrtle Hofert, also of this city. The

Dependability = Success

DAY in and day out dependability of service, plus quality products at fair prices is the really vital factor in the success of any enterprise.

VITANOLA Service is dependable and quality is paramount in Vitanola products. Try us for your wants, and be really satisfied.

Vitanola

Service Bureau

11 East Austin Ave. Chicago, Ill.

Supplies and replacement materials for all types of phonographs

couple departed after the ceremony for a honeymoon in the East, returning to Chicago July 11. Mr. Link has as his territory for the Columbia Co. the South Side of the City of Chicago.

A. J. Heath Makes Trade Trip

A. J. Heath, manager of the Chicago branch office of the Columbia Phonograph Co., Inc., recently made a ten-day trip to Duluth, Minneapolis and surrounding territory in the interest of his firm. Mr. Heath reported that the Northwestern section of the country is fast recuperating from the slump with which it has been afflicted for the past several years, and that business is showing a healthy increase over that of 1926.

New Kimball Instruments Selling Well

In the face of statements from various divisions of the talking machine trade to the effect that business is at a low ebb during the Sum-

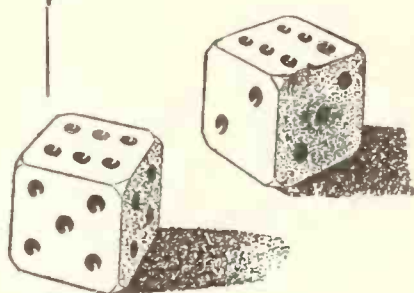
mer months, reports arrive from different sections of the country which indicate that dealers who are not waiting for customers to come to their stores, but are canvassing and exploiting their prospect lists, are selling phonographs. The W. W. Kimball Co., of Chicago, announced early in July that one Kimball dealer in New York State had sold two carloads of new Kimball phonographs in sixty days. The shipments included all Kimball models, and the entire number was sold by one store, through canvassing and outside selling.

The Kimball Co. has received many letters of praise and congratulation from dealers throughout the country, who are enthusiastic regarding the sales possibilities of the two new Kimball phonographs which were introduced in the June issue of *The Talking Machine World*, Style 150 and Style 110, a consolette.

A Novel Dealer Letter

The W. W. Kimball Co., Chicago, maker of phonographs, pianos and pipe organs, early in July mailed to several thousand dealers a letter four times the original size of ordinary correspondence stationery. The letter carried large-size illustrations of the Kimball building situated on Wabash avenue and Jackson boulevard, in the heart of Chicago's Music Row, and described the two new phonographs, Styles 110 and 150, which the firm placed on the market last month. The features of the new instruments were outlined, such as the new tone chamber, reproducer and finish, and the instruments were illustrated at the bottom of the page. The company stated in the letter that the new instruments are the result of thirty-five years' experience in building pipe organs, employing the same principles of manufacturing which give full round tone without vibration or blasting. According to reports from Kimball headquarters, the letter, which was unique in both size and general layout, brought exceedingly fine results.

The supplement of dealers' helps published by the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., maker of Stromberg-Carlson radio apparatus, contains pictures of a wealth of material available to authorized dealers, including four-page folders picturing the delights of Summer radio; window banners and other displays, motion picture slides and cuts for use in newspaper advertisements.



More than just luck!

Thirty-seven years of successful manufacturing and merchandising form the background of MASTERCRAFT Products. Thirty-seven years of progress! Surely this is not a "happen so" record.

You will find the answer in MASTERCRAFT Products—soundness of design, excellent workmanship and exceptional merit throughout. That's the foundation on which MASTERCRAFT success has been built.

Never has "luck" entered into the matter—except the good fortune that comes to the man who builds carefully and well. And, furthermore, the merchant who handles MASTERCRAFT Products knows that he is not gambling on quality.

THE WOLF INDUSTRIES
KOKOMO INDIANA

**Phonographs**

MASTERCRAFT Phonographs are distinguished by the rich depth of their tones and unusual volume. They are built around the famous Masterphonic principle. Tone chambers are new and scientifically designed and all machines are equipped with our special reproducer. Priced to sell quickly and profitably.

Radio Consoles

A MASTERCRAFT Radio Console transforms an old and unsightly receiving set into a beautiful piece of furniture. Every table set owner is a prospect and there is a MASTERCRAFT Console for every set and for every purse. Let us explain our campaign of sales helps and other details of this proposition. WRITE!

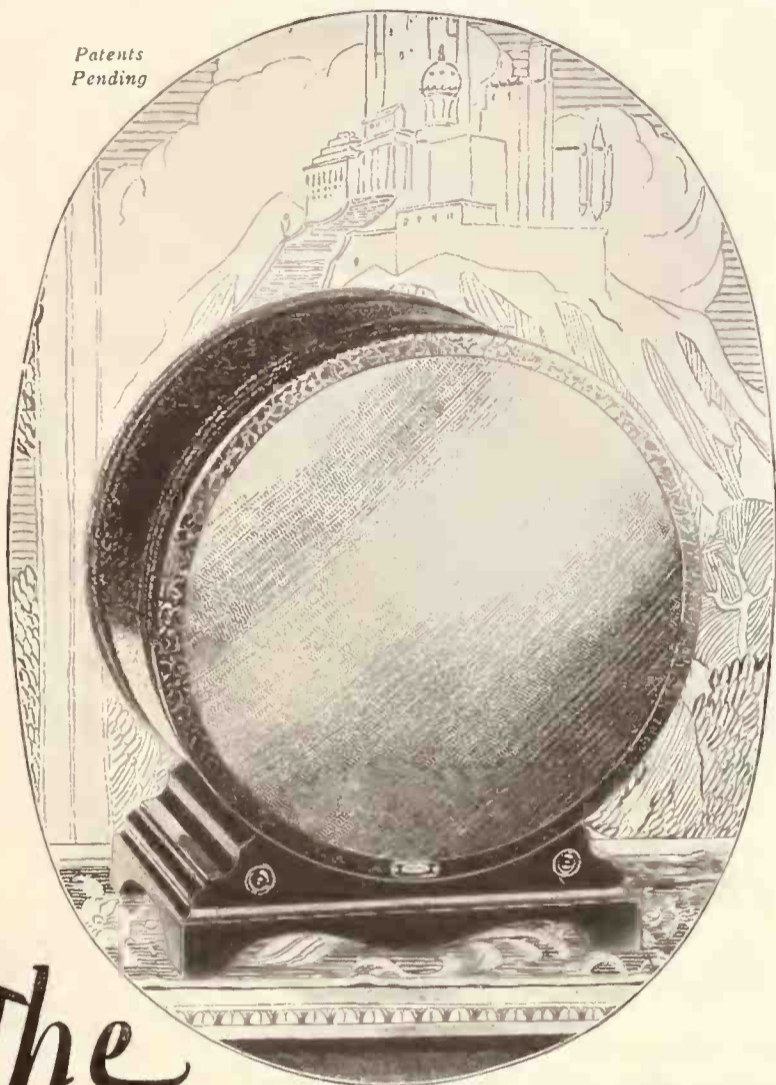
NEW YORK
250 W. 57th St.
EXPORT OFFICE
44 Whitehall St.
SAN FRANCISCO
1054 Mission St.

BOSTON
21 West St.

CHICAGO
Phonographs
20 East Jackson Blvd.
Radio Consoles
1500 Republic Bldg.

NEW ORLEANS
1046 Camp St.

Patents
Pending



after nine years' research
Prof. P. G. Andres
produced this long
compensated exponential
aircolumn—

The
**TEMPLE
DRUM SPEAKER**
UNEQUALED TONE QUALITY

Have you ever listened to the playing of a large organ in a beautiful cathedral? If you have, your greatest impression has been the purity of tone, the soft murmur of the bass notes, and the mellow beauty up the scale. When listening to a classical piece transmitted through the Temple Drum Speaker, no matter how fine or meager your surroundings, you would imagine yourself in such an atmos-

phere—for nothing is lost in this fine instrument throughout the entire musical scale. The Temple is not just "another speaker," it is not a cone, but rather a unique musical instrument of the long compensated exponential aircolumn design, coordinated with a recently developed unit and built to precision with acoustical qualities of an unusual character. Write for special dealer proposition.

13 in. priced at \$29.00. West of the Rockies, \$32.50.
18 in. priced at \$48.50. West of the Rockies, \$55.00.

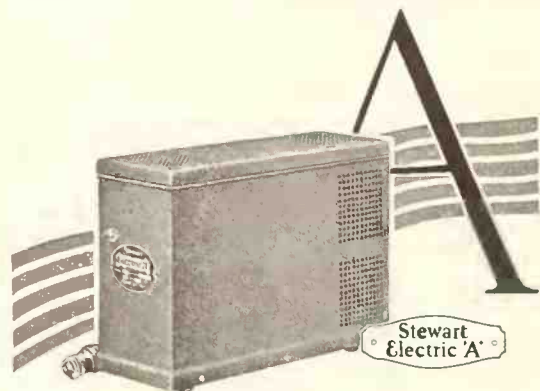
TEMPLE, Inc., 213 S. Peoria Street, Chicago
Sales Offices in All Leading Cities

LEADERS IN SPEAKER DESIGN

New Frangipane Plant Producing to Capacity

Three Weeks Since Plant Was Opened—New Models Have Aroused Interest and Bid Fair to Be Very Popular With the Trade

The new factory of Andrew P. Frangipane & Co., Inc., at Lyndhurst, N. J., achieved the accomplishment of entering into full production on Monday, July 11, a little over three weeks after it opened. "Andy" Frangipane had his new models with him at the music convention in Chicago in June and booked orders that well warranted the stepping up of production to full capacity. Mr. Frangipane reports that future prospects would indicate that this full production condition would continue for at least the balance of the year. The new Lyrephonic line, which is the trade name of the Frangipane products, will consist of a variety of three reproducers, all of the new type of metal dia-



The Outstanding SENSATION of the R. M. A. Show!



"A-B" Stewart Electric "A-B," a complete permanent constant... "A" and "B" power plant... for those who want to absolutely forget about radio power supply. No battery, liquids, acids, moving parts nor hum. The ultimate in light socket power. Models for all sets, 50 to 60 cycle model, \$63, without tube for "B." (Slightly higher west of Rockies.)



"B" Stewart "B" possesses many new features... compact and attractive. Perfectly adjustable to any and all radio sets... once regulated... forget it. The power is there... full... constant... permanent. No liquids, acids, moving parts nor hum. Models to meet all requirements. 50-60 cycle model \$29, without tube. (Slightly higher west of Rockies.)

Undoubtedly, the Stewart Electric "A" was the sensation of the show. Everywhere, this remarkable "A" battery eliminator was the main subject of discussion.

From the reception given the Electric "A" by the trade, we believe it will be the most spectacular volume builder of the year for distributor and dealer alike.

Its performance is amazing. Turn on the radio set switch... the "A" power is full and dependable as long as the radio set is used. And it has no battery, acids, liquids, moving parts nor hum... it is not a trickle charger combination.

With the Electric "A"... you can control both "A" and "B" power... automatically... from the radio set switch. Small... compact... fits all console set compartments. Unusually attractive in appearance. It's the "Best in all creation for 'A' elimination." Four models... 6 volt, 50-60 cycle model priced at \$37.50. [Slightly higher west of Rockies.]

Backed by national advertising of outstanding power, the Stewart line will prove a real profit-maker. Mail coupon for further information on the Electric "A"... and other Stewart light socket power units. Made by Stewart Battery Company, Chicago, Illinois. Manufacturers of Radio "A" and "B" power units and Radio and Automobile Storage Batteries.

Stewart

Mail This Coupon

STEWART BATTERY COMPANY,
125 N. Peoria St., Chicago, Ill.

Please send complete information on Stewart line and franchise. I am distributor dealer

Name _____
Street _____
City _____ State _____

phragm and each one manufactured for its specific purpose. The tone arm line will consist of four models, all drawn brass and in the modern "S" shape. These tone arms have been produced for the portable, medium and high-priced instruments.

Mr. Frangipane has equipped his new factory with entirely new and modern machinery and is enthusiastic over his facilities to carry out prompt shipments.

Zinke Co. Publishes Book Analyzing Buying Markets

"Sales at What Cost" Analyzes Rural, Urban and Metropolitan Markets and Tells of the Potentialities of Each Division

CHICAGO, ILL., July 9.—Of peculiar interest to manufacturers and jobbers, with sales problems, is a book published by The Zinke Co., under the title of "Sales—at What Cost?" It intelligently analyzes the markets and market conditions—rural, urban and metropolitan, and indicates the potentialities of each.

Pointing the way to lower sales cost, it outlines a practicable plan of national distribution used successfully in the upbuilding of business, by institutions whose trade-mark is to-day synonymous of leadership in their respective lines.

A request by an executive of an enterprise with sales problems will bring a copy of this book, with the compliments of The Zinke Co., 1323 South Michigan boulevard, Chicago, Ill.

Interesting Talk Features Midwest Ass'n Meeting

Sixty Members of Chicago Radio Trade Present At Open Meeting—Hear Address by Robert Tuttle on Radio Outlook

An open meeting of the Midwest Radio Trades Association was held on Friday evening, July 8, at the Electric Club, Chicago, at which sixty members of the Chicago radio trade, including manufacturers, distributors and dealers were present. The meeting was opened by group singing, led by the Ray-O-Vac twins, radio stars, followed by Howard Dodge, of the Chicago Herald and Examiner, who performed several tricks of magic and slight of hand, and Elder and Cumming, who sang several popular numbers.

H. E. Richardson, president of Young, Lorrish & Richardson, distributors, president of the association, then introduced Robert Tuttle, of Bailey, Walker & Tuttle, who in his address stated that radio is only as good as the service it offers. He stated that 40 per cent of the dealers selling radio receiving apparatus have no credit rating and that a tremendous shrinkage was gradually taking place within the dealers' ranks.

Mr. Tuttle quoted figures to show that the radio market was still far from the point of saturation, and how in specific instances canvassing and demonstration in the home by aggressive dealers had secured high sales totals. Mr. Tuttle was followed by Homer Buckley, president of Buckley-Dement Co., Chicago, who urged the manufacturers to devise more appropriate sales helps for dealers and to devote more attention to the education of the retail merchant, who is the principal point of contact with the public.

Fanny and Eddie Cavanaugh, the Gaelic Twins of broadcasting station KYW, and the Ray-O-Vac twins offered several popular numbers, concluding the evening's program.

The United States Civil Service Commission recently announced a vacancy in the position of chief of radio service of the Department of Agriculture. The entrance salary is \$3,800 a year. Applications will be received until August 9.

Plan Sales Campaign for Melofonic Cone Speaker

Progressive Musical Instrument Corp., Maker of Speaker, Arranges Advertising, Hooking Up Product With New Electric Sets

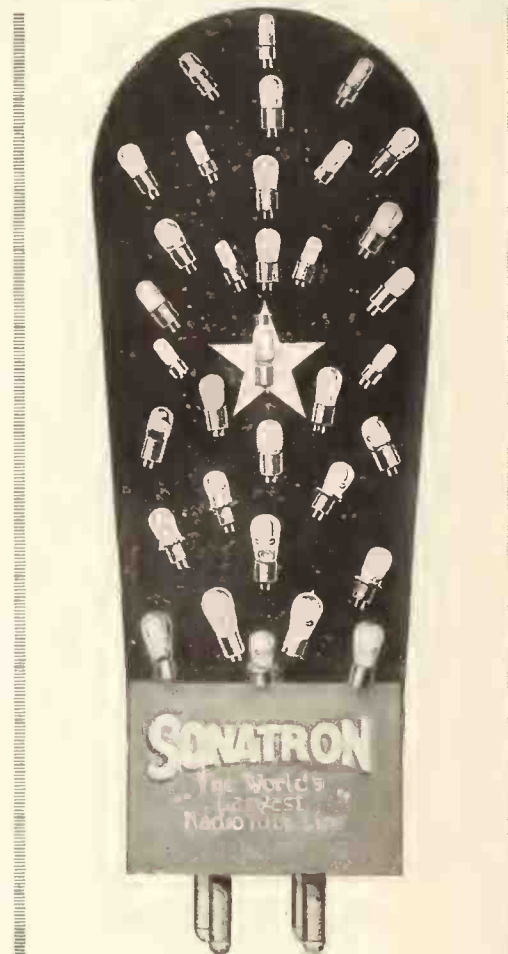
The Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, manufacturer of Melofonic cone type loud speakers and distributor of musical merchandise, has just arranged a special trade and consumer advertising campaign hooking up this season's Melofonic speaker with the presentation and demonstration of new electric radio sets.

The Melofonic cone speaker is particularly adapted for socket power radio instruments. The company has given this product a series of tests with some leading new electrically operated radios and in every instance the Melofonic cone speaker produces the highest quality of tone.

In addition to its standard type cone speaker the Progressive Co. also manufactures a cabinet speaker. This is a high-powered instrument with unusual amplification without the use of tubes. It is an attractive piece of furniture as well and is delivered with a twenty-foot cord, thus allowing the speaker to be placed in any part of the room.

New Sonatron Display for Use of Retailers

The accompanying illustration pictures a new display recently designed by the Sonatron Tube Co., Chicago, which was used for the first time



New Sonatron Display at the R. M. A. Trade Show at the Hotel Stevens in this city. Thirty-four models of Sonatron tubes were displayed on the large cut-out and drew the attention of numerous visitors. The thirty-four tubes were each adapted to a special radio receiving purpose and are the result of research and development by the Sonatron laboratories.

New School Victrola Ready

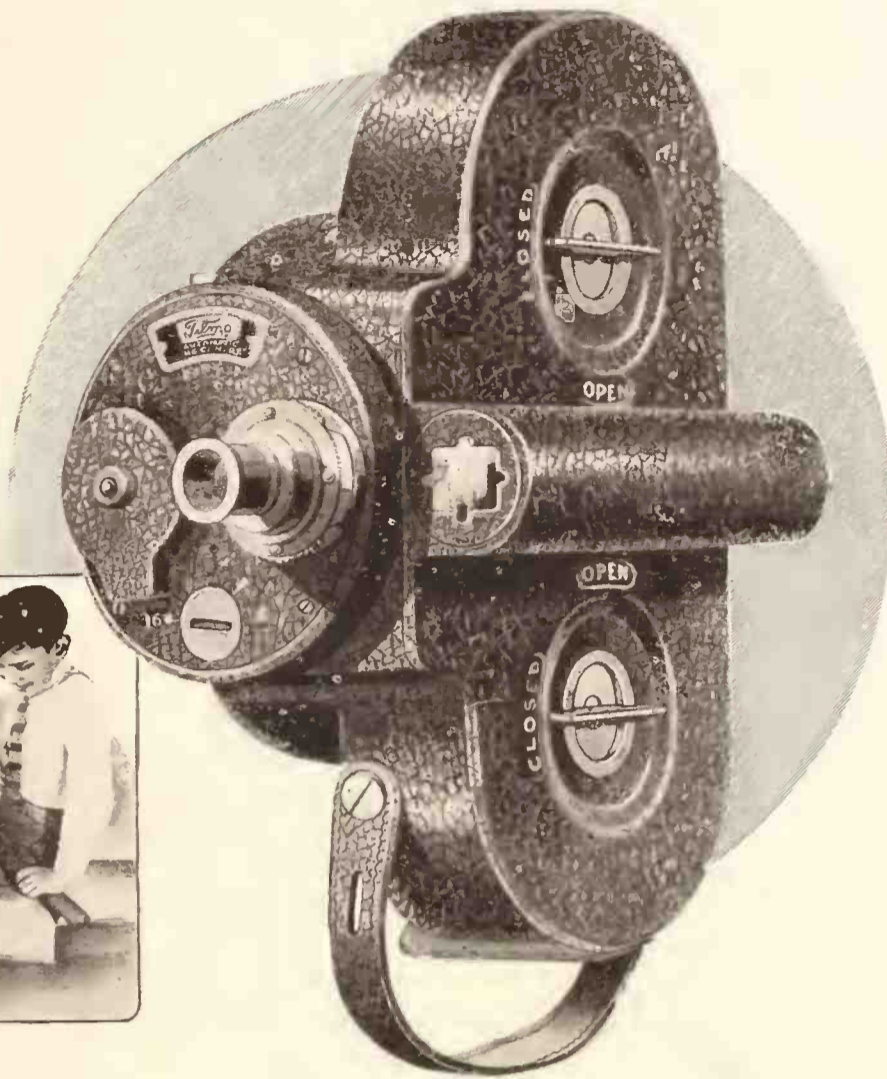
The Victor Co. recently announced the Orthophonic School Victrola, designed especially for use in educational institutions. It is equipped with two solid disc rubber-tired wheels and can be moved from place to place. The new instrument is known as model 8-7.

BELL & HOWELL

Filmo

Automatic

MOTION PICTURE
CAMERA
and
PROJECTOR



Easy
to Sell
RIGHT
NOW

and looking ahead—
a World-beater
for
Christmas Gift
Sales



The appeal of every activity in human life is packed into the *Filmo* amateur motion picture idea. The children, sports, games, travels—are perpetuated as in actual life simply by pressing a button on the *Filmo* Camera (to take the pictures) and on *Filmo* Projector (to show them). Mail the coupon at once for our proposition to dealers.

PROFITS *and* REPEATS that match anything in music

[INVESTIGATE AT ONCE]

MR. MUSIC DEALER, this is an appeal to the business sense that reaches for **READY PROFITS**. It asks you to appreciate that this is the *out-of-door* season. Buying is largely for out-of-door pleasures, and taking movies with a Bell & Howell movie camera *beats them all*. If you doubt it, count the **FILMO** cameras at any beach or resort where better-class people congregate.

Powerful National Advertising in leading publications like Saturday Evening Post, American Magazine, National Geographic and *twenty-eight others* is working every month to make Bell & Howell sales for **YOU**.

The Bell & Howell line offers irresistible sales points. Nearly all movies shown at best theatres are made with Bell & Howell cameras. No motion picture camera-building experience in the world matches that of Bell & Howell. The actual evidence of this is found in the superiority of **FILMO** equipment itself.

The **FILMO** line offers unusual opportunities for *repeat business* on film, lenses, title writers, screens and the many other accessories the amateur movie maker requires. It is by

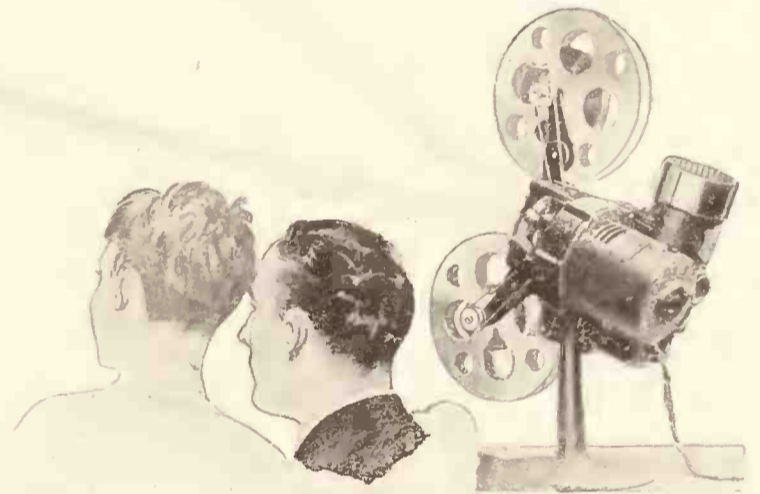
BELL & HOWELL CO.

1810 Larchmont Avenue

New York, Hollywood, London

Chicago, Illinois

ESTABLISHED 1907



far the most complete line manufactured today. The **FILMO** Library alone—special films for home movie entertainment purchased outright by the customer—is a mounting source of repeat profit for **FILMO** dealers.

Think ahead, also, to *Christmas* trade. Last December, in a practically new camera department, Lyon & Healy did a business of around \$10,000 for the month. Here are ready profits for you, with little increase of overhead. This coupon will bring you all the interesting facts. Get them.

MAIL THIS

BELL & HOWELL CO.

1810 Larchmont Avenue, Chicago, Ill.

Please mail me your dealer proposition on complete line of *Filmo* cameras and equipment.

Name

Address

City State

Metropolitan Dealers View New Atwater Kent Models

E. B. Latham & Co., E. J. Edmond Co. and E. A. Wildermuth, Inc., Sponsor Showing of 1927-28 Line at Hotel Commodore This Week

The new Atwater Kent line for the 1927-28 season was displayed to metropolitan dealers at an exhibit at the Commodore Hotel, New York City, during the week beginning July 11. This display was under the combined auspices of the three New York distributors of the Atwater Kent Mfg. Co., E. B. Latham & Co., E. J. Edmond Co. and E. A. Wildermuth, Inc. Much interest was manifested in the two new models of the line, the Nos. 33 and 50, as well as the new model "E" speaker and the Atwater Kent "B" power unit.

In conjunction with the exhibit of the Atwater Kent line the Pooley Co. of Philadelphia, Pa., and the Red Lion Cabinet Co. of Red Lion, Pa., exhibited their lines of cabinets for Atwater Kent sets. The Pooley Co. showed its complete new line, including the four new popular-priced models and the larger models equipped with the new, large, Pooley double-tone chamber. The armchair model with its new lacquer finish also created considerable interest.

The Red Lion Cabinet Co. displayed its new console model as well as the improved desk model equipped not only with the set, but the model "E" speaker as well.

In addition to the staff of the New York distributing organizations, John Delp, district manager of the Atwater Kent Mfg. Co., and his staff, consisting of Joseph Graham, Warren Milne and Hayes Clark were present. Other members and officials of the Atwater Kent organization were expected to arrive during the week.

The Pooley Co. was represented by Russell E. Hunting, district manager for that organization, and B. R. Stauffer, treasurer and general

manager, was on hand at the end of the week. J. B. Sechrist, president of the Red Lion Cabinet Co., was present representing his organization.

The exhibit was well attended throughout the entire week, and proved an admirable means for quickly displaying the Atwater Kent line to the Metropolitan dealers.

Sleeper Electric Radio Sets Meet With Good Reception

Dealers and Distributors Throughout the Country Express Approval of New Line Consisting of Two Table and Two Console Models

The Sleeper Electric radio, recently announced by the Sleeper Radio & Mfg. Co., Long Island City, has met with a splendid reception among distributors and dealers throughout the country, according to Gordon C. Sleeper, president. Two table models, the Scout and the Console, and two console models, the Scout Console and the Sleeper Electric Monotrol, are now ready. Other models are in process of development. The line ranges in list price from \$160 to \$350.

All models work direct from 110-volt A-C house current, free from hum, and are equipped with an adjustment to compensate for line-voltage changes, Mr. Sleeper states, developing 180 volts for power-tube operation. Other features include simple two-control tuning, calibrated, wave-length scales, non-microphonic cushioned detector socket and a guarantee of satisfactory performance under all operating conditions.

Purchases Store Building

Arthur W. Loser, proprietor of the music store on Cumberland street, near Sixth, Lebanon, Pa., has purchased the building in which the store has been located.

Show Electric Radio Line at Pearsall Offices

Four models of the Sleeper Electric radio line, the Scout, the Console, the Scout Console and the Sleeper Electric Monotrol, manufactured by the Sleeper Radio & Mfg. Corp., Long Island City, were on display at the show-rooms of the Silas E. Pearsall Co., distributor, during Pearsall Radio Show Week, July 11 to 16. Technical men from the Sleeper factory were on hand to demonstrate the sets in detail to the visiting dealers.

Members of the engineering staff of the Federal Radio Corp. and the Sparks-Withington Co. were also on hand.

Raytheon Mfg. Co. Issues Important Letter to Trade

CAMBRIDGE, MASS., July 6.—The Raytheon Mfg. Co. of this city, pioneer and specialist in the gaseous rectifier field, sent out a letter to the trade recently stating that it had undertaken to enforce its patent rights in order to protect its products, as well as the interests of its licensees and the public. The letter stated that a notice of patent infringement had been served on eleven manufacturers of gaseous rectifier tubes, and called attention to the fact that Raytheon products are covered by U. S. Patents Nos. 1,545,207 and 1,617,171 to 1,617,181, inclusive.

Many Stations to Broadcast Dempsey-Sharkey Bout

The Dempsey-Sharkey heavyweight bout, which is to take place on Thursday, July 21, will be broadcast over a network of at least thirty stations of the National Broadcasting Co. The Atwater Kent Mfg. Co. has issued a bulletin to its dealers urging them to tune in.



The Peer of All Reproducers THE JEWEL No. 33

Because of its scientific construction and because all of the most advanced principles of sound reproduction are embodied in its construction, the Jewel No. 33 will reproduce the selection nearest to the way it was originally recorded by the artists.

No jangling—no distortion—no tin-canny noise—nothing but per-



fect harmony from the rumble of the kettle drums to the high tremulous silver tones of the violin and flute. Each instrument distinctly heard, yet all combined in one glorious harmonious whole.

The combination of the Jewel No. 33 Reproducer and the Jewel Instrument taper brass tone arm is the "last word" in equipment for tone reproduction.

Price, Nickel \$7.50—Gold \$8.50 Jobbers and Dealers write for discounts

JEWEL PHONOPARTS CO.

510 N. DEARBORN ST.

CHICAGO, ILL.

Again-UNITED

Enables Manufacturers
and Dealers to
MEET and BEAT
COMPETITION

with a Superior Type of

ELECTRIC
PICK-UP

and Amplifier

Matchless in
Quality and
Volume of Tone

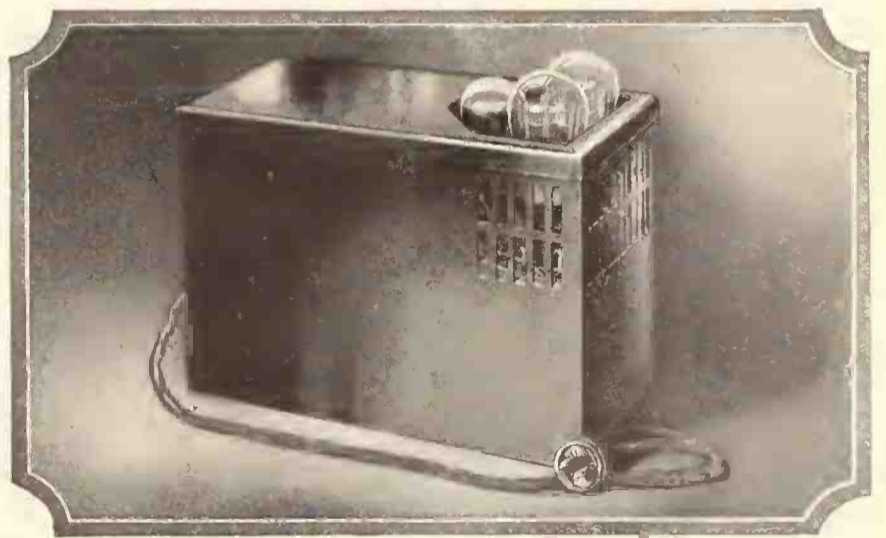
PICKS UP
MORE

DELIVERS
MORE



The United Electric Pick-Up

Designed by United Engineers—not an imitation, but a distinct improvement. Small—compact—dust-proof—trouble-proof. Least wear on the records. Will last a lifetime. Richly finished in either gold, silver or bronze. Furnished separately or complete with United Spring or Electric Motors.



The United Tone Amplifier

Amazing tone volume of natural quality—as loud or as low as operator wishes. Enough volume for large theatre or dance hall, or as soft as desired for the home. All tones and necessary overtones of all instruments and voices faithfully reproduced. Fool-proof in construction. Simply snap current on and off to operate.

The phonograph of today and the future is the electrically-amplified machine. Again United leads. Wonderful opportunity to put new life into your phonograph business.

Write for Prices

PHONOGRAPH DIVISION

UNITED AIR CLEANER CO.

**9702 Cottage Grove Ave.
Chicago, Illinois**

Chicago Firm Developed Complete Power Unit Line

Each Unit Is Completely Automatic and May Be Used Singly, in Series or in Built-Up Combinations to Meet Conditions

The Sentinel Mfg. Co., Chicago, in whose executive and engineering personnel are some of the country's foremost experts on electrical problems, has developed a complete line of radio power units, each completely automatic. Each unit may be used singly, in series, or in compact built-up combinations, providing every type of electric energy necessary for radio receiver operation. The "A-B-C" completely automatic unit, Beverly model, illustrated herewith, is a scientific combination of the Sentinel Automatic Control, charger, "A" battery and "B-C" unit. Connected to the radio receiver and plugged in on any 110-volt A. C. socket, this combination supplies every electrical need for any radio receiver regardless of size, according to the manufacturer. In addition, the amount of current may be accurately controlled to secure maximum results from any type of receiver.

Should the radio set owner possess an "A" battery and a charger, the Sentinel Automatic Control Unit will make the "A" power completely automatic. The unit, which is controlled entirely by the radio set switch when the receiver is turned on, automatically cuts off the "A" battery from the charger, so that the receiver is operated on pure, direct current. Switching



Sentinel A-B-C Unit

off the receiver immediately places the "A" battery on charge and the instant that the "A" battery is completely charged the automatic relay disconnects the charger, avoiding the possibility of an overcharge and consequent battery deterioration. This automatic control also provides similar control of both "B" and

"C" current when the "B-C" power unit is used.

The Sentinel "B-C" power unit is constructed to provide, through easily manipulated control knobs, the exact plate voltages necessary for perfect broadcast reception. It delivers voltage for any set with ample reserve power, 80 milliamperes of current at 180 volts. Both the "A-B-C" automatic unit and the "B-C" unit are built in two models, with or without the



Sentinel B-C Power Unit

three-meter dial. These meters are particularly valuable in setting the controls for all plate voltages. The demand for Sentinel units has increased so rapidly that it was necessary to quadruple manufacturing facilities in May of this year.

Victor Service Bulletins

The Victor Talking Machine Co. recently sent a supplement to Service Bulletin No. 1 to its dealers. This booklet is devoted to general information on power-amplifier units, and is illustrated with charts. Two service bulletins were also sent out recently—one pertaining to radio panel tests for the Alhambra II and the Florenza, and the other to spring balance lid supports.

Henger-Fairchild Co. Moves

The Henger-Fairchild Co., Cleveland, O., representatives in Ohio, Pittsburgh and Detroit, Mich., for radio and electrical manufacturers, will move this week to new and larger quarters at 2,000 West Twenty-fifth street, this city.

Radio Division of Burt Bros. Has Been Organized

Well-known Philadelphia Concern Specializing in Radio Cabinets to Greater Degree—F. H. Amann in Charge of Radio Division

Burt Bros., Inc., Philadelphia, Pa., are specializing in radio cabinets this year to a greater degree than ever before. A radio division of the company has been organized with headquarters at 24 East Twenty-first street, under the direction of F. H. Amann.

Burt Bros., Inc., are an old-established furniture manufacturing house with a large factory in the southern section of Philadelphia. For over fifty years Burt Bros. have manufactured bedroom suites and other furniture that has been distinguished for its cabinet work. Several years ago Burt Bros. entered the field of radio cabinet manufacturing. Burt-built cabinets have proved so popular throughout the past season that specialization was decided upon.

The Burt line for the 1927-28 season consists of nine models. In addition to the distinguishing feature of cabinet work there has been added this year a seven-foot air column horn. This horn is in accordance with the newest development in natural sound reproduction and provides a tone that gives Burt cabinets a distinguishing ear value as well as eye value.

Burt Bros. own a large fleet of motor vans which leave each evening for New York City and other points out of Philadelphia, from which deliveries are made the next morning. This feature is one, it is pointed out, that guarantees prompt delivery of merchandise.

C. A. Richards, Inc. to Export Melofonic Cones

C. A. Richards, Inc., of New York City, has just been appointed exclusive exporter for the Melofonic cone and cabinet speakers, manufactured by the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City.

The Richards Co. is one of the most important export houses and has had unusual success in distribution of musical instruments, having for many years been associated with the exportation of Sonora phonographs.

Mutual Reproducer Is a Popular Product

One of the most popular numbers in the line of the Mutual Phono Parts Mfg. Corp., New York City, is the No. 7 reproducer, according to N. Garfinkel, president of the company. The No. 7, more familiarly known as the Mutual "Baby," is in black with nickel trim, the compactness and light weight of which makes it particularly attractive to the portable manufacturer. The Mutual Corp. has specialized on the production of this reproducer on a quantity basis and finds a decided demand from all sections of the country.

Radio Amateur Has Communicated With All Continents

A record for long distance radio communication with low power is believed to have been set by Colonel Clair Foster, radio amateur of Carmel, Calif., who has "worked all continents" with a standard broadcast listener's receiving tube, 201A type, as a transmitter, and Eveready B battery power. Colonel Foster reports that on June 10 he communicated with an amateur station in South Africa and on the same day successfully worked with Shanghai, China, completing his record of radio communication with all continents.

The People's Music Co., 4814 South Ashland avenue, Chicago, has been incorporated.

THE latest ideas in sound, proved principles of radio engineering are given practical application in the current models offered by Slagle.

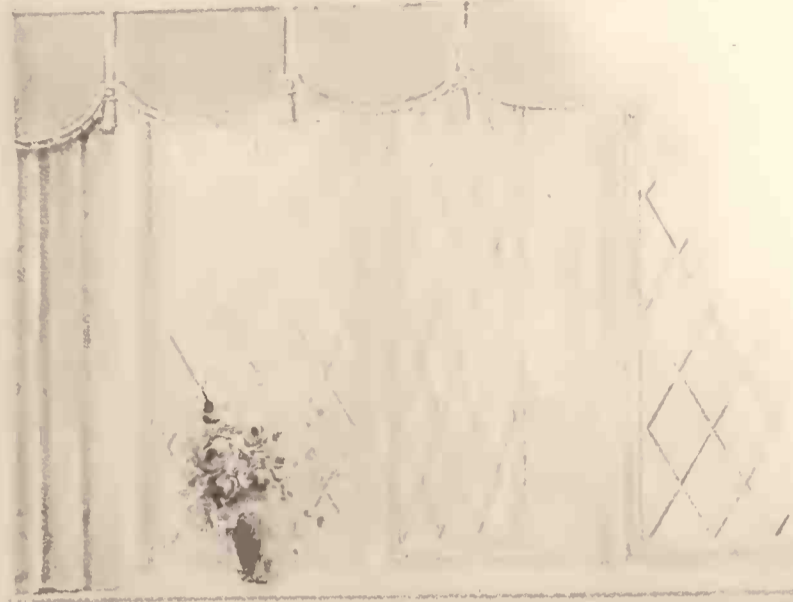
Reserve final choice until you have seen what we can give you.

SLAGLE RADIO COMPANY, Fort Wayne, Indiana

Slagle Radio



CROWN
PHONOGRAPHS
Made by the Makers of
CROWN
PIANOS



LISTEN to Them

The New CROWN

Phonograph has every desirable feature of recent development in the new type of reproduction. A fidelity, a range and quality of tone and volume not excelled in any phonograph. Cabinets created by a nationally famous designer.

Write or wire today

That's the way you *sell* phonographs—that's the way you should *buy* them.

The New Crown Phonograph is pronounced an achievement worthy in every way to represent the best effort of the industry on this 50th birthday anniversary of the talking machine.

Our plan carries no excessive selling costs—the Crown is priced to give you a big advantage. With it you can *rule* your trade zone. Do yourself the justice to investigate. Write or wire today and arrange to *hear* it.

GEO. P. BENT COMPANY

Established 1870

LOUISVILLE



CROWN PIANOS
PHONOGRAPHS



For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer . . . that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by a organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by all this. *Write us for quotations.*

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

Distribution of Souvenirs Proves Successful Method of Securing Prospects

Canvassers Employed by the G. M. Ott Piano Co. Find Access to Prospects an Easy Matter When Telephone Device Is Offered Free of Charge—Method Has Proved Successful

A clever and successful method of building up an active prospect list is being used by the G. M. Ott Piano Co., of Cleveland, O. G. M. Ott, head of this concern, found that the old-fashioned methods of canvassing were not highly profitable, and in the long run proved unsatisfactory. The following system was then evolved and has proved successful. A contrivance known as the Perfectophone, consisting of a telephone memorandum pad, with calendar and other fixtures, such as a spike for holding messages, a pencil holder and a box for holding clips and pins and which can be clamped on the telephone, is offered prospects without cost. The only obligation is that the parties call at the store for the device.

Canvassers are supplied with a supply of slips describing the device. Instead of asking the person who answers the door-bell ring whether or not they have a musical instrument, they are asked if the family has a telephone. If the reply is in the affirmative, the canvasser states that the Perfectophone is being given away as an advertisement, and shows the party one of the

slips. This naturally opens the way for further conversation, and gives the canvasser an opportunity of finding out what musical instruments are used in the family, or whether the family is interested in any particular instrument. Whatever information is secured is marked in code on the slip. The necessity of the prospect calling in person to secure the Perfectophone is impressed by the canvasser, and if the prospect seems a likely one, a note of the name and address is made so that a regular member of the salesforce can make a follow-up call after a certain period.

Mr. Ott is very favorably inclined to this plan since it gives the canvasser every possibility of obtaining a satisfactory interview and brings a very good percentage of the people called upon to the store in person. Further than this, the Perfectophone has the name of the house upon it, together with the names of the leading makes handled, and the advertisement is constantly before the household. The average person is happy to obtain something of this type for nothing, as it is a real convenience.

So successful has the plan been that at the present time the company has had 20,000 of these slips printed for distribution and is preparing to enlarge its canvassing organization.

Women, says Mr. Ott, have been found to make the best canvassers for this type of work, since they are likely to be more conscientious than the male canvasser. They are paid a salary and commission, and while they are usually free to pick the territory in which they like to work, they are expected to keep within its limits until it is entirely worked out. He has no manager for the canvassing section.

In territories where the population is too sparse to warrant house-to-house work because of the small number of calls which a canvasser can make, postcards describing the Perfectophone are mailed, with instructions to the effect that if the card is brought to the store the device can be obtained, and a very fair return is had from this.

To Carry Columbia Line Exclusively in New Store

Establishment to Be Opened on West Forty-second Street, New York City, by the Associated Music Publishers

A new music store featuring full catalogs of the leading music publishers and a complete line of Columbia Viva-tonal phonographs, Columbia New Process records, and Okeh and Harmony records will be opened on West Forty-second street, New York, a few steps from Broadway, on or about the first of August, by the Associated Music Publishers. This building was formerly occupied by the Coral Gables real estate concern, and is located in one of the most central sections of the city. The record stock will include selections in all languages in addition to the popular and classical numbers.

Radio Equipment Exports Show Gain in May Over 1926

A recent compilation of the Department of Commerce, Washington, D. C., shows that exports of radio apparatus registered a \$262,252 increase during May of this year as compared with the same month a year ago, but decreased \$58,361 as compared with April of this year. There was a gain in receiving sets and receiving set components and accessories, but a decline in tubes and transmitting sets and parts.

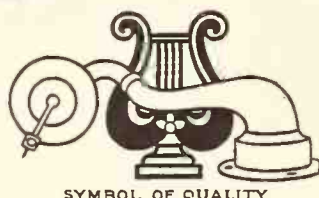
P. Frankhuizen Moves

P. Frankhuizen, who conducts a music store in conjunction with a piano tuning and repair business at 1136 Chula Vista street, Burlingame, Cal., is moving to new and larger quarters at 1204 Broadway.

Watch for Next Month's Announcement

of The Complete New Line of

Four
Brand New
Tone Arms



SYMBOL OF QUALITY

Four
Brand New
Reproducers

LYREPHONIC PRODUCTS

ANDREW P. FRANGIPANE & COMPANY, Inc.

New York Office: 32 Union Sq., New York City

Factory: 261 Warren St., Lyndhurst, N. J.

Why Is the Trend Toward the All-Electric Radio Set Decisive and Country Wide?

Because all-electric operation from house current supplies and maintains uniformly and economically 180 volts for power tubes, making possible supreme quality otherwise impossible.

Sleeper electric sets give this fundamental advantage requiring no external power devices, no complicated assembly of parts and no technical experience to install or operate.



THE SCOUT Type 64. Lowest priced proven dependable full-electric set available. Table model, attractive mottled walnut-finished panel, two-toned polished cabinet and knobs, Adam brown finish. Die-cast construction, 5 tube chassis (including power tube). Superb, natural tone quality, powerful. Sells on demonstration. Size 35x11x11. List Price \$160.

Installation requires only an aerial and ground, the insertion of standard tubes universally available, the connecting of loud speaker and plugging in to the nearest lighting socket.

No electric set is simpler, more dependable, better priced, or more sound in engineering features.

Consider Carefully These Advantages:

Complete line of three table models, one with built-in speaker, and two Consoles without speaker.

Cabinets by Adler-Royal and Stout.

All models operate from 110-volt, 60-cycle A. C. house current. Also furnished for direct current use at same prices.

Big reserve factors. Two 216-B rectifier tubes or one 281 give

50% excess capacity, insuring long life.

Output choke protecting loud speakers.

Adjustment for line voltage variation between 90-130 volts.

Six years' manufacturing experience building radio sets exclusively.

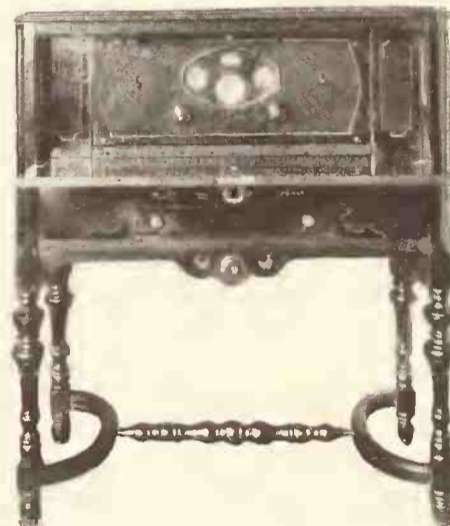
National distribution backed by cleancut sales policy of restricted wholesale distribution and protected retail outlet.



SCOUT CONSOLE Type 67. Combining all the features of the Consolette but in a Heppelwhite design. Adds charm and distinctiveness to any room. Beautiful butt-walnut finished console of fine craftsmanship. Will satisfy the most exacting as to appearance and beauty of tone. Size 42x16x40. List Price \$235.



THE CONSOLETTA Type 66 makes a brilliant appeal to the women who want fine furniture. Designed by America's foremost interior decorator. Polychrome, highlight finish. Butt-walnut top, mottled walnut finished panel. A gem in appearance, performance and tone quality. Same superior chassis as in Scout model. Size 26x12x15. List price \$175.



From its electric self-winding clock to its hand hammered, gold-rimmed panel, the SLEEPER ELECTRIC MONOTROL Type 70 is the ultimate in radio. Single control, six tube chassis—a set that will make a decided impression on anyone who sees or hears it. To show it is to sell it. Size 42x16x40. List Price \$350.

Mighty few Proven Guaranteed Electric sets are on the market, yet every distributor and dealer must have them. Write today for the full story on Sleeper Electric sets.

Sleeper Electric Radio

Sleeper Radio & Mfg. Corporation

GORDON C. SLEEPER, President

462 Washington Ave.

Long Island City, N. Y.

Relation of Broadcasting to Radio Sales

J. W. Laughlin in Address Before Western Music Trades Convention States Need for Co-operation Between Broadcasters and Retailers

The following highly interesting paper designed to show the need for closer co-operation between the broadcasters and those engaged in the merchandising of radio receivers, in view of the actual dependence of one upon the other, was read before the members of the Western Music Trades' Association in convention in San Francisco on July 13 by J. W. Laughlin. It presents the need for a closer affiliation from a somewhat new angle.—EDITOR'S NOTE.

The progress of radio broadcasting since the days when the phonograph record was almost the sole dependence for program material to the present era of grand opera and symphony concerts, I think gives the right to the broadcaster to claim a not inconsiderable part of the credit for the tremendous and unparalleled growth of the radio business during the short period of the last five years. When this is expressed in the number of sets estimated in use in 1922 as 60,000 and estimated in 1927 as 6,500,000, we can begin to have some comprehension of the tremendous rapidity of this growth. These figures translated into dollars for the year 1922 total, for sets and parts, \$60,000,000 and estimated for 1927 \$535,000,000. I have purposely placed this brief statistical statement before you at the start of my talk as an aid in sustaining my claim that broadcasting has done its part and is equipped to continue to do its part in the development of the radio industry.

Relation of Broadcasting to Selling

Broadcasting in its relation to the sale of receiving sets, presents a unique situation in industry. Very few of the broadcasting stations in early days were brought into being for the express purpose of developing the sale of radio receivers and today 78 per cent of the broadcasters have no connection whatsoever with radio merchandising, and yet broadcasting is incomplete and ineffective without the receiver. The audience is only made possible by the receiver. So there we have presented the mutuality of interests which we broadcasters at times have felt was not fully understood or appreciated by those engaged in the sale of radio merchandise. The average dealer in radio equipment has no more conception of the trials or problems of the broadcaster than the average listener, and yet his business is dependent wholly upon the broadcaster. How few have given thought to the tremendous problem of the fourteen hours a day program maintained by a station of the first standard! As compared with the booking department of a theatre, which books an attraction for a week, a month, or longer, the program department of a broadcasting station is presented with the necessity for hourly changes throughout the day, the week, the month, and the year. Then, again, that problem of filling time with such matter

as may engage the approval and hold the attention of the greatest number of people; the problem of letting nothing go out that may offend a single individual of that vast audience; the problem of maintaining a nice balance between music, drama, education, religion and all the different classifications under each caption so as to render a balanced program; the problem of avoiding all the pitfalls of dangerous propaganda, controversial questions of religion and politics, libelous utterances and seditious statements. Tremendous influences are constantly brought to bear on the broadcaster to permit time to individuals simply to further the purpose of some particular small and oftentimes dangerous group. A great deal of the progress in broadcasting has been due to the constructive criticism of the listeners-in. Some of that criticism, however, has been simple condemnation. It has always been felt, however, that the condemnation which comes without constructive suggestions is simply reflective of ignorance of the real situation and the difficulties which confront the broadcaster.

Wide Support Needed

With the exception of a few interests, broadcasters have had to work out their problems alone. We have always felt that the great radio industry, particularly the distribution group, should become better informed and therefore actively interested in the thing upon which their business and development depends. If we could only establish an acceptance of this mutuality of interests it would work to a tremendous advantage to all concerned. By this I do not mean financial support but simply moral support, and help which would result from acquaintance with problems and protection of self interests. The broadcasters, outside of a very small proportion of stations operated by educational and religious institutions, in order to meet the tremendous increase in operating expenses, in the past few years have found it necessary to accept advertiser sponsors for feature programs. We believe that on the whole this has worked out satisfactorily. There have been some flagrant abuses, but after all the broadcaster of vision who realizes that his only excuse for being is his established audience is not going to purposely jeopardize that asset by going too far with advertising activities. He realizes that by a mere touch the dial may be turned and his built-up audience of half a million people immediately disappears!

The security afforded the broadcasters by the recent Federal enactment enables those who have ideals, courage and the necessary re-

sources to keep on expanding their sphere of service. We look forward to tremendous advancement in the next few years. We have a deep sense of responsibility when we realize that radio has come into the lives of a greater number of people in the same period of time than any other development since civilization began.

Must Understand Public Demands

The broadcaster must have a full understanding of the demands of the public for increasingly better standards. The novelty of hearing mere sounds over the air has passed. A few years ago when one mentioned the names of great master composers, the average person immediately took fright and fled from what he thought would be dull, heavy and highly technical. It is not so to-day, for radio has changed all this; listeners far and wide are no longer afraid of hearing the compositions of the so-called "highbrow" type. While radio has not yet educated the listeners as a mass to the point where they are able to appreciate the heavier classics, they thoroughly enjoy orchestrations of the lighter classics which have lived for generations because of their melody and tunefulness.

I have tried to stress the importance of a conception of mutuality of interests between the broadcasters and those engaged in the manufacture or sale of radio receivers. If radio is to realize its possibilities, there must be a dual effort on the part of both looking to the consummation of an ideal. There are still nearly 20,000,000 homes in the United States that have no radio receivers. Less than 25 per cent of the homes of this nation are to-day equipped to receive radio programs. The saturation point, as compared with passenger automobiles, phonographs and telephones, is far from reached, and the radio merchant has only scratched the surface of the tremendous mine of business available to him.

Misrepresentation Slows Progress

A condition that must be overcome before real advance of the radio industry can be realized is the irresponsible methods and, many times, rank misrepresentation on the part of dealers in radio receivers. Much of the receiving apparatus foisted upon the public to-day is of such quality as to make impossible proper reception. We must see to it that the public has better receiving sets.

The Quality Music Shop, Columbus, O., of which H. H. Lieverman is president, will move about August 1 to new and larger quarters at 22 North High street.

Our Greatest Achievement in

"Phonic" Type Tone Arms and Reproducers

Send for samples. Test them yourself! One demonstration will prove their superiority.

"Everything is manufactured in our own plant"

DISTRIBUTORS:

Canadian Acme Screw & Gear, Ltd.
1209 King St., W., Toronto, Can.
Industries Unidas, S.A. Balderas 110,
Mexico City, Mex.



The Mutual
PHONIC PARTS MFG. CORP.

610 Broadway, New York

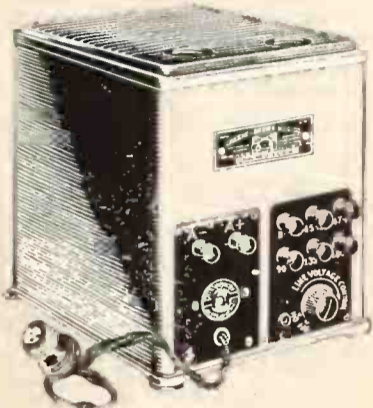
MAX TARG, Western Factory Representative
229 W. Randolph St., Chicago

Greene-Brown Mfg. Co. Introduces New Unit Line

New 1927-1928 Line of Radio "A" and "B" Power Units Guarantees Constant Current, Freedom From Noise and Fluctuation Control

Featuring a guarantee of constant current, total freedom from noise, hum or "motor-boating," and providing positive control of line-voltage fluctuations, the new 1927-1928 line of radio "A" and "B" power units, manufactured by the Greene-Brown Mfg. Co., Chicago, was introduced to the trade a few weeks ago.

The Greene-Brown Mfg. Co. introduced the



New A-B Power Unit

Brown "B" power unit in the Fall of 1926, and, encouraged by the wide acceptance for this product, the new Greene "B" units and the Brown "B" Super-Power, likewise, employs an activated gaseous conduction-type of rectifying tube which has no filament. The new units, it is said, will operate successfully with any make of gas-conduction type of tube such as Raytheon, Q R S and others.

Among the new Greene-Brown power units is the Greene "B" 5-6-7, retailing at \$27.50, which is adapted for operation to any receiving set of seven tubes or less, and the new Greene "B" Hi-Power model listing at \$30, which operates receivers of from one to ten tubes. The Greene-Brown Hi-Power has a capacity of 180 volts with six output voltage terminals. It is said that a dead short-circuit from negative to amplifier or across the output terminals will

not destroy or damage these units since the overload capacity is so great. Both of the units mentioned above are equipped with simple control for all line-voltage fluctuations and both are contained in handsome green enameled metal cases, making an attractive appearance.



"B" Hi-Power Unit

The Brown "B" Super-Power, which is now manufactured in the new and modern plant of the firm, has been reduced in price from \$39.50 to \$33.50. The power unit, designed for receiving sets of one to twelve tubes, is, according to the manufacturer, particularly efficient for heavy duty work on extremely sensitive sets. This model is furnished in an attractive brown and green crystal lacquered metal case.

The firm also manufactures what is known as the Greene Simplified "A," 2½-ampere six-volt unit, which works in combination with either the Greene "B" Hi-Power or Brown "B" units. Its compact size makes it suitable for the smallest type of set and a convenient socket connection is provided for the "B" eliminator. Another new product will soon be in readiness, the Greene Simplified "A-B" unit, a combination of the Greene Simplified "A" and the Greene "B" Hi-Power, for sets of ten tubes or less.

Each unit in the Greene-Brown line is priced and sold complete with the tube, and the units are subjected to rigid tests before they are shipped from the plant. An intensified program

of nation-wide market development and advertising in newspapers and magazines of large circulation is under the personal direction of John D. Pollard, of the Sehl Advertising Agency, Chicago, one of the leading merchandising-plan organizations in the United States. The details of this sales and advertising program will be announced to the trade in the near future, according to present plans.

Wisconsin Radio Association Plans Annual Banquet

Over Two Thousand People Have Already Planned to Attend Fourth Annual Affair to Be Held in Milwaukee in September

MILWAUKEE, Wis., July 5.—Announcement has been made by the Wisconsin Radio Trade Association officials that the Fourth Annual Radio Industries banquet will be held on the night of September 21, formally opening the 1927 radio season.

More than 2,000 people have already signified their intention of attending the banquet and plans for the affair are well under way. A number of well-known radio artists will be in attendance to entertain the guests at the banquet as well as the radio audience. The entertainment and address will be broadcast.

Members of the Wisconsin Radio Trade Association plan to hold open house for all who are interested in radio and on that night they will have sets in operation in their stores tuned to the New York program of WTMJ.

Peirce-Phelps, Inc., Becomes Sonora Jobber in Phila.

Frank V. Goodman, general sales manager of the Sonora Phonograph Co., Inc., announced this week the appointment of Peirce-Phelps, Inc., 222 North Thirteenth street, Philadelphia, Pa., as exclusive distributor of Sonora phonographs and radio products for eastern Pennsylvania, southern New Jersey, Delaware, Maryland and the District of Columbia. Peirce-Phelps, Inc., will distribute the complete line of Sonora radio receivers and loud speakers, as well as Sonora phonographs, and the splendid sales organization sponsored by this distributor insures increased popularity and prestige for Sonora products throughout Peirce-Phelps territory.

Superior Cabinet Corp. Appointed Stevens Jobber

The Superior Cabinet Corp., New York, has been appointed metropolitan district distributor for Stevens speakers, manufactured by Stevens & Co., Inc., New York, according to a recent announcement. Commenting on the business outlook on the new line of Stevens speakers, which is so arranged as to suit all consumer requirements from the standpoint of pocket-book and performance, J. B. Price, sales manager, stated that all indications point to a very satisfactory year.

Trivolt Corp. Announces Multi-series Power Unit

A new multi-series unit for supplying A, B and C radio power has been announced by the Trivolt Electric Corp., New York. It is made in two models, and was designed by S. P. Levenberg. It is compact in size, light in weight and has many exclusive features, according to the manufacturers.

The Auditorium Orthophonic Victrola was heard in a series of programs at the National Education Association convention held in Seattle, Wash., the early part of this month, arousing considerable interest.

H. B. Payne, General Sales Manager, Bell & Howell Co.

Wide Experience in Previous Positions Qualifies Him to Make Success of the Important Post He Now Occupies

The Bell & Howell Co., Chicago, manufacturer of Filmo automatic motion picture equipment for the amateur, recently announced the appointment of H. B. Payne to the position



H. B. Payne

of general sales manager. Filmo dealers will find in Mr. Payne an able counselor, with a wealth of helpful merchandising ideas to aid them toward achieving greater sales volumes. His past experience as sales executive of the George Batten Co., a prominent advertising agency, as well as his previous connections with the Curtis Publishing Co., Standard Oil Co. and the Bettendorf Co., equip Mr. Payne ideally for his new position.

Annual Aeolian Outing

The employes' association of the Aeolian Co., New York, held its annual outing on Saturday, July 9, at Indian Point, N. Y., situated forty miles up the Hudson. Those participating were transported to the picnic grounds by an excursion steamer, leaving Desbrosses street at 9:45 a. m., daylight saving time. Stops were made at West Forty-second street, West 129th street and Yonkers. The program included sports of all kinds, features being baseball, swimming and field events.

New Columbia Race Catalog

The Columbia Phonograph Co. Race supplement, in new form, recently made its appearance and has been enthusiastically welcomed by dealers.

The supplement, while retaining the features that have made it so popular with the trade, now includes a number of additional illustrations of artists whose records are listed.

The educational department of the Victor Talking Machine Co. is taking its annual census of the Victrolas and Victor records sold to schools and similar institutions during the year from June, 1926, to June, 1927. Dealers are urged to return the information as soon as possible.

Store Rental Measured by Yearly Volume

The Average Successful Retail Music Store Operates on a Rental of From 2½ to 5 Per Cent of the Total Year's Gross Business

Economy in store location, much as economy in other things, depends primarily not so much on the low first cost as upon the results that may be expected from the investment. In other words, a cheap rental is not always to be desired just because it is cheap, but its value is to be gauged rather by the relation of that rental to the valuations placed on similar business locations and the business producing qualities of the store itself.

This is not to be taken to indicate that a heavy rental means, automatically, a heavy volume of business. Often it is quite the contrary. The fact remains, however, that a difference of a few thousand dollars annually in rent may mean the difference of three or four times that amount in business.

Fear Kills Progress

There have been cases, many of them, where a merchant starting in a small way in quarters a bit away from the business district has through aggressive methods built up a business that taxes the facilities of his quarters. Fear of expanding or getting a larger place in a more promising location has resulted in that merchant keeping within the maximum limit of business that can be transacted in that particular store.

On the other hand, there are other dealers who have started likewise in a small way, but when business grew to a substantial volume took the bull by the horns, moved from the side street on to the main thoroughfare and by continuing to exhibit business acumen have enjoyed a sales increase many times greater than the extra rental expenditure.

There are also those who have been ambitious beyond the limitations of their capital, who have seen competitors succeed in small stores and have figured that by renting a store two or three times the size of that used by the competitor they could almost automatically develop a volume of business two or three times greater than his. The sheriff's notice on the door has proved more than once that this is not the answer.

It is naturally to be assumed that a talking machine dealer, or for that matter a dealer in any other line of goods, when contemplating opening a new store gives due thought to the business possibilities of the location under consideration, he will study its situation in relation to competing stores, the volume of traffic passing the site each day, and particularly that portion of the traffic which is made up of potential shoppers and then give thought to the question of whether the rental is in proper proportion to the volume of business that may be expected.

Value of Corner Locations

A well-known chain of cigar stores almost invariably leases corner locations in recognized business centers, generally paying a price that the average talking machine dealer could not think of paying and still remain in business. The answer is that these stores cater to approximately 90 per cent of male passersby and, in these days, a very fair percentage of women in supplying smokers' articles, and the turnover is sure, continuous and rapid. Likewise these corner locations have a distinct advertising value which is realized through the medium of trade directed to other chain stores in less prominent localities.

Were the talking machine dealer handling a stock ranging in price from five cents to a dollar or so, the average sale being twenty cents and made on the spot without demonstration, he perhaps could afford to have one of these expensive corner locations and justify his rent with rapid turnover. However, the talking machine dealer is called upon to sell

records averaging in price seventy-five cents or better, with a demonstration thrown in, and likewise to sell machines retailing at an average of \$100 each. The value of, and profit in, the individual sales unit is correspondingly larger, but the turnover isn't there and it is turnover that makes for big business.

Happy Medium in Store Sites

A real estate man who has had many years' experience in the field, and particularly in the handling of business properties, declares that the average small merchant in starting out shows wisdom in selecting a site at a point where the rental price shows a noticeable break, but not far enough away from the business center to get a really cheap store. The thought is that where stores on the main street may bring an average of \$5 per foot, he will do well to keep in the limelight but get just far enough away to enjoy a rental of \$2 or \$3 a foot, and at the same time keep away from the cheap 50 cents a foot side street stationery store.

Type of Trade Important

The retailer, of course, must take into consideration the sort of trade he expects to cater to. If it is the ordinary run of neighborhood trade he will probably get a suitable store at a very moderate rental and his demands for equipment will be reasonable because he is going to make his appeal through service rather than through the elaborate character of his establishment. On the other hand, if he plans to cater to the ultra-ultra, so to speak, with a shop on the main business street such as Fifth avenue, New York; Boylston street, Boston, or Michigan avenue, Chicago, he must expect to pay not only a high rental, but to make a substantial investment in fixtures.

In the former case he is simply depending upon the volume of general trade to produce the income from his business. In the latter instance he seeks to combine quantity with quality of sales and expects the quality to bring in the income that will take care of the increased rent and other overhead.

Percentage of Rent to Sales

The main thing to be considered is that the rent should be kept within a certain percentage of the gross volume of business. With a new store this percentage must, of course, be estimated, but a survey of the trade made some time ago by *The World* in connection with a compilation of figures on business overhead indicated that the average successful store was operating on a rental of from 2½ to 5 per cent, with a very satisfactory average of 3 per cent of the total year's business.

On this basis, a dealer with an annual gross business of \$100,000 can logically pay \$3,000 or \$3,500 a year for rent. If he enlarges his quarters he may double the rent, but he should make that enlargement only to provide the facilities for handling a growing business, and if he doubles his rent he should double his business to keep the proportion right.

It does not follow that the man with a \$3,000 store need limit himself to \$100,000 business, nor the first year need the percentage be kept absolutely accurate. It is better to pay 6 per cent for rent and develop business for the future than to pay 2½ per cent and have the business confined permanently within the limitations set by the premises or the location.

The talking machine dealer cannot gauge the percentage of rent by percentages observed in other lines of business, these percentages ranging from 2½ per cent as a limit for the department store to 25 per cent for other lines where main street show is a sales requirement and the turnover and profits are large and certain.

It sometimes happens, as has often been mentioned in these columns, that some factor or other will make the location of a store on a side street particularly valuable, and the dealer will enjoy a volume of business that will be denied his neighbor-dealer who is occupying a much more pretentious establishment and paying, perhaps, a much larger rental. Chief among such factors are proximity to a railroad station or a theatre, or in the midst of a business section on a street that is traversed by many thousands during the course of a week on their way to and from business. Studying these conditions and taking advantage of them has brought big profits to many small dealers.

The Williams Music House, 1818 Third avenue, Birmingham, Ala., has added 600 square feet to its establishment to accommodate the increasing business.

A NEW IMPROVED UNIPOWER



The same reliable
tested design
.. plus KATHANODE

A new submarine type battery element gives Gould Unipower still longer life—and practically ends all service expense.

Ask to see the finest Unipower Gould ever built and WRITE FOR NEW LOW PRICES

The GOULD STORAGE BATTERY CO., Inc.
250 Park Avenue ✦ New York City

The new IMPROVED
Kathanode

Unipower
A GOULD PRODUCT

IN THE MUSICAL MERCHANDISE FIELD

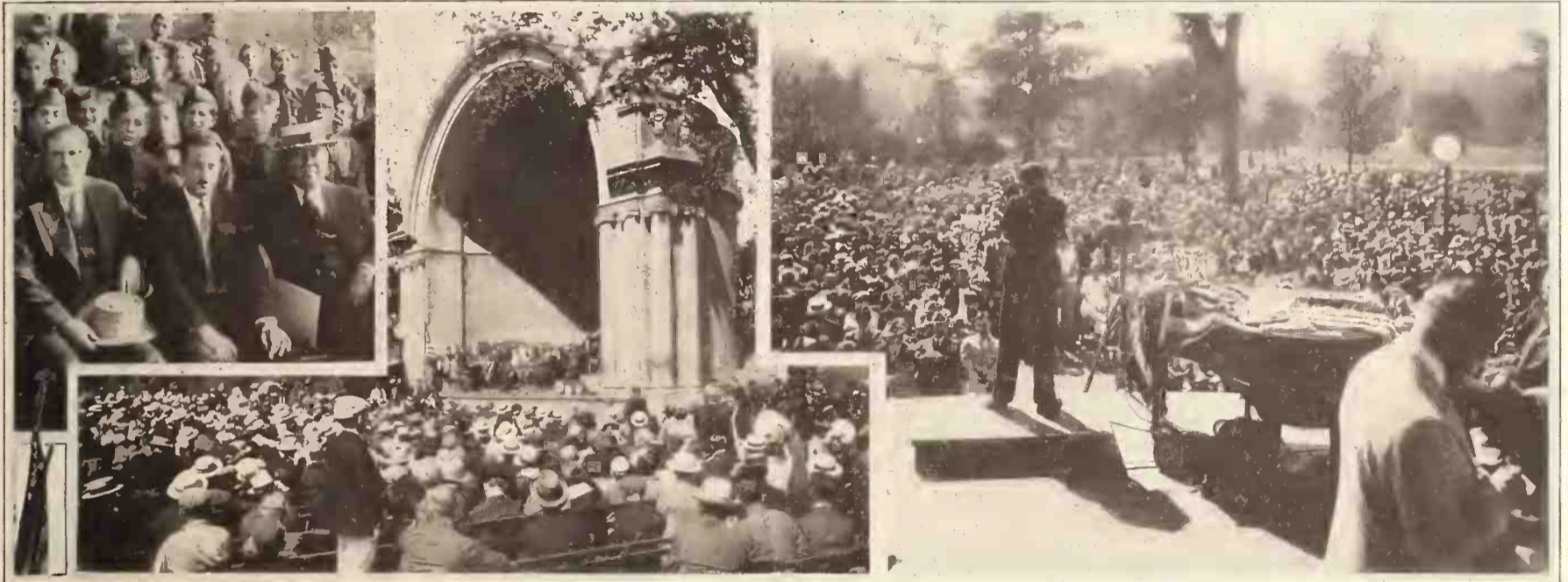
Fifth New York Harmonica Contest Attracts Record Entry and Audience

Widespread Advertising in Metropolitan Newspapers by M. Hohner, Inc., Big Factor in Making the Event the Most Successful Ever Held—Dealers Feature Poster Displays in Windows

The fifth annual New York City harmonica listeners. Both the audience and entry list championship contest was held in the Central were augmented by the advertising campaign

appeared in the Times, News, Mirror, Graphic, Sun, Telegram, Journal and World, setting forth the facts concerning the contest and inviting every reader to attend. In addition giant reproductions of the advertisements were used by 5000 retail stores as window displays.

The contest was held under the auspices of the Department of Parks, elimination contests at the various playgrounds throughout the city



The Judges, the Audience and a Contestant at the Annual New York Harmonica Contest

Park Mall last month and attracted a record entry of participants and many thousands of entry of participants and many thousands of put on by M. Hohner, Inc., for several days preceding the contest. Full-page advertisements having been held during the month preceding. (Continued on page 134)

Protecting Your Profit—

SELLING musical merchandise demands time and energy. The dealer must go out and create business. He invests many dollars in developing prospects.

Are you getting a full and fair return on your selling effort?

The King Exclusive Franchise dealer receives absolute protection. Every inquiry is referred to him. He knows that he will get full profit on every sale in his territory.



The complete protection of the King plan and the high quality of King instruments make a good combination. Sales are easier and profits more certain.

Full information is yours for the asking. There are enough rich territories still open to make your immediate inquiry well worth while.

Write for our booklet on "The Advantages of Becoming a 'King' Dealer."

THE H. N. WHITE CO.
5215-89 Superior Avenue, Cleveland, Ohio

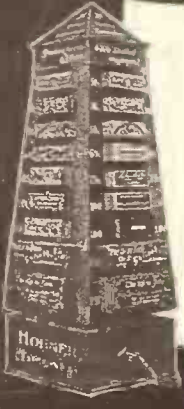
Manufacturers of **KING** BAND INSTRUMENTS



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 133)

HOHNER

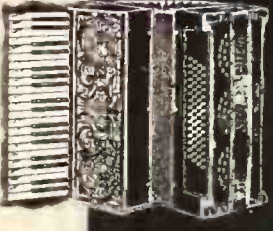
THE WORLD'S BEST Harmonicas and Accordions



The Hohner harmonica is also an outdoor musical instrument. This means good summer sales for Hohner dealers.

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc.



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Edward Sherwood Wins Harmonica Contest— Hebrew Asylum Band Also Wins Prize

(Continued from page 133)

Acting for the Department of Parks, Mr. Haussler made a personal presentation of the prizes to the winners.

First prize, a gold medal and a violin outfit valued at \$70, was awarded to Edward Sherwood, a sixteen-year-old Manhattan boy. Second prize, a silver medal and a cornet valued at \$50, went to Frank Chlanda, fourteen, who tied with Sherwood on the first ballot of the judges and lost the decision after a play-off.

Young Sherwood played an original composition of his own, which he called an operatic medley.

Third prize, which was a bronze medal and a tenor banjo, was awarded to Sidney Baron, and fourth and fifth prizes went to Herbert Ryricher and Harold Gleeman, both of 1560 Amsterdam avenue. These prizes were banjo-kuleles.

The medals were donated by M. Hohner, Inc., and the musical instrument prizes were donated by C. Bruno & Son, Inc., wholesalers of musical merchandise, New York.

The Hohner silver trophy cup for the best harmonica band was won by the Hebrew Orphan Asylum Band of New York, directed by Sam Perry, a teacher in that institution and well known for the radio concerts given by his organizations. After this competition was over there was a combined ensemble by this band and the other band entrants, Duke's Harmonica Syncopators and Keil's Harmonica Boys. Their offerings were enthusiastically received by the crowd.

Although there are still a large number of persons who associate harmonica playing with jazz and simple melodies, it is interesting to note that more serious music predominated in the programs. Most of the contestants played selections from Beethoven, Grieg, Massenet and other classical composers. A number played their own compositions and improvisations, or original variations of popular numbers.

The judges included Nathaniel Shilkret, musical director of the Victor Talking Machine Co.; Oscar Thompson, executive editor of Musical America; Charles C. Green, former president of the New York Advertising Club, and Philip Gordon, director of music in the South Side High School, Newark, N. J. John Philip Sousa was scheduled to act as a judge, but was unable to reach New York in time for the program.

Following the close of the contest all the winners broadcast a special program from station WEAF.

Contest officials expressed their gratification

over the full co-operation extended by the New York City Department of Parks.

There were sixty-two individual contestants and four harmonica bands entered in the finals of the contest and the playing lasted from 3 o'clock until 7, almost the entire crowd remaining to the very end. Among the selections included in the programs were:

"Arioso" from "Pagliacci," Gossek's "Gavotte," "Melody in F," "Harlequin Serenade," Beethoven's "Minuet in G," "Gypsy Love Song," "Sweet and Low," Massenet's "Elegie," Brahms' "Hungarian Dance No. 5," Moszkowski's "Spanish Dance," Mendelssohn's "Spring Song," "La Paloma," "Song of India" and Schubert's "Serenade."

The contestants were marked by the judges on the following basis: intonation and musical accuracy, 40 per cent; expression, 25 per cent; selection, 20 per cent; rhythm, 15 per cent.

William J. Haussler, acknowledged the leading authority in the United States on the harmonica and harmonica music, made a short address to the audience, pointing out the fact that the winner of the contest five years ago has now become one of the country's leading musicians and has a long-time contract with Publix theatres calling for several hundred dollars a week salary, and that many of the youngsters who have received musical instruments as prizes have elected to follow a musical career.

Mr. Haussler also called attention to the fact that the bands in their offerings were achieving wonderful four-part harmony effects, while a few years ago anything of that sort was considered out of the question for the harmonica. James V. Mulholland, director of playgrounds, also addressed the audience.

Ann Arbor Chamber of Commerce Organizes Band

H. G. Pulfrey, of University Music House, Prime Mover in Securing Municipal Band to Supply Music for City's Citizens

ANN ARBOR, MICH., July 2.—A Chamber of Commerce band of twenty-two pieces is being organized to provide Summer evening concerts for the citizens of Ann Arbor and vicinity. Announcement of the project was made by H. G. Pulfrey, manager of the University Music House and chairman of the band committee of the Chamber. Rehearsals are now in progress. The band will be equipped by the University Music House.

For some time the Chamber has been making plans for the band and according to Mr. Pulfrey there is such a wealth of instrumental talent in the Ann Arbor Chamber that formation of a suitable aggregation was accomplished without difficulty. Nicholas D. Falcone, who has established a reputation as an orchestra leader and instrumentalist, has been selected as director.

H. G. Pulfrey has had considerable experience in band work and is an enthusiastic advocate of municipal bands.

Endorses King Instruments

SAN JOSE, CAL., July 5.—Bill Woodbery, trumpet soloist of Max Bradfield's Orchestra at the California Theatre, entertained the Exchange Club last week in a program arranged by A. Caro Miller, manager of the small goods department of the local Sherman, Clay & Co. store. Mr. Woodbery recently purchased a new King trumpet from Mr. Miller and used it in his performance. He uses and endorses King instruments in all his work. They are made by the H. N. White Co., Cleveland, O., and Sherman, Clay & Co. have the local agency.

Larger Small Goods Section

ALLIANCE, O., July 7.—The Vernon Piano Co. here has enlarged its small goods department and now carries one of the largest and most complete stocks of musical merchandise to be found in this district. The store, in recent weeks, has been stressing small goods in window displays and also has been making a practice of featuring this merchandise in its advertising.

Illinois Co. Moves

CHICAGO, ILL., July 6.—The Illinois Musical Supply Co., wholesaler of musical merchandise, will soon move its offices and warerooms to new quarters at 615 South Wabash avenue. The present quarters of the company at 316 South Wabash avenue will be used as a warehouse. The changes have been made necessary by the steady growth of the business.

Big Ludwig & Ludwig Sale

SAN FRANCISCO, CAL., July 5.—William Ringen, of the H. C. Hanson Music House, recently put over a good sale of Ludwig & Ludwig drums when he sold twenty of those instruments to the Pittsburgh Young Men's Institute. Mr. Ringen recently returned from a vacation spent in the Yosemite Valley with side trips to the Mariposa Grove of Big Trees.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 134)

Musical Merchandise Poster for Window Display Mailed

National Association of Musical Instrument and Accessories Manufacturers' Campaign Circular Mailed to 5,000 Dealers

The new circular for use in the "direct-by-mail" campaign of the National Association of Musical Instrument & Accessories Manufacturers was mailed recently from the offices of the Music Industries Chamber of Commerce to over 5,000 dealers.

This latest piece of advertising, cleverly created in the form of a poster for window display, is a call to dealers to cash in on vacation season business by featuring Standard Approved fretted instruments. It calls the dealers' attention to the need for musical entertainment during the Summer, "the playtime of the year"—and then drives home the argument that Summer is the time to sell the "easy to learn, easy to play banjos, ukuleles and guitars."

Three new matrices for local newspaper insertion are offered free to the dealer for the asking, and already hundreds of requests have been received from dealers all over the country who are very enthusiastic in their praise of this service.

It is said that the Committee has desired to make each new circular better than the last. More than ordinary interest has been displayed by the jobbers who have requested large lots for distribution to their customers.

New Edition of Famous Hohner Instruction Book

M. Hohner, Inc., New York City, maker of Hohner harmonicas, has issued a new edition of the familiar Hohner instruction booklet, entitled "How to Play the Harmonica." The new edition is a marked improvement over previous efforts, and will probably be in equally large demand. The playing of the harmonica is described in detail and illustrated by many examples, and the following subjects are treated on "Holding the Harmonica," "Knack of Tonguing," "Position of Tongue," "Playing the Scale," "Higher and Lower Notes," "Perfecting Technique," "How to Play a Melody," "Playing From the Music" and thereafter follows a number of standard selections with the printed music not only for the harmonica, but for the piano accompaniment as well. As the student progresses, such subjects are treated on as "Securing vibrato and artistic effects on the harmonica," "Playing with piano accompaniment," "Single and double-hole harmonicas," the "Tremolo harmonica," "How to produce chord effects" and the new "Chromonica." Also included in the booklet are messages regarding the harmonica from Irving Berlin, Nathaniel Shilkret, Lieut-Com. John Philip Sousa, Dr. Hugo Riesenfeld, Capt. William J. Stannard and Capt. William H. Santelmann and others. Two pages are devoted to another way to learn to play the harmonica, and that is through the special Victor record, No. 20377, entitled "How to Play the Harmonica."

Buescher Silver Saxophone Scores at the Convention

Instrument Displayed for First Time at Meeting Immediately Attracted the Dealers

ELKHART, IND., July 6.—Many orders have already been booked for the new silver saxophone of the Buescher Band Instrument Co., displayed for the first time at this company's exhibit at the recent annual convention of the music industry in Chicago.

According to officials of the Buescher Co. who were going to Elkhart from Chicago, the

new silver saxophone promises to become a best seller in a very short time. It is believed to be the first silver saxophone made in the United States and it is not only more attractive than the ordinary silver-plated instrument, but the solid silver design makes the tone more mellow and richer.

"Dealers who attended the Buescher exhibit were enthusiastic in their praise of the new instrument as well as our complete line which was shown," stated A. J. Scanlan, of the Buescher sales department. "The instruments were examined and tested by a great number of dealers from every part of the country. We consider the convention to have been a success."

Bacon Banjo Co. Issues Attractive New Catalog

GROTON, CONN., July 7.—The Bacon Banjo Co., Inc., has issued its new catalog, entitled "The B & D 'Silver Bell' Banjo Family." Forty-eight pages in size, this latest piece of literature from the Bacon Co. is one of the most attractive and comprehensive catalogs it has ever issued. The men behind the guns, Frederick J. Bacon and David L. Day, are depicted on the frontispiece.

The Bacon products, as described in the new catalog, consist of Style No. 1 B & D Silver Bell banjo, made in mandolin, tenor, plectrum and regular styles; Style Nos. 2 and 3 Tenor Silver Bell banjo, both plectrum and regular; Style No. 4 Silver Bell plectrum banjo, also made in tenor and regular style; Style No. 6, otherwise known as Ne Plus Ultra B & D Silver Bell banjo; Style No. 1 Montana B & D Silver Bell banjo. The center spread is entirely devoted to the presentation of the new No. 9 Ne Plus Ultra B & D Silver Bell banjo. There are also shown Style C Super tenor banjo, Peerless X special tenor banjo, guitar banjo, Style A Super tenor and plectrum banjos, Style No. 2A ukulele banjo and B & D Silver Bell mandolin banjo. A page is also devoted to B & D equipment, including mandolin or mandolin banjo strings; plectrum and tenor banjo strings, gut strings for banjos, ukuleles and guitars, and B & D webfoot tenor and plectrum banjo bridges.

Interspersed among the pages devoted to style descriptions are several endorsements.

Interesting New Catalog by the Smithsonian Institution

Musical Instruments of All Ages Featured in Comprehensive Volume Just Issued by the United States National Museum

WASHINGTON, D. C., July 5.—A catalog of musical instruments, ranging from the stone gong of the primitive savage to violins of the finest type, is contained in Bulletin No. 136, a Handbook on the Collection of Musical Instruments in the United States National Museum, just published by the Smithsonian Institution.

Varied and highly developed as our musical instruments are to-day, it is declared, they can all be reduced to four simple classifications, dependent upon the manner in which the sound is produced. These include solid, sonorous instruments, such as gongs, bells and rattles; wind instruments, such as flutes, bagpipes and horns; vibrating membranes, including drums, tambourines and throat horns; and stringed instruments, such as the guitar and piano. Most primitive races have made use of all of these methods of sound emission.

The bell, experts of the institution declare, is probably the instrument most closely associated with mankind, it being used in times of great antiquity and made in practically every resonant material. However, probably no instrument has wider distribution than the musical bow, which is the simplest stringed instrument.

The rattle appears to be the only musical instrument of uncivilized people which has no counterpart in the music of civilization.

The collection which the handbook describes began to be gathered before the establishment of the Smithsonian Institution in 1846. It includes several thousand specimens coming from every section of the world, and rare and valuable instruments have been received as gifts from the King of Siam, Rajah Tagore of India and other foreign countries.

W. Reed in New Post

William Reed has joined the outside sales staff of the J. Schwartz Music Co., 10 West Nineteenth street, New York.

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 135)

Milwaukee Band Instrument Merchants Forecast Still Greater Sales Progress

Field Which Band Instrument Exploitation Possesses Capable of Much Wider Expansion, They Believe—"They Like to Play" Makes Sales

MILWAUKEE, Wis., July 5.—Band instruments are being used more than ever, judging from the amount of sectional and lay group band tournaments which are being held throughout the State, and music merchants in the city are confident that the band instrument business within the next few years will develop to heretofore unthought of possibilities provided more intensive exploitation is undertaken.

A number of band instrument men of the city have attended the various band tournaments held in different sections of the State during the past few weeks. Vesey Walker, manager of the band instrument department of the Kesselman-O'Driscoll Co.'s store, attended the tournament which the Wisconsin Volunteer Firemen staged in connection with their convention at Baraboo, Wis., in which twenty bands from various cities in the State participated.

The Northwestern band tournament to be held at Waterloo, Wis., July 31, is expected to draw a large crowd of representatives from the northwestern section of Wisconsin. A. J. Niemiec, manager of the Flanner-Hafsoos Music House instrument department, and a most successful merchandiser of Conn band instruments, has announced that in all probability he will attend that concert.

Mr. Niemiec is extremely optimistic with regard to the future of the band instrument business. He states that in his opinion people who now listen to band musicians with envy and admiration will own and play instruments of their own. "A few years ago," said Mr. Niemiec, "we would have had visions of overselling and a tight consuming market if we did the volume of business which is being done to-day. It seems that the farther we get into the development of the band instrument field the more we see to develop. I believe that there is an unlimited opportunity to improve upon what has been done, in spite of the fact that there has been great progress in the sale and distribution of band instruments. I hope that some day we merchants will have built up business so that it

will be the exception not to be able to play an instrument."

Mr. Niemiec further stated that in his opinion the musical training which is given by the organization of school bands is doing much to further music interests. "It is only necessary now for music dealers to make use of these efforts and to show people that music as an accomplishment need not be a rare occurrence."

Vesey Walker, of the Kesselman-O'Driscoll organization, also was of the opinion that the extremely active interest in band instruments is caused, in part, by the musical education fostered among school children. He said that there is more active interest in band instruments in Wisconsin at present than in any other State.

"The only difficulty in the situation is that we may be overselling ourselves," said Mr. Walker. "In view of the fact, however, that the field which the band instrument business offers for exploitation is large, this seems hardly probable."

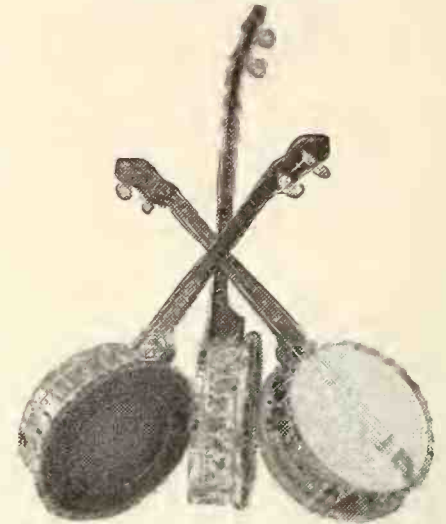
Holtonphones have been in exceptionally good demand at the Frank Holton band instrument store in Milwaukee, according to A. E. Borgeon, who reports that the business is keeping up quite well in all lines at the present time.

In the music department of the Boston Store there is little demand for portable Victrolas or for ukuleles because of the poor weather, according to William F. Armstrong, manager. Mr. Armstrong states, however, that the higher-priced machines are selling quite well now.

Well-known Artist Buys Gold-Finished Vegaphone

BOSTON, MASS., July 6.—The Vega Co., of this city, announces the addition to its many boosters in professional circles of Charles Navarro, banjoist with Yerkes Musical Bell Hops. This orchestra, outfitted in the familiar bell hop uniform, is playing a very successful season at the Castilian Gardens, Valley Stream, L. I. Mr.

"Silver Bell" Banjos



Send for illustrated book of Prominent
Orchestra and Professional Players
The Bacon Banjo Co., Inc.
GROTON - - - CONN.

Navarro plays a gold-finished Vegaphone banjo which attracts much attention not only in ensemble playing, but also under the spotlight in solo work.

King Line Made Many Sales at Convention

R. M. White Reports More Business at Chicago Meetings Than All Previous Gatherings Held

CLEVELAND, O., July 6.—Officials of the H. N. White Co., manufacturer of King band instruments, returned last week from the Chicago convention of the music industries with the report that the firm did more business at the convention than at any previous one. In fact, according to R. M. White, secretary of the company, more business was done than at all of the previous conventions put together.

"A large number of new accounts were opened," stated Mr. White, "and it was excellent selling from start to finish, dealers reporting that business was picking up materially."

The King display had a number of unusual features, including four new trumpets: Tiny Tim, less than a foot long; Liberty and Long Ton, regular models, and the Gargantua, a huge eight-foot trumpet. Tiny Tim is claimed to be the smallest trumpet made and the Gargantua the largest, but each is a perfect musical instrument.

Another addition to the King line is the Cadet Sousaphone, which is designed for high school work, having a small body, is light weight, finished in brass, silver, silver and gold, and is low priced.

New French horn models recently added to the line were also a part of the display.

The advertising department of the company showed among its dealer helps a display board for use in the window or on the counter. It is five feet high and contains the 448 parts that go into a saxophone, and in the center is a King de luxe saxophone, the beauty of which is brought out by a rich plush red background. After the convention this display was sent to the Harry Brook Music Co., Chicago, King distributor.

An interesting entertainment feature of the King exhibit at the convention was supplied by the Weurl Sisters, a saxophone quartet from Milwaukee.

The Mayes Music Shop, Durant, Okla., has opened a branch store at Sulphur, Okla., under the name of the Sulphur Music Shop.

You'll enjoy looking it over—

THE NEW *Leedy* CATALOG "O"

NOW READY

84 Pages

285 Illustrations

The most complete Drummers' Instrument Catalog ever published.

Twelve Pages Natural Color Photographs.

SEND FOR YOURS TODAY

"Instruments That Sell"

Leedy Mfg. Co.

Indianapolis, Indiana



GLEANINGS *from the* WORLD *of* MUSIC

Publishers Continuing Exploitation Work Right Through the Summer Months

Distributors and Dealers Co-operating in Developing Sales—Condition in Industry Establishes New Precedent Which Will Have Wide Results

The combined activities of popular publishers concentrated on a series of specially selected Summer songs have already gained response from popular music purchasers. Distributors and dealers are co-operating in the plans to boost Summer sales through special campaigns.

While there has been an entire absence of the usual Summer hot waves, this undoubtedly has served to keep the quota of sales up to somewhat of a normal figure. However, with a continuance of the current Summer exploitation plans, sales will undoubtedly continue along healthy lines.

The fact that, aside from songs that have already been accepted as successes, the newer offerings are all carefully selected with an eye to Summer appeal should assure attracting customers to music counters and moving a fair volume of goods.

The various talking machine record and music roll manufacturers, their distributors and deal-

ers, have also taken kindly to the move of increasing Summer interest in popular music. With all these factors working in unison toward the same objective—sales—it is quite possible that a new Summer volume will be established.

The publishers and all other interested parties realize that the production of several outstanding hits from the series of Summer songs presented will enable the industry to attain the ends planned.

In past years, with few exceptions, most popular publishers endeavored to economize during the months of June and July, opening up with active Fall programs in August. As far as Fall issues are concerned, that probably will still be the program. In the meantime, the appropriation of special funds for Summer activities, in which practically all the leaders are taking part, establishes a new precedent and one that should make an ordinarily dull period active.

Ditson's Co-operation With Music Dealers

"Try Your Music Store First," Basis of Firm's Merchandising—New Releases in Firm's Catalog Promise to Be Popular

The Oliver Ditson Co. has won widespread approval through the inauguration of intensive plans for co-operating with music merchants. Among the outstanding features of this program is one encouraging music purchasers to deal with local merchants. This includes pupils, teachers and conservatories as well. A particularly constructive feature of this campaign is the distribution to music merchants of a sticker that can be appropriately used on all mail matter. This carries the slogan "Try your music store first."

The Ditson Co. has issued, in solo form, Charles Wakefield Cadman's "The Banshee Song," taken from the opera "A Witch of Salem," a recital concert and advance teaching song called "If So Be It Your Wish," by Myron Jacobson, and "A Baby's Hair Is Built of Sun," by William Wentzell, the poem of which is by Mary Carolyn Davies. For the piano there has been added to the list of Ditson's "Irish Folk-

song," a favorite folk tune called "Irish Air From County Derry," particularly available for third and fourth grades. Some very important octavo numbers, both sacred and secular, for men, women and mixed voices, also appear in the late list. Among these is important work for schools, arranged for unison singing, namely George B. Nevin "The Cheery Lights of Home."

Leo Feist, Inc., Issues Saxophone Folio No. 4

Latest Issue in Series Contains Fifteen of the Latest Feist Publications

Leo Feist, Inc., 235 West Fortieth street, New York City, has announced the release of the "Feist Saxophone Folio No. 4." This folio, as do the earlier numbers, contains separate parts for E flat alto, C melody and B flat tenor saxophone, with piano accompaniment, playable in solo, duets or any combination.

The C melody part is adaptable for the C soprano saxophone, the violin, the oboe or the mandolin, or any other C instrument. The B flat tenor part is adaptable for the B flat soprano saxophone and B flat clarinet, thus mak-

ing these popular numbers available over a wide range for amateur or professional use.

The Feist Saxophone Folio No. 4 contains fifteen of the latest Feist tunes, including such numbers as "At Sundown," "Sam, the Old Accordion Man," "Honolulu Moon," "Sunday," "If You See Sally" and other issues that are very active.

Berlin Releases New Violin and Piano Series

New Venture Includes Many of Firms Outstanding Successes All Arranged in First Position—Should Appeal to Students

Irving Berlin, Inc. has just released a new series for violin and piano. This includes some of the outstanding successes written by Irving Berlin, such important numbers as "Russian Lullaby," "What Does It Matter," "Because I Love You," "Always," "Remember," "What'll I Do" and "All Alone."

The Berlin organization feels that thousands of violin students, many of whom are desirous of playing Irving Berlin favorites, will take advantage of the opportunity of acquiring these numbers in their new form. Each number is separate and arranged in first position.

Bibo, Bloedon & Lang in Attractive New Offices

Bibo, Bloedon & Lang, the young and successful popular music publishing company, have moved into new quarters occupying almost the entire third floor of the Hilton Building, 1595 Broadway. The necessity for enlarged space has been felt by the company for some time and the opportunity of housing its various departments in one section of the building was immediately accepted.

The B., B. & L. catalog has reached its greatest height of activity in recent weeks. Among its outstanding songs are, "I Walked Back from the Buggy Ride"; a new ballad "Old Names of Old Flames"; a Viennese waltz called "Cheritza"; a novelty dance tune called "Zula Wail"; an unusually appealing fox-trot carrying the title "Underneath the Weeping Willow," and a song that has achieved widespread recognition entitled, "When the Moon Comes Peeping Through." Bibo, Bloedon & Lang have also accepted for immediate publication a fox-trot called "Marvelous," written by May Singhi Breen and Peter DeRose, two well-known radio artists.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Linking the Store and the Song With the Outstanding Topics of the Day

An Example of the Way Many Retail Sheet Music Stores Have Used the Feist Number "Lucky Lindy" for a Direct Tie-up With the Flight

Linking up music with all important events is now part of the program of every wide-awake merchant. To be able to hook up music so fittingly as has been recently done through the return of Col. Lindbergh, the New York to Paris flyer, with songs dedicated to him and commemorating the event was what could be considered a master stroke.

That the trade not only saw the opportunity in this regard, but realized on it, is now history, although in some sections of the country the possibilities of the Lindy songs have not finally spent themselves. Hundreds of dealers throughout the country took advantage of the furor that Lindbergh created and extended themselves in making window displays and otherwise making the music store a Mecca for furthering interest and, of course, sales.

While numerous photographs have arrived in this office covering these Lindy hook-ups, one, recently received from Chicago, is a particularly good example of how the merchant can take advantage of current events in building interest, good-will and sales. The window in question is that of Shalek's Music Shop, 3206 Lawrence avenue, Chicago.

In the Shalek's music store display, which is often referred to as the Brunswick Shop, shown here, the window is unusually elaborate and attractive. The color scheme was particularly

lively with its multi-colored American eagles soaring over a replica of Lindbergh's airplane. On either sides are reproductions of the Eiffel Tower in Paris and Statue of Liberty in New York. Underneath these window magnets are Brunswick records, Q R S rolls and a number



Window of Shalek's Music Shop, Chicago, Ill.

of title pages of the Feist song "Lucky Lindy."

Not always will it be possible for the music merchant to find songs so appropriate for topical situations, but in the realm of printed compositions there is so much material that some particular number can always be found as a timely tie-up. Probably no other store can take advantage of the various holiday and other important events as can the music store. None have such appropriate material available, and that the music merchant invariably realizes this is shown by the record he has established in co-operating with publishers in exploiting the timely offerings.

Forster Launches Advertising and Sales Drive

Forster Music Publisher, Inc., Chicago, is starting an aggressive advertising and sales drive in the interest of the Shefte Rapid Course in popular music and syncopation, which starts the pupil at the very beginning of the study of music and teaches him to play fundamentally correct. The Shefte method has been examined and tested by many leading musicians, who have endorsed it, including such authorities as Edward Moore, music critic of the Chicago Tribune, and Henry P. Eames, president of the American Society of Musicians.

The Shefte Course is prepared in three volumes, the beginners starting with Volume 1, those with a fair knowledge of music beginning with Volume 2 and the advanced student and professional pianist with Volume 3. For those who wish to develop correct fingering, tricks and frills, and develop the fiery style of popular music now in vogue, several special courses are offered, such as scales and Arpeggios, Keyboard Harmony, Jazz Breaks, Jazz Bass, Hot Breaks and Blue Breaks. Arthur Shefte, author of the Rapid Course, is a master pianist and teacher, and in his various books he has eliminated all of the unnecessary exercises which are seldom, if ever, used in playing popular music.

The Warner Music Co., 14 South Phelps street, Youngstown, O., of which Harry Warner is proprietor, has secured a new location at 116 West Commerce street.

New Berlin Numbers

Irving Berlin, Inc., has just released six new songs to be exploited during the Summer season. The numbers are "Is It Possible," "What Do We Do on a Dew Dew Dewy Day?" "Pretty Little Bom Bom From Bom Bay," "It's a Million to One You're in Love," "Sweet Yvette" and "Havana."

The campaign on the above numbers will be most intensive in character and national in scope and will continue until the opening of the Fall season. The exploitation of these numbers will be waged simultaneously with the continuance of the Berlin songs, "Russian Lullaby," "What Does It Matter?" "Me and My Shadow" and other big sellers in the catalog.

Stoughton-Twohig Ballad

Daniel S. Twohig is, with R. Spaulding Stoughton, responsible for the new Oliver Ditson Co. ballad "Can This Be Love?" The number has been used by some well-known concert artists in recent programs, with the result that the publishers see unusual possibilities in this new ballad offering. Mr. Twohig is the writer of the words for the Haydn Wood song, "The Hallowed Hour," which has been brought out in an American edition by Chappell-Harms, Inc. The number had been previously issued by the London house of that concern, Chappell & Co., Ltd. Other songs written by Twohig are "Little Bluebird of My Heart," published by the Sam Fox Publishing Co.; the Marie Jeritza number, "I Hear a Lark at Dawning," published by Harms, Inc.

"You Can't Go Wrong With Any 'FEIST' Song"

Salute The New Hit,

"SA-LU-TA"

Gus Kahn's Clever Lyric and Walter Donaldson's unique Italian $\frac{6}{8}$ Fox Trot Melody made this a speedy and spontaneous **HIT!**

A Wide-Awake **FOX TROT SONG**

"SING ME A BABY SONG"

by GUS KAHN and WALTER DONALDSON

An Alluring Waltz Melody

"HONOLULU MOON"

by FRED LAWRENCE

"SAM, THE OLD ACCORDION MAN"

A DIFF'RENT DONALDSON NOVELTY!

An Idle, Indolent, Indigo Fox Trot Song

"LAZY WEATHER"

by Jo' Trent and Peter De Rose

"SHE'S GOT IT"

And it's got everything a Foxtrot Novelty should have!

by Benny Davis, Harry Akst and L. Wolfe Gilbert

LEO. FEIST, Inc.,
FEIST BLDG
231-235 W. 40th ST.,
NEW YORK, N.Y.

DeSylva, Brown & Henderson Number "So Blue" Receiving Wide Exploitation

Colony Music Shop, of New York, Features Number in Striking Window Display Which Attracted Wide Attention—Featured at Roxy Theatre

The song "So Blue," which has achieved wide success for the new publishing firm of DeSylva, Brown & Henderson, Inc., together with several other numbers from the same catalog which have had an active sale, indicates that this enterprising firm, composed of song writers with experienced directing heads and sales executives, is a winning combination. "So Blue" in a few short weeks after its release made its position felt on the sales counters throughout the country, becoming one of the most important of the Spring offerings.

Presenting meritorious songs widely exploited, the young firm of DeSylva, Brown & Henderson seemingly received unusual cooperation from distributors and dealers. An example of this is shown by the large number of photographs of window displays of "So Blue" which have come to hand. Some of these are indeed very attractive and undoubtedly proved sales magnets for music merchants.

Among the displays of "So Blue" is the one of the Colony Music Shop, 1671 Broadway, New

York City, situated adjacent to the Colony Theatre. Paul Gewirtz took a special fancy to this number and arranged a particularly attractive exhibit in his window. In addition to this display, which included a large double window with a sign running across the center, supplemented by exterior displays of similar character, record demonstrations of "So Blue" were given repeatedly. All of this activity proved unusually fortunate for "So Blue," as the Colony Shop is situated on a part of Broadway among the theatres that is always crowded. A display of this character, however, was able to stop the crowds and many gathered to look and not a few to buy, thus showing the importance of hook-ups with timely numbers.

"So Blue," by the way, was featured by the Roxy Theatre, New York, recently, and, of course, featured numbers in the Roxy Theatre are also broadcast by Roxy and His Gang. This is another indication of the wide acceptance of "So Blue" and the recognition that is being accorded it.

New Book on Organ Interpretation by Charles

The latest publication to be issued by Robbins Music Corp. is Milton Charles' "Organ Interpretation of Popular Songs."

The popular song forms an important part of every motion picture program, and the



Milton Charles

method of interpreting such numbers is fully explained in this work of Milton Charles.

Milton Charles is one of the foremost organists in the country practicing his art in the motion picture theatre and no more thoroughly competent artist could be found to write a book of this description. He has for years been solo organist in the famous Balaban & Katz Theatres in Chicago, and he is also at the head of the department of theatre organ at the Gunn School of Music and Dramatic Art in the same city.

Arthur W. Tams Dies at Age of Seventy-eight

Arthur W. Tams, founder of the Tams Music Library, said to be the largest collection of its kind, died last week at the age of seventy-eight. He leaves a widow, Catherine N. Tams. Funeral services took place at his home on Monday evening of this week in Palisade, N. J. He was buried in Philadelphia, his birth place. Mr. Tams was a musical director, stage manager and producer. He made his debut as an opera singer in Philadelphia sixty-three years ago in "Faust." The Tams Library was started in a little back room in 1887, at a time when he was stage manager and comedian of the Casino Theatre, New York City. The library grew rapidly until it occupied an acre of floor space. Besides the Tams collection of

cantatas, oratorios and masses, it includes, since January, 1925, much material from the M. Witmark & Sons library. It is widely known throughout the country.

Robbins Corp. Publishes Wiedoelt Saxophone Method

The announcement of the publication of "Rudy Wiedoelt's Modern Saxophone Method" will be welcome news to all players of this popular instrument. For years Rudy Wiedoelt has been importuned to write a method for the saxophone, and when he did decide to commit his to paper, he spent four years in the preparation of it. Prominent saxophone players who have been privileged to see advance copies of this work state that it is the finest exposition of modern saxophone playing extant, and all predict a very wide use of it by teachers and students.

The "Rudy Wiedoelt Modern Saxophone Method" is a thorough school for the student and contains finishing studies for the advanced saxophone player, together with four original saxophone solos. In addition, each copy of the method includes Rudy Wiedoelt's Photographic Saxophone Chart, the most practical device ever invented for teaching the fingering of the saxophone. This important work is published by the Robbins Music Corp.

New Forster Method of Popular Music Teaching

F. J. A. Forster, of Forster, Music Publisher, Inc., 218 South Wabash avenue, Chicago, Ill., has been responsible in past years for a number of constructive innovations in the music publishing business. It has been his contention that the speed of modern life has been the outstanding reason why early piano pupils were discouraged. In other words, the modern youth when contemplating taking up the piano first thinks "how long will it take." If told that the usual course of piano study is three or four years a prospective pupil is often lost.

Mr. Forster discovered that Art Shefte, a piano pupil of wide experience, had evolved a system whereby the student could learn to play popular music in a few months. Through Mr. Shefte's plans and studies all unnecessary exercises are eliminated.

The Kroh Music Co., Muskogee, Okla., will open a branch store in Holdenville, Okla.

"You Can't Go Wrong With Any 'FEIST' Song"

The New Waltz Song by the writers of "Spanish Town!"
"CHEERIE-BEERIE-BE"
(In Sunny Italy)
by MABEL WAYNE and LEWIS & YOUNG

"AT SUNDOWN"
Donaldson Distinctive and Charming Ballad!

Funny! Smart! And A Great Fox Trot!
by KAHN-DONALDSON
"HE'S THE LAST WORD"

Comedy Fox Trot Song
"THERE'S A TRICK IN PICKIN'"
A CHICK-CHICK-CHICKEN
by CHARLIE TOBIAS, COLEMAN GOETZ and RUSSELL ROBINSON

A Sensational Lyric-Marvelous Fox Trot Melody!
by KAHN, EGAN and DONALDSON
"IF YOU SEE SALLY"

"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

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for May—General Increase Over Year Previous

WASHINGTON, D. C., July 7.—In the summary of exports and imports of the commerce of the United States for the month of May, 1927, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during May, 1927, amount in value to \$50,786, as compared with \$26,112 worth which were imported during the same period of 1926. The five months' total ended May, 1927, showed importations valued at \$144,676; in the same period of 1926, \$257,973.

Talking machines to the number of 9,812 valued at \$415,865 were exported in May, 1927, as compared with 9,062 talking machines, valued at \$285,572, sent abroad in the same period of 1926. The five months' total showed that we exported 52,831 talking machines, valued at \$1,933,470, as against 37,474 talking machines, valued at \$1,129,742 in 1926.

The total exports of records and supplies for May 1927, were valued at \$240,181, as compared with \$187,170 in May, 1926. The five months ending May, 1927, show records and accessories exported valued at \$1,136,828, as compared with \$880,392 in 1926.

The countries to which these machines were sent during May and their values were as follows: Europe, \$15,222; Canada, \$20,819; Central America, \$18,230; Mexico, \$26,168; Cuba, \$62,366; Argentina, \$67,838; Chile, \$31,403; Colombia, \$51,695; Peru, \$10,898; Other South America, \$40,616; China, Hong Kong and Kwantung \$7,727; Philippine Islands, \$18,633; Australia, \$12,296; New Zealand, \$4,455; other countries, \$27,499.

Indianapolis Association Holds Last Summer Session

Improved Contract Forms for Radio Sales and Plans for Group Piano Instruction Discussed at Well Attended June Meeting

INDIANAPOLIS, IND., July 5.—The Indianapolis Music Dealers' Association held its regular meeting on June 27 and has adjourned until September 1. Harry Wirt, president of the local association, presided. The local dealers' association has been very aggressive the past year and has been instrumental in bringing about some needed changes in local conditions. Chief among the topics under discussion was a standard form for radio dealers, supplementing the contract already used, but setting out more particularly the obligations of the buyer and the seller. It is the opinion of the dealers whom the writer has interviewed that the lease contract is vitally important, and any steps

SALESMEN— Double Your Income!

No conflict with your regular lines. Piano, musical instrument, talking machine and radio salesmen will find our lines of

Piano Benches—Music Roll Cabinets
—Radio Cabinets and Furniture
Novelties the quickest sellers!

We will consider your representing us exclusively or in addition to lines you now sell in certain territories now open.

Excellent opportunity for real hustlers to make permanent connection with large organization. Reply immediately by mail only to

DAVID E. KAHN
Director of Sales
ROCKFORD SALES CORPORATION
Division of
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206 Lexington Avenue, New York

taken toward its standardization are worth considering. Of like importance was the appointment of a committee to function with a local newspaper in co-operating toward the establishment of class instruction in the piano; in short, the Melody Way of playing the piano with its instruction through the medium of the local press. The local association, impressed with the results gained in other cities, is quite sure that such efforts are worth while to the Indianapolis Dealers' Association.

The Rapp & Lennox Piano Co., which recently moved from the piano row of Indianapolis to a new location on North Meridan street, is well pleased with its new location. The move affords it a more advantageous display room. It is likewise removed from the congestion of downtown Indianapolis.

Death of W. W. Montelius, Veteran Music Dealer

Pioneer in Music Business in Northwest Passes Away at Age of Seventy-six, After Long and Successful Business Career

SEATTLE, WASH., July 2.—W. W. Montelius, who pioneered the music business in the Northwest, passed away recently in his home in Vancouver, B. C. Mr. Montelius was seventy-six when he died and had had a life full of activity and success. Born in Illinois, he migrated to Denver, where he entered the music business and remained for many years. He then removed to the Pacific Coast and established a business in Seattle, Wash., and in Vancouver, where he also established his home. The Montelius business, purchased from the old Eilers Music Co., was then on Third and University streets, in the Montelius Building. It has in the last three years moved twice to other locations and is now permanently located on Pine street, below Third avenue, with a fine big store. Howard Montelius, son of Montelius, Sr., has been managing this store for some time, with his father in charge of the store in Vancouver. Hugh Campbell, formerly of the Bush & Lane Piano Co., in Seattle, joined forces with Howard Montelius recently and the firm name was changed to the Montelius-Campbell Co.

W. W. Montelius is survived by a daughter, in addition to his son. She resides in Vancouver also.

Ditson Employees Hold Their Annual Outing

One Hundred and Sixty Members of the Get-Together Club Enjoyed the Picnic

BOSTON, MASS., July 1.—One hundred and sixty members and guests of the Get-Together Club of the Oliver Ditson Co. held another of their outstanding picnics at Mayflower Grove, Bryantville, Mass., Saturday, June 25. A two-hour run brought the party to the pine grove, which is situated on the shores of Little Sandy Pond, in that section of Hanson called Bryantville.

The Committee of Arrangements departed this year from a set program. There were no competitive sports, and, once the party arrived each made its own good time. The plan was a successful one, judging from the zest in the quest for fun. There were countless attractions. Bathing claimed many; some sought canoeing, others danced and a motor boat trip around the miniature lake had its followers. An excellent course dinner was served in the pavilion.

A. O. Smith Dies

A. O. Smith, who has been conducting a music store at 409 Forest street, Jacksonville, Fla., died recently at his home as a result of an attack of acute indigestion.

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—A live young salesman to take charge of our phonograph department. Address Will A. Watkin Co., Dallas, Texas.

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

WANTED—Merchandise Manager for home office operating chain of record departments in music stores. Address "Box 1609," c/o The Talking Machine World, Graybar Building, 420 Lexington Avenue, New York City.

WANTED for Canada salesman thoroughly acquainted with Canadian music trade from Coast to Coast, desires phonograph, radio or allied lines. 15 years' experience. Best of references. Address "Box 1612," c/o The Talking Machine World, Graybar Building, 420 Lexington Avenue, New York City.

TERRITORIAL SALES MANAGER

Prominent radio manufacturer has opening for territorial sales manager, with thorough experience in the radio industry. Excellent proposition for the right man. Give full particulars regarding qualifications, experience, etc. Address "Box 1613," care of The Talking Machine World, Graybar Bldg., 420 Lexington Ave., New York City.

FOR SALE DISC RECORDING APPARATUS

Two disc recording machines. Two shaving machines. 100 wax blanks. Prices reasonable. Address "Box 1611," care of The Talking Machine World, Graybar Bldg., 420 Lexington Ave., New York City.

EXPORT TO THE BALKAN STATES

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

SALEMAN WANTED

Salesman wanted calling on musical and furniture trade to sell our line of phonographs. State territory you cover, past experience. Commission basis, with drawing account. An interesting proposition for a live wire. Address Charmaphone Co., Pulaski, New York.

POSITION WANTED—Married man, 35 years of age, with 12 years' experience in the phonograph business, wishes position. Expert repair man, can manage store and promote sales. At present employed but is desirous of making a change that will offer wider opportunity. (New York City or nearby.) Address "Box 1610," care of The Talking Machine World, Graybar Bldg., 420 Lexington Ave., New York City.

SITUATION WANTED—Two years' experience sales promotion, traveling, sales correspondence, copy writing and dealer education for large manufacturer. Thorough knowledge both instruments and records. Desires position affording contact with recording laboratory or assistant sales manager. Age 25 years; single. Live Mid-West. Move anywhere. Address "Box 1614," care of The Talking Machine World, Graybar Bldg., 420 Lexington Ave., New York City.

C. N. Andrews Holds two Meetings of Fada Dealers

BUFFALO, N. Y., July 11.—A display and demonstration of the Fada 1927-28 line of radio apparatus will be held in this city on Wednesday, July 13, under the auspices of Curtis N. Andrews, Fada distributor, before the dealers of Western New York and Pennsylvania. During the week "Shipwreck Kelly," the steeplejack who stayed on top of a flagpole at Newark for a week recently, will perch on the flagpole of the Andrews Building. A similar meeting of Fada dealers will take place in Rochester on Friday, July 15.

Advance RECORD BULLETINS for August, 1927

Victor Talking Machine Co.

LIST FOR JULY 8

- 20678 I'm in Love Again...The Revelers 10
I'm Looking Over a Four Leaf Clover...The Revelers 10
20674 Lindbergh (The Eagle of the U. S. A.)...Vernon Dalhart 10
Like an Angel You Flew Into Everyone's Heart...Vaughn De Leath 10
20679 Magnolia-Fox-trot...Paul Whiteman and His Orch. 10
Love and Kisses-Fox-trot...Paul Whiteman and His Orch. 10
20676 Positively-Absolutely (Does She Love Me?)-Fox-trot...Jan Garber and His Orch. 10
You Don't Like It-Not Much-Fox-trot...Jan Garber and His Orch. 10
20675 Me and My Shadow-Fox-trot...Nat Shilkret and the Victor Orch. 10
I'm Gonna Meet My Sweetie Now-Fox-trot...Jean Goldkette and His Orch. 10

LIST FOR JULY 15

- 20716 C'est Vous (It's You)-Waltz...Jacques Renard and His Orch. 10
My Sweetheart-Waltz...Charles Dornberger and His Orch. 10
20681 Lucky Lindy!-Fox-trot...Nat Shilkret and the Victor Orch. 10
America Did It Again-Fox-trot...Nat Shilkret and the Victor Orch. 10
20717 Where the Wild, Wild Flowers Grow-Fox-trot...Roger Wolfe Kahn and His Orch. 10
Calling-Fox-trot...Roger Wolfe Kahn and His Orch. 10
20715 Frankie and Johnnie...Frank Crumit 10
Abdul Abulbul Amir...Frank Crumit 10
20714 Red Lips, Kiss My Blues Away...Stanley-Marvin 10
Side by Side...Aileen Stanley-Johnny Marvin 10

LIST FOR JULY 22

- 20732 Ain't That a Grand and Glorious Feeling?-Fox-trot...The Troubadours 10
Just Like a Butterfly (That's Caught in the Rain)-Fox-trot...The Troubadours 10
20727 Sa-lu-ta!-Fox-trot...Waring's Pennsylvanians 10
Who-oo? You-oo!-That's Who!-Fox-trot...Nat Shilkret and the Victor Orch. 10
20724 Just Another Day Wasted Away (Waiting for You)-Fox-trot...Waring's Pennsylvanians 10
Sing Me a Baby Song-Fox-trot...Waring's Pennsylvanians 10
20731 Magnolia (Mix the Lot-What Have You Got?), Ain't That a Grand and Glorious Feeling?...Johnny Marvin 10
20719 Honolulu Moon...The Revelers 10
When Day Is Done...Franklyn Baur 10

VOCAL AND INSTRUMENTAL

- 35823 Down South (American Sketch), Eveready Hour Group 12
Goin' Home (Adapted to Dvorak's Largo from the "New World Symphony"), Eveready Hour Group 12
20663 Oh, Promise Me...Jesse Crawford 10
Because (Teschemacher-d'Hardelot), Jesse Crawford 10
20733 Russian Lullaby...Victor Salon Orch. 10
Just Like a Butterfly...Victor Salon Orch. 10
20284 Barnum and Bailey's Favorite (King)-March, American Legion Official Band 10
March Salutation (Seitz), American Legion Official Band 10
20628 French Kisses (Baisers Francais), Marek Weber and His Orch. 10
A Gem from "Paganini," Marek Weber and His Orch. 10
20669 In the Sweet Bye-and-Bye...Peerless Quartet 10
The Home Over There...Peerless Quartet 10
20667 An Operatic Nightmare-Fox-trot...Frank Banta 10
Nola-Fox-trot...Frank Banta 10
20741 When Lindy Comes Home...The Happiness Boys 10
In a Shady Nook by a Babbling Brook, Johnny Marvin 10
20730 One Sweet Letter From You...Gene Austin 10
Yesterday...Gene Austin 10

DANCE RECORDS

- 20684 Like You-Fox-trot...Paul Whiteman and His Orch. 10
Dear Eyes That Haunt Me-Fox-trot...Nat Shilkret and the Victor Orch. 10
20683 Shanghai Dream Man-Fox-trot...Paul Whiteman and His Orch. 10
Fallen Leaf-Fox-trot...Paul Whiteman and His Orch. 10
20728 Just Call on Me-Fox-trot...Jacques Renard and His Orch. 10
Close to Your Heart-Fox-trot...Jacques Renard and His Orch. 10
20729 I May Learn to Forget Some Day-Waltz...Charles Dornberger and His Orch. 10
I Could Waltz On Forever-Waltz...The Troubadours 10

RED SEAL

- 6641 Rigoletto - Paraphrase de Concert - Part 1 (Verdi-Liszt)...Alfred Cortot 12
Rigoletto - Paraphrase de Concert - Part 2 (Verdi-Liszt)...Alfred Cortot 12
1243 Rondini al Nido (Homing Swallows), Beniamino Gigli 10
Torna Amore (Love's Return)...Beniamino Gigli 10
6639 Marche Militaire (Schubert), A. Hertz and San Francisco Symphony Orch. 12
Funeral March of a Marionette (Gounod), A. Hertz and San Francisco Symphony Orch. 12
1244 Malaguena (Albeniz-Kreisler)...Fritz Kreisler 10
Cancion Populare...Fritz Kreisler 10
4013 Song of Love (From "Blossom Time"), Lucy Marsh-Royal Dadmun 10
Serenade (From "Blossom Time"), Lambert Murphy 10
1247 Marcheta...John McCormack 10
Somewhere a Voice Is Calling...John McCormack 10
1183 Pagliacci - Serenata d'Arlecchino (Harlequin's Serenade)...Tito Schipa 10
Manon-II sogno (The Dream)...Tito Schipa 10
6643 Invitation to the Waltz, Part 1 (Weber, Op. 65), L. Stokowski and Philadelphia Symphony Orch. 12
Invitation to the Waltz, Part 2 (Weber, Op. 65), L. Stokowski and Philadelphia Symphony Orch. 12
1248 Beautiful Isle of Somewhere...Marion Talley 10
God Will Take Care of You...Marion Talley 10

A GREAT WORK OF MUSIC IN A SPECIAL ALBUM Quintette in F Minor (Brahms, Op. 34), Harold Bauer (Piano) and Flonzaley Quartet Complete on 5 Double-faced Victor Records, 6571-6575, in Album with explanatory folder. FOR THE AUTOMATIC ORTHOPHONIC VICTROLA Quartet No. 2, in G Major (Beethoven, Op. 18, No. 2), Flonzaley Quartet Quartet No. 16, in F Major (Beethoven, Op. 135), Flonzaley Quartet Complete on 8 Double-faced Victor Records, 1251-1258, in Unit-Program carrier with explanatory folders. Symphony No. 9 in D Minor ("Choral") (Beethoven, Op. 125) (Recorded in Europe) Coates-Smyphony Orchestra Kreutzer Sonata (Sonata No. 9 in A Major) (Beethoven, Op. 47) (Recorded in Europe) Violin and Piano, Menges-De Greef Complete on 12 Double-faced Victor Records, 9087-9098, in Unit-Program carrier with explanatory folders.

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CELEBRITY SERIES

- 132-M From the Land of the Sky-Blue Water (Cadman)-Contralto Solo...Cyrena Van Gordon 10
Homing (Del Riego)-Contralto Solo...Cyrena Van Gordon 10
133-M Russian Lullaby (Berlin)-Violin Solo...Sascha Jacobsen 10
The Far-Away Bells (Gordon-Furber)-Violin Solo...Sascha Jacobsen 10

DANCE MUSIC

- 1017-D Wab! Wab! (From "Rufus Le Maire's Affairs")-Fox-trot, with Vocal Chorus by Ted Lewis...Ted Lewis and His Band 10
Frankie and Johnny (You'll Miss Me in the Days to Come)-Fox-trot, with Vocal Chorus by Ted Lewis...Ted Lewis and His Band 10
1026-D Me and My Shadow-Fox-trot, with Vocal Chorus by Franklyn Baur...The Columbians 10
Honolulu Moon-Waltz, with Vocal Chorus by Vaughn de Leath and Tom Stacks, Clicquot Club Eskimos (Dir. H. Reser) 10
1018 Just Like a Butterfly (That's Caught in the Rain)-Fox-trot, with Vocal Chorus by Vaughn de Leath, Ipana Troubadours (Dir. S. C. Lanin) (Oh, the Whippoorwill Sings in the Sycamore) Just the Same-Fox-trot, with Vocal Chorus by Frank Harris, Fred Rich and His Hotel Astor Orch. 10
1012-D Rosy Checks-Fox-trot, with Vocal Chorus by Frank Harris...The Knickerbockers 10
One Summer Night-Fox-trot, with Vocal Chorus by Frank Harris...The Knickerbockers 10
1009-D Side by Side-Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (Dir. S. C. Lanin) Wherever You Go-Whatever You Do I Want You to Know I Love You-Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (Dir. S. C. Lanin) 10
1001-D There's Everything Nice About You-Fox-trot, with Vocal Chorus by Peabody Trio, The Seven Aces I Can't Believe That You're in Love With Me-Fox-trot, with Vocal Chorus by Ralph Bennett...The Seven Aces 10
997-D I'll Always Remember You-Fox-trot, with Vocal Chorus by Johnny Morris, Paul Specht and His Orch. 10
She Looks Like Helen Brown-Fox-trot, with Vocal Chorus by Johnny Morris, Paul Specht and His Orch. 10
1029-D Gorgeous-Fox-trot, with Vocal Chorus by Scrapy Lambert, Howard Lanin and His Orch. 10
I'm Just Drifting Along-Fox-trot, with Vocal Chorus by Scrapy Lambert, Howard Lanin and His Orch. 10
1008-D Oh! Ya! Ya! (Intro.: Ay, Ay, Ay)-Medley Fox-trot, Max Fisher and His California Orch. 10
You Know I Love You-Fox-trot, with Vocal Chorus by John Murray, Max Fisher and His California Orch. 10
1019-D The Sweetheart of Sigma Chi-Waltz, with vocal Chorus by Franklyn Baur, Eddie Thomas' Collegians 10
Dream Girl of Pi K. A.-Waltz, with Vocal Chorus by Lewis James, Eddie Thomas' Collegians 10
1002-D Livery Stable Blues-Fox-trot, Fletcher Henderson and His Orch. 10
P. D. Q. Blues-Fox-trot, Fletcher Henderson and His Orch. 10
996-D Ya Gonna Be Home To-night? (Oh, Yeh? Then I'll Be Over)-Fox-trot, with Vocal Chorus by Toots Mondello, Mal Hallett and His Orch. 10
Underneath the Weeping Willow-Fox-trot, with Vocal Chorus by Arthur Thomas, Mal Hallett and His Orch. 10
1030-D Transportation Blues, Part 1-Fox-trot, with Singing by Orchestra, Charlie Troutt's Melody Artists 10
Transportation Blues, Part 2-Fox-trot, with Singing by Orchestra, Charlie Troutt's Melody Artists 10
1015-D Rosa Lee-Fox-trot, with Vocal Chorus by Johnny Marvin...The Columbians 10
Twilight Rose-Waltz, with Vocal Chorus by Johnny Marvin...The Columbians 10
1021-D Hanalei Bay-Fox-trot, with Vocal Chorus, South Sea Islanders 10
All Because of You-Fox-trot, with Vocal Chorus...South Sea Islanders 10

VOCAL NUMBERS

- 1000-D Lucky Lindy-Vocal...Vernon Dalhart 10
Lindbergh (The Eagle of the U. S. A.)-Vocal...Vernon Dalhart 10
1027-D When Lindy Comes Home-Tenor Solo, Franklyn Baur 10
Like An Angel You Flew Into Everyone's Heart (Lindbergh)-Tenor Solo, Franklyn Baur 10
1025-D Chamberlin and Lindy (Our Hats Are Off to You)-Vocal...Vernon Dalhart 10
Charlie Boy (I Love You)-Vocal, Vernon Dalhart 10
1020-D Me and My Shadow, Johnny Marvin (The Ukulele Ace) 10
My Sunday Girl-Vocal...Charles Kaley 10
1007-D To-night You Belong to Me, The Whispering Pianist (Art Gillham) 10
I Crave You, Art Gillham and His Southland Syncopators 10
1010-D Ask Me Another-Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
You Never Get Nowhere Holding Hands-Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
1011-D Where the Wild, Wild Flowers Grow-Vocal, Lee Morse 10
I'd Love to Be in Love-Vocal...Lee Morse 10
1016-D Down Alongside of the Docks-Vocal Duet, Vaughn de Leath-Frank Harris 10
Oh, How I Love My Boatman-Vocal, Vaughn de Leath 10
995-D My Man (Mon Homme)-Vocal...Ruth Etting 10
After You've Gone-Vocal...Ruth Etting 10
993-D Sandy's Holiday, Will Fyffe (Scottish Comedian) 10
The Engineer...Will Fyffe (Scottish Comedian) 10
1028-D There's a Trick in Pickin' a Chick-Chick-Chicken-Vocal...Wendell Hall 10
Headin' Home-Vocal...Wendell Hall 10
1006-D Rosy Checks-Vocal Trio, The Three Giersdorf Sisters 10
Swanee River Trail-Vocal Trio, The Three Giersdorf Sisters 10
1005-D The Mississippi Flood Song (On the Old Mississippi Shore)-Vocal Duet, George Wilson-Arthur Baker 10
Close the Shutters Willie's Dead-Vocal Duet, George Wilson-Arthur Baker 10
1003-D When Irish Eyes Are Smiling-Tenor Solo, William A. Kennedy 10
I Love the Name of Mary-Tenor Solo, William A. Kennedy 10

INSTRUMENTAL MUSIC

- 50043-D American Fantasie, Part 1 (Herbert), Columbia Band 12
American Fantasie, Part 2 (Herbert), Columbia Band 12
50044-D Pique Dame: Overture (Suppe), Band of H. M. Grenadier Guards 12
Barber of Seville: Overture (Rossini), Band of H. M. Grenadier Guards 12
1004-D The Doll Dance-Fox-trot; Piano Duet, Constance Mering-Muriel Pollock 10
Spring Fever-Fox-trot; Piano Duet, Constance Mering-Muriel Pollock 10
1024-D The Glow Worm...Columbia Concert Orch. 10
The Broken Melody...Columbia Concert Orch. 10
1013-D Echoes of the South, Part 1, Paul Specht and His Orch. 10
Echoes of the South, Part 2-Vocal Chorus, Paul Specht and His Orch. 10
1014-D Old Black Joe-Organ Solo...Harold L. Rieder 10
My Old Kentucky Home-Organ Solo, Harold L. Rieder 10
1022-D Hula Blues...Sol Hoopii's Novelty Trio 10
Tin Roof Blues...Sol Hoopii's Novelty Trio 10

SACRED MUSIC

- 1023-D Take Up Thy Cross-Vocal Duet, Homer A. Rodeheaver-Doris Doe 10
Have You Counted the Cost?-Vocal Duet, Homer A. Rodeheaver-Doris Doe 10
15149-D Johnson Gal...Leake County Revelers 10
Leather Breeches...Leake County Revelers 10
15153-D Saviour More Than Life to Me-Vocal Trio, The Wisdom Sisters 10
Hide Thou Me-Vocal Trio, The Wisdom Sisters 10
15150-D She's Only a Bird in a Gilded Cage-Vocal Duet...Elzie Floyd-Leo Boswell 10
Nellie Dare-Vocal...Elzie Floyd-Leo Boswell 10
15152-D Death's Shadow Song-Vocal Duet, Vernon Dalhart-Charlie Wells 10
My Blue Ridge Mountain Home-Vocal Duet, Vernon Dalhart-Charlie Wells 10
15151-D Born in Hard Luck-Vocal...Chris Bouchillon 10
The Medicine Show-Vocal...Chris Bouchillon 10
15154-D Rabbit Chase-Vocal...Charlie Parker 10
Give That Nigger Ham-Vocal Duet, Charlie Parker-Mack Woolbright 10
15155-D When the Bees Are in the Hive-Vocal, Roy Harvey-Posey Rorer 10
Daisies Won't Tell-Vocal, Roy Harvey-Posey Rorer 10

IRISH RECORDS

- 33167-F When Irish Eyes Are Smiling-Tenor Solo, William A. Kennedy 10
I Love the Name of Mary-Tenor Solo, William A. Kennedy 10
33168-F Little Mickey Flanagan-Vocal, Shaun O'Nolan 10
Donovan's Jubilee-Vocal...Shaun O'Nolan 10
33169-F I'll Take You Home Again, Kathleen-Tenor Solo...Seamus O'Doherty 10
Molly Brannigan-Tenor Solo, Seamus O'Doherty 10
33170-F Phil the Fluter-Vocal, with Violin, Frank Quinn 10
Kate Muldoon-Vocal, with Violin, Frank Quinn 10
33171-F Top of the Malt-Jig, Sullivan's Shamrock Band 10
Tie the Ribbon-Reel, Sullivan's Shamrock Band 10
33172-F Trip to the Cottage-Whistle Solo; Jig, Daniel P. Moroney 10
The Cat That Ate the Candle-Reel, Sullivan's Shamrock Band 10
33173-F Peggy Malone-Flute Solo, with Singing, John Griffin (The Fifth Avenue Bus Man) 10
The Widow McGee-Flute Solo, with Singing, John Griffin (The Fifth Avenue Bus Man) 10
33174-F Father O'Flynn-Basso; Song...John Oakley 10
O'Donnell Aboo-Basso; Song...John Oakley 10
33175-F Love Thee, Dearest-Baritone; Song, Walter McNally 10
The West Awake-Baritone; Song, Walter McNally 10

Brunswick Records

LIST FOR JULY 7

- 3538 My Idea of Heaven (Is to Be in Love With You) (Johnson-Tobias-Sherman) - Comedian, with Orch. Harry Richman 10
It's You (C'est Vous) (Say Voo) (Green-Silver-Richman)-Comedian, with Orch. Harry Richman 10

(Continued on page 142)

LATEST RECORD BULLETINS—(Continued from page 141)

- 3550 Alabama Stomp (Creamer-Johnson)—Fox-trot, for Dancing. Red Nichols and His Five Pennies Hurricane (Mertz-Nichols)—Fox-trot, for Dancing. Red Nichols and His Five Pennies
- 3528 Rosy Cheeks (Simons-Whiting)—Fox-trot, for Dancing; with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch. That Little Something (Kalmar-Ruby-Kern)—Fox-trot, for Dancing; with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch.
- 3472 Rio Rita (From "Rio Rita") (McCarthy-Tierney)—Fox-trot, for Dancing; with Humming Chorus. Carl Fenton's Orch. Following the Sun Around (From "Rio Rita") (McCarthy-Tierney)—Fox-trot, for Dancing; with Vocal Chorus. Carl Fenton's Orch.
- 3524 The More We Are Together (King)—Fox-trot, for Dancing; with Vocal Effects, Six Jumping Jacks
- You Never Get Nowhere Holding Hands (Johnson-Sturm-Ness)—Fox-trot, for Dancing; with Vocal Effects. Six Jumping Jacks
- 121 House at the End of the Lane (Robison)—Tenor and Whistler, with Fiddle and Guitar, Vernon Dalhart and Carson Robison
- My Blue Ridge Mountain Home (Robison)—Tenor and Whistler, with Harmonica, Jew's-Harp, Fiddle and Guitar, Vernon Dalhart-Carson Robison.
- 15127 Waltz in A Major (Brahms)—Violin Solo, with Pianoforte by Andre Benoit. Albert Spalding Minuet (Mozart)—Violin Solo, with Pianoforte by Andre Benoit. Albert Spalding

LIST FOR JULY 14

- 3557 You Don't Like It—Not Much (Kahn-Cohn)—Fox-trot, for Dancing; with Vocal Chorus by Frank Sylvano, Jules Herbeuveaux's Palmer House Victorians
- Where the Wild, Wild Flowers Grow (Dixon-Woods)—Fox-trot, for Dancing; with Vocal Chorus by Frank Sylvano, Jules Herbeuveaux's Palmer House Victorians
- 3532 Variety Stomp (Henderson-Green-Trent)—Fox-trot, for Dancing, Fess Williams' Royal Flush Orch. Phantom Blues (Handler-Riley-Mills)—Fox-trot, for Dancing. Fess Williams' Royal Flush Orch.
- 3537 Silver Moon (Intro: "Mother" from "My Maryland") (Donnelly-Romberg)—Fox-trot, for Dancing; with Vocal Chorus. Carl Fenton's Orch. Your Land and My Land (From "My Maryland") (Donnelly-Romberg)—Fox-trot, with Vocal Quartet. Carl Fenton's Orch.
- 3548 South Wind (DeSylva-Brown-Henderson)—Vocal, with Ukulele and Guitars, Yale Hawaiian Trio
- One Summer Night (Coslow-Spier)—Vocal, with Ukulele and Guitars. Yale Hawaiian Trio
- 3520 I'm in Love Again (Porter)—Comedienne, with Orch. Vaughn de Leath
- Just Wond'ring (Kahn)—Comedienne, with Orch. Vaughn de Leath
- 145 Rock Island—Voice and Banjo. Buell Kazee
- Old Whisker Bill, the Moonshiner—Voice and Banjo. Buell Kazee
- 147 Muscle Shoal Blues—Harmonica. De Ford Bailey
- Up Country Blues—Harmonica. De Ford Bailey
- 10227 Fra Diavolo: On Yonder Rock Reclining (Act I) (Auber)—Tenor, with Orch. Mario Chamlee
- Bohemian Girl: Then You'll Remember Me (Act III) (Balfe)—Tenor, with Orch. Mario Chamlee

LIST FOR JULY 21

- 3527 Hallelujah! (From "Hit the Deck") (Robin-Gray-Youmans)—Fox-trot, for Dancing; Piano Duet, with Orch.; with Vocal Chorus, Ohman-Arden, with Their Orch.
- Sometimes I'm Happy (From "Hit the Deck") (Caesar-Youmans)—Fox-trot, for Dancing; Piano Duet, with Orch.; with Vocal Chorus, Ohman-Arden, with Their Orch.
- 3518 Rosy Cheeks (Simons-Whiting)—Voice and Guitar, with Piano. Nick Lucas
- Underneath the Stars With You (Lucas-Sept)—Voice and Guitar. Nick Lucas
- 3484 What Do I Care What Somebody Said (Clare-Wood)—Fox-trot, for Dancing; with Vocal Chorus. Mound City Blue Blowers
- Nervous Puppies (McKenzie)—Fox-trot, for Dancing. Mound City Blue Blowers
- 3534 The Winding Trail (Hayden-Howard)—Fox-trot, for Dancing; with Vocal Chorus. Park Lane Orch.
- I'm Learning Now (Little-Meyn)—Fox-trot, for Dancing; with Vocal Chorus. Park Lane Orch.
- 3563 Red Lips, Kiss My Blues Away (Bryan-Monaco-Wendling)—Fox-trot, for Dancing; with Vocal Chorus. The Clevelanders
- Magnolia (DeSylva-Brown-Henderson)—Fox-trot, for Dancing; with Vocal Chorus, The Clevelanders
- 158 West Virginia Hills (King-Engle)—Male Voices, with Piano. Kanawah Singers
- Hail West Virginia (Deem-Miller-McWhorter)—Male Voices, with Piano. Kanawah Singers
- 50083 Faust: Avant de quitter ces lieux (Dio possente) (Even Bravest Heart) Act II (Gounod)—Bari-tone, with Orch.; in French. Giuseppe Danise
- Traviata: Di Provenza il mar (Thy Home in Fair Provence) Act II (Verdi)—Bari-tone, with Orch.; in Italian. Giuseppe Danise
- 20054 (a) Manhattan Beach March; (b) High School Cadets March—Concert Band, Walter B. Rogers and His Band
- (a) Baltimore Centennial March (Herbert); (b) Boston Commandery March (Carter)—Concert Band. Walter B. Rogers and His Band
- 3551 Falling in Love With You (Davis-Meyer)—Piano Solo. Lee Sims
- Song of the Wanderer (Moret)—Piano Solo, Lee Sims

LIST FOR JULY 28

- 3503 Hello, Cutie! (Friend)—Fox-trot, with Vocal Chorus. Kenn' Sisson and His Orch.
- La Lo La (Schertzinger)—Fox-trot, with Vocal Chorus. Kenn' Sisson and His Orch.
- 3526 Soliloquy (Bloom)—Fox-trot. The Washingtonians
- Black and Tan Fantasy (Ellington-Miley)—Fox-trot. The Washingtonians
- 3573 Just Like a Butterfly, Vincent Lopez and His Casa Lopez Orch.
- Baby Mine. Vincent Lopez and His Casa Lopez Orch.
- 3508 When the Bo-Tree Blossoms Again (From "Lucky"; Intro: "Cingalese Girls") (Kalmar-Ruby-Kern)—Fox-trot, with Vocal Chorus, Carl Fenton's Orch.
- The Same Old Moon (Intro: "Dancing the Devil Away" from "Lucky") (Harbach-Kalmar-Ruby)—Fox-trot, with Vocal Chorus, Carl Fenton's Orch.
- 3525 Oriental Moonlight (Smolev-Seaman)—Male Quartet, with Oboe, Lute and Piano. Ritz Quartet
- Shanghai Dream Man (Davis-Akst)—Male Quartet, with Oboe, Lute and Piano. Ritz Quartet
- 3514 The Love Waltz (Inspired by Gloria Swanson)

- (Brennan-Jacquet)—Violin Solo, with Orch., Frederic Fradkin
- I'm Falling in Love With Someone (From "Naughty Marietta") (Young-Herbert)—Violin Solo, with Orch. Frederic Fradkin
- 127 Poor Little Ellen—Fiddle, Guitar and Auto-Harp; with Vocal Effects by Hub Mahaffey, Dykes' Magic City Trio
- Frankie (Leighton Bros.)—Fiddle, Guitar and Auto-Harp; with Vocal Effects by Hub Mahaffey. Dykes' Magic City Trio
- 144 John Hardy—Voice and Banjo. Buell Kazee
- Kolt On, John—Voice and Banjo. Buell Kazee

Vocalion Records

LIST FOR JULY 7

- 15518 Rosy Cheeks (Simons-Whiting)—Fox-trot, for Dancing; with Vocal Duet, Al Goering's Collegians
- The Sphinx (King-Warren)—Fox-trot, for Dancing. The Ambassadors
- 15545 La Lo La (Schertzinger)—Fox-trot, for Dancing; with Vocal Chorus. New England Ramblers
- Hello, Cutie! (Friend)—Fox-trot, for Dancing; with Vocal Chorus. New England Ramblers
- 15548 One Sweet Letter From You (Clare-Brown-Warren)—Comedienne, with Piano, Clarinet and Cornet. Evelyn Thompson
- Looking for the Sunshine Walking in the Rain (Gaskill-McHugh)—Comedienne, with Piano, Clarinet and Cornet. Evelyn Thompson
- 1092 Fidgety Feet (La Rocco-Shields)—Fox-trot, for Dancing. Fletcher Henderson and His Orch.
- Sensation (Edwards)—Fox-trot, for Dancing, Fletcher Henderson and His Orch.
- 1104 Through and Through Blues (Miller)—Comedienne, with Piano, Banjo and Cornet. Luella Miller
- Smiung Rose Blues (Miller)—Comedienne, with Piano and Banjo. Luella Miller
- 5147 Acobolic Blues (Laska) on Tilzer)—Harmonica, De Ford Bailey
- Evening Prayer Blues—Harmonica. De Ford Bailey
- 5142 West Virginia Hills (King-Engle)—Male Voices, with Piano. Kanawah Singers
- Hail West Virginia (Deem-Miller-McWhorter)—Male Voices, with Piano. Kanawah Singers
- 8108 Celosa (Jealous) (Vals Cancion)—Soprano, con Orquesta. Pilar Arcos con The Castilians
- Mocosita (Unsophisticated Little Girl)—Tango—Soprano con Orquesta, Pilar Arcos con The Castilians
- 15563 Where the Wild, Wild Flowers Grow (Dixon-Woods)—Fox-trot, for Dancing; with Vocal Chorus by Frank Sylvano. Club Royal Orch.
- You Never Get Nowhere Holding Hands (Johnson-Sturm-Ness)—Fox-trot, for Dancing; with Vocal Effects. Six Hayseeds
- 15564 The More We Are Together (King)—Fox-trot, for Dancing; with Vocal Effects. Six Hayseeds
- You Don't Like It—Not Much (Miller-Kahn-Cohn)—Fox-trot, for Dancing. Club Royal Orch.
- 15562 Idolizing (Messenheimer-Abrahamson-West)—Fox-trot, for Dancing; with Vocal Trio, Night Club Orch.
- Hush-a-Bye (Calvin-Spencer)—Fox-trot, for Dancing; with Vocal Duet, The Ambassadors (Dir. L. Katzman)
- 5144 New Prisoner's Song—Voice and Banjo, with Guitar by Hub Mahaffey. Dock Boggs
- 1098 Hard Luck Blues—Voice and Banjo, with Guitar by Hub Mahaffey. Dock Boggs
- Black Diamond Express to Hell—Part I, Rev. A. W. Nix and Congregation
- Black Diamond Express to Hell—Part II, Rev. A. W. Nix and Congregation
- 8099 Las Mananitas Alegres (In the Small Hours)—Vocal Duet, with Guitar and Mandolin, Noloescia y Ramirez
- El Adolorido (The Sad One)—Vocal Duet, with Guitar and Mandolin. Noloescia y Ramirez

LIST FOR JULY 21

- 15570 Just a Little Cuter (Than the Rest) (Seidenman-Alexander)—Fox-trot, with Vocal Chorus, Kensington Serenaders
- Marianette (A Spanish Love Song) (Hays-Naylor-Alexander-Herscher)—Waltz, with Vocal Chorus. Kensington Serenaders
- 15565 One Summer Night (Coslow-Spier)—Vocal, with Ukulele and Guitars. Royal Hawaiian Trio
- South Wind (DeSylva-Brown-Henderson)—Vocal, with Ukulele and Guitars, Royal Hawaiian Trio
- 15567 Shanghai Dream Man (Davis-Akst)—Male Quartet, with Oboe, Lute and Piano, Blue Ribbon Quartet
- Oriental Moonlight (Smolev-Seaman)—Male Quartet, with Oboe, Lute and Piano, Blue Ribbon Quartet
- 5145 Just a Melody (Robison)—Tenor and Baritone, with Violin, Cello and Guitar, Vernon Dalhart-Carson Robison
- My Blue Ridge Mountain Home—Tenor and Whistler, with Harmonica, Jew's-Harp, Fiddle and Guitar. Vernon Dalhart-Carson Robison
- 1112 Willie, the Weeper (Rymal-Melrose-Bloom), King Oliver and His Dixie Syncopators
- Black Snake Blues (Johnson-Spivey), King Oliver and His Dixie Syncopators
- 1109 The Royal Telephone (Nelson), Rev. Sister Mary Nelson
- Judgment (Nelson). Rev. Sister Mary Nelson
- 8111 Los Cuatros Milpas (Four Corn Plants) (Robles)—Vals. Band Sinfonica Vocalion
- El Novillo Despuntado (The Bull with the Blunted Horns) (Rubio). Band Sinfonica Vocalion

LIST FOR JULY 28

- 15566 Hurricane (Mertz-Nichols)—Fox-trot, Red Nichols and His Five Pennies
- Alabama Stomp (Creamer-Johnson)—Fox-trot, Red Nichols and His Five Pennies
- 15569 Silver Sands of Love (Intro: "Sad Hawaiian Sea") (Sanders-Carlo-Breaux-Roberts)—Waltz, Miami Marimba Band
- Monastery Bells (Leslie-Wendling)—Waltz, Miami Marimba Band
- 15568 Just Like a Butterfly (That's Caught in the Rain) (Dixon-Woods)—Comedienne, with Piano. Peggy English
- Sixty Seconds Every Minute (I'm in Love With You) (Davis-Santly)—Comedienne, with Piano, Peggy English
- 1102 Carrier Pigeon Blues (Miller)—Comedienne, with Piano. Luella Miller
- Peeping at the Rising Sun Blues (Miller)—Comedienne, with Piano and Banjo. Luella Miller
- 1111 Rock Island Blues (Lewis)—Voice and Guitar, Furry Lewis
- Everybody's Blues (Johnson-Lewis)—Voice and Guitar, with Mandolin. Furry Lewis
- 5150 Salty Dog Blues—Singing, with Fiddle and

- Guitar. McGee Brothers (Sam-Kirk)
- C-h-i-c-k-e-n Spells Chicken—Singing, with Fiddle and Guitar. McGee Brothers (Sam-Kirk)
- 5148 Bake That Chicken Pie—Singing, with Old-Time Orchestra, Uncle Dave Macon and His Fruit-Jar Drinkers
- I'm a-Goin' Away in the Morn'—Singing, with Old-Time Orchestra, Uncle Dave Macon and His Fruit-Jar Drinkers
- 5149 I'll Never Go There Any More (The Bowery)—Singing and Banjo. Uncle Dave Macon
- In the Shade of the Old Apple Tree (Parody)—Singing and Banjo. Uncle Dave Macon
- 8084 Deja Morena Mia (Stop, My Brunette)—Cancion Mexicana; Solo de Tenor. Roberto Guzman
- Tango de la Muerte (Death Tango)—Solo de Tenor. Roberto Guzman

Edison Disc Records

SPECIALS

- 52003 Bells of Hawaii (Heagney). Aloha-Land Serenaders
- Silver Stars of Hawaii (Parish-Neilson), Aloha-Land Serenaders
- 52018 I'm in Love Again (Porter), Vaughn de Leath (The Radio Girl)
- (When the Pussywillow Whispers to the Catnip) Pst! Pst! Pst! (Friend)—Whisper Song, Vaughn de Leath (The Radio Girl)
- 52020 The Crepe on the Old Cabin Door (Thompson-Guernsey)—Singing, with Harmonica and Guitar. Vernon Dalhart
- Kennie Wagner's Surrender (Jenkins)—Singing, with Fiddle, Harmonica and Guitar, Vernon Dalhart
- 52027 Me and My Shadow (Rose-Jolson-Dreyer)—Singing and Instrumental. The Four Aristocrats
- That's the Reason Why I Wish I Was in Dixie (Tracey-Dougherty)—Singing and Instrumental. The Four Aristocrats
- 52025 A Day in Venice (Suite Romantique) (Nevin)—Dawn and Gondoliers, B. A. Rolfe and His Concert Orch.
- A Day in Venice (Suite Romantique) (Venetian Love Song and Good Night) (Nevin), B. A. Rolfe and His Concert Orch.
- 52026 The Fatal Wedding—Singing, with Harmonica and Guitar, E. V. Stoneman (The Blue Ridge Mountaineer)
- The Fate of Talmadge Osborne—Singing, with Fiddle, Harmonica and Guitar, E. V. Stoneman (The Blue Ridge Mountaineer)
- 52028 Fifty Million Frenchmen Can't Be Wrong (Rose-Kaskin-Fisher). Jack Kaufman
- You Never Get Nowhere Holding Hands (Johnson-Sturm-Ness)—Dave Kaplan at the Piano, The Happiness Boys (Butty Jones-Ernest Hare)
- 52029 Lindbergh (The Eagle of the U. S. A.) (Johnson-Sherman). Vernon Dalhart
- Lucky Lindy (Gilbert-Baer). Vernon Dalhart
- 52023 Dawn of Tomorrow (Gravelle-Green), Joe Green and His Novelty Marimba Band
- Charmaine! (Leazer-Rapee), Joe Green and His Novelty Marimba Band
- 52033 Stepping on the Ivories (McLaughlin)—Piano Solo. Duke Yellman
- Dainty Miss Novelette (Barnes)—Piano Solo, Duke Yellman
- 52035 Love Everlasting (L'Amour-Toujours-L'Amor) (Friml). Peerless Concert Orch.
- Estrellita (Little Star) (Ponce), Peerless Concert Orch.
- 52036 Sweet Genevieve (Cooper-Tucker)—Trumpet Solo. Edna White
- Then You'll Remember Me (From "The Bohemian Girl") (Balfe)—Trumpet Solo. Edna White
- 52022 Guilderoy's Reel, John Baltzell (Champion Old-Time Fiddler)
- The Clinton Quadrille, John Baltzell (Champion Old-Time Fiddler)
- 52031 Bells ("Beats, Glorious Beats")—A Descriptive Novelty; Instrumental and Vocal, Crystal Entertainers
- Happy Moments—A Descriptive Novelty; Instrumental and Vocal. Crystal Entertainers
- 52019 Chanson Bohemienne (Boldi), Herbert Soman's Salon Orch.
- By the Fireside (Reverie) (Helfand), Herbert Soman's Salon Orch.
- 52030 Face to Face (Johnson), Frederick Kinsley on the Midmer-Losh Pipe Organ
- Let the Lower Lights Be Burning (Bliss); God Be With You (Lomer), Frederick Kinsley on the Midmer-Losh Pipe Organ

FLASHES

- 52015 The More We Are Together (King)—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- Oh! Isabella (Gilbert-Schuster-Piotti)—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- 52011 Silver Moon (Intro: "Won't You Marry Me?" from "My Maryland") (Donnelly-Romberg)—Waltz. Jack Stillman's Orch.
- Yesterday (Harrison-Wilhite)—Waltz, Jack Stillman's Orch.
- 52017 Rosy Cheeks (Simons-Whiting)—Fox-trot, with Vocal Chorus by J. Donald Parker, Oreste and His Queensland Orch.
- High Hat Harry (Lesoir-Doll-Casey)—Fox-trot, with Vocal Chorus by Jack Kaufman, Oreste and His Queensland Orch.
- 52021 Clarinet Marmalade (Shields-Ragas)—Fox-trot, Phil Napoleon and His Orch.
- Rubber Heels (A Bouncing Rhythm) (Smolev-Seaman)—Fox-trot, Phil Napoleon and His Orch.
- 52024 With Someone Like You (Gollnick-Tillman)—Fox-trot, D. Voorhees and Earl Carroll's "Vanities" Orch.
- Room for Two (From "A Night in Spain") (Bryan-Schwartz)—Fox-trot, with Singing by Harold Yates, D. Voorhees and Earl Carroll's "Vanities" Orch.
- 52032 Down in the Old Neighborhood (McKenna)—Waltz, B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- My Regular Gal (Green-Warren)—Fox-trot, with Vocal Chorus by Gerald Macy and Johnny Ryan. Duke Yellman and His Orch.
- 52034 Hello, Cutie! (Friend)—Fox-trot, with Vocal Chorus. Harry Reser's Rounders
- Marianette (A Spanish Love Song) (Hays-Naylor-Alexander-Herscher)—Fox-trot, Harry Reser's Rounders

Edison Blue Amberol Records

- 5337—The Crepe on the Old Cabin Door—Singing, with Harmonica and Guitar. Vernon Dalhart
- 5343 Ain't She Sweet?—With Clarinet by Andy San-

LATEST RECORD BULLETINS—(Continued from page 142)

- nella Johnny Marvin (The Ukulele Ace)
5352 The Mocking Bird, John Baltzell (Champion Old-Time Fiddler)
5353 The More We Are Together—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
5354 Rosy Cheeks—Fox-trot, with Vocal Chorus by J. Donald Parker, Oreste and His Queensland Orca.
5355 The Fatal Wedding—Singing, with Harmonica and Guitar, E. V. Stoneman (The Blue Ridge Mountaineer)
5356 Lucky Lindy Vernon Dalhart
5357 Once I Had a Fortune—Singing, with Fiddle, Banjo and Guitar, E. V. Stoneman and the Dixie Mountaineers
5358 Bells of Hawaii Aloha-Land Serenaders
5359 The Doll Dance—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
5360 Hallelujah! (From "Hit the Deck")—Fox-trot, with Vocal Chorus by Arthur Fields, Golden Gate Orch.
5362 Lindbergh (The Eagle of the U. S. A.), Vernon Dalhart
5363 Slavonic Rhapsody Sousa's Band
5364 Jean McNeil Harry Lauder
5365 Saved by Grace Edison Mixed Quartet

Okeh Records

JUNE 25 RELEASE

DANCE MUSIC

- 40827 I'm in Love Again (Porter)—Fox-trot, with Vocal Refrain by Russell Douglas, Sol S. Wagner and His Orch.
South Wind (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Refrain by Russell Douglas, Sol S. Wagner and His Orch.
40828 If I Could Look Into Your Eyes (Goodman)—Waltz, with Vocal Refrain, Will Perry and His Orch.
Honolulu Moon (Lawrence)—Waltz, with Vocal Refrain Will Perry and His Orch.
40829 Hallelujah! (From "Hit the Deck") (Robin-Grey-Youmans)—Fox-trot, with Vocal Refrain, Harry Raderman's Dance Orch.
Sweet Marie (Rose-Frankl)—Fox-trot, with Vocal Refrain, Harry Raderman's Dance Orch.
40830 Ya Gonna Be Home To-night? (Oh, Yeh? Then I'll Be Over) (Dixon-Dubin-Steph)—Tenor, with Piano Les Reis
Sixty Seconds Every Minute (I'm in Love With You) (Davis-Santly)—Tenor, with Piano, Les Reis
40831 Like An Angel You Flew Into Everyone's Heart (Lindbergh) (Stone-McLaughlin-McHugh-Mills)—Tenor, with Piano, Joe Davis (The Melody Man)
What Would You Say? (Davis-Kortlander)—Tenor, with Piano, Joe Davis (The Melody Man)

OLD-TIME TUNES

- 45111 Riley, the Furniture Man—Singing, with Instrumental Accomp. The Georgia Crackers
The Georgia Black Bottom—Singing, with Instrumental Accomp. The Georgia Crackers
45112 Shortenin' Bread—Instrumental, with Vocal Refrain, Earl Johnson and His Dixie Entertainers
Boil Dem Cabbage Down—Instrumental, with Vocal Refrain, Earl Johnson and His Dixie Entertainers
45113 The Church in the Wildwood—Singing, with Organ The Jenkins Sacred Singers
If I Could Hear My Mother Pray Again—Singing, with Organ, The Jenkins Sacred Singers

RACE MUSIC

- 8470 Lazy Man Blues (Wallace-Granger)—Contralto, with Orch. Accomp. Sippie Wallace
The Flood Blues (Wallace-Granger)—Contralto, with Orch. Accomp. Sippie Wallace
8471 Starvation Blues (Stone)—Dance, Jesse Stone and His Blue Serenaders
Boot to Boot (Stone)—Dance, Jesse Stone and His Blue Serenaders
8472 Study War No More—Sacred, with Sermon by Rev. P. J. Minefield, Missouri Pacific Diamond Jubilee Quartet
Where Shall I Be When the First Trumpet Sounds?—Sacred, Missouri Pacific Diamond Jubilee Quartet

JULY 5 RELEASE

DANCE MUSIC

- 40833 She's Got "It!" (Davis-Akst-Gilbert)—Fox-trot, with Vocal Refrain, Sam Lanin and His Famous Players
Sa-Lu-Ta! (Kahn-Donaldson)—Fox-trot, with Vocal Refrain, Sam Lanin and His Famous Players
40834 Me and My Shadow (Rose-Jolson-Dreyer)—Fox-trot, with Vocal Refrain by Les Reis, The Gotham Troubadours
One O'Clock Baby (DeSylva-Brown-Jolson)—Fox-trot, with Vocal Refrain by Les Reis, The Gotham Troubadours
40835 Just Like a Butterfly (That's Caught in the Rain) (Dixon-Woods)—Fox-trot, with Vocal Refrain by Les Reis, Mike Markels' Orch.
Under the Moon (Lyn-Wheeler-Snyder)—Fox-trot, with Vocal Refrain by Les Reis, Mike Markels' Orch.

VOCAL RECORD

- 40832 Charlie Boy (We Love You) (MacDonald-Earl)—Tenor, with Orch. Noel Taylor
Chamberlin and Lindy (Our Hats Are Off to You) (MacBoyle-King)—Tenor, with Orch., Noel Taylor

INSTRUMENTAL RECORD

- 40836 Beale Street Blues (Handy)—Clarinet, with Piano; Guitar by Ed Lang. Boyd Senter
Not Maybe (Russell)—Clarinet, with Piano; Guitar, by Ed Lang. Boyd Senter

OLD-TIME TUNES

- 45115 Hopeful Walter Booth (Jenkins)—Singing, with Instrumental Accomp. "Gooby" Jenkins
Gruver Meadows (Jenkins)—Singing, with Instrumental Accomp. "Gooby" Jenkins
45116 Susie Ann—Singing, with Guitar, Charlie Newman
The Fellow That's Just Like Me—Singing, with Guitar Charlie Newman
45117 Going Slow (Christopher-VanVink)—Accordion and Guitar, Homer Christopher-Raney VanVink
Spartanburg Blues (Christopher-VanVink)—Accordion and Guitar, Homer Christopher-Raney VanVink

RACE RECORDS

- 8473 Sport Model Mama (Spivey)—Contralto, with Richard M. Jones' Jazz Wizards, Bertha "Chippie" Hill
Do Dirty Blues (Jones)—Contralto, with Richard M. Jones' Jazz Wizards, Bertha "Chippie" Hill
8474 Wild Man Blues (Armstrong-Morton)—Dance,

- Louis Armstrong and His Hot Seven 10
Gully Low Blues (Armstrong)—Dance, Louis Armstrong and His Hot Seven 10
8475 Ain't She Sweet? (Yellen-Ager)—Contralto, with Richard M. Jones' Jazz Wizards, Lillie Delk Christian 10
It All Depends on You (DeSylva-Brown-Henderson)—Contralto, with Richard M. Jones' Jazz Wizards Lillie Delk Christian 10

EUROPEAN RECORDINGS

- 3199 Dear Eyes That Haunt You (From "The Circus Princess") (Kalman)—Orchestra, Edith Lorand and Her Orch. 10
Like You (Dark Eyes I Dream of) (From "The Circus Princess") (Kalman)—Orchestra, Edith Lorand and Her Orch. 10
5115 Lohengrin: Bridal Chamber Scene; Duet, "Das susse Lied verhallt" ("The tender strain is o'er") (Wagner)—Soprano and Tenor; Sung in German, Emmy Bettendorf-Lauritz Melchior
Lohengrin: Bridal Chamber Scene—Duet, "Wie hehr erkenn ich unserer Liebe Wesen" ("Of Wondrous Growth is our affection tender") (Wagner)—Soprano and Tenor; Sung in German Emmy Bettendorf-Lauritz Melchior 10
5116 Lohengrin—Duet, "Atmest du nicht mit mir die sussen Dufte" ("Dost thou not breathe, as I, the scent of flowers?") (Wagner)—Soprano and Tenor; Sung in German, Emmy Bettendorf-Lauritz-Melchior
Lohengrin—Duet, "Hochstes Vertrauen" ("Trust I have shown thee") (Wagner)—Soprano and Tenor; Sung in German, Emmy Bettendorf-Lauritz Melchior 10
5117 Lohengrin—Duet, "Hortest du nicht, vernahmst du kein Kommen" ("Dost thou not hear? no sound thine ears are noting") (Wagner)—Soprano and Tenor; Sung in German, Emmy Bettendorf-Lauritz Melchior
Die Minstersinger—Quintet, III Act (Wagner) Vocal Quintet; Sung in German, Emmy Bettendorf (Eva), Michael Bohnen (Sachs), C. M. Oehlmann (Walther), W. Gombert (David), M. Luders (Magdalena).

JULY 15 RELEASE

DANCE MUSIC

- 40838 You Don't Like It—Not Much (Miller-Kahn-Cohn)—Fox-trot, with Vocal Refrain, Sol S. Wagner and His Orch.
Sixty Seconds Every Minute (I'm in Love With You) (Davis-Santly)—Fox-trot, with Vocal Refrain by Les Reis, The Gotham Troubadours
40839 Gorgeous (Davis-Akst)—Fox-trot, with Vocal Refrain The Okeh Melodians
Just Another Day Wasted Away (Waiting for You) (Tobias-Turk)—Fox-trot, with Vocal Refrain The Okeh Melodians
40841 Vo-Do-Do-De-O Blues (Ager)—Fox-trot, The Goofus Five
Lazy Weather (DeRose)—Fox-trot, The Goofus Five

VOCAL RECORDS

- 40837 I Ain't Got Nobody (And Nobody Cares for Me) (Graham-Williams)—Contralto, with Miff Mole's Mole; Ted Shapiro at Piano, Sophie Tucker
After You've Gone (Creamer-Layton)—Contralto, with Miff Mole's Mole; Ted Shapiro at the Piano Sophie Tucker
40840 Wal, I Swan! (Ebenezer Frye) (Burt)—Baritone, with Piano Al Bernard
No, No, Positively No! (Smith-Brown)—Baritone, with Piano Al Bernard

INSTRUMENTAL MUSIC

- 40842 The Doll Dance (Brown)—Piano Solo, Rube Bloom
March of the Dolls (Bloom)—Piano Solo, Rube Bloom

OLD-TIME TUNES

- 45118 Stone Mountain Wobble—Instrumental, Scottdale String Band
Carbolic Rag—Instrumental, Scottdale String Band
45119 The Four Sons-of-a-Gun—Banjo, with Singing, Uncle Tom Collins
Every Day Will Be Sunday Bye-and-Bye—Banjo, with Singing, Uncle Tom Collins

RACE RECORDS

- 8476 Lonesome Valley Blues (Scruggs)—Contralto, with Piano and Guitar Irene Scruggs
Sorrow Valley Blues (Scruggs)—Contralto, with Piano and Guitar Irene Scruggs
8477 Crazy Quilt (VanLoan)—Dance, Chas. Creath's Jazz-O-Maniacs
Butter Finger Blues (Creath)—Dance, Chas. Creath's Jazz-O-Maniacs
8478 Jonah and the Whale—Sermon, with Singing; Assisted by Deacon Leon Davis and Sisters Jordan and Norman Rev. J. M. Gates
Rich Man and the Needle's Eye—Sermon, with Singing; Assisted by Deacon Leon Davis and Sisters Jordan and Norman, Rev. J. M. Gates

Banner Records

DANCE RECORDS

- 1999 Magnolia—Fox-trot Golden Gate Dance Orch.
How I Hate That Desert Song—Fox-trot, Missouri Jazz Band
6001 When Day Is Done—Fox-trot, Sam Lanin's Dance Orch.
I Know Why—Fox-trot Hollywood Dance Orch.
6002 Gonna Get a Girl—Fox-trot, Sam Lanin's Dance Orch.
I Don't Mind—You Don't Mind—Fox-trot, Hollywood Dance Orch.
6003 Gorgeous—Fox-trot Imperial Dance Orch.
Moonlight and You—Fox-trot Missouri Jazz Band
6004 Dawn of To-morrow—Waltz, Nathan Glantz and His Orch.
Loveland Rose—Waltz, Nathan Glantz and His Orch.
6005 Under the Moon—Fox-trot Imperial Dance Orch.
Dixie Daisy—Fox-trot Hollywood Dance Orch.
6006 Who-oo? You-oo! That's Who!—Fox-trot, Sam Lanin's Dance Orch.
Some of These Days—Fox-trot Indiana Five
6007 Just Another Day Wasted Away—Fox-trot, Golden Gate Dance Orch.
Zulu Wail—Fox-trot Golden Gate Dance Orch.
6008 Sometimes I'm Happy (From "Hit the Deck")—Fox-trot The Six Hottentots
Sugar—Fox-trot Indiana Five
6009 Melancholy Charlie—Fox-trot The Six Hottentots
Hurricane—Fox-trot The Six Hottentots

VOCAL

- 6210 Hallelujah (From "Hit the Deck")—Mixed Trio, with Piano Accomp. Keller Sisters and Lynch
Come Back to Romany—Male Duet, with Piano Accomp. The Radio Imps
6011 Saluta—Male Duet, with Piano Accomp., The Radio Imps
Oh! Ya! Ya!—Male Duet, with Piano Accomp., Billy Jones-Ernest Hare

- 6012 Me and My Shadow—Mixed Trio, with Piano Accomp. Keller Sisters and Lynch
Just a Little Old School House—Male Duet, with Piano Accomp. Billy Jones-Ernest Hare
6013 Just Like a Butterfly—Tenor Solo, with Orch. Accomp. Irving Kaufman
Under the Old Apple Tree—Tenor Solo, with Orch. Accomp. Irving Kaufman
6014 There's a Trick in Pickin' a Chicken—Baritone Solo, with Guitar Accomp. Radio Red
Headin' Home (Bound for Birmingham)—Baritone Solo, with Guitar Accomp. Radio Red
6015 Vo-Do-Do-De-O Blues—Tenor Solo, with Orch. Accomp. Irving Kaufman
Oh, Constantine!—Tenor Solo, with Orch. Accomp. Irving Kaufman
6016 One Sweet Letter From You—Contralto Solo, with Piano Accomp. Evelyn Preer
What a Fool I Was Loving You—Baritone Solo, with Piano Accomp. Harold Lambert

NOVELTY RECORDS

- 6017 Hallelujah (From "Hit the Deck")—Banjo Solo, with Vocal Chorus Eddie Peabody
Ida, Sweet as Apple Cider—Banjo Solo, with Vocal Chorus Eddie Peabody
2156 Honolulu, Home, Sweet, Home—Guitar Duet, with Vocal Refrain, Frank Ferera's Hawaiians
Dreamy Hawaii—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians
2157 Pass Around the Bottle—Tenor Solo, with Novelty Accomp. Ernest Stoneman
Bully of the Town—Tenor Solo, with Novelty Accomp. Ernest Stoneman
2158 The Fatal Wedding—Tenor Solo, with Novelty Accomp. Ernest Stoneman
Sinful to Flirt—Tenor Solo, with Novelty Accomp. Ernest Stoneman
2159 Sailor's Hornpipe—Old-Time Fiddle Solo, John Baltzell
Arkansas Traveler—Old-Time Fiddle Solo, John Baltzell

ORGAN RECORD

- 6018 Russian Lullaby—Pipe Organ, Edmund Cromwell
Love's Old Sweet Song—Pipe Organ, Edmund Cromwell

RACE RECORD

- 6019 My Old Daddy's Got a Brand New Way to Love—Comedienne, with Piano Accomp., Maude Mills
Anything That Happens Just Pleases Me—Comedienne, with Piano Accomp. Maude Mills

Regal Records

DANCE RECORDS

- 8331 Under the Moon—Fox-trot Imperial Dance Orch.
When Day Is Done—Fox-trot, Sam Lanin's Dance Orch.
8332 Gorgeous—Fox-trot Hollywood Dance Orch.
Who-oo? You-oo! That's Who!—Fox-trot, Sam Lanin's Dance Orch.
8333 Sometimes I'm Happy (From "Hit the Deck")—Fox-trot The Six Hottentots
Melancholy Charlie—Fox-trot The Six Hottentots
8334 Magnolia—Fox-trot Golden Gate Dance Orch.
Zulu Wail—Fox-trot Golden Gate Dance Orch.
8335 Gonna Get a Girl—Fox-trot, Sam Lanin's Dance Orch.
Hurricane—Fox-trot The Six Hottentots
8336 Dawn of To-morrow—Waltz, Nathan Glantz and His Orch.
Let Me Take You Home To-night—Waltz, Nathan Glantz and His Orch.
8337 Just Another Day Wasted—Fox-trot, Golden Gate Dance Orch.
Some of These Days—Fox-trot Indiana Five

VOCAL RECORDS

- 8338 Hallelujah (From "Hit the Deck")—Mixed Trio, with Piano Accomp. Keller Sisters and Lynch
Me and My Shadow—Mixed Trio, with Piano Accomp. Keller Sisters and Lynch
8339 Just Like a Butterfly—Tenor Solo, with Orch. Accomp. Irving Kaufman
Just a Little Old Schoolhouse—Male Duet, with Piano Accomp. Billy Jones-Ernest Hare
8340 There's a Trick in Pickin' a Chicken—Baritone Solo, with Guitar Accomp. Radio Red
Oh! Ya! Ya!—Male Duet, with Piano Accomp., Billy Jones-Ernest Hare
8341 Vo-Do-Do-De-O Blues—Tenor Solo, with Orch. Accomp. Irving Kaufman
Sa-lu-ta!—Male Duet, with Piano Accomp., The Radio Imps
8342 Magnolia—Contralto Solo, with Piano Accomp., Evelyn Preer
One Sweet Letter From You—Contralto Solo, with Piano Accomp. Evelyn Preer

PIPE ORGAN RECORD

- 8343 Russian Lullaby—Pipe Organ, Edmund Cromwell
Love's Old Sweet Song—Pipe Organ, Edmund Cromwell

NOVELTY RECORDS

- 8344 Hallelujah (From "Hit the Deck")—Banjo Solo, with Vocal Refrain Eddie Peabody
Some of These Days—Banjo Solo, with Vocal Refrain Eddie Peabody
8345 Honolulu, Home, Sweet, Home—Guitar Duet, with Vocal Refrain, Frank Ferera's Hawaiians
On the South Sea Isle—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians
8346 Pass Around the Bottle—Tenor Solo, with Novelty Accomp. Ernest Stoneman
Sinful to Flirt—Tenor Solo, with Novelty Accomp. Ernest Stoneman
8347 The Fatal Wedding—Tenor Solo, with Novelty Accomp. Ernest Stoneman
Bully of the Town—Tenor Solo, with Novelty Accomp. Ernest Stoneman

RACE RECORD

- 8348 Anything That Happens Just Pleases Me—Comedienne, with Piano Accomp. Maude Mills
My Old Daddy's Got a Brand New Way to Love—Comedienne, with Piano Accomp., Maude Mills

Harmony Records

DANCE SELECTIONS

- 441-H Meet Me in the Moonlight—Fox-trot, with Vocal Chorus by Jimmy Kern, Lou Gold and His Orch. 10
Sweet Someone—Fox-trot, with Vocal Chorus by Jimmy Kern, Lou Gold and His Orch. 10
442-H Just Once Again—Fox-trot, with Vocal Chorus by Irving Kaufman, W.M.C.A. Broadcasters 10
It's a Million to One You're in Love—Fox-trot, with Vocal Chorus by Irving Kaufman, W.M.C.A. Broadcasters 10
434-H Gorgeous—Fox-trot, with Vocal Chorus by Arthur Fields, F. Farrell and His Greenwich Village Inn Orch. 10
Just Another Day Wasted Away—Fox-trot, with Vocal Chorus by Arthur Fields, (Continued on page 144)



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



Sixteenth Annual Convention of British Music Industries Held Last Month

Address by Louis Sterling of Columbia Co. on "What Are You Doing for Music" One of the Features of Gathering—Columbia Co. Holds Annual General Meeting—Other News

LONDON, ENGLAND, July 5.—The great event of the month was the holding of the sixteenth annual convention of the British Music Industries at the Hotel Metropole, Folkestone, from June 7 to June 11, and at which a record number of the trade attended. In his presidential address, Paul M. Booth gave welcome to the associations of the music publishers and music engravers and printers, who attended as members of the Federation for the first time. Representatives of the Gramophone Co. (His Master's Voice) were also specially welcomed, the company again being members of the Gramophone Manufacturers' Association (affiliated to the Federation) after having stood aloof for some years. The presidential address dealt mainly with the pianoforte industry and its problems, but Mr. Booth took the opportunity of congratulating those engaged in the gramophone industry "upon the adoption of a trade which is capable, even during a general strike, of finding a market for its goods."

James Francis Cooke, of Theodore Presser Co., Philadelphia, and editor of The Etude, a welcome visitor at the Convention, passed on the American slogan to the British Music Traders, "Music study exalts life," and expressed the view that mechanical reproduction of music was most helpful in promoting music.

The presidents of the Gramophone Dealers' and the Manufacturers' Associations both addressed the members in conference. Sydney Moon, of the Dealers' Association, stressed the difficulties of that association in that it had to interest so many who handled gramophones, not in the music trade, from the big stores to the village shop. E. C. Paskell, for the Manufacturers' Association, referred to an old-standing grievance in regard to the disposal of obsolete records. The manufacturers had been helpful, he said, but there was no system.

One of the most important papers delivered at the convention was that read by Louis Sterling, of the Columbia Co., whose title was, "What Are You Doing For Music?" In praising the propaganda efforts of the Federation, he referred to the fact that the gramophone companies have also spent huge sums in offering the public good music—making it easy for everyone to get good music, and indulging in plenty of publicity in regard to it. You may, he said, have heard of a composer named Beethoven. The gramophone has made the Beethoven Centenary a thing that thousands of school children will remember when they grow up. The suggestion that the Gramophone companies, and, indeed, other mechanical instrument makers also, were actively engaged in doing something for music was his plea of justification for venturing to address the company on the question of "What Are You Doing For Music?" He went on to urge that manufacturers, be they gramophone makers, pianomakers, or small goods manufacturers, should be taking an interest in musical affairs as well as advertising their wares. Wholesalers, factors and dealers should be doing their part and taking interest in music as such instead of being merely distributors.

A. T. Lack, English manager of the Gramophone Co., followed Mr. Sterling and said that he considered it was missionary work rather than propaganda which was necessary to promote the interests of the industry. So far as the Gramophone section was concerned, if only dealers were to hold demonstrations month by month and secure the attention and interest of the public he was sure they would find not only an increase of business but a genuine desire amongst the public to be kept in touch with the latest records. The whole industry must get together to educate the public on the

real necessity of music in the home. He would just say that his own company since 1919 had been the means of permitting 400,000 people to listen to 12,000 lectures. In addition eighty-five lectures had been delivered in clubs, and they had direct evidence that the interest aroused thereby was of tangible advantage to the trade. A pleasant feature of the social proceedings at the convention this year was the concert arranged by the Gramophone at which the famous Russian singer, Chaliapin, sang a number of the more popular songs from his repertoire.

Death of Charles Willis Regretted

Much sympathy has been expressed in talking machine circles here with Robert Willis, of the British Polyphon Co., at the death of his second son, Charles R. Willis, who died as the result of a motor accident on the evening of June 7.

Annual Meeting of Columbia Co.

Sir George Croydon Marks presided at the annual general meeting of the Columbia Graphophone Co., Ltd., on June 14. He announced that the company's sales and net profits were the largest in its history. The new Columbia "Grafonolas" were so popular that, in spite of a large increase in production and in manufacturing resources, they had not been able to execute all the world-wide orders received. Their increase of production had enabled them to maintain a quality standard second to none. The company now owns 99 per cent of the issued ordinary shares of the Columbia (International), Ltd., and 90 per cent of the shares of the American company.

The following is quoted from the annual balance sheet and accounts for the year ended March 31, 1927:

The profit for the year, subject to taxation, amounts to the sum of..	£180,442	11s.	1d.
To which must be added the balance brought forward from last year's accounts	74,924	18	7
Making a total of.....	£255,367	9s.	8d.
From this must be deducted:			
Interim dividend of 7½% already paid, less tax....	£18,750		
Dividend of 7% preference shares, paid November 1, 1926, and May 1, 1927,			

(Continued on page 145)

LATEST RECORD BULLETINS—(Continued from page 143)

- 429-H F. Farrell and His Greenwich Village Inn Orch. 10
- Sa-Lu-Ta!—One-step, with Vocal Chorus by Irving KaufmanBroadway Bell Hops 10
- Under the Moon—Fox-trot, with Vocal Chorus by Irving Kaufman...Broadway Bell Hops 10
- 438-H One O'Clock Baby—Fox-trot, with Vocal Chorus by Charles Hart.....The Astorites 10
- Magnolia—Fox-trot, with Vocal Chorus by Bill Zimmer, Julie Wintz and His Hofbrau Orch. 10
- 426-H Silver Moon (From "My Maryland")—Waltz, with Vocal Chorus by Arthur Hall, Royal Troubadours 10
- Consolation—WaltzThe Westerners 10
- 436-H Vo-Do-De-O Blues—Fox-trot, with Vocal Chorus by Bill Zimmer, Julie Wintz and His Hofbrau Orch. 10
- She Don't Wanna—Fox-trot, with Vocal Chorus by Bill Zimmer, Julie Wintz and His Hofbrau Orch. 10
- 427-H Phantom Blues—Fox-trot, Ross Gorman and His Virginians 10
- Swamp Blues—Fox-trot, Tommy Christian and His Orch. 10
- 433-H Lazy Weather—Fox-trot, with Vocal Chorus, University Six 10
- Slow River—Fox-trot, with Vocal Chorus, University Six 10
- 432-H One Sweet Letter From You—Fox-trot, with Vocal Chorus by Tom Morton, Original Indiana Five 10
- Play It Red—Fox-trot...Original Indiana Five 10
- 425-H She's Got "It!"—Fox-trot, with Vocal Chorus by Arthur FieldsUniversity Six 10
- Yes She Do—Fox-trot, with Vocal Chorus by Hal WhiteUniversity Six 10
- 439-H Lindbergh Hop—Fox-trot, LeRoy Williams and His Orch. 10
- Oh, Malinda!—Fox-trot, LeRoy Williams and His Orch. 10
- 437-H Drowsy WatersHawaiian Guitar Duet 10
- Hawaiian DreamsHawaiian Guitar Duet 10
- VOCAL SELECTIONS**
- 440-H Who-oo? You-oo! That's Who!—Vocal, Irving Kaufman 10
- What Can I Do? (To Forget a Girl Like You)—VocalIrving Kaufman 10
- 431-H Sweet Marie—VocalCharles Hart 10
- Are You Lonesome To-night?—Vocal,

- Charles Hart 10
- 424-H There's a Trick in Pickin' a Chick-Chick-Chicken—VocalIrving Kaufman 10
- Vo-Do-De-O Blues—Vocal-Irving Kaufman 10
- 443-H Me and My Shadow—Vocal, Joe Davis (The Melody Man) 10
- Bless Her Little Heart—Vocal, Joe Davis (The Melody Man) 10
- 428-H Chamberlin and Lindy—Vocal, Irving Kaufman 10
- Like an Angel You Flew Into Everyone's Heart—Vocal DuetHarmony Brothers 10
- 430-H When Lindy Comes Home—Vocal, Irving Kaufman 10
- Ain't That a Grand and Glorious Feeling?—VocalJane Gray 10
- 435-H There's Everything Nice About You—Vocal, Jane Gray 10
- Gorgeous—Vocal DuetHarmony Brothers 10
- 423-H Hallelujah! (From "Hit the Deck"), Lyric Male Quartet 10
- Down in the Old Neighborhood, Lyric Male Quartet 10

Domino Records

DANCE RECORDS

- 3970 Gorgeous—Fox-trotHollywood Dance Orch. 10
- Who-oo? You-oo! That's Who!—Fox-trot, Sam Lanin's Dance Orch. 10
- 3971 Just Another Day Wasted Away—Fox-trot, Golden Gate Dance Orch. 10
- Some of These Days—Fox-trotIndiana Five 10
- 3972 Dawn of To-morrow—Waltz, Nathan Glantz and His Orch. 10
- Let Me Take You Home To-night—Waltz, Nathan Glantz and His Orch. 10
- 3973 Magnolia—Fox-trotGolden Gate Dance Orch. 10
- Zulu Wail—Fox-trot.....Golden Gate Dance Orch. 10
- 3974 Under the Moon—Fox-trot...Imperial Dance Orch. 10
- When Day Is Done—Fox-trot, Sam Lanin's Dance Orch. 10
- 3975 Sometimes I'm Happy (From "Hit the Deck")—Fox-trotThe Six Hottentots 10
- Melancholy Charlie—Fox-trot...The Six Hottentots 10
- 3976 Gonna Get a Girl—Fox-trot, Sam Lanin's Dance Orch. 10
- Hurricane—Fox-trotThe Six Hottentots

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- 3977 Just a Little Butterfly—Tenor Solo, with Orch. Accomp.Irving Kaufman 10
- Just a Little Old Schoolhouse—Male Duet, with Piano Accomp.....Billy Jones-Ernest Hare 10
- 3978 Vo-Do-De-O Blues—Tenor Solo, with Orch. Accomp.Irving Kaufman 10
- Sa-lu-ta!—Male Duet, with Piano Accomp., The Radio Imps 10
- 3979 Hallelujah (From "Hit the Deck")—Mixed Trio, with Piano Accomp.....Keller Sisters and Lynch 10
- Me and My Shadow—Mixed Trio, with Piano Accomp.Keller Sisters and Lynch 10
- 3980 Magnolia—Contralto Solo, with Piano Accomp., Evelyn Preer 10
- One Sweet Letter From You—Contralto Solo, with Piano Accomp.....Evelyn Preer 10
- 3981 There's a Trick in Pickin' a Chicken—Baritone Solo, with Guitar Accomp.....Radio Red 10
- Oh! Ya! Ya!—Male Duet, with Piano Accomp., Billy Jones-Ernest Hare 10

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- 3982 Honolulu, Home, Sweet Home—Guitar Duet, with Vocal Refrain....Frank Ferera's Hawaiians 10
- On the South Sea Isle—Guitar Duet, with Vocal RefrainFrank Ferera's Hawaiians 10
- 3983 Hallelujah (From "Hit the Deck")—Banjo Solo, with Vocal RefrainEddie Peabody 10
- Some of These Days—Banjo Solo, with Vocal RefrainEddie Peabody 10
- 3984 The Fatal Wedding—Tenor Solo, with Novelty Accomp.Ernest Stoneman 10
- Bully of the Town—Tenor Solo, with Novelty Accomp.Ernest Stoneman 10
- 3985 Pass Around the Bottle—Tenor Solo, with Novelty Accomp.Ernest Stoneman 10
- Sinful to Flirt—Tenor Solo, with Novelty Accomp.Ernest Stoneman 10

PIPE ORGAN RECORD

- 3986 Russian Lullaby—Pipe Organ....Edmund Cromwell 10
- Love's Old Sweet Song—Pipe Organ, Edmund Cromwell 10

RACE RECORD

- 3987 Anything That Happens Just Pleases Me—Comedienne, with Piano Accomp....Maude Mills 10
- My Old Daddy's Got a Brand New Way to Love—Comedienne, with Piano Accomp., Maude Mills 10

less tax.	21,000			
		39,750	0	0
Leaving a balance of.....		£215,617	9s.	8d.
Which the directors recommend should be appropriated as follows:				
Reserve for taxation and contingencies ...	£10,000	0s.	0d.	
Reserve (making total £600,000)	14,181	11	7	
Final dividend of 32% payable less tax; making a total of 40% for the year	81,250	0	0	
		105,431	11	7

Leaving to be carried forward to next account £110,185 18s. 1d.

NOTE. Matrices, patents, trade-marks, copyright, goodwill, etc., stand in the balance sheet at £1. Office furniture and fixtures, recording studios' equipment, tools, dies, jigs, motor cars, etc., also stand at £1.

In his report Sir George Croydon Marks said that for two successive years in the month of December they had broken all previous output records, and in December, 1926, was effected not only a manufacture, but a sale of over 2,000,000 records, from the London factory alone.

Manufacturers and Co-operative Trading

The Gramophone Manufacturers' Association, which styles itself the "one hundred per cent association in trade representation, efficiency, optimism and value," held a special meeting at the Folkestone Convention which was attended by leading manufacturers and wholesalers. In view of the proximity of the annual general meeting opportunity was taken to nominate the principal officers for the ensuing year. Under the rules of the association the presidents alternate annually from the gramophone and musical instrument sections, and Walter Beare (Beare & Son), one of the founders and honorary treasurer, proved a popular president-elect, with H. M. Lemoine (Edison Bell) as vice-president. The committee will be further strengthened by the election of A. T. Lack (The Gramophone Co., Ltd.). For some considerable time past close attention has been paid to co-operative stores' trading in relation to the products of the Gramophone industry, as it is recognized that their system of dividend or bonus on purchases is tantamount to price-cutting. An existing agreement to prevent the supply of branded records to co-operative stores has now been rendered completely effective. Nevertheless, in view of the growth and importance of the co-operative movement, it was deemed advisable to institute inquiries as to the conditions operating in regard to other similar proprietary lines which are freely marketed by these stores and to give further consideration to the subject. That the co-operative societies are gravely concerned in the matter is proved by their urgent representations to the association and their anxiety to reopen negotiations. The question of the disposal of obsolete and unsalable records also gave rise to an interesting discussion.

Auditorium Orthophonic Installed in Willow Grove

C. J. Heppe & Son Arranging Special Musical Event in Conjunction With the Installation of the Auditorium Model Victrola

PHILADELPHIA, PA., July 11.—C. J. Heppe & Son, 1117 Chestnut street, music dealers, are to have a specially arranged musical event at Willow Grove Park, on July 14, when a concert and other entertainment with noted artists appearing will be given in conjunction with the installation of an Orthophonic Victrola of the Auditorium type in the band stand of the Park for daily concerts to augment the other musical attractions which are scheduled for the Summer.

More than 10,000 invitations have been sent out by the Heppe Co. to its patrons and friends to attend the coming event.

The House of Heppe has already installed an Auditorium Orthophonic in the Park and concerts have been played daily throughout the past week beginning on July 4 when the instrument supplemented the concerts of the In-

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ternational Philharmonic Band under the direction of S. A. Sanso, winner of the International Gold Medal Award for Band leadership at the Sesquicentennial Exposition.

balance of Long Island, New York State east of the Hudson River and part of Connecticut and Mr. Clark Northern New Jersey.

Three Men Added to New York A.-K. Sales Staff

John Delp, district manager of the territory out of New York for the Atwater Kent Mfg. Co., of Philadelphia, Pa., has announced the appointment of three men to the New York sales staff.

All three are experienced Atwater Kent salesmen. Joseph Graham has come to New York from Chicago territory, Warren Milne from Nebraska territory and Hayes Clark from the Kansas territory. Mr. Graham will cover New York City and Brooklyn; Mr. Milne the

San Francisco Votes for Municipal Opera House

SAN FRANCISCO, CAL., July 8.—This city is to have its own opera house as the result of the bond election, held last month, when the people voted in favor of building the War Memorial. This will be one of the units of the Civic Center and the Memorial will consist of two buildings, a Veterans' building and a Temple of Music with a connecting court. The bond issue is for \$4,000,000, but previous donations and land given by the city will bring the total to \$7,000,000. Plans are ready for the structures.

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1927?