

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

Published Each Month by Federated Business Publications, Inc., at 420 Lexington Ave., New York, September, 1927



“Over 75% of all
BRUNSWICK
PANATROPE

home demonstrations
result in orders.”

—a Brunswick Dealer

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 the only part 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

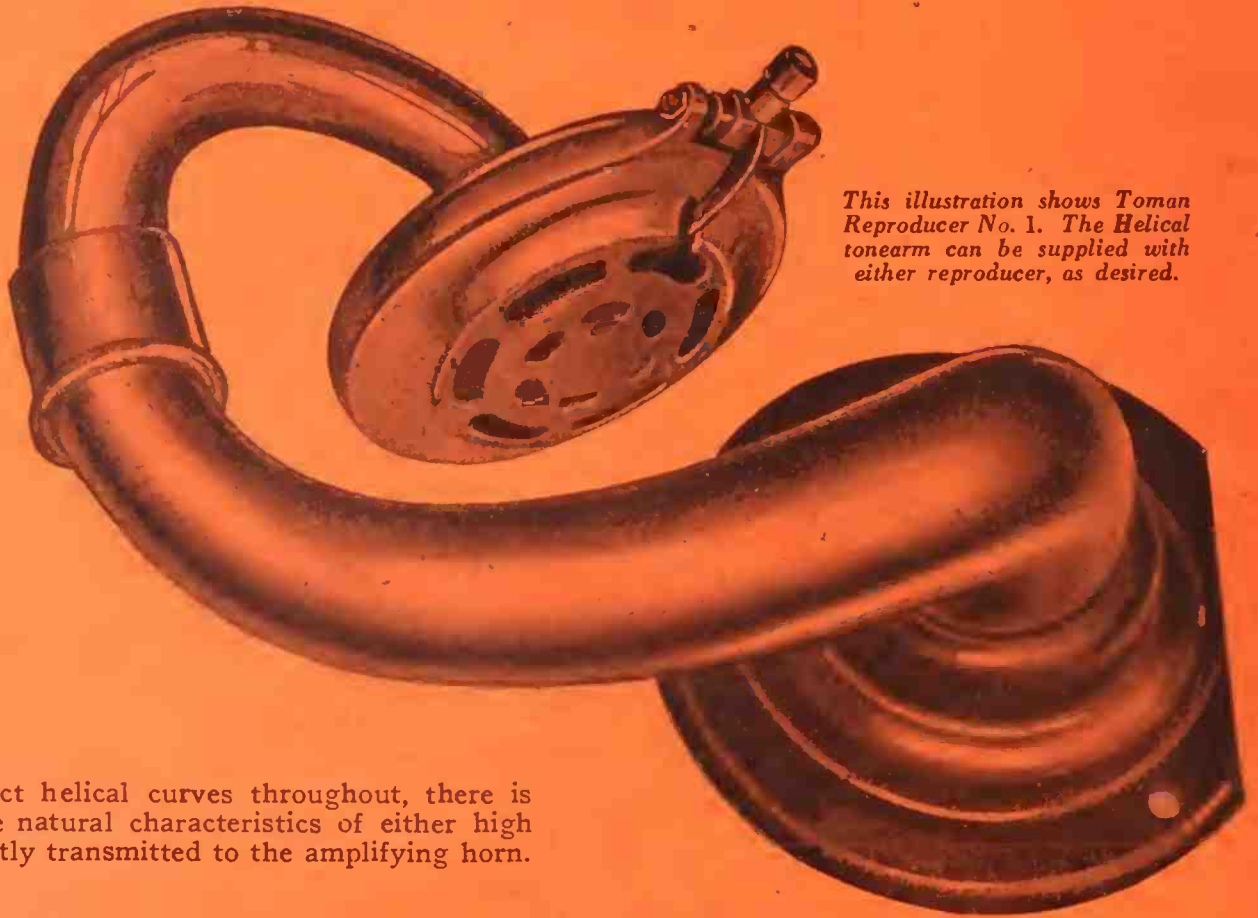
Does not infringe any U. S. Patent

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.O. (5th Edition).

The Talking Machine World

Vol. 23. No. 9

New York, September, 1927

Price Twenty-five Cents

Success in Retail Field Measured by Efficiency of Operation

Revolutionary Changes in Products and More Intense Competition
Make Necessary the Most Modern Methods of Retail Store Operation
With Particular Attention to the Elimination of Waste in Selling

COMPETITIVE methods in retail merchandising have brought about a condition where there is a vital need for the elimination of inefficient practices. This involves a broader knowledge of business management to the end that uneconomical operation be done away with. While this condition is general in the retail field it applies with particular force to the talking machine trade.

Revolution in Products

The past few years have witnessed a revolution in products. Various manufacturers have placed on the market talking machines that are incomparably superior to anything ever before seen or heard. The movement has been extended to records and not only that, but practically every progressive talking machine dealer throughout the country now handles radio, as well as the various accessories necessary to supply complete sets to consumers.

With the introduction of the new machines and records, and the addition of radio, the talking machine trade automatically found its entire field of operation extended to an unbelievable degree. It also discovered in a very short time that other talking machine dealers (competitors) realized the opportunity and were striking out after business in a more strenuous fashion than ever before. In connection with radio the talking machine dealer soon found that he was not only facing the competition of other music dealers in his community, but he was also competing with businesses outside the field which were merchandising radio in a more or less haphazard manner and making concessions that were having a disastrous effect on profit.

With this in mind it is easy to understand that a certain amount of confusion should exist for a time. The chaos of two years ago is history. What the future holds depends entirely upon the dealer. Merchandising success cannot be won to-day unless the dealer approaches his problems in an intelligent manner. As far as retailing is concerned this means that scientific business management must replace the store-keeping methods of old.

Costs and Profits

A recent survey conducted by The Talking Machine World disclosed the lamentable fact that comparatively few dealers have a proper understanding of the costs of doing business. It also brought to light that where a merchant had installed a modern cost-finding system invariably that dealer was making money, while the reports of the others indicated guesswork regarding profit, or a frank statement that there were no profits.

Therefore, the first thing the dealer must do to bring his business up to a modern plane is to install some method whereby he knows exactly what he is doing and how he stands regarding finances. Only by this method is it possible for the retailer to discover his merchandising weaknesses, and eliminate them.

Many dealers have complained that under the

present system they are unable to make money. The answer to this complaint was very nicely put by Frank Steadman, one of the most successful dealers in New York State, who operates a large establishment in Yonkers, when he said: "We will not handle any line that does not permit us to make a profit. We will not sell any product on a basis that is unprofitable to our concern. We will not indulge in any practices or make concessions to customers that compel us to jeopardize our interests."

Continuing Mr. Steadman said: "The talking machine and radio department of a retail store

All retail dealers are striving for their share of the consumer's dollar. In the race for business the fundamentals of economical operation are sometimes lost sight of, with the result that very often the dealer finds that he has been doing an excellent volume of business but has not been making any money. The old-fashioned and wasteful merchandising methods are now obsolete. . . .

should make money if properly handled. Take radio for example. Our entire overhead for the radio department is approximately 30 per cent. We handle only standard merchandise which is considered more or less foolproof. We guarantee each set for a year against defects, but we do not guarantee the set if the buyer tampers with it. There is a limit to our free service. We do not mince words in making plain to the customer that our service consists only of a call where some defect in the set itself makes it necessary. Our service men are experts, and when they install a set it is done right. There is no complaint in three or four days caused by hasty installation. The result of this has been that we do not average one service call per set. We use only the best accessories. We protect ourselves by selling on the basis of 25 per cent down and 10 per cent of the balance per month. For the privilege of buying on the instalment plan the customer pays us 6 per cent. We handle our own paper.

Selected Business

"Our business last year grossed approximately one hundred thousand dollars, and every dollar of this was what we call selected business. If a prospective customer is not able to pay the 25 per cent down we refuse to make the sale. We will not deviate from this policy because experience has taught us that where too many concessions are made trouble invariably develops. Furthermore, if a customer wants to

buy a \$250 set and is unable to pay the 25 per cent down, she cannot afford that set. We try to sell her a set within her means, and if this fails, why, that ends the matter. The point of all this is that were we to cheapen our products by selling to every Tom, Dick and Harry on ridiculous terms our radio department would not be in the substantial position it is to-day. We have been handling radio for four years, and in all this time have found it necessary to repossess only two sets."

The Steadman music house has adopted policies that are bound to become more general in the retail talking machine field. The simple policy of restricting sales to people who are practically certain to meet their obligation will immediately relieve the dealer of a tremendous load of responsibility. There is no question that where very small down payments are accepted, and the contract is permitted to run over many months, the cost of collection reaches a figure that the mark-up on the product does not warrant. More than one dealer, by selling at ridiculous terms because he lacked the backbone to forget competition and attend strictly to his own business of merchandising, has found that while he achieved a satisfactory volume of sales profits were nothing to boast about.

The time comes when such a dealer, forgetting profits and feeling well pleased with his volume, decides to expand. He does so and in time finds out that he owes a great deal of money and has none with which to pay. The wholesalers refuse to supply him with merchandise until he meets his obligations to some extent at least. This the dealer is unable to do, and consequently he suffers because he is unable to keep his establishment well stocked. Cash is necessary to carry on business. Bills must be paid, and the discount for prompt payments should be taken in the interest of economical merchandising, but how can the dealer do this if every penny he has in the world is loaned to customers through carrying the instalment plan of selling to a dangerous point? Many of the old bugaboos of business are falling by the wayside, and rightly so, for they were based on false premises. Every factor in the industry to-day is endeavoring to find a solution of the problem of increasing business throughout the year, and that these efforts have not been in vain is indicated by the reports being received by The Talking Machine World.

Co-operative Effort

Many of these problems are too big for the individual retailer, but they are not too big for the entire industry, and that is the strongest argument in the world why dealers should join their associations and not only become members but active members.

It is up to every dealer to solve his own petty problems. It is his own fault if he is operating along obsolete lines. Analyze your own field and if some of your policies are wrong correct them.

Concessions to Customers

Eliminate the Profits of Dealers

Volume Selling on "Nothing Down" Basis Means Granting of Credit to Bad Risks and Almost Invariably a Large Number of Repossessions

TWO men who had been operating a business as partners over a period of years had a serious disagreement and decided that they had better dissolve partnership. Both had put in \$1,000, and as the business had been losing money there was just \$800 in the treasury. The senior partner pocketed the cash assets and started to leave the store when his erstwhile associate, greatly excited, rushed up to him and shouted: "Look here I put an equal amount of money in this business and I am entitled to half the assets. If you get \$800 so do I."

"Oh, no," declared the senior partner. "That is where you make a mistake. I get the \$800. Your share of the assets went for 'deducts.'"

"Deducts!" cried the other. "What is that?"

"You see," came the answer, "how ignorant of business you are. Why, there was a deduct for the salaries. I had to deduct for rent. There were deducts for heat, light, phone and other things," and quickly taking his hat the senior partner slipped out of the door.

This little story hits home, because a good many retailers to-day are so busy deducting that they have precious little time for anything but worry regarding the state of their business. Here is what a certain retailer has been doing during the past year: Business had been poor. The head of the firm had called the buyer of the talking machine and radio department on the carpet and following the "bawling out" had suggested a plan to increase sales volume. The buyer was certain that conditions demanded a schedule of hard work to secure every possible sale at the least cost until more active times came to the community; but, knowing the temper of the head of the firm, he refrained from criticizing the plan suggested. The idea was to run some large-space advertisements in the local newspapers calling attention to the fact that an instrument costing in the neighborhood of \$150 could be purchased on the basis of nothing down and payments extending over a period of twenty-four months. However, the ads stated that

each customer was expected to purchase at least \$5 worth of records for which payment must be made immediately.

The result of this method of procedure was that many sales were made in a hurry, but any chance of making a profit on the cam-

The dealer who does not consider the cost of meeting competition in his eagerness to make a sale, when the closing of the deal involves a concession regarding the price, or who goes to ridiculous lengths to build up sales volume without a thought to overhead, is traveling a dangerous road. The profits are only for the dealers who merchandise their products along sound and common-sense lines.

campaign was lost due to the fact that within a month or so customers lured by the "nothing down policy," who had purchased instruments beyond their means, decided that they could not make the grade regarding payments, and the result was a number of repossessions. Here is an instance where the dealer deducted the first payment as part of the plan to promote business and, like the partner whose share of the business was made up of "deducts," was left to hold the bag.

The manager of an established suburban business made the statement to the writer not so long ago that the greatest evil existing in the retail trade to-day is the spineless method of a good many dealers who go to almost any length short of selling at wholesale prices to make a

sale and to meet existing keen competition.

"The dealer who handles a standard product is in a better position to survive cut-throat competitive methods, especially the merchant located in a suburban community who has the disadvantage of being located near a large city. This type of dealer is compelled to meet the competition of the large city stores as well as that of local establishments. Standard merchandise is his only safeguard and if he promotes sales aggressively he should make a profit. The trouble seems to be that many of these dealers in order to get the business make concessions to prospective customers. I know of cases right here in town where a dealer will allow 10 per cent off list price on a radio set, which he sells on extremely low terms and on which he guarantees a year's free service. Now, considering the fact that average overhead of a well-managed retail store is between 28 and 35 per cent, where is the profit for the dealer who operates on a mark-up of 40 per cent? He breaks even if he is lucky and, most of the time, transactions of this character result in a loss."

Contrast this method with that of the dealer who handles only the merchandise on which he is certain he can make a profit and who positively will not make a sale unless he is certain the deal will be a profitable one. A number of retail radio dealers, we are pleased to note, still demand a 25 per cent first payment and insist upon the balance of the account being paid off within six to ten months. Experience has taught them that when the down payment is too small, when the allowance on a trade-in is too large, when the instalment contract covers between a year and two years, the risk of loss is tremendously increased. It is far better to let the competitor make "dangerous" sales.

The Rocky Mountain Radio Co., Denver, Col., and A. J. Tobey Co., Los Angeles, Cal., were recently appointed distributors of the Freed-Eisemann radio line manufactured by the Freed-Eisemann Radio Corp., Brooklyn, N. Y.

"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 Music the Public Wants



LEE SIMS
Famous Radio Pianist



HARRY RICHMAN
Comedian
Star of George White's
"Scandals"

IN vocal as in dance music now, Brunswick has the entertainers who rank highest in public esteem. Such stars as Richman, Lucas, Munn, and many others cause record buyers always to look for the latest tunes on Brunswick. And the marvelous musical quality of Brunswick electrical recordings increases this growing preference for Brunswick Records. When they hear it on Brunswick, they buy!

A Few Outstanding Records of the Month

"Baby Feet Go Pitter Patter ('Cross My Floor)" . . . "There's One Little Girl Who Loves Me"—fox trots with vocal chorus. Abe Lyman's Orchestra. 3605

"I'm Coming, Virginia" . . . "Meet Me in the Moonlight"—fox trots with vocal chorus. Jules Herbuveaux and His Orchestra. 3606—75c

"Magnolia" . . . "Ain't That a Grand and Glorious Feeling?"—sung by Harry Richman, Comedian, with orchestra. 3583—75c

"Largo" from "Xerxes" (Handel) . . . "Rendi l' Sereno al Ciglio" (Cast From Thy Brow That Sadness) (Handel) — sung by Elisabeth Rethberg, Soprano Metropolitan Opera Company, with orchestra. 30119

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO. • Chicago • New York • In Canada, Toronto
Branches in all Principal Cities

Crouch Radio Co. Exacts Protest Fee When Installment Buyer Delays Payment

Live Oneonta, N. Y., Radio Dealer Keeps Past Due Down to Lowest Minimum and Collects 6 Per Cent Interest and Protest Fee of One Dollar When Customer Is Delinquent

The Crouch Radio Co., of Oneonta, N. Y., has been exceedingly successful in keeping the past due on installment sales of radio receivers to the lowest possible minimum by the use of



Human Interest Radio Window

a protest fee of one dollar (\$1.00) on every occasion when the installment buyer fails to make payment on the date due. This company, which is situated in a town that has a railroad terminal, does a large installment business with railroad employes. Radio receiving sets selling in the neighborhood of \$150 are most popular with the buyers and practically all sales are done on a time basis. L. D. Crouch, proprietor of the store, allows ten months for completion of payments, and receives 6 per cent interest on the outstanding balance due.

Sales are made using the thirty day property note method in which the purchaser agrees that the title of the property remains with the dealer until the amount of the note and the interest are fully paid. The customer also agrees in the note that the property is not to be moved without the consent of the dealer except for temporary uses during a period of not more than

thirty days. In the note the Citizens National Bank & Trust Co., of Oneonta, N. Y., is specified as the place and person to whom payments are to be made.

The company occasionally grants renewals of the note for which a protest charge is made except in cases where sickness or some other unavoidable reason for the delay is accepted by the dealer, in which case the protest charge is left off. Mr. Crouch is firm in collecting the protest charges and for this reason payments are received in a most satisfactory fashion.

The following notice is sent to the customers a few days before payment is due:

Your note for \$..... is due at the Citizens National Bank, Oneonta, N. Y., on Please sign the enclosed note and return same together with your payment of \$..... plus \$..... interest. If payment does not reach us before 3 o'clock on the date due a protest charge of \$1.00 will be charged. Mail it early and avoid delay. Thank you.

Yours truly,

CROUCH RADIO CO.

Notice—Our service department is always ready to keep your radio in good running order, therefore, the Citizens National Bank does not accept excuses for non-payment.

The postscript on the above quoted form appears in bold black-faced type, and this notice, according to Mr. Crouch, has obviated the old excuse that the set is not "running right."

A great deal of the success of this company can be attributed to the novel and effective window displays which are frequently changed. The accompanying photograph is typical of the manner in which Mr. Crouch attracts the attention of passers-by and stimulates their interest in the receivers he is selling.

Dealers' Radio Show in Nebraska a Big Success

W. M. Dutton & Sons Co., of Hastings, Neb., Sponsored Event—Dealers Informed of Latest Developments in Radio Field.

The fourth annual dealers' radio show to be held by the W. M. Dutton & Sons Co., wholesale distributor, of Hastings, Neb., has been pronounced a splendid success.

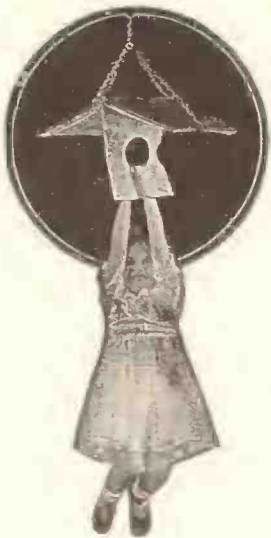
The 1927 show occupied the entire sixth floor of the Hotel Clarke, in Hastings, a space which included a large ballroom and several large sample rooms. Several new features were added to make this year's show better than ever. The educational side of the show was particularly stressed. Dealers were formed into classes, and were taught by lectures and demonstrations the latest developments in the radio field, the best methods of selling, demonstrating, servicing, and installing. Service men

were shown the best methods of trouble shooting, and the proper instruments and tools to use.

Another feature was a loud speaker room, in which thirty-seven different models of speakers were connected to a large switchboard, so that by instant switching from one model to another a very striking comparison of tone and volume could be made.

A total of 256 dealers from Nebraska, Kansas, Colorado and Wyoming were registered. Twenty-two factory representatives were present, among them being E. E. Horine, assistant manager of the radio division of the National Carbon Co.; L. A. Kellogg, field promotion manager of the Crosley Radio Corp., and Paul J. Pfall, of the Radio Corp. of America. In the evenings the general public was admitted to the display rooms.

Prof. J. F. Wysong is planning to open a music store and studio at Eaton Rapids, Mich., in the near future.



PEERLESS— the Album

Peerless Artkraft Album

BEAUTIFUL GOLD-EMBOSSED COVER—HEAVY BROWN KRAFT POCKETS

Peerless Loose Leaf Album

REMOVABLE POCKETS FOR RECORDS

Write for quotations on our Genuine Leather Portable—absolutely unlike any machine on the market—as well as our popular \$15.00 model.



The easiest way of carrying records to camp and seashore is in a Peerless Carrying Case. Appeals to every Portable owner. Now made of wood in two sizes. To hold 25 and 50 records.

PEERLESS ALBUM COMPANY

PHIL RAVIS, Pres.

636-638 Broadway

New York City

"IT CREATES PRESTIGE"

The BRUNSWICK PANATROPE

10 MODELS: \$90 to \$1275
Prices Guaranteed to Dec. 31, 1927



(Above) Brunswick Panatrope, electrical type, combined with 8-tube Radiola Super-heterodyne. Model 148-C. \$1250, Eastern; Coast, \$1275.

(At left) Brunswick Panatrope, Exponential type, Model 8-7. \$90.

THE astounding musical performance of the Brunswick Panatrope is reacting to the benefit of the Brunswick dealer in more ways than those of sales and profits. "The prestige it creates is a big asset," writes J. H. Haeske Radio Music Co., Bartlesville, Oklahoma.

The Brunswick Panatrope is an instrument which possesses in high degree that rare quality known as personality. In less than two years' time, it has won top place among the musical inventions of the present day.

Public preference in the matter of cabi-

nets and equipment has been fully determined by the makers of the Brunswick Panatrope. Ten models at prices to suit all purses. Five Brunswick Panatropes of the exponential type ranging in price from \$90 to \$300. Five electrical-type Brunswick Panatropes and Panatrope-with-Radiola combinations priced between \$450 and \$1275.

The fall season of 1927 holds rich possibilities for the dealer who makes the Brunswick Panatrope his feature line. In the coming months, this amazing instrument will rise to new heights of public esteem.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO · NEW YORK · IN CANADA: TORONTO
BRANCHES IN ALL PRINCIPAL CITIES

Sell the New Phonograph—Then Talk of the Trade-in

TRADING in an old phonograph on the modern reproducer of music can be likened to the trading in of a horse and buggy for an automobile. The phonograph trade-in problem is one of the most embarrassing to the retailer.

We are concerned with the customer who has had some variety of talking machine anywhere from five to fifteen years, has heard the latest marvels of music-reproduction apparatus, desires to have the latest model, and wants something for his old one. The issue is a complicated one.

The customer and his family have developed a fond feeling for the old machine, even though it can only be used now as a piece of furniture. The customer, in practically every case, also has a radio receiving set, with good music at his finger tips. All of us know that the customer's conversation with the clerk runs something like this: "I have heard one of the new phonographs. I would like to get one. How much will you allow me on my old machine?" When the obliging clerk answers: "ten dollars," the customer first throws up his hands, then plunges them—both of them—into his pockets to get a firm grip on his purse, murmurs something about "a darn good radio" and walks out. That is the situation before every retail dealer.

There is only one solution, as I see it.

Must Sell the New Instruments

We must **SELL** the new phonograph. We must sell its marvelous reproductive facilities, we must sell its true tone, we must sell its shading and its accuracy. We must convince the customer that the machine is such that he wants one and needs one. He must be sold on the new phonograph before we are to discuss the value of his old talking machine.

The old talking machine is valueless. So is a square piano. The only difference is that the public knows and understands that a square piano is obsolete, not marketable, and therefore of no value. The public has not yet realized that the same is true of the phonograph of a few years ago. When we take in an obsolete talking machine we must assume considerable expense before it is again placed on the market.

Cost of Marketing Trade-ins

We must figure 35 per cent for overhead. If we have allowed the customer \$50 for one of the obsolete models which originally cost \$150,

the overhead means that the cost to us is \$67.50. Before we attempt to sell it again we must go to the expense of appraisal, transportation, graphiting, refinishing and new parts. Is it possible to sell the machine now for \$75? The question is answered by saying that for \$75 one of the modern machines can be purchased.

And where, pray tell me, can we find a person who is willing to pay the same price for a second-hand machine of obsolete type that he does for one of the new models. The answer, then, is that we must allow no more for the trade-in than is consistent with good business and a desire to keep our warehouses free from dead stock. And we must all agree to abide by a price to be fixed, for the eternal enemy of the wavering seller is that variety of American purchaser known as the "shopper."

How the Shopper Operates

The shopper comes to a store and gets a price on an old machine to be traded-in. The shopper goes two blocks away and tells that firm that he has been offered twice as much. We all want business and it is a simple matter to raise the exaggerated ante. We are all eager and selfish for business and we are too willing to stretch a point to get that business. The shopper is just as willing to stretch the truth.

I have heard of many cases where dealers have made trade-in allowances of 50 per cent more than other stores, if the customer agreed to make up the difference in records. To my mind this is bad business. If we add the cost of the records and the cost of selling them to the original transaction, we are not making money. And in addition we are actually forcing a customer to purchase something that the customer may not actually desire to buy.

The Northern California Music Dealers' Association has adopted a policy of allowing a maximum of \$10 on upright models of obsolete machines and \$30 maximum on console models. Such a policy is useless unless it is universal.

Co-operation of All Dealers Essential

If all dealers abide by the prices agreed upon it will be but a short time before the public will realize that the obsolete talking machine is in the same category with the square piano. The public will then accept the small allowance, knowing that their merchandise is actually worth no more.

To the dealer who would continue to allow



William H. Cross

\$50 on an old machine, to sell it for the same price a few weeks later, I can only quote from one of our popular records: One of the famous crows says to the other: "We bought the pigs in November for four dollars and sold them in April for four dollars." The other retorts: "You can't make money that way!" And the answer is drawled, you remember, "We found that out."

(William H. Cross, who gave the above address at the Western Music Trades Convention, is manager of the talking machine and radio department of the Jackson Furniture Co., Oakland, Cal.—EDITOR.)

Radio Firms Consolidated

Radio Foundation, Inc., New York, and the Spartan Electric Corp., Newark, N. J., have consolidated and will operate under the name of the first-named company. New sales and executive offices have been opened at 118 West Fourteenth street, New York. The officials of the concern are: Eugene A. Widmann, president; Sanford Samuels, vice-president; Ernest Ohlschuller, secretary and treasurer, and Maurice Despres, sales manager.

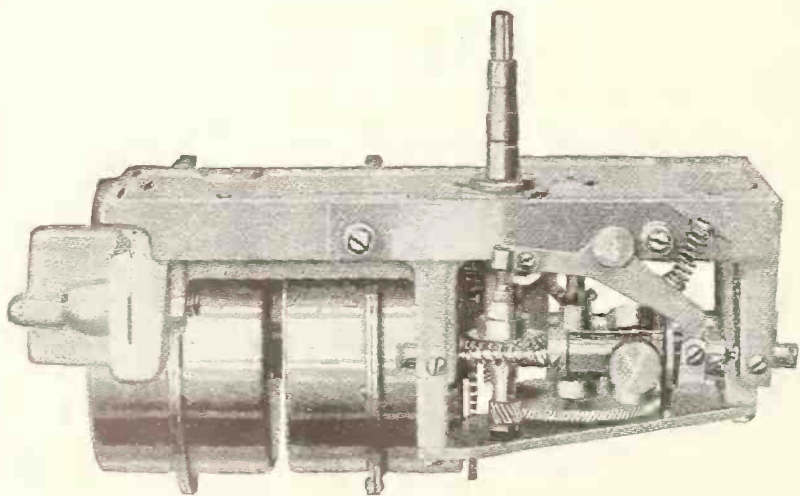
Adds Columbia Distribution

The Lincoln Fixture & Supply Co., Lincoln, Neb., has been appointed a distributor of Columbia Viva-tonal phonographs and New Process records for the Nebraska territory. C. F. McCain is president of the company.

Death of C. L. Logwood

Charles L. Logwood, radio pioneer and former associate of Dr. Lee De Forest, died on Sunday, August 21, in Mountainside Hospital, Montclair, N. J., following a stroke suffered a few days previously.

Over 2,000,000 KRASCO Motors in Use



KRASCO No. 33—four 16-foot springs—plays 10 ten-inch records to the winding



MOTORS

**WILL SELL YOUR PHONOGRAPHS by
MORE PLAYING with LESS WINDING**

There are seven sizes of KRASCO Motors; all play longer with less winding.

KRASCO Motors mean more pleasure for the user—more sales for the manufacturer and dealer.

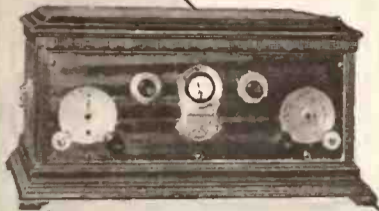
The new complete KRASCO CATALOG will interest you

Krasco Phonograph Motor Company

Elkhart, Indiana, U. S. A.

The Greatest Stromberg-Carlson Line

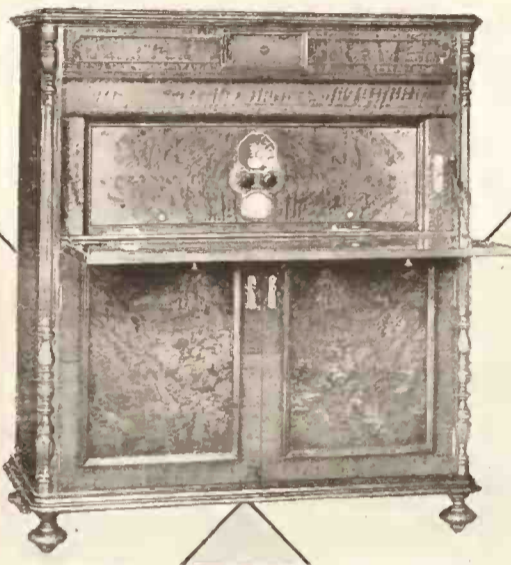
A.C. Receivers for operating direct from 60 cycle house lighting circuit; Universally Powered Receivers for operating in all other areas.



No. 633 Stromberg-Carlson A.C. Receiver—Price, with Audio-Power Unit and 9 R.C.A. Tubes—but without Cone Speaker or Loop. East of Rockies \$355; Rockies and West \$380.
No. 601 Stromberg-Carlson, Universally Powered Receiver, similar cabinet. Price, less accessories—East of Rockies \$225; Rockies and West \$240.



No. 523 A.C. Receiver. Price, with Audio-Power Unit and 8 R.C.A. Tube, but without Cone Speaker; East of Rockies \$295; Rockies and West \$315.
No. 501 Universally Powered Receiver, similar cabinet. Price, less accessories; East of Rockies \$180; Rockies and West \$192.50.



No. 744 A.C. Receiver. Radio and Phonograph combination. Incorporates an electric phonograph having magnetic pick-up for reproducing records through audio system of Receiver and the Cone Speaker. Price, including Cone Speaker, Loop, Socket-Power Unit and 11 R.C.A. Tubes, East of Rockies \$1245; Rockies and West \$1299.



No. 524 A.C. Receiver. Price, with Audio-Power Unit and 8 R.C.A. Tubes—but without Cone Speaker; East of Rockies \$425; Rockies and West \$455.
No. 502 Universally Powered Receiver, similar cabinet. Price, less accessories, East of Rockies \$290; Rockies and West \$315.



No. 734 A.C. Receiver. Price with Socket-Power Unit and 11 R.C.A. Tubes—but not including Cone Speaker or Envelope Loop, East of Rockies \$755; Rockies and West \$795.



No. 10 Cone Speaker. A 22-inch seamless Cone Speaker built with thin apex and thicker edge for even sound-producing qualities. Reproduces below 60 cycle fundamental tones. Designed only for highest grade Receivers. Price, East of Rockies \$40; Rockies and West \$44.



No. 634 A.C. Receiver. Price, with Audio-Power Unit and 9 R.C.A. Tubes but without Cone Speaker or Loop, East of Rockies \$505; Rockies and West \$545.
No. 602 Universally Powered Receiver, similar cabinet. Price, less accessories, East of Rockies \$330; Rockies and West \$360.

SIX NEW A.C. STROMBERG-CARLSONS satisfy the demand for all direct light socket operation wherever 105-125 volt, 50-60 cycle alternating current is available. Four Universally Powered Stromberg-Carlsons give indirect A.C. operation with "B" eliminator and Unipower; or complete D.C. operation with batteries where house current is unavailable or unsuitable.

The Stromberg-Carlson line contains Receivers which offer loop or antenna pick-up in Treasure Chest or Console models; Receivers with single or dual station selectors; Rec-

eivers which give radio reproduction of phonograph records.

Every Stromberg-Carlson irrespective of current supply uses inexpensive, long-lived, D.C. type tubes of proved efficiency offering no limit on tone quality.

The wide range of Stromberg-Carlson prices, plus the protection and profit possible under the new Stromberg-Carlson financing plan permits more sales with safety.

Stromberg-Carlson's complete patent protection on every item of their radio installations and their guarantee not to reduce prices, assures "permanent value".

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

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than thirty years.

There Is Profit in Record Sales

How One Live Dealer Made Record Department a Good Investment

UPON entering the music business a short five years ago, all the advice offered me had to do with talking machine sales and the best efforts of the various organizations, locally and in adjoining towns and cities, were bent on selling talking machines alone. The star salesmen spent hours planning and devising means of making machine sales, and we, being new at the business, followed suit. The record business was considered an accessory line, like needles, to be used as bait, perhaps to be given away when necessary, to sweeten or secure a machine sale. The dollar down, dollar when I catch you type of contract was in vogue at that time, and being financially unable to meet this competition, and foreseeing the inevitable reverses that would follow too long time and too easy terms, we were forced to change our business plans.

Concentration on Record Merchandising

Concentration on record sales followed. Record sales may be for all practical purposes considered as "cash sales." The discounts were set and the matter of operating expense was carefully figured. We found by placing the record rack immediately adjacent to our hearing rooms that one salesman or saleswoman could handle six, or more, hearing rooms running full up. The majority of persons desiring to listen to records prefer to be left alone or in the company of their companions; they do not want the attending clerk to remain in the hearing rooms, or booths as I shall term them, as it creates a strained feeling on the part of both clerk and customer.

Following the system used by the theatres, which continually advertise coming attractions, we selected and placed in the booth from six to a dozen records—two or three of the best sellers and the balance the newest records in stock. We found that our customers would select some of the best sellers and play them, but pass up the newest numbers because they were strange and unfamiliar melodies. We make it a point to casually suggest to the customer that he listen to the new records so that he will become educated to like them at first hearing. Our experience has been that unless one is in the business and trained to buy stock on first hearing of a record, that the casual or steady customer must be educated to like some particular part of a record, either a brass team, a piano part, exceptional orchestrating or catchy melody, to buy at first hearing. This system of education has meant record sales success for us, as the majority of our customers are "daily" visitors, asking, "Anything new today?" In answering this query we stress "frankness" with our customer, replying that there either is something that will appeal to him or that there is nothing particularly good, but we would like to play them over for his approval just the same. This breeds a feeling of trust and the customer instinctively feels and appreciates that we know his particular tastes. He thus buys the best of the new records as they are received, instead of waiting for the weekly, semi-monthly or monthly releases and attempting to choose from the large assortment. Customers tire from listening to too many records at a time, and just pick the cream. I want to say here that the new process records are wonderful—upper and lower register coming clear, distinct and without distortion and are deserving of the very best efforts of the trade.

By C. E. Martin

There is so much to offer the customer today. The appointment of the booths is of vital importance in our system of handling records. The machines must be the new type, either Panatropes or other electrical reproducing instruments, or the new type mechanical reproducers with electrically driven motors, as the customer soon tires of hand winding. Women are the largest buyers of records. They have the time to shop around and are amusement seekers. The vanity case or compact being an indispensable adjunct of their toilet, we placed a large mirror in each booth for their use in repairing wind-blown hair and complexions, all the while listening to records. They originally



C. E. Martin

came in to tidy-up—and listen to new records. They remained to buy—because of cool, comfortable surroundings. An electric fan, a smoking set and large easy chairs comprise the other indispensable equipment of our booths. We use a Panatrope or other electrical reproducing instrument to broadcast records to the street, either through the doorway or from the top of the store. This is of the greatest value in stopping potential customers and bringing them into the store where we get an opportunity to work on them.

Must Carry Stock to Meet Demand

We, on the Coast, are exceptionally fortunate in being located so close to the recording and pressing plants of the larger companies, as the ability to have in stock requested numbers is extremely important. Nothing kills enthusiasm on the part of the customer or clerk quicker than, "I'm sorry, but that number is out of stock." But the fault of being out of stock is only partially with the record companies; the dealer is primarily to blame for not ordering more liberally. It stands to reason that the wholesaler gauges his stock on the orders received from dealers from his sample records. Suppose a hundred dealers order five each of a certain number, the wholesaler is going to stock accordingly. Then when the record goes on sale there is a shortage and by the time the new stock arrives, the enthusiasm for the record and the peak of the demand are passed. So unless the dealer or clerk responsible for the record department takes the sample records and after carefully listening to and digesting their good qualities, uses both initiative and imagination in ordering sufficient stock to carry through the inten-

sive initial efforts put forth by all the record companies, music publishers and wholesalers, the selling opportunity fails. Dealers need not fear the old bugaboo of "over-stock." Our record purchases range up to two thousand dollars, wholesale, monthly and the extreme liberality of the 10 per cent cut-out privilege coupled with various exchange plans fostered by the record companies, keeps stocks clean.

Back Orders Cause Waste

Avoid back orders—this is the loophole through which profits for the recording companies and the dealers slip. The life of the present day popular record is very short and the majority of back orders are cancelled before the wholesaler can get additional stock from the factory to fill them. In consequence this dead stock adds to the manufacturers' overhead which is, in turn, passed on to the dealer. Thoughtful, imaginative ordering of record stocks would mean that the recording companies could put the present high grade standard records on the market at a retail price of sixty cents, and with the proper cooperation, fifty cents is not too low a figure. This would result quickly in larger volume and increased profits for all concerned.

Just a word more about our general lack of cooperation with the recording companies. How many of you take the time or trouble to keep in touch with the salesmen that call on you, or how many of you drop a line to the managers of the different companies suggesting this or that number, which is popular in your vicinity, be recorded. This help is greatly appreciated by the recording companies and helps them to make the "hits" while they are "hot". It also makes you feel that you are really part of the game.

(The above is an address made before the Western Music Trades Convention, San Francisco, by the head of Martin's Music Shop, Palo Alto, Cal.—EDITOR.)

A. H. Bartsch in New Post

Alfred H. Bartsch, general sales manager of the American Bosch Magneto Corp., and one of the best known executives in the automotive and radio industries, has announced his resignation to accept an executive post with the General Motors Corp. Mr. Bartsch will operate in the export division as sales manager in charge of sales and advertising of one of the several regions in which General Motors has divided the world for the extensive development of their international business. His headquarters temporarily will be at the General Motors Bldg., in New York.

New Okeh-Odeon Distributor

The Q R S Music Co., 1017 Sansom street, Philadelphia, Pa., has been appointed distributor of Okeh-Odeon records for eastern Pennsylvania, Maryland and northern Delaware. Donald S. Rockwell is manager of this concern.

Incorporated

The Natural Voice Reproduction Corp., Dover, Del., was recently incorporated to deal in talking machines, etc., with a capital stock of \$200,000.



SALES HELPS

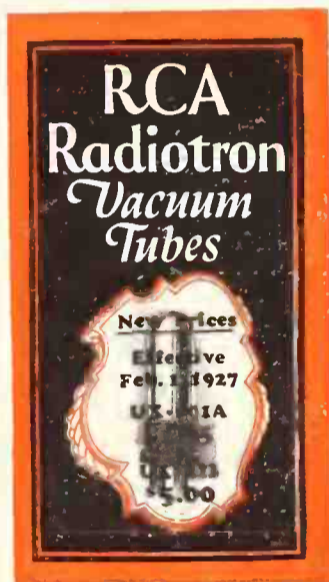
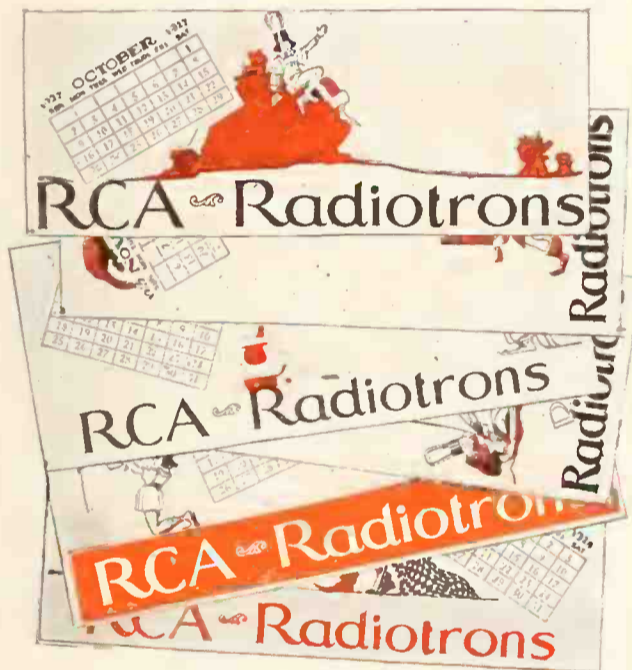
with an RCA punch!

Here are sales promotion aids that will put new profits in your pockets—just as RCA Radiotrons put new life into radio sets.

Everybody is talking about RCA Radiotrons. No other vacuum tube is so heavily advertised in magazines and newspapers.

Hook-up! Use these forceful Counter and Window Displays, Blotters, Folders.

Ask your Distributor about the clever Penny-A-Day Window Display Service for RCA Radiotrons, and many other sales helps. Write or telephone right away—or clip and mail the coupon to nearest RCA District Office. Be first in your neighborhood.



RADIO CORPORATION OF AMERICA
(Address your nearest district office)

I am interested in the new RCA Radiotron Sales Helps. Please send me full information—free.

Name

Street Address

Town

State

RCA Radiotron

MADE BY THE MAKERS OF THE RADIO LA

Alternating Current or Direct Current Built-In or Separate Loudspeaker Outdoor Aerial or Indoor Loop Storage Battery or Dry Battery

SOCKET POWER OPERATED

from \$69.50 to \$895

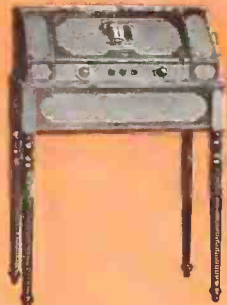
BATTERY OPERATED



RCA RADIOLA 32—A special custom-built combination of the famous RCA 8-tube Super-Heterodyne with Loudspeaker 104—the two finest radio instruments ever designed. Operated directly from the electric light circuit—either A.C. or D.C.
Complete with Radiotrons \$895



RCA RADIOLA 17—Operates directly from the electric light circuit without batteries or battery eliminators. This year's outstanding achievement in the radio art. Employs the new RCA alternating current tubes. Tuned with one knob.
Less accessories \$130.00
With Radiotrons \$157.50



RCA LOUDSPEAKER 104—When used with Radiola 28, provides a perfection and volume of tone production that has been a sensation ever since it was introduced.
RCA Loudspeaker 104 (A.C.) \$275
RCA Loudspeaker 104 (D.C.) \$310



RCA RADIOLA 28—For the many who prefer receiver and loudspeaker in separate cabinets, the 28-104 combination is the standard of comparison in the radio art.
Radiola 28, with Radiotrons \$260
A.C. Package for adapting Radiola 28 for A.C. operation with RCA Loudspeaker 104 \$35

THE new, complete line of Radiolas, backed by the greatest advertising campaign ever launched by RCA gives the RCA Authorized Dealer the answer to every buyer's requirements.

These tried, tested and perfected instruments, from the laboratories of RCA, Westinghouse and General Electric, enable the dealer to meet every trade demand under one nationally known trade-mark.

Dealers can best assure themselves of their share of the big Fall business by placing their orders with distributors now.



RCA RADIOLA 30-A—Custom-Built—A de luxe instrument, employing the same perfected Super-Heterodyne circuit as Radiola 32, but using the new Loudspeaker 100-A. Operated directly from electric light circuit—either A. C. or D. C.
Complete with Radiotrons \$495



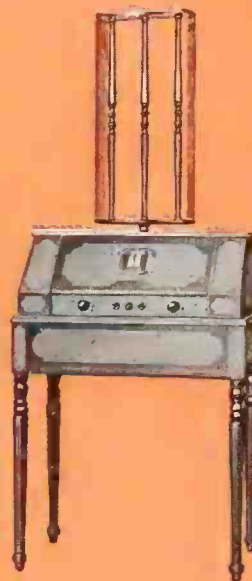
RCA LOUDSPEAKER 100—A—This refinement of the popular model 100 embodies improvements in construction which give greater sensitivity and ability to handle greater volume. \$35.00



RCA RADIOLA 20—The biggest value in radio. Many times as selective as the average antenna set. A battery operated set that can readily be adapted to A. C. operation.
Less accessories \$78.00
With Radiotrons \$89.50



RCA RADIOLA 16—The widest musical range ever achieved with one-dial control. A storage battery set of great compactness. For selectivity, sensitivity and tone quality, it sets a new standard for receivers in its price class. By use of socket power devices, it can be adapted for A.C. operation.
Less accessories \$69.50
With Radiotrons \$82.75



RCA RADIOLA 28—The famous receiving set that brought a new meaning to radio in thousands of American homes. Employs the tried, tested and perfected RCA 8-tube Super-Heterodyne circuit.
With Radiotrons \$260

RCA Radiola

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

The new complete line of Radiolas

—led by two custom-built models of the famous tone-perfect Super-Heterodyne



RCA Radiola 10-A—The smallest complete set of the famous RCA Super-Heterodyne. Operates on 110 volt A.C. or D.C. Complete with Radiotron \$109.00



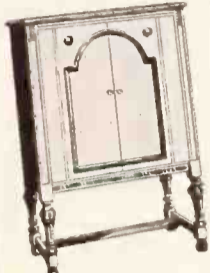
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RCA Radiola 20-A—Custom-built de luxe instrument, employing the same perfected Super-Heterodyne circuit as Radiola 10, but using the new Loudspeaker 100-A. Operates directly from the light circuit—either A.C. or D.C. Complete with Radiotron \$249.00



RCA Radiola 15—The smallest complete set of the famous RCA Super-Heterodyne. Operates on 110 volt A.C. or D.C. Complete with Radiotron \$119.00



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All the scientific resources of the General Electric and Westinghouse companies, in cooperation with the RCA Research Laboratories, have been placed at the service of the public in perfecting radio reception as well as in radio design.

To meet the demand for de luxe cabinet sets, RCA offers a limited number of custom-built models, using the famous Super-Heterodyne principle, universally acknowledged as the ultimate in radio design.

These will be available in two designs, one incorporating the famous RCA Loudspeaker 100-A, and the other the remarkable new RCA Loudspeaker 100-B.

The new complete line of Radiolas now available includes sets for all methods of operation and all requirements of location. There is a choice of storage battery, dry battery and socket power apparatus (direct from the lighting circuit)—as well as the use of outdoor or indoor aerial.

Every improvement of radio design is incorporated in these wonderful instruments.

Ask any RCA Authorized Dealer for a demonstration today.

These Radiolas are the product of the same engineers who have built the high-power broadcasting stations. They are designed to reproduce faithfully the perfection of tone now achieved by the transmitting apparatus in the studio.

RADIO CORPORATION OF AMERICA
New York - Chicago - San Francisco

RCA Radiola

Big space in newspapers and magazines will be used to advertise RCA products during the last four months of the year. This is the greatest advertising campaign in the history of radio.

RCA Announces a new complete line of Radiolas

—for all methods of operation
—for all requirements of location



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RCA Loudspeaker 100-A—The replacement of the portable model 100 provides an improvement in sound quality for portable sets. Complete with Radiotron \$249.00



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FROM the Research Laboratories of Radio Corporation of America, Westinghouse and General Electric have come these RCA Radiolas and Loudspeakers—the greatest achievements of the radio art.

These tried, tested and perfected receiving sets are individually adapted to the different methods of operation, as well as to the exacting requirements of different locations.

RCA Radiolas set the standard for radio because of their unrivaled perfection of tone and simplicity of operation. They are designed by the same engineers who planned the leading high-power broadcasting stations. They are the time-tested sets that have been chosen for exclusive use by Victor and Brunswick in their finest instruments.

Included in the new Radiola line are dry battery sets, storage battery sets and, of course, the sets that operate directly from the electric light circuit.

You haven't really heard radio until you have listened to a Radiola and RCA Loudspeaker.

Ask any RCA Authorized Dealer to demonstrate these marvelous instruments.

RADIO CORPORATION OF AMERICA
New York - Chicago - San Francisco

RCA Radiola

The new RCA Radiolas never before so perfect in tone so simple to operate so attractively priced

GO to any RCA Authorized Dealer and ask him to demonstrate these wonderful instruments.

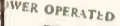
You haven't really heard radio until you have listened to a Radiola with an RCA Loudspeaker.

A wide range of choice is offered in these preferred Radiolas.

As an amazing new storage battery set \$109.00, the new Radiola 10-A that operates directly from the lighting circuit and de luxe custom-built model of the Super-Heterodyne backed by the scientific resources of RCA, Westinghouse and General Electric, powers and leads in radio research.

After what set you select, you are assured of getting a Radiola.

Radiolas are the product of the same engineers who have produced faithfully the perfection of tone now achieved by the transmitting apparatus in the studio.



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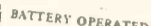
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Included in the new Radiola line are dry battery sets, storage battery sets, and, of course, the sets that operate directly from the electric light circuit.

You haven't really heard radio until you have listened to a Radiola and RCA Loudspeaker. Ask any RCA Authorized Dealer to demonstrate these marvelous instruments.

RADIO CORPORATION OF AMERICA
New York - Chicago - San Francisco

RCA Radiola



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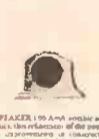
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Double page color announcement:

COLLIER'S LIBERTY LITERARY DIGEST SATURDAY EVENING POST SEPTEMBER 17 SEPTEMBER 10 SEPTEMBER 10 SEPTEMBER 17

100-A



A new loudspeaker for the new broadcasting

THE great broadcasting stations built by RCA, Westinghouse and General Electric are now transmitting with a perfection of tone that was not possible several years ago. The art of radio has tremendously advanced.

But millions of radio listeners have no real knowledge of the beauties of the new broadcasting. They have not kept pace with the progress of radio invention.

They are using good receiving instruments, but spoiling their performance with antiquated loudspeakers.

No receiver, however perfect, can hurdle the obstacle of an inferior loudspeaker.

The same engineers who have so amazingly improved broadcasting have also designed the new RCA Loudspeaker 100-A, so that all the realism of modern radio can be enjoyed by the listener-in.



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

Constructive Suggestions on the Training of Salesmen by Means of Meetings

R. H. Mouser Addresses Western Music Trades Convention and States That Salesmen Are Educated and Made, Not Born—"Methods of Prospecting Are Especially Important"

One of the interesting addresses given at the Western Music Trades' Convention in San Francisco, Cal., was delivered by R. H. Mouser, of Mouser & Lively, insurance agents, on "Training Salesmen." The chief point of the talk was that salesmen are educated and made, not born, and that in the insurance business the salesmen receive a course of training which fits them for their work, instead of relying on the salesman's natural aptitude and ability. This is a factor that, with the exception of a few rare instances, is lacking in the music field. Salesmen are hired, and given the opportunity to sell the line, and failing to produce, are fired. Very seldom is any training given that might aid the ambitious young man to master the intricacies of selling. Some of the points brought forth by Mr. Mouser in his address are worthy of reproduction. He said:

"I would say that having carefully selected your salesmen, the first step in their training should be in a 'school of instruction' within your own organization. This school should be well organized, with a carefully worked out course of instruction. Those who instruct should not only be able to advance a theory, but to teach and demonstrate its practical application. In our own organization we use as instructors men and women who are successful in the field. We like to have a number of instructors, as the contact with strong personalities is a valuable factor in itself. Our instructors are required to confine themselves to their particular subjects, as our course is worked out in continuity with one subject dovetailed into the other. An instructor must not only know his subject, but be able to present it in an interesting way. We look with displeasure on an instructor who reads to the class, or delivers his message while sitting down.

"Let me emphasize methods of prospecting as being especially important. Today the salesman who builds a real success must create business. The man who expects his firm to keep him supplied with leads will generally make only mediocre progress. The working system is vitally important because it means time control and I think you will all agree with me when I say that one of the greatest causes of failure among salesmen is found in inability to control their own time."

With reference to the meetings at which the instruction is imparted Mr. Mouser said:

"In my opinion the ideal meeting should be a well-balanced combination of entertainment, inspiration, and instruction—in proportion of, say 10 per cent entertainment, usually at the start of the meeting—40 per cent inspiration scattered through the program and 50 per cent

instruction. If time permitted I would be glad to go into details on some programs which we have found very successful. The meeting must be full of life, with not a dull moment. It never should drag. The chairman should be carefully selected, as he can 'make or break' the meeting. In passing I might say that we have found the meeting also very helpful in attracting good men to our organization.

"The 'unit' or 'group' meetings are conducted by the unit supervisors. The meetings start at 8:30 and close at nine. These meetings are practically confined to instruction.

"We encourage and urge our men to take at least one good magazine. In the music trades there must be a number of first class journals and they can be made invaluable in the training of salesmen. How can a man keep abreast of his business if he does not read the magazines which employ a specialized staff of editors to put in workable form the latest information in his line?"

McDowell Music Co. Holds Successful Sales Contest

Practically \$100,000 Worth of Business Consummated in Sixty-six Days—John Terry Wins Three Prizes—Other Prize Awards

PONCA CITY, OKLA., September 7.—The first annual sales contest of the McDowell Music Co. organization, operating stores in this city, Blackwell, Enid and Pawhuska, closed recently after producing approximately \$100,000 worth of business in sixty-six working days.

Various prizes were offered by the management and the first prize, a large loving cup, was presented to the Pawhuska store for getting the greatest number of sales units. Another cup, the highest award for store management, was made to John Terry, manager of the Blackwell store. A third cup, the highest award for credit management, was presented to T. J. Clark, manager of the Enid store.

Mr. Terry also won a cash prize of \$50 for the largest amount in dollars and cents of personal sales, and a similar prize was won by Miss Marie Rackley, of Pawhuska, for the largest amount of individual sales among the sales ladies.

The Columbia Phonograph Co. donated a beautiful Viva-tonal phonograph as a prize to the salesman selling the greatest volume of Columbia products. This was also won by Mr. Terry. M. L. Bardwell was awarded a Gruen watch donated by the Straube Piano Co. for the largest volume of Straube piano business.

The awarding of first prize to the Pawhuska

branch carried with it the privilege of entertaining the entire organization at the annual picnic. All of the four stores were closed for the afternoon of the event and the Pawhuska employes entertained with a picnic dinner and dance. Pawhuska donated the use of the park, swimming pool and dancing pavilion, and a most enjoyable day was spent. Among the guests at the picnic were: W. B. Ockenden, manager of the Kansas City branch of the Columbia Phonograph Co.; L. S. Blythe, of the Brunswick Co.; E. R. Jacobson, president of the Straube Piano Co., and R. L. Skidmore, of the American Piano Co.

H. R. Fuller Appointed to Important Carryola Post

Now Assistant Sales Manager of Company—Duties Include Direct Contact With the Trade Throughout the Country

Howard R. Fuller has been appointed assistant sales manager of the Carryola Co. of



Howard R. Fuller

America. His activities embrace a direct contact with the trade throughout the country, and his energies will be extended to co-operate with jobbers and dealers in the promotion of their business.

Mr. Fuller is well known in the radio-music industry. For several years he was affiliated with the Chas. Freshman Radio Co. and in his capacity of assistant sales manager did a great amount of work in establishing dealer outlets for the products. He then joined the Apco Mfg. Co. in an executive capacity. A year ago he came to Chicago as general sales manager of the Stewart Battery Co., where his ability was demonstrated by the excellent results that he obtained.

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.

Increasing Radio Sales— Set the Stage for Demonstrations

Massed Demonstration Ineffective—Best Results Secured by Providing Soundproof Booths—Bring Out Merits of the Radio Line

By Arthur L. Van Veen

(The writer of this article is president of Van Veen & Co., Inc., and is an authority on interior arrangement for retail talking machine and radio stores.—EDITOR.)

AFTER many years of change and development the majority of dealers in talking machines and musical merchandise became convinced of the importance of



Note the Battery of Booths

suitable and adequate facilities for demonstrating their merchandise and the modern sound-proof hearing room was brought to a high state of efficiency combined with beauty of

in importance and in sales volume to the talking machine, the main concern of the talking machine dealer was to find as much space in his store as he possibly could spare to devote to individual sound-proof demonstration rooms.

The proof of the pudding indicating the good judgment of this procedure was that the most successful dealers were those who had the greatest number of hearing rooms. The fact is that a prospective customer had every opportunity to thoroughly appraise to his own satisfaction the relative merits of each and every machine carried in the stock of the dealer and as a result many sales were made upon the initial visit of a prospect which might otherwise have been delayed or lost.

It now appears that most of the effects of this system, which took years of development and experiment in the talking machine trade, have been overlooked by a great many otherwise progressive radio dealers; instead of demonstrating each type separately and giving it a fair chance with the buyer, as was and still is done in selling talking machines, radio sets are tuned in in the main store space and the customer is obliged to listen, in many instances, to a set in which he is not interested, while it is being demonstrated to someone else, and to wait until that particular try-out is finished before he can be properly waited upon.

By reason of this method of massed demon-

stration for a while and then go elsewhere to hear another set, thus losing to the dealer the chance of a sale that might have been gained by afford-



Booth Installation for Deep Store

ing the opportunity for an adequate and individual comparison which the sound-proof room insures.

The sale of tubes might also be increased by this method of demonstration, as it is quite likely that the prospective customer may be just as interested in making comparisons as when purchasing records for his talking machine.

N. A. Fegen Heads New Firm

The resignation of N. A. Fegen, as secretary and sales manager of the Zenith Radio Corp., Chicago, was recently announced by Paul B. Klugh, vice-president of the company. Mr. Fegen leaves the Zenith Radio Corp. to organize a wholesale distributorship for Zenith in north-eastern Ohio, having his place of business in Cleveland. On August 17 Mr. Fegen was presented with a silver service by the Zenith Radio Corp. and its employes. The presentation speech was made by Mr. Klugh and a message of best wishes was read from Commander E. F. McDonald, Jr., president.

Plan Fada Radio Show

A Fada Radio Show will be held in the factory branch of F. A. D. Andrea, Inc., at Chicago during October, when the Middle Western trade and public will be invited to view the latest developments in radio embodied in the Fada line. More than 20,000 square feet of space will be devoted to the exposition.

Doubleday-Hill Electric Co., Washington, D. C., has been appointed a Fada Radio distributor, with territory in Washington, Maryland, Virginia and North Carolina.



An Unusually Artistic Style of Booth and Interior Arrangement

design and outline, after many years of experiment.

Up to the time that the radio became equal

stration, the majority of radio shops are a bedlam and it is all but impossible for an exacting buyer to be convinced. Very often he will listen

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

WITH TONAL
A=Z
 RANGE FROM A TO Z



Developed by
ORO-TONE

*World's Largest Exclusive
 Manufacturers of Tone Arms,
 Reproducers and Amplifying
 Devices.*

THE A-Z REPRODUCER

The Speaker that Reproduces the "Origin" of the Original Notes

The A-Z Reproducer represents over eight years' experiment and its development marks the attainment of real perfection in a true-toned reproducing musical instrument. It is designed on the same basic principle that has been followed for centuries in the construction of the violin, piano, mandolin and guitar.

The entire construction is of wood with the exception of the actuating unit, base and grille. The wood sound board or diaphragm is glued to a resonating box and operates under tension. The vibration delivering element is of a springy, quivering character similar in its action to the strings of musical instruments.

The A-Z Reproducer is made in walnut finish with ebony black base. Dimensions 21 in. high, 19 in. wide and 4½ in. deep.

List Price \$30.00

There is no paper, metal, mica or composition used in the diaphragm. The sound is not derived from any INERT material. There is no push-pull unit or horn. It is not an air pump.

The A-Z Reproducer has great volume, and a tonal range from A to Z. Every note is clear, retaining the original fullness and roundness of all overtones. In the reproduction of voices or instruments it "individualizes" each separate voice or instrument, with all its original truthness. Order a demonstrator. Let your own ears reveal the super-performance of the A-Z Speaker.

Samples will be sent on 10 days' approval to reliable jobbers and dealers. Complete literature on request.

THE A-Z CORPORATION
 1010 George St. Chicago, Ill.

Profit Winning Sales Wrinkles

Will A. Watkin Co. Tells of Its Radio Service—Ganer Co. Uses Road Signs—No Sets Sent Out on Trial—Prominent Citizens Own Orthophonics—How the S. O. S. Radio Co. Tied Up With the Broadcast of Sharkey-Dempsey Fight

Every radio set that is sold to a layman whose knowledge of radio is vague sooner or later requires service of some sort or another. It may be that some part or accessory needs replacement; that a connection has become loosened; that the batteries either need recharging or replacing. Whatever the cause, the radio receiver needs the attention of some one who can place his finger on the spot that is causing the trouble and remedy it at once. So service looms up as something that the dealer should advertise; he should let his customers know that in buying his set from the store they are buying not only the set but experienced service. In a recent circular sent

out by the Will A. Watkin Co., Dallas, Tex., the question of radio service is well treated. The section devoted to service reads as follows: "Consider Radio Service—At Watkin's no radio transaction is considered 'complete' with the act of closing the sale. Before, with and after each sale the unstinted benefit of the knowledge of men who are devoting their life work, interest and study to radio. They are, of course, fully competent of advising you on all the countless details necessary to the satisfactory operation of your radio." Then follows a description of the line carried. Advertising and publicity of this sort, in which the question of service is made more important than the technical description of the set, is certain to have a wider appeal.

Tell the Traveling Public

Using every possible opportunity of putting your store's name and the products handled before the eyes of the buying public is laudable and no possible publicity medium should be overlooked. Whether the result is achieved by direct mail advertising, attractive window displays, program and newspaper advertising or the use of billboards, every time a prospective radio buyer sees the name of a store and its products, the closer he comes to being a customer. The Ganer Electrical Co., Radiola dealer of Plattsmouth, Neb., has placed metal road signs along the main highways leading to Plattsmouth, Murray, Union, Mynard and Cedar Creek, letting the traveling public know of his establishment and the line handled.

No Sets on Approval

In another paragraph on this page the Will A. Watkin Co.'s stand on radio service is told. This company has a well-defined stand on selling radio and it has proved most successful. One of the principal factors of this policy is that no sets are sent out for home demonstrations. In case a prospect desires to hear a set in his own home before purchasing, the Watkin Co. sends the following blank to be filled out:

APPROVAL SALES DEMONSTRATION

Will A. Watkin Company,
City, _____ Dallas, _____, 1927

Dear Sirs:
I desire a demonstration in my home of the Radiola, Model _____, price \$_____. It will please me to be at home to-night _____ evening. It is understood by me if the Radiola operates successfully, that I will settle for same, either by paying cash or your usual terms.

Name _____
Address _____
Phone _____

Salesman's Name _____

This policy, which is operating satisfactorily for the Watkin Co., does away with the practice of shoppers asking and getting home demonstrations from any number of dealers in a city and reduces materially the selling cost of each receiver.

Selling Prominent Citizens

An unusual and highly successful advertising campaign was carried on some time ago by the Humes Music Co., Victor dealer of Columbus, Ga., and the method used can be adopted by dealers in practically every city and town in the country. The Orthophonic Victrola was described in detail in a number of advertisements; then came the big "Punch," an ad reading: "Who Are the Ten Most Prominent Men in Columbus?—Make out your list of ten Columbus citizens whom you consider the most prominent. Seven of these ten are proud owners of New Orthophonic Victrolas—or we miss our guess. And most of these Orthophonic Vic-

trolas are Credenza models—priced at \$300 (with electric motor, \$335). "You Should Have a New Orthophonic Victrola in Your Home. Entirely new from start to finish. Nothing else like it—except the flesh and blood artists themselves." Succeeding advertisements gave the names of prominent citizens who owned Orthophonic Victrolas and soon the term prominent citizen and Victrola owner became almost synonymous, with the result that many people became prominent through the purchase of an Orthophonic.

Tie-Up With Current Happenings

During the coming month three events which should be of interest to every radio dealer are scheduled. They are the broadcasts of the heavyweight championship fight at Chicago between Gene Tunney and Jack Dempsey, the putting on the air of the program from the



S. O. S. Radio Co. Theatre Tie-Up

Radio Industries banquet in New York where a wealth of artists will perform and be over a network that will include approximately 100 stations, and finally the broadcasts of the World Series baseball games. Each one of these events will command nation-wide interest and the dealer who does not take steps to interest his potential customers in securing a receiver so that he, too, can listen in with the millions of



Attractive Lobby Display

set owners, is losing a great opportunity. When Dempsey fought Sharkey the latter part of July, a great many dealers used clever and ingenious methods to put the products they sell before the eyes of the public. One of the most effective methods that has come to the attention of The Talking Machine World was that of the S. O. S. Radio Co., of Paterson, N. J., which arranged with a local theatre to furnish the radio report from the stage of the theatre. For some time before the night of July 21, the affair was advertised and heavy board figures of the two fighters were perched on the ornamental roof of the playhouse as well as large posters on display in the lobby. On the night of the bout a Stromberg-Carlson receiver was placed in the center of the stage flanked by posters on both sides, giving credit to the S. O. S. Co., and to the Stromberg-Carlson receiver. The program was received clearly and without distortion and the interest aroused proved of great benefit to the live dealer.

Radio must be sold on the basis of quality of reception and appearance.

TELEVOCAL

Quality Tubes

Win the Fans

BECAUSE of the ingenious **TELEVOCAL SUPPORT** which prevents "shorting" and microphonic noises—a feature that fans recognize instantly—**TELEVOCAL Quality Tubes** are a profitable and fast-moving item. The special boxes permitting the tubes to be tested in the containers are also a convenient selling aid. We manufacture a complete line of **TELEVOCAL Tubes** in all Standard types.

TELEVOCAL

QUALITY

TUBES

*Dealers.
Order Through
Your Jobber*

Televocals Corp'n
Televocals Building
Dept. G-1, 588 12th Street
West New York, N. J.

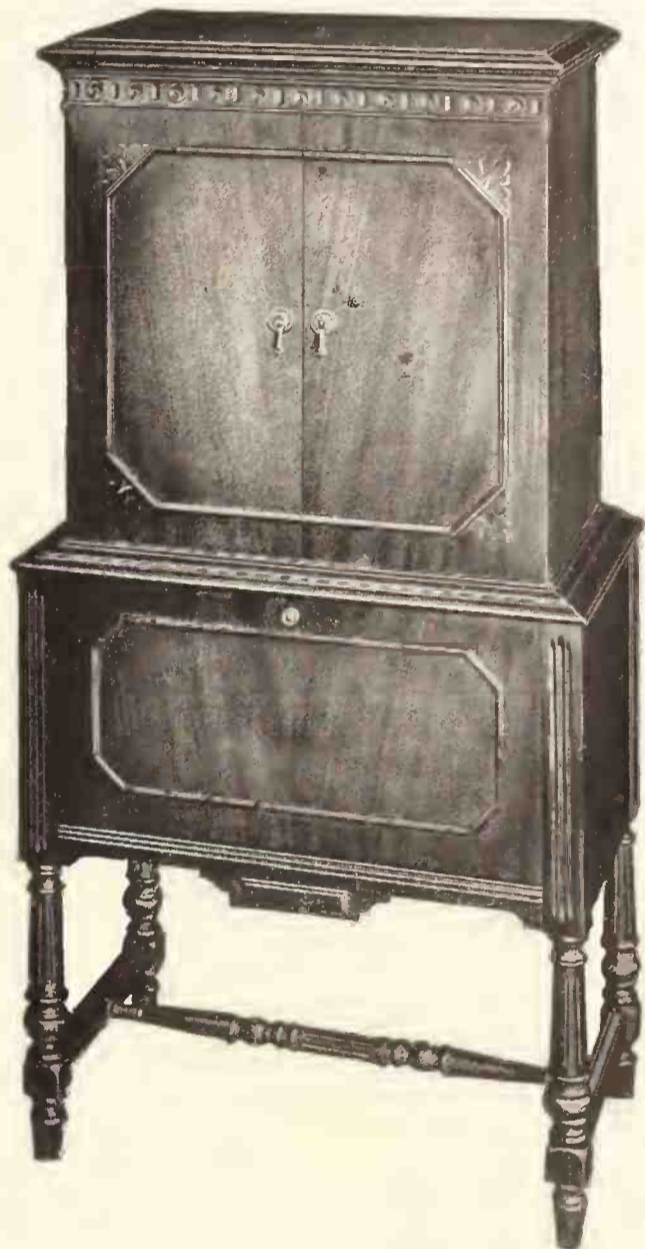
THE *New* FRESHMAN *ELECTRIC* RADIO

Freshman EQUAPHASE

The artistic chest type design, illustrated here, is panelled entirely of finely selected, genuine mahogany. It is one of the most popular of the FRESHMAN EQUAPHASE. It is Model G-4. The price is

\$225 COMPLETE
Ready to Operate

A Freshman development—licensed under patents; RCA—General Electric Co.—Westinghouse Electric & Mfg. Co. and American Tel. & Tel. Co.



**THE LIGHT SOCKET
SUPPLIES
ALL POWER**

Always Ready... Always Right

NO { acids
trouble
batteries

NO { water
excuses
makeshifts

Sold to Authorized Freshman Dealers Only

CHAS. FRESHMAN CO., Inc.

FRESHMAN BUILDING, NEW YORK

The Radio of Superior Performance

See the entire Freshman line: Booth H-1, Radio World's Fair, Madison Square Garden, Sept. 19-24

Sheet Music Is the Key to \$80,000 Annual Sales of the Thomas Store

Louis H. Schutter, Thomas Music Store, Inc., Albany, Says Sheet Music Is
Main Customer Attraction and Responsible for Half of Year's Sales

SHEET music on the rack is like so much dead wood to some dealers, and yet with other phonograph merchandisers it is the best producing magnet for more business. In the case of the Thomas Music Store, Inc., of Albany, N. Y., a leading music store, sheet music has been the very heart of the business for the past fifty-four years.

In expressing his views on the important part the stock of sheet music is playing in his business, Louis H. Schutter, president and manager of the Albany branch of the two stores, said: "If we were to discard our music stock, we would lose the main customer attraction of our trade and probably lose 50 per cent of our talking machine and piano business in a very short time."

\$80,000 Business on Sheet Music Foundation

The policy of keeping a most complete supply of sheet music on hand has been the rule with the founders of this organization. Year after year, since Frank W. Thomas founded the business over a half century ago, the same slogan has been handed down with amazing results. Since his first job with this company as errand boy forty-two years ago, until he recently became president and majority stock owner of the company, Mr. Schutter has had the importance of carrying sheet music drilled into him, so that to-day he gives the credit for his success to this one line. When a dealer gives credit for half of his annual \$80,000 sales volume to the fact that he makes sheet music his most important business getter, one can readily see what an important part this item plays in the piano and talking machine field.

It has been Mr. Schutter's experience that being in a position to supply the demand for sheet music gives him the necessary contact with the exact class of prospect he needs for the sale of a talking machine, piano or musical instrument. The linking up of every one of his sheet music customers with the reminder that he has a complete up-to-date line of musical instruments to produce the best results has been responsible for the moving of the most part of the stock. In his opinion every sheet music customer is a prospect for his entire line.

One-half of Store Devoted to Sheet Music

Even to the proportion of store space, Mr. Schutter's sheet music stock plays a prominent part. Situated directly back of the counter and

By Clarence J. O'Neil

covering one-half the entire store wall are row after row of sheet music cabinets, arranged in black finish, with a white identification notice clearly printed on each rack. The arrangement of the music copy is comprehensively assorted into several cross index headings, with a view to keeping them at finger tip and available in the least possible time.

Four distinct reference records are kept, each record entry being listed with a rack number. They are classified as follows:

Composers, alphabetically by names of writers.

Ballads, arranged by titles.

Sacred Music, Marches and Dance Music.

Recommended selections for piano and violin students arranged alphabetically.

Publicity for Music Teachers

As a means of co-operating the juvenile trade with his music teachers' clientele, Mr. Schutter reserves the entire top row of his sheet music file for advertising space for teachers. This directory of teachers is about card size and gives their names, addresses and telephone numbers in very distinct lettering. Appreciation of this free reference advertising for teachers has often been shown by their willingness to recommend Thomas Music Stores for not only sheet music but talking machines and pianos as well.

Over 75 per cent of the Thomas Music Stores' sheet music trade represents students; the balance includes teachers and odd buyers. Knowing that the larger percentage of these patrons is a class seeking the better and educational musical knowledge, he eventually gives them a talk on the idea of buying a talking machine to enable them to listen to the world's best artists, present and past. They have become acquainted with the names of artists and their works and here comes an unthought-of opportunity of listening to them as often as they want to. At this particular stage, the reminder that a student can listen to programs of famous artists through records as often as he cares to, for training purposes, has regularly been Mr. Schutter's best selling point for talking machines.

"It is surprising," commented Mr. Schutter, "how quickly enthused these young pupils get over knowing that a good deal of the music

background given by teachers in reviewing the works of prominent artists can be repeated by records in their homes. Naturally the children have not money enough to purchase a talking machine, but I purposely include this in my casual conversations, knowing they will repeat what I said at home. When I see parent and pupil coming into the store I can usually expect to close a sale for a talking machine or other instrument."

Selling by Suggestion

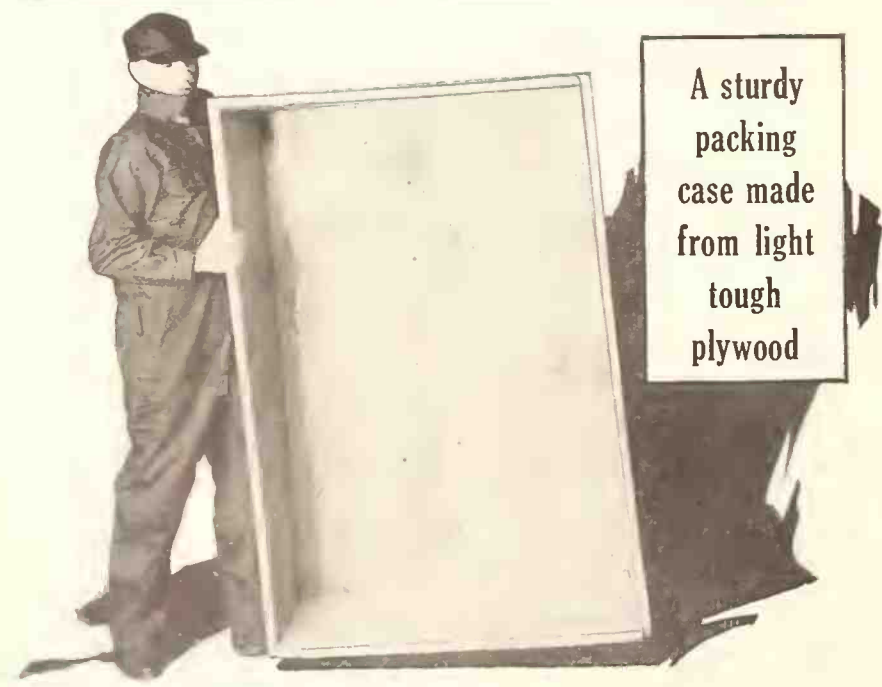
Mr. Schutter's reputation for carrying a complete supply of sheet music has automatically given him entry in the talking machine record market. Practically all of his sheet music customers do their record shopping at Thomas', although they may have a record store nearer to their homes. He takes advantage of this contact by inquiring if they have heard the sheet number they are about to buy played on the phonograph. This little reminder, Mr. Schutter claims, has been responsible for 50 per cent of his record sales.

By constantly keeping in touch with students through his thorough sheet music publicity Mr. Schutter is in a position to watch their progress in their music courses. By this intimate contact with them, he eventually gets to know what kind of pianos they have at home and principally whether or not they are of a modern make. He takes advantage of these leads by following them with a personal canvass at the time the pupil is about to finish his music course.

A Successful Policy

Mr. Schutter has specialized in the talking machine, piano and musical instrument business all his life. The success of his two stores in Albany and Schuylerville, N. Y., is clearly reflected in his well-established business organization of seasoned help. Of his twelve employes, six outside salesmen and six repair men, eight have been connected with Thomas Music Stores over thirty years.

"My entire staff, including the repair men as well as the sales force, is so well aware of the sales possibilities arising from our established sheet music trade that they always make it a custom to remind patrons to call at Thomas' for their sheet music. Years of experience have taught them that it is not the value of sheet music profit alone that helps our business, but the value of this class of music-loving clientele."



A sturdy
packing
case made
from light
tough
plywood

Featherweight Champion!

Because it is light the Jiffycase reduces freight charges to the minimum and yet with all its lightness it has a margin of strength and rigidity which means absolute protection in transit. 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.

For the dealer Jiffycases bring merchandise to his door in precisely the condition it left the factory with never any scratches or mars to refinish. He can unpack it quickly and use the box again. The ideal pack for phonographs and radio cabinets.

Write for details

Northwestern Cooperage & Lumber Company
Gladstone, Mich.

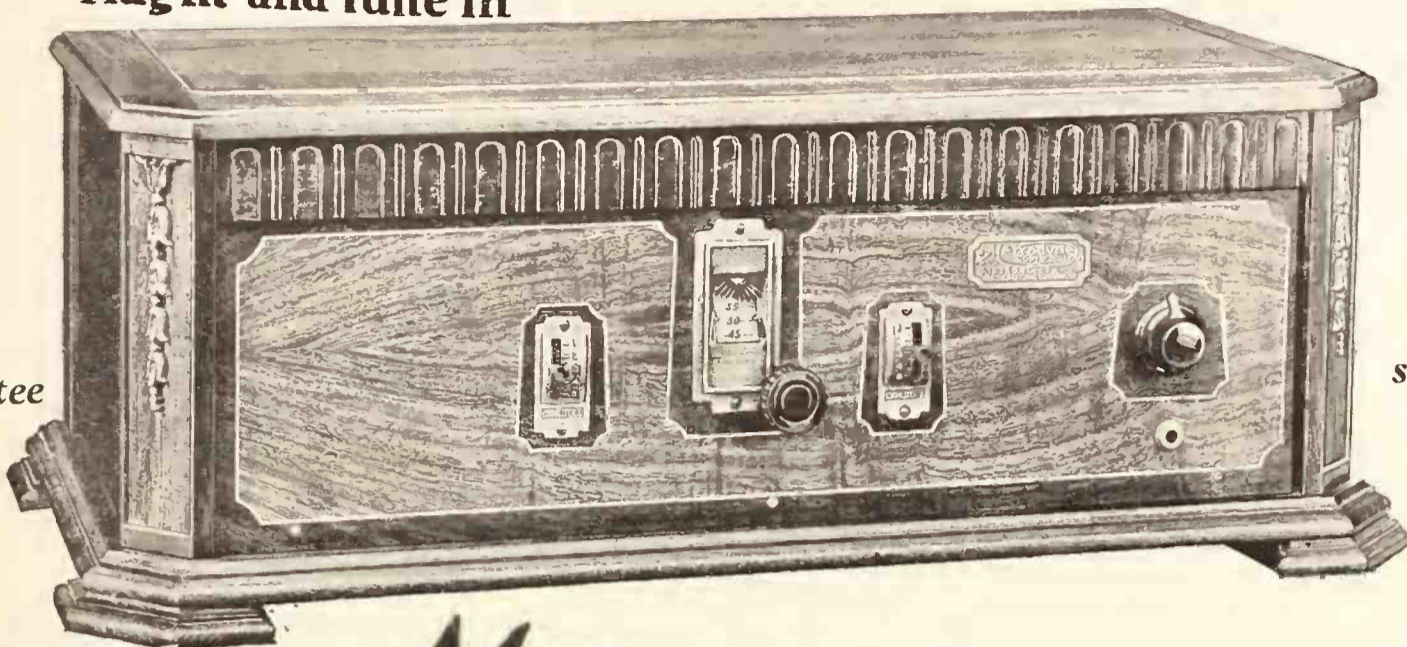
Jiffycase

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

Now! A Real Electric Radio Set

Plug In-and Tune In

3
Year
Guarantee



"Simply
press the
switch button
and it's on"

**30
DAYS
FREE
TRIAL**

Metrodyne

ALL ELECTRIC RADIO

No batteries—no chargers—no eliminators—no acids—no liquids!
Shipped direct from our factory at rock bottom prices and on 30 days' free trial

no
~~A-Batteries~~
~~B-Batteries~~
~~C-Batteries~~
~~Eliminators~~
~~Chargers~~
~~Acids~~

Seven Tubes—Single Dial Set

100% Electric
Radio

At last! The radio you've dreamed about! Long Distance radio reception without the care, bother and muss of batteries, chargers, eliminators, etc. The Metrodyne All Electric is a real, genuine batteryless radio set. Simply insert the plug in the socket, press the switch button and "tune in." You could not possibly buy a better radio set than the Metrodyne All Electric, no matter what price you paid.

Metrodynes are approved by America's leading Radio Engineers, by Popular Radio Laboratory, Popular Science, Institute of Standards, Radio News, and by thousands of enthusiastic Metrodyne owners from coast to coast.

Thousands of testimonial letters have acclaimed the Metrodyne "THE WORLD'S GREATEST RADIO."

Beauty—Efficiency
Dependability

The Metrodyne All Electric Radio is a 7-tube, single dial set. Only the highest quality low loss parts are used throughout. Solid walnut cabinet, beautiful two-tone effect, with handsome gilt metal trimmings. Size of cabinet, 28 inches long, 13 inches deep, 10 inches high. Has electrically lighted dial so that you can log stations in the dark. Only one dial to tune in all stations. Excellent tone qualities—wonderful volume—very selective.



**GORGEOUS CONSOLE
ELECTRIC RADIO**

Here is the Metrodyne All Electric Console Radio—a gorgeous, genuine walnut cabinet, in a beautiful two-tone finish. Has a built-in genuine Metro-Cone large size speaker. Brings in programs with great volume, reproducing the entire range from the lowest to the highest notes with remarkable clearness and distinction. All metal parts are finished in old gold. Wonderful electric radio, in a cabinet that will beautify the appearance of any home.

Do not confuse the Metrodyne All Electric radio with ordinary light socket sets, because the Metrodyne is truly an all electric radio—consumes less than 2c worth of electricity a day. Comes to you direct from the factory. We are so confident that you will be delighted with this wonderful, easy-to-operate batteryless radio that we offer to ship it to you for thirty days' free trial—you to be the judge.

The New Metrocone

Most Wonderful Loud Speaker in the World
NOW! FAITHFUL REDUCTION

The scientific construction of the New Metrocone has been recently perfected. Never before has such a remarkable loud speaker been sold at such a low price!

The Metrocone is not merely a horn—not just a loud speaker—but rather—a faithful reproducer of the broadcast programs, whether it be the soft, sweet notes of the mezzo-soprano or the thunderous crashes of the military band.

True radio reception has been made possible through the advent of the new Metrocone. Now you can hear and enjoy the songs and music rendered by the world's greatest artists. The soft, lilting notes of the piccolo, the deep bass tones of the pipe organ—in fact, the entire range of instruments and of the human voice are reproduced with all the faithfulness of the original broadcast sound.

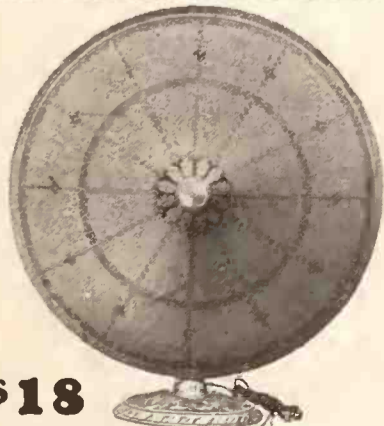
[DEALERS! Metrodyne All Electric and battery sets, Metrocone Loud Speakers and Power Units offer you opportunities for big profit. Write for catalog.]

METRO ELECTRIC COMPANY
2165 N. California Ave., Dept. 516, Chicago, Illinois



\$25

Height, 5 ft.
The Cone Speaker is 22 inches in diameter. The ornamental wrought-iron stand is finished in old gold and beautifully POLY-CHROMED.



\$18

Double cone design artistically decorated. Heavy ornamental base. Height 24 1/2 inches. Diameter 22 inches.

Strong Financial Position of the Victor T. M. Co.

Indicated by Current Assets of Over Twenty-seven Million Dollars—Net Sales and Net Profits for Half Year Very Satisfactory

Net profits of \$2,006,235.86 and net sales of \$19,680,048.05 are shown in the half-yearly report of the Victor Talking Machine Co., for the six months ending June 30, 1927, which was recently mailed to stockholders of the company. The strong financial position of the company is indicated by total current assets of \$27,394,374.98 as against current liabilities of \$3,410,767.81, a ratio of 8.03 to 1 as compared with a ratio of 6.84 to 1 December 31, 1926. Cash and marketable securities are \$15,271,008.32 as opposed to \$10,196,081.94 as of the same date last year.

In presenting the report to the stockholders the company calls attention to the fact that the sales for the six months' period covered by the report were \$19,680,048.05 against sales of

\$20,880,161.38 for the corresponding period in 1926. The comment on these figures reads: "There has been an increase of approximately \$1,300,000.00 in straight talking machine and record business during this period. The combination radio-talking machine instrument sales for the first six months of the year were approximately \$2,500,000.00 less than for the first six months of last year, which is a general reflection of conditions in the radio business. The business of your company is seasonal and it has been our experience that sales and net profits for the second half of the year are substantially in excess of those for the first half of the year. Present indications are that this year will be no exception."

With reference to the earnings of the Gramophone Co., Ltd., of England, and the Victor Talking Machine Co., of Canada, Ltd., in which the Victor Talking Machine Co. owns a controlling interest, the report reads: "Although the final accounts of these two companies up to June 30, 1927, have not been received, the interim reports show that the undistributed earn-

ings will be greater than for any previous corresponding period and their net asset value will be substantially more than at June 30, 1926. The shares in these controlled companies continue to be carried at their net asset value as reflected in accounts of the companies at June 30, 1926."

Latest Talking Machine and Radio Patents Granted

PHONOGRAPH RECORD. Joseph W. Bishop, Muskegon, Mich., assignor to the Brunswick-Balke-Collender Co., Wilmington, Del. Patent No. 1,637,544.

PRODUCTION OF PHONOGRAPH RECORDS. Charles A. Hoxie, Schenectady, N. Y., assignor to the General Electric Co., New York. Patent No. 1,637,903.

SOUND REPRODUCING DEVICE. Hartwell W. Webb, Leonia, N. J. Patent No. 1,638,424.

RADIO COMPASS. Frederick A. Kolster, Washington, D. C., assignor to the Federal Telegraph Co., San Francisco, Cal. Patent No. 1,637,615.

RADIO TUNING DEVICE. Herbert F. Venzke, Boyertown, Pa. Patent No. 1,637,923.

RADIO RECORD. Edward C. Smith, Des Moines, Ia. Patent No. 1,638,277.

METHOD AND MEANS FOR TUNING RADIO RECEIVERS. Wilfrid Paul Heath, Chicago, Ill. Patent No. 1,638,734.

RADIO SYSTEM. Wilfred C. McFadden, Philadelphia, Pa., assignor to the Atwater Kent Manufacturing Co., same place. Patent No. 1,639,042.

RADIO LOUO SPEAKER. Henry Green, Union Hill, N. J., assignor to Hermann Fischer, New York, N. Y. Patent No. 1,639,030.

RADIO RECEIVING SYSTEM. John M. Miller, Philadelphia, Pa., assignor to the Atwater Kent Manufacturing Co., same place. Patent No. 1,639,414.

CONTROL SWITCH FOR THE A BATTERIES OF RECEIVING SETS. Lemuel H. Smiley, Knoxville, Tenn. Patent No. 1,639,539.

RADIO CABINET. Leonard E. Parker, Chicago, Ill., assignor to the Stewart-Warner Speedometer Corp., same place. Patent No. 1,638,875.

METHOD FOR RADIO POSITION FINDING. Richard H. Ranger, Brooklyn, N. Y., assignor to the Radio Corporation of America, Delaware. Patent No. 1,639,667.

RADIO APPARATUS. Frederick S. McCullough, Cleveland, O., assignor to Glenn L. Martin, same place. Patent No. 1,639,805.

RADIO SIGNALING CIRCUIT. Albert H. Taylor and Leo C. Young, Washington, D. C., assignors to Wired Radio, Inc., New York, N. Y. Patent No. 1,639,816.

RHEOSTAT. Alfred F. C. Lotz, Chicago, Ill., assignor to Electrical Engineers Equipment Co., same place. Patent No. 1,639,951.

SOCKET FOR RADIO VACUUM TUBES. Carl Saenger, Irvington, N. J. Patent No. 1,639,971.

RHEOSTAT. Powel Crosley, Jr., Cincinnati, O. Patent No. 1,640,028.

INDUCTION COIL FOR RADIO APPARATUS. William H. Adams, Kenyon, R. I. Patent No. 1,640,172.

MOUNTING MEANS FOR RADIO RECEIVING SETS. Francis L. Lord, Newark, N. J., assignor to the Lord Laboratories, Inc., New York, N. Y. Patent No. 1,640,200.

ANTENNA FOR USE WITH RADIO SETS. Mark M. Conyers, Custer, S. Dak. Patent No. 1,640,234.

AUTOMATIC LIGHTING SWITCH FOR RADIOS. George E. Roesch, Pittsburgh, Pa. Patent No. 1,640,253.

Dealers Who Need the Money Please Read!

There are still a great number of Music Stores throughout the country — logical sales outlets for Band Instruments — that have never opened their cash drawers to the added profits of such a department.

There are also many other Music Stores that have dabbled, but that seldom ring up sales because the line they handle is not in popular demand, or because the sales co-operation from the manufacturer is not the kind that really helps the dealer get the business.

With those responsible for the financial success of Music Stores in either of these classes, the Buescher company invites correspondence. This is the ideal time for either to start afresh. Fall business is coming on, and it is going to be Good. Dealers who have to sell what the millions want to buy will get most of it.

We are better than ever equipped and prepared to talk business to dealers on a basis that represents for them, more and bigger sales, at better profit. If you are in the class that needs the money, risk your last two-cent stamp on a letter for details. Address:

Buescher Band Instrument Co.

Wholesale Department

Elkhart, Indiana

BUESCHER
True Tone
Band and Orchestra
INSTRUMENTS

Stewart-Warner Corp. Earns \$2.51 a Share in Quarter

For the quarter ended June 30, 1927, the Stewart-Warner Speedometer Corp. reports net income after provision for Federal taxes and all other charges of \$1,508,878, equivalent to \$2.51 earned on the 599,990 shares of outstanding stock.

In a letter addressed to stockholders C. B. Smith, president of the company, stated in part: "The financial position of the corporation has continued to improve. Working capital amounts to \$12,611,013.72, with surplus of \$6,541,676.82. Current assets of \$14,309,136.12 compare with total current liabilities of \$1,698,122.40 (the ratio being 8.4 to 1). Holdings of cash and marketable securities alone are \$5,263,676.89 and exceed total current and fixed indebtedness. There are no outstanding bank loans."

Important Kersten Patents

J. Kersten, of the Kersten Radio Equipment Co., Kalamazoo, Mich., has recently received patents for a number of different types of speakers—patent No. 73184 covering a cone type speaker. Patents have also been issued under the Kersten process relating to the manufacture of radio horns for cabinets.

Columbia

Announces

**another of a series
of advertisements /**

*2 pages facing
in color
in*

**THE SATURDAY
EVENING POST**

This Advertisement Appears in *THE*

For Pure Musical Delight—

*The Viva-tonal Columbia and
Columbia Viva-tonal Records*

Choose Columbia Records. Discover the amazing results they bring when played on your own phonograph. Or if you have no phonograph at present or feel that yours is out of date, visit one of the thousands of dealers displaying our familiar "magic notes" trade-mark and hear the new Viva-tonal Columbia—like life itself—as startling an innovation in the musical instrument field as Columbia Viva-tonal Records.

COLUMBIA PHONOGRAPH COMPANY, 1819 BROADWAY, NEW YORK
Canada: Columbia Phonograph Company, Ltd., Toronto

Illustrated are the labels of some of the most popular recent Columbia records. Clear-toned, all scratching sound absent, amazing in their brilliance on any phonograph. Also the Viva-tonal Columbia, the new instrument, so strikingly "like life itself."





THE VIVA-TONAL COLUMBIA—"like life itself"
 Model 810, illustrated, \$300
 Other models \$275, \$175, \$160, \$150, \$115, \$90



Columbia
 Viva-tonal Recording
Columbia
 ELECTRICAL PROCESS Comedy Sketch
TWO BLACK CROWS Part I
 (Mack)
 MORAN and MACK
 935-D
 (143603)
 MADE AND PAT'D IN U.S.A. JAN. 21, '13 AND MAY 22, '23
 © COLUMBIA PHONOGRAPH COMPANY, INC., NEW YORK, U.S.A.



Columbia
 Viva-tonal Recording
Columbia
 ELECTRICAL PROCESS Vocal Piano accomp.
AT SUNDOWN
 (When Love Is Calling Me Home)
 (Donaldson)
 RUTH ETTING
 1052-D
 (144402)
 MADE AND PAT'D IN U.S.A. JAN. 21, '13 AND MAY 22, '23
 © COLUMBIA PHONOGRAPH COMPANY, INC., NEW YORK, U.S.A.



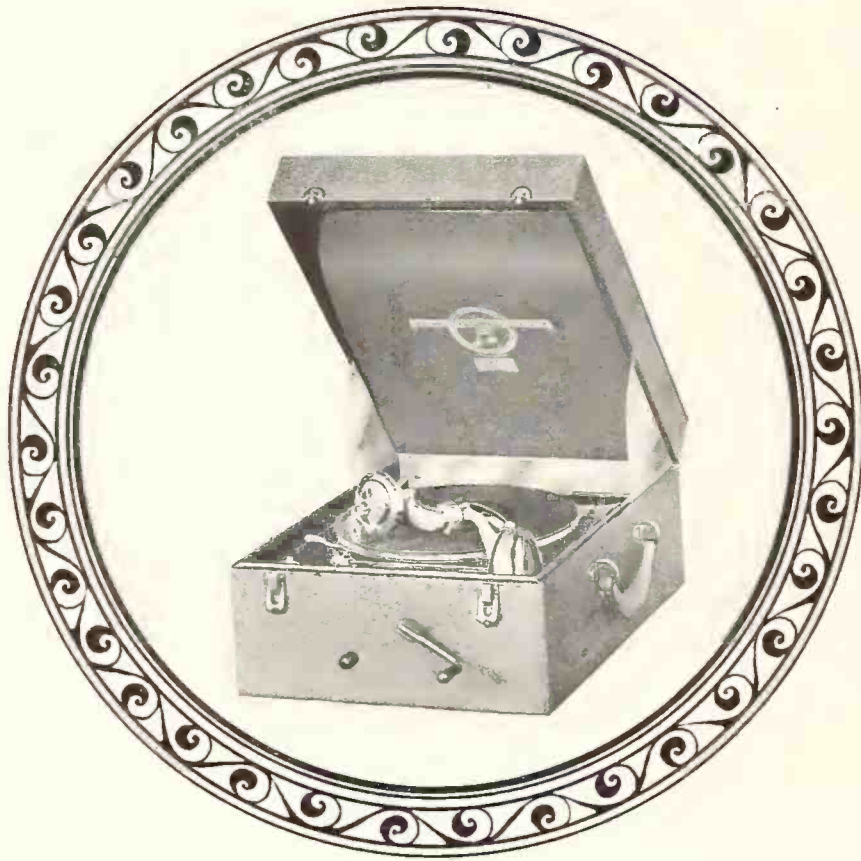
Columbia
 Viva-tonal Recording
Columbia
 ELECTRICAL PROCESS Guitar accomp.
I'M WAITING FOR SHIPS THAT NEVER COME IN
 (Olman and Yellen)
THE WHISPERING PIANIST
 (Art Gillham)
 1051-D
 (144045)
 MADE AND PAT'D IN U.S.A. JAN. 21, '13 AND MAY 22, '23
 © COLUMBIA PHONOGRAPH COMPANY, INC., NEW YORK, U.S.A.



Columbia
 Viva-tonal Recording
Columbia
 ELECTRICAL PROCESS Pipe Organ
CHEERIE - BEERIE - BE
 (from Sunny Italy)
 (Wayne, Lewis and Young)
 MILTON CHARLES
 Played on the Gunn School
 Studio Organ Chicago, Ill.
 1065-D
 (144355)
 MADE AND PAT'D IN U.S.A. JAN. 21, '13 AND MAY 22, '23
 © COLUMBIA PHONOGRAPH COMPANY, INC., NEW YORK, U.S.A.

The Columbia Hour of Musical Broadcasting is presented every Wednesday night by the Columbia Phonograph Company over the entire chain of the Columbia Broadcasting System. This is one of the ten hours broadcast weekly by the System, and is on the air from 9 to 10 Eastern Standard Time, 8 to 9 Central Time, 7 to 8 Mountain Time, and 6 to 7 Pacific Time. Hear Columbia Artists on the radio as well as on Columbia Viva-tonal Records. Listen for Columbia's "magic notes."

An All-Year-Round Seller— The Viva-tonal Columbia Portable



Dimensions: 7 $\frac{3}{8}$ in. high; 13 $\frac{3}{4}$ in. wide; 17 $\frac{1}{2}$ in. deep.

Weight: 28 lbs.

Cabinet: Fine black fabrikoid covering. Inside facing of top is mahogany finish.

Record Compartment. Specially built-in compartment holds five 10-in. records and two 12-in. records.

Motor: Improved single spring No. 5A, with a main spring 13 ft. 2 in. long.

Equipment: New type of floater tone arm, distinctly Viva-tonal Columbia in design; No. 15 Viva-tonal Columbia reproducer; 10 in. deep rose velvet covered turntable.

Finish: All important exposed metal parts are heavily nickel plated.

List Price: \$50.00.

IT'S ALMOST as easy to sell portables in winter as in summer. The new Viva-tonal Columbia Portable proves it. In this beautiful portable type Viva-tonal Columbia are embodied the principles that have won for the Viva-tonal line the descriptive phrase, "Like Life Itself."

Do not measure nor permit your customers to measure the performance of this new Viva-tonal Columbia Portable, No. 160, in terms of other portables. Instead, play it, and then compare it—both in tone and volume—with cabinet phonographs. You will marvel that from such seemingly narrow confines can be produced such volume, tone, and range.

When closed, ready to go, Viva-tonal Columbia Portable, No. 160, appears as a piece of fine luggage. When opened, ready to play, its exquisite finishings blend perfectly with the furnishings of the carefully appointed room. Many music lovers, living in apartments where space is at a premium, will want this new portable in place of cabinet phonograph. It takes but a few seconds to open or close and tucks away in a corner or on a shelf.

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

*The New
Viva-tonal*

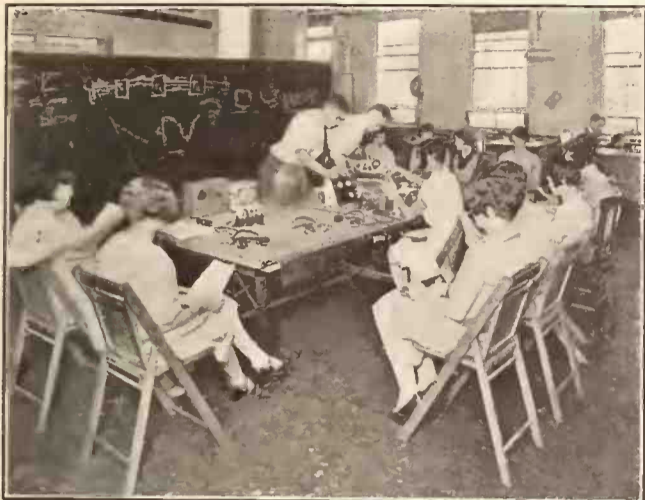
Columbia

*All Trade Marks Reg. U. S. Pat. Off.
M. R. M. Inc. Reprod. No. 18423 y 18424 de 6-10
Agencia 1920 y 1928 de 23 de Agosto 1920. Marca
Industria. Registrada Baza No. 1090. 26-10-2072

Crosley Corp. Starts a Neutrodyning School

Classes of Twelve Employes Being Educated in the Production and Inspection of Balanced Receivers—Plans Classes in Testing Volume

A school for training employes in methods of neutrodyning has been inaugurated by the Crosley Radio Corp. Sessions are held daily,



Crosley Neutrodyning Class

the employes being educated in classes of twelve in the production and inspection of balanced receivers.

Thorough training of new employes engaged in the technical side of radio manufacture has always been a policy at the Crosley plant, but heretofore the schooling has been individual. A heavy increase in production necessitated the new method by which the greater part of the instruction can be imparted to a group instead of to an individual. The instructor of the neutrodyning class is K. W. Jarvis, of the engineering division. A similar class will be instructed in methods of testing volume when the first school is over.

Federal-Brandes, Inc., Secures RCA License

Federal-Brandes, Inc., Newark, N. J., manufacturer of Kolster radio, has announced that an agreement has been signed with the Radio Corp. of America and its associated companies under which the Federal-Brandes organization is licensed to manufacture under patents held by the Radio Corp. group. According to the announcement, the use of patents involved in the license agreement with R C A will enable Federal-Brandes, Inc., to manufacture Kolster radio on even terms with the other leaders of the industry.

Major W. J. Avery on Trip

Major W. J. Avery, export manager of the Atwater Kent Mfg. Co., started on another extended trip abroad in August, leaving San Francisco for Honolulu, August 28, on the "President Lincoln." His trip includes New Zealand, Australia, Philippine Islands, Japan, China, India, Ceylon and South Africa, returning via London, and will take about six months.

Great Progress Ahead for Radio, Says Chas. Freshman

The Summer of 1927 will undoubtedly be recorded in radio history as a period of more than ordinary importance, according to Chas. Freshman, president of the Chas. Freshman Co., Inc., New York, manufacturer of the Freshman Masterpiece and Equaphase receivers and accessories.

"Three developments of major importance occurred during this period," said Mr. Freshman. "First, the licensing of radio manufacturers by the Radio Corp. to use the important RCA patents; second, the perfection of the AC

tube which permits operation direct from the light socket, and third, the perfection of the Freshman Equaphase circuit, embodying an entirely new method of stabilization."

Mr. Freshman declared that there is every reason to believe that during the next few months the radio industry will make unprecedented progress in all departments of the business.

New Zenith Distributors

Several additions were made recently to the list of Zenith distributors and the names of the firms were announced by Paul B. Klugh, vice-president of the Zenith Radio Corp., Chicago, late in August. The new distributors are; Fiske Automotive Supply Co., Albany, N. Y.; Woodhouse Electric Co., Norfolk, Va.; W. J. Holliday & Co., Indianapolis, Ind.; Williams Talking Machine Co., Birmingham, Ala.; N. A. Fegen, Cleveland, O.; Quanrud, Brink & Reibold, Bismarck, N. Dak.; and the Cooper Louisville Co., Louisville, Ky.

National Radio Day at St. Louis Radio Show

Window Display Competition Included in Plans—Broadcast Artists of National Fame to Participate in Day's Extensive Program

On Wednesday, September 21, the St. Louis Radio Trades Association will feature National Radio Day at the Southwest National Radio Show in that city.

A prize window display contest will be conducted among the St. Louis trade for a cash prize. This contest calls for windows to be dressed ten days in advance of National Radio Day and scheme of display must tie up with the programs of National Radio Day and the Dempsey fight. Judges will be local department store window artists and radio men.

Some of the national characters of broadcast fame who will be at St. Louis show are Graham McNamee, Allen McQuhae, Silver Masked Tenor, Ray-O-Vac Battery Twins and others.

PATHEX

Repeat Sales

PAY BIG!

DEALERS profit—first through fast Pathex Camera and Projector sales—then through the constant, repeat sale of Pathex films for use with the Camera and Pathex Library films for home use with the Projector!

Just think—there are 500 reels in the Pathex Film Library, covering every subject, all of real interest to every Pathex user! Here, indeed, is a worthwhile, ready-made, surplus profit business—waiting for you!

Investigate our Pathex Dealer Proposition—you will find it by far the best in the Amateur Motion Picture Field. Act today—get the facts—note the features below:

Pathex

AUTOMATIC

**MOTION PICTURE
CAMERA
AND PROJECTOR**



\$47⁵⁰

**INVESTIGATE!
COMPARE!!
ACT!!!**



\$65⁰⁰

PATHEX, Inc.

A Subsidiary of Pathé Exchange

35 West 45th Street, New York City

The Victor policy is



VICTOR TALKING MACHINE COMPANY,

to Beat the gong!

VICTOR RECORDS capitalize TIMELINESS. They bring you the big song-hits of Broadway—first! When Lindbergh became a magic name, Victor Records carried the dramatic moments of his Washington reception. And, in the coming heavyweight championship, Victor has captured popular interest with the Tunney Exercise Sets.

The Tunney-Dempsey fight offers Victor dealers a timely talking-point in the sale of combination models. Thousands of people are planning to buy their first radio in time to listen in on this national event. And Victor combination models embody advantages that no competitor can equal. All have Radiolas—a name that needs no introduction. Some have the exclusive Orthophonic tone-chamber, others are equipped with the new cone-speaker—both splendid for radio reception. Most of them are Orthophonic Victrolas, giving all that is best in reproduced music . . . dance music or symphony . . . opera or popular song . . . *at any season in the year!*

Get some of the big fight-money. Go after your prospects—*now*. Use the special Tunney poster in your window. Feature the Tunney health records. Display your combination models. Thousands of Victor instruments will be sold in the next week or so on the strength of the fight. Declare yourself in on the *extra* “gate-receipts” while enthusiasm is at the peak.



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

How Two Dealers Solved the Problem of Selling on Time Payments on Basis of Safety

By J. R. Moore

THE veil of mystery that makes so many radio dealers hesitate to try instalment selling was soon dropped when two live dealers, M. B. Ross, of East Orange, N. J., and L. Wormser, of Lynbrook, N. Y., finally decided to tackle the bull by the horns and try this method. Both dealers had been in business for years, but always delayed adventuring into the partial payment plan because they feared the burden of tying up capital and the additional details involved.

In the short time of one year Mr. Ross was soon convinced that easy payment selling was a profitable enterprise. At present he has 500 active accounts as compared with 150 of last year, representing an increase of 60 per cent in his net profits. Another feature brought out by his decision to take "time paper" from customers was the increased demand for the more expensive receivers. In the past year the value per set averaged \$200 as compared with a demand for the \$150 grade and less the years previous.

The outlook for the radio instalment selling plan has been so encouraging, Mr. Ross recently opened a third store only several blocks away from his main place on Central avenue and Harrison street, East Orange, N. J. His other branch is located in Montclair.

Studied Credit Possibilities

Before making a final decision to go into instalment selling, Mr. Ross made a complete study of his credit source and outlet. He learned that it was not necessary to tie up capital. His original belief was that he would have to buy radio sets from the manufacturer and pay in ten to thirty days and then turn around and sell them for eight to ten monthly payments, in the mean time being out the cash. Instead he got in touch with a local credit finance company that specializes in instalment paper of dealers.

Now he simply sells for a down payment and negotiable contract and then sells that contract

for cash. That gives him his money for his sale, less 10 per cent of the part the customer has time on, which comes to him when the customer has completed all payments. According to Ross's terms with his credit company, the amount of detail work is reduced to a minimum, thus allowing him so much more time to place new business. After he secures the down payment of 25 per cent or better, together with the customer's signature to the contract form, the balance of his transaction with the finance company is reduced to simple routine that can be given over to one of his clerks to be followed through.

This routine consists of: Checking credit references the customer gives; co-operate with discount company in getting monthly instalment payments from customers, should the credit company experience delay in payments; receive the 10 per cent withheld by the credit company when contract was sent to them; in case of delinquency, write, telephone or call on customer and help investigate according to the routine arranged with credit company. Finally, in the case of default, endeavor to repossess the radio set, retaining the down-payment as damages.

Understanding of Terms Necessary

"The remarkable success of our extended instalment selling plan," remarked Mr. Ross, "is readily seen in our increased sales volume for twelve months.

"The question of the community pride, that is, speculation on the attitude of our conservative clientele, was soon forgotten when we saw them increase in numbers and demand higher-priced sets on easy payment terms. In searching for a dependable credit finance company, I soon found out that there is nothing to be afraid of in such a credit proposition, provided you understand the terms thoroughly. On the other hand, the only way the credit firm can make your business successful is to handle their relations with your customers so

skillfully and courteously that the customers will be entirely satisfied and make no complaints to you. If their collection system was such that your customers complained to you, you would quit and the credit company would lose an account."

A Different Time Payment Plan

In the case of L. Wormser, radio dealer, Lynbrook, N. Y., however, he launched right out at the opening of his business and took the full credit responsibility of his instalment plan on his own shoulders. Without the aid of a finance company to carry his credit, Mr. Wormser was naturally obliged to start gradually in this field. Previous experience in the talking machine retail business taught him one lesson that has always dominated his methods when the question of credit comes up, and that is to give credit only to those who own their homes.

Mr. Wormser has reduced the chances taken in his own instalment selling system to two elements; first, he is extremely careful in the selection of customers; and second, sell standard sets that have an established reputation and can be counted on to give full satisfaction to the customer. The possibility of delinquency or default, of course, must be always kept in mind, for these are possibilities to be avoided only by proper scrutiny of credit references and systematic observance.

Caution Is Essential

Mr. Wormser had one experience that almost resulted in loss of a radio set at the very beginning of his system of taking "time paper" from his customers. In quoting this incident Mr. Wormser said, "I was new in the business when one day an attractively dressed woman pulled up to my store in her car. She appeared to be very much in a hurry, so much so that it took her about two minutes to select a set. No sales talk was necessary, she seemed to know exactly what model set she was after.

"In giving her the usual examination in the event she applied for credit, I was impressed by her dignified manner and her expensive attire. One thing, however, did not impress me favorably and that was the haste in which she made her selection and was willing to run right out with the set under her chauffeur's arm.

"To my surprise she asked for the set on a part-time basis. I explained my terms were one-third cash, with balance in six months without interest. This she immediately consented to and put her cash deposit of \$50 on the counter. Thereupon I presented her with a credit form to be filled out. Question number one of this application reads: 'Are you tenant or owner?' She filled in the form as tenant. Seeing that she was a tenant, I politely told her she would have to give me a couple of days to check her references. This idea did not appeal to her because she claimed she was in urgent need of the set for that evening as she was planning a party.

"After thirty minutes of persistent urging that she would pay promptly, etc., she finally left without the set. In order to verify my opinion that her credit was questionable, more so because she did not own her own home, I immediately had an investigator check up her address. He reported 'no such name at this address, neighbors never heard of her.'

"This is only one of several experiences that convinced me my credit policy of catering only to those who own their home is one safe path to collecting."

A close understanding of the terms of the
(Continued on page 27)

Makes Easy Sales for Radio Sets



"A" and "B" Socket POWER UNIT

Type AB-1-R
Capacity 40 Mills. at 150 volts.
Complete, ready to operate, lists at
\$67.50 East of the Rockies



FACTORY REPRESENTATIVES
—In Boston, New York City,
Philadelphia, Cleveland, Chicago,
Milwaukee, St. Louis, Atlanta,
Des Moines, San Francisco, Los
Angeles, Fort Worth, Toronto,
Canada.

We are giving the Trade this Fall the most complete Profit Making Proposition we have ever offered.

Acme Sales tripled this year.—Why not cash in on this popular line? Put in Acme Power Equipment and grow with us.

Acme Power Units mean real Profits for you. And they are easy to sell!

CONSIDER THESE FACTS:

1. There will be more Acme advertising in Magazines and Newspapers than ever before.
2. You will be supported by Window Trims — Folders — Direct Mail Literature and similar helps, and an attractive trade discount.

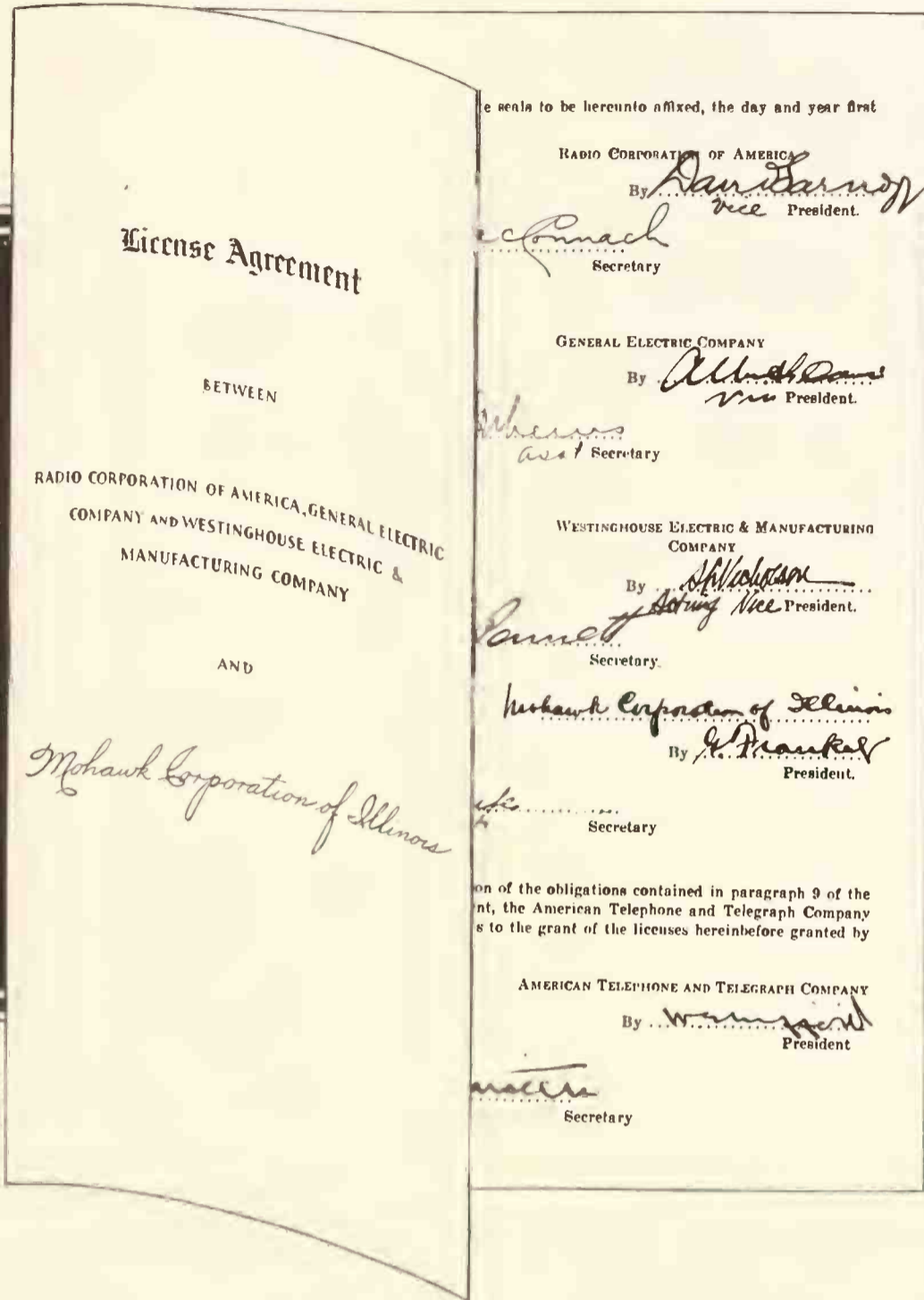
Acme Power Equipment is designed by pioneer engineers in the Radio Field. That it gives universal satisfaction is known by every dealer now handling it.

Acme Radio Products are sold at popular prices and are fully guaranteed.

Sold by Leading Jobbers Everywhere

ORDER EARLY—Send today for our new Sales Plan and information on the complete ACME Line.

THE ACME ELECTRIC and MANUFACTURING COMPANY.
1438 Hamilton Avenue Cleveland, Ohio



These signatures behind your Mohawk franchise

put one more huge selling and protective advantage in the Mohawk dealer's hands—for Mohawk is now licensed under RADIO CORPORATION OF AMERICA, GENERAL ELECTRIC COMPANY and WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY patents.

This important step, the signing of this license agreement, removes the last atom of sales resistance from the Mohawk dealer's path.

You are protected, your customers are protected. Nothing but clear sailing and bigger business ahead. You have the line, you have the price range—from

\$67.50 to \$275—and NOW AC electrically operated sets—built in the famous Mohawk interchangeable drawer unit, adapted to all models, at only \$110 additional. Nothing more to buy—and full protection. Enabling us to concentrate on *Building them Better—Pricing them Lower—Selling them Faster.*

Be sure to see the Mohawk Exhibit at the Fourth Annual Radio World's Fair, New Madison Square Garden, New York, September 19 to 24. Write today concerning Mohawk franchise.

MOHAWK CORPORATION OF ILLINOIS
Established 1920
Independently organized 1924
CHICAGO



One of the Essential Secrets of
the NEW Talking Machine Is

Air-tightness

— without it, the instrument
is worth very little — — —

WOULD you expect a vacuum bottle to keep liquid hot or cold without the necessary air-tight construction? Well, in the same way, the acoustic passage of a talking machine must be air-tight if it is to reproduce properly. Air-tightness, especially in the early stage of amplification—namely, the junction between the reproducer and the tone arm—is of prime im-

ULTRA
(Phonic)
Reproducer

portance. Every AUDAK Reproducer automatically seals itself to the tone arm. This is one of the many exclusive AUDAK features, which cannot rightfully be used by others. And this is one big reason why AUDAK'S scientifically correct performance is exclusive to AUDAK Reproducers.

Special effort is being exerted to make the new type tone arms air-tight at the base; yet all endeavor along these lines is of no avail, unless the most important point—the junction between reproducer and tone arm—is absolutely sealed.

Just remember that!



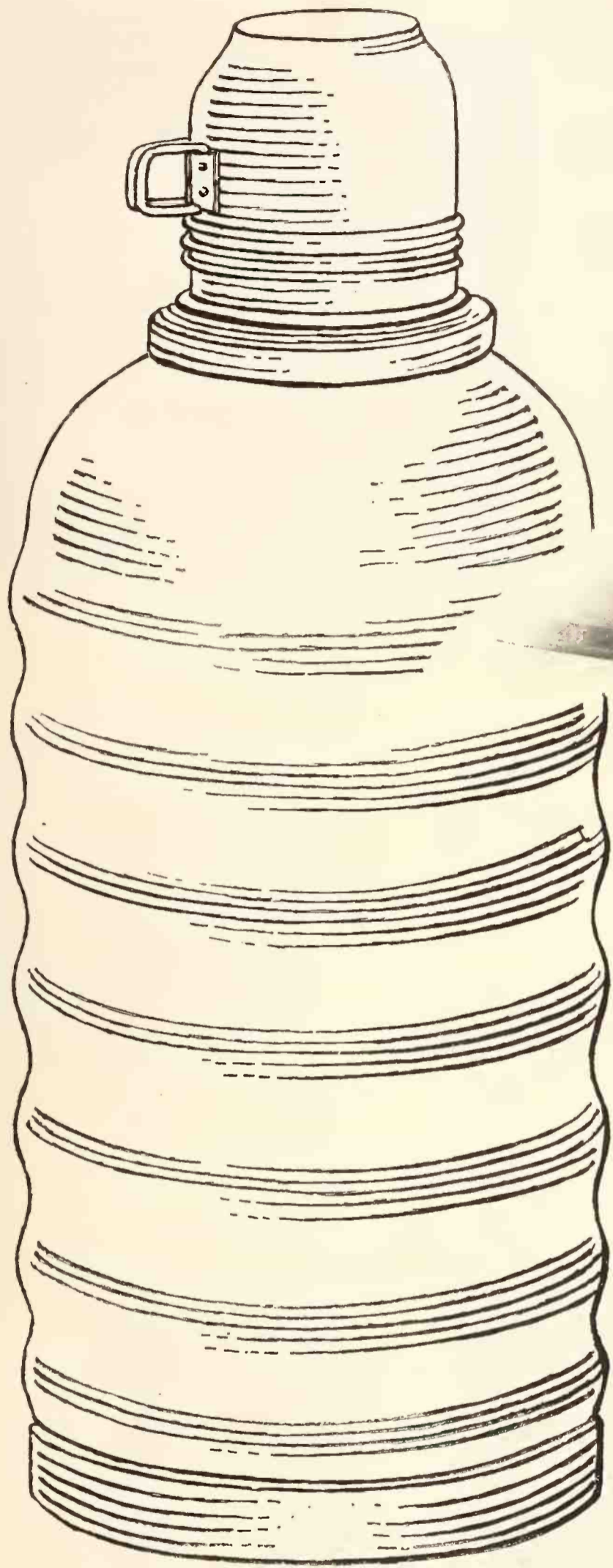
Accept No
Imitations

For your own protection look for "The Audak Company," stamped on every genuine instrument.

This tag is always attached to every
Genuine ULTRA

The AUDAK

Makers of Acoustical and



The Standard
by Which Others
Are Judged and Valued

A Model for Every Need
List Prices—\$5.50 to \$12.50

TO DEALERS:

Who wouldn't pay a few dollars more for an instrument equipped with AUDAK Reproducer, if you just "tell the world" what AUDAK means! The finest, clearest, most faithful reproduction available today! And with AUDAK you will sell many more of the new electrically cut records.



Whatever brands of talking machines you are selling, AUDAK Reproducers will help you sell more of them if you air the facts. The maker who sends you instruments with AUDAK equipment is doing you a real service. Know this—and let the manufacturers who supply you know that you know it!

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

Electrical Apparatus for More Than 10 Years

Edison Honored in Jubilee Celebration

Anniversary of Invention of Phonograph Marked by Celebration at the Home of Thomas A. Edison in Orange, N. J.—Many Friends Pay Tribute to Inventor

"MARY Had a Little Lamb," said Thomas A. Edison into the microphone placed on a specially constructed platform on the lawn of his home at Llewellyn Park, Orange, N. J., and by thus repeating the verse he first spoke into the first crude phonograph of 1877 provided the climax for the celebration held on August 12 to mark the golden jubilee of that invention of his which first successfully recorded and then repeated human speech.

It was a notable occasion for Mr. Edison and those who have been, and are, associated with him in the full development of that first crude device to a point where it became the basis of a great industry. The celebration started with a reception for Mr. and Mrs. Edison on the lawn attended by over 250 guests and then the ceremonies proper under the direction of Nelson C. Durand, vice-president of Thos. A. Edison, Inc., began on the stand erected under spreading trees close to the Edison home. On the platform, in addition to Mr. Edison, were his son, Charles Edison, president of the Edison interests; Arthur L. Walsh, vice-president and general manager of the phonograph division; Mrs. Thos. A. Edison, Mrs. Charles Edison, Mrs. Walsh, and several other guests.

Governor Presents Illuminated Volume

The chief speaker of the day was Governor A. Harry Moore, of New Jersey, who presented to Mr. Edison a beautifully illuminated volume containing letters and other messages from President Coolidge, Secretary of Commerce Hoover, the Governors of the forty-eight States, rulers of European countries and other notable men here and abroad. In presenting the portfolio the Governor said, in part:

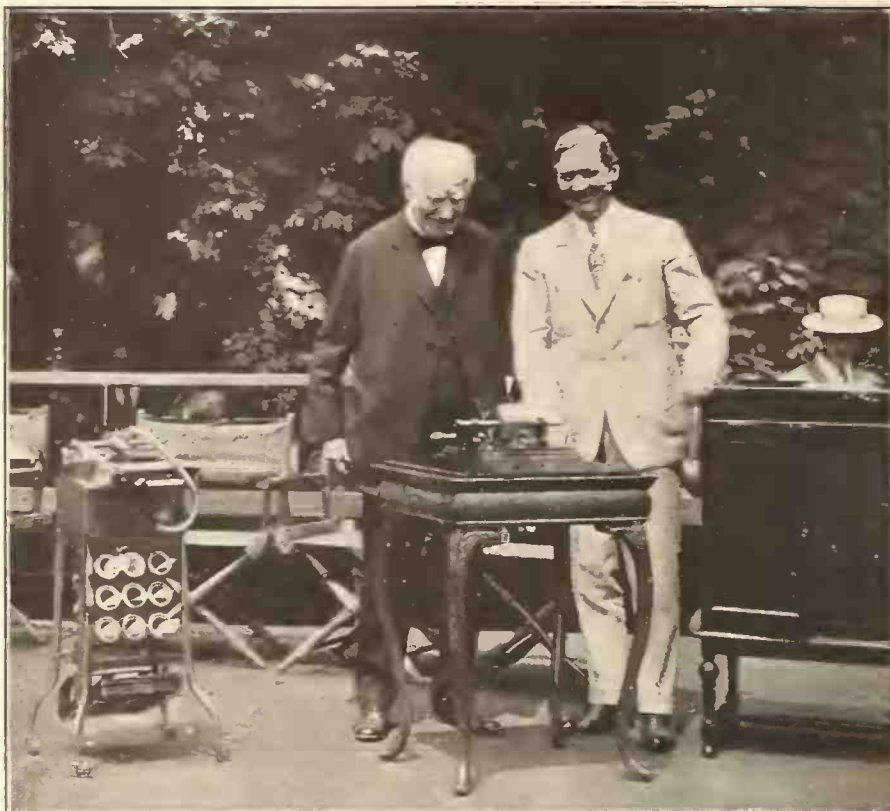
"We have all felt the thrill of the poet who longed for the touch of a vanished hand and the sound of a voice that is still, but the marvelous brain and skill of Thomas A. Edison have in some measure satisfied that longing, for he has

perpetuated the sweetest notes of the singer, immortalized the human voice and preserved it for generations yet unborn. Who can measure the inestimable value of the ministrations of this invention to the shut-ins, the pleasure it has brought to the millions and the incalculable value of its efficiency in the business world?"

"It has been said that the world is not served by events, but by men, and if this be so, then indeed the world owes a very great debt of gratitude to Mr. Edison. Business is business, yes, but after all the business of humanity is life, and he who makes life more abundant, who contributes to the enjoyment of it, who brings the sunshine into the dark places and makes glad the heart, is a real benefactor of mankind, and of such is the gentleman whom we honor to-day.

"That the sentiments which I have expressed are not merely confined to the friends and employes of Mr. Edison, or indeed to the people of our State, is evidenced by the fact that I hold in my hand letters of felicitation from his Excellency, the President of the United States, the Secretary of Commerce, the Governors of the States and the rulers of empires, all of whom, with one accord, delight to pay tribute to the man and inventor upon this, the fiftieth anniversary of the discovery of the principle of recording and reproducing the human voice and other sounds.

"Sir, I have the great honor, then, to present to you, on behalf of your friends and employes, these tributes, from far and near, neatly bound



Thomas A. Edison and Governor A. Harry Moore, of New Jersey

together in one volume, as they are one in their praise, and feel sure that they will mean more to you than the finest gift that money could buy; and may they inspire you to even greater service in the field which your genius has already so wonderfully enriched."

O. K. Van Ausdall, of Indianapolis, in behalf of the representatives of the Ediphone, who were holding their annual convention at the Edison plant during the week and attended the jubilee celebration in a body, extended congratulations to the inventor, following which little Miss Betty Atwell, of Boston, presented Mr. Edison, for the distributors, with a basket containing fifty golden roses.

The Edisonic Speaks to Its Creator

On the platform there was exhibited a model of the first Edison phonograph, and next to it the Jubilee model, the new "Edisonic," the latest Edison development in sound reproducing mechanism, together with an Ediphone completely gold plated. It was a thrilling moment when the newest Edison phonograph gave voice to a message of its own to its inventor. In a voice almost human it said:

"We have been together fifty years, chief. Fifty years of adventure and achievement. We have shared disappointments and successes, discouragements and triumphs. For fifty years

(Continued on page 27)



Phonographs and Radio Cabinets

STYLE 21
Genuine Mahogany or Walnut only.



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



STYLE 1
Gum Mahogany, Golden or Fumed Oak.





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

STYLE 17
Genuine Mahogany or Walnut Phonograph only



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.

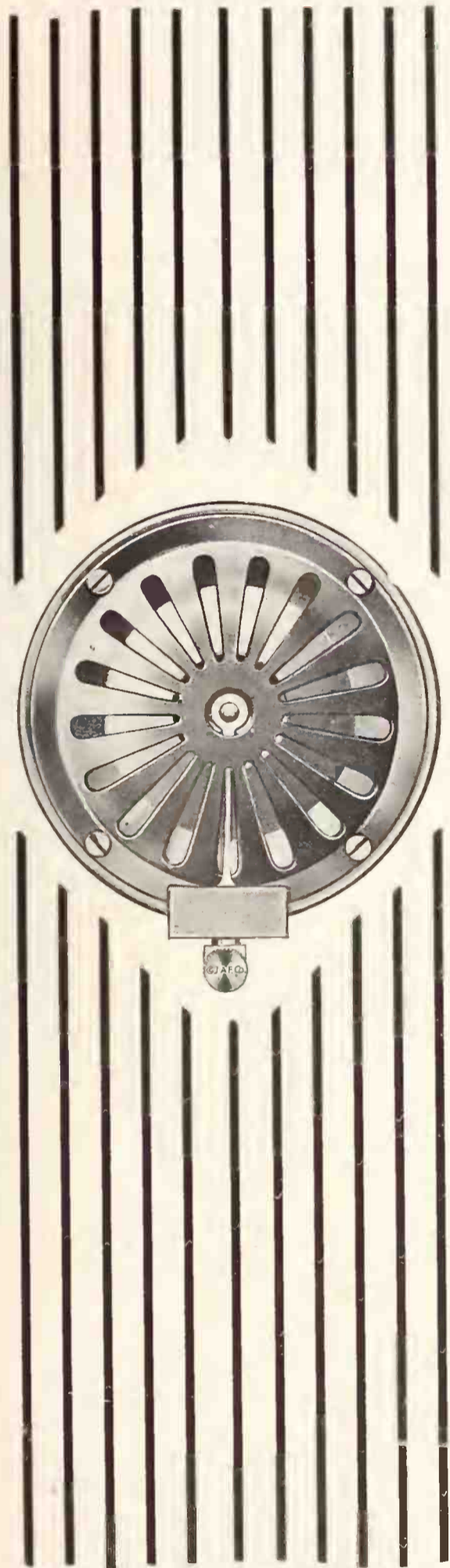
These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

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.

The Improved VAL-PHONIC has blazed its way to the foremost ranks of present day, up to the minute reproducers, and, in fact, is still climbing! Subjected to rigid test before it is released, this master product can do no less than satisfy its user perfectly. Once sold, an Improved VAL-PHONIC stays sold.

There certainly must be a reason for this.

It has a metal diaphragm, delicate, we admit, yet so constructed as to preclude any possible damage. Fine in appearance and construction, the VAL-PHONIC immediately sells itself on sight, and on test, its deep, clear tone, intensive in volume, brings forth every detail of the new electrical recordings, and appeals to the most sensitive ear.



730 MARKET STREET
PHILADELPHIA, U.S.A.

AMPLION—"the line

AMPLION
 Colonial Cone
 AC12.....\$35.00
 14" x 14" x 9"

A handsome two-tone mahogany cabinet with a fine piano finish.

New cone assembly with the famous Amplion unit.

The efficiency of this compact little model is due to its unusual construction and design. The cabinet itself acts as a sound board and resonating chamber, which produces a natural tone of singular sweetness.

Other Amplions
 from \$12.00 to \$145.00

Ever since broadcasting began, the name "Amplion" has been supreme in sound-reproducing devices

AMPLION quality is an accepted standard the world over—due to the famous tone quality of every Amplion model.

Each model is designed by a recognized artist—the cabinet work is of the highest order of craftsmanship. *Amplion pleases the eye as well as the ear.*

Our new illustrated booklet is now ready. Write for a copy.

THE AMPLION CORPORATION OF AMERICA
 531-535 West 37th Street, New York City, U. S. A.

The Amplion Corporation of Canada Limited

THIS is the second of the Amplion series of art studies on the new Amplion line.

Amplion national advertising carries the atmosphere of Amplion quality and beauty, and is a strong contribution towards breaking down sales resistance.

An Amplion demonstration usually means a sale. Amplion tone quality—which is secured by means of best materials, highest type of workmanship backed by 40 years of engineering experience, means customer's satisfaction.



THE AMPLION CORPORATION
 531-535 West 37th Street

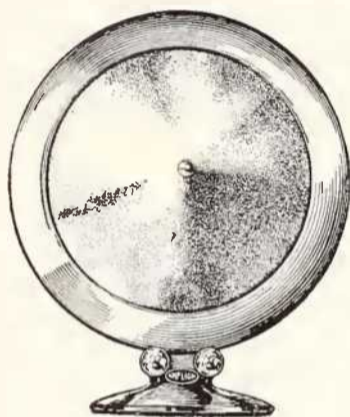
with least resistance"—



Colonial Cone
AC12—List \$35.00

Handsome two-tone mahogany cabinet, 14"x14"x9", piano finish. New Amplion balanced armature unit with straight bar magnets of finest English Tungsten steel.

These models are now being featured in current national advertising



The Lion
AC21—List \$25.00

14" shaded bronze finish Cone mounted on an 18" walnut sound board. Height 20½", including bronze moiré base. New balanced armature unit with straight bar magnets of the finest grade English Tungsten steel.

THESE models are selected for current national advertising for their quick turn-over and sales volume building possibilities in the early part of the season. The handsome line cuts shown above are valuable for dealers to tie up their local advertising with this national drive. Consumer literature is also ready upon application.

Amplion Models from \$12.00 to \$145.00



Amplion Mural
AC24—List \$25.00

Same as the Lion—but for wall decoration. Equipped with brown silk picture cord and tassel. 20 ft. connecting cord.

OF AMERICA
New York





PAL Phono-pact

Weighs only $7\frac{3}{4}$ lbs.

Carries six records

Remarkable tone quality

\$12



An over-night sensation because it is 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 to that of the standard size portable phonographs.

11 $\frac{1}{4}$ in. wide, 12 in. long, 3 $\frac{1}{2}$ in. deep, weighs only $7\frac{3}{4}$ lbs.

Ultra smart in design and finish—built for a life-time 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.

Repeat sales come quickly. Dealers throughout the country have already re-ordered many times their original anticipated quantities since the introduction of this phenomenal product. *Order today!*

PLAZA MUSIC COMPANY, 10 West 20th St., New York

Thos. A. Edison Honored at Golden Jubilee Celebration

(Continued from page 26)

you have tutored and watched over me with untiring patience.

"I have traveled to the loneliest outpost of civilization. I have rubbed elbows with monarchs and I have become the indispensable servant of Captains of Business. You have made me a universal messenger of happiness and satisfaction to rich and poor alike. But to-day as I stand on the threshold of the next fifty years I feel as a college boy must feel at graduation, when he looks out over the years of accomplishment in store for him. You have made me mature in wisdom, a power for good, and because I am what I am, I have undying youth.

"Do you remember, Chief, that first day fifty years ago at Menlo Park?

"Do you remember how you wouldn't tell John Kruesi what I was when you handed him the sketch and said 'Kruesi make this'? You wouldn't tell him because you were afraid he'd think you had gone crazy. I remember, because I was a living thing in your brain long before I was given a physical body.

"Do you remember the way the Laboratory looked that day, with its jumble of apparatus and the hum of the machine shop coming in through the door? Kruesi came in. You and he were alone. He set my first awkward body of brass and tinfoil down on the table and looked at you. You hadn't told him what to expect. You didn't even dare to expect much of me yourself. No wonder he was curious. And then you put me in motion and spoke those never-to-be-forgotten first words to me.

"Do you remember how your hand trembled, just a little, when you reset my mechanism? What a tense moment that was! And then, I spoke, I repeated your words. I even remembered your inflections and the intonation of your voice, and the little cough you made at

the start, because for the first time since the dawn of creation you had endowed inanimate matter with the power to remember such things.

"Poor Kruesi! In his amazement all he could say was: 'Mein Gott im Himmel it talks.'

"I would like to reminisce with you, Chief, for hours. We would have plenty to talk about. The fifty years we have worked together have been full of wonderful moments. But to me none can equal the thrill of that first day in 1877 at the little laboratory in Menlo.

"Today is my fiftieth birthday. I am entitled to ask a favor of you. I want to hear again from your own lips those immortal first words you spoke to me fifty years ago."

The responses to the various addresses were made for his father by Charles Edison, but it was with a bright smile that the inventor himself stepped to the microphone and recited that little bit of what he termed "practical poetry" that had served to prove the possibilities of the phonograph a half century ago.

Following the ceremonies at Llewellyn Park the guests were transported to Essex County Country Club where luncheon was served and entertainment provided by Dave Kaplan's Melodists, and a dozen or more of Edison recording artists.

New Shamrock Electric Set to Be 1927-28 Leader

Returning from an extensive trip through the East and Middle West, Nate Hast, general sales manager of the Shamrock Mfg. Co., Newark, N. J., manufacturer of Shamrock radio sets, reported a great deal of enthusiasm among dealers and jobbers over the new Shamrock line. Mr. Hast stated that he closed arrangements with a number of leading distributors and the new Shamrock electric set, operating directly from the house light socket, will be the product receiving concentrated sales effort during the 1927-28 season.

Atwater Kent Mfg. Co. Secures an RCA License

A licensing agreement has been signed between the Radio Corp. of America and the Atwater Kent Mfg. Co. which provides for payment of royalties on sales of radio receiving sets manufactured by the Atwater Kent Mfg. Co. since January, 1923, when the latter organization began the production of tuned radio frequency receivers, according to an announcement from RCA headquarters in New York. The agreement also provides for the payment of royalties on future sets made by the Atwater Kent Mfg. Co. The terms, it was announced, are based on the standard RCA licensing agreement of 7½ per cent.

How Two Dealers Solved Time Payment Problem

(Continued from page 22)

sale has been found by this dealer most effective in reducing collection troubles. Before credit is granted a prospect account answers several questions. According to Mr. Wormser, the one most important question is: "In whose name is your home listed?" In case that a man is purchasing the set and the ownership of his house is under his wife's name, Mr. Wormser suggests that she sign the credit agreement.

Credit is usually granted after the following information is secured from three references:

- 1—How long have you known applicant?
- 2—Married or single?
- 3—What is his occupation?
- 4—Would you advance him credit?
- 5—Should he move from present address would you be in a position to notify us of his location?

The D. W. Lerch Piano Co., Canton, O., has undergone extensive alterations.

U. J. HERRMAN
MANAGING DIRECTOR

G. CLAYTON IRWIN Jr.
GENERAL MANAGER

RADIO MANUFACTURERS SHOW ASSOCIATION

Presents

FOURTH ANNUAL
**RADIO
WORLDS FAIR**
MADISON
SQUARE GARDEN
NEW YORK CITY
SEPT. 19-24
1927 Inclusive





These bigger and better radio exhibitions foreshadow a record-breaking 1927-28 radio season. All representative manufacturers of radio receivers, parts and accessories will display their new lines.

In addition, there will be special business sessions for the trade, affording dealers, jobbers and distributors an ideal opportunity to familiarize themselves with the latest developments in the industry.

Every progressive radio merchant should attend one of these shows.

National Radio Day
September 21



SIXTH ANNUAL
**CHICAGO
RADIO SHOW**
COLISEUM
CHICAGO
OCT. 10-16
1927 Inclusive



Halloween Revels Open Way to Profits

Holidays Give the Dealer an Excellent Opportunity of Increasing Sales Volume
—Window Displays Sell by Suggestion

By W. B. Stoddard



In the Fall, when the indoors instead of the outdoors begins to have the call, the radio sales begin to take an upward trend, and in order to give force to the publicity there should be some focal point. Halloween gives the desired opportunity. It is the time of widespread merry making and anything that will add to the gaiety of the occasion will receive careful consideration. Just as phonographs were formerly pushed for party entertainments, radio should now be offered—and the voices snatched from the air harmonize perfectly with the "spooky" atmosphere which characterizes all the games and rites of All Saints' Eve.

Undoubtedly a good window display offers the quickest method of getting the radio idea before the public, and a glance at the displays offered herewith should result in suggestions which each dealer can work out for himself.

Olin S. Grove, Oakland, Cal., used both radios and talking machines as features for Halloween entertainment. The black wall was hung with waterfalls of orange paper, and in the middle of the window crouched the figure of a witch, her skinny fingers raised in incantation over a big black cauldron. At one side of her was a phonograph, at the other a radio set. Overhead was a big orange card lettered in black: "WITCH—Radio or Phonograph?" and on the cauldron was painted "Come in and we will demonstrate both."

The Beacon Gas Light Co., Los Angeles, arranged an entire room, set for a Halloween party. The walls were black and two long

by murky clouds, black tree branches, a fence on which were black cats, and a witch riding on her broom. Between the windows was a tall mantel, in which blazed a cheerful gas fire, and overhead on the wall, orange letters were arranged to form the word "Radiolas." On a table was a Radiola set, while another was shown on the floor, both being tied with orange ribbons, a big floor lamp had a black and orange shade, and the room was illumined with an orange glow.

Hobrecht's, Sacramento, Cal., had on the wall cards of gray and orange on which black cats were painted. A lamp with orange parchment shade had suspended from it an orange ball, and long twisted streamers of orange and black extending to the four corners of the room. Palms were used for decorations and under two large ones were shown Radiola sets. Attached to one was a loud speaker, with a black cat

perched in the mouth of the horn. Standing behind one of the sets was a little fellow in carnival costume of black, white and orange. Several other radio sets were placed on the floor near the glass, where they could be examined at close range.

J. C. Hobrecht, in speaking of the upward trend of business, said: "We use almost every form of advertising—newspaper, billboard, direct mail and broadsides, and every week run



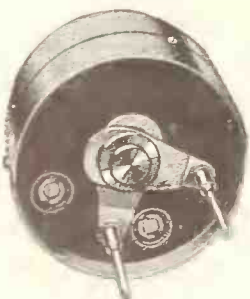
Illustrations Above Show How Dealers Tied Up With Halloween

IN KEEPING WITH THE CHARM OF THE FINEST SET

THIS little instrument with its green gold finish and black dial with gold markings will richly adorn even the most expensive cabinet.

Unusual accuracy and other typical Weston features augment this attractive design, but its great value, however, is its aid to better reception and the service it renders in extending the useful life of tubes and batteries.

It is intended for use with dry cell operated sets equipped with volt-meter pin-jacks—inexpensive, too, so that every set should have one. Accurate for a life-time



ADJUSTS UPRIGHT WITH ANY PIN-JACK ARRANGEMENT

Dealers should stock this item early for a profitable business. Advertising in Radio magazines of set owner circulation during the fall and winter is sure to create a wide demand. The price is right and for quality and accuracy no similar instrument can compare with it. Put this down in your jobber-book for early delivery.



This new model 506 Pin-Jack Voltmeter is an ideal instrument for insuring the best performance from your Radiola 20 or 25, Victor or Brunswick set. Because of its unusually high internal resistance (125 ohms per volt) it requires only a very slight amount of current for its operation, and may be left permanently plugged in on the set without wasting the batteries.

WESTON ELECTRICAL INSTRUMENT CORPORATION
190 Weston Avenue, Newark, N. J.

STANDARD THE WORLD OVER

WESTON

Pioneers since 1888



a radio ad illustrating and pricing the sets. We also lay great stress on our window displays, and have found those showing the radio set as it would appear installed in the home seem to have the most pulling power. Radio is becoming standardized, and large numbers of amateur radio fans are pulling out their sets and putting in standard equipment. We accept used sets in partial payment, making a small allowance, so are able to dispose of the trade-in sets at a profit. We are strong for demonstrations—anywhere and everywhere. We have given quite a number in the City Plaza when events of sufficient importance were on the air, using special power amplifiers on these occasions. I don't believe in scattering too much. Three standard types are all anyone can handle with profit. If one line is comprehensive enough I would be in favor of staying with that one. We have an excellent repair department, thoroughly trained men and a good shop with all the necessary equipment. We charge for our work whenever possible, but find that an abnormal amount of free service is necessary to maintain an efficient radio department."

Additions to Line Introduced by Daven Corp.

The Daven Anti-Motorboater and the Daven Grid Stabilizer are two new products which have been introduced to the trade by the Daven Radio Corp., Newark, N. J. The former is said to eliminate all "motorboating" caused by B eliminator on resistance coupled sets, and the latter is designed to meet the demand for a single device to control oscillations.

Restored Enchantment

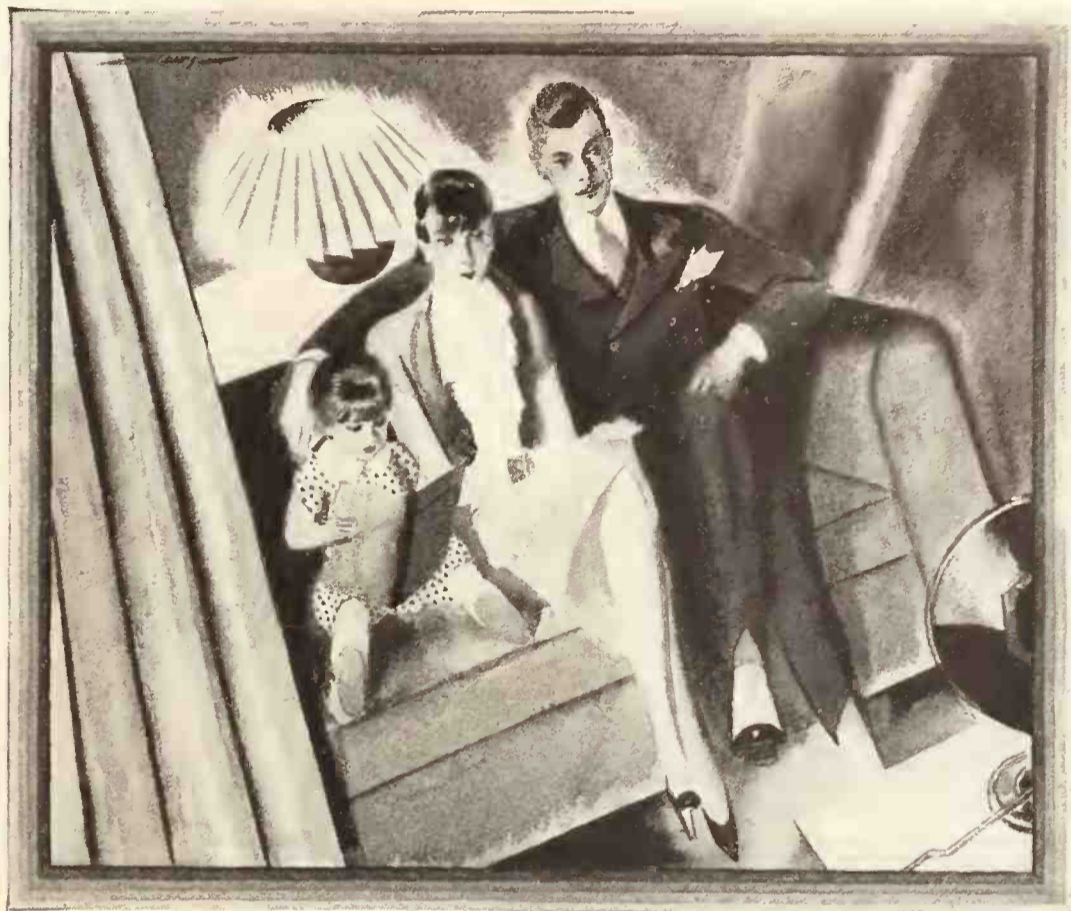


This is the Eveready Layerbilt that gives Battery Power for the longest time and the least money.

AT A throw of a switch and a turn of a dial a radio program comes in. It is clear. It is true. It is natural. The listener thanks the powers of nature that have once more brought quiet to the distant reaches of the radio-swept air. He is grateful to the broadcasters whose programs were never so enjoyable, so enchanting. He calls down blessings upon the authority that has allotted to each station its proper place. And if he has bought a new set of "B" batteries to make the most out of radio's newest and most glorious season, he will thank the dealer who recommended them to him.

For there is no doubt of it—radio is better with Battery Power. And never was radio so worthy of the perfection of reception that batteries, and batteries alone, make possible. Today more than ever, the radio user needs what batteries give—pure DC, Direct Current, electricity that flows smoothly, quietly, noiselessly. When such is the current that operates a receiver, the listener is unconscious of its mechanism, for he does not hear it humming, buzzing, crackling. The enchantment of the program is complete.

EVEREADY
Radio Batteries
—they sell faster



Radio is better with Battery Power

Batteries themselves have improved, as has radio. Today they are so perfect, and so long-lasting, as to be equal to the demands of the modern receiver. Power your customers' sets with the Eveready Layerbilt "B" Battery No. 486. This is the battery whose unique, exclusive construction makes it last longer than any other Eveready. This is the battery that makes your radio power business trouble-free, profitable, and a builder of good-will. 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	WGR—Buffalo	WGN—Chicago	WRC—Washington
WJAR—Providence	WCAE—Pittsburgh	WOC—Davenport	WGY—Schenectady
WEEI—Boston	WSAI—Cincinnati	WCCO—	WHAS—Louisville
WDAF—Kansas City	WTAM—Cleveland	} Minneapolis	WSB—Atlanta
WFI—Philadelphia	WWJ—Detroit	} St. Paul	WSM—Nashville
		KSD—St. Louis	
		WMC—Memphis	

Pacific Coast Stations — 9 P.M., Pacific Standard Time

KPO—KGO—San Francisco	KFI—Los Angeles
KFOA—KOMO—Seattle	KGW—Portland

Have you heard the new Victor record by the Eveready Hour Group—orchestra and singers—in Middleton's Down South Overture and Dvořák's Goin' Home?

J. F. Brogan, Metropolitan Dealer, Tells of Gramophone Trade in European Cities

Manager of Talking Machine Department of Store of New York Band Instrument Co. Visited Thirty-six Gramophone Shops in Eight Cities—Finds Business Flourishing

How does the average American music dealer compare with music merchants of other countries? How are talking machine conditions in Europe? What, if any, is the difference between American methods and those of European talking machine or rather gramophone shops? The answers to these and many other questions were recently given to *The Talking Machine World* by J. F. Brogan, manager of the talking machine department of the New York Band Instrument Co.'s store on West Thirty-fourth street, who returned from a three months' visit to Europe on August 8.

Mr. Brogan, whose success in selling talking machines and records, particularly classical records and Masterworks albums, has been told

in these columns, is, in addition to being a successful merchandiser, a music lover, with a knowledge and appreciation of music that is all too rare among dealers. During his European trip he made a point of visiting the principal music stores in every city he stopped at and inquired as to methods and general conditions. His résumé of conditions, therefore, is not that of a casual observer, for in London he visited ten stores, in Berlin, eight; Vienna, four; Munich, five; Zurich, three; Prague, three; Ostend, two, and Leipzig, one.

"American dealers are far more progressive and aggressive in their sales methods than dealers in England and Continental Europe," said Mr. Brogan, "but for beautiful stores and attractive layout and store fittings and equipment, there is not a music store in New York that can compare with those of London. There a customer is conducted into a handsomely furnished room when he wishes to hear some records played, and generally there is a magazine rack with a number of magazines devoted to musical topics over which he can glance, and should a customer wish to smoke, cigarettes and ash trays are at hand. The average English salesman, however, seems to work on the presumption that the customer knows what he or she wants and will ask for it, therefore little or no effort is made to interest the buyer in increasing his purchases. The window displays in London are pretty much on the order of those here except they are more dignified and neater than ours. Despite the conservative selling ideas of the sales staffs the gramophone business in England is in a wonderful condition and all dealers report a most satisfactory volume.

"Of all the dealers I visited I found those in Zurich, Switzerland, the most progressive. Here not only are the stores attractive but the salespeople will go to any length to satisfy customers and assist them. As an example, I tried in every country I visited to procure some old and very rare records. I succeeded in buying about a hundred and in most cases, when a dealer could not supply me with what I wanted, he gave me some hazy directions as to where I should write and upon following the instructions I found them to be misleading. Not so in Zurich. The girl who waited upon me said: 'Certainly we can get them for you,' and she did, although it meant sending to other countries and much time and effort to do so. It also happened that Switzerland was the last country I was visiting before going to London to return home. I mentioned that, and she informed me that if the hundred or so records which I had collected were brought into England I would have to pay duty on them even though I was just passing through. I had not known this and was agreeably surprised and gratified when she offered to take all the records I had brought in my travels through six countries and send them to New York, which she did.

"With the exception of Ostend I found the gramophone business flourishing everywhere. I also noticed that, with the exception of two or three stores, these dealers concentrated their efforts on one line. While the record business all through Europe is mostly confined to music of the better type, I found that in every country American dance selections are in great favor."

Mr. Brogan made the European trip chiefly to attend the various musical festivals which were being held in the various countries and that he succeeded in spending a most enjoyable musical Summer is attested in his statement that "with the exception of the nights spent traveling, I attended some operatic or concert performance every night that I was abroad."

On one occasion while in Berlin he learned

that a performance of "Electra" was to be given in Dresden, with a guest star in the title rôle. There was no way of getting to the performance in time by train so Mr. Brogan went by airplane and managed to arrive in Dresden just in time to change his clothes and get to the opera.

That Mr. Brogan's knowledge and appreciation of music is an outstanding factor in his success as a dealer is evidenced by the fact that single sales of records amounting to hundreds of dollars are no novelty to him. The customer who has similar likes and is building up a record library naturally gives his patronage to the salesman who can talk intelligently and with appreciation of the various composers, their works and the artists who interpret the works in wax. With the addition of the records purchased on his trip Mr. Brogan's library of records comprises some thirteen hundred selections, each one chosen because of some particular merit.

New Columbia Portable Has Exceptional Features

The Columbia Phonograph Co., New York, recently placed on the market a new portable phonograph, styled the Viva-tonal Columbia portable, No. 160, which combines the practical



Columbia Portable No. 160

advantages of the portable phonograph with the revolutionary tonal qualities of the latest cabinet type instruments.

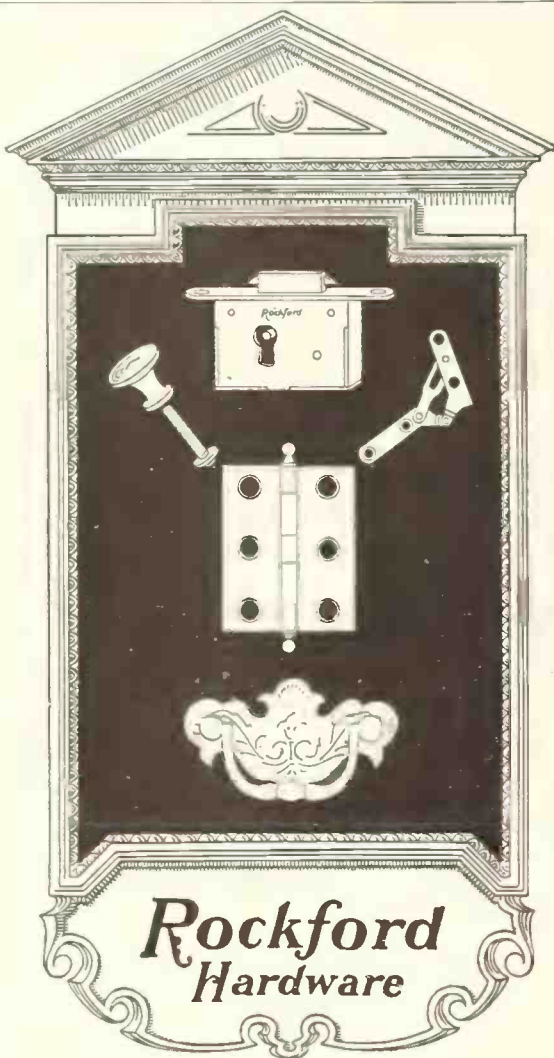
The dimensions of the portable are seven and five-eighths inches high, thirteen and one-quarter inches wide and seventeen and one-half inches deep and weighs twenty-eight pounds. The cabinet, which is covered with black fabrikoid, is trimmed with mahogany and contains a drawer inside the cabinet for carrying records. The motor has a mainspring thirteen feet two inches long and other advantages, including a Viva-tonal floater tonearm and the latest Viva-tonal reproducer.

Crosley Export Manager Is Making European Tour

Charles Hopkins, export manager of the Crosley Radio Corp., is in London, England, where he is holding a convention of European Crosley distributors. This is the first convention of its kind ever to be held. After the London meeting adjourns Mr. Hopkins will visit Crosley distributors in Belgium and France. He plans to return to the United States about October 1.

L. J. Chatten on Long Trip

Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc., is on a trans-continental trip introducing the new Fada models on the West Coast and taking part in a series of Fada meetings at Spokane, Seattle and Portland. Mr. Chatten attended the San Francisco and Los Angeles radio shows.



Rockford Hardware is made to stand up under wear and tear. In beauty, workmanship and finish it is designed to give the utmost in service and satisfaction.

Actual samples of any items you use gladly sent on request. Write for the Catalog, No. 18, and keep it handy.

National Rock Co.
Rockford, Ill.

U. S. A.

Cable Address: NATLOCK

Branch Sales Offices:

Chicago, Ill.	St. Louis, Mo.
Cincinnati, O.	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.

UTAH

UTAH SCREEN SPEAKER



UTAH NO 16 DRUM SPEAKER



16" high - 13" wide -
4 1/2" deep
Weight - 10 lbs
\$16

UTAH NO. 30 SPEAKER



Size - Height 18 in.
Weight 15 lbs.
\$30

10 FT. AIR COLUMN
40" high - 28" wide
12" deep
\$100

CONE SPEAKER



\$10

PIANO SPEAKER



Makes a Radio
Reproducer out
of any Piano
\$10

SUPERFLEX



NEW 1927
MODEL
\$10

UTAH STANDARD \$22.50



UTAH
JUNIOR
\$12.50

SALESMANSHIP!

THE UTAH LINE PROVES IT WITH
THE LONGEST, MOST COMPLETE
AND MOST BEAUTIFUL LIST OF
SPEAKERS EVER MADE

UTAH RADIO PRODUCTS CO.

1615 SO. MICHIGAN AVE.
CHICAGO

EVERY ONE GUARANTEED

Park Slope Talking Machine Shop Keeps in Touch With Public by Direct Mail

Live Brooklyn Retailer Keeps Store and Its Products Constantly Before the Minds of Old Customers and Prospects by Occasional Letters and Circulars

Direct mail as a means of attracting new customers to the store and in keeping old customers as regular buyers has been used for many years by the Park Slope Talking Machine Shop, Inc., of 310 Flatbush avenue, Brooklyn, and it has proved most successful. On every possible occasion when a few lines will revive the customers' interest in the store and its products a letter is sent out and the neighborhood patronage solicited. With the close of the Summer months rapidly approaching and with families returning to their city homes, this establishment is sending the following letter to the residents of the district:

Dear Friend: Here we are, right within the rapidly approaching indoor winter season, with its attendant social responsibilities and the need for greater indoor attractions to make the home vibrate love, harmony, good-will and Music.

And speaking of Music, it will interest you to know that within easy distance of Home (No. 310 Flatbush avenue, at Seventh Avenue Station, B. M. T. Subway) is located the most complete, the most modern, the best-equipped and the most home-like Victrola Shop in this delightful section where courteous and able representatives are waiting to assist you in the selection of Victrolas and Victor Records that will help your home to reflect that harmony and good-will.

A wonderful selection awaits your inspection. Victrolas in very wide range of individual styles, from the neatly finished mahogany pedestal cabinet to the Period Console, including Victrolas equipped for Radio—for cash, or on terms to suit your convenience. We would like you to listen to some of the hundreds of new vocal and instrumental Victor selections, designed for every form of musical recreation. We would like to help you make a selection that will be a perpetual joy to you and your family and your visiting friends.

Won't you please visit this Shop at your early convenience while the Fall stock of Victrolas and Records is still complete? You may select now for immediate or for later delivery. Faithfully yours,

PARK SLOPE TALKING MACHINE SHOP, INC.

Circulars are also used to bring in prospects, and on occasions when the store is giving a demonstration of its merchandise thousands of circulars have been distributed. A typical circular which proved successful in keeping the cash register ringing read as follows:

"Longfellow, the great American poet, said: 'Show me the home wherein music dwells and I shall show you a happy, peaceful and contented home.'

"Here is an unusual opportunity to make your home a happy home.

"With the new Orthophonic Victrola and Orthophonic records, you have the world's best music at your command and you can now own one of these marvelous instruments."

Then followed an offer to take old type instruments in trade and a line-up of the instruments carried, together with the name, address and telephone number of the shop. These circulars were distributed at a local theatre at which the Orthophonic Victrola was being played in the orchestra pit by an arrangement between the Park Slope Shop and the theatre manager.

Radio Exports Show Gain First Six Months of 1927

WASHINGTON, D. C., September 5.—The United States exports of radio apparatus decreased 12 per cent in 1926, as compared with 1925, amounting to \$8,794,453, according to the Commerce Department's electrical equipment division. Export figures for the first half of the year, however, were valued at \$3,705,861, an increase of \$450,000 over the same period of

1926, indicating that the trade is reviving.

Shipments of receiving sets in the 1927 period were valued at \$1,128,625, an increase of 27 per cent; tubes were valued at \$501,206, an increase of 25 per cent; receiving set components reached a value of \$979,356, an increase of 30 per cent, while exports of receiving set accessories had a value of \$939,195, an increase of 8 per cent.

Exports of transmitting sets and parts fell from \$339,717 to \$157,578, a decline of more than 50 per cent from the 1926 figure.

Little Jack Little Now an Exclusive Columbia Artist

Well-known Radio and Vaudeville Artist to Make Recordings for Columbia Catalog—Has Written Several Song Hits

Little Jack Little, popular radio warbler to audiences from Denver to Manhattan and points South, has just signed an exclusive phonograph contract with the Columbia Co.

For two years Mr. Little was on the Keith



Little Jack Little

circuit in a piano act. Three years ago he started song writing, in hits which went "on the air" at once, and which include the celebrated "Normandy." This year he writes exclusively for Irving Berlin, and now will record exclusively for Columbia. His first phonograph release is a coupling of the new song favorite "A Mother's Prayer at Twilight" and a piano solo of Nevins' "Rosary."

Steinite Laboratories Name New Distributors

The Steinite Laboratories, Chicago, recently announced the appointment of the Jos. M. Zamoiski Co., Baltimore, Md.; Electric Supply Co., Toledo, O., and the Republic Radio Corp., Detroit, Mich., as exclusive distributors of Steinite radio receivers.

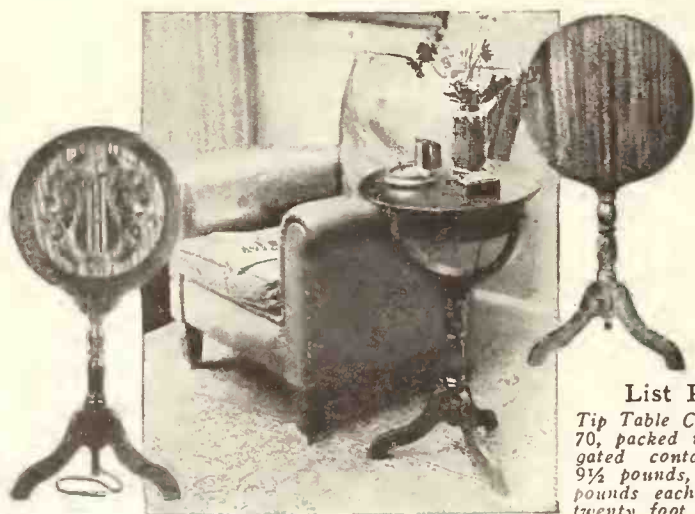
It is interesting to note that the Republic Radio Corp., formed by men formerly prominent in the automotive world, as an exclusive radio distributing company, is particularly well fitted to take care of Steinite distribution in the State of Michigan. The Jos. M. Zamoiski Co. is well known in the radio field as a progressive firm. The Electric Supply Co., a fine organization, has secured the services of R. W. Tem Broeck to handle its radio department. Mr. Tem Broeck is well acquainted in the field and understands the problems of the trade.

Opens Fall River Branch

FALL RIVER, MASS., September 6.—The United Music Co. recently completed arrangements to open the eleventh store of its chain of retail music houses at 394 South Main street, this city. This store will carry the same lines as the other units of the United organization, namely, Stromberg-Carlson, Kolster and Atwater Kent radio receivers and Orthophonic Victrolas. Nathan Feldman is in charge of the branch.

TIP TABLE CONE SPEAKER

Model 70 is Furniture as well—



Model 70 is furniture as well and plays perfectly in table position.

MODEL 70 shown above is the new Teletone Tip Table Cone Speaker. It stands out not only as a new Teletone, but as an astonishing advance in cone speaker designing and reproduction. As shown in the illustration, it is a speaker which can be sold as furniture as well.

Its highly finished two-tone mahogany case is especially rich. The mahog-

any table top on which the speaker is mounted is 18 inches in diameter, thus permitting its use as a decorative end or lamp table. Bridge with music beneath the finger tips is one of the many powerful selling features that you can develop for this speaker. The cone is so mounted as to use the entire wooden casing and table top as a sounding board.

List Price, \$40.00

Tip Table Cone Speaker, Model 70, packed in individual corrugated containers, net weight 9½ pounds, shipping weight 20 pounds each. Equipped with a twenty foot cord.

TELETONE CORPORATION OF AMERICA

Third Street and Van Alst Avenue

LONG ISLAND CITY, N. Y.



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

LOW LOSS Symphonic PHONOGRAPH REPRODUCER

LIST PRICE
Nickel Plated . . . \$10⁰⁰
Gold Plated . . . \$12⁰⁰
(Slightly higher west of the Rockies)

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

Symphonic PHONOGRAPH REPRODUCER

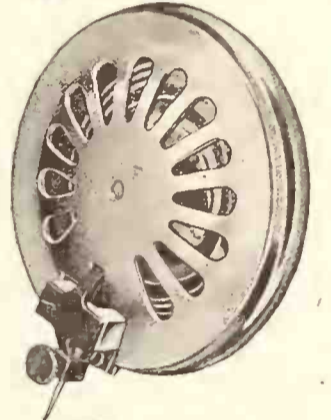
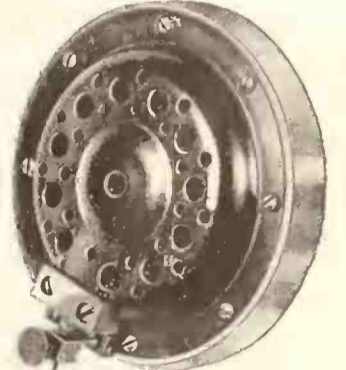
LIST PRICE
Nickel Plated . . . \$ 8⁰⁰
Gold Plated . . . \$10⁰⁰
(Slightly higher west of the Rockies)

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

Overture PHONOGRAPH REPRODUCER MADE BY SYMPHONIC

LIST PRICE
Nickel Plated . . . \$5⁰⁰
Gold Plated . . . \$7⁰⁰
(Slightly higher west of the Rockies)

An acoustical gem in a magnificent setting—Each Symphonic and Low-Loss Reproducer is beautifully encased in a silken container commanding attention and bespeaking its quality.



"ONLY ONE TO A CUSTOMER"

Only once in a lifetime can we expect to experience a radical change in the phonograph industry like the recent one which has made possible and necessary an amazingly large reproducer business.

There is a re-created desire for, and interest in, phonographs and records. Symphonic dealers are cashing in on this interest in the following manner:

1. The sale of a SYMPHONIC REPRODUCER makes more record sales for the dealer.
2. A SYMPHONIC REPRODUCER makes the new electric records play better on the old style phonographs.
3. The increased pleasure afforded by the combination of the SYMPHONIC REPRODUCER on an old phonograph, together with the new electric records, whets the

customer's appetite for still better reproduction. Result:—the liveliest kind of prospect for a new phonograph.

4. An acoustical gem in a magnificent setting—each SYMPHONIC and LOW-LOSS reproducer is beautifully encased in a silken container commanding attention and bespeaking its quality.

You can sell "only one to a customer," Mr. Dealer. Sell your customers the best reproducer—SYMPHONIC. Sell them the reproducer that will make the most record sales—SYMPHONIC. Sell them the reproducer that will arouse their desire to own a new phonograph most keenly—SYMPHONIC. Sell them the reproducer that makes you the maximum profit with the least trouble—SYMPHONIC.

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

SYMPHONIC SALES CORPORATION

370 SEVENTH AVENUE

NEW YORK

Speaking of Radio Shipments—

... you'll do right by yourself and your customers if you make Atlas Plywood Packing Cases the standard shipping containers for your sets. It is mighty important that your radios reach their destination without finish marring, with delicate parts unharmed—and protecting Atlas Cases always deliver your goods right.

Atlas Packing Cases are lightweight, easy to handle and assemble, strong, handsome in appearance and years of continued use have proved them the safest and most economical shipping cases for both radios and phonographs.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building



1200

Canvassing, Window and Street Displays Used by Daynes-Beebe to Aid Business

Prominent Salt Lake City Music House Overlooks No Medium of Attracting Customers to the Store—Viola Browning Tells of Means Used in Increasing Sales

The Daynes-Beebe Music Co., of Salt Lake City, reports having experienced a substantial increase in business during the past few months. A large percentage of this increase is due to the fact that a force of twelve young men has recently been employed for the purpose of canvassing the entire city for talking machine and piano prospects and also to demonstrate and play all of the new records which the store has for sale.

By being careful as to the selection of courteous and refined canvassers, this form of advertising and cooperation has been well received here, and has added materially to the monthly increase in business.

Another form of unique advertising which has been employed by this company within the past few weeks was evolved by Col. J. J. Daynes, president of the organization, who, after spending a few days in the nearby canyons fishing with his sons, who are also employed here, arranged to display the catch of

large and various sized trout which they caught by having the fish frozen in an eight hundred pound block of ice which they placed near the entrance to the store and which lasted for three days, drawing unusually large crowds.

Daynes-Beebe window displays have also been attracting exceptional notice recently. An exceedingly fine piece of exploitation having been arranged in the form of a tie-up with the Don V. Tibb Orchestra, which is furnishing the musical entertainment at the Saltair Resort of this city for the season, and featuring Paramount and Buescher instruments.

In addition to the instruments which were on display and the framed photograph of each member of the orchestra, the window contained a miniature Saltair Resort showing the large dance pavilion with a bevy of cut-out models revolving in an astonishingly realistic fashion to the rhythm of the dance. This window received very favorable comment and attracted widespread attention.

New Electrola and Victor Combination Models Announced at Jobbers' Conference

Two-Day Sales Conference of Victor Talking Machine Co. Distributors One of Most Successful Ever Held—E. E. Shumaker and Other Officials Tell of Progress Made

The two-day sales conference of the distributors of the Victor Talking Machine Co. took place on Monday and Tuesday, August 15 and 16, at Camden, N. J., and resulted in one of the most successful gatherings ever held of the wholesale representatives of Victor products. The sense of the meeting seemed to be one of satisfaction with the results of the past year, confidence in the future and enthusiasm over the plans announced for the coming year. Executives of the Victor Co., led by President Edward E. Shumaker, told of the strides taken in production and merchandising during the past year and a half when the Orthophonic line was introduced. The announcement of the addition of new models to the Victor Electrola line was enthusiastically received and the showing of the combination line with the new products of the Radio Corp. of America won expressions of high approval from the entire assemblage of jobbers. Sales policies and factory plants, likewise, were favored by the meeting.

Officials of N. W. Ayer & Son, advertising agents, who are handling the Victor advertising and publicity campaigns, spoke, and their outline of what is to be done during the coming year raised the optimism of the distributors

to an even higher pitch regarding the 1927-28 season being a record-breaker.

Among the representatives of the distributing firms who attended the conference were:

George C. Beckwith and Charles C. Hicks, Geo. C. Beckwith Co., Minneapolis, Minn.; William T. Haddon and Albert H. Bates, Ohio Talking Machine Co., Cincinnati, O.; William C. Griffith and Charles W. Hyde, Chicago Talking Machine Co., Chicago, Ill.; Charles B. Mason and Henry Cunningham, Jr., New York Talking Machine Co.; William Biel, Cohen & Hughes, Inc., Baltimore, Md., and Washington, D. C.; Paul W. Carlson, Charles H. Ditson & Co., New York; Henry A. Winkelman, Oliver Ditson Co., Boston, Mass.; J. N. Blackman, C. L. Johnston and Albert M. Blackman, Blackman Distributing Co., New York.

A. R. Boone, Talking Machine Co., Birmingham, Ala.; Louis Buehn, Harry Ellis and Frank B. Reineck, Philadelphia Victor Wholesalers, Inc., Philadelphia; Frank W. Corley, the Corley Co., Richmond, Va.; William J. Haussler and Jerome T. Harris, C. Bruno & Son, Inc., New York; Lester Burchfield and W. B. Calloway, the Thomas E. Swan Co., Houston, Tex.; Clarence Campbell, Knight-Campbell Co., Denver, Colo.; John Elliott Clark, the John Elliott Clark Co., Salt Lake City, Utah; L. W. Collings and C. B. Shaw, Collings & Co., Newark, N. J.; Ralph S. Cron, Southwestern Victor Distributors, Inc., Dallas, Tex.; C. R. Cressey, Cressey & Allen, Portland, Me.

Perry B. Whitsit and W. Frank Davison, the Perry B. Whitsit Co., Columbus, O.; E. H. Droop and W. R. Lyman, E. F. Droop & Sons Co., Washington, D. C.; A. S. Eisenbrandt, H. R. Eisenbrandt & Sons Co., Baltimore, Md.; E. C. Gallo, Horton-Gallo Creamer Co., New Haven, Conn.; George L. Ruez and Harry A. Gold-

smith, Badger Talking Machine Co., Milwaukee, Wis.; C. L. Elyea and Geo. Elyea, Elyea Talking Machine Co., Atlanta, Ga.; E. L. Gratigny, Oklahoma Talking Machine Co., Oklahoma City, Okla.; A. A. Grinnell, M. O. Grinnell and George F. Martin, Grinnell Bros., Detroit, Mich.; G. C. Hamberger, Elmira Arms Co., Elmira, N. Y.; Parham Werlein and J. A. Hofheinz, Philip Werlein, Ltd., New Orleans, La.

Fred Jenkins and J. W. Jenkins, Jr., J. W. Jenkins Sons Music Co., Kansas City, Mo.; O. L. Neal, Buffalo Talking Machine Co., Buffalo, N. Y.; French Nestor, the French Nestor Co., Jacksonville, Fla.; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; Wallace Russell, Standard Talking Machine Co., Pittsburgh, Pa.; Rudolph Wurlitzer and J. L. Ryan, the Rudolph Wurlitzer Co., Cincinnati, O.; George H. Rewbridge, W. F. Frederick Piano Co., Pittsburgh, Pa.; R. C. Rogers, the R. C. Rogers Co., Washington, D. C.; Curtis N. Andrews and T. Sigman, Buffalo, N. Y.; W. D. Andrews, Syracuse, N. Y.; Alan Steinert, Eastern Talking Machine Co., Boston, Mass.; Howard J. Shartle, Cleveland Talking Machine Co., Cleveland, O.; H. W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.

Amplion Sales Conference

Members of the sales department of the Amplion Corp. of America in conference with



Amplion Sales Conference

Lloyd L. Spencer, general sales manager, at the headquarters of the company in New York. Seated, left to right: L. L. Spencer, J. J. DeBona, A. Hedeman, F. W. Piper; standing, left to right: L. N. Lown, C. J. Main and H. G. Hillebrand.

New Crosley Salesman

Ralph W. French, formerly with the Cincinnati office of the Westinghouse Elec. & Mfg. Co., for which he did sales promotion work, has recently joined the sales force of the Crosley Corp. He will do field promotion work.

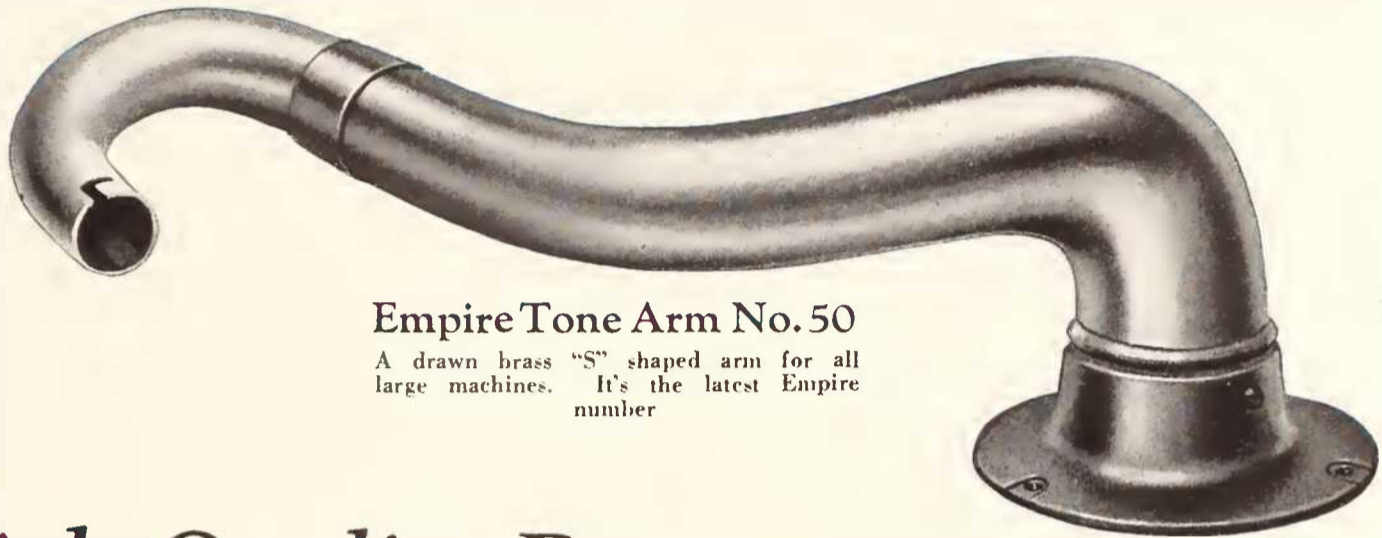
Heads Music Committee

Will A. Watkin, president of the Will A. Watkin Co., has been appointed chairman of the music committee for Dallas Day, October 11, at the Texas State Fair. Mr. Watkin is one of the active members of the trade in Dallas in promoting interest in music.

EMPIRE'S Low Prices

MEAN

Greater Profits for YOU!

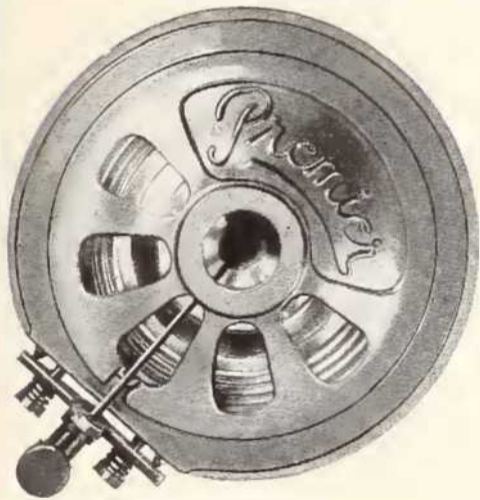


Empire Tone Arm No. 50

A drawn brass "S" shaped arm for all large machines. It's the latest Empire number

High Quality Parts Safeguard Your Reputation

EMPIRE Reproducers



The Premier

A new style reproducer equipped with a specially treated metal diaphragm adapting it to machines equipped with the new amplifying chamber and tone arm.

There are several other styles of reproducers in the Empire line. Write for information and prices.

With thirteen years of manufacturing experience back of Empire Tone Arms, we are able to produce highest quality parts on a quantity basis at prices that are startlingly low.

We are making a fair profit on our work and are passing the balance of the saving on to you.

With Empire Tone Arms you can lower your production costs, make greater profits, and at the same time, be sure that you are using the best quality tone arms available.

*Write for a quotation
on your requirements*

Empire Phono Parts Co.

Established 1914

WM. J. McNAMARA, Pres.

10316 Madison Avenue, Cleveland, Ohio



Get

The MASTER is modern. Has all the new features—full curved throw-back tone-arm—an exclusive reproducer—self-contained record album. Case built to last a lifetime—beautifully decorated embossed cover in five distinctive 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 **CARRYOLA** products—the one line in public demand.



CARRYOLA MASTER
BEYOND THIS YOU BUY FURNITURE

WORLD'S LARGEST MAKERS OF



These Profits

As the Big Selling Season Opens

FALL AND WINTER is harvest time for profit among Music and Radio Dealers. It's portable selling time, too, for those who keep their cash sales in proper proportion. Selling records and portables—that's the big end of the daily cash business. And the one best way to enjoy volume record sales is by selling portables.

Get your full profit by selling **ARRUOLA** products—the only nationally advertised line on the market. The easiest one to sell because people ask for **ARRUOLA** portables. Day in and day out, through the entire year, they read about this standard of portable values in the recognized national magazines.

Dealers find the demand continuous. Just as good in October as it is in June. A business which is truly profitable the year round.

Enjoy these sales—and profits—now as the big selling season opens. Check over your **ARRUOLA** stock today. Be sure that you have all colors of each model, and you'll never miss a sale. There's a live **ARRUOLA** Distributor right near you, who will be happy to serve and help you gain this ready business.

Just get in touch with him today, or write us direct, for beautiful free illustrated catalog.

The **ARRUOLA Company of America**
647 Clinton Street, Milwaukee, Wisconsin

**“Nationally
Advertised
Every
Month
in the
Year”**

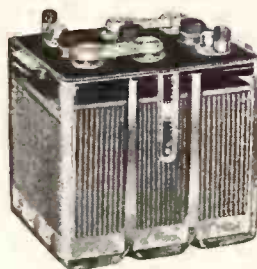


PORTABLE PHONOGRAPHS

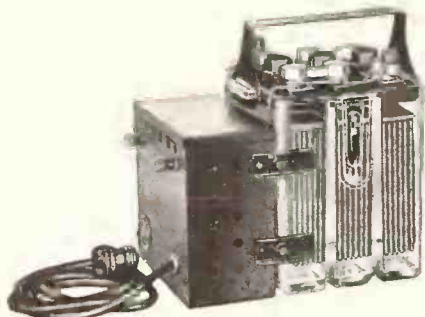
The OUTSTANDING



"A"
BATTERY



POWER
UNIT



"B"
ELIMINATOR



of the season is the

NATIONAL

Radio engineers and testing laboratories endorse them, radio users demand them—because National has com-

bined simplicity of operation, compact, fool-proof design, and long, carefree service with remarkably low prices.

"A" AND "B" POWER

A New National development—not bulky or clumsy, a combination of the National "B" Eliminator with any National Power Unit, easy to stock and a "self-seller" if there ever was one.

This season offers greater opportunities than ever before to National jobbers and dealers. There is still time to have National insure your radio profits. Wire or write for full details of the National franchise.

SEE OUR EXHIBIT AT THE

Fourth Annual Radio World's Fair

New Madison Square Garden, New York
September 19th to the 24th, inclusive
Booth No. 2 — Section G.G.

Sixth Annual Chicago Radio Show

Coliseum, Chicago
October 10th to the 16th, inclusive
Booth No. 20 — Section H.H.

National Lead Battery Co.

General Offices, St. Paul, Minn.

FACTORIES: St. Paul, Chicago,
Kansas City, Los Angeles



BRANCHES: New York City, Dallas,
Oakland, Atlanta, Portland (Ore.),
Baltimore, St. Louis, Seattle, Cincinnati

Last-Minute News of the Trade

Columbia European Sales Show 50 Percent Increase; American Sales Hit High Mark

Louis S. Sterling, Chairman of the Board of Columbia Phonograph Co., Now En Route to Far East, Makes Interesting Comment on Company's European and American Business

Louis S. Sterling, chairman of the board of directors of the Columbia Phonograph Co., Inc., and managing director of the Columbia Graphophone Co., Ltd., London, England, arrived in New York the first week of September after spending four months abroad. Mr. Sterling, after conferring with his New York associates, secured accommodations which will bring him to Japan the early part of October, and he is



Louis S. Sterling

now en route for the Far East, with plans of returning to New York the early part of December. While in Japan, Mr. Sterling will confer with J. R. Geary, president of the Nipponophone Co., which is now controlled by the Columbia interests. Mr. Sterling has made arrangements whereby a number of well-known engineers will arrive in Japan within a few weeks with the idea of introducing new and improved manufacturing methods at the Nipponophone factories, and it is also quite likely that changes will be made in the board of directors and executive staff of the Japanese organization, so that everything will be in readiness for a permanent and prosperous Japanese business for Columbia interests.

Recognized internationally as one of the foremost members of the phonograph industry, Mr. Sterling's comments regarding business abroad are of unusual interest, and in a chat with *The Talking Machine World* he said: "General conditions throughout Europe are without exception very satisfactory, and show a steady and consistent improvement that is beyond all of our expectations. The phonograph industry is enjoying a prosperity that is out of proportion to general conditions in Europe in that this industry has advanced more rapidly than practically any other industry in Europe, and the first six months of 1927 throughout Europe showed larger sales in the phonograph trade than during any six months in the history of the industry. This may be attributed to a number of causes—primarily, the improvement in the product coupled with the fact that the introduction of American methods into the phonograph trade abroad has brought about a far greater degree of prosperity and permanency than in other industries. By utilizing American merchandising ideas the phonograph and record manufacturers in Europe have influenced a

recognition of their products, which is well deserved and steadily growing in volume. Advertising along practical and effective lines has contributed to the success of the industry, and undoubtedly 1927 will be a banner year for the phonograph trade in every European country.

"From our own standpoint sales have exceeded all of our anticipations, and our European business for the first six months of 1927 showed over 50 per cent increase compared with last year. This is particularly significant when it is realized that the first half of 1926 was the greatest in our history. The sale of phonographs so far as Great Britain is concerned showed a gain in the first six months of 1927 of over 200 per cent as compared with last year, and on the Continent the sales of machines and records were more than 75 per cent ahead of the corresponding period of last year.

"This very healthy and satisfactory condition

J. E. Henderson Is Brunswick National Record Sales Mgr.

Former District Manager of Panatrop Division at Cincinnati Receives Merited Promotion—Has Had Long Experience in the Trade

J. E. Henderson, former district manager of the Panatrop division of the Brunswick-Balke-Collender-Co. at Cincinnati, O., has just been appointed national record sales manager with offices in Chicago. This is pleasant news for the hundreds and hundreds of friends that Mr. Henderson has in the trade, who, in their contact with him, have found him an able executive and a "square shooter."

Mr. Henderson has already begun his new duties, and took office immediately following the resignation of C. D. MacKinnon, who has started in business for himself in the East.

Mr. Henderson's long contact with the trade and his experience with the dealer in working with him on the selling problems of to-day fit him ideally for this new and important post. He understands perfectly just what situations the dealer must face in these days of keen competition and energetic merchandising policies, and his appointment is a boon to dealers.

Many years ago Mr. Henderson joined the industry with the Columbia Phonograph Co., and entered the Brunswick ranks in 1921. Shortly after that time he was appointed district manager of the Atlanta Brunswick branch and since 1922 has been acting in a similar capacity at the Cincinnati office. Under his leadership that branch of the Brunswick Co. made some remarkable sales records, particularly during the last year, when general business conditions were supposed to be in bad shape, yet he imbued his men with the same spirit and enthusiasm that made for his own success, and the records show some exceptional increases over the previous year.

Mr. Henderson is essentially and typically a sales manager. He has made a thorough study of changing economic problems, and keeps himself in constant touch with the ever-advancing methods of merchandising. No new developments in connection with sales angles go unnoticed—Mr. Henderson is a typical example of the modern executive.

Obviously with such a man at the helm of their record department, the Brunswick Co. confidently anticipates that record sales will not only continue at their present rate of increase but expand enormously.

is a direct reflection of the status of the European workingman at the present period. Although it is true that living conditions in Europe for the average workingman have increased from 50 to 60 per cent since the war, his income has jumped ahead from 75 to 100 per cent, thereby leaving him a sufficient and substantial margin for so-called luxuries. The automobile, which is the American workingman's pride and ultimate goal, has not attained wide popularity for the European workingman, and the latter uses his spare money for domestic luxuries, wherein the phonograph receives prime consideration. In fact, during the past year or so, the phonograph is no longer regarded by the European workingman as a luxury, but as an absolute necessity, which must be in his home in order to provide entertainment for himself and his family.

"I was delighted to find our American business simply wonderful. Our Columbia record sales are far ahead of 1926, and in fact beyond all figures which we had set at the beginning of the year. Our sales of machines in this country are steadily growing and, looking upon the future as a whole, we have every reason to believe that 1927 will be one of the outstanding years in Columbia history."

Becker Bros. Electrical Corp. Becomes Kellogg Distributor

Prominent Chicago Corporation to Push the Kellogg Line in Extensive Territory, Including Parts of Indiana and Illinois

The Kellogg Switchboard & Supply Co., Chicago, manufacturer of Kellogg radio receiving apparatus, recently appointed Becker Bros. Electrical Corp., also of Chicago, as a distributor. The Becker Brothers organization has for its territory northern Indiana and northern Illinois, not including the city of Chicago.

Becker Brothers Electrical Corp. has been active in the electrical field for thirty-seven years and is headed by three executives who have a wide background of experience in both the electrical and radio fields, W. F. Becker, president; C. J. Becker, vice-president; B. F. Wallace, secretary, and W. L. Neil, sales manager. The headquarters of the firm are located at 23 North Jefferson street, and a display and demonstration room is maintained on the ground floor of the Pullman Building, 71 East Adams street. The firm has been active in the electrical refrigeration field, with the Belding-Hall "Electrice" as its leading product.

H. N. McMenimen Amplion Representative in Missouri

Well-Known Talking Machine and Radio Executive Covering St. Louis and Kansas City Territory for Amplion Corp. of America

Lloyd L. Spencer, general sales manager of the Amplion Corp. of America, announced this week the appointment of H. N. McMenimen as a member of the Amplion sales staff, covering St. Louis and Kansas City territory in the mid-West, with headquarters in St. Louis. Mr. McMenimen needs no introduction to the radio and music industries, for he has been identified with the phonograph and radio trades for upwards of twenty years, and numbers among his friends jobbers and dealers from coast to coast. He is achieving excellent results with the Amplion line, and has already appointed quite a number of representative jobbers in the territory he is representing.

The A. A. Schneiderhahn Co., Atwater Kent jobber of Des Moines, Ia., held a dealer convention at the Martin Hotel on September 2.



(Registered in the U. S. Patent Office)

FEDERATED BUSINESS PUBLICATIONS, Inc.

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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, SEPTEMBER, 1927

Trade Confidence in Coming Business

IF conditions within the talking machine and radio markets can be accepted as a fair indication of the general business situation, and particularly of the prospects for Fall and Winter business in both industries, then the next few months should witness sales volume sufficiently large to satisfy the most ambitious, with the possibility of breaking some records that have been hung up for similar periods.

The most encouraging sign is the inclination of retailers to order liberally and to order early. A great majority of them have accepted the possibility of Summer business this year as a fact rather than a theory, with the result that they are selling talking machine and radio products right through the Summer season, not in holiday volume perhaps, but in sufficient quantities to represent a thoroughly profitable business and to clear the store of stocks that in previous years have been allowed to hibernate during the Summer, only to be brought out in the Fall and generally offered at reduced prices in competition with the new lines.

It is reported that in the great majority of cases dealers are not only ordering stocks for replacement purposes, following an unusually active Summer, but are placing orders for delivery within the next couple of months on a basis that reflects a satisfying amount of sound confidence in what the coming season has to offer in retail sales possibilities. This confidence is based not alone on the sales prospects, but also upon the assurance that, although there will be many improved products offered to the public between now and the first of the year, they are not of the revolutionary character that will make stocks on hand obsolete or unsalable.

In the talking machine field there have been, and are being, introduced a number of new models in the various lines, all representing distinct improvements. This makes them highly desirable, but it can in no sense put existing models in the discard. At the showing of the new radio products in June there were found new and interesting models and improvements. The developments were on a sound, conservative basis and not of the sensational

sort calculated to disrupt trade. The showing of radio apparatus in New York this month promises to be distinctly interesting and will reflect the progress of the industry. But it is generally accepted that the new products will have a tendency to widen the market and the appeal of radio generally rather than to disturb the business situation.

Forecasting business prospects is a dangerous practice under any condition, but certainly the widespread confidence of the trade itself can be accepted as one of the first steps towards securing an active demand for the coming months. Dealers who have confidence in their products and their market are in a frame of mind to do a real selling job.

Meeting the Trade-in Problem Sensibly

THE trade-in problem has been a factor in the talking machine and radio trades almost since their inception, for it only requires minor improvements in instruments or a desire to own one or more of an elaborate character to force upon the dealer the question of making an allowance upon the old machine which will satisfy the customer and at the same time give him at least an even break. With the introduction of new instruments of a revolutionary character this trade-in problem has become steadily more acute, for the trade has been forced to look upon owners of old-type machines as logical prospects for new ones, inasmuch as they have already shown their interest in phonograph or radio music and can therefore be expected to appreciate the latest improvements.

In handling trade-ins many dealers have had special opportunities to demonstrate their ability as merchandisers, first by establishing an allowance schedule fair to the dealer and satisfying to the customer, and then by being willing to stick to that schedule in the face of competition which regards the sale as more important than the profit, and which is willing to make exceptional allowances for the sake of closing the deal. There has been much sound advice offered on the trade-in subject and those who have taken that advice or have profited by experience have not found the problem one that is insurmountable. It is true that they may have lost some sales by sticking to principle, but they have not found all their profits tied up in large and often unsalable stock.

In a talk before members of the Western Music Trades Association some weeks ago William H. Cross, of Oakland, Cal., laid down some rules for handling the trade-in that might well be considered seriously. The first rule is that the new instrument should be sold definitely to the customer before the dealer allows the question of allowance to enter. As enthusiasm over the new product increases, in exact ratio does the interest in the old product diminish. The next important move is to educate the public as far as possible to an understanding of the fact that the old phonograph, or, for that matter, the two- or three-tube radio, is practically as obsolete as the old square piano. They may be played, but the results are far from satisfactory and their sales value is practically nil. It took the public some time to learn that the old square piano was worthless, but now everyone knows it. It will take time to educate them to the obsolete character of the old phonograph and the old radio, but through co-operation and persistent effort the results can be achieved.

Meanwhile, the secret of success in handling the trade-in is in treating the matter on a thoroughly businesslike basis, allowing only so much for the old instrument as it can be resold for profitably and explaining to the customer the reason for the limited allowance. It may be that some sales will be lost, but a sale lost under such conditions is worth more than a sale the profit of which is represented by a non-salable old model on the warehouse floor.

Co-ordination Makes for Increased Sales

MANY talking machine dealers who handle sheet music simply consider that department as an additional avenue for building up profits without considering seriously its correlation with the talking machine business. In other words, they consider it as a separate entity and do not in many cases take full advantage of the opportunity presented for building talking machine sales, beyond, of course, considering the fact that prospects for talking

machine sales may be found among those who come in to buy sheet music.

The talking machine dealer who handles other musical lines, whether musical merchandise or sheet music, is naturally missing an opportunity if he does not make an effort to co-ordinate the activities of the various departments so that each may be made to play into the hands of the other, systematically and consistently. The fact that a customer appreciates good music as reproduced accurately by the talking machine and is a good record buyer does not in any sense mean that he is not possessed of the natural ambition to perform on some musical instrument for himself, for no matter how amateurishly he may play, at least he has the satisfaction of enjoying self-interpretation and self-performance. Also to perform music himself he must have the wherewithal to make that possible. In other words, he must buy sheet music.

The proper co-ordination of the several departments of a music store make it easily possible to sell several items to the same customer, and thus capitalize directly the reputation of the house with the public. An instance in point is found in an article in this issue of The Talking Machine World describing the method followed by the Thomas Music Stores, Inc., of Albany, N. Y., in making sheet music the foundation of a music business amounting to \$80,000 annually and representing in the final analysis fully half that annual volume. In this particular case the Thomas policy is to utilize the large sheet music following for building up prospects for talking machines. The inference is that the student of the piano or other instruments will take advantage of the opportunity of hearing through the talking machine how the great artists interpret music, and the appeal has been responsible for the sale of many talking machines and many thousands of records.

The gist of the whole idea is that the proper correlation of each department is the first and most direct step toward making the customer regard the particular music store as a center for all buying of musical instruments and accessories. The more times the store is visited, the more opportunities there are for selling a few more records or a few more copies of music to that particular customer. It encourages frequent contact and that means more sales and, last but not least, turnover and profit.

Turning Non-Producers Into Producers

EVERY wholesale and retail business has its producers and non-producers, the former being the members of the sales staff who keep the products moving into retail channels or into the homes of the country, and the others making up that small army which has to do with the business details, moving the products in and out of the warehouse and store, keeping the books, watching credits and collections, and taking care of the many other items which require attention in the average business establishment. These so-called non-producers are regarded as a fixed factor in the overhead and often as necessary evils. Yet the head of the business himself is largely responsible for that condition.

There is no particular reason why there should be any really non-productive members of any distributing organization, whether in the music trade or elsewhere, if the members of the clerical and store staffs, exclusive of salesmen, are properly encouraged

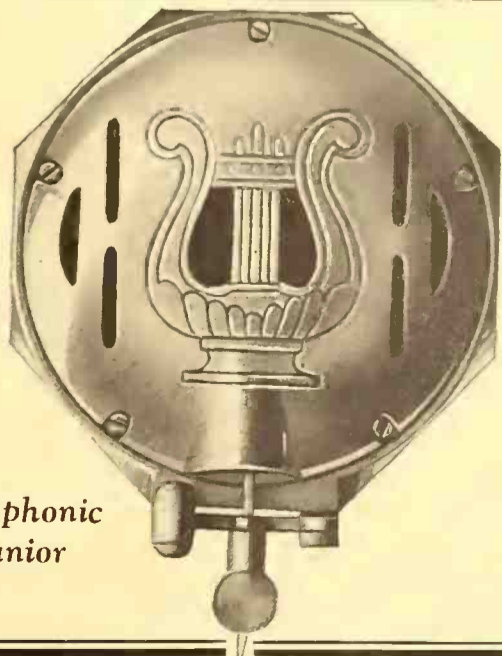
to bring in and list the prospects for talking machine and radio sales that they find among their friends and, where possible, make direct sales themselves. Experience has proved that a very modest commission will serve to spur on bookkeepers, clerks and even porters to accomplish some real selling results. Each of these individuals has a circle of friends, and it is assumed it is the natural inclination to do business with a friend where possible. In more than one case a colored porter has been found to be able to dig up a surprising amount of business which otherwise might be entirely overlooked by the sales staff and lost to a competitor.

To understand how the system works one needs but to watch the efforts of collectors and service men representing public and utility corporations to interest housewives and business men in electrical devices that will make housework easier or promote efficiency in the business office. These companies realize that in such men they have at hand a potential sales organization of several thousand members, who are utilizing time to bring in new business that might otherwise be lost. Regular sales forces are maintained, of course, but the average company could not afford to operate a sales force that would come in contact with one-tenth as many people as can be reached by those field representatives who must make calls in the regular course of duty.

We have in the music trade several concerns which have met with great success in encouraging every member of their organizations to bring in prospects and sales. One of the basic ideas of salesmanship is that when more prospects are reached within a given period of time, more sales will result on the simple basis of natural averages. The employes of Lyon & Healy, Chicago, for instance, even the humblest of them, are responsible for adding many thousands of dollars to the company's sales records each year, simply because they receive a definite commission on all sales they make, and on all sales that are made to prospects whose names they turn in. The Aeolian Co., in New York, is another concern which encourages every member of its organization to endeavor to sell instruments from the company's stock to his friends. More than one stenographer and elevator runner has been aided materially in meeting clothing costs by the checks received from such sales.

There has been some objection to the system on the theory that it arouses the animosity of the regular sales force, or distracts the attention of employes from their regular work. Practical experience, however, has shown that such is not the case, for the reason that the business brought in is ninety-nine times out of one hundred business with which the sales staff has not been in contact, or which could not be closed readily through ordinary channels, and the very duties of most of the other members of the staff prevent them from doing any selling except on their own time.

The whole question resolves itself into one of reducing the unproductive factors of the business to a minimum, by making it possible for each individual to bring in business that will partially offset his payroll costs and at the same time strengthen his loyalty by opening up a new channel for securing added income. What has been done by houses of the size of the Aeolian Co. and Lyon & Healy can be done by every retail talking machine and radio dealer regardless of size, and the non-producer who once wins commission will be encouraged to redouble his efforts.



Lyrephonic Junior



SYMBOL OF QUALITY

Adaptable for Portables and Upright Machines



Lyrephonic Tone Arm No. 2

LYREPHONIC PRODUCTS

Write for full details

Andrew P. Frangipane & Co., Inc.

32 Union Square, New York

Factory: Lyndhurst, N. J.

Last-Minute News of the Trade

Ben Selvin Is Program Director of Columbia Hour

Well-Known Orchestra Leader to Direct Programs for Columbia Phonograph Hour to Be Given Every Wednesday Evening Over Chain

Ben Selvin, besides being known as one of the greatest of American orchestral leaders, has accepted the post of Program Director of the Columbia Phonograph Hour, sponsored by



Ben Selvin

the Columbia Phonograph Co, to be presented every Wednesday evening over the entire chain of the Columbia Broadcasting System, starting September 28.

Mr. Selvin has had years of the broadest experience in the entertainment and theatrical field; an experience which makes him peculiarly fitted for this key position in radio entertainment. He has many ideas which promise to place the Columbia Phonograph Hour on the highest plane of original musical entertainment.

Ben Selvin, a native of New York, started fiddling at the age of seven. He made his first public appearance at the Star Casino at the age of nine. Acclaimed a prodigy, and presented with a gold medal in recognition of his genius, it was planned to send him to Paris for further musical study. Reverses prevented, but Ben was determined to succeed, so kept on working in and around New York.

In 1913 Mr. Selvin made his first appearance on Broadway. From there he went to Rector's, then to Reisenweber's and Healy's. When nineteen years old, Ben Selvin organized his own orchestra and played at the Moulin Rouge for Broadway's record orchestral run—a run of seven years.

By training, association and talent, Mr. Selvin is pre-eminently fitted for the exacting requirements of this newly created post.

S. J. Zauderer Heads Mohawk Department at Blackman Co.

Appointed Sales Manager—Gustave Perla and C. Wesley Kent Also Added to Mohawk Sales Division—All Widely Experienced

C. L. Johnston, vice-president and general manager of the Blackman Distributing Co., New York, distributor of Victor and radio products, announced recently the appointment of S. J. Zauderer as sales manager of the company's Mohawk radio department. Mr. Zauderer has been identified with radio activities in metropolitan territory for the past five years and numbers among his friends dealers throughout the East. He is keenly enthusiastic regarding the sales possibilities for Mohawk's receivers in this territory, and the Blackman sales staff has already closed arrangements with many well-known retailers who will give the Mohawk line aggressive representation. Gustave Perla has joined the Blackman sales force, concentrating on the development of Mohawk sales, and C. Wesley Kent is also a member of the Mohawk department.

C. K. Burton Now Carryola Co. General Sales Manager

Latest Addition to Executive Organization of Prominent Portable Manufacturing Concern Has Broad Merchandising Experience

The Carryola Co. of America, manufacturer of portable phonographs, has just announced the appointment of C. K. Burton as general sales manager.

Mr. Burton's merchandising experience has been extensive. For the past seven years he has been associated with Klau-Van Pieteron-Dunlap-Younggreen, a prominent Milwaukee advertising agency, in the capacity of merchandise man. His activities were specialized on market analysis, selling plans, resale co-operation and the training of salesmen. Among many other clients, he has served manufacturers in the radio-musical field, and is familiar with problems in this industry. Prior to his agency experience, Mr. Burton was a member of the advertising sales staff of the Chicago Tribune.

Under Mr. Burton's direction, the Carryola Co. of America is planning an aggressive sales and advertising program. Advertising in the



C. K. Burton

large national publications will not only be continued, but in fact supplemented by additional selling helps prepared for the trade.

S. C. Schulz Appointed Minneapolis Brunswick Manager

Success Won as Brunswick Chicago Loop Salesman Responsible for Promotion to Managerial Post—Joined Company After War

Sellmann C. Schulz, who for the past year and one-half has been acting in the capacity of Loop salesman in Chicago for the Brunswick Co., has been appointed district manager of the Panatrop division of that company at Minneapolis, Minn. Mr. Schulz has already begun his duties at the branch, and from the manner in which he has taken hold of the situation there the officials of the Brunswick Co. expect great things of him in the future.

Mr. Schulz came to the Brunswick organization at the Cincinnati, O., branch shortly after being mustered out of the Army, where, incidentally, he made a good record for himself. He was one of the first to enlist shortly after the entrance of the United States into the war. Enlisting as a private he left the Army with the rank of lieutenant.

While at the Cincinnati branch he operated as a salesman in the territory in southern Indiana, and his success there led to his ap-

pointment as representative in the cream spot of the country, the Chicago Loop. In Chicago he followed his self-applied maxim, that the foundation of salesmanship is hard work, and he had even more success than he had in his



S. C. Schulz

old territory. Such energy and activity cannot be denied, and he was offered the district managership in Minneapolis at the first opportunity.

H. G. Anderson Is Manager of the Chicago Edison Co.

Well-known Trade Personage Appointed Manager of Central Divisional General Office of Edison Phonograph Distributing Co.

Hervey G. Anderson was recently appointed manager of the central divisional general office of the Edison Phonograph Distributing Co., with headquarters in Chicago, Ill.

"Andy," as he is known to his host of friends in his part of the country, was for a number of years sales manager of the Kipp Phonograph Co., of Indianapolis, Ind., and for the past five years has ably represented the Edison Phono-



H. G. Anderson

graph Distributing Co. in Indiana, Illinois and other sections of the Central West.

Mr. Anderson is at present making a hurried trip throughout his entire territory, stopping for a brief period at Kansas City, Denver and Minneapolis, in which cities, as well as in Chicago, are located branches of the Edison Phonograph Distributing Co.

Atwater Kent Granted Patents on One-dial Receivers

Two Patents Covering and Authorizing the Fundamentals Upon Which A-K One-Dial Set Rests Issued to Atwater Kent Mfg. Co.

WASHINGTON, D. C., September 6.—The United States Patent Office has just issued two patents to the Atwater Kent Mfg. Co. covering and authorizing the fundamental principles upon which the Atwater Kent one-dial sets rest.

These patents, the result of long experimentation in the Philadelphia laboratories, give to the Atwater Kent Mfg. Co. exclusive rights to the use of these scientific discoveries essential to the simplicity and easy operation of their one-dial reception.

The patents were applied for last year and cover the exclusive devices utilized in the making of the Atwater Kent sets. In an official statement from the company, the new advanced ideas in the science of radio are set forth as follows:

"An excellent example illustrative of the present tendency towards simplification of radio broadcast receivers is offered by the one-dial sets made by the Atwater Kent Mfg. Co. The United States Patent Office has just issued patents numbered 1,639,414 and 1,639,042 covering this and other Atwater Kent features. These patents, in conjunction with a license under Hogan Patent No. 1,014,002, cover the one-dial construction put out by the Atwater Kent Co. and place it in an excellent patent position relative to its product.

"The Atwater Kent Co.'s main object in the development of this one-dial receiver was to place in the hands of unskilled operators a multi-stage receiver of great sensitivity and selectivity with utmost simplicity in tuning, which would require neither experience nor effort and permit logging of broadcast receiving sets by only one-dial reading for each station. That it has accomplished its purpose is evidenced by the instant popularity of the many thousands of sets of this type sold during the last season."

Splitdorf Sales Manager Comments on Trade Trend

Robert W. Porter, Vice-President and General Sales Manager of Splitdorf Radio Corp., Finds Jobbers Studying Makers' Standing

Robert W. Porter, vice-president and general manager of the Splitdorf Radio Corp., Newark, N. J., on his return from an extensive trade trip, remarked on the tendency of dealers to confine their activities to a single line of radio receivers. Mr. Porter also stated that wholesalers are concerning themselves more than ever with the plant behind the set, and are considering the products they are handling or intend handling, by investigating the stability of the manufacturers.

The following are the factors, according to Mr. Porter, that distributors are studying regarding the manufacturers producing radio sets: manufacturing experience, manufacturing facilities and equipment, factory policies controlling production, type of men comprising management, financial resources, trade standing, patent and license protection, and the type, performance and quality of radio apparatus.

Raytheon Mfg. Co. Plans Big Advertising Campaign

CAMBRIDGE, MASS., September 6.—The scope of the national advertising to be placed behind Raytheon tubes, made by the Raytheon Mfg. Co., of this city, is shown in a bound folio issued by this company. The magazine advertising is scheduled to appear in the Saturday Evening Post and a number of "fan" papers.

There is also included a wide variety of attractively prepared advertisements for newspaper use.

The latest issue of the Raytheon Power Bulletin, compiled for radio engineers, service men and radio experimenters by the engineering staff of the Raytheon Co., describes the Raytheon type BA, 350 milliamperes, the rectifying tube for series filament operation.

To Feature Stewart-Warner Radio at Many Shows

Radio products manufactured by the Stewart-Warner Speedometer Corp., Chicago, will be exhibited at radio shows in thirty-one cities throughout the United States, according to information made public several weeks ago. The Stewart-Warner Matched Unit radio receivers, reproducers and other products have already been shown at radio expositions held in Toronto, St. Louis, Omaha, Seattle, Indianapolis, Los Angeles, Winnipeg, Grand Rapids, Cincinnati, Philadelphia, Utica and Portland, and will be displayed in other cities throughout the country during the Fall and Winter.

Empire Mfg. Co. Increases Its Production Capacity

Manufacturer of Plywood Packing Cases for Shipment of Phonograph and Radio Cabinets Ships 1,500 Carloads Each Year

GOLDSBORO, N. C., September 6.—The increase in the use of plywood packing cases for the shipment of talking machines and radio cabinets is visualized in the history of the Empire Mfg. Co., of this city. The company started business in 1910, manufacturing three-ply gum veneer panels and packing cases with a capacity of about two carloads a day. Since that time the plant has been gradually enlarged to the present capacity of about fifteen hundred carloads annually. The company owns its own timber lands and operates four locomotives and about sixty miles of standard gauge railroad for the purpose of bringing its logs to the mill. It is stated that Empire panels and packing cases are being shipped to almost every State East of the Rockies. George S. Daniels, treasurer, states that the great capacity of the plant has provided for quick service.

1. Control!

Arco "AB", "A" and "B" Power Units are provided with delicate control to secure the maximum efficiency from both the Unit and the set.

2. Compact!

Arco Power Units are neat and attractive. No huge boxes containing jars and bottles of electrolyte and batteries. Arco Units are built around the latest developments in the Power field.

3. Cheaper!

Compare Arco with any of equal appearance and performance and you'll see why dealers and jobbers prefer Arco.

4. Economical!

Arco Units use the minimum of power. The control panels enable you to control the power at the input thereby eliminating danger to the parts as well as providing economy of operation.

and--

The Arco line is backed by the manufacturing experience of the staff of Arco electrical engineers. Arco Units are designed to perform right—constantly and without attention.

ARCO POWER UNITS

Send for the Miniature Catalog

ARCO ELECTRICAL CORP.
824 BARR STREET,
FORT WAYNE, INDIANA

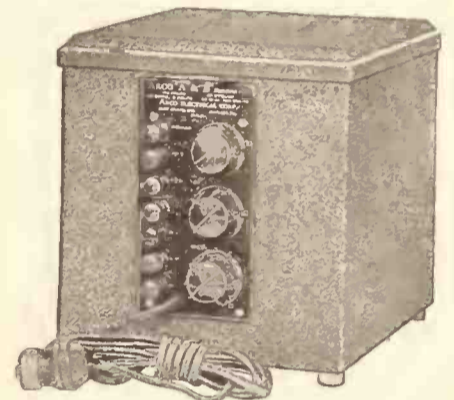
I would like to know more about the Arco line.

Name _____

Address _____

City _____

State _____



Arco "AB" Power—no hum. Just plug in and forget it. Size 8 1/8 x 8 3/4 x 9 3/4 inches. Weight 26 lbs. 4 taps—135—180V, 90V, 67V, and detector variable 20 to 100V. Rates 2 1/2 amp. at 6V and 80 M. A. at 180V. Use on sets up to ten tubes. Price \$67.00.



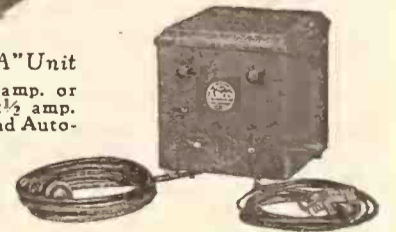
Arco "B" Power. No hum. Size 8 1/8 x 3 3/4 x 9 3/4 in. Weight 17 lbs. 4 taps—135—180V, 90V, 67V, and detector variable 20 to 100V. 50 M. A. at 180V—\$32.50 60 M. A. at 180V—\$37.50 80 M. A. at 250V—on application



Arco "A" Power. No hum, no glass tubes. Size 8 1/8 x 3 3/4 x 9 3/4 in. Weight 17 lbs. 2 1/2 amp. at 6V. Good for sets up to ten tubes. Price \$37.00



Arco Automatic "A" Unit Complete with 60 amp. or 40 amp. battery, 2 1/2 amp. Hi-Rate Charger and Automatic Cut out. All in handsome metal case. Size 8 1/8 x 8 3/4 x 9 3/4 in. Weight approx. 26 lbs. Prices range from \$20.50 to \$37.50



Arco Hi-Rate Chargers

Furnished with or without metal case. With or without automatic cut out in both 2 1/2 amp. and 5 amp. charging rates. Prices range from \$11.50 to \$19.50

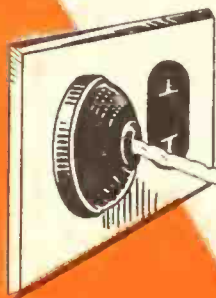
Weights in specifications include carton and packing.

Kellogg

"A.C."

The first Radio using A.C. Tubes throughout, including an A.C. Power Tube. A Real Electric Set—

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



Announce Specially Built Cabinets for Crosley Sets

Crosley distributors are now announcing an entirely new line of beautiful art furniture cabinets to their trade for the 1927-1928 season.



Console Model No. 410

Each model is specially built to afford immediate installation of the various Crosley receivers, and is equipped with the Musicone.

These consoles are being supplied exclusively to jobbers by the H. T. Roberts Co. which represents some of the largest radio furniture manufacturing plants in America.

The console model 400 is an exceedingly attractive cabinet finished in walnut veneer. Sturdy construction and well-balanced design. Complete with 12-inch set compartment. Height 40 inches; width 24 inches; depth 14 inches. This cabinet is ready for quick installation of the Crosley Bandbox. It is equipped with the Crosley Musicone.

Model 405 is finished in selected walnut veneer, with burl walnut veneer doors. Tasteful, carved decorations enhance its beauty. Complete with 10-inch set compartment. Height 43 inches; width 24 inches; depth 18 inches. It is specifically prepared for quick installation of Crosley receivers. Equipped with Musicone.

The Model 410 is a deluxe console, finished in selected walnut veneer, with burl walnut veneer doors. Beautiful carved decorations and tasteful design. A peer of art furniture consoles. Complete with 20-inch combined set and speaker compartment. Height 50 inches; width 28 inches; depth 16 inches. Prepared for quick installation of Crosley receivers. Equipped with Musicone.

The H. T. Roberts Co. is composed of experts in both radio cabinet construction, and in the merchandising of these products. Crosley jobbers and dealers now enjoy the full benefit of their experience and co-operation. The advantages of this Crosley-Roberts arrangement for the trade is reflected by the enormous volume of orders now on file with the manufacturer. At the present time these consoles are being delivered to Crosley jobbers at the rate of 2,000 a day.

Oriental Loud Speaker Is Popular, Says M. L. Borris

The Oriental loud speaker, recently introduced to the trade by the Oriental Loud Speaker Co., New York, is meeting with a



M. L. Borris

splendid reception, according to M. L. Borris, executive head of the organization. This new speaker was designed by Mr. Borris, who is well known in the music industry through his twenty years of active association with it in wholesale, retail and manufacturing.

Kellogg

"D.C."

To Answer the Big Demand for Kellogg Quality of Radio Reception at Popular Prices

Kellogg D.C. Sets to retail at \$75 up!

Kellogg is fully awake to the demand for high quality radio reception at a minimum price. So that Kellogg dealers may supply that demand we offer Kellogg D. C. sets in 5 and 6 tube models to retail at \$75.00 up. *ALL* have the Kellogg exclusive system of Inductive Tuning. *ALL* are built with the same engineering skill that Kellogg has been building into its telephone equipment for the last 30 years. The time is growing short. If you are not yet assured of the Kellogg franchise, *NOW* is the time to act. Write or Wire!

KELLOGG SWITCHBOARD & SUPPLY COMPANY

Member R M A and N E M A

Dept. 25-96

CHICAGO

H. E. Kern and E. F. O'Neill Purchase Twin Cities Columbia Wholesale Agency

Kern-O'Neill Co. Formed to Distribute Columbia Products—S. C. Schulz Is New Sales Manager at Brunswick Offices—Dealers Are Placing Advance Orders for Radio Products

ST. PAUL AND MINNEAPOLIS, September 7.—Already dealers in this territory are placing advance orders on the new models and the popular ones already established. As proof of the confidence in coming business one Dakota dealer ordered sixty-five machines and another a hundred.

Radio has taken a sudden jump and the Beckwith Co., under R. C. Coleman's management, has ordered two carloads of Mohawk and Federal radio sets. There is also a great demand for socket powers.

Of great interest to the trade generally is the announcement that H. E. Kern, president of the Brunswick offices in the Northwest, and E. F. "Doc" O'Neill, sales manager, have bought the Columbia agency here. It will be known as the Kern-O'Neill Co. and the change of ownership took place on September 1.

A. J. Heath, of Chicago, district manager of the Columbia Co., was in Minneapolis August 18 and 19.

Dealers throughout the territory are expressing great interest in the new Columbia-Kolster electrical reproducing phonograph even before a demonstration is possible.

S. C. Schulz succeeds E. F. O'Neill as sales manager at Brunswick headquarters. Mr. Schulz comes from the Chicago office and before that was with the Cincinnati headquarters.

There has been a tremendous response to the Panatropes P R 138, which sells at \$1,150. In spite of the high unit of sale, one dealer

has ordered twenty-five of the machines. The \$90 model exponential type Panatropes is also enjoying very gratifying sales. Brunswick records are doing very well, in fact, unusually so for mid-Summer.

Crosley Distributor Named

The Fargo Motor Supply Co., at Fargo, N. D., has been appointed distributor of Crosley radio products. This company will operate in eastern Montana, North Dakota and northwestern Minnesota. Crosley products will be handled exclusively. The present number of Crosley dealers in the United States is about fifteen thousand.

New A-K Catalog

The Atwater Kent Mfg. Co., Philadelphia, Pa., has announced that it has prepared for Atwater Kent dealers for the 1927-28 season a wealth of attractive window display material. This material is illustrated and described in a new catalog issued by the Atwater Kent Co.

The talking machine and radio department of Luckey-Platt & Co., Poughkeepsie, N. Y., will have a large exhibition at the annual Dutchess County Fair. A large and varied assortment of musical goods and radio receivers will be shown in attractive surroundings.

Curtis N. Andrews Made Buffalo Radiola Jobber

Well-known Victor Distributing Organization Will Carry the Complete RCA Line Exclusively in the Buffalo Territory

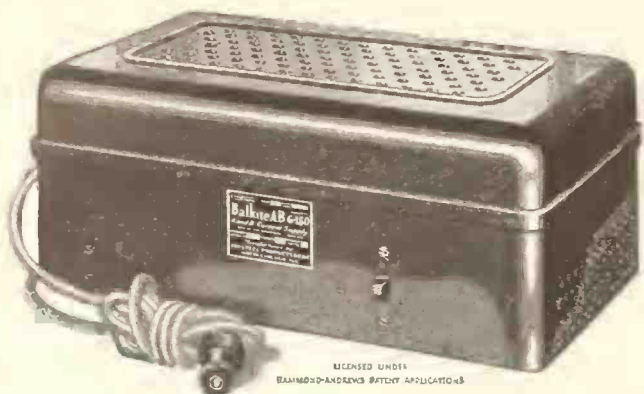
BUFFALO, N. Y., September 5.—Curtis N. Andrews, Victor distributor, has been appointed exclusive distributor in the Buffalo territory for Radiolas and RCA speakers. Having previously become a distributor of Radiotrons, the company now wholesales the entire line of the Radio Corp. of America.

In his announcement to the trade Curtis N. Andrews states that having long been associated with the Victor Talking Machine Co. as a distributor of its products, and taking into consideration the close association which now exists between the Victor Co. and the Radio Corp., it was entirely logical to accept the appointment as distributor for the RCA line.

In his message Mr. Andrews also stated: "Inasmuch as the policies of the Radio Corp. of America permit handling only their line, we wish to include in this announcement that we will discontinue the distribution of any other radio receiving sets. As we have always advocated the concentration of effort on one line, be it radio or talking machines, we can very consistently subscribe to this policy."

Samuel Fingrutd, vice-president and treasurer of Everybody's Talking Machine Co., Philadelphia, Pa., was married on Thursday, August 25, to Miss Estelle Kohler. The ceremony was attended only by the families of the bride and the groom. The couple left for a honeymoon to be spent in the region of the Great Lakes.

Balkite has pioneered

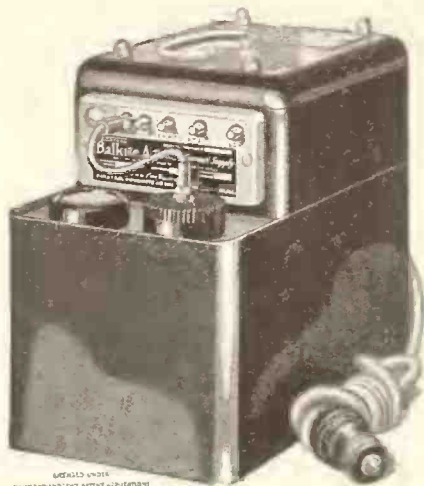


Balkite "AB"

Contains no battery. A complete unit, replacing both "A" and "B" batteries and supplying "A" and "B" current directly from the light socket. Operates only while the set is in use. Turn it on and the set operates. Turn it off and you're through. Two models: "AB" 6-135, 135 volts "B" current, \$59.50. ("AB" 6-135R, for 25-40 cycle current, \$69.50.) "AB" 6-180, 180 volts "B" current, \$67.50.

Balkite "A"

Contains no battery. The same as Balkite "AB" above, but for the "A" circuit only. Will serve wherever 6-volt "A" batteries are now in use. Not a battery and charger but a perfected light socket "A" power supply. One of the most remarkable developments in the entire radio field. Price, \$32.50.



Balkite "B"

Has the longest life in radio. The accepted tried and proved light socket "B" power supply. Has probably the longest life of any device in radio. The new "B"-135 and "B"-180 include new improvements making their condenser capacity far greater than usually found in any commercial "B" power supply. Three models: "B"-W, 67-90 volts, \$22.50; "B"-135, 135 volts, \$32.50. ("B"-135R, for 25-40 cycles, \$37.50.) "B"-180, 180-volts, \$39.50. Balkite now costs no more than the ordinary "B" eliminator.



Balkite Charger

Standard for "A" batteries. The standard charger for radio "A" batteries. Noiseless. Can be used during reception. Prices drastically reduced. Model "J," rates 2.5 and .5 amperes, for both rapid and trickle charging, \$17.50. (Model "J"-R, 25-40 cycle current, \$19.50.) Model "N" Trickle Charger, rate .5 and .8 amperes, \$9.50. (Model "N"-R, for 25-40 cycle current, \$11.00.) Model "K" Trickle Charger, the most popular of all chargers, \$7.50.



⌘ Prices are slightly higher West of Rockies and in Canada ⌘

FANSTEEL PRODUCTS CO., INC., NORTH CHICAGO, ILL.

FANSTEEL
Balkite
Radio Power Units

but not at the expense of the public or the radio trade

FIRST noiseless battery charging. Then successful light socket "B" power. Then trickle charging. And today, most important of all, Balkite "AB," replacing both "A" and "B" batteries and supplying radio power from the light socket. The great improvements in radio power have been made by Balkite.

This pioneering has been important. Yet alone it would never have made Balkite one of the best known names in radio—nor have made Balkite the leader in the radio power field.

Balkite has become the leader because over a period of years Balkite has built a record of performance at the hands of its owners unequalled in radio. Because with 2,000,000 units in the field Balkite has a record of freedom from trouble seldom equalled even in the oldest and most soundly established industries. Because Balkite Radio Power Units last longer than any other devices in radio. Because Balkite is today synonymous with quality.

Balkite has pioneered. But not at the expense of the public, nor of the radio trade. Balkite owners have been satisfied owners; Balkite dealers have always made money. No Balkite product has ever failed to be a best seller.

The famous Balkite electrolytic principle

Balkite success has been based on the Balkite principle of electrolytic rectification. This principle is so reliable that it is today standard on the signal systems of most American as well as European and Oriental railroads. It is the principle that has enabled Balkite to do away in rectifying current with tubes and their uncertain output. It is this principle that accounts for Balkite long-life, that makes Balkite radio power units permanent pieces of equipment.

Don't gamble with untried devices

Time was when one radio device looked as good as another. And every device sold that later turned out to be a failure cost the radio dealer money. Today there is no longer any need for gambling with your own or your customer's money—you need no longer sell experiments. Balkite—the tried and reliable—offers you a complete line, to serve all requirements, at the lowest prices in Balkite history, backed by one of the largest advertising campaigns in radio. Concentrate on Balkite and make money.

FANSTEEL PRODUCTS CO., INC., NORTH CHICAGO, ILL.

Balkite
Radio Power Units

Zenith Radio Corp. Announces Line for 1927-28 Season in a Handsome Booklet

Zenith's Policy and the Company's Achievements in Radio Progress Set Forth in Interesting Fashion—Advertising Campaign Outlined—Sales Suggestions Given

An exceedingly interesting and attractive volume designed for the use of Zenith dealers and their sales' staffs has been distributed by the

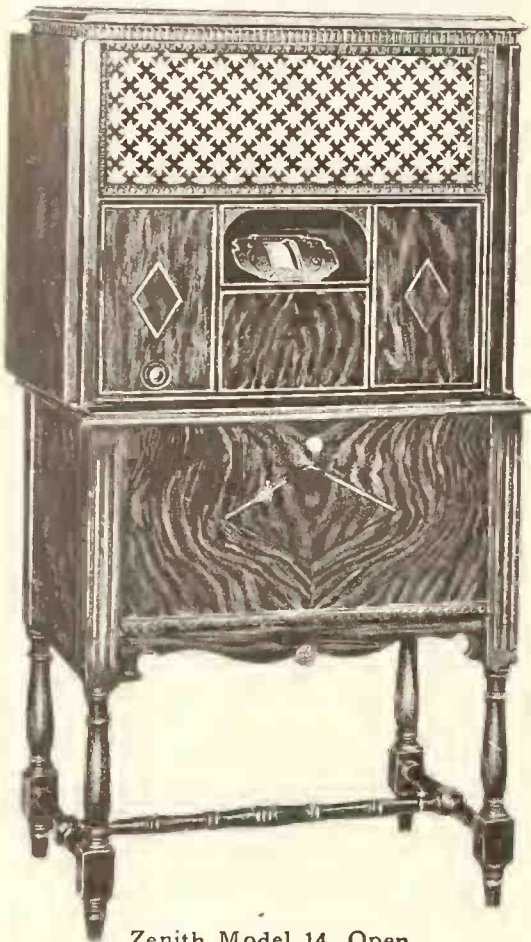
Donald B. MacMillan in touch with civilization is also detailed. The success which the company has met with in the broadcasting field with station WJAZ when on one occasion 150,000 letters were received from listeners and the part which the company played in its test case to prove that the radio law of 1912 was antiquated and new legislation was necessary leading to the formation of the present-day Federal Radio Commission also form interesting sections of this chapter.

The next chapter treats in detail of the important subject of Zenith policy on such subjects as franchising distributors and dealers; every Zenith set sells for over \$100; limited output to prevent an over-supply with a resultant decrease in value, and contingent on the last-mentioned policy, the frequent placing on the market of new models with the latest refinements.

The fact that the Zenith Radio Corp. was the first licensee of the Radio Corp. of America and its allied companies and the benefits of being licensed to use the more than 100 patents which are controlled by these companies are explained in great detail. The question of Zenith permanency is an important one and several para-

ness. The fact that the company is interested in all phases of radio activity and not merely in radio sets for the home is mentioned to give an idea of the company's prestige.

Under the caption "Zenith Dealer Franchises" are listed eleven reasons why the Zenith franchise abounds in money-making opportunities for the dealer. Chief among these reasons are: limited number of Zenith dealers; prices of Zenith sets insure a living profit; the call for



Zenith Model 14, Open

Zenith Radio Corp., Chicago, manufacturer of Zenith radio receivers. This book, which contains thirty-two pages of instructive reading matter, was prepared under the direction of E. J. Callahan, advertising manager of the Zenith organization. Its purpose is briefly covered in the introduction: "This booklet is designed to help you sell Zenith radio. If you will study the contents carefully, review it from time to time, it will be a big source of inspiration, will fortify you for your work, and will help you more than anything else to sell Zenith sets."

The opening chapter is given over to a résumé of Zenith history. The quality which is and always has been a characteristic of Zenith radio is stressed and a few of the outstanding occasions when Zenith radio sets won world-wide fame are told. The first of these was the "Berengaria" radio test when this ship, upon which a Zenith receiver had been installed, picked up broadcasting from Chicago for four days while en route for France. The part Zenith radio played in keeping the Arctic expedition of Commander



Zenith Model 16, Open

graphs tell of the company's strong financial position and the many attributes of permanency which it enjoys.

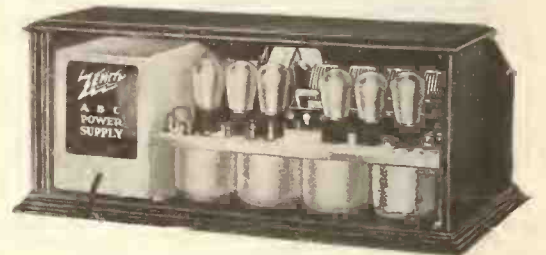
"Leadership is not attained and sustained excepting through achievement." This sentence starts a new chapter which lists twenty-nine developments in which Zenith was first and which are recounted to give Zenith dealers and salesmen an idea of the company's progressive-



Zenith De Luxe Colonial Model, Open service to Zenith sets is comparatively small; the dealer knows the franchise will increase in value each year. A few words are given on the slogans of the company which read "Costs More—Does More"; "The Quality goes in before the Name goes on"; "There is Profit in Zenith" and "Known the World Over."

Two pages are given over to a reproduction of a story which appeared in a New York newspaper telling of the experience of a Zenith set owner who tuned in on JOAK, Japanese broadcasting station, 7,270 miles distant from the set operator. Interesting descriptions of the Zenith factory, laboratory traffic department and the company's methods of shipping its products contain a wealth of information which salesmen can work into their selling talks with beneficial results.

The two center pages of the booklet carry the announcement of the advertising campaign of the Zenith Corp. which will be in effect from



Zenith Model 11-E, Rear View

August to December. Fifteen national publications will carry display advertising and nine trade publications will carry the message to
(Continued on page 42)

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 first Quality
"B" Socket Power Priced
for the Millions!

Genuine RAYTHEON
Tube Equipped
Exact 'B' Power for
Sets up to 8 Tubes



at the Amazingly
low price of

\$28.50

including Genuine
Raytheon BH Tube

Your Greatest Opportunity for Big Socket Power Profits

MADE for the millions . . . priced for the millions . . . the Raytheon-equipped Sterling Model R-81 presents brand new sales opportunities found in no other Power Unit.

Lowest Priced Raytheon Model

At \$28.50 complete, it is the *lowest priced genuine Raytheon-equipped* Socket Power on the market today. Life tests have proved beyond question that the Raytheon BH Tube [125 mils—300 volts] holds its voltage. The Raytheon "Seal of Approval" is every dealer's guarantee of permanency. Add to this the advantages of Sterling quality and low price.

Operates up to 8 Tubes

R-81 incorporates the Sterling feature of perfected

voltage regulation enabling it to provide *exact* "B" current for the big majority of radio sets using up to 8 tubes including power tube. Thus you can cater to an ever widening range of set owners on a minimum stock.

Advertising

The big drive back of Sterling Socket powers is about to open. Advertisements in newspapers and magazines, window cards, counter cards, folders, will do their share in "bringing home the bacon" for you dealers. Make up your mind to be in on this nation-wide sales drive.

R-81 is the "B" Power for the 3-tube customer. It is the "B" Power for the 8-tube buyer. It is the "B" Power for 90% of all radio owners. Get in touch with your jobber or write us direct.

THE STERLING MANUFACTURING COMPANY

2831 Prospect Avenue, Cleveland, Ohio

Sterling

"B" Socket Power Unit

This Power Unit bears the green Raytheon Seal of Approval



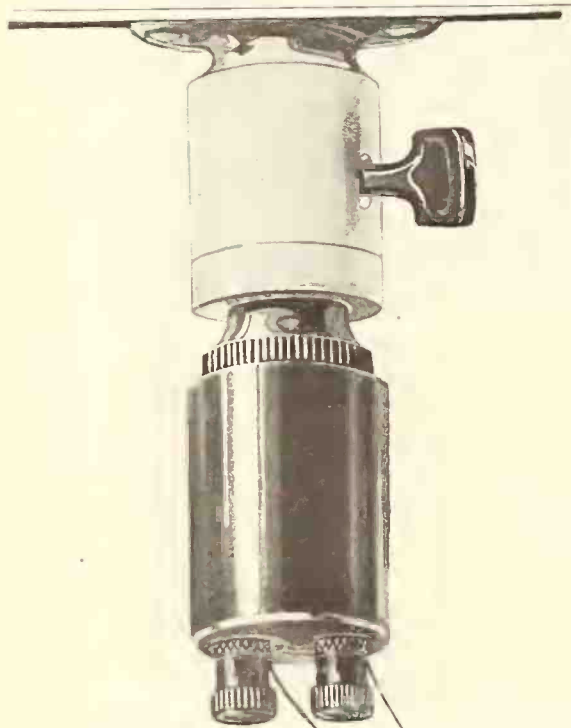
Milwaukee Radio Dealers' Experience the Best Summer Business in History

Wisconsin Radio Trades Association Compiling Schedule of Trade-in Values—Harry E. Weber, Inc., Reorganizes Service Department—New Yahr-Lange Distributors Named

MILWAUKEE, WIS., September 7.—Both retailers and jobbers report activity in talking machines and radio demand during the past month. The radio season has opened up earlier than usual, retailers state, and they plan on a bigger season than ever, particularly with the increasing interest in the Wisconsin Radio-Music Show, which will be held here from October 4 to 9.

Michael Ert, president of the Wisconsin Radio Trades Association, states that radio dealers in Milwaukee have experienced the best Summer in their history. A dangerous problem for the radio field is developing in trade-ins, Mr. Ert states, and he points out the need for associations to combat this danger.

"We are meeting this problem through the



Just this for a Modern Aerial

Five years ago a man needed all the aerial he could swing to bring in uncertain broadcasting on his little two-tube set—but today it's different.

Connect a Dubilier Light Socket Aerial to your set, plug into the nearest 110 D.C. or A.C. outlet and listen! The static is about gone, interference is reduced and you've done away entirely with crazy poles and sagging wires atop your house.

The device consumes absolutely no current and needs no attention whatever. Sold on a five-day, money-back basis, and fully guaranteed by its makers. If your jobber hasn't the new counter display carton of 10 aereals, write us direct.

Dubilier Condenser Corporation
4377 Bronx Blvd. New York



Retail
Price
\$1.50

Dubilier LIGHT-SOCKET AERIAL

Wisconsin Radio Trades Association," said Mr. Ert. "A blue book, comparable to that issued by the automobile trade, is to be compiled by the Association, with the resale values listed. This will be a guide to the small radio dealer for the trade-in sets."

Some important changes have been made in radio distribution by Milwaukee firms. One of these has been instituted by Harry E. Weber, president of Harry E. Weber, Inc., distributor for Stewart-Warner radios in Wisconsin and upper Michigan. Mr. Weber has been giving much study to methods which would stabilize the business, and a reorganization of the service department of the firm and an educational course to make his dealers and their employes better service men have resulted from his work.

"Too much money has been lost in the past and too much good will has vanished through the lack of knowledge by the dealer on the proper way to install and service a set," said Mr. Weber. "The distributor has held the bag on this and has paid the service charges by having to rush service men from one end of the territory to the other answering calls by dealers, which were usually for minor difficulties which could have been remedied by the dealer himself if he had known how."

Mr. Weber corrected this condition by mapping out a shipping schedule for his territory when the new Fall radio lines came out. Instead of sending the sets out in a haphazard way to all parts of the State, he zoned the territory so that dealers in the same zone would receive their sets about the same time, and the dealers were asked to install these sets and were given complete instructions on how to make the hook-up.

A service man, schooled in the Stewart-Warner factory, is then sent from Milwaukee, following the routes taken by the radio sets and carrying with him a complete set of factory instruments, including a small broadcaster. This man, who is able to put any set in as good condition as when it left the factory, goes around with the dealer to check over the installations of the sets. He inquires which employe made the installation, commending the man if it is a good one, and if not, checking it over with the employe, pointing out the correct way of installing. He also conducts a school in the field, not only where the installations have been made, but at the dealers' establishments.

Another change in distribution methods has been announced in Milwaukee by Yahr-Lange, Inc., manufacturing distributor of the Yar Super-Ball antenna, the Super-Ground clamp and the Yar speaker. Fred E. Yahr has announced that the company will employ a number of field men in the various territories and these men will work in connection with the jobbers and turn orders which they have over to the jobbing distributors in their respective fields. C. F. Smith has been named field man for the territory west of the Mississippi; J. W. White for the territory east of the Mississippi; George Campbell for the territory of Wisconsin and upper Michigan. The Universal Agency has also been appointed on the Coast to distribute the Yahr line, and the Jennings-McCollom Co., Salt Lake City, will distribute in the territory of Montana, Idaho and Utah. The Folsom Co., of Dallas, Tex., has been appointed distributor in that territory, and the Welldorman Co., New York, in the East, with 276 distributors.

Mr. Yahr announced that he would attend the radio show at Winnipeg during the week of September 6, and in this connection he announced that I. J. Howe and L. J. Howe have been appointed distributors for Western

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone Baring 535 PHILADELPHIA, PA. Cable Filasaw, Phila.

Canada; and the Heintzman Co., Ltd., in Eastern Canada.

Four distributors of the Super-Ball, the Yar speaker and the Super-Ground clamp have been appointed in the local field, Mr. Yahr announced. These are the Radio Specialty Co., the John Pritzlaff Hardware Co., the Interstate Sales Co. and the John Murphy Co., at Green Bay, Wis.

Yahr-Lange has established another Super-Ball factory at Sheboygan.

The Badger Talking Machine Co., Victor jobbers in Wisconsin, entertained the Milwaukee Victor Record Girls' Club at the Milwaukee Yacht Club, in August. The Victor Record Girls' Club is comprised of the women managers of record departments in the stores of Milwaukee and its suburbs.

The Automatic Orthophonic Victrola has been selling well during the entire Summer, according to W. F. Armstrong, manager of the phonograph department at the Boston Store, and the nickel-in-the-slot attachment has gone over splendidly. Walter E. Pugh, Columbia representative in southern Wisconsin and northern Illinois, reports continued good demand for Columbia phonographs and an increasing eagerness in the trade for the Columbia-Kolster combinations.

Mr. Pugh has announced two new Columbia accounts in Wisconsin. They are the Waltham Piano Co. stores at Menasha and Kenosha.

Zenith's Policy and Progress Told in Trade Booklet

(Continued from page 40)

dealers. In addition the advertising department has prepared the following dealer helps: catalogs showing the complete line; mats for advertisements; a series of direct-by-mail literature; window displays; billboard advertising; authorized dealer signs and electric window signs.

The entire Zenith line of receivers is described in detail and is handsomely illustrated. The line includes: model 12, a six-tube table model, with metal chassis, fully shielded, single control with illuminated dial and is operated by batteries; model 11, same as model 12 but housed in a larger cabinet; model 11E, same as model 11 but electrically operated; model 14 has the No. 12 chassis in a floor console cabinet containing a cone speaker; model 14E is similar to No. 14 but is electrically operated; model 15 is an eight-tube, loop set, table model and is battery operated, and model 15E is similar except that it is electrically operated and a Zenith AC power unit is included; models 16 and 16E are similar to No. 15 except for being contained in a floor cabinet and improved cone speaker, and 16E is electrically operated; model 16EP is similar to 16E but contains also a power speaker; model 17E is a six-tube all electric receiver using the gas rectifier principle.

The De Luxe models, of which there are five—the Colonial, English, Italian, Chinese and Spanish—are ten-tube all-electric receivers, containing power speakers with six condensers on one shaft, all enclosed in cabinets of the highest type available with designs of authentic artistry. The price range of the De Luxe series is from \$650 to \$2,500; the number models price range is from \$100 to \$450.

Two pages of interesting sales suggestions close this admirably written booklet.

Interesting Events of the Trade in Pictures



Above—Ernest Ingold, San Francisco Atwater Kent distributor, placing an order with Richard E. Smiley, assistant general sales manager of the Atwater Kent Mfg. Co., while Allen McQuhae, tenor, who has won world-wide fame because of his many appearances as the featured artist at numerous Atwater Kent radio concerts, smilingly looks on



Above—Price Goodson, of Galax, Va., twelve years old and popular Gennett recording artist. He is a member of the DaCosta Woltz Broadcasters' Hillbilly Orchestra



Above—Ford and Glenn, the popular radio, record and vaudeville stars, on a recent visit to the plant of the Shower Bros. Co., Chicago, Ill., inspected the Crosley approved consoles which are shown above



Above—The Phonograph Shop, of Galveston, Tex., believes in effecting a tie-up with the appearance of recording stars. The residents of Galveston who approached within blocks of the store could not help but see that Miss Lee Morse's Columbia records were on sale—and they sold well, too



Left—The Brunswick foursome might be the caption given to the group of golfers shown here. They are C. P. MacGregor, Brunswick San Francisco branch manager; J. Raymond Smith, Pacific Coast dealer; J. Fitzgerald, Fitzgerald Music Co.; W. C. Hutchings, assistant sales manager, Brunswick Co.



Left—The Peck Electric Shop, of East Aurora, N. Y., has found that the delivery truck illustrated is a distinct asset. Not only does the advantage of being able to make quick deliveries make the truck worth while, but the advertising value of keeping the store name before the public has been profitable

Below—During the recent appearance of Ted Lewis and His Band at a Chicago theatre, Lyon & Healy featured the Columbia records of this popular artist as shown in the window display reproduced herewith. The cut-out figure of Ted Lewis was supplied to Columbia dealers located in the cities to be visited by the Ted Lewis Orchestra during its tour of leading motion picture and vaudeville houses. In the foreground lists of the most popular Lewis recordings are shown to advantage



Right—One of the outstanding features of the Crosley Band-box receiver is the fact that it can be removed from the metal cabinet in which it is furnished and inserted into any one of three consoles so that the purchaser of the receiver can best decide what cabinet would fit in with the home surroundings



CASWELL



The ARISTOCRAT is encased in leather-like coverings of blue or brown, embossed in gold, and hand finished throughout. Tone chamber opening has mahogany scroll decoration backed with silk. Rigid inspection and testing maintain the Caswell tradition of uniform dependability in materials, workmanship and performance.



The
ARISTOCRAT
\$35.00 Retail

THE ARISTOCRAT is the most superb portable ever conceived or built. In every way it is the aristocrat of portables. Its tone is equal to that of the finest console. Its volume, too, gives exact reproduction of every note from human voice or instrument. The final achievement is in perfecting a portable that plays with the top down. In the ARISTOCRAT you have the most sensational portable ever built. Send for sample. Let the ARISTOCRAT sell itself to you.

*The New Portables are a revelation
in Tone and Volume !*

NOW PRESENTS

Americas Finest Line of Portable Phonographs

NEVER before have there been such splendid portables as the new Caswells! Their *tone*, their *volume*, and their *faithful reproduction* will win the approval of the most critical masters of music. Their colorful beauty instantly appeals to all. Four models, retailing from \$35.00 to as low as \$15.00, give you a price range to fit every purse. By actual comparison with all others, each of the new Caswells is the greatest value and finest musical instrument for its price. Wire today for samples!



The
GIANTONE
\$30.00 Retail



The
GYPSY
\$25.00 Retail



The
MELODY
\$15.00 Retail

The GianTone has tremendous volume, clear tone, with the natural beauty of every note faithfully reproduced. Comes in black only. Like all Caswell models, only the finest fittings, motor, covering and tone arms are used.

The Gypsy comes in covering of gray, blue, red, black or brown. Positively the greatest value for its price on the market.

The Melody is stocked in red, black or blue covering and is sturdily built throughout. Slightly smaller than other Caswell models, yet big in value when compared to other portables at the same price.

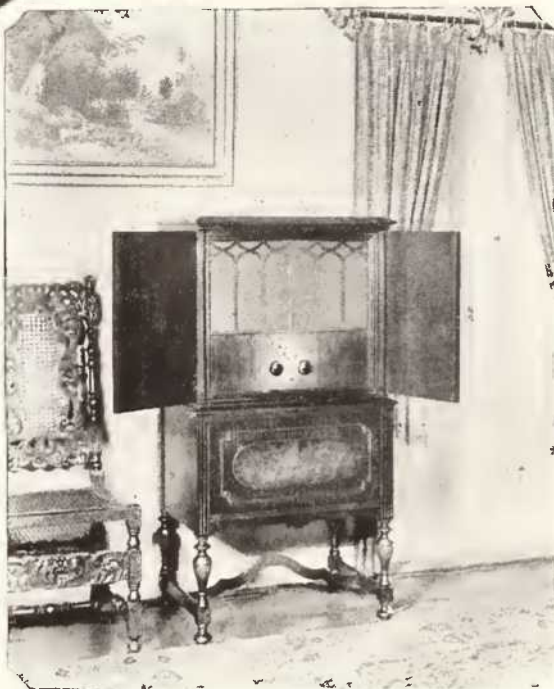
"Build with Caswell!"—Leading retailers everywhere know the liberal, fair and square policy of Caswell. They know that with Caswell their efforts from year to year build up *increasing* good will, *growing* sales volume and *dependable* profits. In the Caswell sales plan jobbers and dealers get *more* than a fair deal. Let us tell you why.

Prices slightly higher in Far West and South

CASWELL

Portable Phonographs of Distinction
Milwaukee, U.S.A.

“O, What Music!”



Masterpieces in Appearance

Apex Cabinets in both console and table models, offer exceptional beauty in line and materials, and craftsmanship without a peer. Specially designed for 1927-28 Apex Radio Receivers and built by the Plymouth Radio & Phonograph Co., of Plymouth, Wisconsin.

Masters of Radio Performance

The Apex line of Radio Receivers for 1927-28 presents something absolutely new and different. The circuit has nothing in common with any other now in use — it is the only New radio circuit developed in 5 years.



TECHNIDYNE

The Only

NEW

Radio Circuit

in

5 Years!

The Apex Troubadour Model, shown above, is typical of the splendid achievement expressed by every set in this up-to-the-minute Radio Line. Simplicity, beauty and dependable performance make these Receivers unique in lifelong satisfaction. Faithfully reproduced entertainment — brought into the home through a medium itself surpassingly beautiful.

The dealer who handles Apex has everything in his favor — a superior product and an absolutely square deal from its manufacturer. The Apex franchise is a valuable one — if you want it in your vicinity prompt action is necessary.

APEX ELECTRIC MFG. COMPANY

1422 West 59th St., Chicago, U. S. A.

Be Sure To See The Complete Line of APEX RADIO RECEIVERS at the RADIO WORLD'S FAIR New York — September 19-24 Booth 7, Section "H"



Apex Troubadour — 9 tube Technidyne, High-boy Model. Internal loop operated. Complete with cone speaker
\$295



Apex Minstrel — 7 tube Technidyne, Low Boy Model — antenna operated. Complete with cone speaker
\$225



Apex Corsair — 7 tube Technidyne, Table Model — antenna operated. Price, without accessories
\$170

The Apex Price Range — \$80 up, covers 75% of the market



Attention—
JOBBER
DEALERS

Again *Sentinel* is FIRST!

With
"DRY-A" and "DRY-ABC" Units

So GOOD you can guarantee them to
your customers as we guarantee them to you

These two units are new additions to the already famous *Sentinel* line of radio power products—

Here
They
Are—

Now you can fill that tremendous demand for a "DRY-A" and a "Dry-ABC" with perfect confidence in their satisfactory performance.

We have been working unceasingly on these units for months. After exhaustive tests, which proved they were up to the *Sentinel* standard of quality, we are ready to market them.

These are completely DRY units. No liquids or acids of any kind. They deliver a constant 6 volts up to 2½ amperes. The units are instantaneous in action—when receiver is turned on reception is immediate.

The public is clamoring for "DRY-A" power. *Sentinel* "DRY-A" and *Sentinel* "DRY-ABC" provide it.

Be able to supply the demand. Remember all *Sentinel* units are proven and dependable—every one is absolutely guaranteed. Only *Sentinel* Jobbers and Dealers will be able to meet the demand for "DRY-A" power satisfactorily.

SENTINEL MANUFACTURING COMPANY
9705 Cottage Grove Ave. CHICAGO, U. S. A.



Be Ready To Take Care of the Big Demand—Prompt Delivery Now!

The Quali-Tone Matched TONE ARM &



Solid
Brass

Quality Unequaled

Retails at
\$75.00
Complete

YOU will say so the very minute you see this wonderful Quali-Tone "MATCHED COMBINATION". Why?—man-made precision-built—individually tested—manufactured complete in our own plant under the supervision of our long experienced engineers. Perfect to a degree that is astonishing—"MATCHED" to reproduce the full scale of harmonics—from the booming of deepest bass to the shrilling piccolo—all this with rounded volume and absolutely no rattling or distortion.

This reproducer will equal or out-perform any you have ever heard, regardless of price. The arm is a true exponential, scientifically correct, gracefully curved and finished in rich, deep nickel—long bearing throw-back type with free swinging—vibrationless base—leakproof thruout.

Comes to you fully guaranteed.

Matched for tone—built for service.

DURO METAL
2649 KILDARE AVE.



PRODUCTS CO.
CHICAGO, ILL.

Combination REPRODUCER

Retails at
\$7.50
Complete



Heavily Nickerled

Sensation of the Industry

THIS sensational \$7.50 retailer solves the replacement problem. Why did every leading phonograph manufacturer adopt a full curved brass tone arm? Because the old style—leaky—loose jointed and choked arms would not develop the desired tone qualities and volume.

Now, for the first time, you can make a truly correct "MATCHED" replacement for your customer or on your trade-in phonographs.

This great mass market is now yours—Quali-Tone brings it to you. Packaged in an attractive carton—all ready to hand out to your trade—anyone in your store can now handle replacement business

intelligently—no more dead stock—no more tinkering and fussing around trying to fit new reproducers on obsolete type arms—no more disappointed customers.

Of course, full instructions and new screws packed in every carton. Furnished in four sizes to meet every condition as follows:

No. 7	Length	7 3/4
8	"	8 1/2
9	"	9 1/4
10	"	10

| Duro Metal Products Co.
| 2649 Kildare Ave., Chicago, Ill.
| Please ship at once Quali-Tone Matched Combination in the following sizes (Price, any size, \$4.25 each)
| _____ No. 7 _____ No. 8 _____ No. 9 _____ No. 10
| Firm Name _____
| Address _____
| City _____ State _____

DURO METAL
2649 KILDARE AVE.



PRODUCTS CO.
CHICAGO, ILL.



Model 100-40
34" high—33" wide
20" deep

The Player-Tone

IT'S SIMPLY GREAT

Our Tremendous
Coast to Coast Outlets



Model 100-50
34" high—33" wide
20" deep

Guarantee Greatest Phonograph Values



*An Instrument
of
Distinction*

The SONNET
Model 200
43" HIGH 30" WIDE 21" DEEP



*An Instrument
of Individuality*

SAXOPHONIC
Model 90
41" HIGH 21" WIDE 21" DEEP



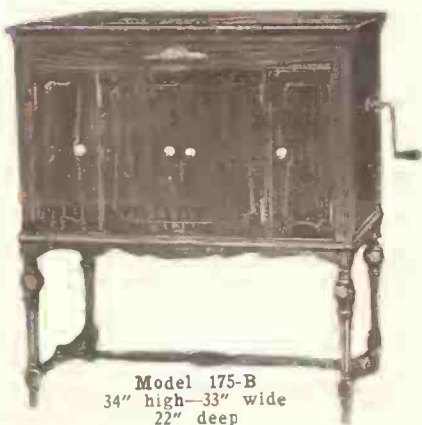
*A Popular
Instrument*

SAXOPHONIC
Model 75
36" HIGH 20" WIDE 21" DEEP



*An Instrument
of Artistic
Beauty*

GRAND
Model 175
42½" HIGH 30" WIDE 21" DEEP



Model 175-B
34" high—33" wide
22" deep

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

*Some Territory Open for Live, Wide-Awake,
Experienced Salesmen.*

Player-Tone Talking Machine Company

Office and Sales Rooms: 632 Grant St.

Pittsburgh, Pa.



Model 90-5
34" high—36" wide
21" deep

Crosley Dealers Attend Annual State Conventions

Enthusiastic Dealer Meetings in Kentucky, Ohio, Illinois, New York and Kansas Held During August—New Models Demonstrated

CINCINNATI, O., September 7.—During the past month Crosley dealers in several States have met to consider plans for the coming season, officials of the Crosley Radio Corp. state. Davidson Bros., Crosley Kentucky jobbers, sponsored a meeting of their dealers at the Hotel Helm, which was attended by a representative of every dealer served by the wholesale firm. E. K. Revercomb, of the Crosley Corp., demonstrated the new line.

The Cleveland Crosley Sales Co. held its first dealers' meeting on August 16 and 17, at the Cleveland Hotel, Cleveland, O. The meeting, which was well attended, was addressed by H. L. Bevington, sales manager of the Cleveland Crosley Sales Co., and E. L. Shepherd and Ralph W. French, field representatives.

Eighty-five Crosley dealers and salesmen attended a meeting at the Elks' Country Club, on Lake Decatur, Ill., sponsored by the Moorhouse & Wells Co., Crosley jobber. The new Bandbox sets and the art furniture models were demonstrated and won enthusiastic approval. C. H. Carey, Crosley sales representative, spoke. The dinner music program was broadcast over station WJBL.

A large gathering of Crosley dealers attended the annual convention held by the Chapin-Owen Co., of Rochester, N. Y., on August 12. The latest models were shown and Charles B. Owen and Thomas B. Sharar, of the Chapin-Owen Co., spoke, as did several executives of the Crosley Radio Corp.

Crosley radio dealers of Kansas attended a convention held by the Radio Corp. of Kansas, in Wichita, on August 17 and 18. W. E. Titus, president of the jobbing company, presided, and Leroy Hughbanks was toastmaster. C. A. Cauble, of the Shower Bros. Co., spoke.

Sutcliffe Co., Louisville, Stages Dealer Convention

LOUISVILLE, KY., September 5.—Atwater Kent dealers in Kentucky and southern Indiana gathered here recently for a full day's convention at the Seelbach Hotel, under the auspices of the Sutcliffe Co., distributor. Among those present from the Atwater Kent Mfg. Co., Philadelphia, Pa., were F. A. DeLano, John McGuigan, J. H. Rector, J. H. McKee and Charles Weisser; from the Pooley Co., H. Humphries; J. P. Furey, of the E. T. Cunningham Co.; E. E. Osborne and Fred Morriss, of the Burgess Battery Co.; E. A. Carney, of the Philadelphia Storage Battery Co., and S. C. Holston, of the Fansteel Products Co.

"Edisonic" Selected Name for Jubilee Phonograph

In selecting a name for the jubilee models of the Edison phonograph introduced to the trade on the occasion of the fiftieth anniversary of the invention of the first instrument, the term "Edisonic" was chosen for the reason that the Edison name predominated in it. It is particularly interesting, however, that translated the combination name means "blessed sound," a fact that should have great value in presenting the new line to the public.

St. Louis Radio Trades Assn. Holds Boat Party

On Friday evening, August 12th, the members of the St. Louis Radio Trades' Association, with their employes, wives and families, enjoyed a wonderfully pleasant boat trip on the Mississippi River.



Gold Seals cover the whole range

of requirements for successful selling — every detail worked out to make business for the Jobber and Dealer.

Quality line of tubes — each perfected for its purpose. Made in Gold Seal's own plant, America's largest, for tubes only.

Effective national and local advertising, dealer displays and selling aids — a policy that holds the friendship of the trade and public.

That is why Gold Seals are the most popular independent radio tubes on the market, and that is why Gold Seal Jobbers and Dealers are enthusiastic and prosperous.

If not now sharing in this success, you should be. You can. Write today for full details of the Gold Seal line and our attractive proposition.

GOLD SEAL ELECTRICAL CO.

Incorporated

250 Park Ave.

New York

All Standard Types

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



Type GSX-201a

The popular general purpose type, for amplifier or detector. Long life and high efficiency.

List price \$1.75



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

Gold Seal Radio Tubes



Selling-power!

These dealer helps mean selling-power! Use them! Use them because they wire you up with the Kolster advertising-and-selling-voltage,

—which is hundreds of thousands of dollars strong,
—and will do the maximum amount of good to the dealer who lets the passer-by know that here are the Kolster Radios which he has been reading so much about

in the newspapers. These three sales-helps, (1) The Large Window Display in full colors, (2) The Demonstration Window Strip and (3) The Authorized Dealer Sign, have been sent to all Kolster authorized dealers. If you have not received yours please let us know.

If you are not a Kolster dealer you will find information of great interest to you on the opposite page.



Kolster

Real news for radio buyers!

The authorized Kolster dealer has real news for radio buyers and prospective buyers.

We do not refer to the extraordinary naturalness of the tone of Kolster Radio, which in itself is astonishing news to everyone who has not heard it,

—and which, in Kolster 6D selling at \$89.50, represents an overwhelming plus-value over all competition,

—but we do refer to the *Kolster Power Cone Reproducer*.

The market for power cone reproducers has hardly been scratched and the news of the Kolster Power Cone Reproducer at \$175 is a magnet that will pull people into the store.

We in the radio industry should never get so close to our business as to forget that there are many people in every community who are behind us in radio knowledge. The Kolster Power Cone Reproducer is amazing news to millions.

The Kolster Line

There are eight Kolster models: three six tube sets, two seven tube sets and three eight tube sets. The price range is from \$89.50 to \$375.

If you have not yet received the Kolster Dealer Advertising Book please notify us. Mats and cuts of very attractive advertisements are available upon request.

There are still profitable Kolster franchises open which give you the right to display the Authorized Kolster Dealer Sign, as below. Fill in the coupon and let us tell you where.



The Kolster Power Cone Reproducer is contained in a walnut cabinet with cathedral grill. It gives literally the finest reproduction obtainable. Built-in "B" power unit supplies plate voltage to any commercial receiver. Twenty foot cable supplied with each reproducer.



Radio

FEDERAL-BRANDES, Inc.
Newark, New Jersey

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

Name _____

Street _____

City _____ State _____

Additions to RCA Financing Plan for Protection of Retailers and Wholesalers

Addition to Radiola Time Payment Plan Devised to Overcome Prospect's Hesitancy in Buying—Wholesale Time Payment Plan Is Also Announced to Release Dealer's Capital

Two new profit-making possibilities have been announced by the Radio Corp. of America for the benefit of RCA authorized dealers and wholesalers. One is the addition of indemnity certificates to the terms of the Radiola retail time-payment plan and the other is the inauguration of the Radiola wholesale time-payment plan.

The Radiola retail time-payment plan has been used by RCA dealers to overcome the customer's objections that he did not have sufficient money to buy a Radiola. In the same way the indemnity certificates are used to overcome any hesitation on the part of a prospective purchaser to enter into a contract for monthly payments through fear of his future inability to fulfill the contract.

The Radiola wholesale time-payment plan is devised to release much of the dealer's invested capital and at the same time provide opportunities for extensive merchandising activities. The wholesale plan is available only upon the purchase of the more expensive types of Radiolas and the net invoice prices of the dealer's order, exclusive of cash discount, must be at least \$1,000. The dealer placing the order should have been operating satisfactorily under the Radiola retail finance plan for a period of three months or more. The reason for this is that the contract purchasing corporation requires some experience with the dealer's financial operations before it will undertake to purchase wholesale contracts signed by that dealer.

Details of the Radiola retail time-payment plan are well known to all RCA authorized dealers. The indemnity certificate, which has recently been made a part thereof, eliminates the fear on the part of purchasers that they would be unable to meet payments when due in the event of sickness, accident or accidental death of the wage earner or head of the family, and is issued by the New York Indemnity Co.

Further information on either the retail or wholesale finance plans is available at the headquarters of the Radio Corp. of America in New York or any RCA divisional office.

Latest Splitdorf Radio Something New in Design

Compactness is pointed out as an outstanding characteristic of the Abbey, Splitdorf Radio



Splitdorf Abbey Model

Corp.'s new six-tube receiver. This model is unique in design. It is patterned after an old world jewel case. Among the features of construction are additional amplification with a variometer in the antenna stage, a metal deck for mounting condensers, a three-point suspension for the chassis, making it impossible for condensers to get out of alignment, and aluminum shielding.

Association Wins Court Case in Behalf of Dealer

A recent court action in St. Louis police court by a neighborhood merchant against a live-wire radio dealer was decided in favor of radio through the intercession of the St. Louis Radio Trades Association. The case was, briefly, that of a merchant who objected to loud speaker reception of play-by-play account of world's champion St. Louis ball club games each day. The complaint was that the noise of the speaker in front of the dealer's store, together with the listening crowds on sidewalk and street, constituted a nuisance.

A decision against the radio dealer naturally would have established a precedent and other complaints of like or similar nature would have made it impossible for the city radio dealers to continue the use of outside speakers.

The St. Louis Association, realizing that its local dealer group was about to lose an important advertising medium, interceded with the Court for the defendant and was responsible for a decision in favor of radio.

Among other points proved was that the loud speaker reception in front of the radio dealer's store, which brought daily crowds into the business block, was not only an advertising value for the radio dealer but was attracting hundreds of potential buyers into this business street daily who otherwise would not come.

Featured in A-K Concert

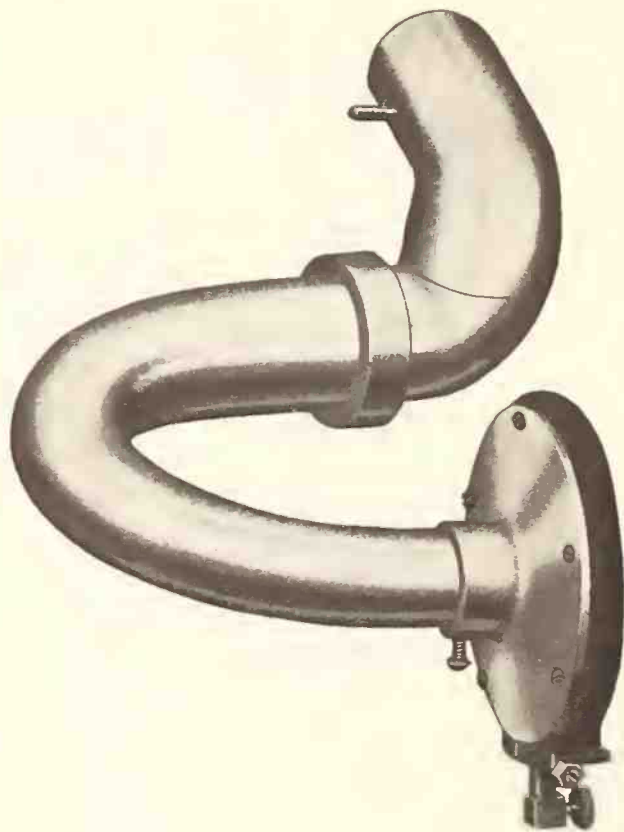
Ann Mack, concert soprano, who made her American professional debut in an Atwater Kent radio concert, was the featured artist in the 100th of the series of Atwater Kent concerts on August 28.

F. C. Kent's Latest Success

The **KENTONE**
REG. PAT. OFFICE

Attachment No. 2

For Playing Lateral Cut Records on the Edison Disc Phonograph



KENT
PRODUCTS

"Win their
way
By their
play"

It involves the same tried and true principles incorporated in The Kent Attachment No. 1, the standard of comparison for over thirteen years. It is made with an improved and slightly enlarged elbow which has long constituted a unique and exclusive feature in Kent Attachments. A distinct change, however, may be noted in the arm proper. Instead of the familiar straight, non-tapered tube with slightly curved ends, the new arm proper is made with a full curve, continuously tapered. The result is a noticeable improvement in beauty, grace and tonal qualities. The KENT ATTACHMENT No. 2 may be used with the Kent "S", "B" or "Sensitized" soundbox or with any other make of reproducer having a standard hub.

Write for samples and prices



Reg. U. S. Pat. Off.

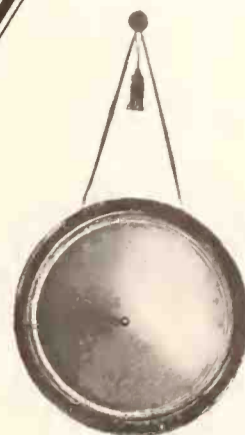
F. C. KENT CO.
Irvington, N. J.

To draw business from all directions

*One good Trade Name
with range of models
to meet all
requirements*



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"—silk hanging cord with rosette.
Price \$45.00

the complete line

Stevens Speakers



All models with the
CONOIDAL
"Continuously Curved"
Diaphragm

the scientific curve of
true sound reproduction

All Models
with

Burtex
TRADE MARK

—the material that makes the—
Stevens diaphragm possible

"A STEVENS SPEAKER!" — the business prestige of a good name—reputation for quality and durability.

With one good trade name and models for every prospect's requirements you have the same kind of selling advantage as the automobile dealer who sells big cars and little cars from the same famous manufacturer.

The *complete line* of Stevens Speakers not only enables you to take advantage of every sales opportunity—it also enables you to do business with less money tied up in stocks.

And Stevens Speakers, once heard, sell themselves. More than that, they retain their fine performance under all conditions because of their "six exclusive scientific superiorities" at the points that put value into a speaker.

Made by the Pioneers in Cone Speakers—

Stevens & Company, Inc.
46-48 E. Houston St. New York



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

Columbia-Kolster Viva-tonal Electric Reproducing Phonograph Is Demonstrated

Representatives of the Trade Press Hear Addition to Columbia Line Which Possesses Several New and Exclusive Features—Is Equipped With Kolster Power Cone Speaker

Representatives of the leading phonograph trade publications recently spent an interesting hour in one of the Columbia experimental rooms atop the Manufacturers' Trust Co. building at 1819 Broadway, New York City, while J.

operation, facility of volume control, and wealth of range and tone brought out by the various types of records. Mr. Prescott entertained his auditors with selections that ran the gamut from the "Two Black Crows" and Ted Lewis' "When My Baby Smiles at Me," to symphonic orchestral numbers.

The Columbia-Kolster Viva-tonal electric reproducing phonograph, whose slogan is "like life itself," has an electric pick-up of new design, with unique and exclusive features. The Kolster power cone speaker, inside a beautiful, high-lighted walnut cabinet with a mahogany overlay, is of the electro-dynamic type, and introduces a new patented feed-back principle.

This Columbia-Kolster Viva-tonal will be known as Model 900, will retail for \$475. It is 40 1/4 inches high, 31 7/8 inches wide and 21 1/4 inches deep. It is equipped with five Cun-

ningham tubes. Two drop record-bins hold twenty records each. The 12-inch turntable is overlaid with green velvet and exposed metal parts are gold plated, satin finish.

The Columbia-Kolster Viva-tonal plays any standard record. Elusive tonal shadings, actually in the records, but impossible of repro-

duction on the ordinary phonograph, are brought out in all their beauty. The volume of sound can be increased or decreased at will from a whisper to a fortissimo. Changes in volume have no effect upon the quality of reproduction. The definition and balance of the original is retained in its entirety.

The instrument gets its power from the house current. Batteries are eliminated. It requires no winding. An exquisite jewel-like topaz pilot light, set on the line of vision, indicates when the current is on. Every detail is designed to delight the eye and give the utmost in service. Samples will be sent to the trade soon.

Weston Radio Tester an Aid to Radio Service

Latest Product of Western Electrical Instrument Corp. Proving of Great Benefit to Service Departments in Retail Stores

The Weston Radio Set Tester, manufactured by the Weston Electrical Instrument Corp., Newark, N. J., is proving to be of great benefit to dealer service departments, according to reports which are being received by the Weston organization. The Tester is designed for servicing battery and battery eliminator operated sets, and is said to insure a complete check-up in a few minutes while the set is in operation. Dealers report that this equipment enables their service men to make a greater number of calls per day and is a factor in the sale of tubes, batteries and other supplies through quickly indicating the required replacements.

Popularity of Farrand Oval Junior Speaker Continues

The new Farrand Oval Junior speaker, now being distributed for the 1927-1928 season, is enjoying the same popularity which the Junior models have always met, as they contain all the advantages and constructional features of the larger Farrand speakers, except size, according to reports. The Oval Junior embodies the new Laminated driving unit for tonal purity with the famous Farrand unlimited tone radius. It is mounted in a leather motif on a bronze base and its attractiveness is said by dealers and distributors to make it surely one of the best sellers of the current season.

The Southern Recording Co. Organized in Tampa, Fla.

Announcement has been made of the organization of the Southern Recording Co., at 3706 Florida avenue, Tampa, Fla., for the purpose of manufacturing talking machine records. The officers are D. R. Hall, president; W. C. Logan, vice-president; and E. D. Atkinson, secretary. Luther R. Hall and Harry Wright, both of whom were formerly with the Columbia Phonograph Co., are associated with the new firm.

W. J. Roche in New Post

W. J. Roche, formerly managing director of Fada Radio, Ltd., in London, has been appointed manager of Fada Radio, Inc., of Illinois, and is now stationed at the company's Chicago branch. A branch of the Illinois Fada company is operated in Kansas City, Mo., over which Mr. Roche also has jurisdiction. J. H. Thomas succeeds Mr. Roche in the capacity of manager of the London factory branch.

Issues Special Radio Section

The Observer-Dispatch, of Utica, N. Y., issued a special Atwater Kent radio section upon the occasion of the fourth annual convention of the Stiefvater Electric Co., Atwater Kent distributor, in August.



Columbia-Kolster Electric Reproducing Phonograph
O. Prescott, known for many years to the phonograph industry for his research and production work, demonstrated the new Columbia-Kolster Viva-tonal electric reproducing phonograph.

Those who were hearing the new instrument for the first time were surprised at the ease of



AUDIOLA

Stage shielding is used—each tuned circuit including the tube is individually shielded. Two knob control, the Steering Wheel to select the station, the Throttle to control the volume. Audiola has made a distinct gain in selectivity and distance obtainable.

SELL THE CHASSIS

Because it is the Chassis that determines popular approval

YOU can be positive of the Audiola chassis. We were positive of its design, performance, and super-sturdy mechanical construction before we announced this new single dial radio. When you sell an Audiola Radio (cabinet, console, or Baby Grand) you sell exterior beauty and interior (chassis) perfection. The new 1928 Audiolas, both 6 and 8 tubes, are very attractive and the Audiola chassis will sell radio sets for you in profitable numbers.

Our complete line is distributed thru recognized jobbers. Complete sales co-operation thru our advertising program. Get details now.

6T—Six Table Model	\$75.00
8T—Eight Table Model	\$125.00
6 Spl. C.—Six Special Console	\$110.00
6C—Six Std. Console	\$175.00
8C—Eight Std. Console	\$225.00
6B—Six Baby Grand	\$225.00
8B—Eight Baby Grand	\$275.00



6C STAGE SHIELDED Six Std. Console, \$175
8C STAGE SHIELDED Eight Std. Console, \$225

AUDIOLA RADIO CO. 430 S. Green Street CHICAGO

VESTA 30th ANNIVERSARY

Wet or Dry? Here They Are—

The Vesta Line is Complete for Every Radio Demand!

With the Vesta Line of Radio Power Units you can satisfy every desire of your trade. More money will be spent for radio power units this season than for any other radio product. One customer prefers a certain type, while the next customer wishes another type.

In the Vesta Saturday Evening Post half-page reproduced herewith you will note how this condition is easily met—with Vesta Units.

The power of this quality name—with the completeness of the line—is the most valuable combination a radio dealer can find with which to build volume of business.

Let us send you complete details and name of the Vesta Central Distributor near you.

VESTA BATTERY CORPORATION
2100 Indiana Avenue
CHICAGO, U. S. A.

VESTA QUALITY RADIO UNITS



T.M.W. 9-27

VESTA BATTERY CORPORATION
2100 Indiana Avenue, Chicago, Ill.

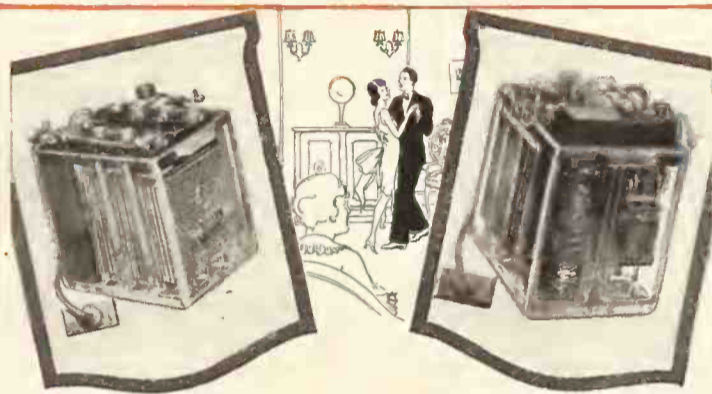
Please send me your folders on Vest Radio Products

particularly the one about _____

Name _____

Address _____

City _____ State _____



VESTA RADIO "A" UNIT
BALKITE RECTIFIER

VESTA RADIO "A" UNIT
VERTREX RECTIFIER

of Great Value to Every Radio Owner

You may now have Vesta BUILT-IN-GLASS, Radio "A" Socket Power Units with either wet or dry rectifiers.

As pictured above, the Dry Rectifier is of the Vertrex type, built in with either a 4 or 6 volt battery and hydrometer.

The wet Rectifier is Balkite, built in a glass case, with either a 4 or 6 volt battery and hydrometer.

These two combinations present the utmost in radio "A" Power—to please radio owners who prefer either the wet or dry rectifier type of chargers.

These units have a high and low charging switch which provides a rate of charge for sets of all sizes under variable operating conditions.

They are supplied with or without automatic relay (as desired) which automatically cuts off the current going to the battery when set is in operation and turns on the current when set is turned off.

Ask your radio dealer to show you this complete Socket Power "A" Unit—BUILT-IN-GLASS—with everything visible. A clean, compact, reliable source of "A" power that will insure greater enjoyment from your set.

Prices range from \$28 without the relay to \$37.50 with relay in either 6 volt or 4 volt, 50 ampere units

VESTA BATTERY CORPORATION
2100 Indiana Avenue
CHICAGO, ILL.

VESTA QUALITY RADIO UNITS

MAKERS OF VESTA AUTO-RADIO BATTERIES FOR 30 YEARS



VESTA DRY TRICKLE CHARGER
Socket Power, without relay \$17.50; with relay, \$17.50. (Licensed U.S. Patent Serial No. 1611653)



NEW "B" UNIT
Socket power with automatic relay. 40 mls, 180 volts, \$39.50; 60 mls, 180 volts, \$44.50.



COMPLETE "A-B" UNIT
Socket power (dry rectifier) automatic relay. 40 mls, 180 volts, \$72.00; 60 mls, 180 volts, \$77.00.



Complete line of Vesta Non-Microphonic Tubes for every radio purpose, the height of quality.

Sept. 10
Saturday
Evening
Post

1/2-page

Another 1/2-page will appear in Liberty, Sept. 17—Sat. Eve. Post Sept. 24—and on thru the season—with a full page Oct. 22.

Also half-pages thru the season in Liberty, Country Gentleman and Successful Farming.

Vesta Advertising is designed to direct business to Vesta Dealers



Name Sponsorship Body for National Radio Audition

Atwater Kent Foundation Selects Mrs. Edgar Stillman Kelley, Mrs. Otto H. Kahn, Louise Homer and Edward Bok as Judges of Finals

PHILADELPHIA, PA., September 8.—The selection by A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., of the personnel of a National Sponsorship Committee to supervise the judging of the finals in the National Radio Audition being conducted by the Atwater Kent Foundation was recently announced. The committee includes Mrs. Edgar Stillman Kelley, president of the National Federation of Music Clubs; Mrs. Otto H. Kahn, Madame Louise Homer, famous singer, and Edward W. Bok, Philadelphia editor and publicist. The committee will aid the Foundation in selecting judges to hear the five district auditions to be held in November.

The first local audition was recently held in Little Rock, Ark., and Miss Lucy Marion

Reaves and Louis Davis were judged the winners. They will compete with the winning teams from other local auditions for first place as State champions. Interest in the National Radio Audition throughout the country is steadily becoming more intense.

Finland's Chief Conductor Records for Columbia Co.

The Columbia Phonograph Co.'s October record supplement features George Schneevoigt, Finland's celebrated orchestral conductor, who with the London Symphony Orchestra presents through Columbia his first American phonograph record. Schneevoigt, acclaimed throughout Europe for fire and virtuosity, has never before been available to American audiences, except for a brief series of guest performances three years ago with the Boston Symphony.

His first records for Columbia consist of four folk dances of Grieg, ranging from a plaintive minor chant to full orchestral swing in leaping native rhythms.

Popularity of Vogue Loud Speakers Gaining Rapidly

Interesting Story of Manner in Which Richard T. Davis Entered Radio Manufacturing Field—Product Winning Widespread Popularity

CHICAGO, ILL., September 8.—The radio loud speaker manufacturing company, Richard T. Davis, Inc., owes its existence to a rather un-



Vogue Loud Speaker

usual set of circumstances. Mr. Davis, the president and founder, is by profession an architect and has been active in the development of Chicago property. He was also an ardent radio enthusiast and investigated all branches of the industry. For his own pleasure and entertainment he made a loud speaker which would blend with the furnishings of a home and yet have all the necessary tonal qualifications. Visitors to the Davis home admired the speaker and several friends asked Mr. Davis to make them similar speakers. He complied with these requests and his entrance into the manufacturing field followed in due course.

Today, less than two years after their first appearance, the Vogue speakers, the name selected by Mr. Davis, are prominent products in the radio market, and sales are increasing.

Plaza Music Co. to Job Superior Cabinet Line

The Plaza Music Co., New York City, manufacturer and distributor of musical merchandise, which recently inaugurated a radio division as distributor of Splitdorf radio, has announced that it will also distribute the line of Superior cabinets made by the Superior Cabinet Co. of Muskegon, Mich. The Superior line consists of four attractive models, and in the announcement to the trade the Plaza Music Co. offers to furnish Utah and Baldwin Rival units in conjunction with these cabinets.

Additions to Sales Staff of Stewart-Warner Corp.

Three additions were recently made to the Stewart-Warner Speedometer Corp. radio sales staff. Two representatives joined the Michigan avenue branch office staff, E. S. Breslauer, who will have as his territory the South Side of Chicago, and C. H. Tetzner, who will travel the North Side of the city.

P. C. Peterson was recently added to the sales personnel of the Detroit branch and will travel the nearby territory out of that city.

New Freshman Booklet

An attractive booklet in color has been prepared by the Chas. Freshman Co., New York, for distribution by authorized Freshman dealers to prospective purchasers. The electric phase of the Freshman line is stressed and each model, both electric house current and battery operated, is illustrated in appealing settings and described in detail.

You Cannot Equal the Clear, Smooth Reception

that the **Majestic** always gives the **B Current Supply**



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

\$29⁵⁰

Majestic Master "B"

The precision B Power Unit offering complete control of all output voltage taps. List price complete with Majestic Super-Power Tube

\$32⁵⁰

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

\$32⁵⁰

Sells Steadily—Profitably!

Because of their consistently satisfactory performance, Majestic units are asked for by name, showing public confidence, and assuring you that Majestic goods MOVE. And at a handsome margin of profit. Cash in on this live business

Manufactured by

GRIGSBY-GRUNOW-HINDS CO.

4558 Armitage Avenue

Chicago, Illinois

FOR TABLE MACHINES AND CONSOLETTES



HEINEMAN MOTOR

No
38

You have an obligation to your customers

We have an obligation to you, the dealer in table machines and consolettes.

You can meet your obligation by in-

sisting upon your phonographs being equipped with Heineman Motors, No. 38.

We meet our obligation to you by manufacturing the most perfectly made motor. It is the Heineman Motor No. 38.

EXCLUSIVE SALES AGENTS for

HEINEMAN MOTORS—OKEH-TRUETONE NEEDLES

Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

DRY BONES IN THE VALLEY

ON RECORD NO. 8486
10 in.—75c

REV. LEORA ROSS
preaches
"DRY BONES IN THE VALLEY"
"A GAMBLER BROKE IN A STRANGE LAND"

Okeh made this record for folks who like to hear a good sermon and there are lots of 'em. Good to play Sundays or any day when you feel like listening.

ON RECORD NO. 8489
10 in.—75c

ALMA HENDERSON
Sings the too mean
"MINE'S AS GOOD AS YOURS"
"SOUL and BODY" (He Belongs To Me)

Strut Your Stuff to
RECORD NO. 40853
10 in.—75c

"BEATIN' THE DOG"
"KICKIN' THE CAT"
Played by Joe Venuti's Blue Four.

Okeh Race Records

TEASING BROWN BLUES

Sally Roberts sings to a guitar accompaniment by **Sylvester Weaver**

NO. 8485 10 in.—75c

"TEASING BROWN BLUES"
"GONNA RAMBLE BLUES"

Teasing Brown Blues is the best "scare" record Okeh has had in a long, long time.

They'll be playing it in all the Okeh dealers' stores.

Stop in yourself and have them it it on for you.

Race Records

BEST SELLERS

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

ODEON

ELECTRIC RECORDS

European recordings of the great composers' masterpieces . . .

5120
12 in.
\$1.50

DER ROSENKAVALIER—Waltz, Part I and II (Richard Strauss)
Played by Eduard Mörike and the Orchestra of the State Opera House, Berlin

New September releases

5121
12 in.
\$1.50

PARSIFAL (Richard Wagner) Charfreitags-Zauber (Good Friday Spell)—Part I and II
Played by Siegfried Wagner and the State Symphony Orchestra, Berlin

5122
12 in.
\$1.50

PARSIFAL (Richard Wagner) Charfreitags-Zauber (Good Friday Spell)—Finale
Played by Siegfried Wagner and the State Symphony Orchestra, Berlin
DIE MEISTERSINGER (Richard Wagner) Tanz der Lehrbuben (Apprentice's Dance)
Played by Dr. Weissmann and the State Opera House Orchestra, Berlin

New Supplement now available

3202
12 in.
\$1.25

HUMORESQUE (Anton Dvorak)
CAPRICE VIENNOIS (Fritz Kreisler)
Both Violin Solos played by Dajos Bela

3203
12 in.
\$1.25


TO SPRING—An den Frühling (Grieg)
RUSTLE OF SPRING —Frühlingsrauschen (Sinding)
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

Okeh and *Truetone* Needles

Sole Sales Agents for....

Okeh-Truetone Needles—Heineman Motors

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager
25 West 45th Street
NEW YORK, N. Y.

A-Z Corp. Formed to Make and Market A-Z Speaker

Product Developed by the Oro-Tone Co. Employs Special Unit—Speaker Is Said to Be Impervious to Climatic Conditions

CHICAGO, ILL., September 8.—A new organization, the A-Z Corp., was formed late in August, with headquarters at 1000 George street, to manufacture and market the A-Z speaker. The new product was developed by the Oro-Tone Co., prominent manufacturer of tone arms, reproducers and amplifying devices, and the speaker itself was referred to and described in previous issues of this publication.

The A-Z speaker contains neither a cone nor a horn, but a special unit is employed in its construction which is said to be new in design and the principles employed in stringed instruments have been appropriated for use in the speaker. The vibration delivering element works on the same principle as the strings of a musical instrument and the new speaker is

said to be impervious to weather or climatic conditions, an important consideration.

The external appearance of the speaker is very attractive, for it is of an upright, flat cylindrical shape, finished in walnut, with a gold cloth background behind the carved grille, which is also finished in walnut. The new A-Z speaker, which is making its initial bow to the trade in this issue of The Talking Machine World, retails for \$30 and may be secured through distributors.

Crosley Sales Manager Makes West Coast Tour

Harry Sherwin, general sales manager of the Crosley Radio Corp., is engaged in an extensive tour of the West Coast territory, where he is making preparations for Crosley's Fall sales and advertising campaign. He will remain in this district for several weeks, visiting distributors in all of the important cities. His territory will include Salt Lake City, Los Angeles, San Francisco, Portland, Seattle and other cities.

Brach Mfg. Corp. Appoints Two New Representatives

Brower Murphy Co., of Atlanta, Ga., Succeeds A. S. Foster—Frank H. Le Preau Will Cover St. Louis Territory for Brach Co.

The Brower Murphy Co., Atlanta, Ga., has been appointed Southern representative for the L. S. Brach Mfg. Corp., Newark, N. J., manufacturer of radio antenna outfits, lightning arresters, etc. The Brower Murphy Co. will cover the territory formerly handled by A. S. Foster, who has resigned. Walter H. Dyer, former St. Louis representative, has also resigned and Frank H. Le Preau, of the Chicago office of the Brach organization, has been appointed to take his place.

William E. Smith, Portland, Ore., and James P. Herman, San Francisco, Cal., have recently been appointed Brach representatives in the Pacific Coast territory. The Brach line is gaining steadily in popularity throughout the country, according to reports.

Model 35 Desk
A wonderful combination of luxury and utility at a price. With Atwater Kent Receiver Model 35 and built-in Speaking Unit.
Advertised retail price **\$110.00**

Model E-30 Desk
The ultimate in musical instruments. This unique cabinet incorporates Atwater Kent Model 30 Receiver and Model E Speaker. Retailing at nationally advertised retail price **\$140.00**

Model 33 Desk
This design is similar to Model 35, except that it incorporates the chassis of an Atwater Kent Model 30 Receiver.
Advertised retail price **\$120.00**

RED LION CABINET CO.
MAKERS OF RADIO CABINETS
RED LION, PA.

George Weston
Terrill—F. E. Bail
—R. G. H.
—Joseph Hergeshimer
—Richard Conner
—Lucy Stone

During 1926 Atwater Kent Dealers sold many thousands of Red Lion Cabinets with little effort and much profit. And this without a line of advertising. This season Red Lion Cabinets will have back of them the strongest kind of national magazine and newspaper publicity.
The beautiful, highly practical and attractively priced Desk Type Cabinet is made only by Red Lion and sold only with Atwater Kent Radios. It will pay you to feature Red Lions.

RED LION CABINET COMPANY, Red Lion, Pa.

Red Lion Cabinets

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the seventy-first 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.]

Remarkable Recordings

Within the last few days I have had the very great pleasure of listening—critically—to some electrically recorded music so beautifully rendered as to make me wonder how much farther along the road to absolute perfection we need to look before counting ourselves to have arrived. Electrical recording has decidedly become so remarkable, if not almost incredible, an achievement already that it is hard to understand how any one among the phonograph merchants can resist the infection of an irresistible selling enthusiasm, carrying sales and prosperity with it in ever-increasing volume.

"Fin de Siècle"

Two symphonies are included in the music to which I refer, one of them being the Pathétique of Tschaikowski and one the "New World" of Dvorak. Now the Tschaikowski symphony is one of those things which within a few years of its first hearing is definitely and permanently "dated." Of all the music written or conceived during the last few years of the nineteenth century none approaches this, in my opinion, for its wholly faithful rendering of that pessimistic, faintly rebellious, world-weary mood which so deeply touched the intellectual conscience of that day, and which showed itself otherwise in the art of Aubrey Beardsley, the "decadent" literature of the Yellow Book, the early plays of Shaw, the novels of Hardy and the pictures of Whistler.

The New Experience

Yet it must be confessed that the new electrical recording of this symphony, brought out within the last month or so by the Victor Talking Machine Co., came as something not far from a revelation. Perhaps it was that, after the old style recordings, the new one struck home unexpectedly deep, by reason of its power, its fidelity to the original, and the opportunity one had of studying, now for the first time both leisurely and satisfactorily, the internal structure of the work and the masterly skill of the man who put it together. And if one who has heard every great orchestra in the country play it during twenty-five years, under the baton of almost every famous conductor who has appeared in the United States during that time, can now find himself at this late day thrilled by a phonographic reproduc-

tion, then plainly there must be something very big in it after all.

And from the commercial standpoint it is only necessary to say that the great uneducated public, that great mass of music lovers who freely admit that they "know nothing about music" and who often indeed are silly enough to think that thereby they are disqualified from enjoying the great works of musical expression, has always been in love with Tschaikowski's Pathétique Symphony, from the day of its first performance. Whether the mystery of its composer's sudden death within a couple of weeks of the first performance in 1893 has had anything to do with the universal interest on the part of the general public may be hard to say, but the fact remains. And let me say to merchants that anyone who cannot sell these records had better go into some other line of business.

Iowa-Bohemia

Dvorak's New World Symphony is known to millions through the haunting beauty of its second movement, the celebrated "Largo," and among the hundreds of thousands who go each year to the forty or more symphony orchestra seasons steadily running throughout the country the whole work has an appeal which compels conductors, sometimes perhaps against their will, to bring it back season after season. As everyone knows, Dvorak wrote it, in this country, at a little Bohemian settlement in Iowa, where he stayed during a Summer vacation after a strenuous season as head of the National Conservatory of New York, to which he had been called from Prague by the ambitious and energetic Mrs. Thurber. Dvorak wrote it to give expression to his appreciation of the negro melodies which a talented American negro musician had interpreted to him. This was in 1891. He was wrong in supposing that an American national music would have to come from negro sources, and his symphony, for all its plantation-melody themes, is just as much Bohemia, Prague and Antonin Dvorak as any other of his works. So, too, are his so-called "American" string quartets. Nevertheless, he gave us in the "New World" lovely music and a wonderfully peppy piece of symphonic skill. No wonder it is liked by the American people, for it has force, punch, driving power galore, and withal is always clear as crystal, perfectly intelligible and extremely easy to follow.

In the Victor electric recordings I heard the other day the symphony comes back with all the authority, the power and the fidelity of a true orchestral performance. It has been beautifully done and I earnestly beg every

seller of Victor records to get it, listen to it and let his intelligent customers know what a treat he has for them. It would be nothing short of an outrage to allow the great house which produces work of this caliber to find itself compelled to admit that the merchants will not support even the most ambitious and carefully planned attempt to enlist the support of the thousands of music lovers who are just waiting for food of this kind.

Work of the N. G. S.

And before leaving this subject I should like to tell my readers something about some work of a less spectacular but equally artistic kind being done by that remarkable British group, the National Gramophonic Society. This organization of music lovers, banded together to record and produce for distribution, among themselves and to others who think with them on the matters, music which otherwise would not be obtainable in record form, has been putting through a program of achievements which can only be called extraordinary. It has recently published the clarinet quintet of Mozart, the other clarinet quintet by Brahms, the horn trio of Brahms, Dvorak's quintet for piano and strings and Arnold Bax's quintet for oboe and strings, to name just a few exploits. It has been my joy to share in these outgivings for the last two years and I can only say that I wish to heaven the phonograph merchants would show the manufacturers enough encouragement to bring about the American production of some of these wonderful things. Not that we could much improve on the N. G. S. productions from the musical standpoint, but think what it would mean from the merchandising point of view.

Day-Fan Electric Co. Secures an RCA License

A license agreement has been entered into between the Day-Fan Electric Co., Dayton, O., manufacturers of Day-Fan radio, and the Radio Corp. of America, whereby the former is licensed to manufacture under the patents owned or controlled by the Radio Corp. and associated companies.

R. Kanarek Passed Away

Rudolph Kanarek, formerly well known in Eastern talking machine circles, founder of the Independent German-American Talking Machine Co., later known as the Independent Talking Machine Co., died last month.



Values for the Phonograph Buyer AMPLIPHONIC New Type Phonographs

Remarkable for tone and volume

Up to the Minute Equipment

Cast Iron Horn
Heineman 77 Motor

Automatic Stop
Ultra Reproducers

Write for Our Complete Catalogue

CHARMAPHONE CO.

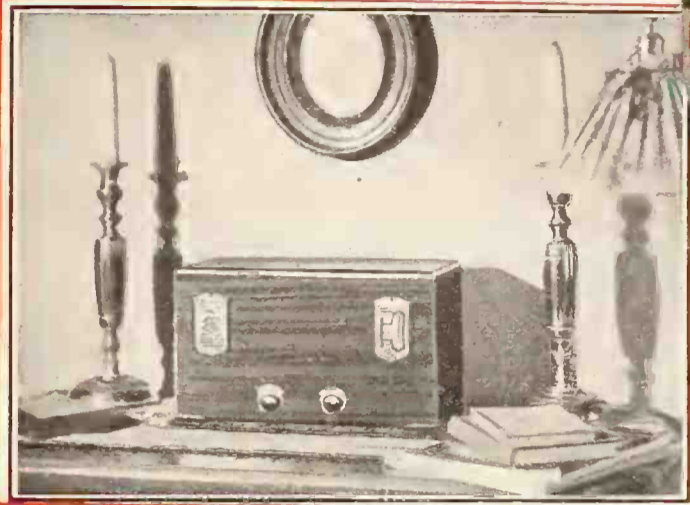
Manufacturing Since 1914

Pulaski

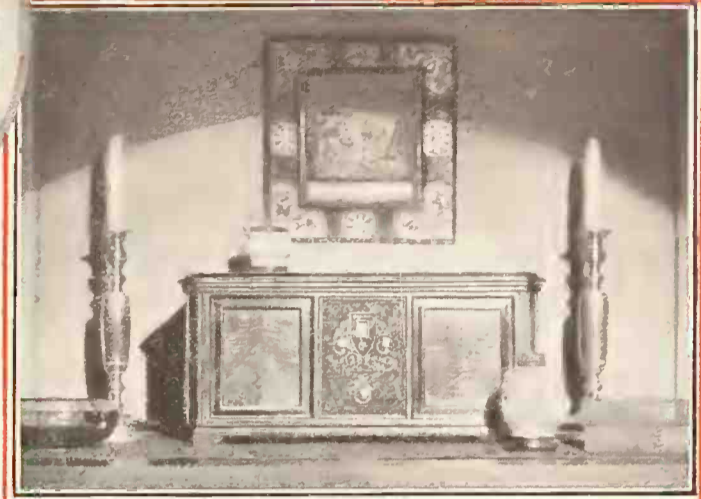
New York



BOSCH RADIO



Model 46—"Little Six," six tube, Single Station Selector, Table Type, vibration proof aluminum chassis . . . \$68.50



Model 87—Seven tube, Single Station Selector, Table Type, loop operated, wired for battery or socket power . . . \$195

Two new models have been added to the group of Bosch Radio Receivers—they are receivers you can sell at popular prices making Bosch Radio the desirable radio line of the season.

The Model 46 is a compact six-tube receiver but 16" long, with electrically lighted single tuning dial. It has the famous Bosch tonal quality. It lists at \$68.50.

The Model 87 is a seven-tube table model of unusual beauty with which an outside antenna or loop is not necessary. Single electrically lighted dial, armored and shielded with great power and Bosch tonal quality, the Model 87 lists at \$195.00.

All the new Bosch Receivers are "transportation proof," allowing deliveries to customers with the original factory settings—life-like reception, far-reaching, satisfactory—without adjustment.

The Bosch Radio line is complete—four six-tube models, two seven-tube models—"A" power unit—"B" power unit—two loud speakers and phonographic pickup.

For dealers who are in business to stay we have something of interest—a dealer and merchandising policy that is fair and fully supported. Wire us in confidence about yourself, business standing, financial strength, and we will explain our plans.

American Bosch Magneto Corp.

Main Office and Works: 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 tube, Single Station Selector, Cabinet Type, wired for battery or socket power. With built-in speaker, \$195

Without built-in speaker, \$175

Model 57—Seven tube, Single Station Selector, Cabinet Type, concealed loop, built-in reproducer, wired for battery or socket power operation . . . \$340



Model 66—Six tube Single Station Selector Table Type, wired for battery or socket power operation . . . \$99.50



All these Bosch Radio Models—ready for Bosch Socket Power Units—the Nobattery "A" and Nobattery "B"—both totaling . . . \$100.00

“Beauty That Charms the Eye as Well as the Ear” Is Splitdorf Ad Slogan

Splitdorf Radio Corp. Features the Eye-Beauty of Its Products and Is Designing Its Entire Advertising Consumer Appeal on This Basis—Robert W. Porter Tells Why

During the past year or so there has been a change, and it might be remarked, a change for the better, in the methods of presenting radio to the public. The entire industry and trade are departing from the custom of advertising and speaking and describing radio as a machine and instead are placing it before the eyes of the public as an instrument that entertains—a welcome and practically necessary adjunct to home life—and an instrument that at the present time can be procured in furniture that equals any other article of home furnishings in beauty of design. Too often in the past was the chief charm and appeal of radio—its vast entertainment possibilities and eye-appeal—subordinated to a technical or semi-technical jargon that was uninteresting to the average citizen. Fortunately, that day is passing and manufacturers and dealers are presenting the instrument in a new light.

An interesting example of the new trend in advertising radio is that of the Splitdorf Radio Corp. of Newark, N. J., which is featuring the beauty of its receivers and is designing its entire advertising consumer appeal on this one quality. Robert W. Porter, vice-president of the Splitdorf organization, relates in interesting fashion the reasons for the policy which the company is pursuing. He says, in part:

“In the early days of radio the cabinet was the kitchen table or a simple panel of board and, later, bakelite. Then they commenced to box up the apparatus. And what unsightly objects were some of these boxes! Of course, there was a gradual improvement in cabinet design and when women commenced to take an interest in radio the console entered. It is not my purpose to go into great detail on

this, but merely to lead by easy stages to the fact that even up to this day it has been the



that charms the eye as well as the ear

A NEW IDEA IN RADIO— Splitdorf receivers are housed in cabinets of authentic and enduring beauty. They have been styled after celebrated Museum pieces, and will enhance any home.

The Lorenzo offers the utmost in faithful and powerful

reproduction, in an Italian credenza of superlative beauty. It is massive in design, yet its tapered sides permit its use in restricted space.

Let your dealer install this wonderful and beautiful instrument in your home.

Other Models—\$45 to \$500.



How Splitdorf Sells Radio Beauty

universal practice to enclose the apparatus in a cabinet rather than house it. In the years

since broadcasting was first flashed to the world the apparatus as represented by the mechanical features has been the theme of all radio advertising, supplemented by the result-getting quality as covered in the general term of performance. Distance became a byword and the advertising public will admit that there has been a plethora of such expressions as selectivity, sensitivity, quality of tone and so on, ad infinitum. Out of all of which, in our judgment, the reference to the musical qualities of a receiver is all that need be stressed of the heritage handed down to us. Now we come to the milk in the cocoanut—the production of radio in an entirely new fashion.

“Taking the finest examples of furniture as inspirations for the creation of radio cabinets, the radio furniture was built first and then the receiver produced so as to be completely adapted to these beautiful new cabinet designs.

“We have adopted as a slogan: ‘Beauty that charms the eye as well as the ear.’ In particular, the Splitdorf newspaper campaign, examples of the copy for which are reproduced herewith, tells a story new to radio. As I have already said, it is not new to the public, for beauty is in public demand and every eye is receptive to advertising featuring beauty. Even in our trade publication copy we have played up beauty as the new note in radio.

“But it is in the newspaper and general magazine campaign that Splitdorf emphasizes beauty, without cessation. Every advertisement in the newspaper campaign carries the headline, ‘Beauty in Radio.’”

Crosley Line Shown at Fair

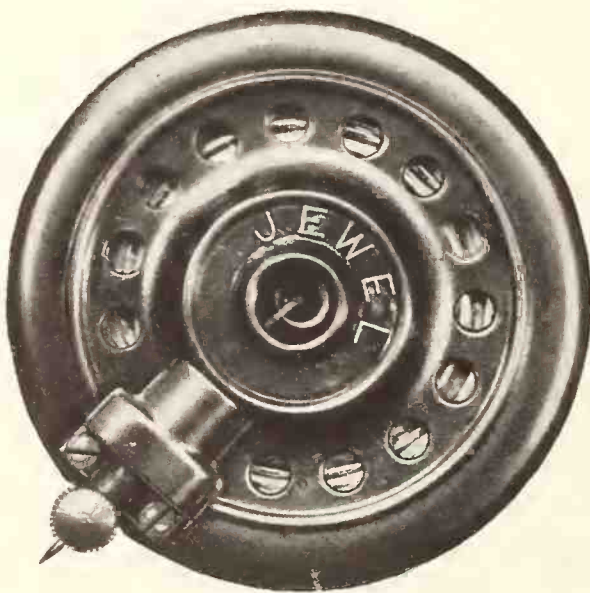
WHITE RIVER JUNCTION, VT., September 6.—A complete display of the Crosley radio line, conducted by Stern & Co., Inc., of Hartford, Conn., attracted much attention from the 250,000 (approximate) visitors to the Granite State Fair, held here recently.



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.



PERRYMAN RADIO TUBES

*Any one of these
four reasons
is sufficient!*

- 1**—No tubes made by anybody, anywhere, deliver better performance than Perryman Tubes. You can prove this yourself.
- 2**—All your competitors do not have Perryman Tubes. You control sales, repeat business and good will.
- 3**—Perryman Tubes cost you less than other tubes of equal merit and you do not have to cut the price to sell them.
- 4**—You have no replacement worries. We guarantee that your customer gets immediate satisfaction at our expense, not at yours.

The Perryman Exhibit at the New York Show will be in Booth 5, Section DD.

Write for complete information on new Perryman AC Tubes, volume discounts and dealer cooperation

PERRYMAN ELECTRIC COMPANY, Inc.

33 West 60th St., New York



PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose



Atwater Kent Dealers in Every Section of Country Attend Annual Sales Meetings

New Models Demonstrated, Sales and Advertising Policies for Coming Season Discussed at Gatherings Held Under Auspices of Distributors—Atwater Kent Representatives Attend

During the past few months, in practically every section of the country, Atwater Kent dealers have gathered to inspect the new models of the Atwater Kent line and to discuss sales and advertising policies for the coming season. Representatives of the Atwater Kent Mfg. Co. and of the various cabinet companies co-operated with the distributors in arranging the programs of the meetings, so that the conferences resulted in a maximum of benefit to the dealers. In every instance representatives of the Atwater Kent organization attended the meetings to demonstrate the new receivers and point out the dominant selling features, so that the conventions had the aspect of salesmanship courses.

Among the recent Atwater Kent gatherings which have not as yet been reported in the columns of The Talking Machine World were: Binghamton, N. Y., meeting sponsored by the Elliott Engineering Co., at the Kalurah Country Club, attended by more than 200 dealers; about 100 dealers attended the meeting held by the Straus-Frank Co., at the Rice Hotel, Houston, Tex.; the annual meeting of Atwater Kent dealers of Tennessee was held at Knoxville Tenn., under the sponsorship of C. M. McClung & Co., and was attended by approximately 200; the Braid Electric Co., of Nashville, Tenn., held its third annual Atwater Kent dealers' meeting at the Andrew Jackson Hotel and more than 300 dealers attended.

The Goodin Radio Corp. gathered its dealers together for the annual presentation of

new merchandise and discussion of sales and advertising policies at the Lassen Hotel, Wichita, Kan.; more than 250 dealers from Colorado, Wyoming and New Mexico attended the annual meeting sponsored by the Radio Sales & Supply Co., at the Brown Palace, Denver, Col.; the D. T. Lansing Co., of Scranton, Pa., held its convention the latter part of last month and entertained the dealers at the Pennsylvania A. C., in Philadelphia; Texas dealers served by the Harrison Smith Co. met at the Baker Hotel, Dallas, Tex.; the Lewis T. Ganster Co., of Reading, Pa., recently entertained its dealers in annual convention, and on August 27 the Interstate Electric Co. held its annual dealer gathering at Elliott's Grove, Eureka Park, Louisiana.

The Oklahoma City, Okla., conclave held by the Harrison Smith Co., claimed to be the largest convention of radio dealers ever held in the South; the third annual convention held by the Williams Hardware Co. at the Waldo Hotel, Clarksburg, W. Va., where, in addition to the usual demonstrations and outlines of sales and advertising plans, Miss Mae B. Colombo spoke on "Radio in the Schools" and "Selling Radio to Women."

Another convention of West Virginia dealers was held at Wheeling, attracting the dealers from that territory and that section of Ohio bordering on the Ohio River. This meeting, which took place at the Wheeling Country Club, was sponsored by the Gee Electric Co. and had as its features talks by Percy Ware

and F. A. Delano, both of the merchandising section of the Atwater Kent organization.

Some 300 dealers from all sections of the State attended the Michigan Atwater Kent dealer convention, which was held in the new home of the Radio Distributing Co., Detroit, Mich. Beautiful displays of the products carried by the jobbing company were shown and attracted considerable attention from the visiting dealers. Among the lines shown were: Atwater Kent receiving sets and speakers, Pooley and Red Lion cabinets, Cunningham tubes, Eveready batteries, U. S. L. power equipment and storage batteries and Balkite power units. Interesting merchandising and advertising addresses were made by officials of the Radio Distributing Co. and the Atwater Kent Mfg. Co. The dealers were entertained at luncheon and dinner at the Statler Hotel.

Among other recent Atwater Kent conventions held were those under the auspices of the Johnstown Automobile Co., at the Susquehanna Country Club, Johnstown, Pa.; the B. W. Smith Corp., at the Hotel Gibson, Cincinnati, O.; the Sunset Electric Co., at the Multnomah Hotel, Portland, Ore.; Asheville Battery Co., at Asheville, N. C., and H. A. McRae & Co., at Troy, N. Y.

The Morely Murphy Co. gathered its Atwater Kent dealers in convention at the Beaumont Hotel, Green Bay, Wis., where representatives of the Atwater Kent Mfg. Co., Pooley Co., Red Lion Cabinet Co., and various accessory makers gave interesting talks and explained new models. The convention closed with a banquet and theatre party. The Milwaukee Athletic Club housed the convention sponsored by the Radio Specialty Co., of Milwaukee, Wis. Approximately 300 dealers attended and, following a day of business sessions, a banquet with an enjoyable musical program closed the meeting. The program was broadcast over station WMAQ. The Elks Club, Dubuque, Ia., was the scene of the Midwest Timmermann Co., Atwater Kent dealer convention, and this gathering followed closely the routine of those described above. In the evening a banquet was served at a noted local country inn.

At each of these gatherings prepared programs, which included merchandising, sales and advertising discussions, were listened to attentively by the assembled dealers and in every instance the evenings were devoted to a get-together or some form of entertainment to balance the day. Officials of the Atwater Kent Mfg. Co. state that the series of meetings this Summer have been by far the most successful ever held.

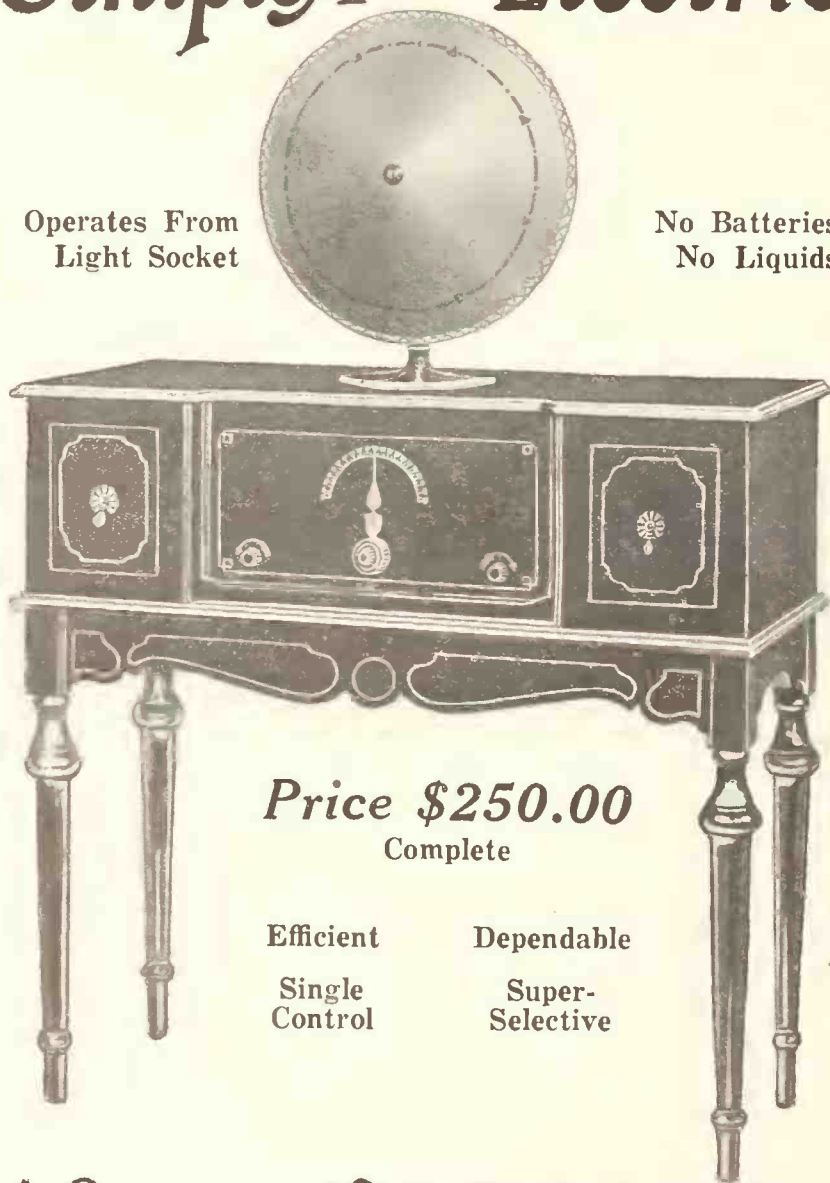
F. A. D. Andrea Comments on Growth of His Business

Making haste slowly is the most important of all factors in building up a successful radio manufacturing business, in the opinion of Frank A. D. Andrea, president of F. A. D. Andrea, Inc., manufacturer of Fada radio, who recently commented upon the growth of the Fada business from a small storeroom to a modern plant whose manufacturing division alone occupies several acres of floor space.

"The courage to make haste slowly has done more than any other one thing to build and maintain Fada leadership," said Mr. Andrea. "We have built and always will build on the solid rock of value to the buyer. I believe that the radio laboratory is the heart of the radio factory, and in this end of our business we have provided every facility for our engineers to gauge the minutest variations in the intricacies of apparatus and the means for constant study."

Alterations have been completed in the store of the Holzem Music Co., Third street, Benton, Wis., adding greatly to its attractiveness. Several new record demonstration booths and talking machine display rooms have been added.

Simplex Electric



Operates From Light Socket

No Batteries No Liquids

Price \$250.00 Complete

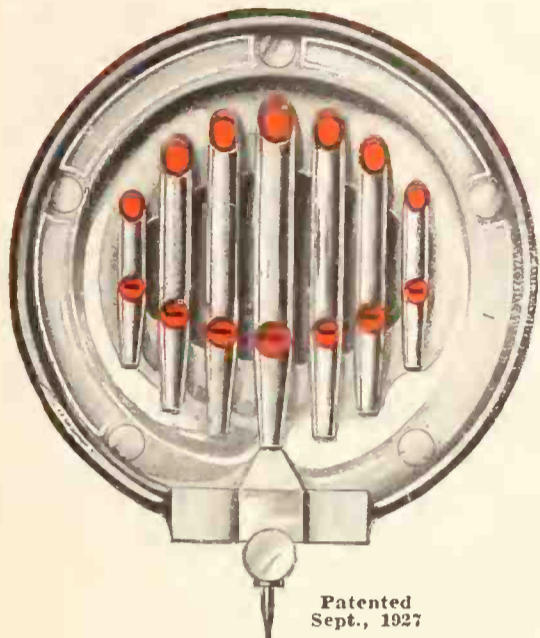
Efficient	Dependable
Single Control	Super-Selective

A Sensational New Radio Instrument

Manufactured by

THE SIMPLEX RADIO COMPANY, Sandusky, O.

NOW, SIR, HAVE YOU HEARD THIS WONDER INSTRUMENT?



Patented Sept., 1927

King of Reproducers

The Organ-Tone

IDEAL—For standard equipment on new machines!

INCOMPARABLE—For replacement on used machines!

Unique
REPRODUCTION
COMPANY

32 Union Sq.
New York, N.Y.

N.B.—The United States Patent Office has granted us a Patent on this reproducer. All and any infringements will be prosecuted to the full extent of the law.

California Victor and Northwestern Victor to Distribute on Pacific Coast

Two Companies Formed to Cover This Territory With Dropping of Wholesaling by Sherman, Clay & Co.—Latter Concern to Be Retail Exclusively

SAN FRANCISCO, CAL., September 6.—Not till last week was any announcement forthcoming regarding changes in the Victor distribution on the Pacific Coast. For years past, Sherman, Clay & Co. has acted as Victor wholesale distributor and has also been an exclusive Victor dealer in its retail stores. Some months ago it was rumored in the trade that the big music house was anxious to confine its Victor operations to retail. Recently the rumors have grown more persistent and August 30 Sherman, Clay & Co. issued the following statement:

"Approximately ten years ago we realized that the trend of modern merchandising was through the operation of chain stores, particularly if we wanted to be aggressive and outstanding figures in the retail field. With this object in view, we started opening branches as rapidly as our capital and the securing of right men to manage them would permit.

"We soon found that we were covering the territory in which we operated so aggressively that our retail stores were in competition with our wholesale talking machine departments. We have felt for several years that it was not good business policy to operate both wholesale and retail if we adopted this aggressive retail policy. We have, therefore, decided to withdraw practically from the jobbing of talking machines and radio and confine our activities to a more intensive retail campaign. Therefore, we will gradually withdraw from this field and by January 1, 1928, will be no longer jobbing talking machines or radios. With this object in view, we have been negotiating with the Victor Talking Machine Co. and finally have prevailed upon them to take over our wholesale

depots and establish wholesale companies of its own.

"This arrangement is for the benefit of all concerned inasmuch as it leaves our hands free for more aggressive retail activities and gives the opportunity to serve the talking machine dealers on the Pacific Coast in a manner that would prevent any friction with the jobbers' retail activities."

Representatives of the Victor Talking Machine Co., who, in the most amicable spirit, have been conferring with Sherman, Clay & Co. regarding the new wholesale distribution, pointed out that:

Distribution will be entirely wholesale and by two companies. The California Victor Distributing Co. will have its headquarters at 536 Mission street and in Los Angeles at Tenth and Santee streets. Otto L. May, who has been district manager for the Victor Talking Machine Co. here, will be president of the new company. R. M. Bird, who has been Mr. May's assistant, will be sales manager for the San Francisco district and J. M. Spain, formerly with the Victor Co. in the Northwest, will be sales manager of the Los Angeles district. J. E. Skerten will be with the new company. The employees as far as possible will be the employees who have been with Sherman, Clay & Co. in their wholesale Victor distribution.

Wholesale Victor distribution in the Pacific Northwest will be effected through a new company, the Northwestern Victor Distributing Co. The president will be C. B. Gilbert, formerly district manager for the Victor Co. in Philadelphia. The sales manager will be T. T. Evans, who has been for twenty-five years with the

Victor Co. Headquarters in the Northwest will be at the former Sherman, Clay & Co. wholesale Victor distributing headquarters in Portland and Seattle, just as the local headquarters are still in the Sherman, Clay & Co.'s former distributing headquarters in California. It was emphasized that distribution will be wholesale.

Leading Power Unit Makers Obtain Dubilier Licenses

The Dubilier Condenser Corp., New York City, has recently addressed a notice to the trade that battery eliminators, power amplifiers and power-operated sets now being offered for sale embody the application of one or more of the following United States patents controlled by them: 1,455,141 May 15, 1923; 1,606,212 Nov. 9, 1926, and 1,635,117 July 5, 1927. It is announced that licenses under these patents have already been taken out by the Willard Storage Battery Co., Fansteel Products Co. (Balkite), Philadelphia Storage Battery Co. (Philco), Grigsby-Grunow-Hinds Co. (Majestic), Argus Radio Corp., J. S. Timmons, Inc., U. S. Government and Federal-Brandes, Inc. The notice further warns that infringers will be prosecuted.

Clark Display at State Fair

SYRACUSE, N. Y., September 6.—The Clark Music Co., of this city, had an attractive exhibit at the New York State Fair held here during the week of August 29, featuring the various products carried by the store and featuring the Brunswick Panatrope. Several novel methods of attracting the visitors' attention to the display proved most successful.

A new radio store, "Smith's," featuring the Atwater Kent line, has been opened in Washington, D. C.

NOW SEE

The new "SUPERIOR" line



MODEL 1001-DH

Metropolitan Distributors

Stevens
Speakers

These illustrations show only two of the fifteen models of our line, all of which embody some of the most unique methods of construction and truly exemplify the finest in Radio Cabinet Design. Our increased manufacturing facilities enable us to make prompt deliveries.

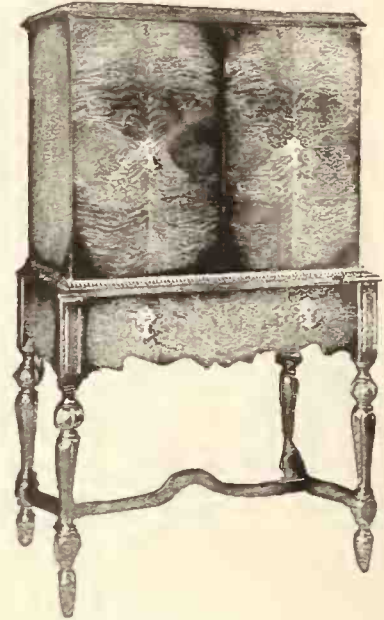
See our exhibit at the
RADIO WORLD'S FAIR
Madison Square Garden
New York City
Sept. 19-24th inclusive

SPACE 15-SECTION DD

SUPERIOR CABINET
CORPORATION

206 Broadway

New York City



MODEL 901-WP

Metropolitan Distributors

MARTI-ELECTRIC
POWER RADIO

William J. Haussler Again Heads National Wholesale Talking Machine & Radio Assn.

C. Bruno & Son Official Re-elected President at Recent Meeting—Other Officers Include George C. Beckwith, F. W. Davidson and Harry G. Koerber—Discuss Promotion Plans

William J. Haussler, of C. Bruno & Son, was re-elected president of the National Wholesale Talking Machine and Radio Association at its



W. J. Haussler

recent annual meeting at the Hotel Ritz Carlton, Philadelphia, Pa., and other officers were re-elected as follows: George C. Beckwith, of the George E. Beckwith Co., Minneapolis, vice-president; F. W. Davidson, of the Perry B. Whitsit Co., Columbus, O., secretary, and Harry G. Koerber, of the Koerber-Brenner Co., St. Louis, treasurer. The board of directors includes the officers and French Nestor, of

the French Nestor Co., Jacksonville, Fla.; J. Newcomb Blackman, of the Blackman Distributing Co., New York; Joseph C. Rousch, Standard Talking Machine Co., Pittsburgh; Lester Burchfield, Sanger Bros., Dallas, Tex., and John Elliott Clark, of the John Elliott Clark Co., Salt Lake City.

About forty wholesalers were represented at the meeting, which brought forth a spirited discussion of the ways and means of promoting an intelligent and consistent selling program that will present the talking machine and radio to the public in an aggressive way during the coming year. The objects of the Association were explained in talks by the officers, including the increase of public information, interchange of ideas, development of industrial art, elimination of unfair trade practices, and the promotion of friendly relations among those engaged in the trade.

The meeting followed a two-day visit to the Victor plant at Camden, N. J., where the new line of Victor products was inspected. The enthusiasm of the wholesalers for this new merchandise was best reflected in the following statement by Mr. Haussler:

"This new line of Victor merchandise will shortly amaze the retail trade and the general public in the extent to which Victor craftsmanship has advanced the development of its new models. In cabinet work, in character of construction, in furniture value, and in originality of mechanical improvements these models will give a new conception of master craftsmanship and will establish a new standard for the future. Much as the Victor Co. has accomplished in this way in the past, they have not only outdone themselves, but they have established a

criterion for the entire woodworking industry.

"Likewise the mechanical equipment of the products has been brought to a state of perfection almost impossible to imagine. It can truly be said the jobbers and dealers are to be congratulated in participating in the promotion of such superior products. The results that have been attained by the company in placing these models on the market reflect great credit upon the enterprising and progressive management of this organization.

"I was greatly impressed by the whole-hearted attitude of co-operation shown by the members of the Association and predict that as a result a period of great prosperity is in store for the entire industry."

Brach Mfg. Corp. Features Aerial Combination Outfits

Twenty-five aerial combination outfits are being featured by the L. S. Brach Mfg. Corp., Newark, N. J. The outfits are attractively packed and are designed to present the greatest sales value and eye appeal to the prospective customer, the theory being that purchases of combination outfits complete are easier for the buyer than would be the case if the articles were all purchased separately, increasing the unit of sale.

Home From Trip Abroad

D. S. Spector, general manager of the merchandising division of Federal-Brandes, Inc., maker of Kolster radio, has returned to his desk at the executive offices of the company in Newark, N. J., after a six weeks' tour of Europe for the purpose of studying radio conditions across the Atlantic. Mr. Spector is planning a two months' trip in the United States late in September, when he will call on all Kolster distributors and make a survey of the American radio market.

THE RIGHT TUBE for the RIGHT SOCKET



Means you render

**A Better
Tube Service**
—at a richer margin
of PROFIT

Sonatron offers dealers the selling leverage of the World's Largest Radio Tube Line—plus a substantially greater profit margin. In addition, Sonatron's policy of progress brings you the newest tubes, standard quality, a strong guarantee and consistent national advertising. Ask your jobber for the Sonatron proposition which gives you remarkable opportunities for volume business.

Among the newest Sonatrons are those advanced developments—the SH 85 No Filament Rectifying Tube... the new half-wave rectifying tube, type 281... The complete line includes Power Detectors and Amplifiers, Dry Cell, Rectifying and Hi-Mu Tubes... and the standard X-201-A



This Sonatron label identifies a tube line which has become an accepted standard with the radio public

SONATRON

SONATRON TUBE COMPANY

NEWARK, N. J.

108 West Lake St., CHICAGO

320 Lafayette Building, DETROIT

16 Hudson St., NEW YORK CITY

WINDSOR, ONT., CAN.



Five Nationally Known Radio Manufacturers Merge to Form United States Electric Co.

Merging Companies Are Apex Electric Mfg. Co., Chicago; Sentinel Mfg. Co., Chicago; Indiana Electric Mfg. Co., Marion, Ind.; Slagle Radio Co., Fort Wayne, Ind., and Workrite Mfg. Co.

After more than ten days' continuous conference at the Commodore Hotel, participated in by the executives of five nationally known



United States Electric Corp. Officials

Left to Right: Carl D. Boyd, first vice-president, vice-president of Apex Electric Mfg. Co.; P. K. Romey, secretary, vice-president of Slagle Radio Co., and Allen G. Messick, president.

radio manufacturers, announcement was made of the formation of the United States Electric Co., a merger of the Apex Electric Mfg. Co. and the Sentinel Mfg. Co., both of Chicago; the Indiana Electric Mfg. Co., of Marion, Ind.; Slagle Radio Co., of Fort Wayne, Ind., and the Workrite Mfg. Co., of Cleveland, O.

The merger is accomplished by incorporation under the laws of Delaware, with 30,000 shares no par value common stock. The participation in the new company is based on a rigid appraisal and audit of each of the five individual companies, no allowances of any kind being made for good will, promotion or any intangible assets. It has further been accomplished without any public offering of stock. The aggregate assets of the corporation will be in excess of one million dollars.

The new corporation is licensed under all radio receiving set patents of the Radio Corporation of America (except Super Heterodyne patents), as well as the patents of the American Tel. & Tel., Westinghouse Electric & Mfg. Co., General Electric Co., Hazeltine Corp., Latour Corp. and Technidyne Corp.

The merger contemplates the immediate establishment of a central engineering laboratory, into which will be thrown the combined engineering personnel of the individual companies. With the possession by the individual concerns of some of the best radio engineers in the industry to-day, this will accomplish making available of the finest receiving set equipment possible, at a tremendous saving in the cost of research. This central laboratory, along with the main offices of the corporation, will be located in Chicago, Ill.

The individual companies in this group are already nationally known manufacturers of a diversified line of radio, electrical and automotive products, which will be continued by the new corporation, and largely because of the strategic location of the factories involved, it will have economical sources of production and distribution second to none. The work in bringing about this merger, which is believed by the heads of the companies involved to be the biggest single factor of the season in stabilizing the patent situation in the radio industry as a whole, has been pioneered by the following men and officers of the several companies:

Apex Electric Mfg. Co., Chicago, Ill.—O. G. Nelson, president; C. D. Boyd, vice-president; J. Prince, secretary.

Sentinel Mfg. Co., Chicago, Ill.—J. T. Beatty, president (chairman of the board, Inland Steel Co., Chicago); R. J. Beatty, vice-president.

Indiana Electric Mfg. Co., Marion, Ind.—

Arthur E. Case, president; Robert J. Spencer, Jr., treasurer, president of the Marion Inc. Wire Co.

Slagle Radio Co., Fort Wayne, Ind.—L. S. Slagle, president; P. K. Romey, vice-president; W. L. Swindler, secretary.

The Workrite Mfg. Co., Cleveland, O.—B. H. Meyer, president and treasurer.

The officers and directors of the new company are announced as follows:

Officers: Allen C. Messick, president; Carl D. Boyd, first vice-president; P. K. Romey, secretary; John Beatty, treasurer.

Directors: A. E. Case, V. H. Meyer, L. G. Slagle. The last three named are operating vice-presidents.

Pooley Co. Issues Catalog Showing Dealer Sales Aids

Variety of Prepared Dealer Newspaper Advertisements Included—Consumer Literature, Store Signs and Bridge Lamp Also Shown

PHILADELPHIA, PA., September 7.—The Pooley Co., of this city, has issued an attractive dealer help catalog. A wide variety of prepared advertisements for dealers' newspaper advertisements is shown, as well as halftone and line cuts of the various models. Dealer helps are also illustrated, such as consumer folders, photograph binders, store signs and the newest addition to the Pooley dealer helps, a bridge lamp, designed to add to the attractiveness of the Pooley cabinet display.

H. E. Kemp, who was connected with the Brunswick Boardwalk warerooms, Atlantic City, has been transferred to the Philadelphia office of the company.



Announcing the New Console Models—

Borkman Velvet Radio Speakers

THIS beautiful new Velvet Speaker, No. 25, which lists at \$70.00, will find instant favor with the discriminating radio enthusiast. It has a deep, full-throated tone, and the walnut case is indeed a thing of beauty. Equipped with a nine-foot air column horn and special, double-stylus, balanced diaphragm Borkman Velvet Unit.

We also announce the new No. 27 and 30 Model Console Speakers, with amply large set compartments.

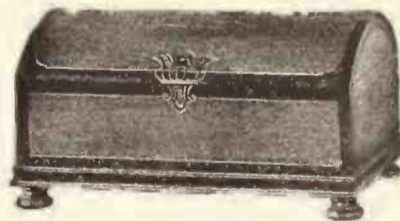
These will be available in the open and closed styles. The first showing will occur at the Radio World's Fair in New York and they will be shown later at the 6th Annual Chicago Radio Show. Be sure to see them.

Correspondence is invited regarding these new models and the other popular Velvet Speakers, some of which are illustrated below. Inquiries should be directed to the General Sales Office in Chicago.

Velvet Reg. U. S. Pat. Off. Radio Speakers

See them at
Radio World's Fair
New York
Space 9-FF

See them at
6th Annual Radio Show
Chicago
Space 1-T



No. 21 Jewel Case
List Price \$40.00



No. 9 Reflex Lantern
List Price \$12.50

Manufactured by
BORKMAN RADIO CORP.
Salt Lake City, Utah

GENERAL SALES OFFICE
230 East Ohio Street
CHICAGO



No. 18 Conform
List Price \$25.00

Money-Making Suggestions for Ambitious Merchants

Moving Van Men Can Supply the Dealer With Good Leads—Harlingen Music Store Broadcasts Columbia Record Releases—Good Photographs of Instruments Aid the Outside Salesman—Get in Touch With Families Returning From Country

There are a number of orthodox and recognized ways for building a prospect list of general character. Some dealers follow the society columns, check up on the elite directory and the telephone book; watch for engagement and wedding notices, look over income tax reports and then proceed to weed out from the names thus obtained those who are possessed of talking machines and radios, so that sales efforts may be concentrated on the remainder. Once in a while, however, there is developed an original system that has the merit of eliminating much rechecking and providing information that can be utilized at once by salesmen with some real promise of success. An instance along this line is cited regarding the activities of a young Italian-American, who insisted that he could sell talking machines, although he had no previous experience in the line, and was hired by a Brooklyn, N. Y., dealer on a commission and expense basis, that unless sales were made was all in the dealer's favor. It was not long before this young salesman began to turn in prospects and sales, and they were all good ones. He did not seem to do much canvassing work and the dealer puzzled for some time regarding the youngster's method for getting so much real information about families that were unsupplied with talking machines but were in a position to buy. The salesman kept his own counsel for a considerable time, but continued to make a surprisingly large number of sales, and his prospect list grew steadily. Finally he let the cat out of the bag. It seems that he had several brothers and friends who operated a number of moving vans and had prevailed upon them to give him a report on all movings where a talking machine was not included in the household equipment. In most cases he found out in addition to the name and address of a family the occupation and general standing of the head of the household, the number of children, and the type of home, as indicated by the quality of the furniture. The result was an ideal prospect list and he found that the idea of moving

into a new home made the family very susceptible to a sales talk regarding the desirability of installing a talking machine and records. This explained his volume of sales.

Broadcasts Releases

As has often been told here before, the dealer who can effect a tie-up with a radio broadcasting station to supply hours of music by



Harlingen Music Store

utilizing the talking machine and records and having ample publicity given to the records and his store name will secure beneficial results. The Harlingen Music Store, Harlingen, Tex., broadcasts all the latest releases of Columbia records from its own station and has built up a satisfactory volume of record sales. The accompanying illustration shows the store of this dealer with the towers of the broadcasting station in the rear.

Using Photographs in Selling

Outside selling of phonographs and radio receivers is carried on by different methods, the most prevalent being to load a truck with a variety of models and have the salesmen drive to whatever section he is canvassing and go from door to door seeking to interest the housewife in the instrument and, in many cases, offer-

ing to leave it for a home demonstration for a limited time. Other music houses, however, do not follow this practice for a number of reasons. In some cases it is because it makes the selling cost too high, and others, simply because they do not believe this method is in line with the dignity of the store and the merchandise carried. These dealers, to a great extent, when they employ outside salesmen, rely on the word-picture drawn by the canvasser, together with whatever help he can get from the catalogs supplied by the manufacturer which tell of new constructive features. Dealers employing this method might profit from the experience of a mid-Western dealer who supplies each outside man with good, clear photographs of each model, feeling that a photograph is better than a word picture and is the next thing to an actual sample. The dealer in question has secured very good results in sales and he states that the photographs help immensely.

Welcome Them Home

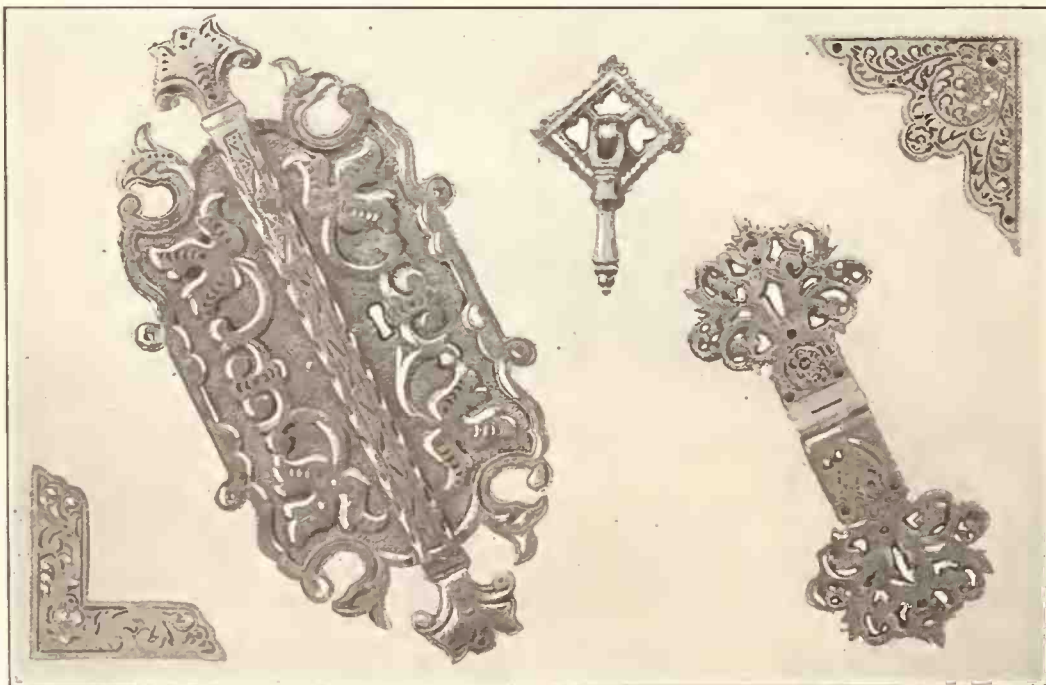
If the radio dealer has not already done so, it is time that he started to pay some attention to the families who have returned or are returning from the country and the seashore after an absence from home of from one to several months. During that time in most cases the family's receiving sets were put away in "mothballs," so to speak, and have not been in use. It would repay the dealer if he would write a few lines to all customers who have purchased radio receivers from him for a period of the past few years, offer to give a free inspection by his service department and see if the set is equipped to give the maximum amount of entertainment. The money which would be made in selling accessories would, in nine cases out of ten, repay for the time spent by the service man. If the dealer is disinclined to do this service on a "gratis" basis, inspection at a small fee might be offered set owners and in this manner the service man's time would be taken care of and the profit from accessory sales would be so much "velvet." At any rate, no matter what method the dealer takes, utilize the opportunity of welcoming back the holidayers. Bring your store and its products before their minds again. Tell them of the treats they will have in broadcast programs during the coming month. The program which will be broadcast from the Radio Industries Banquet in New York will draw the very cream of broadcasting talent and these artists will be heard over the largest network of stations ever hooked up. Then again, the interest in the heavyweight championship bout will be tremendous. Use these opportunities and give the owners a chance to have their sets in proper shape to enjoy them.

Bargain Counters

A visit to any department store will usually find the greatest number of shoppers in the bargain basement, provided, of course, that other departments are not running special sales. The human instinct to take advantage of a bargain attracts the crowds, and when the customers have made whatever purchase or purchases they need, a trip to the bargain basement is usually taken to see what can be picked up at a saving. This precedent should be enough to encourage radio dealers in starting a bargain counter, where sets taken in trade and parts and accessories which have been reduced in price for a "quick" sale can be displayed and customers passing might see some item which they can use and which they can buy at a saving of perhaps a few cents or maybe a few dollars. This plan eliminates to a great degree the accumulation of dead stock, and sometimes, in the case of parts which have proved to be slow movers, it is better to sell at cost rather than hold the merchandise indefinitely and take a loss on it.

The Collins Music Co., Muskegon, Mich., recently held the formal opening of its remodeled store, which gives it practically three times as much space for the display of its musical instrument stock.

FULL LINE of HARDWARE For Radios and Phonographs



H. A. GUDEN CO., Inc.

87 WALKER STREET

NEW YORK, N. Y.

STEWART-WARNER

Matched-Unit RADIO

Table Cabinet Model 525. Six tubes. Single dial vernier control. Cabinet of selected walnut veneer, richly finished. Price, \$80.00. West of Rockies, \$82.00

Stewart-Warner Reproducer Model 420. Extremely compact. Has new perfected unit. Finished in gold bronze. Price, \$17.50. West of Rockies, \$18.25.



De Luxe Console Model 710. Exquisite cabinet of solid walnut, and specially selected burled walnut veneer. Six tubes. Single dial control. Fully shielded. Price, \$255. West of Rockies, \$263.50.



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. West of Rockies, \$128.00.



Compact Console Model 520. Six tubes. Single dial vernier control. Selected walnut veneer cabinet with lustrous finish. Price, \$125.00. West of Rockies, \$130.00.



Stewart-Warner Tube Models 701-AX, 501-A, and 501-AX. Price, \$1.75.



Consider These Facts, Mr. Dealer

IF you hold the Stewart-Warner franchise, you are served by one Distributor only. This man handles the Stewart-Warner line exclusively. He has one paramount aim—to insure your success—for your success is his success. Your problems are his problems. You represent his sole asset in the radio business. To protect his own interests, he will give you the most earnest advice and help in the sale, installation and servicing of our line. He will guard you completely against "next-door" competition and price cutting. In view of these facts, is it surprising that Stewart-Warner Dealers—almost without exception—are showing a worth-while profit? These facts are worthy of your consideration. Further details may be obtained, without obligation, by mailing the coupon.

STEWART-WARNER
SPEEDOMETER
CORPORATION
Chicago, U. S. A.

Radio Sales Department: Please send me complete details of your proposition showing how I can make more money selling Stewart-Warner Radio. I understand this does not obligate me in the least.

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



Table Cabinet Model 300. For those who prefer three dials. Metal panel and sides. Walnut top. Five tubes. Price, \$50.00. West of Rockies, \$52.50.



Stewart-Warner Reproducer Model 425. Newly perfected unit insures wonderful reproduction of all tones. Finished in gold bronze. Price, \$25.00. West of Rockies, \$26.00.



Tapered Brass Entire Length
Ball Bearing Base

Write for Quotations

VITA-PHONIC
PRODUCTS CORP.
83 Greene St., New York.

Browning-Drake Markets Seven-Tube Radio Set

Prof. Glenn H. Browning and Dr. Frederick H. Drake Responsible for First Seven-Tube Set Produced by the Company

BRIGHTON, MASS., September 8.—After several years of intensive research by Prof. Glenn H. Browning and Dr. Frederick H. Drake, the



Browning-Drake Seven-Tube Set

laboratories of the Browning-Drake Corp., this city, have brought to commercial form a new conception of the Browning-Drake hook-up. The new receiver, known as 7-A, has seven tubes and is the first Browning-Drake to use more than five tubes. It is attractively cabined in two-tone mahogany or walnut, giving the consumer a choice of two finishes, an important sales point.

Wisconsin Dealers to Tie- up With Radio Banquet

Members of Wisconsin Radio Trade Association to Invite Public to Stores to Hear Broadcast of Radio Banquet Program

MILWAUKEE, WIS., September 8.—Member dealers of the Wisconsin Radio Trade Association will hold a "Be My Guest Night" on the evening of September 21, when the public will be invited to visit the salesrooms of their establishments and listen to the broadcast of the entertainment from the Fourth Annual Radio Industries Banquet at New York.

At the same time the dealers will show the 1927-1928 model receivers publicly for the first time, having one set in operation and tuned to one of the stations broadcasting the banquet features. Refreshments will be served and all arrangements have been made to make this first "radio party" one worth remembrance.

Dealers will also extend open house privileges on Thursday night, September 22, when the visitors will be able to hear the round-by-round reports of the Dempsey-Tunney contest at Chicago.

Another interesting announcement made by Michael Ert, president of the Wisconsin Radio Trade Association, is that television may be demonstrated before a Milwaukee audience for the first time during the show week.

Victor Color Spreads to Appear in Quality Group

"Nutcracker Suite" of Tschaiakowsky, Played by Stokowski and the Philadelphia Symphony Orchestra, Featured in First Ad

Starting this month the Victor Talking Machine Co. will be represented each month in the Quality Group of magazines with a double-page color spread. This famous group of magazines, which has a combined class circulation of more than 700,000 copies, includes Harper's, the Golden Book, Review of Reviews, Atlantic Monthly, Scribner's and World's Work.

The first advertisement features the "Nutcracker Suite" of Tschaiakowsky, played for Victor records by Leopold Stokowski and the Philadelphia Symphony Orchestra. The advertisement is beautifully illustrated, with a painting by Eduard Buk Ulreich, an interpretation of the "Danse Chinoise" of the "Nutcracker Suite." An enlarged reproduction of this illustration has been sent Victor dealers for window display purposes.

Edison Phonograph Distributing Co. Opens in Dallas

On August 1, 1927, the Edison Phonograph Distributing Co. opened up a new branch of the national organization at 500 Elm street, Dallas, Tex. Charles Rankin, for many years associated with the Texas-Oklahoma Phonograph Co., is in immediate charge of the Dallas branch, which forms, together with the New Orleans and Atlanta branches, the Southern General Division of the Edison Phonograph Distributing Co., under the supervising management of H. E. Porter, whose headquarters are at New Orleans.

Now Bremer-Tully Jobber

The Beckley-Ralston Co., Chicago, prominent automotive and radio distributing organization, has been named by the Bremer-Tully Mfg. Co., also of this city, as one of its distributors. The Beckley-Ralston Co. is one of the largest and most active distributors in the radio industry. In addition to the Chicago headquarters, branches are maintained in the cities of Detroit and Pittsburgh.

Bandbox Production Grows

CINCINNATI, O., September 8.—Information from John L. Limes, assistant sales manager of the Crosley Radio Corp., states that production of the Bandbox receiver model 601 has now reached two thousand sets a day, concrete indication of the demand.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for June and July—General Increase Over Year Previous

WASHINGTON, D. C., September 7.—In the summary of exports and imports of the commerce of the United States for the month of June, 1927, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during June, 1927, amount in value to \$58,263, as compared with \$54,118 worth which were imported during the same period of 1926. The six months' total ended June, 1927, showed importations valued at \$316,236; in the same period of 1926, \$216,405.

Talking machines to the number of 9,460 valued at \$376,617 were exported in June, 1927, as compared with 10,008 talking machines, valued at \$309,256, sent abroad in the same period of 1926. The six months' total showed that we exported 62,291 talking machines, valued at \$2,310,087, as against 47,482 talking machines, valued at \$1,438,998 in 1926.

The total exports of records and supplies for June, 1927, were valued at \$227,958, as compared with \$169,808 in June, 1926. The six months ending June, 1927, show records and accessories exported valued at \$1,364,786, as compared with \$1,050,200 in 1926.

The countries to which these machines were sent during June and their values were as follows: Europe, \$12,145; Canada, \$33,716; Central America, \$18,383; Mexico, \$44,364; Cuba, \$16,319; Argentina, \$33,402; Chile, \$15,301; Colombia, \$37,554; Peru, \$14,537; Other South America, \$52,479; China, Hong Kong and Kwantung, \$13,606; Philippine Islands, \$22,897; Australia, \$12,179; New Zealand, \$15,350; Other countries, \$34,385.

Plymouth Radio & Phono. Co. Adds to Directorate

PLYMOUTH, WIS., September 7.—Two new members were added to the board of directors of the Plymouth Radio & Phonograph Co. at the last meeting. They were H. A. Mayer, of Milwaukee and D. L. Sawyer. The complete list of officers and directors of the company is now as follows: President, W. H. Thommen; vice-president, H. W. Bolens, secretary-treasurer, Miss Jennie Dennett, and the directors, Mr. Mayer and Dr. G. W. Brickbauer.

The company is making preparations for the biggest year in its history, and is constantly improving its facilities. Products are now being sold directly to the jobber instead of to the manufacturer and production demands are constantly increasing.

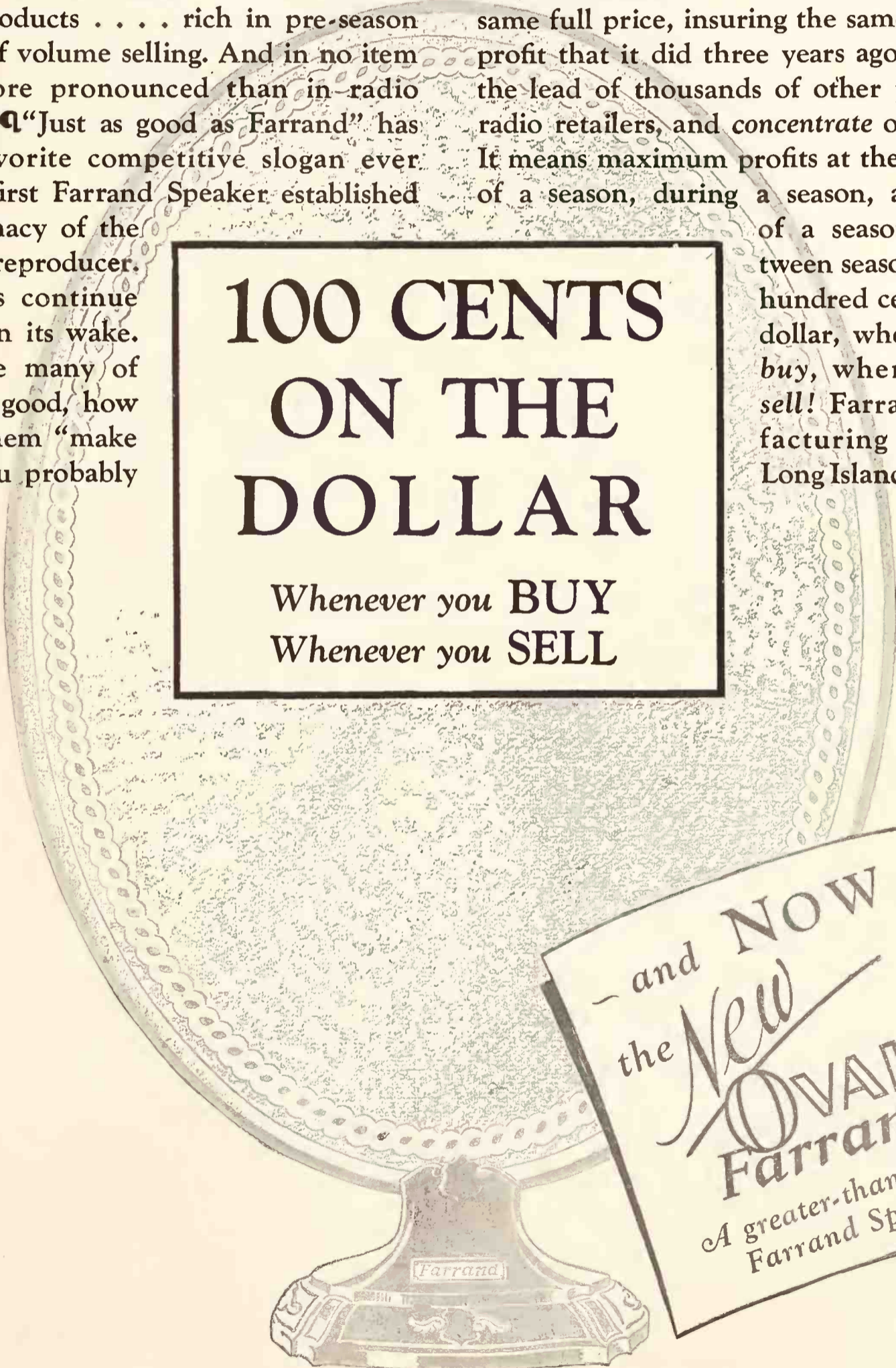
NO one knows better than you, Mr. Radio Merchant, where lie the *real* profits in retailing radio. No one need tell you what class of merchandise has contributed most to the success of *your* business. You know. You knew *last* season. Yet, may we ask, are you taking advantage of this invaluable knowledge? ¶ Once again a new radio season is on its way and once again the radio dealer is beset by the tempting, low prices of imitative, inferior products rich in pre-season promises of volume selling. And in no item is this more pronounced than in radio speakers. ¶ "Just as good as Farrand" has been a favorite competitive slogan ever since the first Farrand Speaker established the supremacy of the cone-type reproducer. Imitations continue to follow in its wake. And, while many of them *look* good, how many of them "make good"? You probably

don't have to look further than your own shelves for the answer. And of those remaining unsold, how many, if any, are still worth what you paid for them? Which, among them, has not suffered the ravages of ruthless price-cutting? ¶ Backed by an unswerving policy of dealer protection, the Farrand Speaker stands alone today, as it has from the very beginning not only in point of sales leadership, but also in price maintenance commanding the same full price, insuring the same full retail profit that it did three years ago. ¶ Follow the lead of thousands of other progressive radio retailers, and *concentrate* on Farrand. It means maximum profits at the beginning of a season, during a season, at the end of a season, and between seasons one hundred cents on the dollar, whenever you *buy*, whenever you *sell*! Farrand Manufacturing Co., Inc., Long Island City, N. Y.

**100 CENTS
ON THE
DOLLAR**

Whenever you **BUY**
Whenever you **SELL**

— and **NOW**
the *New*
OVAL
Farrand
A greater-than-ever
Farrand Speaker



We asked you



The Edison shown above is the beautiful Schubert model for small homes, price \$135. The Edison shown at the right is a larger model, for more commodious surroundings. It is known as The Beethoven and is priced at \$225. These two models are Mr. Edison's tribute to the centennials of two of the world's greatest composers.



to wait for it

*— it has certainly been
well worth your while*

ON the 50th anniversary of his invention of the phonograph Thomas A. Edison announces improvements so revolutionary that musical critics are amazed at their utter perfection.

The new instrument will be known as THE EDISONIC . . . ready for delivery in September, in two beautiful models to retail at \$135 and at \$225.

Newspapers, the world over, are telling the story of the Golden Jubilee of the phonograph. The music-loving public has been awaiting Thomas A. Edison's contribution to the great event. He now gives it to you . . . and, through you, to the world—THE EDISONIC, his culminating achievement in musical reproduction.

New, Astonishing Volume—With awe, music lovers will listen to the remarkable volume of this superb instrument. They will enjoy the voices of great singers Re-Created with the full beauty and power of the living performance. They will marvel at the thrill and throb of stirring dance orchestras . . . literally filling the room with vibrant, pulsing music.

New Tonal Grandeur—On THE EDISONIC, a piano is *really* a piano. Bass notes have the majestic beauty of distant thunder, while high notes thrill with the flute-like clarity of a nightingale's song. Judged by any standard, the performance of the new EDISONIC is superb.

No single feature is responsible for the astonishing performance of THE EDISONIC. You find it in the "Edisonic Reproducer"; in the newly developed long horn, with its deep, rich resonance; and you find it in the constantly improved Edison records which are the result of Mr. Edison's secret process of recording.



TRADE MARK
Thomas A. Edison

New Cabinets—Every EDISONIC which you will offer to your public will be encased in a gem of the cabinet-makers' craft . . . Mr. Edison's contribution to the centennials of two of the world's greatest composers . . .

The Schubert Edisonic, gracefully compact and eminently suited for small homes and apartments, in two-tone English Brown Mahogany, at the

astonishingly low price of \$135 . . .

The Beethoven Edisonic, for more commodious homes. Never has there been a more beautiful instrument. Also in two-tone English Brown Mahogany with paneling of African crotch mahogany, to retail at \$225.

New Discounts—If your jobber hasn't already informed you regarding new Edisonic discounts, he has a most interesting story for those aggressive merchants whose vision enables them to see the Golden Opportunity for *them* in Thomas A. Edison's Golden Jubilee achievement. Some one in your locality will get the new EDISONIC profits. Will it be you? Write today, to your jobber, for complete information.

Address the Distributor Nearest You

Edison Phonograph Distributing Co., Orange, N. J.; 3130 S. Michigan Ave., Chicago; 128 Chartres St., New Orleans; 1267 Mission St., San Francisco; St. Thomas, Ont., Canada; W. A. Myers, 761 W. Edwin St., Williamsport, Pa.; B. W. Smith, Inc., 2019 Euclid Ave., Cleveland, Ohio; Proudfit Sporting Goods Co., 2327 Grant Ave., Ogden, Utah; Girard Phonograph Co., Broad and Wallace Sts., Philadelphia; C. B. Haynes Co., Inc., 19 W. Broad St., Richmond, Va.; Silverstone Music Co., 1114 Olive St., St. Louis, Mo.

THE Edisonic

TYPIFYING A HALF CENTURY OF PHONOGRAPHIC DEVELOPMENT

Introduce Thermiodyne Remote Control Tuning Unit

Enables Operator to Control Set From Room Other Than That in Which Receiver Is Installed—Easily Attached to Single-Dial Set

The new Thermiodyne Remote Control radio tuning unit, said to be the first device ever invented for the control of radio reception and set operation at a distance from the set, was recently demonstrated at the New York offices of the Algonquin Electric Co., New York, manufacturer of the new Thermiodyne radio receiver and Algonquin cone speaker.

The Remote Control unit enables the set owner to install his set wherever most convenient and control it from any other room in the house. It is said to furnish great flexibility of control and is designed to eliminate the necessity of tuning the receiver by hand. The unit is available in two forms, mechanical and electrical. Both forms of the device are easily attached to any single-dial receiver with a removable dial by removing the dial and attaching the unit to the shaft by means of the adapter plate as furnished. There is a volume control on both the mechanical and electrical devices.

Leo Potter, president of the Algonquin Electric Co., and inventor of the Remote Control unit, states that it has met with enthusiastic approval wherever demonstrated.

Arkansas Concern Is Showing Steady Growth

LITTLE ROCK, ARK., September 6.—Bean Bros.' Music Shop, formerly the Saxophone Shop, 622½ Main street, is enjoying a rapid growth. The firm announces the removal of its Hot Springs shop to the main floor of the Goddard building, 826 Central avenue, in that city. Art Bean, one of the managers of the firm, says that

the business at Hot Springs has grown by leaps and bounds during the past few months, and that it was necessary to obtain larger quarters. This store is under the management of Vern Radley.

Recently Art Bean made an unusual display on Main street with the aid of an old bass horn, which is said to be about twenty-nine years old. Mr. Bean managed to make a connection from one of the latest Victor Electrolas to the old bass horn which was laid on the Main street sidewalk. This old horn created lots of amusement for the public.

Johnny Marvin, Victor Artist, on Vaudeville Tour

"Ukulele Ace" Is Kept Busy With Vaudeville Work, Making Victor Records and Singing For Vitaphone Presentations—Dealer Tie-ups

Johnny Marvin the "Ukulele Ace" of radio, record and vaudeville fame, who recently signed a contract to record exclusively for the Victor catalog, is making a tour of the leading Keith vaudeville houses in the Eastern territory. Among the cities visited by this popular artist during the last few weeks were Pittsburgh, Cleveland and Buffalo.

The appearance of Mr. Marvin in a local theatre afforded Victor dealers a wonderful opportunity for effecting tie-ups, for in addition to having won a lasting popularity with radio audiences and record fans, he will confine his songs in his act to those of which he has made records, so whatever tie-up is used will be doubly effective. Mr. Marvin in addition to his other activities, is under contract to make several releases for Vitaphone presentations.

Incorporated in Delaware

The Universal Radio, Phonograph & Furniture Co. has been incorporated at Wilmington, Del., by A. Smith, with a capital of \$250,000.

Charmaphone Co. Expects Record-breaking Season

John Simpson, on Return From Business Trip, Predicts That Last Year's Figures Will Be Surpassed—Ampliphonic in Demand

PULASKI, N. Y., September 7.—John Simpson, general manager of the Charmaphone Co., this city, manufacturer of Charmaphone and Ampliphonic phonographs, recently returned from a trip through the Eastern States, where he received orders for several carload lots. Mr. Simpson reports that although last year's business surpassed all expectations, indications are that the sales volume of the Charmaphone Co. for the 1927-28 season will be even greater than last year's record. This company's new product, the Ampliphonic phonograph, has considerably increased the business of the company, resulting in expansion of the plant in this city to increase production.

Samuel Ku West, Gennett Star, on Vaudeville Tour

Hawaiian Guitar Player Touring Country—Opportunity for Dealers to Tie Up

Samuel Ku West, Hawaiian steel guitar player, is an exclusive Gennett recording artist. Mr. West is considered by Hawaiians to be one of the best exponents of Hawaiian music, having a distinctive style. He recently left on a tour of the vaudeville theatres of this country and is planning to use Gennett recordings of his music as part of his act.

The Drake Music Store, 128 West Second street, Rushville, Ind., is featuring to great advantage the latest styles of Starr phonographs, Gennett records and radio. This establishment also handles Starr pianos and players.



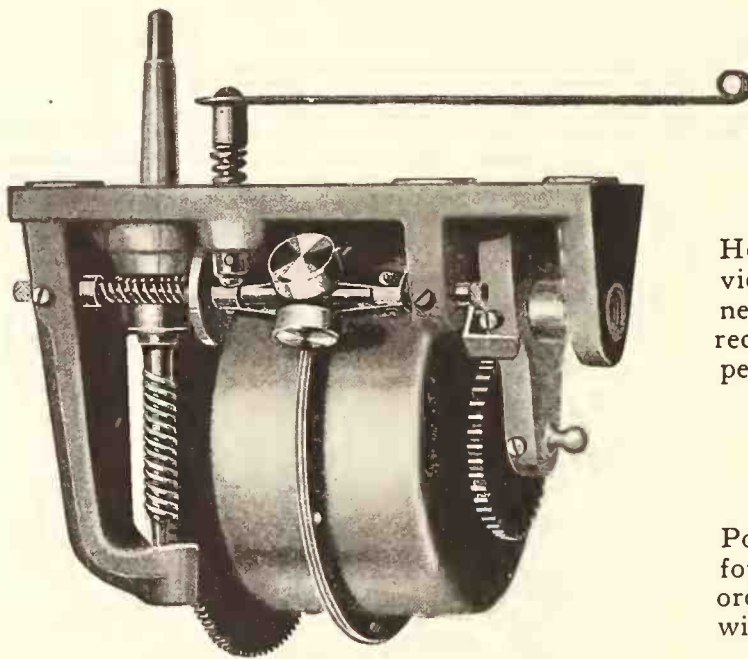
Helycon Motors

Precision Built

The use of the Helycon Motor has proven profitable to makers of phonographs because of:

- ease of installation
- its few parts
- the interchangeability of parts
- absence of trouble when installed.

No dimension of any Helycon Motor has ever been changed. Helycon Motors are precision built to furnish smooth, silent, dependable power.



No. 102



Power!

Helycon Motor No. 102 provides ample power for the new electrically recorded records. Smooth, silent, dependable power.

Power!

Power to play from four to four and a half 10-inch records with unvarying speed with one winding.

Illustrated catalogue of Helycon Motors, Tone Arms and Reproducers sent on request

POLLOCK-WELKER, Limited

Kitchener, Ontario, Canada

Established 1907

Cable Address: Polwel, Kitchener.

Code: A.B.C., 5th Edition, Bentley's

Radio World's Fair in New York Next Week Stirs National Interest

Fourth Annual Radio Industries Banquet at the Hotel Astor a Feature
—Many World-Famous Artists to Entertain—Celebrities to Be Present

The interest of every factor of the radio industry throughout the country is centered on the Radio World's Fair, to be held in Madison Square Garden, New York City, during the week of September 19, and as this issue



G. Clayton Irwin, Jr.

of The Talking Machine World goes to press there is no doubt that this will be one of the most successful events of its kind ever held. For the first time the newest radio receiving sets and accessories will be viewed by the public. The retail trade already has had the opportunity of seeing the lines for the next year introduced at the R. M. A. Trade Show in Chicago in June. In addition to the exhibits the week will be crowded with events designed to develop interest in radio to the highest pitch, so that this Fall the trade will feel the effect in full measure of the strides made toward stability in every phase of the radio industry.

The big feature of the week will be the Fourth Annual Radio Industries Banquet, to be held at the Hotel Astor on the evening of September 21. Eighty-five broadcasting stations, reaching from the Atlantic to the Pacific Coast, have made arrangements to broadcast the programs.

This is the greatest broadcasting network in the history of radio and undoubtedly the broadcasting of this program will represent a tremendous stimulus to every phase of the radio industry. The Pacific Coast broadcasting network has been definitely arranged and this will be the first time in the history of the radio that such a gigantic tie-up has ever been consummated.

The program itself for the Fourth Annual Radio Industries Banquet is amazing in its diversity and incomparable in the scope of its activities. The program committee received offers from the various broadcasting and musical organizations, representing in the neighborhood of 900 artists. Of course it was out of the question to accept all of these offers, but at this writing it is practically certain that over 400 artists will be on the stage, beginning at 7 o'clock in the evening and continuing well beyond midnight. Every type of radio entertainment is included in the program and radio entertainers famous the world over will be present during the course of the evening.

The prominent commercial organizations who have sponsored successful broadcasting periods in the past few years offered their artists in their entirety to the banquet committee and as a result of this co-ordination and co-operation this banquet will make radio history.

From the standpoint of attendance this year's banquet will break all records, with an assured attendance of over 2,000. The facilities of the Hotel Astor are being taxed to their utmost and on Wednesday, September 7, at a meeting of the broadcasting committee, L. A. Nixon, executive secretary of the Radio Industries Banquet Committee, stated that every single table on the main floor had been taken with only one table open on the balcony.

Aside from the musical program, which will comprise over five hours of entertainment, the only speaker of the evening will be Admiral Bullard, chairman of the Federal Radio Commission. Paul B. Klugh, general chairman of the banquet committee, will officiate as toastmaster, and Major J. Andrew White will, as heretofore, be master of ceremonies, assisted by several of the country's most famous announcers.

The Radio World's Fair will be officially opened with an address by Governor Alfred E. Smith, of New York, and Joseph A. McKee, acting mayor of New York City, will be master of ceremonies on the opening night. The Governor's military staff and a guard of honor, composed of Boy Scouts from New York, New Jersey and Connecticut, will accompany him. The Governor, his staff and representatives of many foreign countries who are expected to come up from Washington for the opening night will be met by the officers of the Radio Manufacturers' Association, executives of broadcasting stations and radio artists in the Crystal Studio, from which Governor Smith's address will be broadcast throughout the United States. Radio fans on the Western Coast will have the opportunity of listening in during this program, due to the generosity of Powel Crosley, Jr., president of the Crosley Radio Corp., of Cincinnati, O., who paid the expense of linking up the Pacific Coast stations with the programs. This, by the way, is the most extensive radio hook-up ever attempted. A special guest of honor at the Radio World's Fair will be Admiral W. H. G. Bullard, chairman of the Federal Radio Commission, who will speak during the opening ceremonies on Monday evening, September 19.

Announcement that Peter P. Eckersley, chief engineer of the British Broadcasting Co., will attend the Radio World's Fair in New York in September, the International Radio Conference in Washington and the Radio Show in Chicago in October, was made over the radio telephone recently during a conversation between G. Clayton Irwin, Jr., and Major Herbert H. Frost. Major Frost was at luncheon of the Radio Manufacturers' Association of Great Britain at the Hotel Metropole in London, and talked over the telephone with Mr. Irwin at the latter's home in New York.

Major Frost said he had attended the opening of Daventree, Jr., a 30KW station designed to reach small set listeners in the British Isles. He stated that British manufacturers are doing a large business in two and three-tube sets, while sets of five tubes or more are considered luxuries there. Major Frost also announced

that he would bring with him on his return to New York two English bull dogs as mascots for the Radio World's Fair.

An indication of the intense national interest in the Radio World's Fair is the fact that several associations are planning to hold meetings on the night of the banquet and have provided facilities for the reception of the program. In St. Louis, the annual dinner of exhibitors at the Southwest Radio Show will be held at a local hotel on Wednesday, according to an announcement by Wm. Mackle, director of the Southwest Exposition. Over five hundred are expected to be present and a program from the New York banquet will be broadcast in a tie-up with the program from the St. Louis dinner. In Rochester, N. Y., the Rochester Radio Trade Association will meet on the evening of the banquet in connection with a radio exposition being held in that city. Following the broadcasting of the Rochester program, those present



Major and Mrs. Herbert H. Frost will receive the Radio Industries Banquet program through the local station.

Among the many interesting novelties that will be brought to the attention of those attending the Radio World's Fair will be a new photo-radio receiving device, which can be attached to any radio receiver in place of a loud speaker. There will be a Theatre of Wonders, and among the exhibits will be included the principal achievements of the engineers of the General Electric Co. and the Westinghouse Electrical Manufacturing Co., as well as several leading universities. Projection of power by wireless will be shown, and also as a climax radio pictures will be broadcast and received.

The Radio World's Fair this year will, as usual, receive the hearty support of the Radio Manufacturers Association which has endorsed the event annually. G. Clayton Irwin, Jr., general manager, and U. J. Herrmann, managing director of the Radio Manufacturers' Show Association, under whose auspices the New York and Chicago shows are presented, are leaving nothing undone to make the 1927 shows the banner events of radio history.

WOLF **RCA Radiotron**

Victor **HADA Radio**

RECEPTRAD PRODUCTS

HOYT BUILDERS OF METERS SINCE 1904

One Dial Radio

Majestic

Adler

Polymet

Pathex

MOTION PICTURES for THE HOME

EVEREADY FLASHLIGHTS & BATTERIES
-they last longer

BRACH

UNITED FROST RADIO

Cornish DUO-CRAFT

TESTRITE

BEEDE

Rola CONE SPEAKERS

THE TRADE MARK of a reliable manufacturer combined with that of a dependable distributor, assures the dealer reputable merchandise and satisfactory service

"Blackman and Dependability— One suggests the other"

Blackman

WHOLESALE DISTRIBUTORS
VICTROLAS - RADIO - ACCESSORIES

DISTRIBUTING CO. INC.

28 West 23rd St., New York, N. Y.

WESTON PHILCO

Raytheon

FULL WAVE

DAVY

The UTAH

BIRNBACH

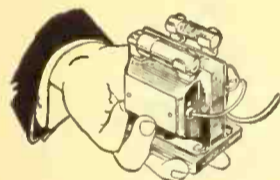
THE HEART OF RECEIVER RADIO POWER

Trade Mark Registered

Play with a
WINNER!



Get one of these attractive signs for your store. It is the mark of super-quality radio power — and dependable service. It will be featured in all Basco newspaper advertising this Fall. It identifies Basco dealers with Basco advertising.



Charger—Small, compact, 2½ ampere charging rate. High efficiency. No moving parts. Raytheon rectifying tube. Absolutely noiseless. Economical.

Line Up with BASCO!

THE Basco all-star line of radio power units and the Basco selling organization are getting set for the big 1927-1928 radio power championship campaign.

Every detail of the entire selling program has been worked out and carefully rehearsed. Basco dealers and distributors know their "signals" and "stunt plays". And down here at Milwaukee the Basco "coach" is on the job every minute, watching every play, ready with reserve "players" if any point in the present line-up shows weakness.

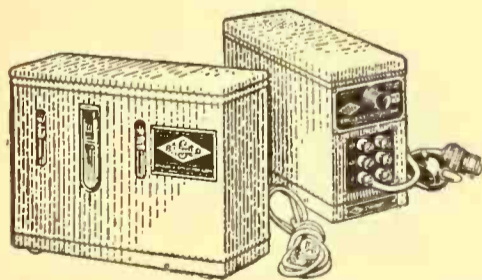
Newspaper advertising, direct mail advertising, window display material, authorized dealer signs, dealer hook-up materials — these and other selling helps will be used to the best advantage. And back of it all is a line of radio power units second to none!

There's still a place in the Basco line-up for a few more live, aggressive dealers — fellows who will *play the game* and stay with it! These dealers will receive enthusiastic sales support all along the line.

Eighteen years of precision-manufacturing experience and complete engineering and production facilities are your assurance of a thoroughly satisfactory product.

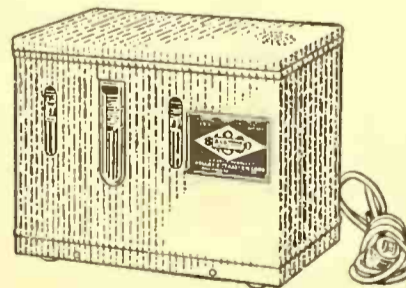
Ask your jobber about the Basco line of radio power units and the selling program behind it! Get lined up NOW with the Basco line-up!

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.



"A" Power — Automatic operation. Glass-jar Exide "A" battery; Basco automatic charger—full rate 2½ ampere. Raytheon tube. No line noises. Low power consumption.

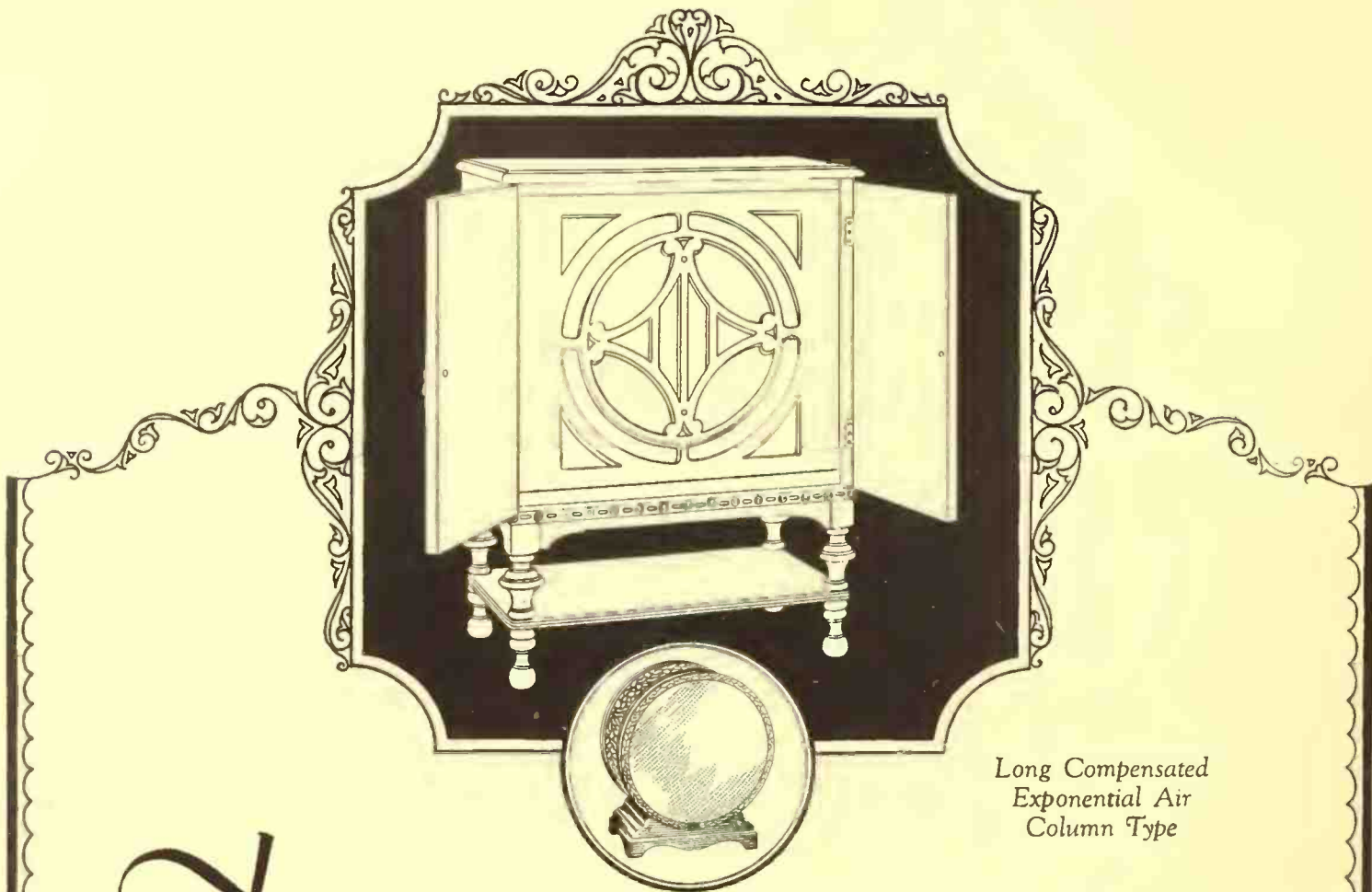
"B" Power—Exclusive hook-up brings out deep, low notes and highest-pitched tones. Easily adjustable to all power tubes. Output of 50 milliamperes at 185 volts. Tube rectification.



"A" and "B" Power — Replaces your "A" and "B" batteries and charger. Entirely automatic. Highest quality, glass-jar Exide. "A" power with Basco self-charger equipped with Raytheon rectifying tube, (not trickle charger). "B" Power of exceptional efficiency.



RADIO POWER UNITS



Long Compensated
Exponential Air
Column Type

The **TEMPLE SPEAKER**

improves the tone quality of ANY radio set

The Temple Speaker is not just "another speaker" for you to sell. To the contrary it is truly a musical instrument that *sells itself*.

Wherever the Temple is heard its audience is more than enthusiastic—it marvels—for no one believed that such reproduction of tone was possible.

Listen to the Temple once. That's the way your customers buy speakers and that's the way you *should* buy them.

Here is a speaker that is worthy in every way of your most enthusiastic support. It will add many more dollars to your profit sheet this fall.

Rigid sales policy backed by extensive advertising campaign.

13 inch priced at \$29.00
 18 inch priced at 48.50
 Console Model priced at . . . 65.00

West of the Rockies \$32.00
 West of the Rockies 55.00
 West of the Rockies 75.00

TEMPLE, INC., 213 S. Peoria St., Chicago

Sales Offices in All Principal Cities

L E A D E R S I N S P E A K E R D E S I G N

Cincinnati Dealers Report Big Demand for More Expensive Type Instruments

Ohio Talking Machine Co. Reports Victor Business in Satisfactory Shape—Edward Kling Joins Staff of Columbia Phonograph Co.—Fred MacGowan Is Promoted—Other News

CINCINNATI, O., September 9.—Dealers report that the demand for talking machines and records is increasing from day to day, and an excellent Fall trade is anticipated. A gratifying feature of the market rests in the fact that an increasing number of buyers are purchasing the more expensive types of instruments. Undoubtedly the talking machine, due to its improved reproduction and to its improved appearance, is being placed in high-class homes where it would not be received before, and thus its field is greatly broadened.

Sales Increasing, Says C. H. North

Trade was reported to be reviving in a fine way by C. H. North, vice-president of the Ohio Talking Machine Co. "We have just received some of the new models of the Victor line, all of which are of splendid design and very attractive. The Victor Acoustic Stabilizer, which is now attached to various models, is regarded as a wonderful improvement by all who have heard it.

"My experience is that there is plenty of business to be had by men who will work," continued Mr. North. "True, there no more is the 'easy' market that we once had, when a man only had to stay in his store and be an 'order taker,' waiting on buyers who came in. Now it is necessary that prospects be developed first, and then there must be a persistent, but intelligent, sales effort. Dealers in talking machines must realize that the time has passed when they could depend on drop-in trade and floor sales, and now they must develop business on the outside."

Expensive Models in Demand

At the downtown store of the Otto Grau Piano Co. it was said that the tendency of their trade at this time is to purchase the more expensive models of talking machines. At the company's Norwood store, of which George Grad is the manager, it was reported that while the more expensive machines are in unusually good demand, the best sellers are the medium-priced instruments, due to the fact that the suburb in which they are located is a manufacturing community.

Edward Kling With Columbia

Edward Kling has just joined the sales force of the local branch of the Columbia Phonograph Co. and will look after the city trade. He is well known in musical circles, having an orchestra which plays in the city's exclusive resorts and being a talented musician himself.

"The new Columbia portable, which has just arrived, is meeting with remarkable success," said Miss Helberg, manager of the branch. "Every dealer who has seen it has placed an order, and all who have shown it state that the public has taken to it readily. Ted Lewis has been in this territory for some time, and this has stimulated the demand for his records. We are looking for the double pick-up machine to arrive in a few days, and, of course, this means a lot more business. We are also looking forward to the opening up of the Columbia Broadcasting System, on September 28, with its sixty or more stations."

Isonic Sales Gain

At the store of the Starr Piano Co. it was reported that buyers are showing an increased tendency to select the more expensive models. "The Isonic is doing particularly well at this time," stated Harry Surnbrock, of the retail sales department, "but all of our models are moving in a satisfactory way." W. M. Purnell, manager of wholesale sales for this branch, has just returned from northern Ohio, where he spent a vacation of two weeks.

J. E. Henderson Honored

J. E. Henderson, former manager of the local branch of the Brunswick-Balke-Collender Co., who has just been promoted to the position

of general manager of record sales, with headquarters in Chicago, returned to Cincinnati to attend to business affairs on August 13, and on that day the employees presented to him a handsome traveling bag, as a token of their esteem. Mr. Henderson has been succeeded as local manager by E. B. Daulton, former credit manager, and the latter has been succeeded by Frank Wulfhorst, formerly with the Milner Electric Co. "Judging by the inquiries that are now coming in, our business will be very heavy during the Fall," commented H. H. Sellers, assistant manager. "Our factory is working at capacity, and we are very much pressed to fill orders." Louis Noelke, local dealer, showed the full line of Brunswick machines in a handsome display at the Pure Food Show, held in the Zoo the first week of this month.

Promoted to Division Sales Manager

Fred MacGowan has been appointed Pacific Coast division sales manager of the Crosley Radio Corp., with headquarters at San Francisco. His territory will include the entire Western district, west of and including the Rocky Mountains. Mr. MacGowan was formerly district sales manager with headquarters at Cleveland. He has had extensive sales experience in the Far West and has a wide acquaintance among radio distributors and dealers in that district. H. R. Simmons and H. C. Kercheval will assist him in this territory. Mr. Simmons will work out of Seattle and Mr. Kercheval out of Butte, Mont. A third field promotion salesman will be appointed with headquarters at Los Angeles.

Federal Telegraph Co. in World Communication Plan

Mackay Interests Purchase Federal's Land and Marine Radio Telegraph System on Pacific Coast—Does Not Affect Radio Division

One of the largest and most comprehensive communication systems in the world will be brought about through the co-operation of the Federal Telegraph Co., a subsidiary of Federal-Brandes, Inc., maker of Kolster radio, and

the Postal Telegraph-Commercial Cables Co., according to an announcement by Ellery W. Stone, president of the Federal Telegraph Co. and Federal-Brandes, Inc. A twenty-year contract was recently signed under the terms of which the Federal Telegraph Co. henceforth will participate with the Mackay interests in the building up of a world-wide radio communication system, in connection with the Mackay present wire and cable system. The first step was the purchase by the Mackay system of the Federal Telegraph Co.'s present land and marine radio telegraph system on the Pacific Coast. No other property or interest of Federal-Brandes, Inc., or the Federal Telegraph Co. has been sold, according to the announcement. Federal-Brandes, Inc., will continue to manufacture and sell Kolster radio sets, speakers and accessories.

New AC Tubes Announced by the Arcturus Radio Co.

A new alternating current tube fitting the standard four-prong socket has been developed by the Arcturus Radio Co., Newark, N. J. The tube is of the heater type, in which the filament heats the electron emitter but does not give off electrons itself, thus reducing the possibility of hum. The tubes are made in three types, amplifier, detector and power. It is stated that the mechanical and electrical designs of the Arcturus tubes are such that any receiver can be made over for AC operation with comparatively few changes.

Lois Adele Trostler Born

Mr. and Mrs. Arthur A. Trostler, of Kansas City, Mo., are receiving the congratulations of their many friends in the trade on the arrival of a baby girl, Lois Adele Trostler, who arrived on August 11. Mr. Trostler, who is at present Western sales representative of the Freed-Eisemann Radio Corp., was formerly president of the National Association of Talking Machine Jobbers.

Foster & Waldo, well known music house of Minneapolis, Minn., in its drive on Radiolas, recently featured this line in a full page newspaper advertisement under the caption: "The Sun Never Sets on RCA." Attractive illustrations and graphic descriptions of the line made a well-balanced advertisement.

EMPIRE PACKING CASES

FOR

RADIO SETS and PHONOGRAPHS

3-PLY
VENEER
REINFORCED
WITH CLEAR
PINE CLEATS



STRONG,
LIGHT
AND
EASY TO
ASSEMBLE

Assuring PROTECTION for the Most Delicate and Highly Finished Cabinets

LET US FIGURE ON YOUR REQUIREMENTS

EMPIRE MANUFACTURING CO.

Goldsboro, N. C.

Hamburg Bros. Host to Ortho-sonic Dealers From Pittsburgh and Adjacent Territory

Approximately 200 Federal Ortho-sonic Dealers From Central and Western Pennsylvania, Ohio, West Virginia and Maryland Present—Youngstown Radio Show

PITTSBURGH, PA., September 9.—With the passing of Labor Day and the homeward trend of the hundreds of persons who have spent the Summer months out of the city, talking machine dealers and radio merchants are preparing for a brisk Fall and Winter season.

The new models of the Victor line, the new types of the Brunswick Panatrop, Columbia, Edison and Sonora phonographs have met with a pleasing reception on the part of the local retail dealers, so much so that the distributors are of the opinion that the coming season will be one of the best in recent years.

H. M. Reynolds, manager of the Pittsburgh office of the Brunswick Co., stated that the outlook for business was exceptionally bright. He said: "The ten new models of Brunswick Panatrop, five of the exponential and five of the electrical type, are instruments that meet every musical need and family requirement. I am more than pleased at the marked interest the Brunswick dealers are manifesting in the new line and I am positive that with anything like a fair demand for merchandise by our dealers, there will be a shortage of some of the models."

George W. Rewbridge, manager of the Victor distributing department of the W. F. Frederick Piano Co., stated that he was pleased with the general trend of Victor business and is of the opinion that the demand for the new Victor models and the latest Victor records will show a marked increase over Fall seasons for some years back.

Nearly 200 Federal Ortho-sonic radio dealers from central and western Pennsylvania, eastern Ohio, West Virginia and western Maryland were guests of Hamburg Bros., Inc., Federal Ortho-sonic distributors, at the formal opening of their new sales and display rooms, 963 Liberty avenue, Pittsburgh, on Thursday afternoon and evening, September 1. The visitors registered at the new Hamburg store and then were escorted over the building and the various service departments. After luncheon the entire party were guests of the firm at the Chicago-Pittsburgh baseball game. In the evening the party assembled at the Fort Pitt hotel where a banquet was held. Burt McMurtree, a well known

Pittsburgh musician and radio announcer, was toastmaster. The speakers included E. A. Hamburg, president of Hamburg Bros.; James A. Simpson, manager of the Pittsburgh radio show; Charles Jones, of Buffalo, sales manager of the Federal Radio Corp.; R. F. Lovelee, of the engineering staff of the Federal Radio Corp., and Joseph Mayer, district representative of the Federal Radio Corp. All during the day the latest models of the Federal Ortho-sonic radio and accessories were on exhibition at the Hamburg Bros. store.

Forecast that Congress will soon require radio stations to turn over their programs for several hours daily to educational purposes, was made by F. A. Delano, of the Atwater Kent Mfg. Co., at a meeting of several hundred salesmen and Atwater Kent radio dealers at the annual convention held at the Berkshire Hotel, Reading, Pa., on August 23. The dealers and their sales forces were guests of the Lewis T. Ganter Co., Atwater Kent distributor. F. C. Auten, Atwater Kent district representative, said that \$4,000,000 was used by the company last year for advertising and the budget will likely be still larger this year. Other speakers included R. A. Graver of the Pooley Co., and L. A. Charbonnair, service manager of the company.

The second annual radio show at Youngstown, O., will be held in the Stambaugh auditorium September 26, 27 and 28.

Announcement has just been made by I. L. Chilcoat, manager of the Chas. M. Stieff, Inc., store at Harrisburg, Pa., that the Brunswick line of phonographs and records has been installed in the store. This is a new departure inasmuch as the firm only sold pianos in the past. At the Pittsburgh store of Chas. M. Stieff, Inc., the Victor line and Victor records are on sale. The new manager is Guy R. Smith.

The New York offices of the Gennett recording company made recordings of George Mathews, of Uniontown, Pa., and his band. The number the band played was "O Miss Hannah." The records will be placed on sale at the Uniontown and Connellsville stores of the W. F. Frederick Piano Co.

The J. M. Hoffmann Co., Brunswick dealer, is

making extensive improvements to the first floor of the building and is installing a mezzanine floor. More space is to be devoted to the Brunswick department.

J. C. Volkwein, of Volkwein Bros., musical merchandise and Bosch radio dealers, has been elected president of the Western Chapter of the Music Merchants' Association of Pennsylvania, succeeding Arthur W. Armbruster, who resigned.

The second annual radio show of Pittsburgh will be held in Duquesne Garden during the week of October 3. It is stated by James A. Simpson, general manager, that displays of radio sets and accessories will be much larger than those of last year.

The Esenbe Co., Atwater Kent distributor of this city, was host to five of its dealers on a trip to Atlantic City and Philadelphia, where the party visited the plant of the Atwater Kent Mfg. Co. These dealers had secured the greatest number of points in their respective divisions in Atwater Kent radio sales. H. M. Swartz, of the Esenbe Co., was in charge of the party, and the guests were: George W. DeFrance, Grove City; J. H. Phillips, Northside, Pittsburgh; Victor Nelly, Jr., Carnegie; H. H. Baughman, Grove City, and William Wampler, Grove City.

Richmond Radio Dealers Stage 1927 Radio Show

Many New Model Receivers Shown for the First Time—Corley Co.'s Victor Orthophonic Drive a Success—Other Trade News

RICHMOND, VA., September 8.—Surprisingly good results were obtained by the Corley Co. from a recent sales drive on Orthophonic Victrolas. Higher priced instruments registered strong during the sale. Many customers who came with the intention of buying a \$95 machine decided after getting into the store to purchase a better type of instrument. It was stated that sales of the higher class of machines ranged around \$4,000 the first day, with the Credenza model, priced at \$300, an easy favorite. Gratifying results in sales of higher priced Orthophonics were also achieved during the remainder of the sale period, according to the officials.

Exceptionally good business in North Carolina is in prospect this Fall, according to A. C. Cavado, manager of the Corley stores at Durham and Greensboro and an excellent demand is being enjoyed.

Many new features were included in Richmond's 1927 Radio Show held this month. Several AC sets—receivers made to operate direct from the alternating current in the average home without the use of batteries—were introduced for the first time. Among the accessories were power units of various kinds in the way of eliminators and "A" power devices. More than thirty booths were needed to house the displays. Dancing, singing and other attractions by local talent were included in the entertainment features. There were two performances each evening. The show was staged under the auspices of the Richmond Radio Dealers' Club. Officers of the club are: E. W. Bugg, president; Robin A. Frayser, vice-president; B. H. Hoffman, treasurer; J. A. Steere, secretary. Mr. Frayser is manager of the radio and phonograph department of Howell Bros.

Goldberg Bros., Lyric distributors, said W. H. Pond is a new addition to the sales staff of this firm. He will travel out of Roanoke covering southwest Virginia and eastern Tennessee. He succeeds Charles G. Newman, recently transferred to Charlotte with the entire State of North Carolina as his territory. In addition to covering southwest Virginia and eastern Tennessee, Mr. Newman also traveled West Virginia before being sent to Charlotte.

Joseph Ramos, formerly with the Manly B. Ramos music store, Richmond, is now manager of Stieff's at Roanoke.



Pat. Pending

—JOBBER—

Handle the

Oriental Speaker

New and novel design, illuminated with brilliant jewels, Buddha base, with fine clock in center of cone shield. Splendidly ornamented and perfect in tone reproduction. Connections for receiver and for lamp socket with 9 ft. cords. Arouses enthusiastic comment wherever shown. The best buy in better grade speakers. Write for attractive proposition.

Height 22 in.
Width 12 in.
Adj. Unit

LIST
\$45.00

Finishes:
Bronze
Brass
Pompeian Green
Green Bronze
Polychrome
etc., etc.

See us at the Radio World's Fair
Booth AA-22

ORIENTAL LOUD SPEAKER CO.

395 West Broadway

Telephone Walker 5424

New York City



Enduring BEAUTY in RADIO

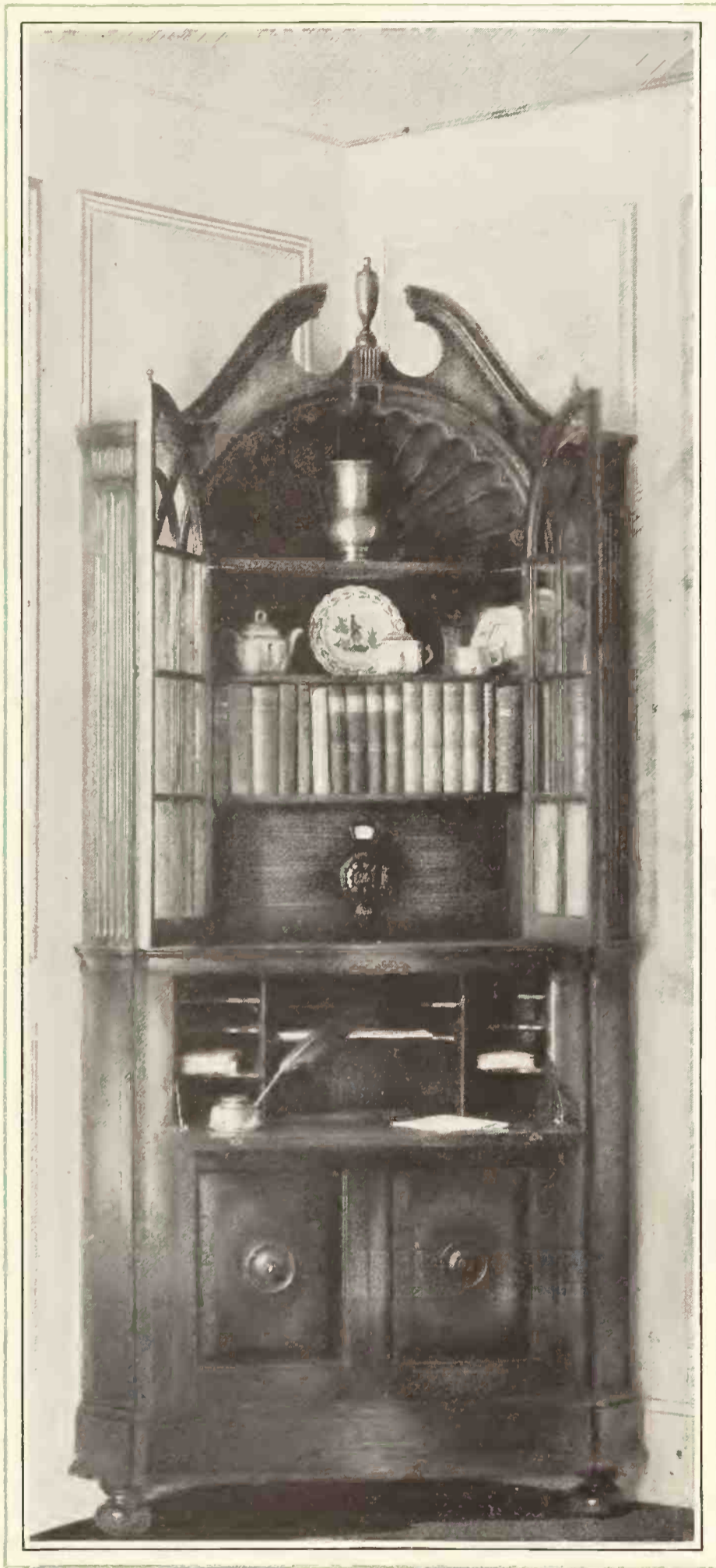
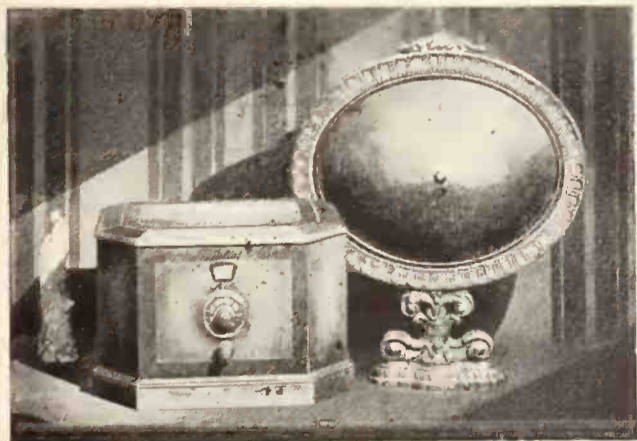
THERE is an opportunity now for dealers to offer, along with a radio receiver that is scientifically correct, a piece of beautiful furniture, handsomely executed, designed to be a permanent addition to the home.

The Splitdorf Radio Corporation, in a selection of beautiful authentic period furniture models of radio receivers, has created the first line to meet the requirements of the buyer who today prefers a radio instrument that combines lasting decorative value with superb musical qualities. Twelve models. List prices from \$45 to \$800.

Prices apply only east of the Rockies

THE ABBEY

Patterned after an Old World jewel case. Done in deep antique walnut, with carved ornament. Price for battery operation \$100, for all-electric operation \$175. Tubes not included. Splitdorf Period Cone Tone, \$35.



Cabinets designed under the personal direction of Mr. Noel S. Dunbar

THE WINTHROP

An early American corner secretary. Radio receiver, writing desk and bookcase combined. Equipped with the new Splitdorf all-electric receiver, operated completely from a light socket without batteries or eliminators. List price, with built-in loudspeaker, but without tubes, \$600.

SPLITDORF Radio CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Company

NEWARK  NEW JERSEY

Victor Executive Manufacturing Personnel

Victor Executives Have Contributed Materially to the Development of Present-Day Victor Orthophonic Products

ONE of the finest manufacturing organizations in the country is that of the Victor Talking Machine Co., which is not only pre-eminent because of its tre-

the engineering department, a situation which placed two important divisions of the business constantly under his observation. He was learning the business, eagerly absorbing the

mendously in one short year, he never got far from his first love, the experimental and development activities of the plant. He moved his center of activities over to the general office building, where Mr. Royal added more and more responsibilities to his already large accumulation. Then, on October 25, 1922, came his first official position—election to membership on the board of directors.

A little more than a year later Mr. Johnson was elected vice-president. Then came a period of ill-health for his father, Eldridge R. Johnson, when many of the responsibilities of the chief executive were thrown on young Johnson's shoulders. The period of intensive training and his association with the leaders of the business helped him to face the critical period in the Victor business early in 1924 and 1925. Almost overnight his responsibilities increased. How Mr. Johnson tackled the job



Manufacturing Executive Organization of the Victor Talking Machine Co.

(1) Rosario Bourdon, musical director, Camden Laboratories. (2) E. T. Kieffer, superintendent of cabinet manufacturing. (3) E. R. F. Johnson, vice-president. (4) C. S. Wickes, general superintendent. (5) Geo. H. Hall, superintendent Oakland plant. (6) J. P. Maxfield, manager research and development. (7) F. C. Jones, superintendent of motor manufacturing. (8) W. T. Walker, superintendent of record manufacturing. (9) R. R. Sooy, superintendent of recording. (10) Nathaniel Shilkret, musical director, New York laboratories. (11) S. T. Williams, chief engineer.

mendous production, but also because of the type of officials and executives who have made this achievement possible. Every member of the Victor manufacturing executive organization is a man of wide experience and has contributed materially to the development of the new Victor Orthophonic line of talking machines and combination instruments, as well as being an important factor in the advancement of the industry.

E. R. Fennimore Johnson, First Vice-President

Few young executives in American industry have become notable in so short a time as Mr. Johnson, who as head of production of the Victor Talking Machine Co. had to bear the brunt of reorganizing the personnel of the company for the production of the new line of instruments and records introduced in 1925.

Mr. Johnson, son of the founder of the Victor Co., entered the plant in 1921, direct from college. It was entirely in keeping with his tastes that he should begin in the experimental department, under W. D. La Rue. At that time the experimental department was attached to

details of everything that passed before him, awaiting the time when the knowledge so accumulated would be a real factor in the development of Victor products. He was not placed on the company's payroll by his father until he had worked an entire year.

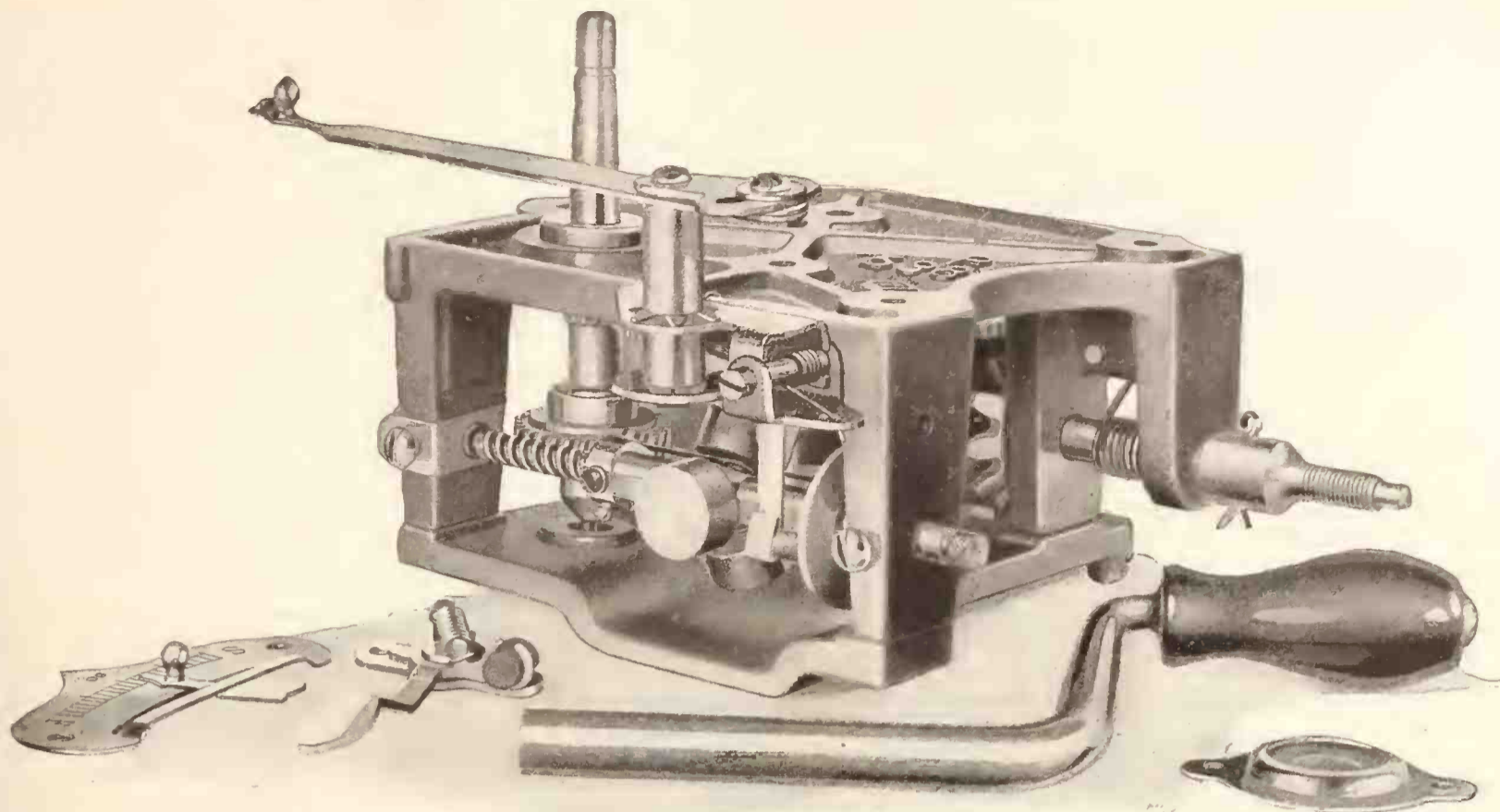
His earliest work was in the drafting room, where new ideas first found their way to paper. As he expresses it, he had the "run of the place"—free at all times to exercise his inquiring mind on any problem that might be under consideration. It was a short step from this "roving commission" to a position in charge of the experimental work of the company. Next came larger duties under Belford G. Royal, who was then vice-president, in charge of production. Mr. Johnson was Mr. Royal's aide in this vital department of the business, a capacity which put him in a position to absorb every detail of production, engineering and experiment.

One of Mr. Johnson's early moves was to set up a separate experimental department. Although his responsibilities increased tre-

of organizing the Victor factories is one of the most interesting chapters in the entire history of the industry.

The Orthophonic Victrola, the Electrola and the Orthophonic record were new products, new in principle, new in design, new in performance. To produce them new machinery was required, in many instances; new standards of manufacture had to be set up, new organizations had to be built in some departments. Mr. Johnson is rather reticent regarding his part in this achievement. But the entire industry knows what happened. With old stocks cleaned out the factory swung into production on the new lines of products almost overnight. Between August and November Orthophonic Victrolas were built and shipped to dealers throughout the United States. On November 2, 1925, the public first saw the new invention. Within two weeks orders aggregating \$20,000,000 at factory prices were on the books.

A visit to Camden to-day will reveal a mammoth industrial plant of many departments, (Continued on page 72)



Makers, Dealers, Buyers All agree on the Flyer—

Of all portable phonographs sold, the country over, the vast majority are equipped with Flyer motors.

THAT'S because the Flyer is made with the precision of a fine watch, carefully inspected at every stage of manufacture, and passed only when it is 100% perfect.

The Flyer is made with a cast iron frame, a remarkably tough athletic spring, precision-cut governors and gears, everlasting bronze bearings—made in every part to stand years of hard steady use.

Manufacturers of portables know the Flyer, and use it because it helps the sale of their machines. Dealers know the Flyer, and demand it because it means easier sales, more sales and *no returns*. Buyers know the Flyer from reputation and past experience, and never question the portable that's Flyer-equipped.

The Flyer leads in sales because it leads in quality and dependability. Insist on Flyer-equipped portables, and play safe.

The
GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for 25 Years.

Distributors of



Sonora Selective Six Radio
Sonora Electric Seven Radio
and the
Tonic Sonora Phonograph

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

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

Doerr, Andrews & Doerr,
Minneapolis, Minn.

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

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

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

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

Mayer & Co.,
2820 Locust Street,
St. Louis, Mo.

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

Peirce-Phelps, Inc.,
222 N. Thirteenth Street,
Philadelphia, Pa.

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

Rellance 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.
1742 E. Chester Ave.
Cleveland, Ohio

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.

Twentieth Century Radio Corp.,
102 Flatbush Ave.,
Brooklyn, N. Y.

Personnel of Victor Manufacturing Organization

(Continued from page 70)

each functioning with a smoothness that makes the operation a model of industrial organization. While Mr. Johnson has his finger on the pulse of the entire production and of the business at all times, he also finds time to keep in intimate touch with the experimental and development divisions. In addition, in his position as first vice-president, the essential phases of the various other departments of the company must pass across his desk continually.

C. S. Wickes, General Superintendent

The association of C. S. Wickes with the Victor Co. dates back to 1902. For twenty-three years Mr. Wickes was superintendent of the record factory, during which time he was one of the biggest factors in developing production to the present enormous volume. In 1925 he was appointed general superintendent of the company, and he immediately faced the big job of changing the plant to produce the radically new and different Orthophonic and electric instruments, for at that time production on the old type instruments was gradually reaching an end. Mr. Wickes' genius for co-ordination is concretely demonstrated by the way the entire organization is made to function as a perfect and harmonious producing entity. He is one of the rare types of executives who are able to secure the utmost from those under them and to "let the other fellow do his own job."

Joseph P. Maxfield, Manager Research and Development

Joseph P. Maxfield, manager of research and development of the Victor Co., played an important part in the development of electrical recording and the Orthophonic principle of talking machine reproduction. This work, done while he was connected as scientist in the Bell Telephone Laboratory of the Western Electric Co. and the American Tel. & Tel. Co., constitutes his outstanding achievement. He became associated with the Victor Co. in November, 1926, as manager of development and research at the Camden plant, where he is in complete charge of development and research work and is responsible for the technical policy of the company.

S. T. Williams, Chief Engineer

S. T. Williams, who became associated with the company in 1922, later becoming chief engineer, was largely responsible for the development of the Orthophonic Victrola from the research stage to that of the perfected commercial product. One of the chief characteristics of Mr. Williams is the capacity for a tremendous volume of work, as well as a signally versatile intellect. His experience has been extremely broad. He was at one time technical editor of Motor World Magazine and did editorial work for various other automotive publications. During the war he was with the experimental staff of the naval aircraft plant in Philadelphia, serving in the capacity of experimental engineer and later assistant chief engineer. During the last commencement season St. Lawrence University conferred upon him the degree of Master of Science, considered acknowledgment by the scientific world of the contribution made by him in making the Orthophonic Victrola and other Victrola products commercially possible.

E. T. Kieffer, Superintendent of Woodworking Department

E. T. Kieffer, who has charge of the immense woodworking department of the Victor Talking Machine Co., joined the forces of that concern in 1907. At that time this department was non-existent, and its development under Mr. Kieffer's direction may be realized in some measure by the fact that more than six thousand persons are now employed in that branch of the business.

Mr. Kieffer has been responsible for many innovations in woodworking and finishing,

among them being application of varnish by spraying and the inauguration of other important economies in operation. He has worked out an elaborate system of charts whereby he can inform himself at a glance of the progress of any job passing through his department.

Fred C. Jones, Superintendent Machine Shops and Foundry

Fred C. Jones, who has charge of the machine shops and foundry, is one of the veterans of the Victor Co. His association dates back twenty-five years, when he started as a tool-maker, finally becoming assistant superintendent of the machine department in 1910, and superintendent in 1918, a position he still holds. All metal working operations are in his charge, over a thousand employes handling this phase of the work.

One of Mr. Jones' hobbies is speeding production in his department, shaving a minute here and a second there in important operations, where precision is the keynote, the men working within a limit of one-ten-thousandth of an inch in some operations. He is responsible for many improvements, one of which is a method of drilling the top plates of portable Victrolas in one-half minute, cutting down the time four-fifths over the old process. He has developed and made the machine for producing Tungstone needles, as well as the idea of motor-driven polishers.

W. T. Walker, Superintendent Record Dept.

Mr. Walker is one of the youngest executives in the Victor organization and came with the company in 1911 at the age of fourteen years. He was placed in charge of the record department and assumed direction of a production of more than fifty million records a year, following the completion of a course of engineering at Drexel Institute. One of the interesting features of his work is the fact that these records must be so made as to stand up under climatic conditions all over the world. Raw materials are gathered from virtually every country and tested continuously by chemists to insure absolute uniformity in quality.

Raymond R. Sooy, Recording Laboratories

Raymond R. Sooy is another veteran of the Victor organization, having spent twenty-four years in the service. For many years he was assistant to his brother, Harry O. Sooy, and at the latter's death early this year he succeeded him as head of the recording laboratories. He has recorded all of the famous artists and orchestras in the Victor catalog, and he has made records not only in this country, but in Cuba, Mexico, South America and Italy. While his headquarters are in Camden, the recording rooms in New York, Chicago and Oakland, as well as those at the Camden plant are under his supervision, as are also the recording expeditions in the field. Mr. Sooy personally supervises most of the technical details in connection with the recording of large symphony orchestras. Charles Sooy, another brother, has been associated with the Victor Co. for many years, also in the field of recording.

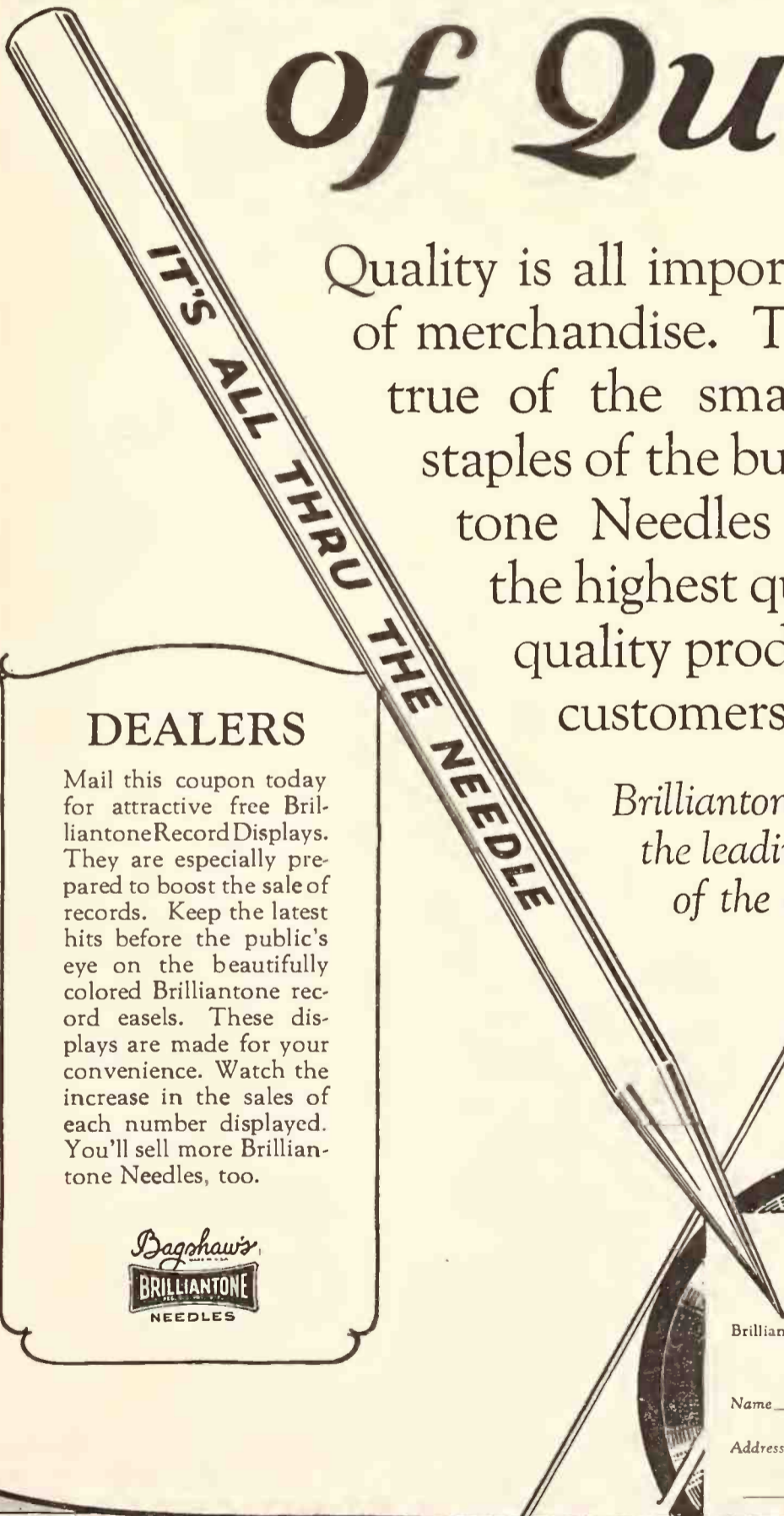
Nathaniel Shilkret, Musical Director

Nathaniel Shilkret holds one of the most important positions in the Victor Co. At the age of twenty-four, because of his ability, amounting to genius, as an arranger and musician, he was made a conductor in the company. In addition to this, he is also manager and musical director of the foreign language department, where records in thirty-five different languages are made. Publications sent in for examination are left to the judgment of Mr. Shilkret and many of these selections are arranged by him. Aside from this work, he conducts the Victor Salon Orchestra, the International Novelty Orchestra, the Victor Concert Orchestra, the Victor Symphony Orchestra, the International Symphony Orchestra and the Victor Schrammel (Viennese) Orchestra. Very often also he is accompanist for many famous artists who make Red Seal records. He is the author of many musical

(Continued on page 74)

BRILLIANTONE

A Point of Quality



Quality is all important in the sale of merchandise. This is especially true of the small items — the staples of the business. Brilliantone Needles are staples of the highest quality. Sell these quality products, they bring customers to your store.

Brilliantone Needles are sold by the leading jobbers in all parts of the world.

DEALERS

Mail this coupon today for attractive free Brilliantone Record Displays. They are especially prepared to boost the sale of records. Keep the latest hits before the public's eye on the beautifully colored Brilliantone record easels. These displays are made for your convenience. Watch the increase in the sales of each number displayed. You'll sell more Brilliantone Needles, too.



The Heart of the Phonograph

Brilliantone
IT'S ALL THRU THE NEEDLE

Brilliantone Steel Needle Corporation of America
370 Seventh Avenue, New York City

Gentlemen:

Kindly send free samples and full line of attractive advertising display material; also the beautifully colored Brilliantone Record easels. Of course I incur no obligation.

Very truly yours,

Name _____

Address _____



A
Complete List
of



Distributors

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

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

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

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

CONSOLIDATED TALKING MA-
CHINE 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.



Toledo Phonograph Dealers Closed Largest Volume of Summer Business in Years

New Talking Machine and Radio Models Exhibited in County Fairs Throughout Territory—
Toledo Radio Show to Be Held October 10 to 15 in Coliseum—Other Trade Brieflets

TOLEDO, O., September 7.—Dealers here are desirous of obtaining supplies of the new Brunswick, Victor and Columbia models as quickly as possible. People are tuned to advanced goods, consequently are chafing under the restraint of not being able to inspect, buy and enjoy the machines.

Phonograph merchants here, on the whole, closed the largest volume of Summer machine trade experienced in recent years. Records, too, sold briskly. And now that most members of sales staffs are back from vacations retailers are putting forth efforts to make this an outstanding Fall season. At the County Fairs throughout this territory various dealers will display the new phonograph and radio models. These exhibits, particularly in the county seats of from five to twenty-five thousand people, draw large crowds and sell much merchandise. Further, many of the local dealers as well as those from nearby points in this market will attend the convention of the Ohio Music Merchants' Association in Cleveland, September 12, 13 and 14, when most of the new products in the phonograph and radio lines will be shown.

The Toledo Radio Show, sponsored by the Radio Trades Association, will be held October 10 to 15, in the Coliseum. Practically all of the exhibit space has been taken. Nationally known broadcasting artists will furnish the entertainment.

The Lion Store Music Rooms, during the home furnishing sales, stressed Victor Models 4-3 and 4-40, and as a result more than a score of the instruments were disposed of. The Credenza and large combinations are stepping along at a fast pace, Wilber Markwood, assistant manager, stated.

The new Sparton electric radio has arrived and created a favorable impression from the start. A number of orders have been booked for the set. RCA, Atwater Kent and Crosley are other lines carried by the Lion Store.

At the J. W. Greene Co., Victor and Brunswick sales for the past month show a 20 per cent increase, radio sales a 30 per cent growth and record sales are 10 per cent above the corresponding period last year, according to Robert C. Elwell. This excellent showing has been duplicated throughout the Summer and will, it is believed, continue for the balance of the year. The Panatrope has been a big factor in keeping up phonograph volume.

The Sparton A. C., Radiola 28 and the Zenith new models will, Mr. Elwell believes, make possible the largest radio volume in the history of the store this Fall.

Harry L. Wasserman, proprietor of the United Music Store, reported an increase in both Panatrope and Orthophonic sales. A Brunswick window the past week created much interest in late models. Radio sales, too, have taken a jump. Sparton electric models will be featured in an early campaign. Atwater Kent sets will have first place among battery outfits, according to Victor Basil, recently named manager of the radio department.

The Hayes Music Co. has launched its Fall drive on Edison phonographs. The campaign was coupled to the recent birthday celebration of Thomas A. Edison, inventor of the instrument. Photographs of Mr. Edison and his workshop were the central theme of an attractive window display.

K. F. Moeck, Junction avenue, Columbia dealer, is experiencing a fine run of business on foreign records. While folksongs and native music make up a large share of the demand, the young folks are more and more purchasing late popular discs.

The LaSalle & Koch Co., one of the largest and finest department stores in Ohio, is con-

templating opening a phonograph department.

Officers of the Toledo Radio Co., including Chas. H. Womeldorff, president; Stanley Ball, vice-president, and Arthur Laybourn, secretary, together with more than a score of dealers from northwestern Ohio and southern Michigan, attended the showing of the Sparton radio at the plant of the Sparks-Withington Co., Jackson, Mich., recently.

R. A. Shaw, Victor dealer, Holgate, O., and Stewart Fridell, Victor retailer, Deshler, O., will exhibit machines and radios at the Henry County Fair, Napoleon, O., early in September. And Crane-Halleck Co., Bowling Green, O., Victor and Sparton retailer, will display the lines in its booth at the Wood County Fair, in late September.

Victor Co. Urges Dealers To Profit From Chicago Bout

Stresses Sales Opportunities of Selling Victrola-Radiola Combinations and Gene Tunney Exercise Sets—Sends Out Posters

The Victor Talking Machine Co., in a recent bulletin to its dealers, emphasized the sales opportunities which awaited an aggressive campaign based on the coming championship heavyweight bout between Gene Tunney and Jack Dempsey on September 22. The bulletin says in part:

"This coming championship fight will be a great stimulus to the sale of radio receiving instruments, and since only about a hundred thousand admirers of the sport will actually witness the fight, there remain millions who will follow the proceedings of the evening on the radio—which is the thing for an event of this kind." Then follows a description of the various models of Orthophonic Victrola-Radiolas which can be featured in the exploitation work.

The bulletin also touches on the new Tunney Exercise Record Sets for which the Victor Co. has supplied a striking window poster showing Gene Tunney listening to a model 9-40 Orthophonic. The poster also features the Tunney Exercise Set of records.

Victor Department Heads Helped Develop New Line

(Continued from page 72)

compositions and is considered one of America's most distinguished and busiest musicians.

Rosario Bourdon, Music Director

Rosario Bourdon joined the Victor Co. permanently in 1911 as 'cellist, accompanist and arranger. Later he was appointed associate musical director, and finally musical director of the company. He was at one time with the Cincinnati Symphony Orchestra and later with the Philadelphia and other prominent orchestras. He made his first Victor record in 1906. He has a musical background that makes him pre-eminent in his work.

G. H. Hall, Manager of Oakland Plant

Mr. Hall, who came to the Victor Co. in 1907 as a clerk in the accounting department, is manager of the Oakland, Cal., record pressing plant. Prior to taking over this very important work he was in charge of the employment office, later going back to the accounting department to take charge of the payroll. When the Oakland plant was opened he became business manager of this branch. His resourcefulness and executive ability are concretely illustrated by the work he has done in Oakland.



English
De Luxe Electric
10-tube Model

Zenith Radio for 1927-28 is the most complete line of high grade instruments ever offered to the public and the trade. Zenith dealers have made money consistently for the last four years. This year they are ready for their biggest business, with sixteen models embracing 3 different circuits—6, 8 and 10 tubes—battery or fully electric—with or without loops or antennae / / / The Zenith franchise is a valuable asset.

\$100 to \$2500

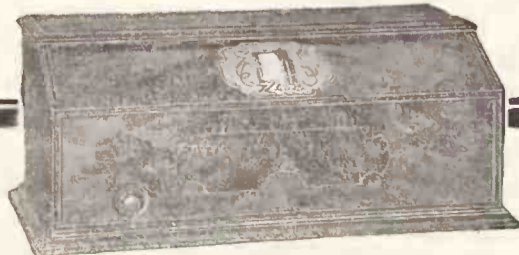
ZENITH
TRADE MARK REG.
→ **LONG DISTANCE** ← **RADIO**
TRADE MARK REG.

3620 IRON STREET, CHICAGO

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO

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

Model 11
6 Tubes



THEY COME - THEY SEE -



F 875
Seven-Tube Selective high-boy in De Luxe burl walnut with bronze inlay single dial control panel. Built-in cone speaker. Operates by loop or antenna. Price (less power plant and tubes), \$375.00.

SONORA DE LUXE SEVEN THE WORLD'S FINEST RADIO

Sonora has brought to the radio industry an added ease in selection, a richer mellowness, a new range of color tones, a clarity in reproduction hitherto unheard. The deep thunder of the organ, the shrill piping of the piccolo, the liquid notes of the celesta, come as clear and true to the listener as if he sat in an orchestra seat itself. Voices, singing or speaking, are heard in their original pitch and timbre. And Sonora is revolutionary not only in the per-



fection of its reproduction but in the care and beauty bestowed upon its cabinets. They are indeed fit shrines for the glory of sound that issues from them, dignified but graceful, matchless in material, lustrous with that soft depth of finish associated with the handi-craft of the old masters alone. All who see and listen to even the lowest priced of the Sonora long line recognize these merits; and because

they find Sonora irresistible in its temptation, they buy.

Of Sonora radios none carries a greater appeal than the superb Sonora De Luxe Seven. It is a sure seller at \$375, even to those who contemplated a far lower investment in radio happiness. The Sonora De Luxe Seven highboy, in hand-rubbed burl walnut, is the last exquisite word in period cabinet making. It brings to even the most beautiful home settings the added charm and grace of a Neo-Renaissance piece. On it has been lavished the finest craftsmanship. The grain and beauty of each panel of its seasoned wood are evidences of skilled selection which will brook nothing but the best.

Sonora De Luxe Seven, the world's finest in radios, has the famous Sonora built-in speaker and four stages of the newly perfected R. F. L. balanced-bridge radio amplification, permitting reception at long distances. It is supremely selective and sensitive. The electric equipment, Sonora A and B power, is installed by the dealer; but batteries may be used without change in wiring when alternating current is not available. The loop, concealed in the hinged doors, has full 180 degrees rotation. The control panel is in burl walnut, exquisitely inlaid in bronze. This model is licensed for radio amateur, experimental and broadcast reception only. Price, without electric equipment, \$375.

SONORA

OFFERS THE GREATEST SALES OPPORTUNITIES IN QUALITY RADIO

THEY LISTEN - THEY BUY

Sonora offers a complete line of seven radio models covering a wide price range adapted to every purse. Sonora offers in its lowest priced model at \$69.50, the tone, the reproducing quality and the supreme selectivity equal to those in its highest priced sets at \$375. And Sonora stands apart as manufacturer of its own cabinets for every Sonora radio built. Sonora has a solid reputation and background of 15 years' experience in the field.

Hitch your wagon to Sonora's soaring star. For this year's sales have already far surpassed last year's phenomenal record. Sonora offers you a dependable, permanent business, quick turnover, pleasant and profitable associations, a generous sales and advertising backing, and a line to handle which is acknowledged to be without rival in the industry. If you feel that you can handle Sonora adequately in your territory, we should be glad to hear from you.

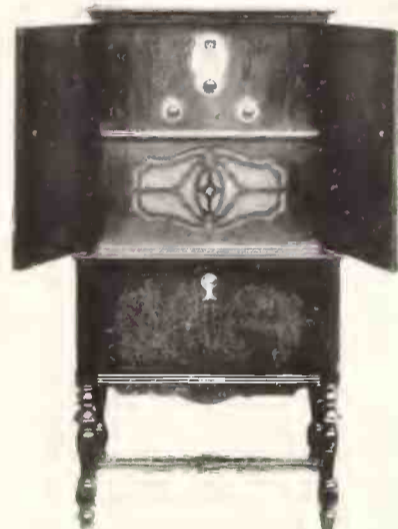
SONORA PHONOGRAPH COMPANY, INC., SAGINAW, W. S., MICHIGAN



E 860—Junior Highboy
Walnut Console Selective Six-Tube model with two-tone doors, great distance and range, keen selectivity. Speaker not included. A fast seller at \$165.



E 870—De Luxe Highboy
Selective Six De Luxe burl walnut cabinet. Built-in cone speaker. At \$250.



E 865—Standard Highboy
A "Selective Six-Tube" walnut highboy, with built-in cone speaker. At \$198.



G 885—Light Six Highboy
In lacquer-finish walnut cabinet with built-in cone speaker. Unusual selectivity and range. Typical Sonora tone. \$135.

ALL MODELS SINGLE DIAL CONTROL



Prices slightly higher west of the Rockies



G 880—Light Six Table Radio
Three-tuned radio frequency, selected walnut cabinet. Outstanding value at \$69.50.



Clock Type Cone Speaker
Remarkable for volume and freedom from distortion, made possible by improved Sonora magnetic unit. Can be used with any loud speaker receiver. Price \$27.50.



E 850—Selective Six Table Radio
Supremely selective and sensitive in beautiful walnut case. Remarkable at \$99.50.

RADIO LINE

A MODEL TO MEET EVERY IMPORTANT PRICE DEMAND

ETHICS OF THE GAME!

Almost one hundred years of contact with thousands of manufacturers has given the "Bruno" organization that element of wisdom which actual experience only can develop.

In conscientiously marketing, advancing and promoting the products of the makers, "Bruno" likewise has served the best interests of a great host of retail music dealers throughout the world. And so through this development, the trade slogan, "Bruno Means Security," was evolved.

In its merchandising operations, Bruno assumes an obligation on behalf of the manufacturer, that is, to do a selling job of high merit—bordering the perfect, so to speak.

Occupying a strategic and yet neutral position, "Bruno" faithfully and efficiently conforms to the selling ideals of both the independent retail merchant and the manufacturer. All of this is reflected in the close cooperation of the complete unit—retailer, wholesaler, manufacturer.

Think it over!



C. BRUNO & SON

INCORPORATED

Victor Distributors
to the Dealer Only

351-353 Fourth Ave.
New York, N. Y.



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

Columbia Opens Distributing Branches in Oklahoma, Tennessee and Kansas

Harbour-Longmire Co., Radio Sales Co. and Sterling Radio Co. Named Distributors of Columbia Phonograph Co. Products—New Pfanstiehl Distributor—Record Artist Tie-ups

St. Louis, Mo., September 7.—Abnormally cool weather during August, combined with other favorable factors, had a stimulating effect upon business in the talking machine and allied trades, according to reports.

Foremost in this respect was the Columbia Phonograph Co., N. B. Smith, manager of the local branch of the Co., declaring that business during August was "well above the average and forecast a tremendous Columbia record and phonograph business for Fall."

Virtually the same sentiments were expressed by officials of the St. Louis branch of the Brunswick-Balke-Collender Co.

"Our factory is working at top speed to keep pace with the demand for Artophone phonographs, especially our new model 100 Chateau Consolette," was the statement issued by officials of the Artophone Corp. "If future demand for Okeh records continues at its present clip, 1927 sales will double the high mark established last year."

Similar enthusiastic comments were made by the local representatives of the Victor and the Edison companies.

New Pfanstiehl Distributor Named

The A. E. Schmid Co., of this city, has taken the exclusive distributorship of the Pfanstiehl radio receivers in this territory. Franklin McDermott has been appointed factory representative for the Temple radio speakers.

Columbia Opens Distributing Branches

An outstanding feature of the month's activity in the trade was the opening of several new distributing branches by the Columbia Co. and the Artophone Corp. The former company opened three new agencies, including the Harbour-Longmire Co., of Oklahoma City, which

will distribute products in the State of Oklahoma; the Radio Sales Co., of Memphis, which will have charge of Arkansas, western Tennessee and Mississippi, and the Sterling Radio Co. which will distribute in Kansas and western Missouri. The Artophone Corp. has opened a distributing office in Memphis.

Tie-Up With Record Artists

Ted Lewis and His Columbia Record Orchestra and Waring's Pennsylvanians, Victor artists, were headliners at a local theatre during the month, and the appearance of both orchestras was made the occasion of a concerted drive by dealers to exploit their products. Both Columbia and Victor dealers ran full-page co-operative ads in the newspapers and otherwise attempted to capitalize on the appearance of these artists. Lewis in one of his performances greeted about 100 Columbia dealers from the stage. Waring, on the other hand, gave a concert recital at the Union Radio Shop, and autographed records, during his appearance in the city. Tommy Christian and His Orchestra also was featured at one of the local theatres during the month, and added to the sales of Harmony records.

Brunswick Branch Visitors

Other visitors to the city during the past month included Floyd Davis, of the Davis Music stores, of Farmington and Flat River, Mo.; George A. Drewel, manager of the Sassmann House Furnishing Company, of Bland, Mo., and Fred Crane, of Dexter, Mo., all of whom are Brunswick dealers.

Coming Radio Show Stimulates Interest

In the field of radio, interest is centered on the third annual radio show which will be held in the city the week of September 19, in con-

junction with the annual Southwestern Radio Dealers' meeting. The show will be under the auspices of the St. Louis Radio Trades' Association and will be held in the Coliseum here. The show will be an outstanding success, according to present indications.

Atwater Kent Dealers Meet

More than 600 dealers and their wives representing the distributing mediums of the Atwater Kent radio under the direction of the Hall & Brown Supply Co. in this section of the country, attended a trade convention held by the latter recently. The occasion was the fourth annual Atwater Kent dealers' convention, which was a marked success.

Names New Columbia K. C. Distributor

During the month, N. B. Smith, manager of the local branch of the Columbia Co., went to Kansas City where he made a survey of the activities of that branch of the organization and held a sales conference. The Sterling Radio Co., he announced, will supersede the present Kansas City branch.

Victor Issues Addition to Child's Appreciation Book

A Copy of Revised Lesson Outlines for Book, "Music Appreciation With the Victrola for Children," to be Supplied With Each Copy

The Victor Talking Machine Co. recently issued a copy of the revised lesson outlines for the book, "Music Appreciation With the Victrola for Children." This section of the book has been reprinted to alleviate the difficulty encountered during the past school year, because of teachers' inability to secure either the old acoustical records or enough new Orthophonic records to substitute. The illustrations in the booklet are all new Orthophonic records.

This addition is to be enclosed with every book sold and dealers are being supplied with a copy for every book they have in stock.

EACH

S-H

PRODUCT HAS A UNIQUE FEATURE



"A" and "B" Power Control
S-H

Automatically controls any trickle charger and "B" Eliminator. Trickle Charger starts as soon as radio set switch is turned off. Prevents reverse current flowing back and causing battery to run down.
List Price \$4.00



Automatic Dry "A" Power Unit
S-H

Internal automatic control charges "A" Battery the instant the switch on receiving set is turned off and cuts off house current when the set is in operation. Stops charging when set is fully charged. Controls "B" Eliminator if used. Hums, noises, tubes and liquids are all eliminated. No possibility of a reverse current flowing back through the charge and causing battery to run down. Full Wave Unit—operating at 1/4 ampere rate, 110 volt—60 cycle.



AERO Complete Outdoor Aerial Kit
S-H

Why buy your aerial equipment in pieces and be bothered with duplicate book accounts, short ends, leftovers and finally no profit when you can get it packaged, ready to sell, in attractive over-the-counter cartons.
List Price \$2.50 to \$4.00 Per Pkg.



AERO Light Socket Antenna
S-H

Of interest to those people who live in apartments. The S-H Light Socket Antenna keeps down static and interference.
List Price \$1.00



Safeguard Lightning Arrester
S-H

A lightning arrester of exceptionally fine construction. Approved by the Underwriter's Laboratories for both indoor and outdoor use. Made of Bakelite with a Bakelite protective petticoat.
List Price \$1.00



AERO Complete Indoor Aerial Kit
S-H

Put up in cartons like the popular outdoor kit. Contains 100 ft. of insulated aerial cord and 12 special tacks for easy installation.
List Price 60c Per Pkg.



Lead-in Lightning Arrester
S-H

The only combination lead-in and lightning arrester on the market. It eliminates four troublesome connections. Wonderful sales possibilities.
List Price 60c

WHEN you offer any of these S-H items to a customer you can do so with the feeling that you are rendering him a service—that he will be more than satisfied with the results and always look to you as headquarters for reliable merchandise.

We are proud of the conscientious workmanship that goes into our products and we are gratified to see it build up goodwill for our jobber and dealer friends everywhere.

SWAN-HAVERSTICK, Inc.
Trenton, N. J.

Fundamentals of Efficient Retail Salesmanship

Knowledge of Record Stock, Proper Reception of Customers and Correct Record Demonstration Are of Greatest Importance

By Louis J. Caldor



(Louis J. Caldor, the author of this article, has spent several years in the retail talking machine field and has, as a background for his selling, a wide knowledge and appreciation of music, having heard leading artists and orchestras in this country and on the Continent.—Editor.)

IN a few weeks the Winter season for all the musical professions and trades will be wide open. Every Winter season witnesses the musical life of the United States increasing in activity, in volume of musical instrument and merchandise business, and in public appeal. Jazz, popular and classical music and operas and musical comedies and individual artists are heard and seen and broadcast, written and argued and talked about more and more every day. The progressive phonograph retailer who will only realize what this amazing development of American musical life means, and by use of the proper methods keep in step with the march of musical prosperity, will positively see his business grow and grow.

Regardless of the changes in any other branch of business, our national phonograph industry, for it is that in every sense of the word, has profited wonderfully by the remarkable inventions already on the market, and will gain still more by improvements continually appearing. Observing business men have already realized that this coming Winter will see more records broken (and also sold—I can't leave out this little joke!) in the music trades than ever before. There is far more truth than humor in that, as every phonograph retailer will be glad to find when the Winter has come and gone, if he will have been equal to his golden opportunities. Bigger and better business can and will be done than ever in the past. Be progressive, study your community, be active in sales promotion, keep in touch with all new ideas and methods by reading your trade journals.

Fundamentals of Retailing

Practically, phonograph and record retailing

may be divided into six fundamental parts, as follows:

1. Knowing the records thoroughly.
2. Receiving customers properly.
3. Demonstrating phonographs effectively.
4. Getting additional business on the inside.
5. Getting additional business on the outside.
6. Profiting by local amusements and attractions of various kinds.

Know Your Stock!

To make the most out of your business you must get the maximum profits out of your record sales. To do this you must know your catalog inside out and use judgment in selecting your stock. Be systematic and thorough! Be sure to listen to every record issued, regardless of whether you will or will not stock it!

In the mornings, or whenever business is slow, take out your advance samples. Get a sample of every record announced as soon as you possibly can and play it through with a loud needle. Listen very carefully and critically for all good and bad points. Some records are wonderful and others are very poor by comparison, for reasons too complicated to discuss here. You never can tell how a composition or number will sound until it is actually reproduced, but there always are plenty of fine records coming out. You may find big differences in the same selection when recorded by different companies.

Suggestions for Judging Records

Listen for rattling, blasting, smearing of sounds, dead or weak spots, and also for beauty of tone and interesting reproduction. Try every record selling for more than seventy-five cents with a freshly pointed fiber needle. Many a fine record refuses to play well with a fiber needle after the customer has taken it home, and that causes a puzzled and disappointed customer. Don't be surprised if a twelve-inch orchestra record plays through perfectly with a fiber needle, and a ten-inch song record won't! The reason is a long story, but it is up to you to know what your records are like. Remember that the shorter a fiber needle is cut in sharpening the more beautifully and more loud-

ly will it play. The tone quality very often is finer with fiber needles.

Know how every record sounds and plays on both sides, because some records are slow sellers if one side is a poor selection. Do not trust to your memory! Mark your trade order list with notes for your own reference and information. Put down an "A" for a perfect number, "B" for a fairly good number, "X" for a poor one, and also "F" if it plays well with a fiber needle. Make any additional remarks that will help you to remember the record better in the future. Know what you are stocking up with or leaving out, and whenever your sales turn out differently than you expected your marked catalogs should help you to improve your judgment in selecting your stock.

Receive Customers Properly

Tactful treatment of customers is the secret of good-will. After greeting a customer, wait for him (or her) to express his wishes first, and then invite him to have a seat. Comfortable chairs and suitable furnishings are not an extravagance, but a necessity! (Some stores have room for nothing but stock, but that is the dealer's own problem.)

Handling the Customer

Make the customer feel at ease, listen to whatever he has to say first, make friends with him, and then sell him as well as you possibly can. Remember that everyone appreciates a comfortable chair and will always accept a polite invitation to be seated, unless in a real hurry. Most persons are tired when out shopping, and ladies particularly so, and comfort creates a more receptive and impressionable frame of mind in the customer. Also, it's much harder to walk out of a store when sitting down than when standing up, because one always has to get up first, and that always requires a little effort and more time. Don't forget that when seating customers one should manage to turn the chairs so that the backs will be towards the door or whichever way is out, so that customers will see only you, and their interest will not be distracted by watching

(Continued on page 78)

Exclusively Sold for 10 Years

Recorded Electrically

BELL RECORDS

Artistically Made

Bell
Record
Corporation

Now Available to All

At
38 Clinton St.
Newark, N. J.

BIG!



*Big in everything
but price*

Case full size of standard portable, in all popular bright colors. Strong motor. Surprisingly fine reproducer and tone arm.

Dealers call it the biggest value in the trade.

BIG! in
Sales Value

Turns prospects into buyers faster than any portable you ever sold.

\$15
LIST



Write your nearest
jobber or direct to

CASES IN
ALL COLORS

Consolidated Talking Machine Co.

Consolidated Building

227-229 West Washington Street, Chicago

Minneapolis: 1424 Washington Ave., South

Detroit: 2949 Gratiot Ave.

Special Sales Drives Prove Successful in Building Volume in Kansas City District

Volume of Talking Machine and Record Sales Reaches an Unusually High Point During August—Moderate Weather Has Been Big Factor—W. W. Kimball Has Seventieth Anniversary Sale

KANSAS CITY, MO., September 8.—The month of August has proved a surprise to the talking machine dealers in Kansas City, according to the general expression here, volume of sales having reached an unusually high point for the last month of the Summer. Special sales drives conducted in several of the music stores have helped to explain this activity, while the moderate weather throughout the month has been a favorable factor.

Machines in practically all styles and sizes have moved here in satisfactory quantity. Records have been particularly active with especial stress on several popular numbers. Portables are an active item at this time, showing no slackening in demand up to the last of August.

G. C. Anderson, of the Brunswick Shop, reports that business is showing a nice increase at the present time, and he is looking to the Fall of 1927 for a very brisk phonograph and radio business. During August Mr. Anderson reported that the business done in the shop in records was very good. As for radio, Mr. Anderson looks for activity about the middle of September, with the Dempsey-Tunney fight stimulating interest in the condition of the family radio set.

During the special seventieth anniversary sale which is being conducted by the W. W. Kimball Piano Co. here, J. D. Mahaffey, manager, says they have done the biggest business in phonographs which he has ever experienced in one month. The Kimball Reproducing phonograph has been featured throughout the sale.

The Jones Store Co. is moving its phonograph department from the fourth to the third floor, where it will have an enlarged and completely

redecorated department. The radio department, formerly located on the first floor, will be combined with the phonographs. According to Miss Poynter, manager of the department, they are making all of their booths into both demonstration and record booths, using only new machines. There are to be eleven booths in the phonograph department, and several for the exclusive use of the radio division. Miss Poynter says that business has been unusually good in spite of the fact that they were in the midst of moving. Portable sales are continuing brisk.

Wurlitzer's phonograph department reports a very satisfactory August business, with sales above normal for that month. Automatic Orthophones continue to move in good volume. Record business for August has been brisk. The record department of Wurlitzer's finds the Gene Tunney exercise set very attractive to men and they are doing a nice volume of business on this number.

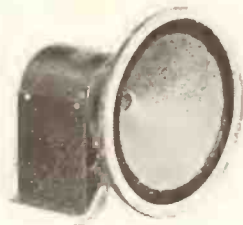
The Knabe Studios had a very good business in Orthophones during the past month, according to D. B. Parcill. Mr. Parcill says that this has been the biggest August which his store has ever had. The Knabe Studios expect to be in their new building by October 1, and they are anticipating big returns from their new location.

MAGNAVOX

electro dynamic

Power Cone Speaker

Built under exclusive patents on electro dynamic principle made famous by Magnavox. Recognized by technical experts and music critics as the one method of construction for perfect reproduction.



R-4 Unit

Type R-4 has 6-volt, 1/2-ampere field. Type R-5 for A.C. radio or phonograph circuits using field as the choke in filter pack. Unit designed for easy installation in radio and phonograph cabinets.

List prices: R-4, \$50; R-5, \$55



Beverly Cabinet

Beverly cabinet speaker, complete, with R-4 unit, cords, switch \$75. Requires 6-volt A battery for power supply.



R-51 Unit

Type R-51 unit is R-5 with built-in power amplifier and rectifier using one 216 and one 210 tube. List \$120. Easily installed in your radio or phonograph cabinets.



Loboy Cabinet

Loboy cabinet speaker, complete, with R-51 unit, cords, etc.,

\$165

These speakers and units are being nationally advertised and are selling extensively. You should know about this advanced development in radio.

Send at once for special bulletins about electro dynamic and permanent magnet type speakers and units—also name of nearest Magnavox distributor.

THE MAGNAVOX CO.

Oakland, Calif.

Chicago Sales Office—1315 So. Michigan Ave.

Philadelphia to Have Radio Rodeo in Autumn

Instead of Formal Exhibit of Radio Apparatus Annual Display of Latest Models Will Be Combined With Entertainment Features

PHILADELPHIA, PA., September 8.—This city is to have an entirely new plan for a radio show in the coming Fall, when, instead of holding a formal exhibit of radio apparatus, accessories and appurtenances, displays of radio wares will be combined with a "radio circus," or, as the exposition has been named by the management, a "Radio Rodeo." It will be held from September 12 to 17 and will include a gathering of radio artists of the front rank, with lively programs each night of the exhibit.

The Radio Rodeo is sponsored by Laurence A. Nixon, of New York, and H. E. Bennett is general manager. Mr. Nixon is the executive secretary of the general committee putting on the Fourth Annual Radio Industries Banquet, in New York, on September 21, and was associated with last year's banquet.

On the opening day of the Rodeo, September 12, the trade will be given exclusive reservation privileges with the public excluded, so that the dealers and manufacturers who are interested in radio from a commercial angle will have opportunity to review the exhibit and place orders for their own stocking.

In conjunction with the entertainment features of the show the appearance of artists will tie up with the exhibition of the various types of sets and accessories linked with allied lines of merchandisc. There will be no sale of merchandise on the floors during the remainder of the exhibit. The public is invited to attend and to meet the various radio stars of Philadelphia and the broadcasting chains personages who so far have been "voices on the air" and who will entertain the public in person. More than 400 radio artists are booked to entertain during the Rodeo.

Mayor Kendrick, of Philadelphia; Senator William S. Vare and City Treasurer Harry Mackay, candidate for Mayor in the coming Fall elections, will officially preside at the opening of the show. Stations WIP, WCAU, WFI and WABQ all are occupying individual broadcasting stations in the great hall at the Commercial Museum, where the show is to be held. The radio trade dinner, which is to be broadcast, is to be held in the dining hall at the Commercial Museum, Monday, September 12, at 6 p. m., and will be attended by prominent radio men from every section of the country, among them the following:

Paul B. Klugh, executive chairman, National

Association of Broadcasters; Major J. Andrew White, vice-president, Columbia Broadcasting Co.; Harold J. Wrape, president, Federated Radio Trades Association; C. C. Colby, president, Radio Manufacturers' Association; Admiral W. H. G. Bullard, chairman, Federal Radio Commission; O. H. Caldwell, Federal Radio Commissioner from New York; A. H. Bellows, Federal Radio Commissioner from Minneapolis; L. S. Baker, executive vice-chairman, Radio Manufacturers' Association; L. B. F. Raycroft, chairman, Radio Section, N. E. M. A.; M. F. Flanagan, executive secretary, Radio Manufacturers' Association; Irwin Kurtz, president, Talking Machine and Radio Men, Inc.; H. H. Eby, member board of directors, Radio Manufacturers' Association; J. T. Peirce, Philadelphia Radio Trade Association; H. H. Frost, past president, Radio Manufacturers' Association, and others.

Fundamentals of Retail Merchandising Practice

(Continued from page 76)

persons entering and leaving your place. You can also keep your eye on the door all the time without having to turn your head around while selling your customers.

A customer coming in to purchase records should be seated at a table used only for record lists and catalogs. Ask to be called when a customer has made his selection. When called, note the desired numbers on a small pad, go for the records, bring them back, make sure they are what the customer asked for, and then show him politely into a booth. Ask him to be seated while you wind the phonograph. Change the needle, start the first record playing, and leave the booth with a smile. Isn't this far better salesmanship than just pushing records over a counter at the customer and ignoring him till he comes back to pay for a record or leave it?

Selling by Suggestion

Ask record customers if they are using fiber needles at home, explaining that you can advise them beforehand which records play successfully with fiber needles. Quite often this results in a request for a fiber needle demonstration and may lead to the purchase of a fiber needle cutter and needles when the customer realizes how beautifully and noiselessly the record will play with such needles. It is not so much in the way of a sale, but means much more from the standpoint of fully satisfying the customer.

After a sale of records, when putting records into envelopes never forget to put in the latest monthly lists.



A Big Improvement over "A" Batteries

The WHITE "A" SOCKET POWER UNIT is not a substitute for "A" Batteries. It is vastly superior to batteries—more dependable—more efficient—more economical. Requires no batteries of any character—no trickle charger. Never charged. Never discharged. Gives even, constant, unflinching current—without slightest noise. Always ready for constant and continued use. Not affected by disuse. Trouble proof. On when "on" and off when "off". Induces full clear-toned reception. Costs practically nothing to

operate. Moderate in price. Quickly pays for itself by abolishing expense of battery charging. Designed for standard 6 volt sets from 1 to 9 tubes. Compact—convenient. The most satisfactory and scientific "A" current supply. Saves money—time and trouble. Attractive in appearance. Housed in substantial 20 gauge metal cabinet—handsomely finished in sage-green Duco. Liberal dealer discounts. Desirable franchises now available. Particulars on request.



Julian M. White Manufacturing Co., Sioux City, Iowa

White "A" Socket Power is licensed by Andrews-Hammond Corporation under Andrews-Condenser and other Andrews-Hammond patent applications.

Our complete line of "A", "B" and "A-B" power units gives a wide, active range of sales.

—the season for fine



FINE PHONOGRAPHS

at sensible prices

☞ Dealers and Jobbers made substantial profits with two models of Artones in 1926.

☞ The larger 1927-8 line offers more sales and more profits.



Artone No. 65, nickel finish \$65.

Artone No. 75, gilt " \$75.

SIX MODELS
of
CONSOLES and CONSOLETTES
\$65 to \$125

Ask your Jobber
or
Write us To-day



Artone No. 79, two tone brown finish \$85.



Artone No. 125, two tone brown finish \$125.

BERG A. T. & S. CO., Inc.

and fine **Artone** is here!



We emphasize the new
BERG ARTONE GRAND

A strictly
De Luxe Portable
with 53 inch tone column
and Artone De Luxe reproducer;
padded top and finest trimmings

Rich in Tone and Appearance!

\$35
—and worth it



EIGHT OTHER
PORTABLE MODELS
\$15 to \$30

New!

Please mail this coupon to-day

Coming October 1st
Flat Compact Artone Portable
Small in Size and Price
Big in Tone and Volume **\$12**
List

BERG A. T. & S. CO., Inc., Long Island City, N. Y.

Gentlemen:

Please ship sample of your flat compact Artone portable.

Firm Name

Address

City State.....

Long Island City, N. Y.

F. D. Pitts Co. Named Kellogg Radio Distributor for New England Territory

Boston's Annual Radio Show to Be Held Week of September 26—J. H. Burke Co. Reports 400 Per Cent Increase in August Business—Victor Artists Make Local Appearances—Other News

BOSTON, MASS., September 9.—The annual radio show will be held in Mechanics' Building during the week of September 26. This year it will be in conjunction with an aero exhibition, so that there will be a double or divided interest. This will be the seventh radio show in this city, and the slogan of "art in industry" will be kept to the fore in arranging for the show, and this will be featured wherever possible in loud speakers and the other radio accessories.

400 Per Cent Gain in August

The J. H. Burke Co. at 219 Columbus avenue, dealer in radio and talking machines, reports that the August business in radio has exceeded all expectations, and "Joe" himself is authority for the statement that it beats the business of August of last year by nearly 400 per cent. The outlook, therefore, for September and the succeeding months is most encouraging. Such orders as were placed earlier were for September delivery. Despite the fact that the staff is working nights and the facilities are better than ever before, and the shipping force increased, it is not easy to keep up with the demand.

The Burke Co. is doing a big business especially in batteries and tubes, which is a sort of forerunner to the big forthcoming prize fight at Chicago, when everyone will want to be listening in. The house is now carrying a complete line of Sonora radio outfits and the samples are on display. One type that is attracting especial attention is known as the De Luxe Highboy, which requires no outside aerial.

Enthusiasm Over Columbia-Kolster Tie-Up

From the Columbia Co. your correspondent hears that dealers of the Columbia are very enthusiastic over the Columbia-Kolster tie-up and are looking forward anxiously to the receipt of the first sample machine, which is expected at this branch office about the middle of the month. They look for many visitors who are eager to see this latest Columbia product.

Music dealers will be glad to learn that Dave Bedrick has joined the Columbia family. "Dave,"

as he is familiarly known to the trade, will cover Maine, New Hampshire and Vermont in the New England territory under Manager Parks.

Bill Parks, the New England manager of the Columbia Co., is back at his desk after spending a pleasant vacation at Eastham, down on Cape Cod. Judging from his bronzed appearance his vacation did him a world of good.

George L. Donnelly, who is forging along fast with the local Columbia, is now "doing" the states of Rhode Island, southeastern Connecticut and the central and eastern portions of Massachusetts. He succeeds J. J. Moore, Jr., who is now actively engaged in selling the Stromberg-Carlson line.

Panatrope Installed in Statler

One of the latest installations of a Brunswick Panatrope is in the Hotel Statler where one is most effectively in use in the Statler service. The instrument is located on the mezzanine floor where daily there is a motion picture show with which the Panatrope is used to good advantage and attracting attention.

Appointed Kellogg Distributor

The F. D. Pitts Co., Boston, has been appointed distributor of the complete Kellogg radio line for New England territory by the Kellogg Switchboard & Supply Co., Chicago. The Pitts organization, headed by F. D. Pitts, has made an outstanding success of radio distribution in the territory it covers. Mr. Pitts is widely known in the radio trade, having been connected with the industry since its inception. He is a radio engineer of recognized ability and has a reputation for specializing in those lines which his engineering experience tells him embody quality and performance.

The Pitts Co. travels nine men in New England territory and will feature Kellogg radio as its high grade line. A. H. Holke, of the Kellogg sales force, is cooperating with the sales force of the Pitts Co. in arranging dealer representation for Kellogg products in the New England States. The reputation of the F. D. Pitts

Co. backed by the experience in merchandising policies of the Kellogg organization should make a strong combination.

Excellent Brunswick Publicity

A projector for Brunswick records has been installed in the Boylston street warerooms of Charles M. Stieff, Inc. Through the medium of this device the music may be heard by those passing on the sidewalk outside, the record being controlled from the record counter.

Victor Artists in Local Appearances

The Tremont street warerooms of Charles S. Norris have come considerably into the limelight lately as Victor distributors, for several leading Victor artists made their appearance at this place. First there was Franklyn Baur, the Victor tenor, who had been appearing at the Colonial Theatre in the "Ziegfeld Follies," and one afternoon he entertained fully 200 people with some of the songs which have brought him into fame. Two numbers which the audience especially enjoyed were Irving Berlin's "Russian Lullaby," and "Learn to Sing a Love Song." Between the songs Mr. Baur's records were played on a Victor Orthophonic and this helped to stimulate sales which were made then and there. A few days later the eight Victor Artists appeared jointly at the Norris warerooms, having been at that time at the Metropolitan Theatre. So successful were these appearances from the commercial point of view that Manager Norris may plan other similar features during the Fall and Winter.

News Brieflets

The many friends of Ernest A. Cressey, of the C. C. Harvey Co., will be glad to learn of his continued improvement from the serious upset which he experienced in the Spring. He is now able to get to his office daily though he does not stay as long as in the old days, contenting himself with a few hours up to noon.

Alexander Steinert, head of M. Steinert & Sons, and Mrs. Steinert, spent several weeks up in Bar Harbor, Me.

William Stevens, who has been with the record department of the Brunswick Co. for several months has been advanced, and is henceforth to go on the road in New England.

Louis Dean, of Dennis, down on the Cape, is one of the latest dealers to take on the Brunswick line.

The Greatest Victor Line in History



The Victor line of Orthophonic Victrolas, Victrola-Radiolas, Electrolas, Automatic Orthophonic Victrolas, Portables and their various combinations, offers something of interest to, and within the means of every prospect. Never before have Victor dealers had so much to offer.

Capitalize This Opportunity

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

There is no question which Boston Newspaper is the BEST Radio "buy" in New England. Advertisers seem to be somewhat "at sea" on the question of SECOND BEST, but why worry over that when the BOSTON POST alone will "do the trick!"

The Boston Post

published only in the morning

SELLS MORE THAN 100,000 copies more than the combined Morning Herald-Evening Traveler or Morning Globe-Evening Globe.

The Post's great circulation has NO duplication. COMBINED morning and evening papers MUST have considerable duplication.

There is no FORCED ADVERTISING COMBINATION in the Boston Post. Advertisers who buy the Boston Post buy nothing but the Post.

Most of the Post's huge circulation is HOME-DELIVERED.

POST is 108,963 lines Ahead of SECOND Paper and carried nearly as much as the next two combined.

For 5 consecutive years — ever since the radio industry made its first appeal to the public — The Boston Post has published far more Radio advertising than any other Boston newspaper.

The Boston Post has exceeded its big lineage of last year while the next two Boston Papers show heavy losses.

During the first 8 months of this year radio lineage in Boston papers was as follows:

	Local	National	1927 Jan. 1 to Sept. 7	1926 Jan. 1 to Sept. 7
POST	156,673	92,685	249,358	247,028
Globe	96,512	43,883	140,395	178,210
Herald	81,687	34,622	116,309	164,728
POST GAINED				2,330 lines
GLOBE LOST				37,815 lines
HERALD LOST				48,419 lines

(From figures supplied by the Boston Newspapers Statistical Bureau)

Leadership for 5 Years Means that for 5 Years Post Advertisers have received Profitable Results

NATIONAL REPRESENTATIVES:
The Kelly-Smith Co.
New York—Chicago—Boston—Philadelphia

"Boston Post Radio Ads Pull"

Early Showing of New Models Advances Radio Season in Cleveland Territory

North American Auto Supply Co. Appointed Freed-Eisemann Distributor—General J. G. Harbord Guest of Honor at Luncheon—Sterling Co. Leases Additional Space to Expand

CLEVELAND, O., September 10.—Radio business is six weeks ahead this season in Cleveland over that of other years. This is due to a great extent to the early showing of the new models by the retail trade, and the aggressive advertising being done in newspapers by manufacturers, jobbers and retailers. Phonograph sales are showing a gain and record sales have been very good. Harmonicas sold exceptionally well on account of the great interest shown in the playground contests. Band instruments are moving much better than they did and a good demand is looked for this Fall by the trade.

New Freed-Eisemann Distributor

The Freed-Eisemann radio receivers will be distributed in Cleveland and northeastern Ohio by the North American Auto Supply Co., 4608 Prospect avenue. The appointment has just been made by the factory. The new distributors are well known in the radio trade and have ample facilities to insure prompt deliveries and will maintain a complete service department.

Luncheon for General J. G. Harbord

Radiola distributors of Cleveland, Detroit, Toledo and Canton were present at a luncheon in honor of a visit of General J. G. Harbord, president of the Radio Corp. of America. The affair was held on Friday, September 2, at the Hotel Cleveland. General Harbord is on a good-will tour and stopped off at a few of the principal cities, including Cleveland. Accompanying him were Quinton Adams, Meade Brunet and Pierre Boucheron, RCA advertising and sales executives. Distributors' executives attending the luncheon were: Henry Hallack and Warren R. Cox, of the Radio Apparatus Co., Cleveland; J. M. Bateman, Erner Electric Co., Cleveland; H. M. Mooock and P. E. Mooock, of the Mooock Electric Supply Co., Canton; W. G. Nagel, Lakes States General Electric Supply Co., Toledo; Fred Bissell, of F. Bissell, Toledo; G. W. Smith, Beckley-Ralston Co., Detroit, and F. W. Woolrich, Commercial Electric Supply Co., Detroit.

Exhibited Federal and Mohawk Lines

There was a very large and enthusiastic attendance of radio dealers from all over northern Ohio to view the new models of the Federal and Mohawk lines of receivers at the Hotel

Statler on September 9. The affair was sponsored by B. W. Smith, Inc., distributor for these well-known lines, and there were short talks by executives from the factories and also by officials of the distributors.

Sterling Co. Expands Plant

The Sterling Co., manufacturer of radio equipment, has negotiated a lease of additional space in the McBride Building at East Fortieth street and Perkins avenue. This will be used for the manufacture of the new dry "A" radio socket power unit recently developed by the company's engineers.

Radio Association to Meet

The first meeting of the Northern Ohio Radio Trade Association for the Fall and Winter season will take place on Monday evening, September 12, at the Hollenden Hotel. Dinner is to precede the meeting and the speaker of the evening will be W. B. Burruss, of New York, nationally known for his talks on sales subjects. Herbert Buckman, secretary-manager of the association, is to have floor plans ready for inspection of the annual radio show that will take place in the Public Auditorium November 8 to 13. Quite a number of applications for space were received.

Receives A-K Sets by Airplane

The Cleveland Ignition Co., distributor for Atwater Kent in Cleveland and northern Ohio, had the distinction of receiving the first radio receivers by the new American Railway Express airplane service in Cleveland. A shipment of Atwater Kent receivers left the company's fac-

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley'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

tory in Philadelphia September 1 at noon, and arrived in Cleveland in four hours and twenty minutes.

New Crosley Jobber Appointed

Cleveland now has a new Crosley distributor in the Cleveland Crosley Sales Co., which has opened up a very attractive salesroom on Euclid avenue. During the month a private showing of all Crosley models was held at the Hotel Cleveland for several days. R. W. French and E. L. Shepherd, special representatives from the factory, were also present and assisted.

Industrial Exposition Attracts 640,000

The Cleveland Industrial Exposition that was held during August gave the manufacturers of Ohio engaged in the radio industry an opportunity to exhibit their products and a number took advantage of it and had some very fine displays which attracted public attention.

Sonora Outlook Is Good

C. C. Price, general manager of the Cleveland branch of H. C. Schultz, Inc., Sonora distributor, reports that business is picking up fast. All the new models are on display and Sonora is going to have a big season by the looks of things. Mr. Price spent three days with the McLean Music Store, of Painesville, assisting it at its exhibit at the Lake County Fair at which both Sonora phonographs and radio sets were shown.

Business Throughout the Salt Lake City District Remains at Satisfactory Level

Records Are in Particularly Good Demand at This Time, Report Retailers and Wholesalers—Consolidated Music Co. Revives Educational Department—Important Trade Activities

SALT LAKE CITY, UTAH, September 7.—The phonograph business in Salt Lake City and Utah continues good, in both the instrument and record departments. This does not mean that it is rushing, but that it is very good for the time of year. Records of all kinds are selling well.

The Columbia Stores Co., distributor of Columbia products, far from reporting a let-up in business this Summer, reported: "Business is good. In July our sales were greater than for last December. Dealers throughout the territory seem to be doing more business and making more money and paying their bills better than for a long time. This is significant."

A number of other wholesalers and retailers were in a happy frame of mind. The Jones Music Co., of Ogden, a retail firm, reported a larger sale than normal of portable phonographs with the prices ranging from \$15 to \$25. No advertising of any consequence was done in the newspapers this year, it was stated, but it is believed that the generous use of newspaper space in 1926 left a good impression and helped to sell the merchandise this year. Window space, however, was used to good advantage.

The Daynes-Beebe Music Co. had a fine window display during August, advertising "Charmaine," the new waltz hit. There were many neat little figures in pasteboard representing couples in the act of dancing, whilst part of the first verse of the waltz, in bold manuscript so as to be easily read from the street, was on view in the back of the window.

J. C. McClain, of the Utah Music Co., who has been ill for some time past, is much improved.

Beth Erickson, well known in local phonograph educational circles, has revived the educational department of the Consolidated Music Co. The Consolidated is the only store in town that has this department.

Pompa Music Co., of Boise, Idaho, has taken on the Columbia phonographs, as has the M. A. Vial Music House, of Weiser, Idaho.

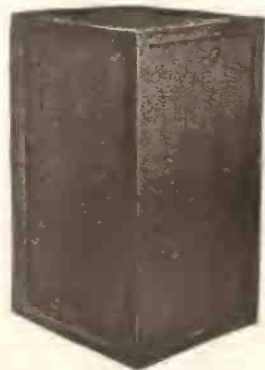
John Elliot Clark, head of the John Elliot Clark Co., Victor distributor, has returned from a visit to the Victor factory. The Sampson Music Co., of Boise, Idaho, has purchased the T. C. Martin Co., of Pocatello, Idaho. Victor products will be carried.

PHONOGRAPH MOTORS

A WIDE variety of Motors made by HERMANN THORENS, Ste. Croix, Switzerland, Manufacturer of Europe's most celebrated phonograph motor.

High quality—reasonably priced. In different capacities, playing up to 10 records.

THORENS, Inc.
Sole Distributors for U. S. A.
450 Fourth Ave. New York City



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.

—and the fastest seller represents the greatest profit....



EVERY result has an actuating force — a definite reason for final commission.

Musicone superiority is a result that has behind it real and tangible cause for the flood of profit enjoyed by Musicone dealers.

WORLD'S *fastest selling* SPEAKER

This claim for MUSICONES is based on actual facts and figures gained from authentic sources.



The reasons are in the MUSICONE itself—

—in the patented Crosley actuating unit which has demonstrated its tremendous capacity for magnified reproduction in more sales than any other loud speaker on the market.

—in the special Crosley magnet coil coating which keeps Musicones constantly efficient in any climate.

—in the Bakelite, instead of cardboard bobbins which prevent retention of moisture.

—in the higher voltage capacity which results in louder, finer tones.

—in the simplicity of armature adjustment.

—in the new metallurgical discovery which increases vibrations ten times over other types, resulting in an amazing range of tone capacities from the piccolo shrill to the booming of the deepest bass.

—in the all around virtues which have made MUSICONES the most widely imitated — but still unequalled — radio accessory brought out.

12in. Ultra MUSICONE
\$9⁷⁵
16in. Super Musicone \$12⁷⁵

Prices slightly higher west of the Rocky Mts.

Write Dept. 26 for descriptive literature

The Crosley Radio Corporation
Cincinnati, Ohio

Powel Crosley,



Jr., President

CROSLEY MUSICONE

Business Exceeds All Expectations in Baltimore Field, According to Reports

Entire Trade in Optimistic Frame of Mind Regarding the Outlook for Fall, as a Result of Unprecedented Activity Throughout the Past Month—Wide Interest in New Models

BALTIMORE, Md., September 9.—Talking machine and radio jobbers and dealers in this territory unite in reporting that business for the month of August exceeded all expectations, surpassing the same month of last year, and in fact either equalling or surpassing the sales volumes achieved during the Fall and Winter months of 1926. Seldom has the trade been in a more optimistic frame of mind regarding the outlook for the coming season.

Fine Outlook for Columbia Wholesalers

Conditions in the territory served by Columbia Wholesalers, Inc., distributors for Columbia phonographs and records, Fada and Crosley radio sets and accessories were never as promising as at the present time, according to the statement of L. L. Andrews, president of the distributing concern.

"Never in the history of our business have we seen such a stream of orders coming in during the relatively slow month of August," says Mr. Andrews. "We thought that last year was prosperous beyond our fondest hopes, but if orders are any indication for the coming season, business will be just about twice as good as last year. For example, A. M. Calais, Columbia's representative for North Carolina, turned in the largest day's business on record for August of any year, by selling ninety phonographs for immediate delivery in one day's work. August record business was greater than either September, October or November of 1926, which months, of course, were record breakers at that time.

"It is hard to account for the almost insatiable demand for records. We think that broadcasting has been very largely responsible for a good share of this increased record business, but it is evident that interest in the phonograph by the owner of the average home was never greater and as usual will increase greatly as the season advances.

"Radio business also is far more active in the Baltimore section than last year at this time. The big fight, the announcement of the Columbia Broadcasting Chain with a station (WCAO) located in Baltimore, with the World's Series just beyond, have gotten all

dealers on their toes much earlier than last year. Demand for the new Fada six, seven and eight-tube sets and the new Crosley 'Bandbox' is extremely gratifying and all first class accessories are finding a ready sale."

Wm. H. Swartz, vice-president of Columbia Wholesalers, in charge of phonograph and record sales, is reported as having a marvelous time in Europe and will soon be sailing home to take up his work for the coming season.

The new Columbia-Kolster combinations are anxiously awaited by all Columbia and Kolster dealers alike, because it is evident that a very ready market awaits this long heralded instrument. Deliveries are said to be somewhat delayed, but will be made in a limited way by the latter part of September.

Excellent Victor Demand

I. Son Cohen, president of Cohen & Hughes, Victor distributors, recently returned from a four-month trip through the Southern territory and reported business well over the mark of last year, with every prospect for the largest Victor year ever enjoyed in this territory. Soon after his return Mr. Cohen again left for an extended trip through Virginia, West Virginia and North Carolina for the purpose of taking up with dealers their requirements on the new models announced at the recent distributors' meeting at Camden.

Mr. Cohen took a hurried trip to New York the early part of this month for the purpose of meeting Mrs. Cohen, who arrived on the S.S. "Rotterdam" after a four-months' trip abroad.

A meeting of Victor dealers was held early this week at the Raleigh Hotel, Washington, under the auspices of Mr. Davis, Victor factory representative, for the purpose of working out ways and means of putting across the Victor Red Seal record campaign.

Tie-up With Tunney-Dempsey Fight

The Maryland Radio Board of Trade which was organized a few months ago is planning a widespread hook-up on the Tunney-Dempsey bout this month. Amplifiers will be placed in four or five of the most central points of this city, and the progress of the fight will be heard by thousands of residents direct from the ring-

East to Meet West in R. M. A. Golf Tournament

Finals to Be Held During Radio World's Fair—Final Game of Western Division Has Been Held and Winners Go East

The final game of the Western Division of the Radio Manufacturers Association Golf Tournament was held on September 8, at the Tam-O-Shanter Country Club, Chicago. The winners of the game, whose names had not yet been announced when The Talking Machine World went to press, will compete with the Eastern Division in New York City during the week of September 19 at which time the Radio World's Fair will be in progress. More than forty representatives of the R. M. A. have entered the Western tournament which has been played over the past two months. Four of the best golfers in the Western Division will be sent East during the Radio World's Fair, and during the week of October 10, during the annual radio show in Chicago, the two winners of the Eastern and Western divisions, respectively, will compete for final honors.

Jesse B. Hawley, secretary and treasurer of the Newcombe-Hawley Co., who has been one of the leaders in the Western tournament, left late in August to resume his duties as Dartmouth College football coach and was not able to finish the tournament.

In the game played on September 1, Albert Hess, of the Trav-Ler Mfg. Corp., finished with a low score of 71 and among the others who have had low scores throughout the closing games of the tournament are Albert Newcombe, of the Newcombe-Hawley Co.; Henry C. Forster, of Utah Radio Products Co., and John C. Tully, of the Bremer-Tully Mfg. Co.

side. Dealers are also planning to secure the maximum benefit from tying up with this event.

Radio dealers are much pleased with the results of August, reports placing business in many establishments as being 100 per cent over the same month of last year. The new Radiola and Zenith receivers have been received with great enthusiasm by the trade.

Early Ordering of Brunswick Line

Jos. G. Mullen, assistant to R. J. Bowell, manager of the local Brunswick branch, reports that the Fall season has opened ahead of schedule. Dealers are anticipating their requirements and are placing their orders accordingly.

Brunswick record contracts recently obtained by J. B. Elliott, North Carolina representative, include Paragon Furniture Co., Shelby, N. C.; Scotland Neck Furniture Co., Scotland Neck, N. C.; Lumberton Furniture Co., Lumberton, N. C., and H. Roy Martin, Mayodan, N. C.

The Parker Gardner Co., Charlotte, N. C., has also been appointed a dealer and this organization is now merchandising the entire line of Brunswick Panatropes and records. Hal Kemp and His Orchestra appeared personally during the formal opening of the Brunswick department, and were heartily received by the many who crowded their way into the Parker Gardner store.

R. H. Cagle, a newcomer to the Brunswick branch, has been appointed to W. D. Lord's territory in the State of Virginia. Mr. Lord is now operating in M. M. Kuhn's former territory, Mr. Kuhn having been assigned to the City of Washington.

Braiterman-Fedder Activities

Philip Kaufman, of the Braiterman-Fedder Co., recently returned from a trip which took him as far West as St. Louis. He returned quite satisfied with results, chiefly happy because of the enthusiastic reception accorded the Mel-O-Art player rolls by many new accounts in the territory covered.

William Fedder, of the above mentioned company, is recuperating from an illness and consequently is able to spend an hour or two at

(Continued on page 88)



Every Month Is a Portable Month

FROM now on, every month will prove a big portable phonograph month for the dealer who carries the new Viva-tonal Columbia Portable No. 160.

Here's a portable, light enough to be carried around easily, retailing at

\$50.00, yet with a tonal quality and playing volume associated with cabinet models.

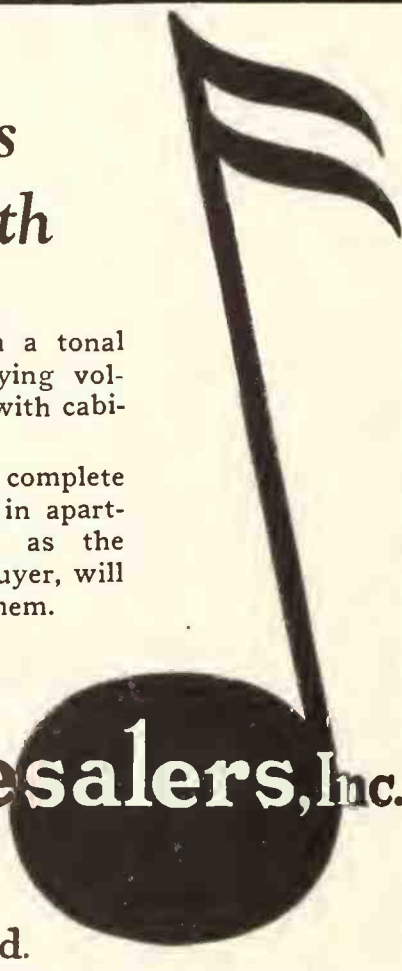
Write us for complete details. People in apartments, as well as the usual portable buyer, will want to know them.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



ATWATER KENT RADIO



"B" POWER UNIT

Finished in brown crystalline with bakelite binding post panel. Length, 5 in.; depth, 11 in.; height, 9 in.

Type R, for 60-cycle 110 to 115 volt A.C., with rectifying tube and 7 feet of flexible cable. \$50

Type S, for 25-cycle 110 to 115 volt A.C., with rectifying tube and 7 feet of flexible cable. \$55

Prices slightly higher from the Rockies West, and in Canada

ANNOUNCING

The Atwater Kent "B" Power Unit

THE Atwater Kent "B" Power Unit delivers up to 135 volts and is designed for use with any model of Atwater Kent Receiving Set or other make consuming not more than 40 milliamperes.

Operation is entirely automatic, due to a special built-in relay actuated by the power supply switch located on the receiving set. If a charger is used (it should be of the trickle type) provision is also made for connecting the "A" battery and charger to the "B" Power Unit, in which case the relay also automatically starts and stops the charger.

A special rectifying tube is included as part of this equipment.

This Atwater Kent "B" Power Unit insures true and even tone quality. No adjustment is needed for differing voltages, as fluctuation is compensated for by transformer and circuit design. It is therefore trouble-proof and fool-proof. Dealers will find it is the kind they can install and forget.

Write for illustrated booklet telling the complete story of Atwater Kent Radio.

ATWATER KENT MANUFACTURING CO., A. Atwater Kent, President, 4725 WISSAHICKON AVE., PHILADELPHIA, PA.

The Best Money Makers in Radio for the 1927-28 Season

FADA—CROSLEY

SOCKET POWER DEVICES

Philco—Sterling—Powerizer

SPEAKERS

Crosley—Fada—Newcombe-Hawley—Tower

Burgess Batteries

Philco Storage Batteries

BRACH EQUIPMENT—CUNNINGHAM TUBES—R.C.A. TUBES

*You buy cooperation as well as the best
the market affords when you deal with us*

COLUMBIA WHOLESALERS, Inc.
205 W. Camden St. Baltimore, Md.

Trade Activities in Baltimore Territory

(Continued from page 86)

the office each day. William Braiterman has assumed full charge and is directing sales on Mel-O-Art player rolls, Valley Forge and Braeco products for the remainder of the season. He will not make any trips to the trade as was his original intention.

I. Braiterman has assumed charge of the Oriole Phonograph Co. M. I. Speert, president of this company, is formulating plans for an extensive campaign on this line of portable phonographs in the very near future.

News Brieflets

William Braiterman, of the Braiterman-Fedder Co., is the father of a new-born son, and although J. A. Fischer, of Philadelphia, offered to give the youngster 100 No. 84 Valley Forge main springs if he be given the name of Julius, the offer was respectfully turned down by the wise father, for, as he puts it, "100 No. 84's can surely start one into a fine business and we

Important Happenings in Los Angeles Territory

Tremendous Demand for "Two Black Crows" Columbia Record—Sherman, Clay Gives Up Wholesale—Passing of Leo. J. Meyberg Greatly Regretted—Other Trade News

LOS ANGELES, CAL., September 3.—There was a very large attendance at the August meeting of the Music Trades Association of Southern California.

Through the efforts of W. H. Lawton, Los Angeles branch manager of the Columbia Phonograph Co., Moran and Mack, exclusive Columbia artists, appeared in costume from between acts at the Pantages Theatre, where

don't wish a new competitor in this territory."

The Hamilton Music Shop announces that it will open a branch store in Overlea, Md., in the near future.

The Southern Hardware Co. has just completed its new showroom and has sent invitations to the public asking their inspection.

Johnson Bros., radio dealers, recently renovated their store and as a result it is one of the most attractive showrooms in this territory.

Heavy Advance Ordering

William C. Roberts, manager of E. F. Droop & Sons Co., Victor distributor, reports:

"The prospects for our Fall business are decidedly encouraging; in fact, our advance orders have exceeded our expectations by approximately 300 per cent.

"Relative to the record business, we can say emphatically that it is really phenomenal, with the demand daily on the increase, and if the Victor Co. can satisfy our requirements promptly we would not venture to estimate how many 100 per cent increase the present year would exceed last."

they had been playing to capacity audiences for the past three weeks. The famous comedians were very generous in giving their famous act as recorded on the Columbia record and also added some further jokes which will probably appear on their next records.

L. E. Fontern, president of the Association, in extending thanks to the two distinguished Columbia artists, stated that the famous Columbia record had not only sold in enormous quantities but it had caused thousands of persons to bring out their phonographs, which had not been used for years, and put them in shape and buy other records as well.

Sherman, Clay Co. Gives Up Wholesale

Sherman, Clay & Co., who have been distributors of Victor products for more than a quarter of a century, have given up the dis-

tribution of Victor products as well as the jobbing of radios, in order that they may devote their entire time to the retail business. The distribution of Victor products in southern California has been taken over by the California Victor Distributing Corp. Joe Spain, who is well known in Los Angeles, has been appointed branch manager and the majority of the former Sherman, Clay & Co. staff have been retained.

Martin Music Co.'s Important Move

L. E. Fontern, secretary and treasurer of the Martin Music Co., has announced that his firm will sell outright or in the form of concessions the phonograph and radio departments as well as the small goods and sheet music. Mr. Fontern stated that the future policy of the house would be to devote its entire energies toward the sale of pianos, retail and wholesale, only, in spite of the fact that last year a handsome profit had been made from these departments, especially the phonograph and radio.

Dealers Discuss Radio Show

About two hundred radio dealers and salesmen met at the Alexandria Hotel early last month in order to hear the latest reports on the plans for the Radio Show Beautiful, which will take place September 4 to 10, inclusive. Waldo T. Tupper, managing director, described the arrangements which were being made in order that this show might be of benefit to those connected with the trade. He had models of the booths and decorations and described in detail the program of broadcasting and entertainment.

The Radio Show Beautiful promises to be the most successful and best attended in history.

Leo J. Meyberg Passes

Leo J. Meyberg, president of the Leo J. Meyberg Co., Radiola and Radiotron distributor for San Francisco and Los Angeles, passed away on the afternoon of August 30 very suddenly. Mr. Meyberg was chairman of the Radio Show Committee in San Francisco and through his untiring efforts the Radio Show, which closed on the night of August 27, had been a phenomenal success. He had planned to leave for a long vacation after his arduous duties. Universal sympathy has been extended by the members of the various associations to the family and extreme regret is felt by all at the loss of a man who was especially respected and loved by all.

R. R. Karch, of Edison Co., Returns From South

R. R. Karch, general supervisor of the Edison Phonograph Distributing Co., has just returned from a six weeks' trip through the South.

He reports the general business outlook for Texas as very bright indeed. Prospects for a record-breaking volume of business this Fall are far better than at any time during the past seven years. With cotton at 20 cents or better and the Texas crops far above normal, the optimism of this section of the South can be readily appreciated.

The lower Mississippi Valley is fast recovering from the effects of the recent disastrous flood, and although cotton and sugar crops will be greatly curtailed, merchants look for considerably more business this Fall than they have had during the past few months.

Mr. Karch reports that advance orders for the new Golden Jubilee "Edisonic" coming into the Atlanta, New Orleans and Dallas branches are exceeding all expectations and that unusual interest is being displayed by all dealers in the new forthcoming "Edisonic."

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

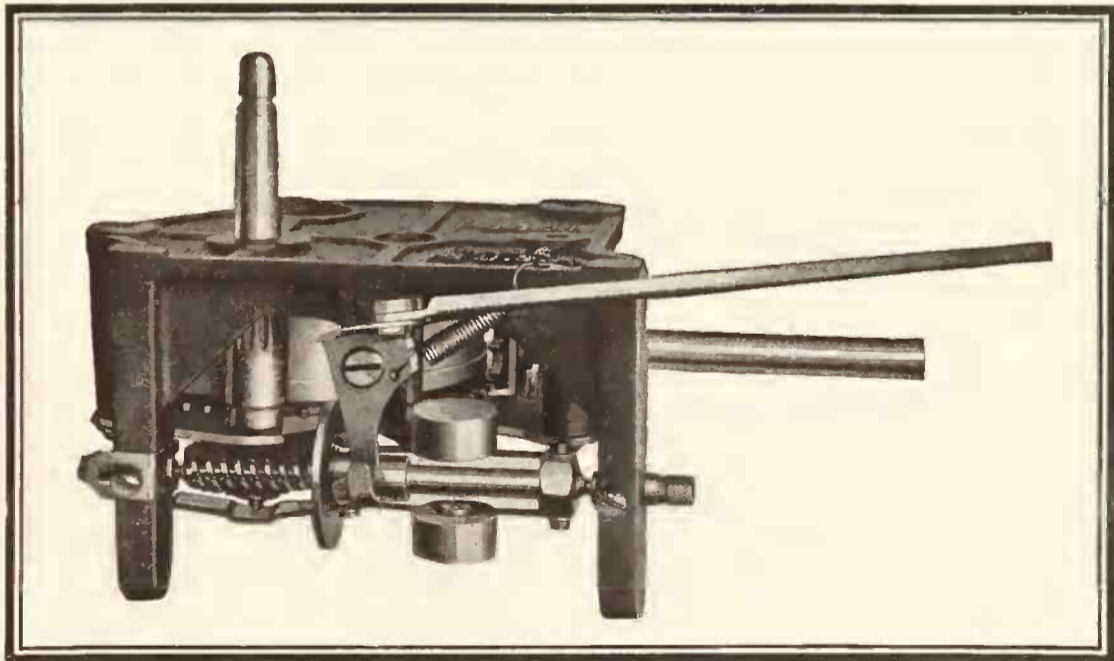
Small Portables CAN Be Noiseless, Sturdy, Safe— If They're Equipped with Junior Motors

FOR the first time the well-known qualities of the famous Flyer Motor are made available for smaller, lighter portable phonographs. The Junior Motor is a reproduction of the Flyer in smaller size, and has the same precise workmanship, the same careful inspection, the same sturdy construction that have made the Flyer the most popular and most widely used motor for portables.

The frame of the Junior is of cast iron. Bearings are of everlasting bronze. The tough spring is made of the finest steel. Like the Flyer, the Junior is inspected at every step and cannot leave the factory unless it is 100% right in every particular. The result is perfectly fitted parts which work smoothly and silently for years, without the vibration and wear which tear down cheaper-made motors in a few months.

The Junior does not add to the cost of the portables you buy. It *does* add to their value and to the satisfaction they give. And it makes any portable easier to sell and insures you against returns.

*Insist on Junior or Flyer Motors in all portables you sell, and you'll be safe—
covered by two guarantees, the maker's and our own.*



The
GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century

New Stores and Changes Among Talking Machine Dealers During the Past Month

New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

California

San Francisco—The Union Music Co. has opened its attractive new warerooms at 11 Mason street, handling Brunswick and Columbia phonographs.

Napa—L. C. Wells, of Oakland, has purchased the Weyand Music Shoppe, of this city, and will conduct it in the future.

San Luis Obispo—The E. E. Long Piano Co. has moved into new quarters at 777 Marsh street.

Georgia

Gainesville—The White Music Co., of Columbus, has opened a branch store on lower Washington street, this city, with C. E. Vaughan as manager.

Illinois

Chicago—Lyon & Healy, Inc., have moved their retail store from 1018 to 870 East Sixty-third street.

Streator—The Baldwin Piano Co., formerly of 408 East Main street, has taken new quarters at 109 South Bloomington street.

Chicago—The Chicago Musical Instrument Co. has opened a new store at 311 South Wabash avenue, with M. H. Berlin as manager.

Chicago—The bankruptcy proceedings of the Benjamin Katz Music Co. were closed when a first and final dividend of 5.8 per cent on all claims was fixed by the referee.

Chicago—L. M. Glassman has been made general manager of the Cole & Dunas Music Co., 430 South Wabash avenue.

Indiana

South Bend—Leslie A. Tempsett, formerly manager of the North Shore Talking Machine Co., Winnetka, has been appointed manager of the J. F. Boyer Music Co., 417 South Main street.

Iowa

Waterloo—Larger quarters at 503 Commercial street have been taken by the Hartmann-Whaylen Music Co., formerly located at 500 Commercial street.

Des Moines—The entire assets of the Massey Piano Co., bankrupt local piano house, have been sold to T. I. Stoner, of the Stoner-McCray system, and the store has been reopened at 914-16 Walnut street under the new management.

Kentucky

Owensboro—The new music store of R. M. Thornberry has been formally opened here with a line of phonographs and small goods.

Maryland

Baltimore—Abraham A. Quall, trading as the Quall Musical Merchandise Co., 219 West Baltimore street, has been declared bankrupt and Eugene G. West has been appointed receiver.

Massachusetts

Chelsea—The Chelsea Music Co. has opened a new store at 152 Chestnut street, handling a full stock of musical merchandise.

Lynn—George Sykes, connected for the past twenty-five years with the C. C. Harvey Co., in Boston, has been placed in charge of the company's branch here.

Michigan

Muskegon—A new retail branch of the Klmball Piano Co. has been opened at 28 East Broadway, under the management of T. J. McGinn, formerly of Detroit.

Detroit—H. C. Schulz, Inc., 442 East Lafayette street, has been incorporated with a capital stock of \$75,000, to deal in musical instruments.

Missouri

Springfield—Herbert L. Hoover has opened a new music store in the McDaniel Building, 318 St. Louis street, handling a complete line of small goods and accessories.

Edina—Klote's Music House has discontinued its radio and sewing machine departments and will handle pianos exclusively in the future.

Montana

Billings—The Nelson Music House, local representative for the Gulbransen line, has moved into a new, attractive store on Broadway.

New York

Albany—Louis H. Schutter, president of the Thomas Music Stores, Inc., has purchased all other interests in the company.

Moravia—The McComber Piano Co., of Fulton, has opened a branch music store in the Masonic Block here.

Ohio

Akron—The new and enlarged music store of Joseph Rudick, at 143-45 South Main street, this city, has been formally opened.

Marietta—The Wainwright Music Co. has taken the musical merchandise department of the Cullen & Myers Co., 125 Putnam street.

Cincinnati—The E. M. Abbott Piano Co., this city, has completed alterations in its store, removing several demonstration booths from the ground floor to the basement.

Pennsylvania

Bloomsburg—W. H. Myers, of this city, has opened a branch music store in the Hendrick Block, Bridge and William streets, handling a complete stock of musical instruments.

Erie—Lyle E. Markham has purchased the small goods department of the Winter Piano Co., and will operate it in the future.

Mifflinburg—A new branch music store has been opened by C. A. Meiser & Son on Chestnut street, this city, in addition to another branch at Northumberland, Pa.

Pittsburgh—Scheidtmyer's Music Store has moved into new and larger quarters on the third floor of the Real Estate Board Building.

Washington

Bellingham—The Watson-Riecker Music Co., this city, has been incorporated with a capital stock of \$9,000; the officers are A. H. Kinney, president; W. B. Watson, vice-president and manager, and H. M. Riecker, secretary-treasurer.

Seattle—The University Music Co. has moved into new quarters in the University Centre, Fourteenth and Forty-seventh streets, N. E.

Ballard—The Bagdad Music Co. has been opened at 2212 Market street, with C. W. Dawley as manager.

Yakima—The Bradbury-Priese Music Store has been incorporated with a capital stock of \$12,000.

West Virginia


Williamson—The Grimes Music Shop, of Logan, W. Va., has been opened here, handling phonographs and small goods, with David A. Grimes and J. B. Goodman in charge.

Wisconsin

Milwaukee—Norbert J. Beihoff, well-known local saxophone teacher, has opened a new music store at 811 Forty-seventh street.

Business Is Incorporated

H. E. Lindenberger and M. O. Smith, who have been conducting a piano and radio business at 86 East Main street, Patchogue, L. I., for a considerable period on a partnership basis have incorporated the business with a capital stock of \$25,000.





A Quality Product

Pattern No. 115
Tube Checker

New Tube Checker

The widespread use of power tubes has created an urgent demand for a new tube checker which will test power tubes as well as the less powerful types.

Jewell have provided a new tube checker of the above type in their No. 115, which is now available. It will take care of all standard tubes with UX and UV bases and all power tubes up to the UX-210. The case is of moulded black bakelite and is equipped with a removable leather carrying handle. The voltmeter reads to 8 volts. The milliammeter has a double scale of 8 and 40 milliamperes.

The checker operates on the grid shift principle, as do all Jewell tube checkers, and is equally as simple and reliable in operation.

Write for descriptive circular No. 1115.

Jewell Electrical Instrument Co.

1650 Walnut St. - Chicago

"27 Years Making Good Instruments"

FADA Radio

The FADA "Special"

Think of it! Harmonated Reception to retail at a moderate price. This amazing achievement of Fada engineering puts in your hands the most astounding value and performance the industry has ever offered — AT ANYWHERE NEAR ITS PRICE. Of course, they are Fada-designed and Fada-built. And you know what that means in workmanship.

Here, gentlemen, is THE profit-maker of them all. Hear it—NOW.

F. A. D. ANDREA, Inc., Long Island City, N. Y.

Licensed under Hazeltine Corp. patents, Latour Corp. patents, Radio Corp. of America patents, General Electric Company patents, Westinghouse Electric and Manufacturing Company patents, American Telegraph and Telephone Company patents — Licensed only for Radio amateur, experimental and broadcast reception.

The Fada "Special"

6 tube — 3 radio frequency stages — detector — 2 audio amplification stages. Individual stage shielding. Equalized amplification.

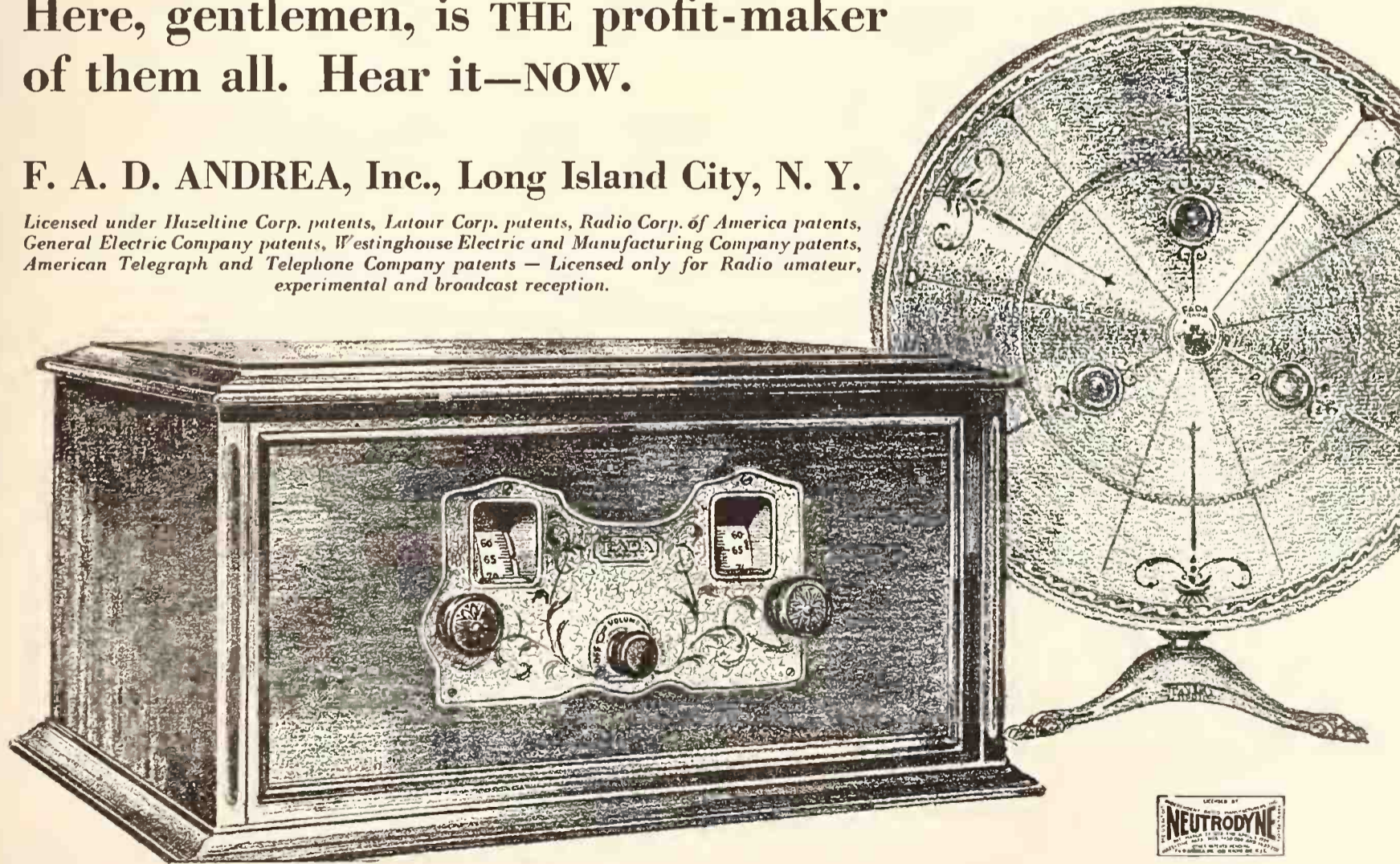
\$95.00

The Fada 17" Cone

17-in. free-floating cone — permanent Parkerized magnet. Cone of Grecian design. Antique bronze finished trifoot.

\$25.00

Prices slightly higher west of the Rockies



The Trade in PHILADELPHIA and LOCALITY

Dealers in Quaker City District Preparing for a Prosperous Fall Season

Business Held Its Own in All Lines Throughout the Summer—Organization of the Radio Trades Association Is Scheduled for October—Tie-Ups With Artists Prove Sales Boosters

PHILADELPHIA, PA., September 8.—Despite the Summer curtailment in business, which ordinarily brings about a lagging interest in the music trade, the talking machine division of the industry has been able to hold fairly well throughout the days of August. Dealers featuring portables were gratified with the number of these vacation specialties purchased throughout the Summer.

As the trade becomes more interested in the preparation for Fall stocking distributors are experiencing activity on the part of out-of-town retailers, who now are making inquiries on future purchases which will be required to replace depleted stocks. There are no advance Fall showings being featured by manufacturers' representatives in the trade or distributors of talking machines at this time, but it is expected that by mid-September the 1927-28 models will be ready for exhibition to the trade.

Summer Record Sales Good

The most gratifying branch of the talking machine trade, insofar as a business record for the Summer months is concerned, is that of the record departments. There is evidence in practical figures of the satisfactory sales showing of these entertaining discs throughout the season of 1927, and, summarized, the demand for records was shown to be far above that of 1926. Popular numbers held sway and dealers tied in with the appearance of celebrities who

were featured in the local theatrical programs.

E. R. Keene, Inc., Holds Radio Show

Radio shows, either by private enterprises or the trade as a whole, now occupy the attention of the Quaker City industry. There already has been featured a display on the Lorraine Hotel Roof Garden by E. R. Keene, Inc., local representative of the Westinghouse radio devices and with headquarters at 1413 Fairmount avenue. The newest developments were featured in the Keene Show on September 1. They comprised receiving set equipment operated from electric current in the home and accessories, such as "A" eliminators, rectifying tubes, new ideas in loud speakers, tubes for receiving sets and "B" battery eliminators. Most of these devices were for home connection with electric power service.

To Organize Radio Association in October

While the August gathering of the proposed Philadelphia Radio Trade Association was not productive of definite organization, there was laid before those members attending the plans for the framing of by-laws and constitution for such a purpose. Owing to the absence of many associates from the city in vacation pursuits, it was decided that the question of organization be taken up in late September or early October. The tentative body which is directing the organization is headed by President J. T. Peirce, of the firm of Peirce & Phelps,

Inc. The new organization will include in its membership the jobbers, manufacturers' agents and dealers engaged in the radio business in Philadelphia and vicinity.

Victor Jobbers' Sales Staffs to Confer

Plans for the coming Fall business and sales campaigns for Victor talking machines will be discussed at the conferences to be held in mid-September by the Philadelphia Victor Distributors, Inc., when the sales representatives now on vacation will return, preparatory to starting on their rounds of the trade. President Louis Buehn will preside at the coming conferences and will outline a broad sales drive to include the Fall months' exploitation of the newest of Victrola models which were featured in the August exhibition for the jobbers. There will be outlined the extensive campaigns on the Red Seal records at this early September conference. It is the purpose of the Victor Co. to conduct a broad sales drive on the Red Seal records and President Buehn will lay before the sales forces the details as they have been planned by the manufacturers. He will be supplemented in the talk on the Red Seal drive by Louis Morgan, who will represent the Victor Co. Another speaker at this conference is C. B. Gilbert, formerly assistant sales manager of the Victor Co. for the Southeastern district of the United States and who now is president of the Northwestern Victor Distributors, recently organized to take over the distribution of the Victrola in the Northwest with headquarters at Seattle, Wash.

Tie-Up With Visiting Artists

Tying in with the appearance of Paul Whiteman and George Olsen in "Good News," the

(Continued on page 94)

coming
three outstanding instruments
with many additional features



Victor Records

meet the demand of all classes. No one can enter your store without hearing some one Victor record that will be purchased unless you haven't it. What they don't hear they don't buy. Maintain a proper record stock and your record sales will be INCREASED.

Remarkable Fall Sales

for

Victor Dealers!

The new Orthophonic Victrolas represent the latest art of designing musical instruments, placing Victor dealers in the foremost position for securing VOLUME Fall Sales.

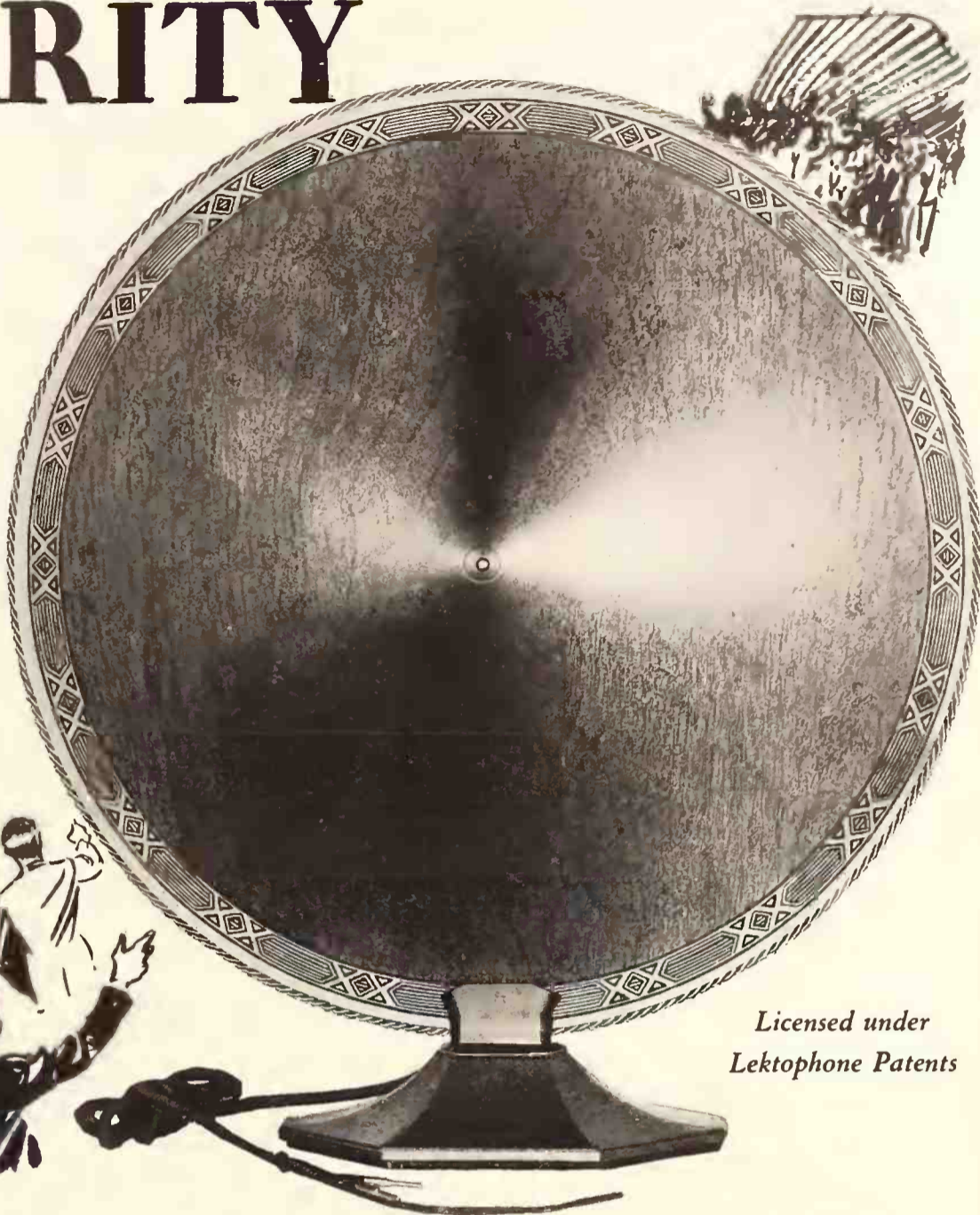
Be prepared with all the models to get this business, for the Victor advertising campaign will dominate the country and develop a great number of sales.

Philadelphia Victor Distributors, Inc.

835 Arch Street

Philadelphia, Pa.

POPULARITY *plus*



Licensed under
Lektophone Patents

EVER since its introduction the Sandar Speaker has been immensely popular, both with fans and dealers.

Marking a new refinement in radio reception, Sandar caught on immediately, and the demand for it has been steadily on the increase.

Add to its perfect performance and pleasing appearance its notably low price, \$27.50—the lowest of any speaker of its size—and

you have ample reasons why Sandar has been such a sensational success.

Now there is a Junior model also, retailing at \$16.50, which has already registered strongly with those who recognize high quality at a low price.

The opportunity is still yours to share in the profits and prosperity that go with a Sandar franchise—write TODAY for terms and full information.

SANDAR S P E A K E R

SENIOR Model \$27⁵⁰
(No. 25)
West of the Rockies \$30⁰⁰

JUNIOR Model \$16⁵⁰
(No. 21)
West of the Rockies \$17⁷⁵

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

Victor wholesale department of H. A. Weymann & Sons gave its services to the dealers in window displays and newspaper campaigning on the recordings of both these Victor artists. There were many sales of the Whiteman records "The Hat" and "When Day Is Done" and of the Olsen records "Good News" and "Lucky in Love." Manager Charles W. Bahl, under whose direction the exploitation was made, reports that the record department of the Weymann Co. was way above last year in its Summer sales and advance Fall orders during August are in excess of the same period of 1926.

Heppe Reports Excellent Business

As the Summer doldrums prevailed in the talking machine trade the forces of the C. J. Heppe & Son Co., 1117 Chestnut street, were kept alert to sales possibilities by the novelty introduced as stimulation for the sales of records and machines in the hot weather. Continuous concerts on the Orthophonic, interspersed with the classes in the Melody Way in the store windows, drew crowds of patrons to the Heppe talking machine department and to the window concerts. Both windows were turned over to the concert features so that continuous performances were available by the hook-up of the loud speaker in the window with the Orthophonic from the store interior. Record sales were increased 100 per cent while sales of machines were very satisfactory, and the venture has been so successful that the company will continue the novelty sales promotion feature for the remainder of the month. The talking machine department, under Manager C. J. Cromson, will conduct a special exhibition for the current month on the Atwater Kent and RCA receivers and combination sets, backing the displays with an advertising campaign to begin September 15.

Lee Morse and Ted Lewis at Local Theatres

Among the popular Columbia record sellers that have been moving in volume are the "Black Crow" records of Moran and Mack, and the Lee Morse records that gained in popularity in the Philadelphia trade through the appearance of the singer at the Stanley Theatre. The tie-in with Ted Lewis on September 12, at the Stanley, also proved to be a timely sales promoter for dealers.

Finds Columbia Products in Demand

A booster for the Columbia among the fair sex is Mrs. E. W. Wild, who is one of the liveliest dealers affiliated with the trade in the



For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer . . . that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by all this. *Write us for quotations.*

AMERICAN FELT COMPANY

211 Congress St., Boston 114 E. 13th St., New York City
325 So. Market Street, Chicago

coal regions of eastern Pennsylvania and whose store is in the town of Shenandoah. As active head of the Wild Music Shop, her ingenuity is given considerable opportunity in developing novel sales drives. Throughout the hot weather she has kept four girl employes and two street men employed through her window display and advertising sales promotion novelties that attract customers from surrounding towns to her store.

Panatrope Given Wide Exploitation

As Isham Jones gave his banner showing at the Stanley Theatre, the Brunswick Co. joined with the dealers in placing the Panatrope and its noted orchestra artist in the limelight at that leading movie house and in the dealers' shops through special featured displays of his recordings. A Panatrope was placed in the Stanley Theatre for the entire appearance of the orchestra, while the Isham

Jones records were proclaimed in posters, window cards and in newspaper advertisements in co-operation with the dealers and manufacturers and the theatre management. The Panatrope also was a leader in the opening performance of the Walnut Street Theatre for the Winter season of 1927-1928. It was made a part of the show, "Command to Love," which made its debut here September 1. A Panatrope is now installed in the Hudson Recreation Center, the welfare organization building of the Hudson Motor Car Co., on North Broad street.

Herman Smith With Eckhardt Corp.

Herman Smith, who has earned a reputation in radio circles as a speaker authority, has joined the staff of the Eckhardt Corp., Philadelphia, Pa., manufacturer of the Eckophonic radio speaker, covering the Atlantic Coast for that organization. Mr. Smith was previously associated with Mr. Eckhardt as New York manager of the Music Master Corp.

Additions to Philco Socket Power Line

The Philadelphia Storage Battery Co., of this city, has announced a number of changes and improvements in its 1928 models of Philco socket powers. Two new Philco AB socket powers have been added for sets up to and including six tubes, using the 112 or 171-power tubes. Two additional AB units have also been added for sets containing six to ten tubes, including either the 112 or 171-power tubes. Both units have relay control. Philco also announces a larger six-volt glass case battery for the larger radio sets.

Victor Jobber Suggests Big Fight Tie-up

Philadelphia Victor Distributors, Inc., has suggested an interesting tie-up with the forthcoming big fight for use of Victor dealers. The suggestion is in the form of a cartoon poster stating "Gene Tunney health exercises on Orthophonic Victor records—Tunney-Dempsey ringside seats for everyone with a radio combination."

George A. Lyon Returns From Holiday

Manager George A. Lyon, of the Brunswick Co., is now ready to show the new models of the Panatrope No. 87 in the Consolette at \$90 and the Consolette 10-7 at \$125. There has been a lively sales record for the Cordova Combination with the Exponential Panatrope throughout recent weeks and dealers have been

(Continued on page 96)

"Trilling & Montague, wholesale radio merchandisers, Philadelphia, are recognized as one of the few wholesalers actually giving dealers service with a capital 'S'."—A TALKING MACHINE PUBLICATION

DISTRIBUTORS FOR



KOLSTER

GROSLEY




Radiotrons

Acme Products
Amperite
Balkite
Bremer-Tully
Burgess Batteries
Carter
Dubilier

Durham Power Units
Eagle Chargers
and Power Units
Exide Batteries
Farrand
Federal-Brandes
General Radio Co.

Hammarlund
Hartford Battery
Heath
Jewell Meters
Kodol
National Products
Peerless
Sangamo

Silver-Marshall
Sterling Meters
Stewart
Timmons
Tower's Products
Weston
Yaxley
and many others

Write for our 1927 Catalog

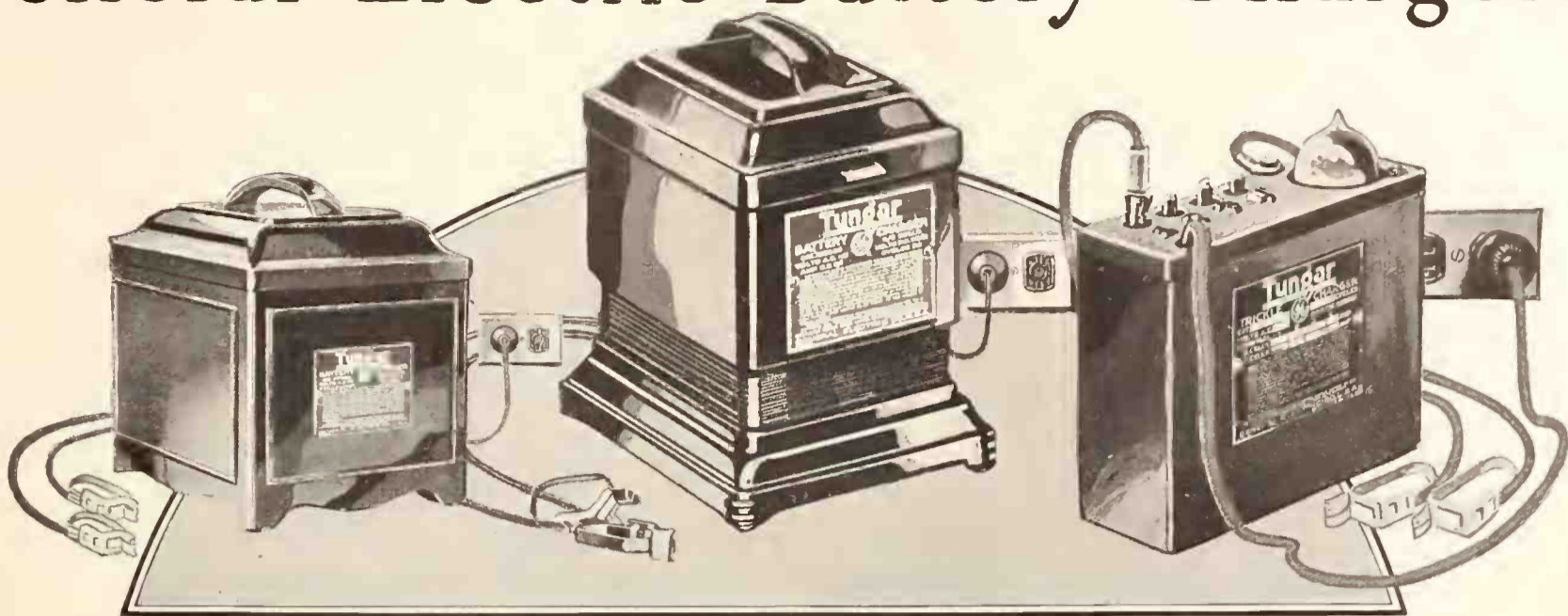
TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

N. W. Corner 7th and Arch Sts. "Grow With Us"

Philadelphia, Pa.

General Electric Battery Chargers



Push these profit-makers with the 3 Punch Plan

The new low prices on General Electric Battery Chargers (Tungar) make them easier than ever for you to sell—\$14 for the 2-ampere—\$24 for the 5-ampere and \$10 for the trickle charger.

A million of them now in use—convincing proof of their popularity.

The popular 2-ampere Tungar gives both trickle and boost charging rates.

And we have a big new 3-PUNCH PLAN to help you cash in on General Electric Battery Charger advertising.

Prepare for October—General Electric Battery Charger month—by sending in the coupon for full details of the 3-PUNCH PLAN. Send it now!

October is
**GENERAL
ELECTRIC**
battery
charger
month

*Mail this
coupon* ↘

 **Tungar**
REG. U.S. PAT. OFF.
BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

Merchandise Department,
General Electric Company,
Bridgeport, Connecticut.

Gentlemen:

Please send me full details of your 3-PUNCH PLAN for dealers.

Please send me the name of the nearest distributor of General Electric Battery Chargers.

GENERAL ELECTRIC

MERCHANDISE DEPARTMENT GENERAL ELECTRIC COMPANY BRIDGEPORT, CONNECTICUT

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

stocking largely with the model for Fall. Manager Lyon has just returned from a trip to Niagara Falls, accompanied by young George and Mrs. Lyon, the journey having been made to the noted resort upon a promise given to the seven-year-old scion of the Lyon family when he was a wee tot of three years after he had viewed the beauties of the Falls in a movie theatre.

Concludes 10,000-Mile Business Trip

Following a 10,000-mile swing around the nation and taking in all four points of the compass, Irvin R. Epstan, of the J. A. Fischer Co., manufacturer of Valley Forge Springs and accessories, is back at headquarters, enthusiastic over the bright business outlook for the company. Taking in the country from the northern extremity of Winnipeg to the southernmost point of Mexico and a coast-to-coast cross-country swing, he called on the majority of dealers and linked with the Valley Forge distribution many new accounts. The growth of popularity of the Val Phonic Reproducers was particularly notable, as he found it was well stocked in the dealers' shops of the nation.

A. W. Loser Enlarges Store

A. W. Loser, Victor dealer, of Lebanon, Pa., has been enlarging his store. The rear has been extended several feet and the interior decorated into attractive surroundings to harmonize with the new furnishings and comforts that will be provided for patrons.

To Distribute Bosch Radio Line

The Girard Phonograph Co. has been appointed Philadelphia, eastern Pennsylvania, Delaware and southern New Jersey distributor for Bosch radio products. There are on display at the company's headquarters the complete new Fall models of the Bosch ready for trade selection for the coming season.

Peirce-Phelps, Inc., Holding Radio Show

Peirce-Phelps, Inc., now are featuring a complete display of the Sonora, Mohawk and Crosley radio receivers, for which the company is wholesale distributor in this city and surrounding territory. The display shown since late July has been drawing many patrons from the trade and now that stocking for the coming season is under way the shipping department is kept at a high speed of activity meeting the requirements of the dealers. One of the most successful and favored lines of the Peirce-Phelps corporation this season is that of the Majestic "B" eliminators, made by the



3 1/4 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.

Grigsby-Grunow-Hinds Co., of Chicago. Sales of these have been kept at top notch all Summer and they are among the most popular of Fall stocks.

Ties Up With Championship Bout

Miss Elizabeth Ertelt, who has been suffering from a broken arm resulting from a fall, is now able to have the broken member removed from the braces, although still carrying it in a sling. The Ertelt store is making a drive on the Atwater Kent and the RCA radios as means for being able to tie in with the Dempsey-Tunney fight, to be staged at Chicago on September 22. For the past two weeks the Ertelt store has been blazoning the Atwater Kent and the RCA in window display announcements as a means of keeping tabs on the fight as it is fought by the stay-at-homes who will be unable to personally attend the bout. Sales have followed the suggestion.

Honest Quaker Parts in Demand

Honest Quaker mainsprings and parts have been moving from the Everybody factory at 810 Arch street in greatly increased volume in the late August days. There also has been growth of interest in the new Honest Quaker types of portable talking machines for the coming Fall trade.

Remodels New Holland Music House

As the retail distribution of the Victor extends in the store of the New Holland Music House, of New Holland, Pa., it has been found necessary to remove and enlarge the floor space devoted to the sales of these machines and accessories. The Victor department has been removed to the main floor from the second and the display space extended so as to afford broader exhibition of models of the Orthophonic and demonstration concerts for the benefit of patrons.

Novel Victor Portable Publicity

Taking advantage of the assembly of large numbers of rural patrons at the Pitman Grange Picnic, featured at Alcyon Park, in Pitman, N. J., in the early days of August, the firm of McFadden & Nutt, of Glassboro, N. J., Victor

dealers, arranged a novel publicity drive for the portable Victor machines. The McFadden & Nutt store owners set out to break the auto endurance record of 82 hours' steady driving and took along the Victor portable to while away the hours that the car was subjected to the endurance test. Broad banners adorned the car proclaiming the Victor portable as providing enjoyable entertainment for outings.

Guarantee Portables Selling Well

As the preparation for the coming Autumn occupies the attention of the trade in these early September days, the Guarantee Talking Machine Supply Co. is being heavily listed with orders for its Guarantee special portable machines, selling at \$8.50 to the trade. There also has been a gratifying advance business for the Guarantee parts and accessories manufactured by the company. E. Bauer, who travels for the manufacturers, has been vacationing at Tuckerton and is now back at headquarters with a "reel" story that involves his piscatory pursuits while at the New Jersey resort—the fish weighed fifty-two pounds—so his associate, William Posner, reports. He is now setting bait for the Fall "catch" of orders for the Guarantee Co. and will start on his round of the trade this week, making the first stops in the coal regions of Pennsylvania.

J. T. Donohue Back at His Desk

Following a prolonged confinement to the University Hospital after a serious operation, Manager J. T. Donohue, of the Girard Phonograph Co., is now able to be at his desk. Manager Donohue was promoted to the managership of the Girard Co. while he was ill in the hospital last June, having undergone the operation in May. He spent two weeks in recuperating at Atlantic City previous to his taking up his duties last week.

Strong Sales Effort Effective

It is interesting to note in connection with the retail end of the trade that those dealers who put forth the strongest effort are the ones who report the greatest sales volume and who are most optimistic over the outlook. Local conditions, while they affect this type of dealer to some extent, do not cause the drop in sales experienced by retailers of the more sluggish type. Retailers throughout this section of the State generally are keeping the merits of the new products before the public through the medium of advertising, window displays, outside selling and other equally strong sales promotion tactics. Tie-ups with visiting artists, concrete instances of which have been noted in this letter almost every month, have also been found excellent in increasing the sales volume of radio and records as well as drawing attention to the new talking machines. Apparently dealers realize that the missionary work involved in making known the good points of the improved models is of the utmost importance in building for the future on a solid foundation.

Sam Frieberg Sells One Store

Sam Frieberg, who has been operating two retail stores in this district, and who is one of the most progressive retailers in this city, recently sold his Ridge avenue establishment to Herman Solotist. Mr. Frieberg plans to confine his entire attention to his attractive store at Broad and South streets, where he has developed a good business in the Brunswick line of instruments. This dealer is one of the largest sellers of race records in this territory. This department of the business has been carefully built up until now it is one of the most profitable branches of the business. The field for race records in this city is worthy of intense

(Continued on page 98)

The New Victor Instruments have many additional features

Place your orders with
us now for immediate
and future shipments

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

Victor Wholesalers

A Big Christmas Business—then increasing sales and repeats through warmer months

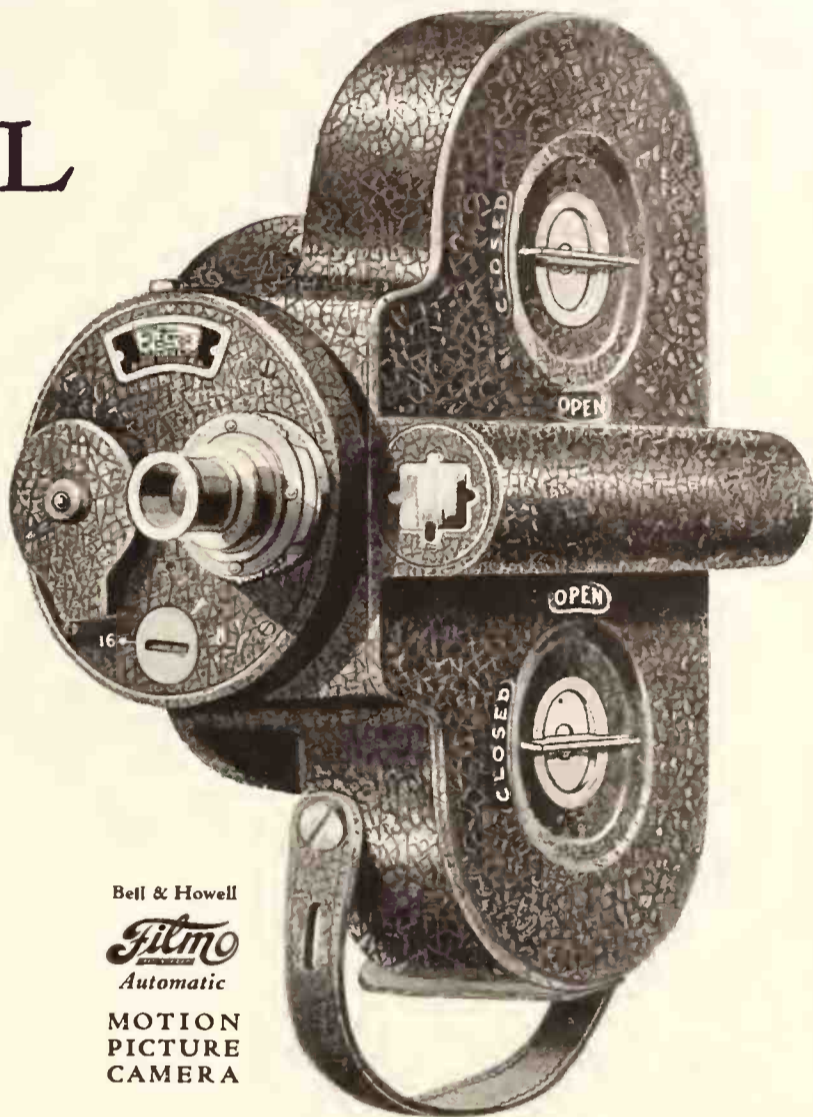
BELL & HOWELL

Movie Camera and Equipment

ASKED if you could plan your sales ahead three months, or even a year, you would say "Certainly! I expect to be in business much longer than that." Here, then, is information of importance to you NOW.

This page offers you the greatest Christmas gift proposition of the season. Lyon & Healy and other leading music stores have proved it. You can sell a Filmo Movie Camera, Projector and Filmo Library films where you would fail to sell a piano, radio or phonograph. Because the selling field is newer. Fewer families own them. All are eager to have them.

Powerful Bell & Howell full page advertising, some in colors, will make thousands of Christmas sales for Filmo movie equipment. On-the-spot mailing pieces and selling helps will be furnished all Filmo dealers. Here's a sales, prestige and profit builder. All your old customers are excellent new prospects. Mail this coupon NOW for complete Christmas proposition to music dealers.



Bell & Howell
Filmo
Automatic
MOTION
PICTURE
CAMERA



Filmo Library films offer the same repeat business for home movies as you have had on records for the phonograph. Hundreds of entertaining subjects to sell outright or rent.

MAIL THIS

To
BELL & HOWELL CO.
1810 Larchmont Ave., Chicago, Ill.
GENTLEMEN: Please rush me complete details of your Christmas proposition to music dealers.

Name

Address

City..... State.....

Those hot weather months

You know how music sales drop as the months grow warmer. During these months Filmo sales grow better and better. The momentum you gain making Christmas gift sales will identify you as the Filmo dealer in your community. Then January is a big travel month—a big Filmo Movie Camera month—to start the New Year off. Sales grow constantly better. By vacation time next year your main profits will be *Filmo movie profits*. Look into this proposition. Mail the coupon.



BELL & HOWELL CO.

1810 Larchmont Avenue, Chicago, Illinois
NEW YORK HOLLYWOOD LONDON [B & H Co. Ltd.]
Established 1907



This illustrates how the Filmo Projector is used in showing home movies. Simply attach to any electric light socket, insert film and press button. So easy a child can do it.

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

cultivation as several merchants, like Mr. Friberg, have found to their satisfaction. Practically every large city throughout the country contains a section or sections where the development of race record business can be made profitable without great cost or trouble.

Death of George Gewehr

The death of George Gewehr, of the music store bearing his name in Wilmington, Del., is keenly regretted in this city, where the deceased had a host of friends. Mr. Gewehr spent considerable time among the local trade and was widely known and respected for his ability as a merchandiser and for his many fine qualities as a man.

Strong Demand for Radio

Fada and Zenith sets are enjoying unparalleled popularity, if the orders being received at the headquarters of the Penn Phonograph Co., distributor, may be taken as an indication. The shipping department of this enterprising wholesale house has been rushed to keep the merchandise moving out to fill the immediate needs of the dealers scattered throughout the territory covered by the company. Early buying on the part of the public has been largely responsible for the advance ordering by the dealers, according to a report emanating from the Penn Phonograph Co.'s headquarters, and all indications point to a continuation of this excellent demand throughout the remainder of the season.

Death of Frank A. Cotton

Frank A. Cotton, formerly advertising manager of the Bell & Howell Co., Chicago, makers of Filmo home moving picture apparatus, and who for the past year has been Eastern manager for that organization with headquarters in New York City, was killed in an automobile accident a few weeks ago on the Motor Speedway on Long Island. The accident occurred under unknown circumstances as the Long Island police made no investigation, since the Speedway is a private thoroughfare upon which rapid driving is permitted. Mr. Cotton suffered a fracture of the skull, from which he died a few hours later. He was thirty-five years of age and unmarried, and during the several years in which he was active in the music-radio trade, dealing in motion picture apparatus, he made numerous friends and acquaintances.

	<p>PATHEX Cameras and Projector</p> <p>Radio Accessories</p> <p>Penn Phonograph Co. 913 Arch St. Philadelphia</p>
--	--

Van and Schenck's Columbia Record Is in Big Demand

Initial Orders for "Pastafazoola" Indicates Popularity of Novelty Selection

Initial large orders for Van and Schenck's record of "Pastafazoola," on the Columbia Phonograph Co.'s September 10 release, indi-



Van and Schenck

cate that this comedy Italian-American song is going to carry over into the record field its big success in the vaudeville and picture houses which is, perhaps, unparalleled.

"Pastafazoola," it seems, is "the stuff to eat" if you want to be Babe Ruth, Lindbergh, or a sheik, as taste may dictate. Van and Schenck, the recording artists, have been explaining this in person at Saratoga, N. Y., all during the recent racing season, to uproarious holiday crowds. They are now on tour on the Eastern circuit, enlightening others from Philadelphia to Boston.

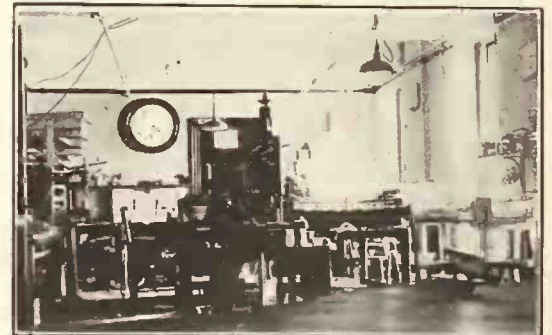
Entertainment a Feature of Pacific Radio Show

Broadcasting Stations of Bay Section Co-operate With Pacific Radio Trades Association in Providing Wealth of Talent

SAN FRANCISCO, CAL., September 2.—The Pacific Radio Show, which was held here the latter part of last month, included the exhibits of the latest products of practically every nationally known radio set and parts manufacturer, and attracted large crowds to the Civic Auditorium. The show was held under the auspices of the Pacific Radio Trade Association, and this organization was successful in securing the co-operation of all the broadcasting studios in the Bay section. The entertainment program was a feature of the show, and hundreds of artists were heard by visitors. The artists broadcast from an open platform in full view of the audience—a feature of the program that was greatly enjoyed.

Speed Up Production of Organ-Tone Reproducer

Herman Segal, of the Unique Reproduction Co., New York, has been advised of favorable action by the Patent Office in Washington on



Part of the Unique Reproduction Co. Plant his application for patent papers on the new Organ-Tone reproducer, which he has just introduced to the trade. Production on the Organ-Tone is being speeded up at the manufacturing plant in New York, a portion of which is illustrated herewith. On the right is seen the machinery used in producing the delicate metal diaphragms, and the inspection, testing and packing departments are also shown. The well-known Add-A-Tone reproducer, another model, continues to enjoy its popularity of many years.

Two new models of metal diaphragm reproducers are now being prepared by the Unique Reproduction Co., according to Mr. Segal.

Interesting Plaza Bulletin

The September issue of the Plaza Music Co. Bulletin, in addition to listing the many products which this prominent manufacturing and distributing organization handles, features the new Pal Phonopact and the Fine-Arts Micro-Phonic table phonograph, both of which are the products of the Plaza Music Co., as well as the Ultra-Phonic reproducer, made by the Audak Co., New York City.

	
<p>Guarantee Special</p> <p>Furnished in</p> <p>COBRA GRAIN BLACK CROCODILE BROWN SPANISH BLUE SPANISH GREEN SPANISH RED</p> <p><i>Made to meet the popular demand</i></p> <p>COSTS YOU \$8.50—RETAILS FOR \$15.00</p> <p>GUARANTEE TALKING MACHINE SUPPLY CO. 35 N. NINTH STREET PHILADELPHIA, PA.</p>	
<p>Write for our latest Main Spring Chart</p>	



H. T. ROBERTS
PRESIDENT



A. J. KENDRICK
GENERAL SALES MGR.



C. T. MCKELVY
MGR. OF
SALES PROMOTION



C. D. MACKINNON
EASTERN SALES MGR.



D. J. PIERI
CHIEF ENGINEER

BRINGING REAL PROFIT TO YOU

As you well know, *net profit* is the life of all business. To enjoy a healthy net, two things are necessary. Quality merchandise, which sells quickly, and a margin of profit ample enough to afford a real net profit. Products presented by the H. T. Roberts Co. will absolutely bring *real profit* to both Jobbers and Dealers!

THE Roberts Organization is composed of experts in radio cabinet construction and merchandising. Men you have known for years in a friendly and business way. A group who, perhaps, more fully appreciate the problems of this trade than any other single organization ever assembled in the industry.

Understanding your needs, they have for months worked, planned, and developed a line of radio cabinets which will sell readily and bring you a *real cash net profit*. In so doing, they have secured the exclusive backing of manufacturing plants with assets in excess of \$20,000,000.

Today, through selected Jobbers, they present to the trade a line of radio cabinets which in price and all-around excellence, is beyond comparison with any on the market. And through Crosley Jobbers exclusively they offer the beautiful Crosley Approved Consoles.

Jobbers and Manufacturers, interested in radio cabinets, will find it mighty worth-while to address us. And we will appreciate the privilege of submitting our plan and catalog to you.

DEALERS—Our next announcement will introduce the most startling radio-musical product ever shown in this industry. Watch for it—or better, write for pre-information.

H.T. ROBERTS CO.

1338-40 South
Michigan Ave.
Chicago
Illinois

New York
Office
33 W. 42nd St.
Suite 1536 N.Y.C.

Selling Exclusively to Crosley
Distributors Crosley Approved Consoles
Manufactured by
SHOWERS BROTHERS COMPANY
THE WOLF MFG. INDUSTRIES



J. L. WOODS
SPECIAL REP.



M. E. SAMUELS
SPECIAL REP.



J. K. ROSE
SERVICE DEPT. MGR



DONALD MACKENZIE
VIRGINIA DISTRICT COL
DELAWARE MARYLAND
SOUTHERN PART N. JERSEY



P. R. HAWLEY
EASTERN OHIO WEST VIRGINIA
PENNSYLVANIA



HARRY SCHOENWALD
ILLINOIS



ORVILLE G. WHITE
NEBRASKA IOWA
THE DAKOTAS



B. J. KOLLROS
IND. KEN. TENN.
WESTERN OHIO



L. H. RAGSDALE
MO. ARK. OKLA. KAN



G. R. DUNGAN
WISCONSIN MINNESOTA
NORTHERN MICHIGAN

Michigan Music Merchants Association Holds Annual Convention in Detroit

Talking Machines and Other Musical Instruments on Exhibit—Industrial Depression Having Effect on Music Trade—Coming Events Stimulate Radio Sales

DETROIT, MICH., September 8.—Dealers locally feel quite relieved that the months of July and August have passed, because from the standpoint of talking machine sales they have not been very lucrative. Nothing unusual, however, about this, as these are always the dull months of every year. This year they were behind other years owing to the industrial depression due almost entirely to the fact that Detroit's largest concern—the Ford Motor Co.—has not turned a wheel in several months. Operations will be resumed soon and all business is certain to increase.

High Priced Models in Demand

Some of the dealers handling the higher-priced lines of talking machines have sold quite a number and on certain models there is still

a shortage, and of course, selling the expensive machines makes up for the loss of the lower-priced instruments.

Music Merchants Hold Meeting

The annual convention held in Detroit last month of the Music Merchants' Association brought to the city many hundreds of dealers of pianos and talking machines from all over the State. A feature of the convention was an exhibit at the hotel headquarters and three or four of the talking machine manufacturers had displays. There were many interesting talks on general merchandising, instalment buying, etc., by prominent tradesmen, some of them in other lines. Many praises were heard for Frank J. Bayley, of the Bayley Music House, Brunswick dealer, for the splendid work he did in

making the affair so successful. The really big entertainment feature was a music carnival, approved by the city, held in Washington Boulevard district, which was roped off for the carnival. Six bands furnished the music on two nights and public dancing on the pavements was a feature. At least 150,000 persons participated. It was all done in the interest of music.

Radio Activities Increase Sales

Radio business has had quite a stimulus lately owing to the promises that there would be many events broadcast, such as special concerts, entertainments, fights, world series, football, etc. But the trend in radio seems to be towards the batteryless sets. Dealers look for good business on these new sets for the Fall. The public like the new models because they don't have the worry of batteries, but as yet the prices are quite high and hundreds of prospects are still on the fence, although no doubt they will buy. The trouble is in getting them to accept a total loss on their old radio sets, as they really cannot be sold for much as second-hand. Many people want the best radio and they also want a good talking machine and are willing to pay the price. The combination sets costing around \$1,000 have been popular sellers.

Starr Co. Plans Important Move

The Starr Piano Co. here is planning to give up its Broadway location. The store is for lease by the Starr Co., which plans to either discontinue entirely having its own store or move to a smaller store in a less expensive location. W. H. Huttie, former general manager of the Starr wholesale and retail sales in Michigan, has gone into business for himself, having taken over the talking machine store of Alva Hunn at Grand River.

The Sonora Phonograph Co. is now conducting its entire business from the factory at Saginaw, Mich.

J. L. Hudson Anniversary

The J. L. Hudson Store is celebrating this month its forty-sixth anniversary with special offerings in all departments, which includes the music store on Library avenue. Ed Andrew, manager of the talking machine and radio department, is planning some special sales for the month of September, especially in the radio department.

Record sales by talking machine dealers are reported as being up to normal. This is true in both the city and State, and is confirmed by the local jobbers of Victor, Columbia and Brunswick.

Sonora Line in Demand

H. C. Schultz, Inc., 422 East Lafayette avenue, Detroit, who is Michigan distributor of Sonora phonographs and radio, state that they have a lot of splendid orders for delivery this Fall, indicating that merchants throughout the entire State are getting prepared for a good October, November and December business.

At the Brunswick offices it is stated they are behind on orders on their highest-priced models, particularly the \$1,200 combination radio and phonograph model.

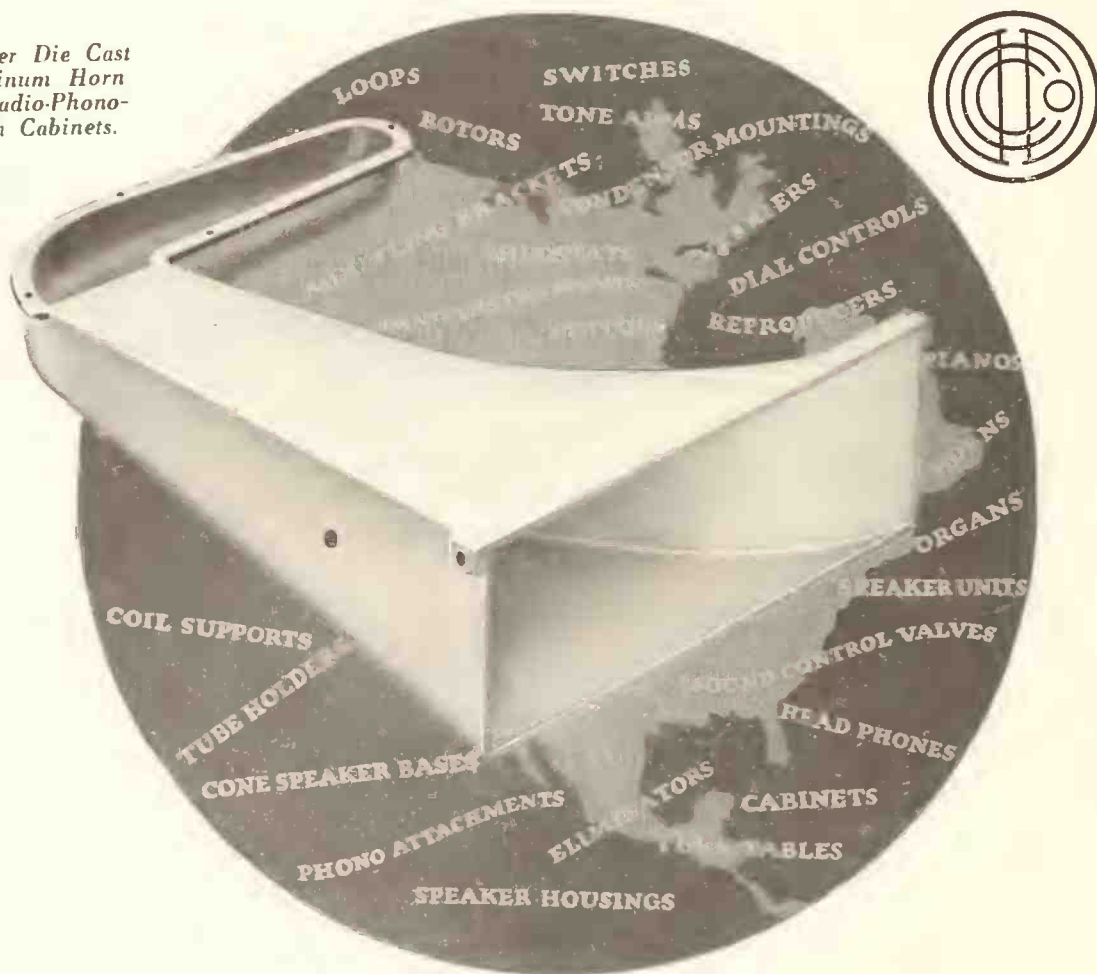
Introducing New Portable Needle Cup to the Trade

BLOOMFIELD, N. J., September 7.—The Star Machine & Novelty Co., of this city, manufacturer of radio and phonograph hardware, has recently placed upon the market an improved portable needle cup. The new cup, which was devised by Anthony F. Zega, president of the company, has a cover which is so attached that it holds its position firmly whether opened or closed. Mr. Zega reports that the new product has already met with great success although only a month old, with 30,000 needle cups sold to date and 100,000 more in production.

Mr. Zega is well known throughout phonograph and radio circles, as he has supplied an automatic lid support and other hardware to this industry for a number of years, large sales of these products being enjoyed.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS

Doehler Die Cast Aluminum Horn for Radio-Phonograph Cabinets.

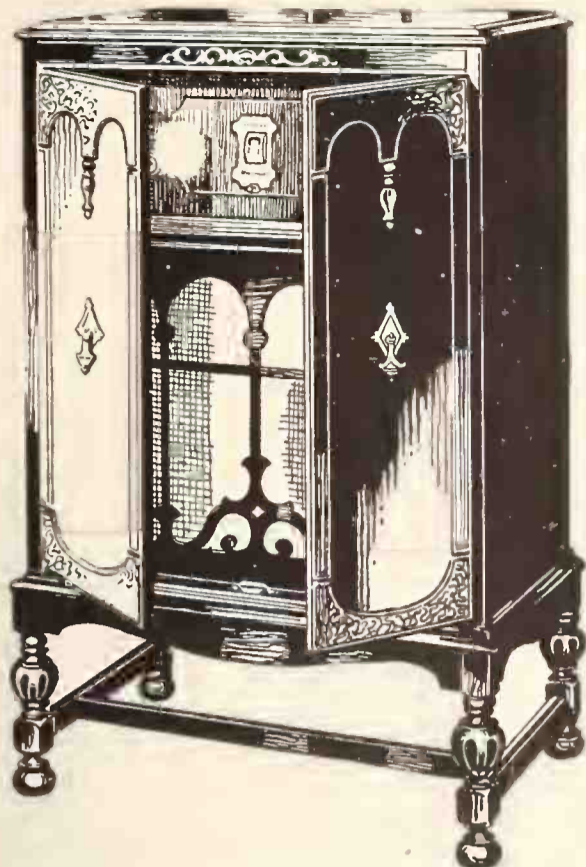


ASK! ASK the big users of Die Castings! *ASK* the manufacturer of precision products! *ASK* the manufacturer who demands prompt delivery. *ASK* us to show YOU how the facilities of the Doehler organization with its four great plants . . . with its 20 years experience and its resourceful engineering and metallurgical departments can serve your Die Casting needs . . . Consult with us on your new project . . . Our Catalog should be in your files. A copy will be mailed on request.

DOEHLER DIE-CASTINGS

Also designers & manufacturers of DOEHLER Vending Machines for selling, sampling and advertising purposes.

DOEHLER DIE-CASTING CO. Brooklyn, N.Y. ~ Toledo, O. Batavia, N.Y. Pottstown, Pa.



Above is illustrated the Royal Series Neutrodyne "Hastings" Console, 7 tubes, single dial control, completely shielded. Equipped with latest AC tubes for lamp socket operation.

At the New York Show

The point of highest interest will be AC Radio Sets, operated with newest R. C. A. tubes, requiring no batteries and giving perfect tone quality. *There will be few of them!* * * *

AMRAD Electrical Models

Amrad Sets Are Distinctive!

1. Single dial control.
2. Complete shielding.
3. Exclusive tone filter.
4. Illuminated dials.
5. Extremely selective.
6. Dial calibrated with wave lengths.
7. 6 and 7-tube models in Compact and Console types.
8. The prices range from \$138 to \$395.
9. Fully protected by R.C.A., LaTour and Hazeltine patents and licenses.
10. Amrad electrical models use genuine AC tubes, are of latest design, and are now being delivered to dealers.
11. All Amrad Sets may be operated by either loop or antenna.
12. Cabinets are of rare artistic beauty.
13. And a tone quality of exquisite richness and purity.

displayed at the New York Show in space 3-Sec. N., are genuine lamp socket sets, using the latest AC tubes, perfected by the engineers of six great laboratories—and are now in full production! Amrad models are NOT makeshift electric sets. We earnestly invite your critical comparison of these AMRAD electric models with other lines that may be on exhibition.

A full line of Amrad 6-tube and 7-tube models will be on display in Space 3, Sec. N, New York Radio Show

September 19th to 24th



AMRAD

NEUTRODYNE

THE AMRAD CORPORATION
Medford Hillside,
Mass.
Amrad sets are manufactured under license contract between Radio Corporation of America and Crosley Radio Corporation. Licensed under Hazeltine and LaTour patents issued and pending, for radio amateurs, experimental and broadcast reception.



Cabinet Experts and Merchandising Specialists Head H. T. Roberts Co., Chicago

H. T. Roberts Is President and A. J. Kendrick General Manager—Other Executives Include C. T. McKelvy, D. J. Pieri and C. D. MacKinnon—All Salesmen Have Had Wide Experience

One of the most important trade announcements of the month is that of the H. T. Roberts Co., of Chicago, Ill., which is a development of



H. T. Roberts

the highly successful radio cabinet business which has been operated by H. T. Roberts for several years. The executives of this new organization are men who have held highly responsible posts in the talking machine and radio industries for a number of years and are possessed of friendships from Maine to California and from Washington to Florida.

The organization is composed of two types of men: experts in radio cabinet construction, and specialists in the merchandising of these products; men familiar with every phase of radio marketing and thoroughly conversant with the problems confronting dealers and jobbers at the present time.

H. T. Roberts, president of the company, has been actively identified in a selling capacity for the past twenty years. For the past three years

he has had direct contact with the radio cabinet industry and through his executive ability, business perspective and knowledge of the trade has grown to be one of the largest factors in the cabinet field.

A. J. Kendrick, general sales manager, occupied a similar post with the music division of the Brunswick-Balke-Collender Co. for the past ten years. He was a director of the Brunswick organization but resigned to become associated with the H. T. Roberts Co. Mr. Kendrick was connected with the Victor Talking Machine Co. for a number of years as special sales supervisor and sales representative.

Other prominent executives of the new company include: C. T. McKelvy, sales promotion manager, who has been connected with the music trades for the past seven years as Brunswick territorial salesman, special representative and, more recently, sales promotion manager; D. J. Pieri, chief engineer, who for the past four years has been manager of the technical division of the Brunswick Co. and prior to that was connected with the Radio Corp. of America for a number of years; C. D. MacKinnon, Eastern sales manager, was for seven years assistant general sales manager of the Vocalion division of the Aeolian Co., and for three years served as manager of record sales for the Brunswick-Balke-Collender Co.

J. L. Woods, Jr., and M. E. Samuels, special representatives, both have had a wealth of experience in the radio field. Mr. Woods was associated with the American Bosch Magneto Co. as one of the sales executives and was for five years special representative of the Crosley Radio Corp., and for a time acted as Eastern sales manager for the same concern. Mr. Samuels has been associated with Mr. Roberts in the radio cabinet business. Prior to that he was connected with the Freshman Radio Co.

The sales staff of the Roberts Co. boasts of similar trade experience. P. R. Hawley, who will cover Pennsylvania, Maryland, Virginia and eastern New Jersey, was for six years general sales manager of the Gerard Phonograph Co., and before that was with the Victor and Columbia companies; Donald MacKenzie, cover-

ing Delaware, West Virginia and the District of Columbia, was for five years with Thos. A. Edison, later assistant general manager of the Gerard Phonograph Co., and then sales manager of the DeForest Radiophone Corp.; B. J. Kollras, covering Indiana, Kentucky, western Ohio and Tennessee, was for three years a special representative of the Brunswick Co.; H. D. Schoenwald, covering Illinois, was a member of the sales staff of the Columbia Phonograph Co., later becoming general manager of the Consolidated Talking Machine Co.;



A. J. Kendrick

O. G. White, covering Nebraska, North and South Dakota and Iowa, has been for ten years a member of the Brunswick Co. staff, the last four of which he was manager of their Omaha branch; G. R. Dungan, covering Wisconsin, Minnesota and Michigan, has been in the radio trade for the past five years, and L. H. Ragsdale, covering Missouri, Oklahoma, Kansas and Arkansas, has spent ten years in the retail and wholesale radio and music field. J. K. Rose, service department manager, was for two years service manager of the Reichmann Co.

The H. T. Roberts Co.'s advertising is being handled by the Dearborn Advertising Agency, Chicago, being given special consideration by H. D. Leopold, vice-president, who for the past eight years has been directly associated with the radio and talking machine industries.

Studner, Cumming & Co. Now in Enlarged Quarters

Studner, Cumming & Co., Inc., manufacturers' representative, New York City, has taken possession of enlarged headquarters located on the eighth floor of the same building in which they have been located for the last year at 67 West Forty-fourth street. In addition to the attractively furnished executive offices of Myron Studner and J. M. Studner, there have been provided sumptuously furnished display rooms for the Erla products, and cabinets of the Superior Cabinet Co., Muskegon, Mich., Buckeye Incubator Co., Springfield, O., and Salisbury Bros., Randolph, Vt. Attractive furnishings, heavy carpets and tapestried walls provide a fitting setting for this display, and there have also been installed a number of colored spotlights to add to the attractiveness.

The new quarters provide over 1,000 square feet, three-quarters of which are for display.

Timely A-K Dealer Helps

Two timely dealer helps have been issued by the Atwater Kent Mfg. Co. in the form of window strips. One makes the suggestion "Hear the outstanding broadcast of the year on an Atwater Kent Radio—September 21, 1927, the Fourth Annual Radio Distributors' Banquet," and the other "Hear the Tunney-Dempsey fight on an Atwater Kent radio—September 22, 1927."

NO BATTERIES

ARGUS
ELECTRIC RADIO

Just Plug in!

All Electric

Manufactured by

ARGUS RADIO CORP.

See Our
Exhibit

Booth
CC 9

Radio
World's
Fair

Madison Square
Garden
New York
September 19-24

257 West 17th Street
New York, N. Y.

ARISTOCRAT

"THE SPEAKER OF THE HOUSE"



A Thing of Beauty—

FOR the discriminating this graceful combination of lamp and silver-toned loud speaker has been modelled to replace the old-fashioned, ugly, impractical horn.

The new and improved ARISTOCRAT "The Speaker of the House" has a GUARANTEED non-adjustable Unit which brings out both the high and low tones of all music, along with a perfect speaking voice.

Don't fail to see the Lamp and hear the Speaker

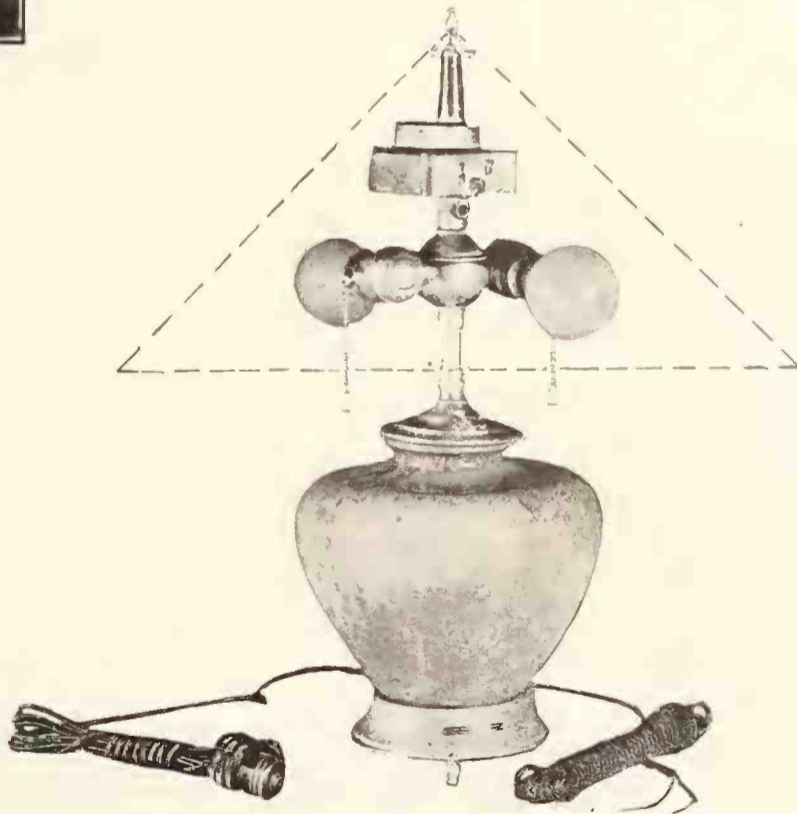
ART vs. MECHANISM

BECAUSE The Aristocrat is a lamp of such rare beauty is no reason to believe that the mechanism of the unit is not equally perfect. On the contrary, there is an even match; a very judicious combination.

The quality of the speaker is far, far superior, because of its workmanship and material, to most other speakers, and is equal to the best.

The diagram, on the right, illustrates the construction of the speaker showing the new ARISTOCRAT non-adjustable, sealed Unit.

Every Unit is GUARANTEED if seal is not broken. The Unit is protected from weather conditions and dust by the specially designed ARISTOCRAT housing made of aluminum alloy. The dotted lines show the placement of the beautiful ARISTOCRAT cracked parchment shade.



U. S. & Foreign Patents Pending.

List Price **\$3750**

Trade Mark Reg. U. S. Pat. Off.

See it at the Radio World's Fair, Madison Square Garden,
New York, September 19, to 24, 1927. Booth 31—Section JJ.

ARISTOCRAT CORPORATION OF AMERICA

One Fifteen West Twenty-Third Street
NEW YORK

Western New York Ortho-sonic Dealers Hold Annual Meeting at Statler, Buffalo

Wholesale Radio Equipment Co. Is Host to 200 Federal Ortho-sonic Dealers at Annual Convention—Atwater Kent Dealers Also Hold Annual Meeting—Radio Sales Good

BUFFALO, N. Y., September 8.—Radio sales have taken on new impetus since the middle of August, and dealers are looking forward to an unusually early radio season. Jobber conventions have kept the radio trade on its toes for the greater portion of August. Enthusiasm stirred at these meetings has been transmitted through the dealer to the consuming trade.

Tom A. White presided at a dealer convention of the Wholesale Radio Equipment Co., which brought together nearly 200 dealers from western New York in the Hotel Statler. Luncheon preceded the business meeting, at which the new Federal Ortho-sonic line, Kellogg sets and Farrand speakers were introduced. Factory representatives from the Federal Radio Corp. who addressed the meeting were Kenneth Reed, sales manager; Henry Cook, assistant advertising manager, and Ken Henderson, of the research and engineering laboratory.

Alex Osborn, of the advertising agency, Barton, Durstine & Osborn, was the principal speaker at the convention called by Roth & Zillig, at the Hotel Lafayette, September 1, bringing together present and prospective Atwater Kent radio dealers, for which this house is distributor. Close to 300 attended the business session in the Hotel Lafayette. Plans for Fall were discussed.

Sparton and Grebe radio dealers were called

together by H. B. Alderman Co., distributors, at the new Elks Club on Delaware avenue. Captain William Sparks, head of the Sparks-Withington Co., manufacturer of Sparton radio, was the guest of honor at the banquet in the ballroom in the evening. The dinner and entertainment which followed the sales and service meeting of the afternoon was worthy of the attendance of the 250 dealers who brought their lady guests. Dancing featured the late evening program. H. B. Alderman presided at the sales meeting in the afternoon. Other speakers were R. H. Davison, sales manager, and Jack Stayley, city salesman for the H. B. Alderman Co.

Victor record sales have moved in better volume since the recent appearance here of Victor artists, including the Imperial Quartet, at Shea's Buffalo Theatre. Effective newspaper advertising hailing the aggregation was conducted by the Victor association and the theatre management. Particularly effective was the double-page spread appearing in The Times on Sunday of the organization's initial appearance. E. M. Vester, Victor factory manager here, was one of the most enthusiastic supporters of this bit of publicity, and saw to it that the dealers were given every advantage of this rare opportunity to cash in on this popular event.

E. A. Jackson has joined the radio sales force of the Buffalo Talking Machine Co.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works
47 West Street New York

E. D. Coots Made Majestic Western Sales Manager

Will Direct the Sale of Products of Grigsby-Grunow-Hinds Co. in About Twelve Western States—Has Wide Trade Experience

E. D. Coots, of the Grigsby-Grunow-Hinds Co., manufacturer of Majestic power units, was recently appointed Western sales manager of the organization, according to an announcement



E. D. Coots

made a few days ago at the Chicago headquarters of the concern. Mr. Coots is well known throughout the trade, as he was formerly assistant sales manager of the Sonora Phonograph Co., and since joining the Grigsby-Grunow-Hinds Co. has attained exceptional success in the development of jobber good-will and the promotion of Majestic sales plans. In his new position he has charge of the sale of Majestic power units in about twelve Western States.

The Columbia Phonograph Co., New York, is supplying its dealers with an attractive window streamer, three and a half feet long by fifteen inches high, calling attention to the Columbia Phonograph Hour, the first radio broadcast of the company, which will be heard on Wednesday, September 28.

Oregon Fada Radio Dealers Hold Two-Day Convention Sponsored by L. C. Warner Co.

PORTLAND, ORE., September 3—Announcement of the discontinuance as Pacific wholesale representative of the Victor Talking Machine Co. by Sherman, Clay & Co. will no doubt have a decided effect on the Portland branch, which for many years has been under the management of Elmer Hunt and has covered the Oregon field most effectively. A complete announcement of the change appears on another page in this issue of The Talking Machine World.

Fada radio dealers of Oregon and southwestern Washington held a two days' convention in Portland August 26 and 27 with headquarters at the Hotel Multnomah. The convention was under the personal supervision of J. W. Condon, Jr., vice-president of the L. C. Warner Co. and manager of the Portland branch. Mr. Condon was assisted by Mr. Warner, president of the L. C. Warner Co., of Seattle, who made a special trip to Portland to attend the conven-

tion. Among the prominent speakers were L. J. Chatten and F. A. D. Andrea, representative and general sales manager of the central office on Long Island. The first day was devoted to sales and service conferences. The chief feature of the second day was the unveiling of the new Fada merchandise on display at the L. C. Warner store.

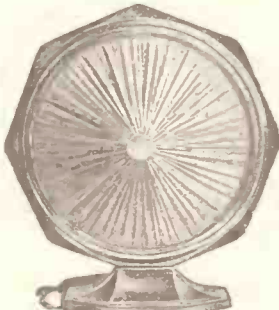
The new Portland firm of the McDougall-Freiheit Music Co. has opened for business at 167 Broadway and will carry a complete line of small goods and accessories. W. A. McDougall is well known in music trade circles, having been identified with the small goods business for many years. He has taken A. Charles Freiheit as partner.

The Conn-Portland Co., located at 416 Alder street on the ground floor of the million-dollar Elks Building, is staging a removal sale in preparation to moving to 211 Broadway.

Announcing

SONOCHORDE

JUNIOR



Senior Model

I T'S HERE! The Junior Model of the nationally famous SONOCHORDE Cone—with all the quality—even to the beautiful silk front and protected back. SONOCHORDE is ONE radio speaker that the Talking Machine Dealer can afford to sell.

\$25

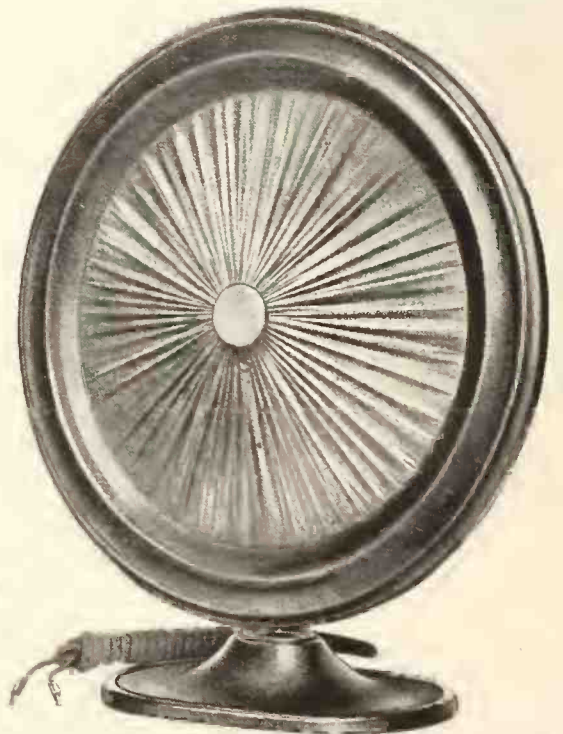
Just try Sonochorde! If you do not find it equals or excels the most expensive speakers, we'll refund your money.

BOUDETTE MFG. CO.

Dept. E

\$15

Chelsea, Mass.



This is all there
is to it!



Ten great features—
Here they are:

A. C. Tubes . . . selectivity
. . . patented circuit . . .
built-in power unit
single dial control . . . low
operation cost . . . low serv-
ice costs . . . beautiful ex-
clusive cabinets . . . spe-
cial audio transformers
. rigid sub-base
panel.

10 GREAT FEATURES

Make this the greatest
Batteryless Receiver

EMPLOYING A. C. Tubes
and operating direct
from a light socket — the
new 10-feature McMillan is
a year advanced in design.
Write for prices now.

The McMILLAN RADIO CORP.
1421 S. Michigan Ave. Chicago

MCMILLAN ELECTRIC

Trade Mark Reg. U. S. Pat. Off.



THE IVANHOE

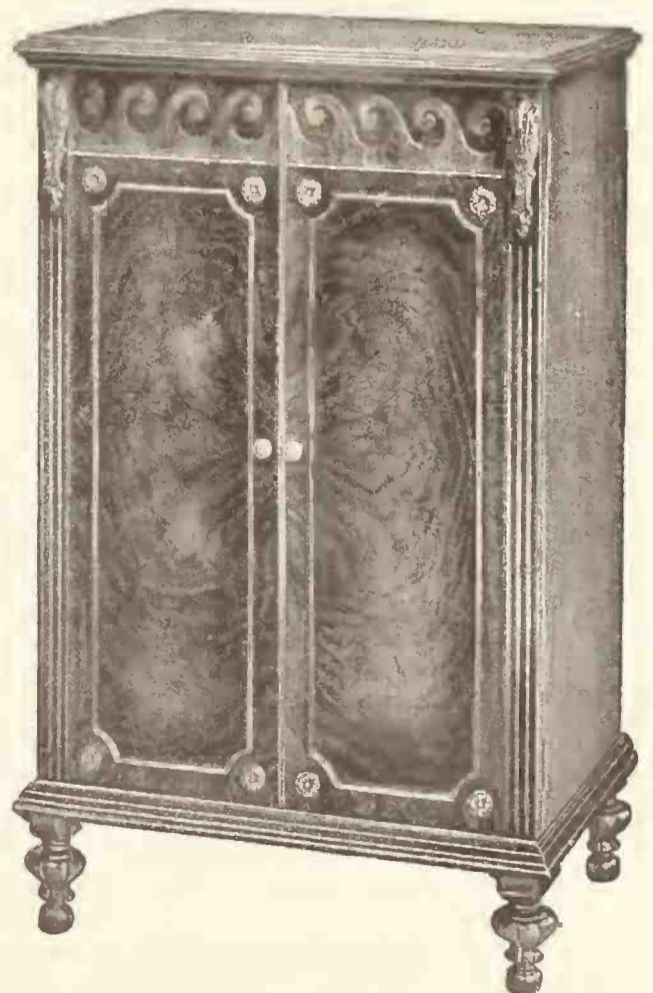
Exclusive McMillan design. Sides and top
Striped Walnut. Doors of Butt Walnut,
Mahogany overlay. Veneered moldings. Built-
in speaker. Four-foot tone chamber. Utah Unit.
Size of top, 25 $\frac{3}{8}$ " x 17 $\frac{1}{2}$ "—50" high. Shipping
weight 117 pounds.

5 models

Prices range
from
\$170 to \$325

Pacific Coast Prices
Slightly Higher

We also make a
complete line of
battery models



THE ORLEANS

Doors of figured walnut. Heavy plywood con-
struction. Equipped with built-in speaker—Utah
Unit. Four-foot air column. Size of top 26 $\frac{1}{2}$ "
x 19"—43 $\frac{1}{2}$ " high. Shipping weight, 135 pounds.

O. N. Frankfort Addresses Blackman Co.'s Sales Staff

Vice-President in Charge of Sales of the Mohawk Corp. of Illinois Principal Speaker at Enjoyable Dinner Recently Given at Aldine Club—J. N. Blackman Makes Notable Address

The Blackman Distributing Co., Inc., distributor of Victor and radio products, gave a very enjoyable dinner recently to the members of its sales staff at the Aldine Club in the Fifth Avenue Building, New York. C. L. Johnston, vice-president and general manager of the company, was the first speaker on the program, introducing J. Newcomb Blackman, president of the organization, who presided as toastmaster and who gave one of his usual forceful addresses, outlining the company's plans for the coming season and telling in detail just how the organization is planning to co-operate with its dealers.

The featured guest speaker on the program was Otto N. Frankfort, vice-president in charge of sales of the Mohawk Corp. of Illinois, who

welcomed the members of the Blackman sales staff as one of the most capable and efficient organizations now merchandising Mohawk products. Mr. Frankfort's many years of experience in the sales and advertising worlds were reflected in the practical ideas which he advanced in connection with sales and sales promotion activities. Among the other guests present were W. G. Peirce, Jr., and C. M. Phelps, president and secretary respectively of Peirce-Phelps, Philadelphia, Pa., Mohawk distributors and well known in the radio industry, who told the members of the Blackman staff how they had accomplished unusual results in the development of Mohawk sales.

New Harmony Record Artists

The Bar Harbor Society Orchestra and the Kensington Serenaders have been signed to record, exclusively, for Harmony records for the next three years. The first selections to be recorded by the Bar Harbor unit are "Paradise Isle" and "Worryin'."

United Music Co. Holds Managers' Sales Conference

Benjamin Gross and Herbert Brennan Deliver Talks on Stromberg-Carlson Products—Plans for the Coming Season Are Outlined

PROVIDENCE, R. I., September 7.—Store managers and salesmen of the United Music Co. stores of Massachusetts, Rhode Island and Connecticut were entertained at the Biltmore Hotel here the latter part of last month by Charles Feldman and Charles Popkin, founders of the company. About 100 were present, including various guests who accompanied the managers.

During the afternoon a sales conference of the managers was held at which Mr. Popkin outlined the work to be accomplished during the coming season and detailed the methods to be used. Herbert Brennan and Benjamin Gross, of Gross-Brennan, Inc., Stromberg-Carlson representative, spoke, explaining the outstanding features of the latest models of Stromberg-Carlson receivers. Following the business sessions dinner was served and an enjoyable evening of dancing followed.

It was announced that the United Music Co. would, within the next few years, establish retail branch stores in Vermont, New Hampshire and Maine.

Ortho-Type Radio Cabinets Introduced to the Trade

Pierson Co., of Rockford, Ill., Brings Out New Line Consisting of Seventeen Models Designed to Meet Every Need

The Pierson Co., Rockford, Ill., one of the oldest and most prominent builders of radio cabinets in the industry, recently introduced to the trade its 1927-28 line of Pierson Ortho-type radio furniture. The new line, consisting of seventeen different models, has been designed to meet practically every furniture taste from large period art models to small speaker cabinets and tables.

The Pierson Co. is said to have produced in 1923 one of the first stock model radio cabinets ever marketed and in the Summer of 1924 placed in the hands of the trade a pretentious line of radio furniture. Officials of the company state that the firm manufactured console cabinets for the first manufactured set in the Fall of 1922. Stock models are manufactured and marketed exclusively and the firm employs a designer permanently as well as display rooms in Boston, New York, Chicago, Seattle and Los Angeles. The Pierson Co. was incorporated in May, 1917, and during the past two years the volume of output at the Rockford plant has been practically doubled.

Among the models which the Pierson Co. is featuring in its 1927-28 line are the Arlington, a Renaissance period art model in American walnut; the Umbrian, a Washington desk model; the Aragon, which shows a Spanish influence in its rich carvings and heavy Spanish hardware; the Intermezzo, and the Castilian, which is illustrated elsewhere in this issue. The Castilian is equipped with a Newcombe-Hawley loud speaker powered by a Nathaniel Baldwin unit, a product that is very well known.

Daven Radio Corp. Produces New Electrical Pick-up

A new electrical pick-up for phonographs has been produced by the Daven Radio Corp., Newark, N. J. It is made of brass, fits into the detector socket of the radio, and is said to improve the musical reproduction of old style phonographs.

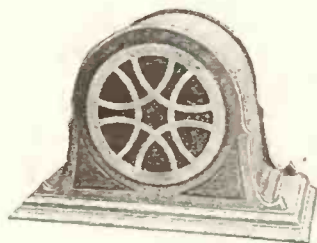
A 201-A type tube, a resisto-coupler for use with "B" eliminators, a coupling condenser and an amplifier kit are other new products of the Daven Radio Corp.

—makes them want to buy!



This beautiful new WORKRITE Window Display—

As different as the Workrite itself



Workrite Cone Speaker

This beautiful cone speaker has exceptional efficiency, great volume and wide tone range due to its double magnet and balanced armature, which gives greater undistorted volume with less input energy than single magnet types. The cabinet is of walnut finish. Price...\$32.00

Workrite Silver Mast Antenna

A jointed aluminum antenna that can be quickly erected and occupies small space. More effective than 95% of the antennas in use today. Price.\$12.50

Workrite dealers are facing a most prosperous season—they are handling an outstanding line of radio receivers and products and they are being supplied with sales helps that are as different as the Workrite Receivers themselves. Witness this five-piece window display.

Workrite 37—the model illustrated—is an 8-tube receiver having all metal chassis, complete copper shielding, single illuminated dial control, loop or antenna operated and a host of other features that place it among the best receivers on the market. And the price is only \$160.00.

There are two 6-tube models—one a table receiver and the other a console model—that are just as efficient and as attractive, price considered, as the Model 37. They complete a line that offers a remarkable opportunity for profits.

Wire or write for complete information.



Manufactured by THE WORKRITE MFG. CO., 1812 East 30th St., Cleveland, Ohio

Canadian Factory: WORKRITE RADIO, LTD., Brantford, Ontario

Sales Department THE ZINKE COMPANY, 1323 So. Michigan Blvd., Chicago, Ill.

Licensed under R.C.A. Hazeltine and La Tour patents.

Volume-Tone Quality Indestructible-Original



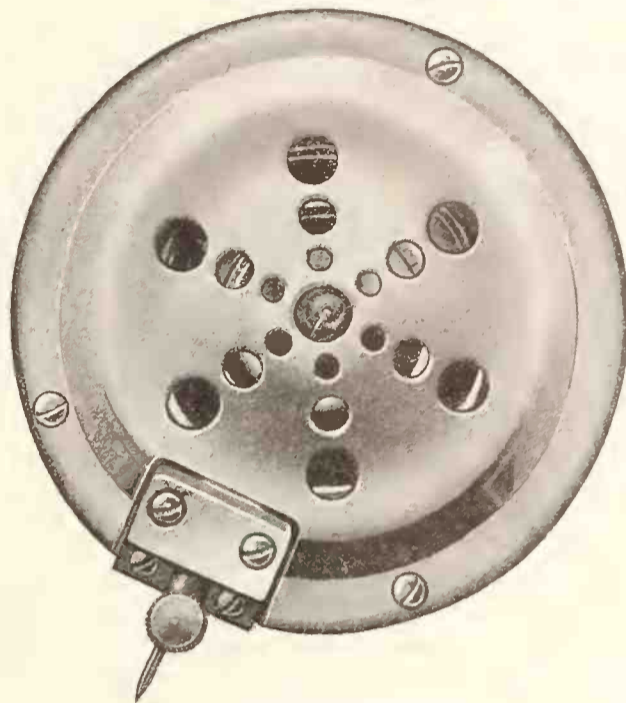
Phonograph Reproducers

"With the Golden Tone"

Why You Will Prefer the Sun Phonograph Reproducer

The Sun Reproducer will change your mind of all you thought about reproducers and the reproduction of records. You will be amazed at its living tone, its full-throated volume. Every note is faithfully reproduced, free from excessive surface noise, blasting and metallic shrill. The Sun Reproducer has eliminated all of these undesirable defects and is daily adding new Friends to its already large list of satisfied Dealers who have been convinced by the quality reproduction that only the Sun Reproducer can give.

Every Sun Dealer is in a position to demonstrate a superior performance that will make quick sales and large profits. The Willett patented diaphragm is considered the ultimate in construction and is instrumental in developing the remarkable results obtained in the Sun Reproducer.



TYPE M-28
SUN REPRODUCER

A Valuable Dealer Franchise

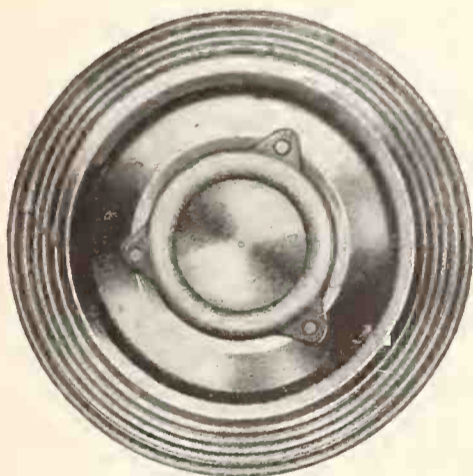
The Sun Phonograph Reproducer Dealer will have an exclusive selling franchise in his locality. All inquiries received from our advertising will be referred to the Dealer in whose locality the prospect resides. A guarantee assuring satisfaction to both Dealer and Consumer is embodied in every transaction.

Sun Dealers are furnished with direct mail advertising, newspaper advertising and Dealer helps. Extra inducements will be offered to the Dealers' salesmen, to help stimulate sales. Dealers will also cash in on the Sun National Advertising.

Fully Guaranteed

Every Sun Reproducer is warranted to give the ultimate in reproduction of phonograph records. It is guaranteed to be free from defective material and workmanship. We will under this guarantee repair or replace any Sun Reproducer so proving defective.

Write for Details Today!



Patented Aluminum Diaphragm

This pure aluminum diaphragm, with its spring bronze spider, securely riveted to the diaphragm at three points, is positively the ultimate in diaphragm construction and is covered by the Willett patent dated August 23, 1921. Over six years have been spent in its development. The triad of post suspension of the spider develops the finest tone quality offered in a reproducer.

The GOLDEN-SUN CO., Louisville, Ky.
INCORPORATED

Dubilier Condenser Corp. Sees Antenna Plug Demand

Demand Influenced to Great Extent by Popularity of Electric Light Socket Outlets—Antenna Plug Adds to Strength, Is Claim

The Dubilier Condenser Corp., New York City, reports that the antenna plug has come back strong. It points out that this is due in a large measure to the improved receivers of to-day which, with greater sensitivity combined with marked stability, work well with the light socket aeriels that create an enormous antenna system out of the nearest electric light socket or convenience outlet.

The Dubilier Corp. produced a Dubilier light socket aerial and has found particularly heavy demands for this product during the Summer months because of the elimination of the lightning hazard and because it is claimed to reduce both static and interference. It is also reported that in recent tests conducted in the crowded city with a usual super-heterodyne receiver and an improved antenna plug in place of the usual loop a marked gain in signal strength and distance covered was noted. The experiments were performed with a Dubilier light socket aerial plugged into an electric light socket and a coupling coil in place of the loop.

Pfanstiehl Co. Has RCA Patents

Negotiations Completed by Carl Pfanstiehl and David Sarnoff—Introduce New Six-Tube Set

An agreement was signed by the Pfanstiehl Radio Co., Waukegan, Ill., and the Radio Corp. of America on August 1, whereby the Pfanstiehl Radio Co. secured a license under the group patents of the Radio Corp., General Electric, Westinghouse Electric and American Telephone & Telegraph companies. The negotiations were completed by Carl Pfanstiehl, of the organization which bears his name, and David Sarnoff, of the Radio Corp., and the announcement of the license was made on August 26.

The Pfanstiehl Radio Co. recently introduced a new six-tube receiver known as the Pfanstiehl, Jr., Model 28, a table type receiver which lists for \$80 and may be operated by batteries or with the use of the Pfanstiehl-Philco socket power unit. According to advices received from the Waukegan headquarters of the firm, orders received up to September 1 are far in advance of the same period last year and according to present indications the Pfanstiehl company will enjoy the most profitable year in its history.

The second annual convention of the Indiana Association of Music Merchants will be held on Monday and Tuesday, October 10 and 11, at the Indianapolis Athletic Club, Indianapolis, Ind. The business sessions, luncheons and banquet will all be held at the Athletic Club.

The board of directors of the Association report that the convention will be a strictly business meeting.

S. O. Martin Optimistic Over Business Outlook

President of Sonora Co. a Recent Visitor to New York—Declares Trade is Enthusiastic Over the New Sonora Receivers

S. O. Martin, president of the Sonora Phonograph Co., Inc., with headquarters at Saginaw, Mich., visited New York recently to attend the regular monthly directors' meeting of the company. While here, Mr. Martin commented very optimistically upon the outlook for the coming season, stating that the new Sonora radio receivers had received the enthusiastic approval of the trade and that there was every reason to believe that sales, during the next few months, would be far ahead of any corresponding period in recent years.

Mr. Martin states that the Sonora sales totals for August were the greatest since August, 1920, the previous high-water mark for this month being two-and-a-half times greater than figures for August, 1926. Moreover, the company's profit for August of this year was larger than the profit for August, 1923, which was the banner August in Sonora history from the standpoint of profit. Mr. Martin conferred with Frank V. Goodman, general sales manager of the company, regarding prospects in the Eastern territory and was delighted with the progress made by Sonora products throughout the East during the past few months.

Wedding bells have rung for Arthur B. Miller, of the Pacific Music Co., Seattle, Wash., with his marriage to Miss Olive G. Ryder, of Vancouver, B. C. Mr. Miller operates music stores in Seattle, Tacoma and Vancouver.



THE HUMAN VOICE

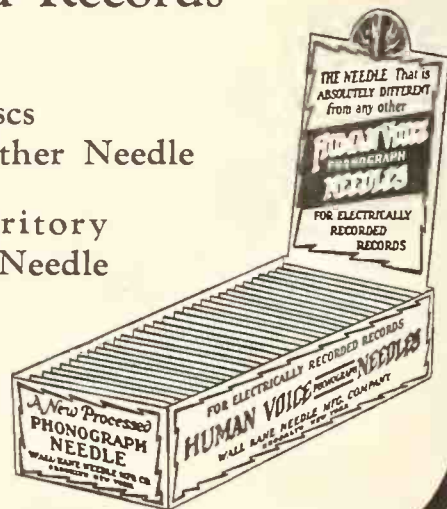
The Silver Electro-plated Phonograph Needle

Assures Best Results
On Electrically Recorded Records

Can Be Used on All Discs
Absolutely Different From Any Other Needle

Be the First in Your Territory
to Introduce This Wonderful Needle

Manufacturers of the
Wall-Kane, Jazz, Concert,
Best Tone and Petmecky
Needles.



WALL-KANE NEEDLE MFG. CO., Inc.
3922-14th Avenue, Brooklyn, N. Y.

AUDITED AMPLIFICATION
HAS ELIMINATED ALL GUESS-WORK
FROM THE RADIO.
THE SUPERIOR SENSITIVITY, RANGE
AND TONE-QUALITY
OF ALL ERLA SETS ARE CHARTED AND
MADE CLEARLY APPARENT
BY AUDITED AMPLIFICATION.
DEALERS WHO MUST HAVE THE BEST
WILL WRITE FOR PARTICULARS.

ERLA



MADE BY ELECTRICAL RESEARCH LABORATORIES, CHICAGO

Okeh Opens Distributing Branches on Pacific Coast

New Offices to Be Located in San Francisco and Los Angeles—Bill Ockenden, Formerly Columbia Kansas City Manager, in Charge

SAN FRANCISCO, CAL., September 6.—The Okeh Phonograph Corp. has opened distributing branches here and in Los Angeles, the better to serve its California dealers. Bill Ockenden, formerly manager of the distributing branch of the Columbia Phonograph Co. in Kansas City, is in charge of the new offices. L. D. Heater will continue to distribute Okeh records in Oregon and Washington. The San Francisco offices are located at 239 Bryant street.

Arthur Rocke in New Post

Arthur Rocke, New York City, was recently appointed a district factory representative of the Briggs & Stratton Corp., Milwaukee,

maker of the Basco line of radio power units, by C. F. Crane, sales manager of the organization. Mr. Rocke and his staff of three traveling representatives will represent the Briggs & Stratton Corp. in metropolitan New York and the entire State of New Jersey. The Briggs & Stratton Corp. now has eighteen representatives in the field covering practically every territory in the United States.

H. Parker Made Sales and Ad. Mgr. of Magnavox Co.

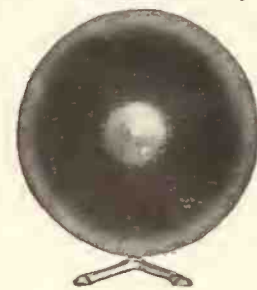
OAKLAND, CAL., September 3.—Heckert Parker, well known in the radio industry, and who has for some years been connected with the Magnavox Co. of this city in various capacities, was recently promoted to the post of general sales and advertising manager.

The Magnavox Co., which announced the discontinuance of its line of radio receivers some time ago, is featuring a new power amplifier this season that is reported to possess several new and valuable features.

B. B. L. Radio Speaker Introduced to the Trade

New Twenty-Four-Inch Double Cone Loud Speaker to Be Placed on Market Supported by Tri-foot Base or Can Be Hung on Wall

A new twenty-four-inch double cone loud speaker will shortly be announced to the trade



B. B. L. Speaker

by B. B. L. Speaker, Inc., New York City. The speaker is of the balanced armature type, using a large wide armature in the unit. The sloping pole pieces are built up of laminated silicon steel. The speaker is supported on a tri-foot base and may be hung on the wall if the base is removed. The overall height is twenty-seven inches. Ten feet of cord is provided with the speaker.

J. W. C. Price, executive head of the B. B. L. Speaker organization, is well known in the music-radio and electrical industry.

New Electric Reproducer Is Named the Via-Rad

The Brooklyn Metal Stamping Corp., Brooklyn, N. Y., has placed upon the market a new product which has been named the Via-Rad. It is an electric phonograph reproducer that can



Hook-up of Via-Rad

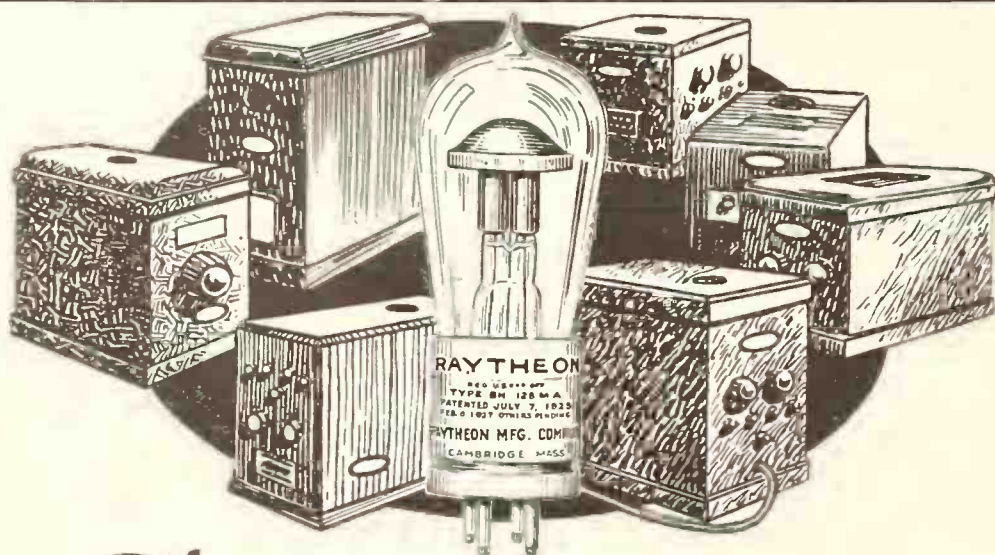
be attached, without tools, to any phonograph to make it a radio-operated instrument. The Via-Rad outfit consists of three units, namely, an electric phonograph reproducer, the Via-Tector, which fits into the detector socket of the radio set, and the Via-Trol, to regulate volume.

W. C. Fuhri Enjoys First Vacation in Eight Years

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., returned to New York recently after his first vacation in eight years. Mr. Fuhri, accompanied by his son, George, who is associated with the Columbia branch in St. Louis, made a delightful motor trip to Montreal, returning through the New England States. Commenting upon business conditions, Mr. Fuhri stated that August sales had been very satisfactory, showing an increase of 50 per cent over last year. The sales of Columbia products the first eight months of this year showed a gain of 60 per cent over 1926 with record business far beyond all expectations and making steady gains, he declared.

Major E. H. Cooper Bremer-Tully Boston Representative

Major Edwin H. Cooper was recently appointed Boston representative of the Bremer-Tully Mfg. Co., of Chicago. Major Cooper is well known in the radio industry and has a wide acquaintance throughout New England. He has appointed the Mountain Electric Supplies Co., Pittsfield, Mass., a well-known organization, a Bremer-Tully Distributor.



The Outstanding Radio Power Units

What does it mean to you that over fifty leading manufacturers of light socket power units submitted their designs to the Raytheon research laboratories for approval and right to use Raytheon long life rectifying tubes? Just this—that Raytheon's technical personnel and unusual scientific facilities in conjunction with the use of the Raytheon rectifier are invaluable aids in the making of a *reliable* radio power unit.

Look over the Raytheon-approved devices. They are the outstanding radio power units by reason of their highly dependable performance. Today, over 700,000 receivers are performing at the height of their efficiency by being powered with Raytheon-approved light socket power units.

Ask your jobber for Raytheon-equipped power units, look for the green Seal of Approval—and then buy with full assurance that the devices so marked will give complete satisfaction with a profitable absence of "service charges."

RAYTHEON MANUFACTURING CO.
Cambridge, Mass.



THE HEART OF RELIABLE RADIO POWER

When you see this green Seal of Approval on a power unit you know that it is a Raytheon-approved unit and can buy it with full confidence in the integrity of its makers and the performance of the device. Only manufacturers whose units have been tested and approved by Raytheon may use this seal on their products.



Factory Direct to Dealer

BETTER SERVICE -- REAL VALUES
CLOSER CO-OPERATION

That big jobber profit is saved for the consumer

Diamond T Receiving Sets

*Selectivity
Volume
Tone Quality
Value*

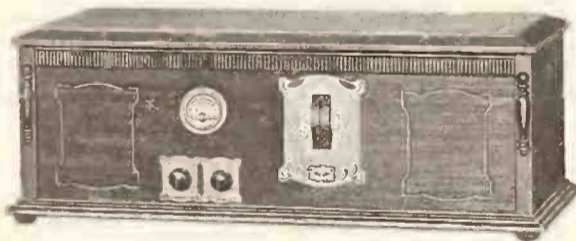


*TWIN SPEAKERS
produce that rich
tone quality you
have longed for*

*"Baby Grand" Console
6 AC Tubes*

Complete, nothing more to buy. List \$195⁰⁰

*"South Bend" Model
6 AC Tubes*



*Complete, except speaker
List \$140.00*

*Our complete line is priced to obtain volume
sales for you with a quality that will stay sold*

Send This Coupon for a Big Generous Dealer's Starting Offer

Diamond T Radio Mfrs.

South Bend, Ind.

New York Show, Booth 19, Sec. CC

Name

Street

Town
T.W.

Braslau and Hackett on First Columbia Radio Hour

Fritz Reiner Will Direct Columbia Symphony Orchestra on September 28 on Occasion of the First Columbia Phonograph Tour

On Wednesday, September 28, the first radio program of the Columbia Phonograph Hour will be broadcast over the Columbia Broadcasting System, a network of stations covering the United States east of the Rockies, with station WOR as the Key station.

In order to participate in the initial concert, Charles Hackett, famous tenor of the Chicago



Miss Sophie Braslau

Opera Co., and Fritz Reiner, one of the world's famous symphony orchestra conductors, have canceled European engagements. In addition to Mr. Hackett, who will sing several of the tenor solos which he has recorded for the Co-

lumbia catalog, and the Columbia Symphony Orchestra, under the direction of Fritz Reiner, a third artist in the person of Sophie Braslau will also appear.

Every resource of the great Columbia organization is being used so that the programs of the Columbia Phonograph Hour will be the best, in a musical way, that the broadcasting stations can offer. Ben Selvin, program director, in a recent interview with The Talking Ma-



Chas. Hackett

chine World, stated that the present plans call for one program of concert music each month, with the other programs being in a lighter vein.

Display Cards for Dealers

New counter and window display cards have been prepared by the DeForest Radio Co., Jersey City, N. J., attractively displaying the full line of DeForest Audions.

COTTON FLOCKS
 Air floated, all injurious foreign matter eliminated for
Record and Radio Manufacturing
THE PECKHAM MFG. CO. 238 South Street
 Newark, N. J.

Gold Seal Electrical Co. Issues Booklets to Trade

Literature for Consumer Distribution Features Gold Seal Tubes

Two booklets, designed for distribution to prospective customers, have been prepared in several colors by the Gold Seal Electrical Co., New York, manufacturer of Gold Seal tubes. One booklet describes and illustrates the Gold Seal line of general purpose tubes, and the other tells the story of the Gold Seal AC and rectifier tubes. The Gold Seal trade-mark, symbolic of the sturdy dependability of the line, is stressed in this literature.

An Interesting Bulletin

The Zinke Co., of Chicago, sales department of the Workrite Mfg. Co., radio receiver manufacturer of Cleveland, O., recently forwarded to the trade an interesting bulletin headed "Patent Litigations." The bulletin stresses the point that all Workrite receivers are now manufactured under RCA, Hazeltine and Latour licenses, affording complete protection to the trade against patent litigation from any angle.

Jaffe's, a new department store which recently opened at Barberton, O., with units in other Ohio cities, in addition to many other lines of commodities, will carry radio receivers, talking machines and records.



Balsa Wood Wall type speaker in colors

Designed to Win Sales Leadership

WHERE musical instruments become a definite part of home furniture, style is an outstanding sales factor.

Lata Balsa Reproducer is a musical instrument of the home furniture type which can be used in conjunction with any phonograph or radio, improving the tone qualities of reproduction. Because of its twofold use in the home, great care and consideration have been given in creat-

ing more salient designs and styles. Its remarkable non-resonant characteristics, its ability to reproduce any frequency in the musical scale combined with beauty and its decorative schemes have gained for this speaker immediate acceptance among radio set owners.

Lata Balsa Wood speakers are made in a variety of attractive designs and color variations ranging in price from \$30.00 to \$50.00.

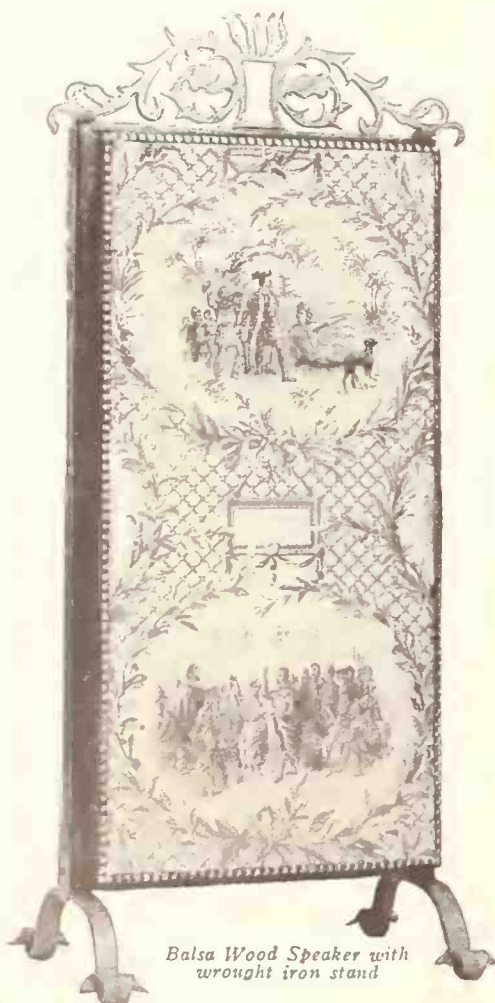
Send for our booklet which fully describes the complete line of Lata Balsa Wood Reproducers in different styles, shapes and prices.

BALSA WOOD REPRODUCER CORPORATION
331 Madison Avenue **New York City**

Sole Distributor

Arthur H. Lynch, Inc., General Motors Building

1775 Broadway at 57th Street, New York City



Balsa Wood Speaker with wrought iron stand

New Lyon & Healy Store Opened on August 27

South Side Branch Now Located in Larger and Handsome Quarters at 870 East Sixty-third Street—5,000 Square Feet of Floor Space

Lyon & Healy held the formal opening of their new Woodlawn store at 870 East Sixty-third street, Saturday, August 27, which now gives the large Chicago house one of the largest and finest music stores on the south side of Chicago.

The new store has 5,000 square feet of floor space, which is twice the amount occupied in the old building at 1018 East Sixty-third street and gives ample room to display adequately the

complete line of pianos, including the Steinway and Lyon & Healy apartment grands, phonographs, radios, records and musical merchandise.

The interior is decorated in the new crackle finish in antique ivory while the exterior is equally attractive and constructed of verd marble and wrought iron. One of the features of the new store are the attractive windows, which allow a complete view of the interior.

The three Lyon & Healy branch stores have been unusually successful and are located on the north, south and west sides of the city, each carrying the same merchandise and giving the same service that the large loop institution has adopted. E. C. Lundquist, who has been manager of the south side branch, will continue in charge.

Formal Opening of the Brooklyn Radio Salon

Blumenthal's Phono & Radio Shop Opens With Display of Leading Makes of Radio Receiving Sets—Many Attended Opening

Blumenthal's Phono & Radio Shop, 42 Lee avenue, Brooklyn, N. Y., held the formal opening of its new radio salon last month with appropriate ceremonies. A display of the new models of the leading makes of radio receivers was shown. Invitations were sent by the establishment to its large mailing list and a large crowd attended. This concern is planning an aggressive merchandising campaign in the interest of the line it handles.

An Astounding DIFFERENCE
in Sharper Tuning and Clarity beyond belief—
until your own Ears
PROVE IT!

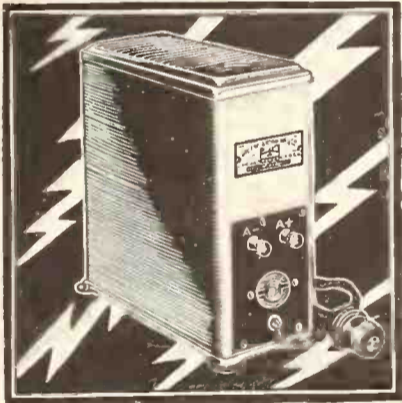


STEADY AS A RIVER'S CURRENT
SILENT AS A SUNSET

This new, complete GREENE "B" 5-6-7 model lists at \$27.50 east of Rockies, including Tube. NOTHING ELSE TO BUY. No liquids, no acids. All battery annoyances ended. Brings results unequalled. No adjustments—all voltages fixed. Will operate all sets of 7-tubes or smaller. Any set-owner can connect it. Never needs servicing. Insured against short-circuiting.

Millions wait

to Compare... ACCLAIM... and Demand
this "finest-of-all" Radio POWERS

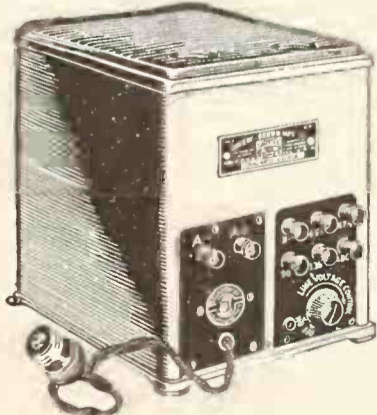


Radio "A" Power

.....Simplified!

Practical in design. Unfailing in performance.

A 2½ ampere, 6-volt unit for all sets up to 10 tubes. All advantages of super-battery power with all troubles banished. Superior to any other "A" power now available. Entirely Automatic. List, east of Rockies \$30.00. Complete.



"AB" ALL-IN-ONE

An incomparable combination of the GREENE "A" and "B" Hi-Power units in one case, for all sets up to 10 tubes. Automatic, controlled, by receiving-set switch. Sold complete with tube. List east of Rockies, \$60.00.

PROBABLY never before, has any industry witnessed a change in dealer and public preference more phenomenal than accorded this new, low-priced GREENE-BROWN line, since first exhibited at the RMA Trade Show in June.

In this greatest-of-all radio selling seasons our new enlarged plant production is keyed up to the highest peak in our history—working day and night to meet an unprecedented demand—a demand that week after week shows greater gains.

Sales leadership was inevitable for the GREENE-BROWN line this year. No dealer fully acquainted with the wants of his set-owner customers, will fail to provide this "better than batteries" satisfaction; the unfailing service and the supreme advanced engineering principles which enable GREENE-BROWN Power Units to outperform so many

higher-priced devices. Words cannot adequately describe such performance. Utterly beyond comparison, provable in any test.

Here is an entirely FOOL-PROOF line for battery-less Radio—an "A" and "B" model for every set. Here are scientific, yet highly simplified devices for over-the-counter selling. Any qualified dealer, by concentrating on the GREENE-BROWN line with enthusiastic support can profit richly. No servicing necessary. The sale completes the deal.

Dealer outlets in all territories will be limited. Before too late, write now, or WIRE for selling franchise, and names of nearby jobbers.

SOLD WITH AN ABSOLUTE
GUARANTEE

GREENE

POWER AB UNITS

Better than Batteries

Get the FACTS

Greene-Brown Mfg. Co. (Dept. F3)
5100 Ravenswood Ave., Chicago, U. S. A.
Please send full description of GREENE Units.

Name

Address

PIN COUPON TO YOUR LETTERHEAD

The New Complete
GREENE "B" Hi-Power
For heavy-duty 10-tube sets.
List, east of Rockies \$30.



The BROWN "B"
SUPER-POWER \$33.50
For all extra-sensitive sets
up to 12 tubes. Formerly
\$39.50.



TOMORROW'S RADIO POWER FOR TODAY'S ENJOYMENT

Three Cabinet and Two Table Model Radio Receivers in New Stewart-Warner Line

Each Item of Stewart-Warner Line of Matched Unit Radio Apparatus Minutely Described in the Announcer, the Publication Issued for the Benefit of Company's Radio Dealers

A recent issue of The Announcer, a publication devoted to the interests of Stewart-Warner radio dealers, published by the Stewart-Warner Speedometer Corp., of Chicago, carried a complete description of each of the corporation's new line of matched unit radio receiving apparatus.

The Stewart-Warner line of receivers consists of five different styles, a DeLuxe Con-



Stewart-Warner Model 520

sole, Model 710, containing the Model 700 chassis, fully shielded and custom-built. The receiver employs six tubes, and is tuned with a single control, and both this set and the Model 500 chassis, which will be described later, were subjected to exhaustive tests in the corporation laboratories, and throughout the United States under the most adverse conditions, in order to determine the ability of the set to perform satisfactorily under handicap. Model 710 is of the Seventeenth Century English period design, the frame and artistically grooved posts being made of turned solid walnut overlay. The rest of the cabinet is of fine selected walnut veneer treated with four coats of hand-rubbed lacquer. A silk grille conceals a DeLuxe model of the Stewart-Warner Organ-Voiced reproducer, which is placed below the receiver chassis. Ample space is provided for "A" and "B" batteries or for light-socket-operated power units.

Another model which embodies the model 700 chassis is Model 705, a table type cabinet. Particular attention has been paid to the top of the cabinet, which is of beautifully figured burl walnut. The instrument panel of selected walnut veneer and the embossed bronze hardware are integral parts of the beauty of the cabinet.

The Model 500 chassis is used as equipment in console Model 520 and in table cabinet Model 525. Model 500 is a six-tube single-dial receiver with two tuned stages and one untuned stage of radio frequency amplification. The tuning is accomplished by a locomotive type of

drive mechanism that uses positive condenser action without lost motion and keeps the variable condensers in phase permanently. The chassis is sturdily constructed on an all-steel frame, every part is readily accessible and inter-circuit wiring has been reduced to a minimum. Console Model 520, embodying the Model 500 chassis, is made of selected straight striped walnut veneer in the popular deep brown finish. The Stewart-Warner Organ-Voiced reproducer is mounted behind a metal grille in the lower half of the front panel. The grille being decorated with figures of graceful dancing girls in rich walnut bronze. Within the cabinet is ample space for both "A" and "B" batteries or for light-operated substitutes.

Table Cabinet Model 525 employs single-dial control and weighs only twenty-six pounds. The cabinet is of solid walnut finished with a wear-resisting lacquer of rich dull brown.

For those radio listeners who prefer three tuning dials, the corporation has made Model 300, a five-tube receiver. This cabinet is attrac-



Stewart-Warner Model 710

tively finished in stippled bronze metal with solid walnut top and bottom.

Other Stewart-Warner radio products shown in this issue of The Announcer are Stewart-Warner radio tubes, Models 501-A and 501-AX, the Stewart-Warner antenna kit, and the Stewart-Warner reproducers, Models 425 and 420, and Model 400 horn speaker.

Triangle Radio Supply Co. to Move to New Quarters

The Triangle Radio Supply Co., distributor of Fada receiving sets, located at 120 West Twenty-third street for a number of years, will move shortly to new and larger quarters at 381 Fourth avenue. Herman A. Linde, head of the concern, states that the new location will permit of greater efficiency.

H. R. Fletcher, for some time director of sales of the Algonquin Electric Co., New York, manufacturer of Thermodyne receivers and Algonquin speakers, was recently made a vice-president and director of the company. Mr. Fletcher was formerly connected with the Apco Manufacturing Co. as sales director.

RECORDING WAX

ALL TYPES

"G" Wax Specially for Electrical Recording

F. W. MATTHEWS 126 Prospect Street E. ORANGE, N. J.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for July—General Increase Over the Year Previous

WASHINGTON, D. C., May 7.—In the summary of exports and imports of the commerce of the United States for the month of July, 1927, the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during July, 1927, amount in value to \$56,619, as compared with \$72,940 worth which were imported during the same period of 1926. The seven months' total ended July, 1927, showed importations, valued at \$372,855; in the same period of 1926, \$289,345, a very substantial increase.

Talking machines to the number of 10,297 valued at \$429,555 were exported in July, 1927, as compared with 11,366 talking machines, valued at \$362,951, sent abroad in the same period of 1926. The seven months' total showed that we exported 72,588 talking machines, valued at \$2,739,642, as against 58,848 talking machines, valued at \$1,801,949, in 1926.

The total exports of records and supplies for July, 1927, were valued at \$267,593, as compared with \$188,848 in July, 1926. The seven months ending July, 1927, show records and accessories exported valued at \$1,632,379, as compared with \$1,239,048 in 1926.

The countries to which these machines were sent during July and their values were as follows: Europe, \$14,479; Canada, \$26,590; Central America, \$29,851; Mexico, \$36,202; Cuba, \$32,000; Argentina, \$68,163; Brazil, \$19,558; Chile, \$10,880; Colombia, \$75,286; Peru, \$9,060; other South America, \$40,901; British India, \$1,768; China, Hong Kong and Kwantung, \$11,970; Philippine Islands, \$10,770; Australia, \$6,644; New Zealand, \$14,026; British South Africa, \$1,225; other countries, \$20,182.

National Music Merchants Assn. to Meet in New York

Conventions of National Associations to Alternate Between New York and Chicago

The 1928 convention of the National Association of Music Merchants will be held in New York, according to a recent statement from the association's headquarters. The question of holding the convention in cities other than New York and Chicago was discussed from all angles, and it was decided that the policy of meeting in these cities alternately be continued.

E. B. Latham Increases Capital

E. B. Latham & Co., New York, Atwater Kent distributors, recently increased their capital from 20,000 shares at five dollars a share and 1,000 shares at \$100 per share to 2,000 shares of common and 1,000 shares of preferred, each at \$100 per share.

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.

The Demand for Quality Never Ceases

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

CLAREMONT WASTE MFG. CO.

Claremont, N. H.



CROWN
PHONOGRAPHS
Made by the Makers of
CROWN
PIANOS



The "MOOR"

The "RENAISSANCE"

it has **EVERYTHING**

Ear Appeal—

Every desirable tone value which the ear may detect in any reproducing instrument.

Eye Appeal—

Noticeably distinctive cabinet designs. Craftsmanship and finish comparative to the fine piano.

Purse Appeal—

A base price surprisingly moderate for the *visible and demonstrable* value in the instrument—a complete line of models to satisfy every trade demand from Consolette to Electric. A price range from \$70 to \$210. Each carrying a satisfying margin for you.

Hear the Crown—

and be convinced. We make it easy for you to do so. Write or wire today.

The "Moor"

A cabinet of unusual design and rare beauty. It is finished in highly figured Mahogany as shown in the illustration, and also in feathery Burl Walnut. Antique bronze tone-arm and reproducer, plush turntable and every fitment in keeping with the beautiful exterior. Its visible beauty will delight you; its marvelous tone values and volume will charm you. *Arrange to hear it.*

The "Renaissance"

The illustration shows the exquisite Burl Walnut. We also furnish it in choice figured Mahogany, two-tone finish. Nickel-plated equipment. Felt turntable. See and hear this beautiful instrument and you will be won to the Crown line.

GEO. P. BENT COMPANY

Established 1870

LOUISVILLE



CROWN PIANOS
PHONOGRAPHS

Sir Thomas Beecham Is Philharmonic Guest Leader

Famous British Musician Who Records Exclusively for Columbia Catalog to Conduct in January—Molinari Also to Lead

Sir Thomas Beecham, famous British musician, has been announced as the guest conductor of the New York Philharmonic Orchestra for four concerts in January. It is said that Sir



Sir Thomas Beecham

Thomas has done more for the establishment of grand opera in England than any other living man.

This famous musician whose insistence upon exact interpretation is proverbial, records exclusively for the Columbia catalog, including in his selections two works of Mozart, the composer whose spirit he catches better than any other living composer, it is said.

During January also, the New York Philharmonic will have as a guest conductor, Bernardino Molinari, Italian orchestral leader who recently accepted membership in Columbia's committee for furthering next year's Schubert Centennial.

Harger & Blish "Mike" Has Interesting Features

DES MOINES, IOWA, September 7.—The current issue of The Mike, issued monthly by Harger & Blish, Atwater Kent jobbers, contains a number of bright, interesting and profitable articles and news notes. The leading editorial by H. H. Blish, Sr., is on "Loafing Dollars," in which Mr.

Blish compares the difference in profit between "working dollars" and "loafing dollars." "Things an A-K Dealer Should Do," by E. H. Curley, of the Atwater Kent Mfg. Co., is another interesting feature. George D. Phillips, of the Pooley Mfg. Co., Philadelphia, gives the answer to "Why Is a Pooley Cabinet?" and the retail trade is represented by Byron Jeffrey, radio manager of the Guest Piano Co. of Burlington, Iowa, who writes on "Sales and Service Policies."

Columbia System Opens With "The King's Henchman"

Colorful American Opera Will be Heard Over the Columbia Broadcasting System's Network on Sunday, September 18

All precedent for formal openings will be disregarded at 3 p. m. Sunday, September 18, when the new Columbia Broadcasting System launches on its career of nation-wide broadcasting. Within two minutes thereafter the program will be under way, going out over the network of sixteen strategically located stations, supplying metropolitan entertainment to America east of the Rockies.

In this program America at large will have its first chance to hear the much-talked-of and colorful American opera, "The King's Henchman," which the composer, Deems Taylor, will direct as a part of the opening day's program over the new Columbia Broadcasting System.

The opera, which was the outstanding high spot of the Metropolitan Opera Co.'s last season, so far has been heard only by those who were able to attend the crowded performances in New York.

Its sensational reception brought new world recognition to Deems Taylor, and, it is said, jumped it almost overnight to a permanent place among the standard great operas.

Aside from the fact that this will be the first time that the opera has been put on the air, it will also mark the first appearance of the grand opera company just organized to tour America with this production. The singers, especially picked with voices ideally suited to the roles, include Marie Sundelius, Metropolitan Opera Co. soprano; Rafael Diaz, also from the Metropolitan; Richard Hale, Giovanni Martini and Henry Scott. A large grand opera chorus and an augmented orchestra will add importance to the premier radio presentation by the Columbia Broadcasting System.

Electrical Recordings—

MAKE—Your own side line of records
OF—Your most popular local talent
WITH—Your own special label on them
AT—Factory-wholesale price, direct

WE SPECIALIZE in the independent recording field and produce records for the general public market.

Our customers consist of record companies, dealers, schools, clubs, advertising concerns, musicians, business houses, concert agencies, etc.

Our Electrical Recordings are being used on such records as:

- | | | |
|-----------|------------|----------|
| Paramount | Silvertone | Puritan |
| Gennett | Rainbow | Broadway |
| Wallace | Autograph | Etc. |

We also produce records, at wholesale, for various uses, for such others as:

- Lyon & Healy, Inc., Chicago, Ill.
- Packard Motor Car Co., Detroit, Mich.
- Chicago Telephone Co., Chicago, Ill.
- Delco Light Company, Dayton, Ohio
- Greek Record Company, Chicago-New York
- Chicago Motor Club, Chicago, Ill.
- The Hoover Company, Columbus, Ohio—Etc.

Write for further particulars of this new plan:

MARSH LABORATORIES, Inc.
"The Originators of Electrical Recording"
64 East Jackson Blvd.,
CHICAGO, ILLINOIS

Wholesale Radio Equipment Co. Receives Record Order

Bosch Metropolitan Distributor Receives Truck Shipment of Over a Quarter-Million Dollars' Worth of Bosch Radio Products

An extraordinary shipment of Bosch radio, said to be in excess of a quarter-million dollars, was recently dispatched by truck caravan from the factory of the American Bosch Magneto



Big Bosch Shipment

Corp., Springfield, Mass., to the Wholesale Radio Equipment Co., New York, Bosch distributor in the metropolitan district. The shipment was scheduled for sidewalk delivery to dealers on the following afternoon. Members of the Wholesale Radio Equipment Co. organization met the truck caravan on its approach to New York City with definite route slips, showing the order of delivery of the merchandise to the dealers' stores.

Sparks-Withington Host to Metropolitan Dealers

The Sparks-Withington Co., Jackson, Mich., manufacturer of Sparton radio receivers, was host on Friday night, September 9, at the Hotel Commodore, New York, to 350 Sparton dealers in metropolitan territory, Connecticut and New Jersey. A very interesting program was presented to the dealers under the direction of Harry Sparks, vice-president and general manager of the company. Captain William Sparks, president of the company, attended the dinner prior to sailing for France Saturday to attend the American Legion gathering in that country. The feature of the dinner was an exhibition drill given by the Sparks-Withington team of the American Legion under the direction of Captain Sparks. The drill team of thirty-six men, winners of the Elks National Drill Contest for the last five years, sailed with Captain Sparks on the "Leviathan" for the "big doings" abroad.

From Coast to Coast!



At These Strategic Points:

KOKOMO, INDIANA

Plant and General Offices

- | | |
|--|--------------------------------------|
| NEW YORK CITY
250 W. 57th Street | NEW ORLEANS
1046 Camp Street |
| NEW YORK CITY
44 Whitehall Street
(Export Dept.) | SAN FRANCISCO
1054 Mission Street |
| BOSTON
21 West Street | DETROIT
1501 Saratoga Ave. W. |
| CHICAGO
1500 Republic Bldg. | DENVER
3235 West 29th Street |
| ST. PAUL
100 Midland Trust Bldg. | DALLAS
908 S. St. Paul |

The **MASTERCRAFT** organization goes considerably farther than the confines of the big plant. Its management does not regard simply the manufacture of fine cabinets as the end of its responsibility.

For example, eleven sales and distributing offices, in cities scattered from coast to coast, have been established for the convenience of **MASTERCRAFT** buyers—to put these excellent products within your easy reach.

The whole interesting story of MASTERCRAFT Consoles is yours for the asking. Address the nearest branch or the general offices at Kokomo.

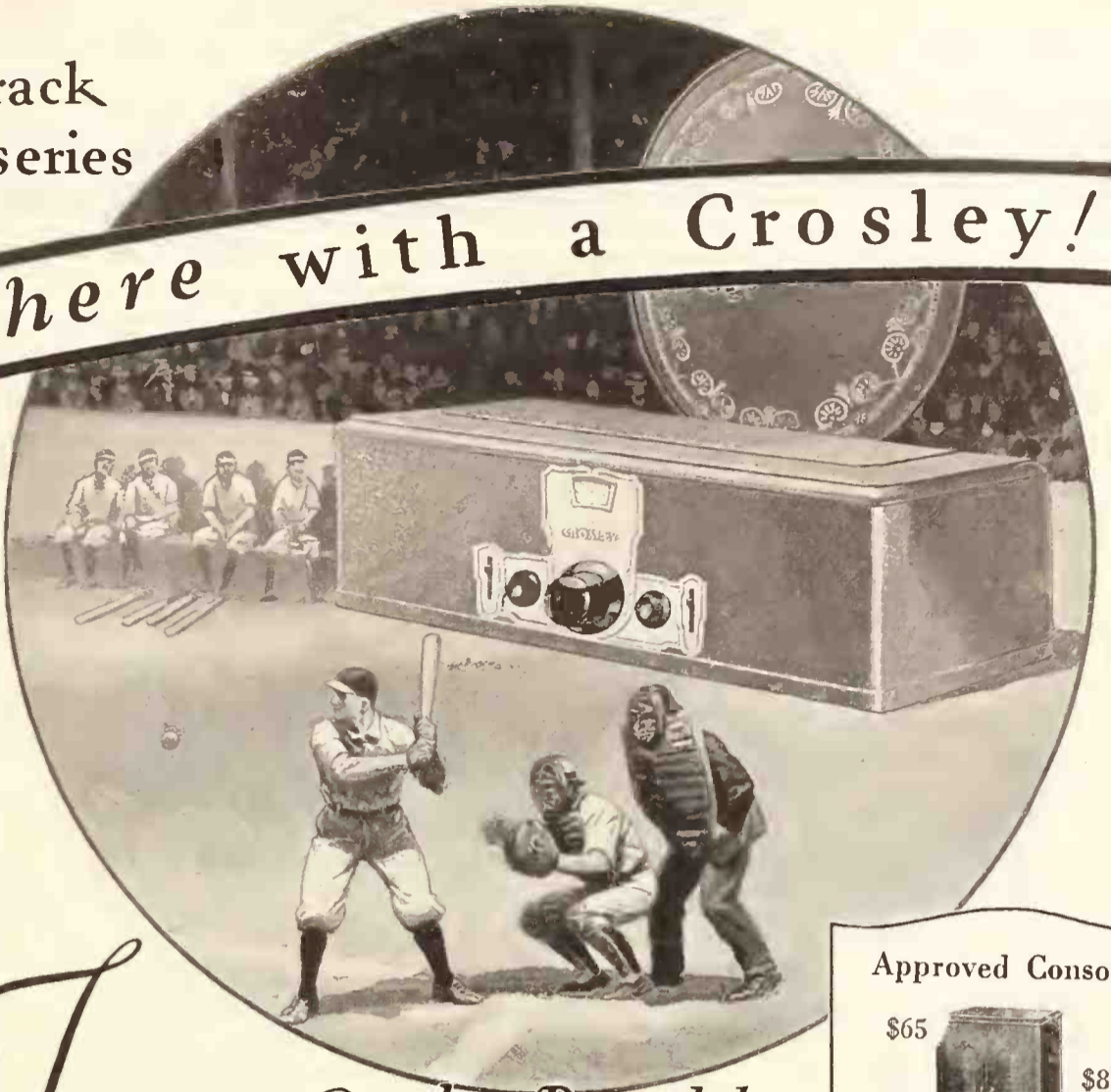
THE WOLF INDUSTRIES

KOKOMO

INDIANA

At the first crack
of the world's series
bat....

You're there with a Crosley!



The Crosley Radio Corporation;
Can you explain "balancing", so folks
can understand it? We technical people
know that Hazeltine's neutrodyne prin-
ciple is a wonderful thing. If you can
make it understandable to laymen
you're good.
Yours truly,
Hudson-Ross, Inc., Chicago, Ill.

Nature always puts obstacles in our way. When men begin to study a new invention or discovery they find that there are many problems to solve before a successful device can be built. This was the case with the steam engine, the printing press, the automobile, the aeroplane and every other major invention that you can think of.



Signal Voltages going into amplifying tube

The vacuum tube is, perhaps, one of the most remarkable inventions ever made. We found that we could use it to amplify the radio signals. But when we tried to tune these amplifiers, so that they would help us select the desired signal, we found that the vacuum had a tendency to misbehave.



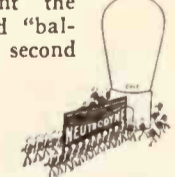
Signal Voltages leaving tube greatly amplified but some run around to entrance and crowd in with the little incoming signals

When a tube is used to amplify, the output voltage is much stronger than the input voltage. This is the natural result of the amplification. But there is a path back through the tube through which some of the strong output voltage can get back to the input side of the tube. This voltage is then again amplified and again returns, getting stronger each time, the result being that the tube goes wild. It becomes a miniature broadcasting station on its own hook.



Amplified signals returning to tube mixing it up with incoming signals

If we can provide a second path from the output circuit to the input circuit, so arranged that the voltage which comes back through this second path is opposed to the voltage that comes back through the tube itself we can prevent the trouble. This is called "balancing" because the path is adjusted so that it exactly balances the path through the tube.



Hazeltine divides Heishevik Voltages. Balancing each other by opposing each other they cause no rumpus in the tube and program signals go thru amplifier without interference

The Hazeltine method of balancing (or neutralizing) this path through the tube has several unique advantages over all the other methods that have been proposed. This is why Crosley radios use the Hazeltine "neutrodyne" method.

THIS new Crosley Band box
6 TUBE RECEIVER *de luxe*
is the national radio hit at \$55.

Its amazing performance is the result of its remarkable construction—the introduction of features found in the most expensive of radios and possible at \$55 only thru mass production methods, plus the licensing of Crosley for use of the patents, research resources and discoveries of The Radio Corporation of America, The General Electric Co., The Westinghouse Co., The American Telephone & Telegraph Co., and The Hazeltine and Latour Corporations.

Check any radio at any price against these Crosley features—standards of comparison that indicate the Bandbox's superiority.

- 1—Completely shielded coils, condensers and wiring.
- 2—Acuminators for sharpest tuning.
- 3—Completely balanced genuine Neutrodyne.
- 4—Volume Control.
- 5—Single tuning knob.
- 6—Illuminated dial.
- 7—Single cable to outside connections.
- 8—Designed for easy installation in consoles.
- 9—Beautiful frosted brown crystalline finish.

AC model using new R.C.A. AC tubes and working directly from electric light socket through Crosley Power Converter \$65. Power Converter \$60.

The value of this Bandbox receiver and the excellence of its performance can best be judged by seeing it and hearing it at the nearest Crosley distributors. If you cannot locate the nearest one, write Dept. 26 for his name and address and Crosley literature.

Approved Consoles

\$65  \$85 

\$35 

Selected by Powel Crosley, Jr., as ideal, acoustically and mechanically for the installation of the Crosley "Bandbox." Genuine Musicone built in. Crosley dealers secure them from their jobbers through

H. T. ROBERTS CO.
1340 S. Michigan Ave.,
Chicago, Ill.
Sales Agents for Approved Console Factories
Showers Brothers Company
The Wolf Mfg. Industries

IMPROVED MUSICONES

Musicones improve the reception of any radio set. They are perfect affinities in beauty and reproductive effectiveness for Crosley Radios. A tiltable model with brown mahogany finish stands 36 inches high, \$27.50—16-inch Super-Musicone as pictured above with "Bandbox", \$12.75—12-inch Ultra-Musicone, \$9.75.



CROSLEY RADIO

THE CROSLEY RADIO CORPORATION
Powel Crosley, Jr., Pres. Cincinnati, Ohio
Prices slightly higher west of the Rocky Mts.



Crosley is licensed only for
Radio Amateur, Experimental and
Broadcast Reception.

<p>Manufacturer of</p> <p>PHONOGRAPH AND RADIO CABINET HARDWARE AND METAL SPECIALTIES</p> <p><i>Samples for the asking</i></p>		<p>Including the Popular</p> <p>NONSPILL NEEDLE CUP the COVER of which STAYS OPEN and "snaps" CLOSED</p> <p><i>Prices on request</i></p>
<p>155 Leonard Street Near the New Court House New York N. Y.</p>		

Kern-O'Neill Co. Organized in Minneapolis to Distribute Columbia Phonograph Line

Elmer L. Kern, E. F. "Doc" O'Neill and Mort Schaffer Are Executives of New Columbia Wholesale Representative—All Have Wealth of Music Trade Experience

MINNEAPOLIS, MINN., September 3.—A new phonograph and record distributing concern, the Kern-O'Neill Co., has been organized to distribute the products of the Columbia Phonograph Co. in Minnesota, North Dakota, South

possesses an intimate knowledge of the business. The Columbia line is not new to "Doc" O'Neill, for he started in business with the Eastern Talking Machine Co., Columbia jobber in Boston, more than thirty years ago. He

of twenty-seven years. As long ago as 1900 Mr. Kern opened the Brunswick branch office at Butte, Mont., and remained as manager until 1906. He then went to San Francisco to assist in opening up headquarters in that city after the big fire. He next opened a branch of the company at Seattle and while in charge of this office made a special trip to Alaska, covering all the important coast cities. In 1915 he was appointed branch manager at Minneapolis. Since the entry of the Brunswick Co. into the phonograph business Mr. Kern has taken an active interest in this end of the business and



Elmer L. Kern



E. F. O'Neill



Mort Schaffer

Dakota, eastern Montana, northern Wisconsin and the upper peninsula of Michigan. On September 1 the new company took over the interests of the local branch of the Columbia Phonograph Co., and the officials of the new concern look forward with the greatest optimism to a busy season promoting the Columbia and Columbia-Kolster interests in the Northwest. No changes will be made in the personnel of the Columbia branch.

The officials of the new concern need no introduction to the talking machine trade, for Elmer L. Kern, E. F. O'Neill and Mort Schaffer have long been well-known trade figures. E. F. O'Neill, president of the Kern-O'Neill Co., is known to thousands of music dealers and

later traveled for the Zonophone Co. and then joined the staff of the Victor Talking Machine Co., becoming assistant traveling manager of the company. During his connection with the Victor organization Mr. O'Neill visited the Orient for four years on two recording and selling expeditions.

He helped organize the Beckwith-O'Neill Co., Victor distributor, in 1915 and continued with this company until 1922, when he sold his interests to George C. Beckwith. During the same year he was appointed manager of the Minneapolis branch of the Brunswick Co.

Elmer L. Kern, vice-president and treasurer of the new company, has been connected with the Brunswick-Balke-Collender Co. for a period

has built up an extensive interest in merchandising and financial circles in the Northwest.

Mort Schaffer, sales manager of the Kern-O'Neill Co., and one of the incorporators of the company, is one of the most popular men in the sheet music and record end of the music business in the Northwest. Mr. Schaffer joined the Leo Feist interests in Chicago in 1909 and covered the entire country promoting Feist publications. In 1921 he located in Minneapolis and joined the Stone Piano Co., distributor of the Aeolian Vocalion line. Since 1925 Mr. Schaffer has been connected with the Minneapolis branch of the Brunswick Co. He is widely acquainted with music dealers in the Northwestern territory.

Audak Co. Introduces New Brass Tone Arm

The Audak Co., New York City, is placing upon the market a high-grade tone arm of heavy drawn brass. This arm is doubly supported at the back so that it does not pull out at the base. In presenting the new arm Maximilian Weil, president of the company, pointed out its cor-

rect mathematical taper, and that the product is absolutely airtight at the base without the use of felt packing.

Lloyd L. Spencer Returns From Extended Trade Trip

**General Sales Manager of Amplion Corp. Visits
Representatives in Middle and Far West—
New Amplion Loud Speakers Win Favor**

Lloyd L. Spencer, general sales manager of the Amplion Corp. of America, manufacturer of Amplion loud speaker products, returned to his desk a few days ago after a three weeks' trip, which included a visit to the Pacific Coast as well as Chicago, St. Louis, Omaha, Denver and Salt Lake City. Mr. Spencer visited the jobbers in all of these trade centers and was delighted with the enthusiastic approval accorded the new Amplion line for the coming season. He not only appointed a number of prominent concerns as Amplion jobbers, but also received substantial

orders from distributors who have handled the Amplion product the past few years. The new AC 21 and 12-Amplion loud speakers give every indication of being two of the most popular speakers in the trade during the coming season, and orders in hand at the present time for these models together with the other new Amplion speakers are keeping the Amplion factory busy to capacity.

Commenting upon the general conditions, Mr. Spencer stated that practically without exception jobbers and dealers are looking forward to the best season in radio history. The stabilization of the industry the past six months is reflected in the confidence of the wholesalers and retailers and the permanent prosperity of the trade as a whole.

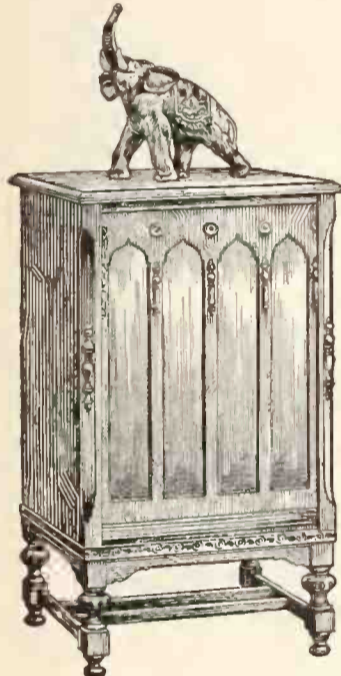
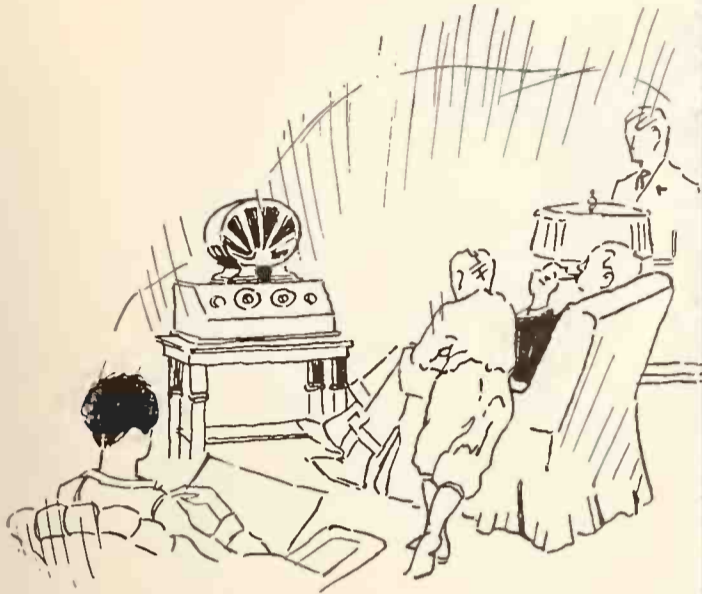
Columbia Model Featured

The Columbia-Kolster Viva-tonal, electric reproducing phonograph is illustrated and described in a leaflet recently sent the trade.

No More Handle Needed to Wind Up Phonographs

Wanted: Efficient firm dealing in talking machines for sale of this new amazing invention. License may either be acquired or motor without handle purchased from Germany. Sample motor for 10" records, with disc will be sent postage paid upon receipt of \$3 and references from Johann Krauss, Stuttgart, Gartenstrasse 37.

INSTANTLY! YOU KNOW IT IS BETTER



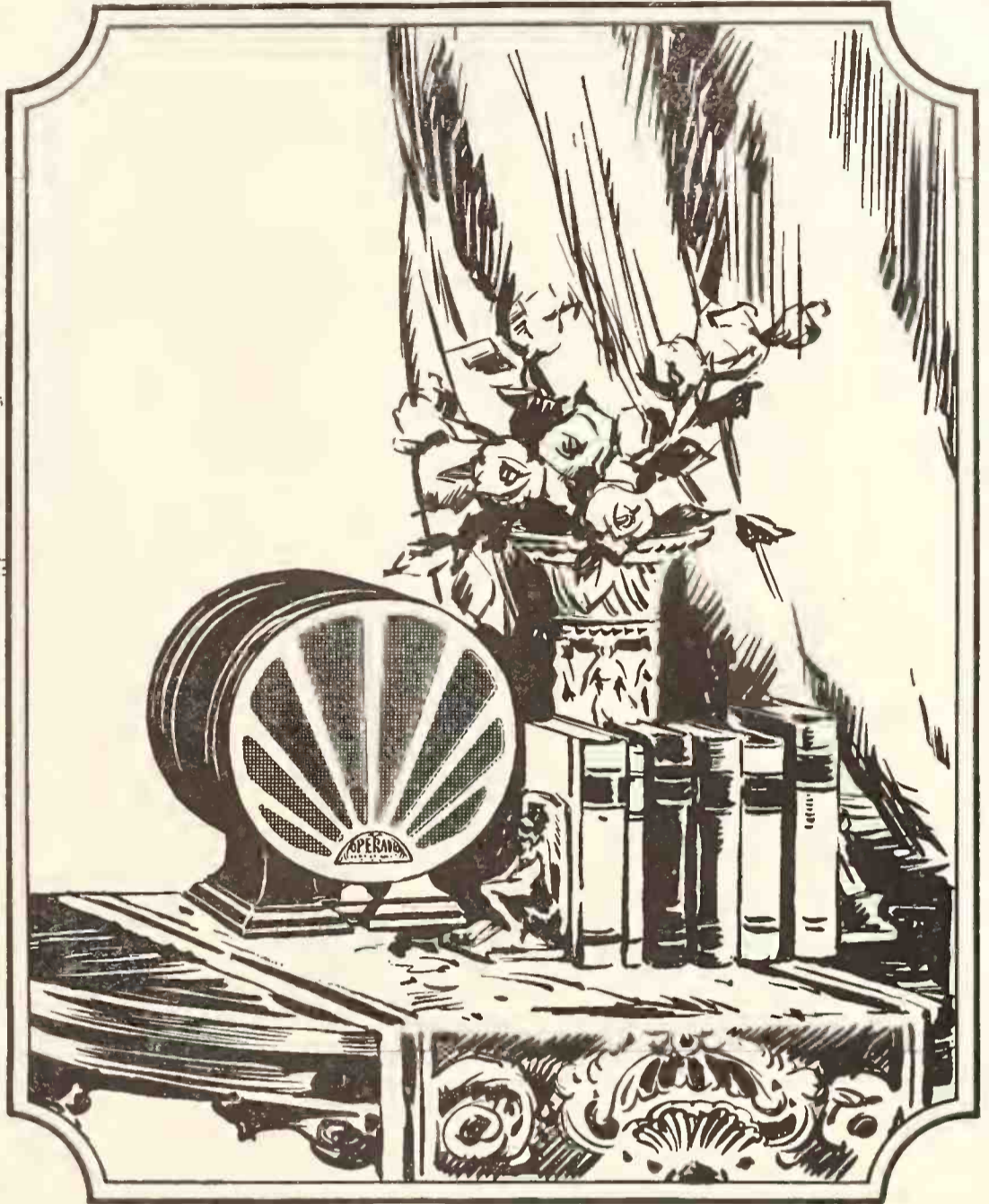
DeLuxe Model
(Patents Pending)

The largest edition of the Operadio line. Has an 84 inch air column. Tone chamber weighs 36 pounds—capacity for handling tremendous volume without distortion. Not affected by weather—safely used with power amplification. Beautiful cabinet—stump walnut quarter veneer.

Price \$80.00

Tones are all there—true, clear—with their original fascinating charm.

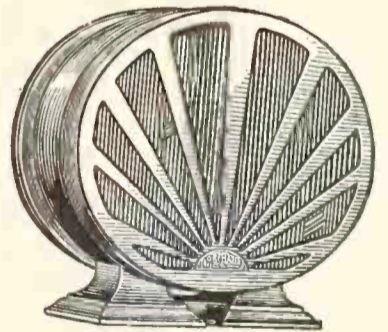
You can test the Operadio Speaker for yourself. You will say it is better instantly! Write or wire for details of the profitable dealer plan. At these prices, your profit is certain.



Stonite foils the thieves that would steal the music from Radio!

WAVE absorption and distortion cannot destroy the charm of music from your radio if your speaker is an Operadio Bloc Speaker. Clear at a whisper—rich and rounded though the volume of a brass band is coming through the air. Every instrument in its place—every note pleasing!

Stonite, a new inert material from which the tone chamber of the Operadio Speaker is cast en bloc, makes such re-creation possible. Its monolithic structure cannot vibrate, consequently no false notes, no wave absorption.



(Patents Pending)

Senior Model

Its weight is its greatest asset—absolutely prohibits vibration and distortion. 54 inch air column.

Price \$25.00

Junior Model

Unusual volume and tone quality though small size. 30 inch exponential air column. Both models beautifully finished in gold and brown—leatherized.

Price \$15.00

Prices Slightly Higher West of the Rockies and in Canada

OPERADIO

BLOC TYPE SPEAKER

Manufactured by
COPERADIO MFG. CO.
700 East 40th Street
Chicago, Ill.

Sales Department
THE ZINKE CO.
1323-25 South Michigan Avenue
Chicago, Ill.



DANCING TAMBOURINE

Makes Beauty Live in Dancing . . .

The rare loveliness in the melody of "Dancing Tambourine" marks it for tremendous popularity. The Okeh release of this selection is an early one. Ask for an immediate shipment and profit by an Okeh Master Selling Dance Record.



Records

No. 40874, 10 in., 75c

"DANCING TAMBOURINE"

"PAREE"



Records

PLAYED BY SAM LANIN AND HIS FAMOUS PLAYERS

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branches: 2957 Gratiot Ave., Detroit, Mich.

1424 Washington Ave., Minneapolis, Minn.

LEONARD P. CANTY

Business Outlook Throughout the Middle Western Territory Is Very Satisfactory

All Factors of the Trade in Better Condition Than for Some Time Past to Make This Fall and Winter Prosperous and Profitable—Optimism Marks the Entire Trade—The News

CHICAGO, ILL., September 10.—Cool weather during the latter half of August turned the interest of the Middle Westerner to indoor entertainment devices, and talking machines, records, and radio receiving equipment came in for more than their share of attention. No individual in the trade can dispute the fact that this year the consumer is evincing a keener interest at an earlier date in both phonographs and radio apparatus than for several years past, for sales records bear out the contention.

Phonograph motor makers' plants are running to capacity, with an exceptionally heavy demand for motors during the month of August, and there was a decided upturn in retail talking machine sales during the month. The sale of records continued to increase, with a far better demand than existed in July. Portable phonograph makers, after a brisk Summer, are turning their attention to new models, several of which have already made their bow to the trade, with more to follow within the next month.

Dealers received shipments of radio receiving sets and speakers at an earlier date this year, allowing them to display them as Summer started to wane, and to stir up enthusiasm and interest. As an example, an observer noted one evening late in August that during a fifteen-minute period nine people passing a music-radio dealer's store in a neighborhood district, paused and entered the store to inquire the name and price of an AC console which stood in the show window, and which was tuned in at the time.

Distributors report sales of radio apparatus during the month of August are far in advance of the same date last year, and reports from manufacturers throughout the Middle West state that plants are hard pressed to fill the rush of orders. The attention of the trade is centered on the Radio World's Fair, to be held in New York City in a few days, and the Chicago Radio Show, which will take place in the Coliseum, October 10 to 16, and it is expected that public interest will be climaxed in the Windy City at the time of the latter event, in the middle of one of the best Fall selling seasons which this section has ever enjoyed.

Sonora Dealers View New Models

A three-day meeting and display of new Sonora phonograph and radio products was held at the Wisconsin Hotel in Milwaukee on August 10, 11 and 12, by the Tay Sales Co., distributor, for the benefit of Sonora dealers in the State of Wisconsin and the upper Michigan Peninsula. All of the new models of Sonora phonograph and radio receivers were displayed and in attendance were Ray Reilly, Chicago district manager; George W. Marquis, and C. S. Tay, of the Tay Sales Co., Chicago, and I. F. Shallek, manager of the Wisconsin Tay Sales Co. branch. Over fifty dealers attended the three-day gathering.

Mr. Shallek was appointed manager of the Wisconsin office of the Tay Sales Co. on August 1, and the new branch office of the organization is located at 465 Milwaukee street, Milwaukee, Wis.

G. W. Marquis Enjoyed Vacation

George W. Marquis, vice-president of the Tay Sales Co., Sonora distributor in the Chicago and Wisconsin territory, spent the last two weeks of August vacationing at Hayworth, Wis. Mr. Marquis claims unusual success as a fisherman

and to bear out his statement before his return he forwarded to C. S. Tay, president of the Tay organization, a shipment of the finny tribe.

Record Columbia Business

According to advices received from the Chicago branch of the Columbia Phonograph Co., record sales during the month of August ex-

ceeded every other month in a number of years, and the demand for phonographs enjoyed a sudden rise, with a result that August proved to be the best month in that department since November, 1926.

"The Two Black Crows," a comic Columbia recording, which won immediate popularity when it was introduced a few months ago, continues to enjoy a good sale throughout the Middle West, and the Columbia branch office has been literally deluged with orders for the popular recording. The Rialto Music House, operating two stores in Chicago's Loop, has had un-

(Continued on page 120)

New KIMBALL PHONOGRAPHS

Kimball Style 110

Consolette

One of the Winners for Quick Selling



"I always said Kimball could make the best phonograph in the world"

(Penn. Dealer)

The enthusiasm evident on the part of many dealers over the Kimball new construction phonograph is due to the appreciation of the retail buyer — hence ready selling.

Write or wire for particulars

W. W. KIMBALL CO.

1857—1927

306 S. Wabash Ave.

Kimball Bldg., Chicago

Makers Kimball Phonographs—Distributors Columbia Records

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

usual success in the sale of "Two Black Crows," due to attractive window displays and advertisements in the Chicago newspapers.

Banquet Opens Kellogg Campaign

One hundred and twenty dealers who handle Kellogg radio receiving apparatus were entertained at a dinner given by the Kellogg Switchboard & Supply Co., Chicago, in the East Room of the La Salle Hotel on August 30. Retailers within a forty-mile radius of Chicago attended the affair, which signaled the starting of an intensive sales and advertising campaign in the Chicago territory in behalf of Kellogg radio products.

H. C. Abbott, sales manager of the radio division of the Kellogg organization, acted as

according to Mr. Abbott, and indicates that the consumers are displaying a keen interest in the development of radio along that particular line.

Mac Harlan, advertising manager of the Kellogg Switchboard & Supply Co., using a large chart, outlined to the dealers the vast radio market which still awaits cultivation, stating that almost 50 per cent of those people who now own receivers desire new and better apparatus. He stressed the policy of a dealer handling one make of receiver in each price range and concentrating on fewer lines of merchandise. The Kellogg advertising campaign, which has been running in Chicago for the past two months, and which will continue throughout the Fall, was discussed, as well as the cooperative



Radio Dealers at Kellogg Switchboard & Supply Co. Banquet

chairman of the meeting which followed the dinner, prefacing his remarks with a message from William L. Jacoby, president of the Kellogg company, who because of illness could not attend the meeting. Mr. Abbott outlined the principal features of the new Kellogg receivers, such as tone quality, selectivity and ease of tuning. For a period of five minutes a model 510 Kellogg receiver was operated by one of the engineers to demonstrate its exceptional tone and volume.

Mr. Abbott in the course of his address stated that public interest in the development of radio receivers which will operate with only the use of light socket current is running extremely high and, in order to find out public feeling, a number of "teaser" advertisements were recently inserted in the Chicago daily newspapers by the Kellogg company. The response by letter and by telephone was extremely gratifying,

advertising arrangement which allows the Kellogg dealer to effect a tie-up with large advertisements which the Kellogg Switchboard & Supply Co. will use in Chicago newspapers.

In his concluding remarks, Mr. Abbott pointed out that Kellogg dealers in and near Chicago have been chosen carefully, and that each retailer is free and unhampered in the cultivating of his own territory, no competing dealers being allowed near his store.

Music Trade Radio Corp. in New Home

The Music Trade Radio Corp., prominent radio distributor of Chicago, moved on September 1 to new and larger quarters at 154 Erie street. The organization is discontinuing its retail department and will now function exclusively as a distributor of radio receiving apparatus. The new offices of the firm are located on the first floor of the building, and are con-

Valances Will Improve Your Store Front

Camden Tailored Valances add 50% to the appearance of your display windows. Just give us the size of your windows and we will quote prices and send samples of fabrics, trimmings, colors and designs. No obligation.

CAMDEN ARTCRAFT CO.
160 N. Wells St. Chicago

siderably larger and more attractive than those at the old address.

The organization now employs nine traveling representatives, three in Illinois, three in Wisconsin, one in Indiana and two in the city of Chicago. Under the leadership of Percy Kimberly, president, the Music Trade Radio Corp., during the four years since its founding, has made an enviable record as a radio distributor and is well known throughout the country.

The lines which the firm now handles include Zenith radio receivers, Newcombe-Hawley, Peerless, Temple and Utah loud speakers, Kingston, American Electric and Grigsby power units and Burgess batteries.

Vesta Marketing New Power Unit

Another new product of the Vesta Battery Corp., Chicago, the Automatic A-B socket power unit, recently made its appearance upon the market. This complete unit contains an "A" battery enclosed in a clear glass case, a built-in hydrometer, a "B" unit, a dry rectifier and an automatic relay. The hydrometer is in plain view, visible through a cut-away in the case, as is also the level of the battery solution. In the new Vesta A-B unit, all that the operator needs to do is to turn the switch on the set, on or off, and the power is automatically controlled. It is equipped with two variable controls, which give perfect regulation over the entire "B" voltage in both the amplifier and de-

tor circuits. The dry rectifier contained in the unit is of the Vertrex type, which is said to be noted for its steady service for thousands of hours and its cool operation.



Vesta A-B Unit

The "B" section of the Vesta unit is furnished in two sizes of "B" current supply, 40 and 60 mils. at 180 volts. The 40 mils. at 180 volts, with a 6-volt, 50 ampere hour battery within the unit, retails for \$72, and with the 60 mils. "B" unit at \$77. The Vesta "B" socket power unit which is embodied in the complete unit may also be had separately in a handsome case, including the automatic relay. The 40 mils. unit retails for \$39.50 and the 60 mils. unit at \$44.50.

Radio Protective Association Formed

The Radio Protective Association, Inc., was formed recently in this city with headquarters at 134 South La Salle street. Oswald F. Schutte is executive secretary of the association, which, according to the literature sent out to the trade, has been formed "to protect the radio industry against monopoly whether under the pretense of patent claims or otherwise."

New Stewart-Warner Display Room

The Stewart-Warner Speedometer Corp., Chicago, manufacturer of radio receiving apparatus, recently opened a new display room in its factory. The room is sumptuously furnished with period furniture, floor lamps and other attractive decorations, and in this room visiting dealers and trade friends may see and hear the new Stewart-Warner radio receivers and reproducers. In an adjoining room there is a complete display of automobile accessories.

Death of E. K. Marshall

Word was recently received of the death of E. K. Marshall, sales engineer during the past three and one-half years, of the All American Radio Corp., Chicago. Death occurred Saturday.

(Continued on page 122)

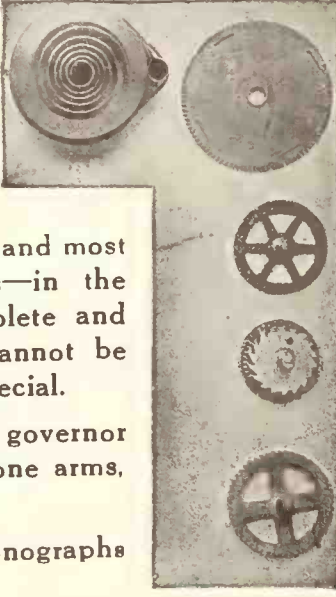
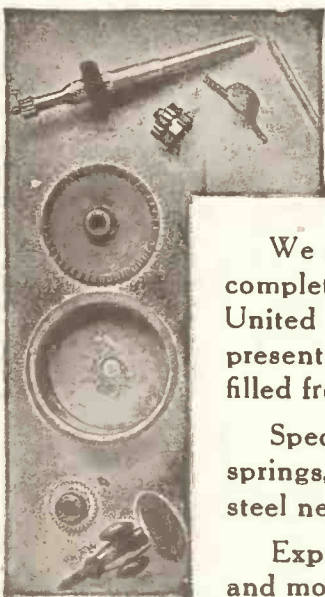
Repair Parts

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

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretine Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc



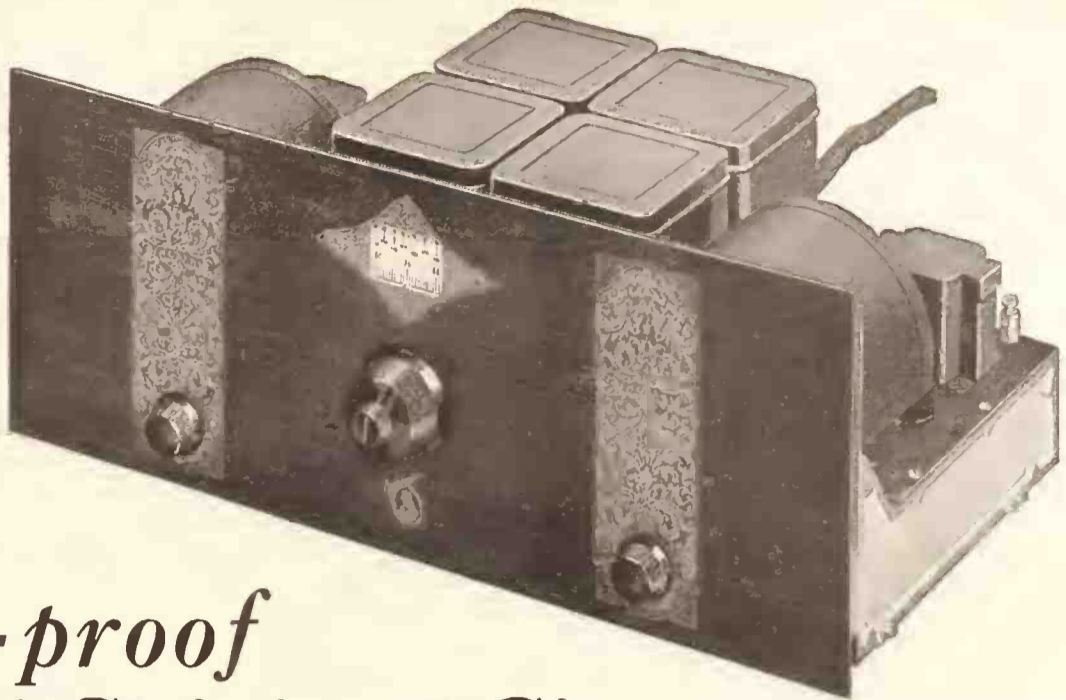
TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2937 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.



Note complete shielding of coils, condensers, transformers and wiring. Most rigidly built chassis on market. All metal, re-enforced. Beautiful metal panel 7" x 18". Illuminated dial, graduated in kilocycles and degrees, moves horizontally. No oscillation.



The trouble-proof one dial Shielded Six—Guaranteed



Buckingham Perfect Orthophonic Model 20. Built of rare imported woods, strikingly finished. Built-in 84 in. tone chamber, Utah unit. Gives the finest of full range, tone quality and volume.

WHEN the season is at its height, you want sets to arrive in 100% perfect condition—ready for you to deliver with confidence that they will work as promised and stay sold without "servicing."

The new Buckingham All-Metal Chassis insures this. It is the most rigidly built chassis on the market—re-enforced—with every part completely protected. It ships without damage.

For selectivity, tone, volume, distance and ease of operation, the new Buckingham Shielded Six will thoroughly please even your "fussiest" buyers—giving anything that any radio can offer.

All parts scientifically matched before and after assembly. They are highest quality. They bear famous names. The coils, for example, outperformed 200 other types in a recent official laboratory test.

The one-dial enclosed control, a Buckingham invention, cannot

back-lash, will not get out of order. Small vernier permits fine tuning, giving 3 dial accuracy.

Three stages of powerful distance amplification, detector (in cushion socket) and two audio stages deliver equal volume without oscillation from 200 to 550 meters. Positive replacement guarantee.

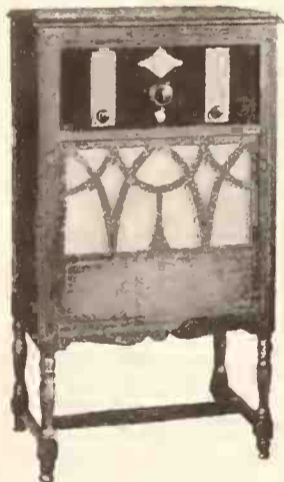
The beauty of the Buckingham instantly strikes the eye. The panel is rich and dignified. The shielded chassis "looks like a million dollars"—and performs the same way.

The "eye-appeal" is completed by handsome cabinets—from fine table consoles to gorgeous Orthophonic-type consoles.

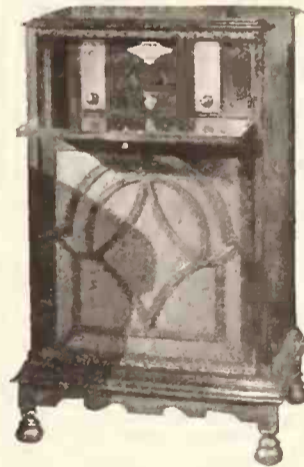
Perfect, trouble-proof performance plus distinctive appearance—at low prices, with provision for a "long" profit to yourself! The Buckingham Dealer Franchise will give you a most decided edge on competition. Send coupon today for full particulars.



Buckingham Perfect Console, Model 18. Built of beautiful woods, delightfully contrasted. Built-in 52 in. tone chamber, Utah unit. A big seller at its attractive price. Fit to grace the finest homes.

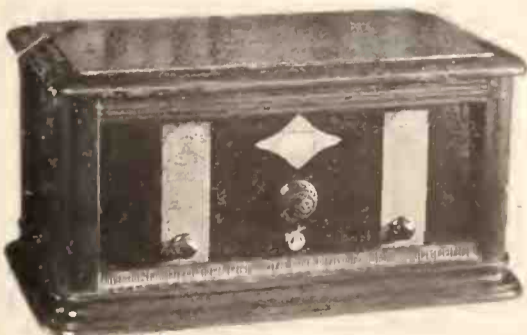


Buckingham Semi-Hiboy Console, Model 2. Constructed of genuine walnut plywood, beautifully finished. Long travel tone chamber, Utah unit. The price will astonish you.



Buckingham Orthophonic Junior, Model 5. Constructed of genuine walnut plywood, high-light two tone effect. Built-in 48 in. tone chamber. Utah unit. Orthophonic reception at low cost.

BUCKINGHAM RADIO CORPORATION — CHICAGO



Solid walnut, matched burl sides and top, beautiful lacquer finish. Full nickel piano hinged top with stop. A real piece of fine furniture, guaranteed to ship without damage and not to warp or blemish in use.



RE M I N D E R

Write
BUCKINGHAM RADIO CORPORATION,
DEPT. 1209
General Offices: 25 East Austin Ave., Chicago

Without obligation, you may send your catalog illustrating the complete line of Buckingham console cabinets—also particulars of the Buckingham Dealer Franchise.

Firm.....

Individual.....

Address.....

City..... State.....

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

day, August 13, after a lingering illness of more than a year. Besides the widow he is survived by a son three years old.

Mr. Marshall's winning personality, and his keen appreciation of the importance of technical merit in radio products won for him a wide circle of friends in the industry. In his passing the radio trade loses one of its most promising and capable members.

Otto N. Frankfort on Extensive Trip

Otto N. Frankfort, vice-president in charge of sales of the Mohawk Corp. of Illinois, Chicago, left his desk shortly before the middle of August on a trip which carried him to practically every important point in the United States. His first stop was Boston, where he visited the Lewis Electric Supply Co., Northeastern Radio Inc., and the Geo. H. Wahn Co., Mohawk distributors. He then traveled down the Atlantic Coast to New York, and on to Florida, visiting the French Nestor Co., Jacksonville, a recently appointed Mohawk dis-

tributor. Keith Simmons Co., of Nashville, Tenn., and Battery Exchange, Inc., St. Louis, also a new Mohawk distributor, were visited by Mr. Frankfort and in each city a sales meeting and convention was held by the distributors at the time of his visit.

already has a large number of hardware houses distributing its line of Counterphase receivers, recently appointed two new distributors, Ft. Wayne Iron Stores, Ft. Wayne, Ind., and the Canton Hardware Co., Canton, O.

The Illinois Electric Co., Chicago, radio distributor, held at its Peoria, Ill., branch office on September 14 a meeting for the radio dealers in the district served by the Peoria office. All of the new models of the various lines which the Illinois Electric Co. distributes were displayed and a sales and service program held at which many radio executives delivered addresses. Among those who spoke were P. G. Parker, district manager, Radio Corp. of America; John M. Spangler, district manager, National Carbon Co.; R. L. Heberling, central division manager, Philadelphia Storage Battery Co., and J. T. Jeter, farm specialist, Radio Corp. of America.

In the evening the visiting dealers were entertained at a dinner followed by a program

the pioneer firms in the radio industry. J. McWilliams Stone, president of the organization, needs no introduction to the radio trade, for he has been an important factor in the development of radio receiving apparatus for many years.

Laurence A. King, sales manager of the company, has also been associated with Mr. Stone and the Operadio organization for some time, and E. G. Laughlin, secretary and treasurer, has had extensive experience in the banking and investment fields as well as in manufacturing, having been connected in the past with the Firestone Tire & Rubber Co.

The Operadio Manufacturing Co. entered the loud speaker field with a bloc type reproducer early this season, and Mr. Stone recently announced that the firm expected to manufacture portable radio receivers in the near future.

Visitors to Stewart-Warner Plant

Many Stewart-Warner service station owners have visited the Stewart-Warner Speedometer Corp. factory and general offices on Diversey Parkway recently, and among those whose names are found in the visitors' book at the corporation headquarters are J. N. Magna, owner of the Memphis service station; L. W. Peterson, of the Omaha station; Dan Hyland, of St. Louis; C. V. Carpenter, of Columbus, O., and Mort Zucker, of Des Moines, Ia.

Radio Profits Through Fine Cabinets

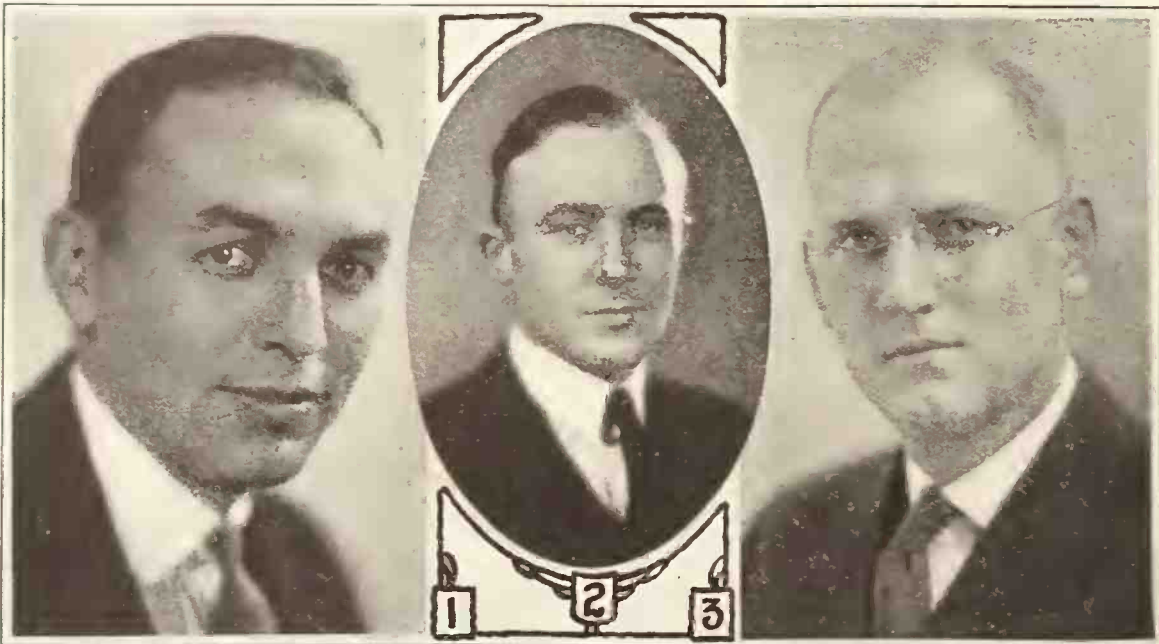
In introducing their new line of radio cabinets to the trade, the H. T. Roberts Co., Chicago, exclusive sales representatives of radio manufacturing plants with assets in excess of \$20,000,000, advances the thought that every radio set sold creates a definite demand for a radio cabinet. The appearance of the set in a beautiful cabinet nine times out of ten is the determining influence in making the retail sales. Another point—not only does the cabinet sell the set, but every set sold creates a demand for an attractive cabinet—a double profit. In fact, dealers to-day are just beginning to see the additional market they have created in thousands of homes already supplied with sets. However, in spite of these facts, up to the present time very little concerted attention has been paid to the sale of quality cabinets, manufactured by leading reputable manufacturers. Just now the picture is beginning to change. The jobber is starting to go after this additional profit, and by so doing will double his gross sales. The same is true of the dealers. The margin of profit for them in this end of the business is even greater than in selling sets, and there is no comeback or service necessary. The two units—the set and the cabinet—sell in harmony. One sells the other. Creating a new and greater opportunity for jobber and dealer profits.

With this introduction, the H. T. Roberts Co. is now presenting two highly interesting cabinet models, built under its direction by Showers Bros. Co., one of America's largest furniture makers. This line is marketed exclusively through selected jobbers.

Model 440, shown on page 124, has an artistic satin finish of walnut veneer. Front, top and sides are of walnut veneer, beautifully highlighted, with fluted side pilasters. Equipped complete with 20-inch modern cone speaker. Will accommodate any radio set now being sold for installation in a cabinet. Radio set compartment measurements are 28 inches wide, 12 inches deep and 9 inches high. The panels are supplied either blank, cut for Atwater Kent, Radio Corp. sets or other standard make sets, as desired. Height 44 inches, width 30 inches and depth 15 inches.

Model 445 is a beautiful hand-rubbed full walnut veneer cabinet, with top, sides and front artistically highlighted, with fluted side pilasters. The panels are of four-way matched highly figured walnut. Hinged top lid—convenient desk type front drop panel—lower doors enclosing handsome grille. Complete with long.

(Continued on page 124)



Executives of Operadio Manufacturing Co.

(1) Lawrence A. King, Sales Manager. (2) J. McWilliams Stone, President. (3) E. G. Laughlin, Treasurer

tributor. Keith Simmons Co., of Nashville, Tenn., and Battery Exchange, Inc., St. Louis, also a new Mohawk distributor, were visited by Mr. Frankfort and in each city a sales meeting and convention was held by the distributors at the time of his visit.

New Bremer-Tully Distributors

The Bremer-Tully Mfg. Co., Chicago, which

which consisted of motion pictures showing the uses of radio receivers. Mr. Jeter, during the evening program, addressed the dealers on the topic, "Selling Radiolas in the Small Communities."

The Men in Back of Operadio Co.'s Success

Pictured herewith are three executives of the Operadio Manufacturing Co., Chicago, one of

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.



11 East Austin Ave.

Chicago, Ill.

Supplies and replacement materials for all types of phonographs

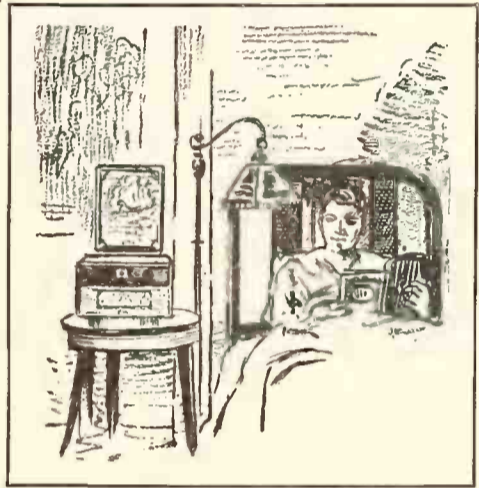


Entertainment in ANY room of the house with THE HYATT PORTABLE

If you have a standard radio, it belongs to the family. If you have a Hyatt Portable, it belongs to you. Take it to any room—to your office—on trips, etc. When you travel, it provides entertainment en route, and at your destination it is still on the job.



The Hyatt Portable is a complete, self-contained unit, possessing the ideal characteristics of selectivity and tone quality. It is a receiver that practically eliminates static, reproducing the programs you like to hear clearly and with pleasing volume.



6 tubes—Single Dial—Loop Aerial—
Built-in Loud Speaker.



A New Model



High grade two-tone brown leatherette case with nickel trimmings. Beautifully embossed loop panel in gold relief. 28 lbs., completely equipped.

\$95 without accessories

Cash in on these possibilities with the Hyatt. Demonstrations result in sales. If your jobber cannot supply you with details, get in touch with us.

Try it and you'll buy it—Hyatt.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

modern air column horn, equipped with speaker unit. The panel will accommodate any of the larger sets now being sold. Radio set com-



H. T. Roberts Model 440

partment measurements are 29 inches wide; 14 1/4 inches deep and 9 1/8 inches high. Supplied either blank or cut to specifications.

Belden Mfg. Co. Adds to Line

The Belden Mfg. Co., Chicago, has added an improved radio lightning arrester to its large list of radio accessories.



Belden Lightning Arrester

It is said to be a reliable radio protector and may be installed either inside or out-of-doors. The new Belden product is approved by the National Board of Fire Underwriters.

The Mohawk News Makes Big Hit

The first issue of Mohawk News, the house organ of the Mohawk Corp. of Illinois, Chicago, reached Mohawk dealers early in September. The publication is in the form of an eight-page newspaper, and contains news of late develop-

ments in radio, illustrations of dollar-pulling window displays and a discussion of the Mohawk advertising campaign.

Prepared newspaper advertisements of various sizes are reproduced for the benefit of the Mohawk dealer so he may order the mats by number, and insert the name of his firm in a space at the bottom. In addition a number of dealer aids, which the dealer may secure from the distributor in his territory, such as window streamers, authorized dealer signs, envelope stuffers, etc., are also illustrated.

Master-Craft Tube Renewer Popular

The Master-Craft tube renewer, recently placed on the market by the Master-Craft Products Co., Chicago, is an article which has met with exceptional success since its introduction. The product has been subjected to exacting tests by many leading manufacturers, who have forwarded the results of their tests

Nowhere Else in the "World"

Can You Find Radio Cabinets Like These



The Castilian Model 192

"Positively Foremost" has always been the "PIERSON SLOGAN." The continued growth of our business to where we are now serving thousands of America's Finest Stores is the best evidence of how we have always maintained our slogan in Practice.

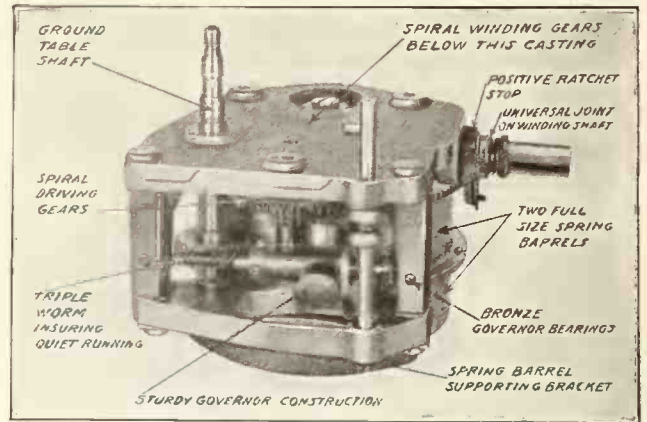
You can search the "World" over for better cabinets and you cannot find them. Why are we not serving you?

WRITE NOW FOR CATALOG OF COMPLETE LINE

THE
PIERSON COMPANY
Rockford, Ill.



UNITED MOTOR No. 5
Improved
"6-Record"
Motor
at a
LOWER PRICE



- Perfected and proven by more than 2 years' successful operation
- Plays 6 records with one winding
- Very quiet and easy winding
- Runs evenly and noiselessly
- Very rugged in construction
- All parts standard United parts
- Built to give years of satisfactory service
- Carries our absolute guarantee
- The lower price makes this the outstanding value in high-grade motors

Write for quotation and sample—Phonograph Motor Division

UNITED AIR CLEANER CO., 9702 Cottage Grove Ave., Chicago, Ill.

Makers of



to the Master-Craft executives, complimenting them highly on the merits of the product. It has been approved by six leading radio laboratories and rejuvenates any type of radio tube on the batteries of a receiver, no other current being required. Any type of tube base can be accommodated without an adapter or attach-



Master-Craft Tube Renewer

ments and the tube renewer is made of red bakelite.

The radio tube is inserted in the tube renewer, which is connected to a 22 1/2-volt "B" battery. The tube then lights and is flashed for forty-five seconds. The tube is quickly transferred to a socket of the receiver, the "A" current being turned on, where it will light immediately upon being inserted. The tube is allowed to remain in the receiver socket for a period of fifteen minutes for "aging." The Master-Craft tube renewer is exceptionally light and compact, measuring one and one-half by three inches, and retails for \$1.00.



The Newcombe-Hawley Drum Speaker is a compact reproducer of exceptional quality and volume.

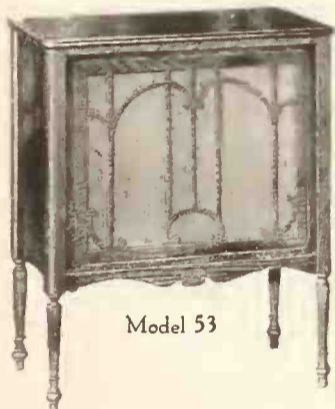


The Newcombe-Hawley Drum Speaker is ruggedly constructed throughout and beautifully finished.

Newcombe-Hawley Radio Reproducers

A superlative series of radio reproducers, so outstanding in tone quality and volume that they have established a new standard of radio program re-creation. Every Newcombe-Hawley demonstration has amazed and delighted the most critical audience.

The remarkable Newcombe-Hawley tone chamber (86 inches long in the console models shown below) is the secret of this exceptional performance. You should investigate the Newcombe-Hawley line. It is a prestige-builder and profit-maker.



Model 53

A Wide Selection of Console Models

There is a Newcombe-Hawley Console Reproducer, with the 86-inch tone chamber, for every purpose. Model 53 is the most compact form. Model 55 has room for power units or battery installations, and Model 56 is equipped with doors to cover the tone chamber grill. Other models, with room to install radio receiving sets, are included in the line.



Model 55



Send for latest catalog with complete description of all models.



MAIL THE COUPON

Newcombe Hawley, Inc.,
203 First Ave., N., St. Charles, Illinois
Please send us full information about the Newcombe Hawley line.

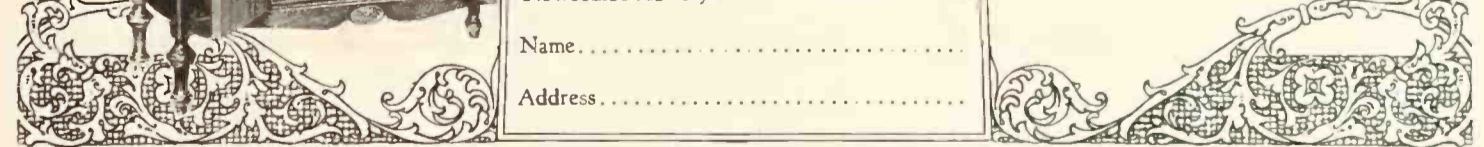
Name.....

Address.....



Model 56

Newcombe-Hawley console cabinets are made of finest 5-ply genuine walnut.



Sampson Electric Co., Chicago, Stages Its Third Annual Dealer Convention

More Than Eight Hundred Dealers Gathered at Luncheon and Business Meeting of Prominent Atwater Kent Distributor—New Models Viewed With Enthusiasm by Merchants

The third annual Sampson Electric Co. Atwater Kent radio dealers' convention took place at the Stevens Hotel, in this city, late in August. Over 500 dealers were present at the

The introduction of the Atwater Kent line for the 1927-28 season was made by Charles O. Weiser, of the Atwater Kent Mfg. Co., Philadelphia, Pa., who thoroughly explained



Atwater Kent Dealers at Sampson Electric Co. Banquet That Ended Conclave

luncheon and the business meeting which followed it and these dealers with their families and guests brought the attendance at the banquet in the evening to 1,200.

Mr. Sampson opened the business session of the afternoon with an address of welcome. He expressed the appreciation of both his own organization and the Atwater Kent Co. for the way the dealers had handled and sold Atwater Kent products in the past and stated that the opportunity for the future was a much bigger one than was ever before presented.

the features of each model of the Atwater Kent line. Frank Horning, city sales manager of the Sampson Electric Co., then spoke from his experience on the subject of "What Makes a Successful Radio Dealer."

A new note was struck at the meeting when H. R. Beatty, president of the National Retail Hardware Association, and also president of the Illinois State Hardware Dealers' Association, spoke on "Atwater Kent from a Dealer's Viewpoint."

"The Value of System and a Definite Plan of

Operation" was the subject presented by George Wertzler, country sales manager of the Sampson Electric Co., and "Our Advertising," by Irving Auspitz, president of Auspitz-Lee-Harvey, advertising counselors for the Sampson Electric Co.

George Jaud, district manager of the Atwater Kent Co., in a short talk presented the news that the company this season will have the largest force of factory men in the territory. Mr. Jaud pointed out it was the duty of these men to call on dealers and give aid in solving merchandising problems.

Mr. Sampson then introduced T. Wayne MacDowell, convention manager of the Atwater Kent Mfg. Co., who followed Mr. Auspitz's presentation of the distributors' advertising by an interesting and instructive talk on "Atwater Kent National Advertising."

The meeting was closed by R. E. Smiley, assistant sales manager of the Atwater Kent Co., who gave a highly inspirational address on "The Penalty of Leadership." During the afternoon business session the ladies were entertained on a sight-seeing tour. The period between the business session and the banquet in the evening was devoted to an inspection of the merchandise displayed in the ballroom. The entire evening was devoted to the banquet, which was followed by a number of interesting entertainment features.

F. A. Cotton Is Killed

The many friends of F. A. Cotton, Eastern district representative of the Bell & Howell Co., maker of Filmo and Eyemo motion picture cameras, were shocked to hear of his death, the result of an automobile smash-up on the Motor Parkway, Long Island. Mr. Cotton made his headquarters in New York about a year ago and had many friends in the talking machine and radio trades.



Here is the ORO-TONE'S latest offering—the Model M-1 full-curved brass and copper tone arm. This is a standard size, high grade, full-curved arm that is made available to you at a remarkably low price.

The new Model M-1 arm has all the features embodied in the construction of the highest quality product. It is so solidly and substantially made that we guarantee it unreservedly. The throw-back is our own lock nut type. This positively prevents looseness or binding, yet the throw-back goose neck is firm and cannot shake or rattle.

The Model M-1 is supplied in an 8½-inch length. It can also be supplied in a 7½-inch length under style num-

This arm, complete with reproducer, can be retailed for \$7.25 at a splendid profit

- List Prices
- M-1 8½-inch length \$3.75
 - J-1 7½-inch length \$3.75
 - No. 24 Chieftain Reproducer..... \$3.50

ber J-1. The reproducer shown on the arm in the illustration is our No. 24 Chieftain, which has achieved such wonderful success since it was placed on the market a few months ago.

This is a splendid tone arm and reproducer unit for manufacturers. The combination possesses 100% eye value and can be depended upon to give satisfaction in the fullest sense of the word. For jobbers and dealers this arm offers an unusually attractive replacement proposition. The dealer can now offer a complete tone arm and reproducer to replace old style arms at the remarkably low price of \$7.25. *And he can make a handsome profit at this price!*

The Oro-Tone Co.

1010 George Street

QUALITY FIRST

Mail your order today, and let this new ORO-TONE product sell itself to you!

Samples will be forwarded on approval to all legitimate manufacturers, jobbers and dealers.

Chicago, Ill.

When all is said—
—and done—the fact remains—



the permanent satisfaction
of your customer comes first

HE wants the maximum that his money will buy in radio satisfaction. You can give it to him in the Slagle—a Receiver which will bring in both distance and local stations clear as a bell—a Receiver that will separate different stations with a sharpness nothing short of marvelous—a Receiver that operates without batteries of any kind. And you can offer this *satisfaction guaranteed* Radio to him in a variety of designs at a scale of prices which are sure to please.

Slagle Superiorities in Outline

Chassis—Cast aluminum chassis swung on rubber, assures rigidity without vibration.

Circuit—The Technidyne—the outstanding circuit of recent years—in both 9 and 10 tube models.

Selectivity—Most exceptional selectivity we as radio builders of many circuits have ever known. Separates locals and gives distant reception through local broadcasting.

Control—One control makes station finding easy. Illuminated dial, calibrated in kilocycle frequencies, enables user to pick up any station almost instantly.

Audio Amplification—Here Slagle again sets a new standard. The use of Ferranti audio transformers in the 9 tube model and push-pull amplification in the 10-tube receiver, along with Newcomb-Hawley horns, give tone quality which cannot be excelled—undistorted volume for an auditorium or a little for the home—always under perfect control.

Cabinet Work—The one console model illustrated is typical of Slagle's beautiful cabinet work. Cabinets all walnut, designed and executed by one of the leading makers of fine pianos. Each style is a beautiful piece of furniture welcome in any home.

No Batteries
DRY socket unit
furnishes
A, B and C Power

Wonderful Amplification
System—Perfect Tone

One Dial Control

Exceptional
Selectivity

Built to Give Genuine
Satisfaction

The Slagle Sales policy is just as satisfying to the Jobber and Dealer as Slagle receivers are to Radio listeners! You ought to have the facts. Write for them today.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana

Slagle  Radio

Service Is the Pass-Key to the Inner Door of Success, Says Otto N. Frankfort

Vice-President in Charge of Sales of the Mohawk Corp. of Illinois, Chicago, Emphasizes the Growing Need for Service to Insure the Continued Progress of the Industry

That a new era of merchandising radio products is developing is recognized by those most familiar with activities in the industry. Manufacturers and dealers are not limiting themselves to the sale of radio alone, but are selling something vastly more important, namely, service.

Otto N. Frankfort, vice-president in charge of sales of the Mohawk Corp. of Illinois, Chicago, maker of the Mohawk one-dial radio receivers, who has advocated a strict and standardized code of ethics for the radio industry, is an ardent disciple of this new era.

Mr. Frankfort recently stated, "Service is the pass-key to the inner door of success in any business. It is surprising to find that the auto-

motive industry up to the past few years failed to appreciate this. The mushroom-like growth of that industry has been a subject of much comment, but the newer radio industry, which is really a post-war baby, regardless of the fact that Marconi and others blazed the trail many years before the war, has eclipsed it in many respects. Service in the radio industry has assumed proportions unthought of by those in the automotive world at a corresponding period in its development.

"While sensational changes are not anticipated, those in close touch with radio are not given to the belief that development has progressed as far as possible. More and more money is being expended year after year for

improved equipment and research work."

Heretofore the manufacturer's activities were based upon production, but in the new order of things sales precede production. Performance has been improved to such a point that the old established lines, according to Mr. Frankfort, enjoy the confidence and good will of the public. New radios are being sold for their beauty and utility as home furnishings.

"Stabilization, as it comes closer to a fully consummated fact day by day," continued Mr. Frankfort, "brings to us the realization that service is and will be one of the outstanding factors determining the progress and future of the industry. We may say with certainty that this one point will, for those ignoring it, make success uncertain, to say the least. Merchandising campaigns of the more successful manufacturers are steeped in service.

"Manufacturers believe in the 'practice what you preach' theory, and are extending themselves in the services they render, in an effort to teach the dealers that service is worth while. Already the service feature is taking a firm hold with dealers as a result of the efforts of the manufacturers, and service departments are being installed everywhere. The day when a dealer considered his task at an end after he had made the installation is over. His efforts are now devoted to keeping the radio receiver sold.

"The wide-awake dealer realizes that such service brings business into his store, which he otherwise might lose. His customer is satisfied, thus insuring the future of his business. The public is appreciative and responds to good service. It is a good will creator that has no equal."

New Aristocrat Speaker Is Popular With Trade

The new Aristocrat speaker, recently introduced to the trade by the Aristocrat Corp. of America, New York, is meeting with favorable comment wherever demonstrated. It is sold as a table lamp which combines the advantages of an efficient radio speaker. The bowl of the Aristocrat is said to be made of Fulper Pottery, and the speaker unit is claimed to be dust-proof and unaffected by weather or temperature changes. Twenty feet of silk radio cord and eight feet of lamp cord come as regular equipment with the Aristocrat. The shade is a forty-five-degree cone of specially prepared parchment.

Sparton Brooklyn Dealers Inspect the New Models

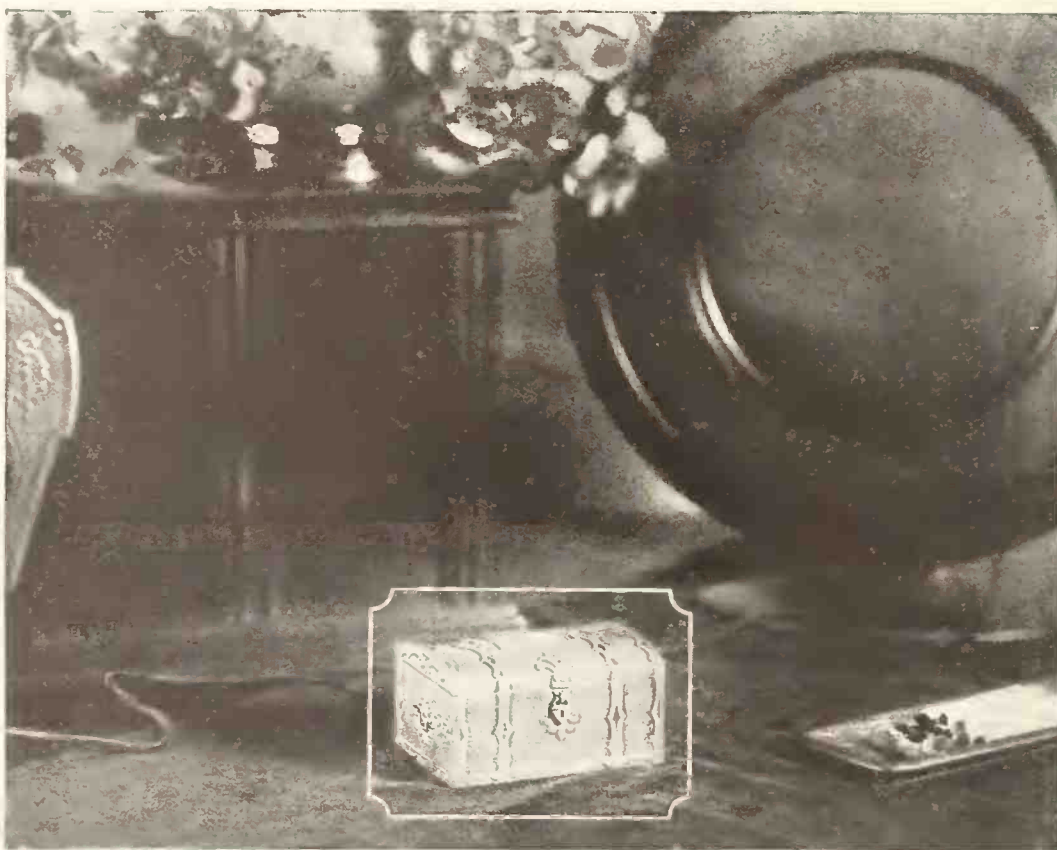
The Bushwick Auto Supply Co., 1755 Bushwick avenue, Brooklyn, N. Y., Sparton radio distributor, recently held a meeting of Sparton dealers of Brooklyn and Long Island at the offices of the company. The new line of Sparton models was on display for a week and received enthusiastic endorsement from the trade.

Big Stromberg-Carlson Order

Charles Feldman and Charles Popkin, proprietors of the chain of music stores operating in the New England territory under the name of the United Music Co., recently visited the offices of Gross-Brennan, Inc., Stromberg-Carlson representative in New York, and placed an order which is said to be one of the largest initial orders placed by any retailer with a single radio manufacturer.

Ed Wallerstein a Benedict

Edward Wallerstein, sales promotion manager of the New York offices of the Brunswick Co., was married on Friday, September 2, to Miss Helen Ault. The wedding was a complete surprise to Mr. Wallerstein's many friends in the trade.



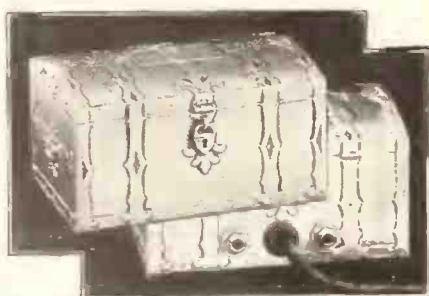
The SCANLAN SPEAKER CHEST

An Output Transformer for Power Tube Equipment

Protection—Economy—Clarity

Combines charm of appearance and perfection in operation to fill the increasing demand for an output transformer which will protect the speaker unit from the higher plate voltage required by power tubes. Manufactured by a company who for several years have been furnishing transformers as standard equipment to over 25 set manufacturers.

SCANLAN
ELECTRIC MANUFACTURING CO.
1113-19 North Franklin Street
CHICAGO

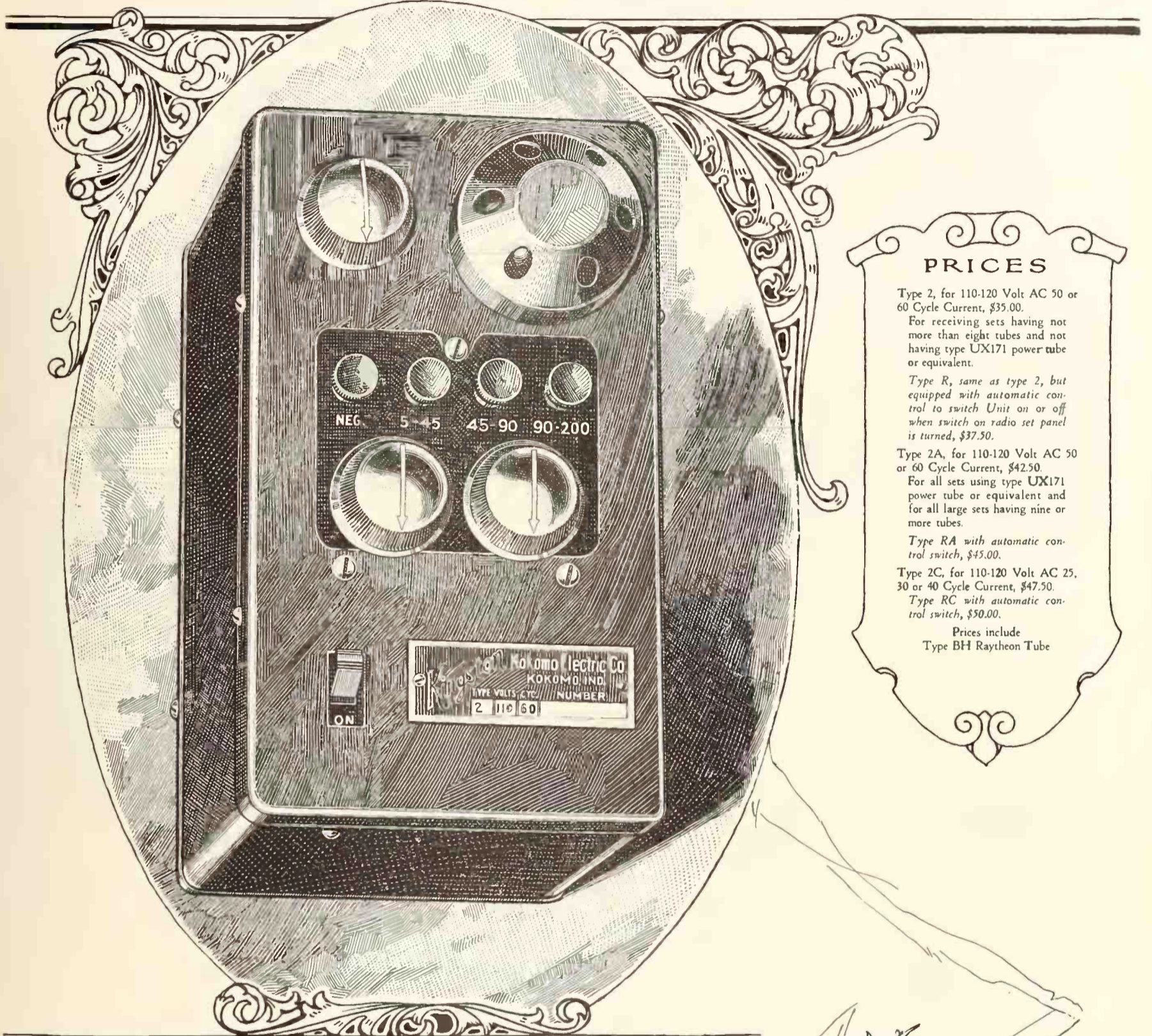


Our Jobbers Sales Plan is a real money-making opportunity. Upon receipt of your inquiry we will be glad to send full details.

The Scanlan Speaker Chest will be backed by a National Advertising Campaign.

KINGSTON

B CURRENT SUPPLY UNIT



PRICES

Type 2, for 110-120 Volt AC 50 or 60 Cycle Current, \$35.00.

For receiving sets having not more than eight tubes and not having type UX171 power tube or equivalent.

Type R, same as type 2, but equipped with automatic control to switch Unit on or off when switch on radio set panel is turned, \$37.50.

Type 2A, for 110-120 Volt AC 50 or 60 Cycle Current, \$42.50.

For all sets using type UX171 power tube or equivalent and for all large sets having nine or more tubes.

Type RA with automatic control switch, \$45.00.

Type 2C, for 110-120 Volt AC 25, 30 or 40 Cycle Current, \$47.50.

Type RC with automatic control switch, \$50.00.

Prices include Type BH Raytheon Tube

For a Richer Radio Experience

THE KINGSTON B CURRENT SUPPLY UNIT brings to your programs a new thrill and a deeper fulfillment --- clearness, full tones, and perfect reception. It maintains your set at its highest peak, operates silently, and removes the expense and trouble of batteries. The unit is handsomely finished in satin black, is built with exceptional accuracy by experts, and will bring to your radio evenings a new and satisfying completeness. Three voltage terminals, each adjustable over a wide range, making possible any desired voltage from 5 to 200. Raytheon 125 milliamper tube used as a rectifier. Fully guaranteed.

Make this Fine Unit the Leader in your Winter Business

KOKOMO ELECTRIC Co. -- KOKOMO, IND.



Jack Redell Announces the Redell-Corbridge Co.

New Concern Represents the Sentinel Mfg. Co., Temple, Inc., and Zetka Labs.—Head of Firm Is Prominent in Association Work.

CHICAGO, ILL., September 8.—A new radio distributing firm, the Redell-Corbridge Co., was recently established, with offices at 360 North Michigan avenue, this city, to represent the fol-



Jack Redell

lowing manufacturers: Sentinel Mfg. Co., Chicago; Temple, Inc., Chicago; Zetka Laboratories, Newark, N. J., and the Malone-Lemmon Products, Inc., Plainfield, N. J. Other lines will be announced in the near future.

Jack Redell, head of the new concern, is one of the best known figures in radio circles. He

is secretary of the Midwest Radio Trades Association, Chicago, and a member of the Chicago Radio Representatives' Association, St. Louis Radio Trade Association, Wisconsin Radio Trade Association, Northwest Radio Trade Association, Michigan Radio Trade Association and the Federated Radio Trade Association.

Christine Raetz in New Post

LITTLE ROCK, ARK., September 8.—The Hollenberg Music Co. has announced the appointment of Miss Christine Raetz as manager of the phonograph record department. Miss Raetz has had a wide experience, having been connected formerly with Pfeifer Bros. and with the Gus Blass Co. The Hollenberg store recently added the complete Victor Orthophonic line of talking machines and records.

T. M. & R. M. to Meet

The next meeting of the Talking Machine and Radio Men, Inc., will be held at the Café Boulevard, New York City, September 20. Following the meeting the members will proceed in a body to the Radio World's Fair at Madison Square Garden.

Gast Bros. Shop Moves

The Gast Bros. Music Shop, formerly located at 826 Bergenline avenue, Union City, N. J., has moved to new and larger quarters at 836 Bergenline avenue. The formal opening of the new quarters took place on September 2.

Davega Opens Newark Store

Davega, Inc., otherwise known as the United Sports Shops, is opening a new store in Newark, N. J., in the Military Park Building. The new shop will contain 15,000 feet of floor space.

Associated Music Publishers to Open September 17

Exclusive Columbia, Okeh and Sheet Music Store to Have Gala Formal Opening on Saturday—Fred L. MacNeil Is Manager

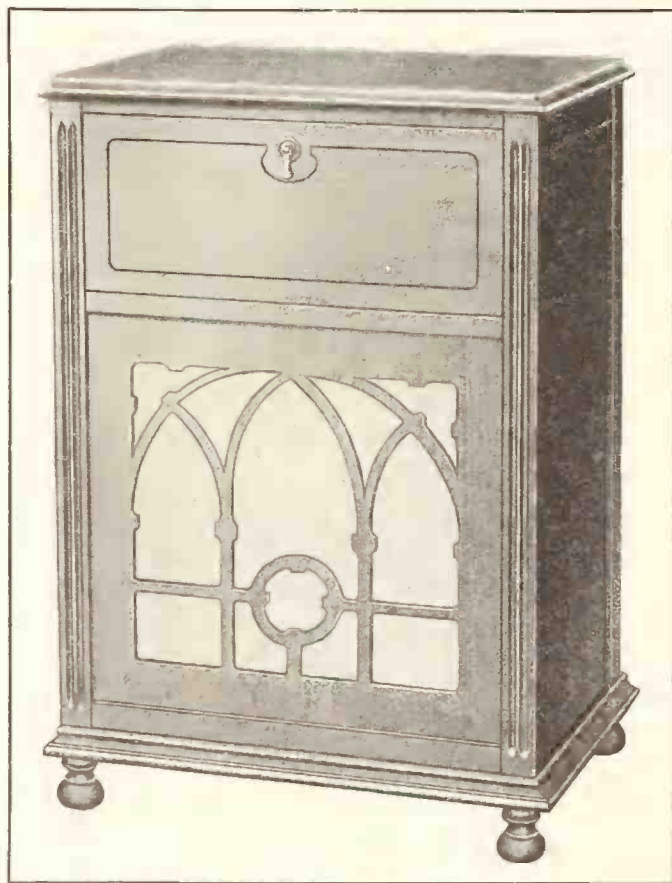
The formal opening of the Associated Music Publishers, 140 West Forty-second street, New York(is scheduled for Saturday, September 17th, and will be a gala event, with a number of Columbia recording artists assisting in the ceremonies. This store, which carries the Columbia, Okeh and Harmony records exclusively and in full, has on its racks approximately 20,000 discs, including popular, classical, foreign-language recordings and Columbia Masterworks albums. In addition the full line of Columbia phonographs is carried.

In the sheet music section not only popular and standard titles are carried but also all of the foreign and classical editions, numbering some 3,000,000 titles. A large mail order business is carried on and it is expected that the purchasers of sheet music by mail will also become record buyers. A full line of stringed instruments is also handled.

Fred L. MacNeil, manager of the store, has had a wide experience in Eastern retail music circles. He was last connected with the Aeolian, New York, warerooms and prior to that was associated with the Widener chain of music stores. He has been in the retail talking machine business for about twelve years.

Philip Kerness, assistant manager of the store, is also well experienced, having been in the retail business for upward of seven years.

Although the formal opening is still in the future, the store has been open for drop-in trade for some time and the volume of phonograph, record and sheet music sales has been most satisfactory. Present plans call for extensive advertising in the metropolitan and foreign-language newspapers and a frequent sending out of direct mail literature.



Model 1221

Furnished with or without 5 foot air column built-in tone chamber and Utah unit.

Plymouth Consoles

FOR

All Makes of Radio Receivers

Twelve models to choose from. Walnut veneer and fine cabinet hardwoods, beautifully finished, used in all models.

All models packed in plywood containers insuring safe shipment. Attractive list prices; \$25.00 and up. Liberal discounts to the trade. Send for complete information today.

"Plymouth Built Means Best Construction"

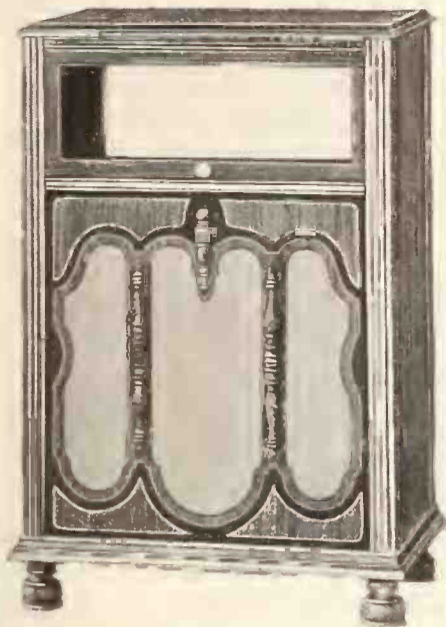
Plymouth Furniture Company

25 E. Juneau Avenue

MILWAUKEE, WISCONSIN

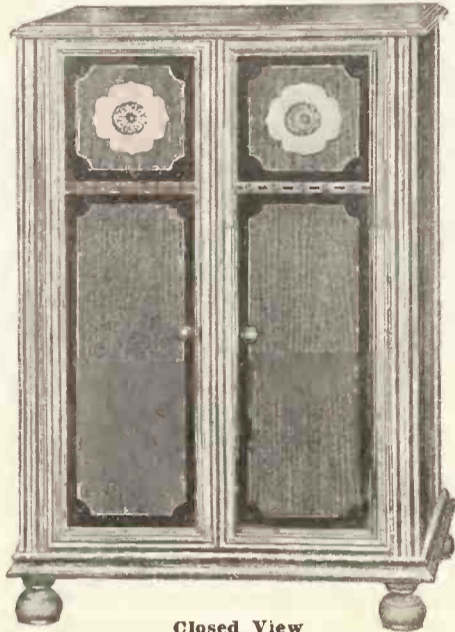
LUND LINE LEADERS

IN Radio Cabinets

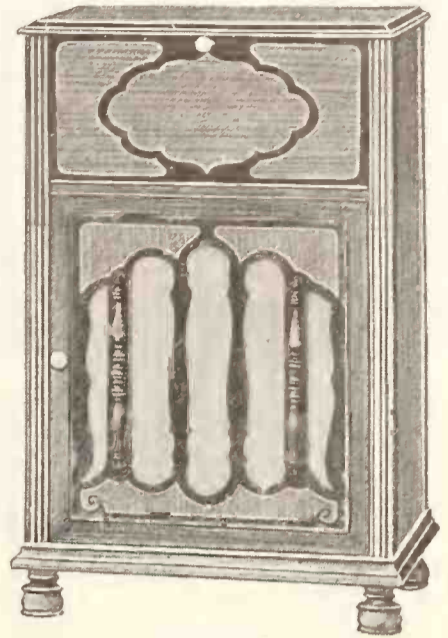


MODEL 793
LIST PRICE \$39.00
Takes any size panel up to
21 x 8½ inches

Popular Two-Door Model



Closed View
MODEL 799
LIST PRICE \$50.00
Takes any size panel up to
21 x 8½ inches



MODEL 791
LIST PRICE \$44.00
Takes any size panel up to
21 x 8½ inches



MODEL 751
LIST PRICE \$85.00
Takes any size panel up to
24 x 8½ inches



Open View
MODEL 799



MODEL 755
LIST PRICE \$90.00
Takes any size panel up to
30 x 8½ inches

J.A. Lund Corporation

Cabinets by a Cabinet Maker

1018-1024 South Wabash Ave.

CHICAGO

Grouped here are seven models from the LUND LINE that have taken the Radio Industry by storm. Every cabinet an exclusive design and an unparalleled value. Write for discounts, illustrated catalogue and descriptions.

All LUND radio Cabinets are equipped with Sliding Pull-out Panels and Mounting Boards. All compartments are accessible from front. New improved horns with long tone travel are supplied throughout the entire LUND LINE.

Write for Catalogue
and Discounts



MODEL 750
LIST PRICE \$70.00
Takes any size panel
up to 21 x 8½ inches

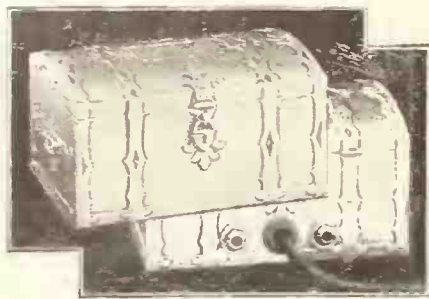


MODEL 754
LIST PRICE \$70.00
Takes any size panel up to
21 x 8½ inches

Scanlon "Speaker Chest" Makes Its Trade Debut

Latest Product of the Scanlon Electric Mfg. Co., Chicago, Has Made a Strong Appeal

The Scanlon Electric Mfg. Co., Chicago, which for several years has furnished transformers as standard equipment to over twenty-five radio receiver manufacturers, has placed upon the market a new idea in an output transformer. The new product, called the Scanlon "Speaker Chest," is an output transformer for power-tube equipment. The increasing demand



Scanlon "Speaker" Chest

by radio enthusiasts for greater amplification in radio receivers by means of placing a power tube in the last audio stage without coupling the loud speaker through a specially designed output transformer has been the cause of much grief and trouble for both the radio set owner and the dealer who made the sale. Power tubes require a higher plate voltage, and in order to protect both the speaker and the set, and to obtain the greatest volume with clarity, the Scanlon organization has perfected the "Speaker Chest," and placed it in the hands of the trade.

This accessory of metal, with the transformer sealed inside, has the appearance of a cigarette container in the shape and design of a treasure box. It is finished in antique bronze, antique silver, antique brass and a walnut shade, so

that it will harmonize with practically any set and speaker now on the market.

The Scanlon Electric Mfg. Co., which is headed by J. R. Scanlon, president, is marketing the "Speaker Chest" through distributors, and has launched a national advertising campaign.

Famous Talent to Entertain at Annual Banquet

The cream of radio talent will appear to entertain the diners at the Fourth Annual Radio Industries Banquet on Wednesday, September 21, and the millions of radio owners who will listen in on the program which will be broadcast over a network of seventy-five stations will hear the following artists:

Moran and Mack, B. A. Rolfe and Palais D'Or Orchestra, Swanee Crooners, Ernie Golden and Hotel McAlpin Orchestra, Nolle, Whalen and Kenny, Don Voorhees Blue Bottle Orchestra, Red Nichols Ginger-Mint Julep Julipers, Kalam's Hawaiians, Speakers, Eveready Orchestra, Revelers and Walter C. Kelly, Senator Ford from WOR, Maxwell House Ensemble, Major Bowes and the Capitol Family, Sam 'n' Henry from WGN, Radiotrons, Van and Schenck, N. B. C. Combined Opera Companies, Ipana Troubadours, Happiness Boys, Royal Stenographers, Dodge Brothers Fast Four, Evelyn Herbert, Silver Masked Tenor and Goodrich Four, Philco Ensemble, Cavaliers and Reinald Werrenrath.

RCA Home Demonstration Week Announced to Trade

September 14 to 20 has been specified by the Radio Corp. of America as "Home Demonstration Week." A striking poster has been sent to all RCA authorized dealers for prominent display in windows inviting the public to operate a Radiola in their own home under their own conditions.

M'f'g. Radio & Phonograph HARDWARE

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed

STARMACH. & NOV. CO.
Bloomfield, N. J.



New Artone Portable to Be Introduced to Trade Soon

Model Produced by Berg A. T. & S. Co. to Meet Demand for Cheaper Instrument in More Compact Form, Says E. R. Manning

The Berg A. T. & S. Co., Long Island City, maker of Artone portables and phonographs, will place on the market on October 1 a new portable of the compact, flat variety, which is only 3/4 inches thick.

E. R. Manning, treasurer and general manager of the company, in referring to the new model, said: "We are producing this model in response to the decided demand for cheaper portables and portables in more compact form. The chief difficulty was to secure a motor thin enough and at the same time dependable. We have overcome this difficulty and have a motor that is equal to any \$15 or \$20 portable. Another distinctive feature of our new model is the ingenious tone arm, which is an idea of Joseph Berg, president of our company. This is a real tone arm, and enables us to secure a regular full tone."

Mr. Manning left the early part of this week for a five weeks' business trip, covering a number of the principal cities of the country. President Berg, who recently took a much-needed rest, is now back at his desk directing the affairs of the company.



Model No. 266

Model 266

is only one of a number of attractive cabinets composing the

"Burt Built" Line

for 1927-1928

Everyone equipped with
7 Foot Air Column Horn

Write for catalogue—or better still—see them at
Section J. J., Booth 29, Radio World's Fair
Madison Square Garden, New York

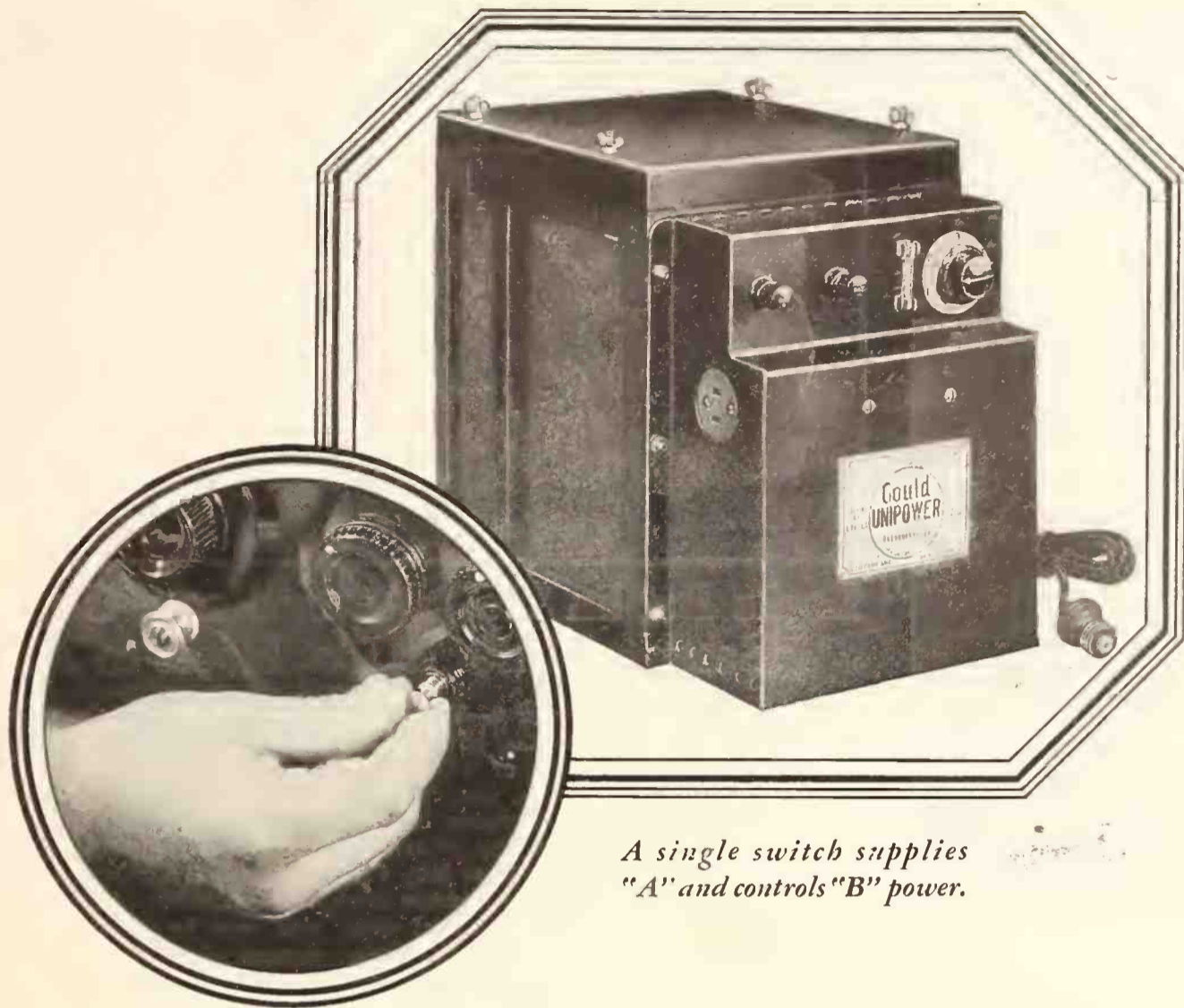
Sept. 19-24

BURT BROS., Inc.

Radio Division

Sales Offices: 24 East 21st St., New York

Factories: Philadelphia, Pa.



A single switch supplies "A" and controls "B" power.

The Last Word in light socket "A" power

THE new Kathanode Unipower — the finest ever built by Gould — and it sells at new low prices.

Time-tested principles of design are embodied in the new Unipower. But in addition it contains a striking advance in battery practice that makes this economical form of "A" power equal in most and superior in some ways to costly batteryless sets. This new exclusive feature of Unipower is the Gould Kathanode assembly (patented).

The Kathanode principle was first used by Gould in submarine batteries. It is now applied for the first time to radio.

With it, care is reduced to a minimum; service expense is practically eliminated; and richer, smoother power is attained. There are no tubes to replace, and it is practically fool-proof.

It appeals to both kinds of customers. Those who know so little about radio mechanics that they want the most reliable equipment, and those who know so much that they appreciate the superiority of the new Gould Unipower construction.

Write today for complete information and new low price list. Gould Storage Battery Co., Inc., 250 Park Avenue, New York City.

The new
IMPROVED

Unipower

A GOULD PRODUCT

Price
\$35
upwards

H. O. Drotning Now With the Berg A. T. & S. Co.

Engaged in Laying Out Plant of Company to Make Most Efficient Use of Space Added to Factory of Well-known Organization

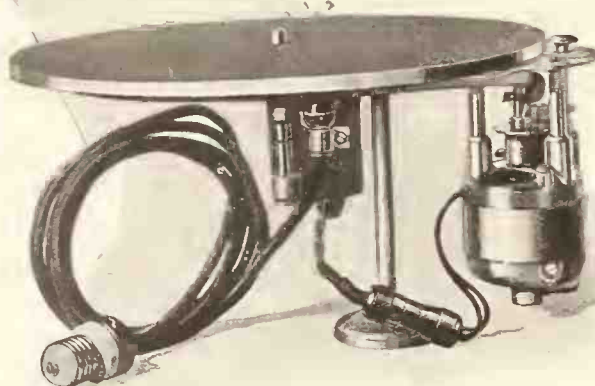
H. O. Drotning, formerly in charge of production at the plant of the Carryola Co. of America, has now joined the staff of the Berg A. T. & S. Co., Long Island City. Mr. Drot-



H. O. Drotning

ning is now engaged in using his knowledge of production efficiency in laying out the plant of the Berg A. T. & S. Co., so that the most efficient use will be made of the space which was recently added. When this work is done it is expected that Mr. Drotning will act as assistant to E. R. Manning, treasurer and general manager. Mr. Drotning is well known in trade circles and in his new connection his ability will have ample scope.

NOW—The ELECTRIC Phonograph



Phonographs have advanced considerably with new types of sound-boxes, tone arms and amplifying chambers. To complete the advancement, an Arnold electric motor should be installed not only because it adds to the appearance by eliminating the unsightly crank which means tiresome winding, but also because it is essential for playing the new records.

The Arnold is a substantial motor which operates on either AC or DC current and delivers a uniform speed.

LAKESIDE SUPPLY CO.

73 West Van Buren Street
CHICAGO, ILL.

Write for prices and detailed description

Louis Buehn Co., Motor Parts Co. and Garrett Miller & Co. Hosts to A. K. Trade

PHILADELPHIA, PA., September 9.—The Motor Parts Co., the Louis Buehn Co., both of this city, and Garrett Miller & Co. of Wilmington, Del., Atwater Kent distributors, were hosts to their dealers at a dealer convention held at the Penn Athletic Club, this city, yesterday. J. A. Prestele, of the Atwater Kent Mfg. Co., convention chairman, opened the business session at 2:15 in the afternoon with a brief word of welcome. Following this welcome, Louis Buehn, president of the Louis Buehn Co., addressed the dealers on "What Advertising Means to Us." "Observations by a Newcomer" was the subject selected by E. P. H. Allen, sales manager of the Motor Parts Co., who was the next speaker. A prominent speaker on all Atwater Kent programs followed, Richard E. Smiley, assistant sales manager of the Atwater Kent Mfg. Co., who chose as his subject, "At-

water Kent Radio—the World's Standard." Miss Mae B. Columbo, of the sales promotion department of the Atwater Kent Mfg. Co., presented "Selling from the Woman's Viewpoint." C. W. Geiser, district manager of the Atwater Kent Co., announced a merit club and its conditions, and awarded medals to a number of the dealers. The concluding address of the afternoon session was by F. A. Delano, merchandising counsel of the Atwater Kent Mfg. Co.

Following the business session the dealers inspected the display of not only the Atwater Kent line, but the Pooley and Red Lion cabinets as well. Dinner was served in the ballroom, and after a unanimous demand for a few words from Vernon W. Collamore, general sales manager of the Atwater Kent Co., the speaker of the evening was introduced, O. H. Caldwell, of the Federal Trade Commission.

DECA-DISC

The Full Automatic With Electric Amplification



The New Decca Disc
With Electric Amplification
53" high, 36" wide, 22" deep

One must see and hear this wonderful instrument to appreciate it. With its New Tone Grandeur, Astonishing Volume, Beautiful Cabinet Lines and Full Automatic Features, it is as far ahead of the old single record machine as a modern automobile with self starter and other new features is ahead of those of years ago without these modern features.

This instrument changes its own records and plays continuously until you stop it. No re-loading.

Automatics are the coming phonographs. Are YOU in the parade or are YOU on the curb watching it go by?

Write for Information

Manufactured by

The DECA-DISC PHONOGRAPH COMPANY, Waynesboro, Penna.



*“The Speaker
of
The Day”*

Wirt
CONE SPEAKER
\$20

15 ins. High
13 ins. Wide
PRICE IN CANADA \$25

The Wirt Speaker Is Making Radio History

There is nothing amazing about the spectacular success of the Wirt Cone Speaker. This was assured — even before the Wirt appeared on the market. What *has* amazed both the trade and the public is the technical and manufacturing achievement represented by the product itself.

For the first time in radio history the dealer can offer, and the public can buy, a speaker whose performance satisfies the most exacting ear, at a price within the means of anyone who can afford to own a set. Such a double triumph of inventive genius and manufacturing experience sets a new standard in radio development.

The first public announcement of the Wirt Speaker made its appearance in the

form of a full page advertisement in the Saturday Evening Post dated August 13th. Set owners were deeply impressed and even at this early date are requesting dealers to demonstrate the Speaker of the Day.

The Wirt Speaker is just beginning its irresistible march to popularity. National advertising in big space will continue through the Fall and Winter. The tremendous force of popular approval is just beginning to be felt. The coming months hold out a money-making opportunity in retail selling that has had no counterpart in previous radio history.

If you are not already selling the Wirt speaker it will be very much to your advantage to send your jobber a substantial order without delay.

WIRT COMPANY

Manufacturer of DIM-A-LITE and other Electrical Specialties for over Twenty Years

5245 Greene Street

Philadelphia, Pa.

Howard Radio Co. Appoints Territorial Representatives

Five Agents Named Who Will Concentrate on Middle and Southwest—New Distributors Appointed in the Chicago Territory

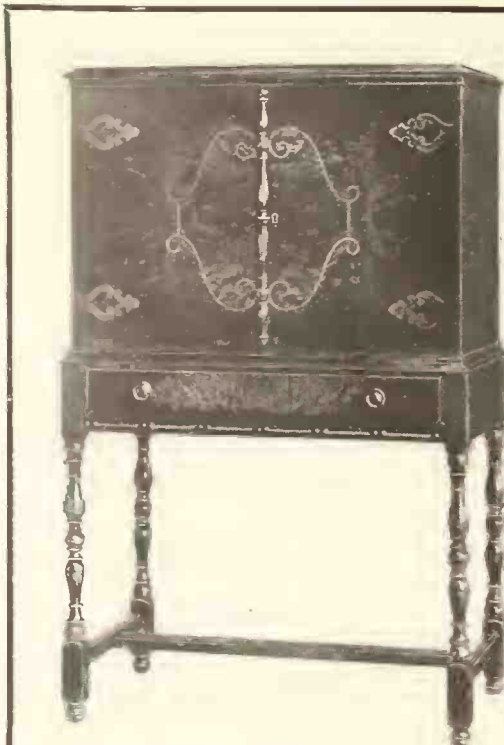
The Howard Radio Co., Chicago, recently announced the appointment of five territorial representatives, who are concentrating their activities in the Middle West and Southwest, and have been in the field for the past month. W. E. Woods makes his headquarters in Kansas City, covering Oklahoma, Kansas and Missouri; H. E. Morton covers the Detroit, Toledo, Cleveland and surrounding territory; F. H. Hoxie, Illinois, outside of Chicago; P. C. Dulitz, Michigan, and George Windmiller, Indiana and part of Illinois.

The Howard executives report a healthy early demand for receivers with every evidence of a record-breaking Fall. Many distributors are being added to the firm's list and the new A. C. models are now being shipped to various sections of the country. The firm has secured active distribution for its products in the Chicago territory through the Commonwealth Edison Co., Chicago Radio Apparatus Co., Inland Radio Co., National Radio Co., and the Tatch-A-Radio Co.

McLagan-Erla, Ltd., Formed to Serve Canadian Trade

Operating Merger Between McLagan Furniture Co. and Electrical Research Laboratories Formed to Make Erla Sets For Canada

CHICAGO, ILL., September 7.—Prominent Canadian and American radio and cabinet manufacturing interests were joined in an operating merger concluded between the McLagan Furniture Co., of Stratford, Ontario, and the Electrical Research Laboratories (Erla) of Chicago. A new



No. 807 Walnut Veneer and Gum—with beautiful Butt Walnut Veneer Fronts

A GOOD NUMBER
from
A GOOD LINE
of
RADIO CABINETS

Write today for catalog and prices

The H. LAUTER COMPANY
West Washington, at Harding
INDIANAPOLIS, IND.

company, to be known as McLagan-Erla, Ltd., has been formed, with headquarters and plant at Stratford, Ontario, to take over manufacture of Erla receivers, phono-radio combinations, power units, reproducers and accessories for all Canadian provinces.

Officials of the new company are D. M. Wright, president; G. A. Pearson, vice-president, and L. J. Salter, secretary-treasurer. Messrs. Wright and Salter are president and secretary-treasurer, respectively, of the McLagan Furniture Co., while Mr. Pearson is president of the Electrical Research Laboratories.

License has been granted the new concern to operate under all Canadian radio patents controlled by Canadian Radio Patents, Ltd., corresponding to patents held in the United States

by the Radio Corp. of America. In addition, the concern is licensed under patent applications of Radio Frequency Laboratories covering the bridge balanced circuit used in Erla models.

Temple Speaker Shipped to D. W. May, Inc., by Air

CHICAGO, ILL., September 3.—Temple, Inc., of this city, manufacturer of the Temple air column speaker and other radio apparatus, was the first



Shipping Temple Speaker by Plane

radio manufacturer to ship its product by air express over the American Railway Express Air Line from Chicago to New York, which went into service on September 1.

On that day Temple, Inc., sent a Temple air column speaker to D. W. May, Inc., Newark, N. J., well-known radio distributor. The plane left the Chicago flying field at 8:25 standard time and arrived at Brunswick, N. J., field at 7 p. m.

Downtown Radio Dealers Hold Jubilee Celebration

While it is true that the annual radio show to be held next week at Madison Square Garden will have a larger number of exhibits and a larger attendance, New York's first radio show of the season was held last week when Cortlandt street had its radio jubilee. All of the downtown dealers participated and the entire section was decked in holiday attire. The week's ceremonies opened when Charles E. Keegan, representing the Acting Mayor, made a brief address saying that he hoped the dealers would do an ever-increasing business. George L. Modell, on behalf of the dealers, presented Mr. Keegan with a huge "Key to Cortlandt street."

One of the features of the celebration was the choosing each day of the "Queen of Cortlandt street." The leading broadcasting stations in the city furnished artists who entertained the crowds at the jubilee.



No. 7661
(Open)
H-54, W-31, D-19½
Antique Walnut
Panel 8½ x 25
With Newcombe-Hawley Horn

One of the many new designs in the most comprehensive line of Radio Cabinets on the market.

Thirty-five patterns to select from in all the leading finishes and with panel sizes for all receiving sets.

Write today for catalog and prices of Radio, Record and Roll Cabinets.

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IN THE MUSICAL MERCHANDISE FIELD

Opening of School Season Brings Opportunities for Dealer Promotional Work

"A Hundred Million Dollars Would Be a Small Amount for the Schools of the United States to Spend on Musical Equipment," Says Musical Educator—Are You Doing Anything About It?

As this issue of *The Talking Machine World* reaches its readers the school system of the country has been reopened for another year and again the opportunity for interesting the educational authorities in musical activities awaits the dealer. As each twelve-month passes by the interest in school band and orchestra work increases, as is evidenced by the interest which the annual school band contests arouse. These contests, which are under the direct auspices of the Music Supervisors' National Conference, have served very definite purposes, namely, promotion of the organization of school bands; the encouragement of bandmen and their directors to improve the quality of their performance to a point where they might properly participate in the contest; securing of publicity devoted to school bands, and last, but far from least, the stimulation of the sale of band instruments.

Regarding the contest work, C. M. Tremaine, director of the National Bureau for the Advancement of Music, recently stated: "The musical development of the school bands has dumfounded those who have been called upon to judge the contest and observe school band work generally, and this development of existing bands is quite as important as the steady organization of bands.

"The aim of the committee is the extension and improvement of bands and instrumental music generally in the schools of the country.

The chief gain to the participant is the stimulus given to band members to strive for higher attainment, and the opportunity to compare their playing with that of other school ensembles and to receive the constructive criticism of the judges. The interest aroused, it is felt, will result in winning more adequate recognition of the educational importance of bands."

So much for the good work which is being done by the bands already in existence. Some 300 bands took part in the various contests leading up to the national competition in 1927, which means that many dealers throughout the country have lent aid and encouragement and are now reaping the rewards and profits from their work. There still remains a great untouched market which the dealers would do well to study and reach. Ernest L. Owen, head of the music department of the Tainalpais High School, Mill Valley, Cal., in a recent address said in part: "Although the past half-dozen years have seen a large growth of school bands and orchestras, a considerable beginning of class instruction in string and wind instruments and the piano, we are hardly at the threshold of really comprehensive organization and equipment of complete, well-balanced school instrumental music departments with sufficient well-prepared, specially trained teachers to carry on the instructional work.

"A hundred million dollars would be a small amount for the schools of the United States

to spend within the next three or four years on necessary instrument equipment alone. To balance these, pupils would purchase three or four times that amount of violins, cellos, flutes, clarinets, cornets, trombones and saxophones, while many learning the school-owned instruments would want them for their own future use."

These statements from an outside source, from an educational authority with no interest in either the industry or trade, should carry weight. His estimate of the money which should be spent by the schools of the country exceeds even the most optimistic estimates of the manufacturers of orchestral or band instruments, yet the facts presented by Mr. Owen seem to warrant the estimate.

In another portion of his address Mr. Owen, in referring to the necessity of music being regarded as a major subject of the curriculum with proper credits given, said: "That the music trades organizations are now openly evincing an interest in this subject is both fortunate and encouraging. You have been too reserved, too modest, too much afraid of the possible suggestion of selfish motives, and perhaps have not realized the great help that the active support of your live, hustling, well-organized associations might justly contribute."

Meditate on these facts, plan a campaign and then approach the educational authorities in your city or town and ask them why the school is not represented by a band and orchestra. Have your local association take steps to have action taken. If you are in doubt as to what steps to take, get in touch with Mr. C. M. Tremaine at the Bureau for the Advancement of Music, who will be only too happy to lend every possible assistance, advice and aid.

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.
5215-91 Superior Avenue, Cleveland, Ohio

Manufacturers of **"KING"** BAND INSTRUMENTS



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 137)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



The Fall season is HERE. How is your Hohner Harmonica stock?

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc.

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Crawley-Milner, Detroit, Opens Small Goods Section

M. H. Lebow Appointed Manager of New Department—Will Handle the Lyon & Healy Lines in Large Department

DETROIT, MICH., September 7.—One of the large department stores here, which has long had a piano department and handled music as a side line, has decided to go into the business of



M. H. Lebow

handling musical instruments extensively. This is the Crawley-Milner Co. and they have allotted considerable space in their downtown store to the new music department and appointed M. H. Lebow as manager.

Much Interest Displayed in Cleveland Music Revue

Public Demonstration of Various Types of Musical Instruments During Ohio Convention to Be Given On Elaborate Scale

CLEVELAND, O., September 6.—A. L. Maresh, president of the Cleveland Music Trades' Association, reports that a great amount of interest is being shown in the coming musical instrument show that is to be staged in the two ballrooms of the Winton Hotel in connection with the convention of the Music Merchants' Association of Ohio, September 12th to 14th. The musical program of the convention is to be furnished by Hruby's Orchestra and it will be broadcast through station WHK. One of the composi-

tions to be played is the waltz, "Life is But a Dream," the author of it being Anthony L. Maresh. Another feature will be the playing of the Cellophone, an instrument invented by Alois Hruby, and which will be heard in public for the first time. A boy violinist, known as a prodigy, Eugene Bergen, eleven years of age, is to play at the luncheon. Master Bergen claims that music is an international language and should be studied by all children.

Harmonica and Gucki Flutes Termed Musical Instruments

United States Customs Court Overrules Original Classification as Toys Under Which Duty of Seventy Per Cent Was Assessed

Harmonica flutes and merchandise described as Gucki flutes were the subject of a tariff dispute that has just been determined by the United States Customs Court in favor of the importers, Koons, Wilson & Company, of Philadelphia.

On entry, these flutes were classified as toys, and duty exacted at the rate of 70 per cent ad valorem under paragraph 1414, act of 1922. Judge Sullivan fixes duty at only 40 per cent ad valorem under paragraph 1443 as musical instruments.

"The testimony shows," Judge Sullivan writes, "that tunes can be played on these instruments, and in view of the Barnard, Judae case, G. A. 8885, T. D. 40462, affirmed in 12 Ct. Cust. Appls. 306, T. D. 41230, we hold these articles dutiable as musical instruments at 40 per cent ad valorem under paragraph 1443. The protest is sustained to this extent."

L. A. Elkington Buys Wurlitzer Fife Business

Entire Business and Lines to be Brought from North Tonawanda to New York City

L. A. Elkington manufacturer of musical instrument accessories, 220 East Thirty-fourth street, New York, announced this week that he had purchased the fife business, including both manufacturing and sales, of the Rudolph Wurlitzer Co., North Tonawanda, N. Y. The complete equipment for manufacturing the well-known brand of U. S., H. K., American Star, Silvertone, Clark's London, and Model fifes and flageolets, have been transferred to the Elkington plant in New York.

A drum and bugle corps contest in which all the organizations in the State are invited to participate will be a feature of the mid-Nebraska Exposition, to be held next week at Columbus, Neb.

Wilson Music Co. Has Handsome Warerooms

Wilmington, Del., Music House Occupies Three Floors of Building—Handles the Entire King Line of Band Instruments

WILMINGTON, DEL., September 7.—Incorporating all the latest improvements and newest departures, the completed J. B. Wilson Music Co. building, at 922 Shipley street, stands today as one of the finest music houses in this city, comparing favorably with those in larger cities.

The striking three-story structure is finished in buff stucco. Extending fifteen feet across, a spacious show window gives ample space for elaborate displays.

On the first floor of this building are installed five large cabinets for the showing of the complete line of King musical instruments handled by the concern.

The stairway, ascending to the second and third floors, is in three sections. One encounters it immediately on entering the door. It is a beautiful piece of work with polished oak treads, ivory posts and mahogany railing.

A glass-enclosed section is part of the second floor front. It will be used for radio demonstrations. Except for this portion and the office, the remainder of the floor will be devoted to the display of Ludwig drums and traps.

2,400 Boys and Girls Try for Harmonica Band

CLEVELAND, O., September 8.—Harmonica activities fostered by the Board of Education in the playgrounds under its control have assumed amazing proportions, according to the advices received from that city.

In a total of fifty playgrounds, all having harmonica clubs, no less than 2,400 boys and girls are striving to acquire proficiency on this miniature orchestra. Out of this group 500 skilled players were formed into an all-city band, which led the Cleveland playground pageant parade held at its famous public auditorium on July 29.

The individual playground elimination contests are now in progress and the grand finals will be held at Loew's State Theatre on the night of August 25.

Prizes will be awarded to the successful contestants in addition to the medals and choice harmonicas which will be donated by the firm of M. Hohner, Inc.

These activities are under the direct supervision of Alfred O. Anderson, Board of Education supervisor for division of community centers and playgrounds, and in his work he is ably assisted by H. William Holsinger, director of musical activities.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 138)

Toledo Musical Merchandise Merchants Report Good Demand All During Summer

J. W. Greene Co. Reports August Thus Far Shows 30 Per Cent Increase Over Same Month of Last Year—Methods That Have Created Better Business

TOLEDO, O., September 8.—Wind and band instrument dealers have experienced a Summer volume equal to last year and in certain instances considerably ahead. The task of holding up sales has not been an altogether difficult one, for perhaps no group of musicians is so susceptible to advance merchandising as the members of an orchestra or band. A large percentage of them are youths ever on the alert for new ideas and always willing to purchase a horn or string instrument which will improve their art or give them more prestige. And then there is always a new crop of players coming up and to this group must be given the credit for purchase of more new brass and wood instruments than to the older players.

The J. W. Greene Co. has experienced the most successful Summer small goods season since the department was established, according to Sam Santelli, manager. July registered a fine increase over the preceding month and also over the corresponding month of last year. August, up to the middle of the month, is showing an increase of 30 per cent. Mr. Santelli believes that much of the growth is due to the efforts both he and his assistant have put forth to interest the professional musician. In turn each has visited the Union headquarters, taken part in the meetings and endeavored in a general way to be of service to them. In a few instances instruments have been loaned for trial to players. Letters were mailed to saxophone, banjo and other players inviting them to come in, inspect the new merchandise and become acquainted with the improvements manufacturers have made within recent months. These drew many into the store, several of whom purchased instruments and others are live prospects.

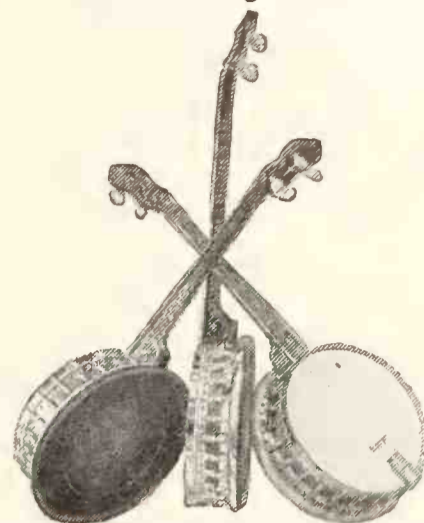
The plan of sending letters was also followed with members of the high school orchestras. Every saxophone, clarinet and other player received a letter asking him to visit the store, inspect the new merchandise and learn about plans manufacturers have for improving their

products. No obligation was stressed. A list of the members and the instruments played was obtained from the director of the high school bands. Mr. Santelli reported that the letters produced a large amount of repair business, brought in a fair percentage of players to inspect goods and made a few sales.

Grinnell Bros. recently drew attention to brass instruments and banjos by means of an elaborate window display of King instruments with a gold finish saxophone mounted upon a stand as the central attraction. Bacon banjos were also shown in connection with the brasses. The house has closed a goodly proportion of Summer business by featuring outfits such as violin, saxophone, banjo and the like. Beginners in particular are interested in purchasing complete outfits of the instruments. It is also hoped to duplicate the success attained this Spring with the harmonicas in the schools. A few schools started clubs and their success will no doubt spur on other schools and classes to compete in contests to be arranged by school heads. Harmonica bands are planned for several schools this Fall.

The Union Music Co., according to George Terry, manager, closed a seasonal small goods business. The Buescher line, on account of the number of widely known orchestras using these instruments, was given much prominence, for many of these bands appeared at Lune Pier during the past few weeks. Mr. Terry stated he has given much time recently to ordering new merchandise and putting the stock in order for Fall. A feature, which it is believed will increase the sale of accessories, is a new display case lighted and placed close to the front of the store. Customers will see the display upon entering and again upon leaving, thus being reminded of small items they may need. The Eagle Drum and Bugle Corps was equipped recently with the new Buescher long model bugles. It will use the instruments for the first time in the prize contests of the lodge at the Milwaukee meeting.

“Silver Bell” Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

The Fischer Music House, which as a special feature of the business maintains several studios in the store in charge of competent instructors, has been able to maintain a steady flow of trade throughout the Summer by selling ten lessons with each saxophone and five lessons with each banjo. While that number of lessons will not make the player a star, it will give him an insight into the work and show him the need of continuing the study of his instrument until he is able to handle it properly. The store endeavors to place students who have finished a course of training. Martin band instruments are carried by it.

Lyon & Healy Manager Sees Heavy Fall Trade

Manager of Musical Merchandise Department of Chicago House Reports Dealers Ordering Early to Fill Depleted Stocks

CHICAGO, ILL., August 27.—“So far in August our sales are materially ahead of the same month in 1926 and last year was much ahead of 1925,” said R. H. Roberts, manager of Lyon & Healy’s musical merchandise department this week. “I don’t think there is the slightest doubt but what we will have an exceptionally good Fall and Winter trade. I don’t mean a small increase; I mean a marked increase. I base my judgment on what the dealers themselves tell us about their business prospects and about their own stocks.”

D. L. Day Ends Vacation

GROTON, CONN., September 7.—David L. Day, treasurer and general manager of the Bacon Banjo Co., of this city, recently returned from a vacation trip which included New York, Montreal, Boston and Cape Cod. Mr. Day reports that a number of telegraph orders have been received from various parts of the country for immediate delivery, presaging an early start of Fall business, and that the B & D Super string business has been hitting a high mark right along.

Opens New Store

HELENA, MONT., September 6.—The Sherman Music Co., Inc., successor to the Curtain Music House, has opened in its new quarters at 310 North Main street. Under the management of E. H. Sherman, the company has made rapid growth and has outgrown its former location on Sixth avenue.

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



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



British Radio Manufacturers Recognize Gramophone Dealers as Trade Outlets

Protracted Coal Dispute of Last Year Has Appreciable Effect on Retail Music Trade—Steady Improvement in Electrically Recorded Discs—New Concerns in Gramophone Field

LONDON, ENG., September 5.—The gramophone industry, although still doing a considerable business in records, and a fairly satisfactory volume in gramophones, is appreciably feeling the effects of the protracted coal dispute of last year. Not that the manufacturers are wanting in efforts to invigorate the trade, for, if anything, they are planning more vigorous sales campaigns than have hitherto been inaugurated within the industry. Every month, too, witnesses improvements in the uses of the new electrical recording system, and the potentiality of the gramophone record for giving forth reproduction of instruments and choirs of a magnitude never before contemplated is being increasingly recognized and exploited each month. Radio broadcasting programs are not hurting the gramophone industry as some thought they would. As a matter of fact, business is being helped by the increased demand for music, and, moreover, radio manufacturers are recognizing the ability of gramophone and music dealers as handlers of wireless goods in a most efficient and resultful way.

The gramophone industry is still somewhat disturbed by the action of the Vocalion Gramophone Co. in issuing a record called "The Broadcast" at the price of 1 s. 3 d., which was referred to in last month's letter. Hitherto this company made the "Vocalion" and "Aco" records, retailing at 3 s. 0 d. and 2 s. 6 d. respectively—the price at which the majority of records are sold in this country. The change of price plan, however, has greatly disturbed the very pleasant conditions which have prevailed in the past in the matter of nearly uniform prices covering records. As a result of this move by the Vocalion Gramophone Co., the factorship for

"Vocalion" and "Aco" records held by Messrs. Perophone, Ltd., has been given up by this well-known company. This new price trend in records has caused a rather disturbing condition of affairs, but it is not expected that music dealers will lower their standard and that the cheaper class of records will find their way into the bazaars and cheap stores.

Remarkable Record by Ernest Lough

Master Ernest Lough, a member of the choir of Temple Church of London, has recently made a record for "His Master's Voice" of Mendelssohn's "Hear My Prayer," which has made a veritable sensation in the way of popularity. The boy has the most beautiful voice ever recorded, and it is much to be doubted if for beauty of tone, exquisite diction and artistry of interpretation the famous aria of Mendelssohn has ever been equaled by any singer, juvenile or adult. The demand for the record has been so great that His Master's Voice Co. has had to ration its dealers and ten presses have been set aside at the factory, working continuously in special shifts, to meet the demand which is destined to be world-wide.

Financial Standing of Companies

As I write, gramophone shares on the market stand at: Columbia Ord. 113 shillings, Columbia Pref. 22/10½; Columbia (International) 6½% Debs. 101; The Gramophone Co., 119/3; Duophone & Unbreakable Record Co., 8 per cent. Pref., fully-pd. 5/6; Edison Bell Ord. 26/3; Vocalion Gramophone Co., 12/9; Victor Talking Machine Co., 36¾.

To Be Introduced

Shortly to be issued by the Gramophone Co., (His Master's Voice) is a new set of language records in Colloquial French. Within the next

month or two, also, a new sound-box will make its appearance, as well as a new instrument with an electrical pick-up device.

New Concerns in Gramophone Field

One by one the big piano houses, in order to tide them over a protracted period of depression, are allying themselves with the gramophone and record industries. According to the latest company announcements I see that, under the title of Columbia Salons, Ltd., Ernest Marshall, managing director of Sir Herbert Marshall & Sons, Ltd., is associated with others in the company, domiciled at the Regent House, Regent street, to carry on the business of Gramophone and phonograph salesmen and dealers in records, etc. The company has a nominal capital of £10,250.

Another recent corporation under the Company's Acts is that of The Mellow Tone Co., Ltd., and which was registered on August 22, to carry on the business of manufacturers of and dealers in needles and other parts for gramophones, with a nominal capital of £100.

Sleeper Corp. Announces Changes in Personnel

Robert C. Cameron Promoted to District Manager—Other Important Changes—New York and Pittsburgh Distributors Appointed

Important changes and additions to the sales staff of the Sleeper Radio & Mfg. Corp. have been announced by Gordon C. Sleeper, president and general sales manager, in furtherance of intensive sales and advertising plans on the new Sleeper AC and DC all-electric receivers.

Robert C. Cameron has been promoted from service manager to district sales manager for the States of Pennsylvania, Maryland, Delaware and Ohio. Howard M. VanCleaf has been appointed metropolitan sales manager in New York, Long Island and Westchester County. T. T. Peters is a new representative in New England and upper New York State, and Kenyon W. Mix is back again in his former post as district manager in the Middle West with headquarters in Chicago.

The Franklin Electric Co., Pittsburgh, Pa., and R. H. McMann Co., Inc., New York City, are new distributors of the Sleeper line, which operates direct from the electric light socket, with a line voltage control which is said to give the desired 110 volts irrespective of whether the actual line of voltage is low or high.

New Lyon & Healy Store Opened in Chicago

Between Two and Three Thousand People Attended Opening of Establishment

Lyon & Healy, prominent music house of Chicago, opened a new retail store at 870 East Sixty-third street on August 27 and it is estimated that between two and three thousand people attended the event and inspected the establishment on that evening. The new store is two blocks west of the former Lyon & Healy store and it is in the heart of the Woodlawn business district. Edward W. Lundquist, formerly associated with the American Piano Co. and the Victor Talking Machine Co., is manager of the new branch store.

Window Display Competition

In a window display contest conducted during the week the Vim Electric Co. was selected as the winner, with the Walthal Electric Co. in second place and the Perfection Radio Stores won honorable mention.

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.

POSITION WANTED—Phonograph and accessories salesman; experienced; comprehensive knowledge of phonograph products and merchandising; pleasing personality; ability to "talk and sell music" to all classes of trade; capable of managing department. Wishes connection with high grade music house, or department store, interested in improving existing or developing new music department. Box 1623 The Talking Machine World, 420 Lexington Avenue, New York City.

SOUTH AMERICAN PIANO SALESMAN, EXPERIENCED, DESIRES TO CONNECT WITH MANUFACTURER OF PIANOS, PLAYER-PIANOS AND PHONOGRAPHS. CAN DEVELOP EXCELLENT BUSINESS. ROXBURG, 356 EAST 50TH STREET, NEW YORK CITY.

WANTED

Representative of good standing, active—reliable—for large Swiss manufacturer of TALKING MACHINE MOTORS—SOUNDBOXES—TONEARMS. Highest references required. Address "Box 1622," The Talking Machine World, 420 Lexington Avenue, New York City.

REPRESENTATIVES WANTED

To sell our complete line of portables and large phonographs, electric, radio cabinets, etc. Associated Manufacturers Company, 2538 Calhoun Street, New Orleans, La.

FOR SALE

Entire Phonograph, Radio, Small Goods, Records, Sheet Music departments of the Martin Music Company, Los Angeles. \$300,000 annual business. Entire first floor for lease. Balance of space retained by Martin Music Company for exclusive Piano Business. Splendid opportunity. No investment in fixtures necessary. Address, Martin Music Company, 734 South Hill Street, Los Angeles, California.

ATTENTION, RADIO CABINET MANUFACTURERS!

Sales executive of unusual ability intimately acquainted with the largest buyers in the Metropolitan district, seeks exclusive New York representation for responsible manufacturer of Radio Cabinets. Can furnish highest credentials. Box 1621, Talking Machine World, 420 Lexington Avenue, New York.

GLEANINGS *from the* WORLD *of* MUSIC

Four De Sylva, Brown and Henderson Song Hits the Feature of "Good News"

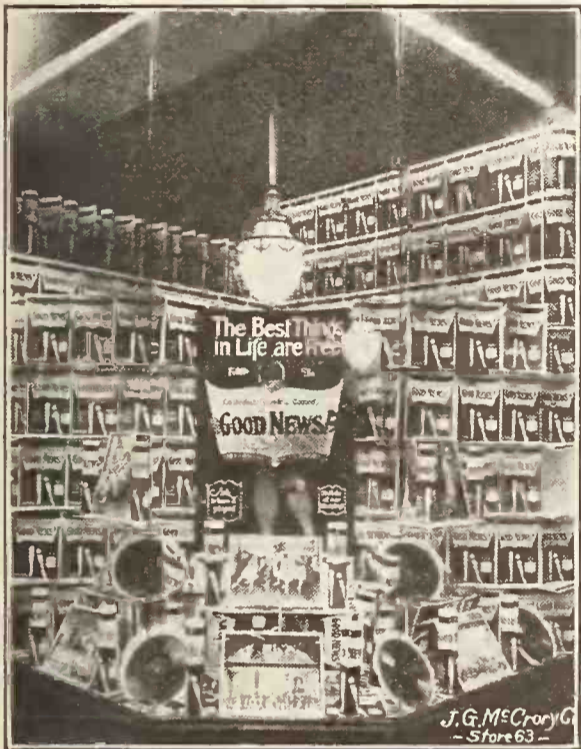
Repeat Success of "Scandals" Score in "Good News" Which Arrived on Broadway Last Week and Won Instant Favor—"Varsity Drag," "Good News," "Lucky in Love" Among Hits

A glance at the theatrical sections of the New York newspapers on Wednesday, September 7, was sufficient to inform readers that De Sylva, Brown and Henderson had repeated

in the first paragraph of his review. In addition to the numbers mentioned by Mr. Hammond in his review, "Happy Days" and "Just Imagine" are of a similar appeal.

The book of the comedy is by Laurence Schwab and B. G. De Sylva, and the music and lyrics by Mr. De Sylva, Lew Brown and Ray Henderson.

It was unnecessary, however, for "Good News" to arrive in New York to enter the hit class. Opening in Atlantic City some few weeks ago it registered instantaneously, later in Philadelphia it continued to find its way into public favor. The accompanying photograph of a window display in the J. G. McCrory Co., in Philadelphia, gives an indication of the manner in which dealers are realizing the profit-making possibilities of featuring the song "hits" of the production.



McCrory's Attractive Display

their success of the score of the "Scandals," with "Black Bottom," "Lucky Day," "Birth of the Blues" and other "hits," for unanimously did the critics pay tribute to the music of "Good News," the musical comedy, which opened on Tuesday at Chanin's Forty-sixth street theatre.

Typical of the reviews which "Good News" received from the New York critics is that of Percy Hammond, which appeared in the Herald-Tribune, which reads in part: "The music was canny, the nonsense clean, and the romance as rational as the laws of extravaganza will allow. No fewer than four song 'hits' were added to the national anthems in the course of the night, breaking many of the records of minstrelsy. These 'hits,' according to the farsighted prophets, were a serenade, "The Best Things in Life"; a loud black bottom dance, "The Varsity Drag"; a dancing ballad, "Lucky in Love," and "Good News." Mr. Hammond, keep in mind, paid this tribute to the music of the production

out the country. Will Von Tilzer, head of the Broadway Corp., recently stated that requests for special arrangements have been received from Vincent Lopez, Paul Specht, Cookie Hanford of the House of David Band, Wayne King, leader of the Arragon Dance Orchestra and numerous other dance aggregations. Irving Abrams and his Hotel Manger orchestra are featuring the number in their programs. "Yes She Do" is going particularly strong in the Mid-West district.

"Muddy Water" and "After You've Gone," the other two big sellers in the Broadway catalog, show steadily growing sales. Von Tilzer has several new selections which will be released in the near future and which bear every promise of immediately jumping into the "hit" class.

Seven Berlin Hits in New "Ziegfeld Follies"

Score by Irving Berlin Wins Praise of Press and Public—Four Outstanding "Hits" and Three of Almost Similar Caliber

The new "Ziegfeld Follies" of 1927 which opened in New York the latter part of last month was acclaimed by the metropolitan press as being the greatest of all "Follies," which is the highest meed of praise. The success which has been accorded the production is due in no small measure to the orchestral score composed entirely by Irving Berlin.

This score has been said by many to be the best ever heard in a musical comedy or revue, and contains no less than seven selections of the "hit" variety. The four outstanding songs which found instant favor all over the country are "It All Belongs to Me," "Ooh, Maybe It's You," "Shaking the Blues Away" and "It's Up to the Band." Scarcely less meritorious are "Learn to Sing a Love Song," "Jimmy" and "Rainbow of Girls."

Irving Berlin, Inc., which has released these seven numbers, is planning a vigorous campaign on the first four numbers, and orchestrations have already been distributed throughout the country.

An interesting fact regarding the production, and one that should prove of interest to talking machine dealers, is that practically all of the principals of the "Follies" are recording artists, and it is probable that the "hits" of the show will be available in record form, sung by the principals as they sing them from the stage of the New Amsterdam Theatre. The principals in mind, who are also record stars, are Eddie Cantor, Franklyn Baur, Ruth Etting, Cliff Edwards and the Brox Sisters.

Paul Klepper, of E. B. Marks, Making Extensive Trade Trip

Manager of the Foreign and Classical Departments of the Edward B. Marks Music Co. Is Covering the New England Field

Paul Klepper, who has been in charge of the foreign and classic departments of the Edward B. Marks Music Co., New York, for more than a year, left this week on an extensive trip for the house. He will cover the entire New England trade, spending considerable time in Boston, and will be gone about a month. His first trip to Philadelphia and vicinity, made earlier in the Summer, proved so successful that Mr. Marks decided that he was too valuable a man to retain constantly in New York.

Mr. Klepper came to the Marks firm in 1926 with twenty years' experience here and abroad, including important positions in France, Germany and Switzerland

"Yes She Do" Is Winning Favor With Orchestra Heads

"Yes She Do," the fox-trot number of the Broadway Music Corp. which leaped into nation-wide popularity a short time ago, is now winning favor with orchestra leaders through-

FIVE RECORD RECORD BREAKERS

FROM THE ZIEGFELD FOLLIES OF 1927



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

You Can't Go Wrong
With Any FEIST Song

A "K O" Foxtrot Song

**"SOME DAY
YOU'LL SAY OK"**

by Walter Donaldson

The Waltz Ballad Hit

**"ARE YOU THINKING
OF ME TO-NIGHT?"**

by Benny Davis,
Harry Akst and L. Wolfe Gilbert

The Big Surprise Hit

"MY BLUE HEAVEN"

by George Whiting and
Walter Donaldson

Ted Lewis New Foxtrot Hit

**"THERE'S NO END TO
MY LOVE FOR YOU"**

by Ted Lewis Frank Corbett and
Frank Ross

And the New
Sensation
by The Writer of
"AT SUNDOWN"

**"A
SHADY
TREE"**

by
Walter Donaldson



Witmark Sues Candy Concern for Infringement

Declares Use of Part of Music and Words on
Candy Wrapper an Infringement of "Sweet
Adeline" Copyright Held Since 1903

A damage and injunction suit has been instituted by M. Witmark & Sons, New York, against the W. P. Chase Candy Corp., Brooklyn, for infringement of the former's copyright on the song, "Sweet Adeline," a single bar of which has been used by the candy company on the oiled paper wrapper on a five-cent piece of taffy. The suit is to restrain the candy concern from printing the music on its wrappers and the Witmark firm also seeks damages of at least \$250. The copyright on "Sweet Adeline" has been held by M. Witmark & Sons since 1903. The name of the Chase Co.'s candy is "Sweet Adaline," spelled with an "a" and not an "e," but the basis for the suit is in printing the words, "Sweet Adaline, my heart doth pine," and in using the fragment of the music which the Witmark attorneys contend forms the basic melody of the song.

Berlin Standard Music Corp. Takes Over Fisher Numbers

The Irving Berlin Standard Music Corp., New York, has announced that it has taken over from Fred Fisher, Inc., the exclusive publishing rights to "Little Town in the Ould County Down," written by Monte Carlo and Alma Sanders. "My Home in the County Mayo," by the same composers, has also been taken over by the Irving Berlin standard department. The former was recorded by John McCormack several years ago and will now be given an extensive campaign. A substantial advance was paid to Fred Fisher, Inc., in the transaction.

A. L. Sloane Added to Staff of the Robbins Music Corp.

Will Cover Eastern Section of Country and
Canada for That Concern

A. L. Sloane, one of the best-known music salesmen in the field, has just joined the Robbins Music Corp., New York, and will travel for the house in the Eastern section of the country and Canada. In adding Mr. Sloane to its selling staff the Robbins firm has advanced a step further in its steady program of expansion. At the present time they have three traveling representatives, besides those located in the principal cities of the country, and all of them are thoroughly "sold" on the Robbins catalog.

"Enchanted Isle" Proves Hit

The score of "Enchanted Isle," a musical romance, is being published by the Edward B. Marks Music Co. This production, the cast of which is headed by Greek Evans and Kathryn Reese, opened in Toronto and was most favorably received by press and public. The outstanding hits of the production are "Julianne," "Close in Your Arms" and "Dream Girl."

Dellwoods Music House Sold

The retail and wholesale business of Dellwoods Music House, organized in 1917 by Wendell Hall, has been purchased by Wendell Hall Music Publishers, Chicago.

To Write Piano Novelties

Lee Sims, record and radio favorite, is to write a series of piano novelties for the Robbins Music Corp., New York.

Twenty-four Copyright Actions Are Filed

Hotels, Cabarets, Etc., Defendants in Suits
Brought by American Society of Composers,
Authors and Publishers

Twenty-four damage and injunction suits alleging the unauthorized use of copyrighted musical compositions were filed in Federal Court in New York City last week by Nathan Burkan, in behalf of Gene Buck, as president of the American Society of Composers, Authors and Publishers, and six prominent publishers, all of New York. The suits were brought against managers of hotels, cabarets, road-houses and amusement halls in ten towns in New York State. The publishers taking action in this matter are: Irving Berlin, Inc., Jerome H. Remick & Co., Leo Feist, Inc., Harms, Inc., DeSylva, Brown & Henderson, and Shapiro, Bernstein & Co.

A permanent injunction is sought against each of the defendants and damages of not less than \$250 in the case of any one. According to Mr. Burkan, the defendants have ordered or permitted the infringement of "Rio Rita," "At Peace With the World," "In the Middle of the Night," "Bam, Bam Bammy Shore," "For My Sweetheart" and other song and dance hits.

H. R. H. the Prince Requests "At Sundown"

Walter Donaldson's rhythmic and haunting number, "At Sundown," published by Leo Feist, Inc., New York, won new laurels for itself in Ottawa, Canada, recently, when it was sung before the Prince of Wales and Prince George at the big state dinner and dance. Al and Bob Harvey sang the number which was applauded enthusiastically by both of their royal highnesses, and the song was repeated many times. A few days later, when the Prince of Wales was in Toronto, he requested "At Sundown" for his Charleston dance. His liking for the number was commented on extensively by the Toronto Daily Star and other Canadian papers.

E. B. Marks Publishes Score of "White Lights"

The Edward B. Marks Music Co., publisher of the score of "White Lights" believes it has one of the choicest propositions of the season in the production. It opened in Stamford, Conn., early in August and received a hearty reception.

The book of "White Lights" was written by Paul Gerard Smith, whose vaudeville and legitimate stage successes are numerous. The music is the work of J. Fred Coots, who wrote the scores of "Sally, Irene and Mary," "Artists and Models," among other hit shows. Al Dubin is responsible for the lyrics. Among the outstanding song numbers are "I'll Keep on Dreaming of You," "Eyeful of You" and "Don't Throw Me Down."

"Kinkajou" Selected As Coming Season's Dance Step

The action of the Dancing Masters of America in selecting the "Kinkajou" as the accepted new dance step at their annual convention gave added impetus to the song hit of the same name which was featured in "Rio Rita." Leo Feist, Inc., took advantage of the publicity accorded the decision of the "Dancing Masters," and issued an attractive leaflet to dealers reproducing several of the newspaper clippings, which told of the "Kinkajou's" second rise to fame. The Feist organization has started a vigorous campaign on behalf of the number, and expects a large increase in sales of it during the Fall season.

LEO FEIST SONGS THAT HIT THE MARK!

Here Am I—
BROKEN HEARTED

Mix the Lot—What Have You Got?
MAGNOLIA!

SO BLUE

IT ALL DEPENDS ON YOU

BABY FEET GO PITTER PATTER

Does She Love Me?
POSITIVELY—ABSOLUTELY!

I'LL BE LONELY

SOUTH WIND

WHO'S THAT KNOCKIN' AT MY DOOR?

SWEETHEART MEMORIES

MY HAWAIIAN SONG OF LOVE

Song Hits from the Collegiate Musical Comedy
"GOOD NEWS"

GOOD NEWS

THE VARSITY DRAG

LUCKY IN LOVE

THE BEST THINGS IN LIFE ARE FREE

HAPPY DAYS

JUST IMAGINE

BIG SELLERS IN FOLIOS

SAXOPHOLIO

TENOR BANJOR FOLIO
(Each containing fifteen great songs)

DE SYLVA, BROWN AND HENDERSON, INC.
Music Publishers
DE SYLVA, BROWN AND HENDERSON BUILDING 745 SEVENTH AVENUE NEW YORK

How "Barbara" Came to Be Written by Silver

New Number from Harms, Inc., the Result of Inspiration Given by Barbara Barondess

Incidents which show that song writing is not always a cold-blooded business proposition are always interesting and the following episode concerning the way the song "Barbara," a new



Barbara Barondess

release of Harms, Inc., was composed is highly entertaining. It seems that one morning not so long ago, Abner Silver, composer of the Harms staff, strolled into the office and heard a beautiful soprano voice singing "When Day is Done," in one of the professional booths. Not recognizing the voice, Mr. Silver glanced within and saw the charming lady of the accompanying photograph.

Another member of the Harms staff, who was playing the accompaniment, promptly introduced Mr. Silver to the young lady who was the winner of a national beauty contest a year or two ago. She is Barbara Barondess, of the production "A Night in Spain," and the meeting so impressed the composer, that he entered another booth, sat down at the piano and started to improvise. In five minutes he re-entered the booth in which Miss Barondess was

rehearsing and asked her what she thought of his new composition, which he was going to call "Barbara." Billy Rose chanced upon the scene about this time and after hearing the song dashed off the words for the lyric. The rest, as the saying goes, is history and the number was accepted by Harms, Inc., for immediate release and has developed into a best seller instrumentally and vocally.

Feist's Thirtieth Anniversary Brings Special Offer

"You Can't Go Wrong With Any Feist Song," Slogan Thirty Years Ago, the Same as It Is To-day—Bulletin Has Foreword on Growth

A special September bulletin being mailed to the trade by Leo Feist, Inc., New York, contains a foreword mentioning the thirtieth anniversary of the firm. The front cover shows the original "shingle" of the concern, known in 1897 as Feist & Frankenthaler and located then at 1227 Broadway. The developments that have come about in the past thirty years leading to the establishment of Leo Feist, Inc., in the Feist Building at 231-5 West Fortieth street, are too well known to the trade to need extensive comment.

As the folder states, thirty years ago somebody said: "You can't go wrong with any Feist song," which became the principal slogan of the company. Even then everybody looked to Feist for song hits, and the history of the house has been simply the succession of the hits published by it. In addition to the current songs and dance numbers listed in a special anniversary offer, there are also listed the Feist Dance Folio, No. 12, with thirty late numbers arranged for dancing, as well as the Feist Saxophone Folio, No. 4, and "Good Old Timers," containing seventy-five old-time songs and choruses, with words, music and ukulele accompaniment.

Witmark Plans Drive on "Ivy Covered Shack"

Steadily Increasing Popularity of Number Warrants Exploitation Company Will Give It

Due to the steadily increasing popularity of the Witmark Black and White Series ballad, "Just an Ivy Covered Shack," a substantial promotion campaign will be launched this Fall for the number by M. Witmark & Sons, New York. The song has been tested in the laboratory, as it were, this Summer in Atlantic City, where it could be heard many times a day, being played by the various musical organizations in the ball rooms and other pleasure resorts of that vacation center. Vaughn Comfort, the well-known tenor, has featured "Ivy Covered Shack" with the minstrels on the Steel Pier, while on the Million Dollar Pier, Emmett Welch, manager of the well-known musical show bearing his name, presented his famous quartet in the same number. That the laboratory experiment was successful and that the popularity of the ballad was reflected in retail sales there is no room for doubt; the projected campaign by the Witmark firm is the result.

"C' Est Vous" Going Strong

The song, "C' Est Vous," which was taken over several months ago by Irving Berlin, Inc., began to show up exceedingly well a short time ago and the company is planning an extensive campaign on the ballad.

Covering Los Angeles Field

Carl Lamonte, formerly San Francisco, Cal., representative for Ager, Yellen & Bornstein, is now covering the Los Angeles field. Joe Graham, formerly at Los Angeles, changed his territory to San Francisco.

"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's Distinctive and Charming Ballad!

"HE'S THE LAST WORD"

Funny! Smart! And A Great Fox Trot!
by KAHN-DONALDSON

Comedy Fox Trot Song
"THERE'S A TRICK IN PICKIN'"

A CHICK-CHICK-CHICKEN
by CHARLIE TOBIAS, COLEMAN GOETZ and RUSSELL ROBINSON

"IF YOU SEE SALLY"

A Sensational Lyric-Marvelous Fox Trot Melody!

by KAHN, EGAN and DONALDSON

"THE DIXIE VAGABOND"

A Fox Trot Ballad That's Just A Little Different!


by KAHN and DONALDSON

LEO FEIST, Inc.
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231-5 W. 40TH ST.,
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"Polly"

A DECIDED DEMAND FOR "Polly"
HAS SPRUNG UP ALL OVER THE COUNTRY.
RECORDS AND ROLLS OUT SOON.
ASK YOUR JOBBER.

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THE
GREATEST
PIANO NOVELTY
SINCE
"NOLA"

SPARKLING
VIBRATING
CAPTIVATING
PIANO AND DANCE
NOVELTY

Berlin Corp. to Issue Second Saxophone Folio

The standard department of Irving Berlin, Inc., New York, under the name of the Irving Berlin Standard Music Corp., has begun to make an excellent sales showing, in spite of the limited time that has elapsed since its organization about four months ago. At present this department has a catalog of motion picture music of over 100 numbers, and a collection of novelty solos for piano, violin, saxophone, banjo and various other items.

Among the outstanding items in the standard department is "Fiddlin' the Fiddle," a novelty violin solo by Dave Rubinoff, that has struck a popular appeal. The firm is now at work on a series of twelve novelty violin and piano solos of a similar nature. The first saxophone folio that was issued recently has enjoyed an unusually large sale and a second saxophone folio is now in work for release early in September.

Sheet Music Main Customer Attraction in "Talker" Store

"If we were to discard our music stock we would lose the main customer attraction of our trade and probably lose 50 per cent of our talking machine and piano business in a very short time."

The above statement was recently made by the manager of one of the leading music houses in New York State. The average annual gross of the business is \$80,000 and when this manager attributes 50 per cent or \$40,000 worth of business to the sheet music department it is praise indeed. On page 16 of this issue of The Talking Machine World the story appears under the caption, "Sheet Music Is the Key to \$80,000 Annual Sales of the Thomas Store."

Tony Colucchi, tenor banjoist, is under contract to write a series of original novelty banjo solos, a new folio on the art of improvising for the Robbins Music Corp.

Caro Roma Places New Songs With Witmark

Caro Roma, writer of both secular and sacred songs, recently motored to New York from her home in California, the trip consuming four weeks. She stayed just long enough to place some interesting material with her exclusive publishers, M. Witmark & Sons, and then hurried back to attend to her interests in the West.

Caro Roma is still drawing substantial royalties from her successful songs, which include the beautiful ballads, "In the Garden of My Heart" and "Can't Yo' Hear Me Callin' Caroline?" Her other compositions in the Witmark Black and White Series all continue to hold their own nicely. Among the biggest sellers, principally sacred songs, are "God Shall Wipe Away All Tears," "I Come To Thee," "O, Lord Remember Me," "The Silent Voice" and many others. Out in California, Madame Roma lives in the sunshine among her flowers and busies herself with her music shop, teaching studio and composition.

Numbers Going Well on Northwest Coast

Bill Jacobs, of Irving Berlin, Inc., Reports Demand on the Irving Berlin Catalog


PORTLAND, ORE., September 6.—The local sheet music dealers were visited this week by Bill Jacobs, of Irving Berlin, Inc., New York, who presented the Berlin catalog for their consideration. The outstanding features for the Fall, according to Mr. Jacobs, are "Me and My Shadow" and "Dew, Dew, Dewy Day," which are going over big, as well as two other new numbers, "Is It Possible?" and "Are You Lonesome To-night?" Mr. Jacobs also reports excellent sales of "Russian Lullaby," "What Does It Matter?" and "C'est Vous."

I. E. Sklare, Northwest manager of Jerome H. Remick & Co., with headquarters at the Portland store which he manages, anticipates big business for the Fall and Winter and is planning an elaborate campaign. Of the newer Remick numbers, which, according to Mr. Sklare, are going over big, are "Give Me a Night in June," "Swanee Shore" and "Blue River." The Summer business, Mr. Sklare said, was excellent, with "Just Like a Butterfly" leading the sales. Other numbers that were popular with the buying public were "Gorgeous," "No Wonder I'm Happy" and "Hello Cutie." May Shurr, who for years was Mr. Sklare's assistant, and who left about a year ago for her home in Detroit, has returned and is being greeted by her host of friends.

Tom Timothy and his band have succeeded Ben Selvin's orchestra at the Frivolity Club.


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NO MATTER What You Sell — This Is a 100% PROPOSITION!
For Any Piano Dealer, Record Store or Music Shop
A SURE-FIRE CAN'T-MISS MONEY-MAKER



A MILE AHEAD OF EVERYTHING AND EVERYBODY

The Biggest
Révelation
the
Music Industry
Has
Ever Had!



Nearly
1,000
Displays
Already
Contracted
For!

Today, when miles are measured in seconds—pushing a button brings instantly two-thirds of our needs—the turning of a dial brings music seemingly from nowhere—SPEED is everything.

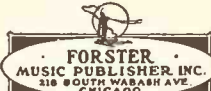
ART SHEPTE, master musician, has made it possible to learn to play popular music in a few months instead of a few years.

A book for everything—from the beginning of music to the last "Z" in JAZZ: HOT BREAKS — BLUE BREAKS — JAZZ BREAKS — KEYBOARD HARMONY — JAZZ BASS — etc.

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Saturday Evening Post	Musical Observer	The Metronome
Liberty	Music and Musicians	Billboard
Etude	Pacific Coast Musical Review	International Musician
Musical Leader	Musical Advance	Jacobs Orchestra Monthly
Musical Courier	Pacific Coast Musician	Jacobs Band Monthly
Musical America	Musical Digest	Melody
Music News		Musical Enterprise

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Our Special Proposition!

The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR SEPTEMBER 2

- 20820 The Sweetheart of Sigma Chi—Waltz, Waring's Pennsylvanians 10
Sweetheart Memories—Waltz, Waring's Pennsylvanians 10
20819 What Do We Do on a Dew-Dew-Dew Day?—Fox-trot, Nat Shilkret and Victor Orch. 10
Is It Possible? (That She Loves Me)—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
20823 One Sweet Letter From You—Fox-trot, Charles Dornberger and His Orch. 10
I Haven't Told Her, She Hasn't Told Me—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
20821 Sweet Marie Henry Burr 10
Loved One Henry Burr 10
20822 I'm Gonna Dance Wit De Guy Wot Brung Me, Aileen Stanley-Billy Murray 10
I Walked Back From the Buggy Ride, Aileen Stanley-Johnny Marvin 10

LIST FOR SEPTEMBER 9

- 20829 She's Got "It"—Fox-trot, Ted Weems and His Orch. 10
I'm Afraid You Sing That Song to Somebody Else—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
20828 My Blue Heaven—Fox-trot, Paul Whiteman and His Orch. 10
All By My Owsome—Fox-trot, Roger Wolfe Kahn and His Orch. 10
20827 The Tap Tap—Fox-trot, Roger Wolfe Kahn and His Orch. 10
If I Had a Lover—Fox-trot, Nat Shilkret and Victor Orch. 10
20826 Gorgeous Correll-Gosden 10
Who Is Your Who? Correll-Gosden 10

LIST FOR SEPTEMBER 16

- 20837 It's a Million to One You're in Love—Fox-trot, The Virginians 10
Nothing Could Be Sweeter—Fox-trot, The Virginians 10
20832 It's a Million to One You're in Love, Johnny Marvin 10
I'm Afraid You Sing That Song to Somebody Else Johnny Marvin 10
20825 Broken Hearted Aileen Stanley 10
Who Are You Fooling To-night?, Vaughn de Leath 10
20833 Bye-Bye, Pretty Baby—Fox-trot, Jan Garber and His Orch. 10
Sweet Marie—Fox-trot, Jan Garber and His Orch. 10
20838 When Day Is Done Jesse Crawford 10
Dawn of To-morrow Jesse Crawford 10

LIST FOR SEPTEMBER 23

- 20847 Who's That Pretty Baby?—Fox-trot, Jack Crawford and His Orch. 10
Swanee Shore—Fox-trot, Jack Crawford and His Orch. 10
20846 Barbara—Fox-trot, Ted Weems and His Orch. 10
Miss Annabelle Lee—Fox-trot, Ted Weems and His Orch. 10
20848 Tired Hands—Waltz, The Troubadours 10
Sixty Seconds Every Minute (I'm in Love With You)—Fox-trot, Jan Garber and His Orch. 10
20845 Rosy Cheeks Jack Smith 10
Oo! Golly Ain't She Cute? Jack Smith 10

LIST FOR SEPTEMBER 30

VOCAL AND INSTRUMENTAL

- 35833 Dance of the Hours—Part 1 (La Gioconda), Victor Symphony Orch. 12
Dance of the Hours—Part 2 (La Gioconda), Victor Symphony Orch. 12
35830 Eili, Eili (My Lord, My Lord), Victor Salon Orch. 12
Kol Nidre (All Vows) Victor Salon Orch. 12
35827 Semiramide—Overture—Part 1, Creatore and His Band 12
Semiramide—Overture—Part 2, Creatore and His Band 12
35832 Pilgrim's Song of Hope (Batiste), Henry Gordon Thunder 12
Liebestraum (Dream of Love) (Liszt), Henry Gordon Thunder 12
20793 Deep River Paul Robeson 10
I'm Goin' to Tell God All o' My Troubles, Paul Robeson 10
20794 Molly and the Baby, Don't You Know, Homer Rodeheaver 10
My Wonderful Dream Homer Rodeheaver 10
20792 Watching the World Go By, The Silver-Masked Tenor 10
Bells of Killarney The Silver-Masked Tenor 10
20873 Are You Lonesome To-night? Henry Burr 10
Baby Your Mother (Like She Babied You), Vaughn de Leath 10

DANCE RECORDS

- 20885 Shaking the Blues Away (From "Ziegfeld Folies")—Fox-trot, Paul Whiteman and His Orch. 10
Ooh! Maybe It's You (From "Ziegfeld Folies")—Fox-trot, Paul Whiteman and His Orch. 10
20874 Broadway—Fox-trot, Paul Whiteman and His Orch. 10
Manhattan Mary—Fox-trot, Paul Whiteman and His Orch. 10
20884 Patee—Fox-trot, International Novelty Orch. 10
Here I Come—Fox-trot, International Novelty Orch. 10
20830 Paradise Isle—Waltz, The Troubadours 10
Can't You Hear Me Say I Love You—Waltz, The Troubadours 10
35831 Popular Songs of Yesterday—Medley Waltz No. 1, The Troubadours 12
Popular Songs of Yesterday—Medley Waltz No. 2, The Troubadours 12

RED SEAL

- 3043 Tales of Hoffman—Barcarolle, Lucrezia Bori-Lawrence Tibbett 10
Calm as the Night (Goetze), Lucrezia Bori-Lawrence Tibbett 10
6693 Don Quichotte—Finale—Part 1, Feodor Chaliapin 12
Don Quichotte—Finale—Part 2, Feodor Chaliapin 12
4018 Lassie o' Mine Royal Dadmum 10
Oh, Mother, My Love Royal Dadmum 10
1276 Deep River (Arr. by Pochon), Flonzaley Quartet 10
Irish Reel (Arr. by Pochon), Flonzaley Quartet 10
6694 Lohengrin—Elsas Traum (Elsa's Dream), Maria Jeritza 12
Tannhauser—Elisabeths Gebet (Elizabeth's Prayer) Maria Jeritza 12
6692 Caprice Viennois Fritz Kreisler 12
Humoresque (Dvorak) Fritz Kreisler 12

- 6708 Panis Angelicus (Oh, Lord, Most Holy), John McCormack 12
Christ Went Up Into the Hills, John McCormack 12
FOR THE AUTOMATIC ORTHOPHONIC VICTROLA
Symphony No. 1, in C Minor (Brahms, Op. 68), 12
Symphony No. 7, in A Major (Beethoven, Op. 92), 12
Leopold Stokowski and Philadelphia Symphony Orch.
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CELEBRITY SERIES

- 7128-M Norwegian Dance, No. 1, in D Minor (Allegro marcato) (Grieg; Op. 35)—Instrumental, G. Schneevoigt and London Symphony Orch. 12
Norwegian Dance, No. 2, in A Major (Allegretto tranquillo) (Grieg; Op. 35)—Instrumental, G. Schneevoigt and London Symphony Orch. 12
7129-M Norwegian Dance, No. 3, in G Major (Allegro moderato aller marcia) (Grieg; Op. 35)—Instrumental, G. Schneevoigt and London Symphony Orch. 12
Norwegian Dance, No. 4, in D (Allegro molto) (Grieg; Op. 35)—Instrumental, G. Schneevoigt and London Symphony Orch. 12
136-M Widmung (Dedication) (Schumann)—Soprano Solo, Elsa Alsen 10
Er, der Herrlichste Von Allen (He, Most Glorious of All) (Schumann)—Soprano Solo, Elsa Alsen 10
7126-M Otello: Brindisi (Drinking Song) (Verdi)—Vocal, M. Stabile, A. Venturini, G. Nesi and Chorus of La Scala Theatre 12
Tosca: Te Deum (Puccini)—Vocal, M. Stabile and Chorus of La Scala Theatre 12
4038-M Sto Penzanno 'A Marie (I Am Thinking of Mary) (De Curtis)—Baritone Solo, Riccardo Stracciari 10
Luntananza (DeCurtis)—Baritone Solo, Riccardo Stracciari 10
9031-M Air for G String (Bach)—Violin Solo, Toscha Seidel 12
Romanze (Albumblatt)—Violin Solo, Toscha Seidel 12
2051-M Mazurka in D Major (Chopin)—Piano Solo, Ignaz Friedman 10
Serenata (Moszkowski; Op. 15, No. 1)—Piano Solo, Ignaz Friedman 10
7127-M I Vespri Siciliani: Bolero (Verdi)—Soprano Solo, Maria Kurenko 12
Barbiere Di Siviglia: Una voce poco fa (The Voice I Heard E'en Now) (Rossini)—Soprano Solo, Maria Kurenko 12
137-M Spring Song (Mendelssohn)—Instrumental, Cherniavsky Trio 10
Tales of Hoffmann "Barcarolle" (Offenbach)—Instrumental, Cherniavsky Trio 10
1079-D Russian Lullaby—Pipe Organ, Milton Charles At Sundown (When Love Is Calling Me Home)—Pipe Organ, Milton Charles 10
1078-D Fantasy on St. Louis Blues, Part 1, D. Voorhees and His E. Carroll's Vanities Orch. 10
Fantasy on St. Louis Blues, Part 2, D. Voorhees and His E. Carroll's Vanities Orch. 10
50048-D The Missouri Waltz—Waltz, Eddie Thomas' Collegians 12
Till We Meet Again—Waltz, with Vocal Chorus by Vaughn de Leath and Frank Harris Eddie Thomas' Collegians 12
50046-D Morning, Noon and Night in Vienna, Part 1 (Suppe)—Instrumental, Columbia Symphony Orch. (Dir. R.H. Bowers) 12
Morning, Noon and Night in Vienna, Part 2 (Suppe)—Instrumental, Columbia Symphony Orch. (Dir. R.H. Bowers) 12
50047-D Aida: Grand March (Verdi)—Instrumental, Columbia Symphony Orch. (Dir. R.H. Bowers) 12
Propete: Coronation March (Meyerbeer)—Instrumental, Columbia Symphony Orch. (Dir. R.H. Bowers) 12
DANCE MUSIC
1084-D Alexander's Rag Time Band—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
The Darktown Strutters' Ball—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
1066-D Ain't That a Grand and Glorious Feeling?—Fox-trot, with Vocal Chorus by Paul Small, Paul Ash and His Orch. 10
I Ain't That Kind of a Baby—Fox-trot, with Vocal Chorus by Paul Small, Paul Ash and His Orch. 10
1083-D Leonora—Fox-trot, with Vocal Chorus by Don Howard, Leo Reisman and His Orch. 10
Pareel—Fox-trot, with Vocal Chorus by Don Howard, Leo Reisman and His Orch. 10
1088-D Who's Wonderful, Who's Marvelous? Miss Annabelle Lee—Fox-trot, with Vocal Chorus, The Knickerbockers 10
Roam on My Little Gypsy Sweetheart—Fox-trot, with Vocal Chorus by Irving Kaufman, The Knickerbockers 10
1089-D Here Am I—Broken Hearted—Fox-trot, with Vocal Chorus by Franklyn Baur, Cass Hagan and His Park Central Hotel Orch. 10
Havana—Fox-trot, with Vocal Chorus by Franklyn Baur, Cass Hagan and His Park Central Hotel Orch. 10
1087-D Swanee Shore—Fox-trot, with Vocal Chorus by Tom Stacks, Harry Reser's Syncopators 10
Meet Me in the Moonlight—Fox-trot, with Vocal Chorus by Tom Stacks, Harry Reser's Syncopators 10
1077-D Wy-Lets (Violets)—Fox-trot, with Vocal Chorus, Gerald Marks and His Hotel Tuller Orch. 10
Aw, Gee! Don't Be That Way Now—Fox-trot, with Vocal Chorus, Gerald Marks and His Hotel Tuller Orch. 10
1072-D Who-oo? You-oo! That's Who!—Fox-trot, with Vocal Chorus by Al Lentz, Al Lentz and His Orch. 10
Zulu Wail—Fox-trot, with Vocal Chorus by Al Lentz, Al Lentz and His Orch. 10
1085-D Bye-Bye Pretty Baby—Fox-trot, with Vocal Chorus by Bob Carroll, Broadway Nitelites 10
Just Another Day Wasted Away—Fox-trot, with Vocal Chorus by Bob Carroll, Broadway Nitelites 10
1068-D Do You Love Me? (When Skies Are Gray)—Fox-trot, with Vocal Chorus by Franklyn

- Baur The Columbians 10
Honey—Fox-trot, with Vocal Chorus by Vaughn de Leath The Columbians 10
1067-D Moonflower of Love—Waltz, with Vocal Chorus by Elliott Shaw The Columbians 10
The Sphinx—Fox-trot, with Vocal Chorus by Charles Kaley The Radiolites 10
1076-D Delirium—Fox-trot, The Charleston Chasers (Dir. "Red" Nicols) 10
Down in Our Alley Blues—Fox-trot, Duke Ellington and His Washingtonians 10
1070-D Slue-Foot—Fox-trot, "Doc" Cook and His 14 Doctors of Syncopation 10
Willie the Weeper—Fox-trot, with Vocal Chorus by Andrew Hildaire, "Doc" Cook and His 14 Doctors of Syncopation 10
VOCAL NUMBERS
1071-D Ain't That a Grand and Glorious Feeling?—Vocal Duet Van-Schenck 10
Vo-Do-Do-De-O Blues—Vocal Duet, Van-Schenck 10
1075-D Swanee Shore—Vocal, Ruth Etting 10
Just Once Again—Vocal, Ruth Etting 10
1081-D That Saxophone Waltz, The Whispering Pianist (Art Gillham) 10
I Could Waltz On Forever With You, Sweetheart The Whispering Pianist (Art Gillham) 10
1082-D We (My Honey and Me)—Vocal, Lee Morse 10
Rosita—Vocal, Lee Morse 10
1080-D Baby Your Mother (Like She Babied You)—Vocal Duet Ford-Glenn 10
My Kid—Vocal Duet Ford-Glenn 10
1069-D I Ain't That Kind of a Baby, The Girl Baritone (Kitty O'Connor) 10
Lazy Weather, The Girl Baritone (Kitty O'Connor) 10
1086-D A Mother's Prayer at Twilight—Vocal, Little Jack Little 10
The Rosary—Piano Solo, Little Jack Little (His Own Interpretation) 10
1073-D Oh, the Whippoorwill Sings in the Sycamore Just the Same—Novelty Jack Major 10
Indian Dawn—Novelty Jack Major 10
1074-D Gid-AP, Garibaldi—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
Oh! Ya! Ya!—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
FAMILIAR TUNES—OLD AND NEW
15173-D Trace the Footsteps of Jesus, Smith's Sacred Singers 10
He Is Coming Back ... Smith's Sacred Singers 10
15170-D The Old Gray Mare, Gid Tanner and His Skillet-Lickers, with Riley Puckett and Clayton McMichen 10
The Girl I Left Behind Me, Gid Tanner and His Skillet-Lickers, with Riley Puckett and Clayton McMichen 10
15171-D Little Log Cabin in the Lane—Vocal, with Fiddle Accomp. by Clayton McMichen, Riley Puckett 10
Sleep, Baby, Sleep—Vocal, with Fiddle Accomp. by Clayton McMichen, Riley Puckett 10
15172-D In the Garden—Vocal Duet, Williams-Williams 10
Though Your Sins Be as Scarlet—Vocal Duet, Williams-Williams 10
15167-D Lonesome Valley—Sacred Music, Elzie Floyd-Leo Boswell 10
The Two Orphans—Vocal Duet, Elzie Floyd-Leo Boswell 10
15168-D Soldier's Joy—Mountain Dance Music, Blue Ridge Highballers (Led by C. LaPrade) 10
Skidd More—Mountain Dance Music, Blue Ridge Highballers (Led by C. LaPrade) 10
15166-D A Trip to the City—Comedy Monolog, Green B. Adair 10
Talkin' About My Gal—Comedy Monolog, Green B. Adair 10
15165-D Baby Lou—Vocal ... Gid Tanner-Fate Norris 10
Football Rag—Vocal ... Gid Tanner-Fate Norris 10
15169-D The Death of Lura Parsons—Vocal, Al Craver 10
Pearl Bryan—Vocal Al Craver 10
IRISH RECORDS
33182-F The Gatehouse Maid—Reel; Instrumental, P. Doran-T. Cawley-F. Malone 10
The Castle Bar Lasses—Jig; Instrumental, P. Doran-T. Cawley-F. Malone 10
33183-F Haste to the Wedding—Jig, Sullivan's Shamrock Band 10
Dar Sullivan's Favorite—Hornpipe; Violin Solo Michael C. Hanafin 10
33184-F The Milliner's Daughter—Reel, Sullivan's Shamrock Band 10
Fire in the Mountains—Jig, Sullivan's Shamrock Band 10
33185-F McFadden Reels—Violin Solo ... J. P. Dolan 10
The Fair of Drumlish—Jig; Violin Solo, J. P. Dolan 10
33186-F That Old Irish Mother of Mine—Tenor Song, George O'Brien 10
A Shawl of Galway—Tenor Song, George O'Brien 10
33187-F Tickling the Keys (Medley of Irish Clogs)—Accordion and Banjo Duet, Flanagan Brothers 10
Mick From Tralee—Vocal Duet, with Instrumental Accomp. Flanagan Brothers 10
33188-F Bantry Bay—Song; Basso ... John Oakley 10
Bold Jack Donohue—Song; Basso, John Oakley 10
33189-F The Star of the County Town—Vocal, with Instrumental Accomp. Shaun O'Nolan 10
The Donegal Widow—Vocal, with Instrumental Accomp. Shaun O'Nolan 10

Brunswick Records

RELEASES OF SEPTEMBER 1

- 3605 Baby Feet Go Pitter Patter ('Cross My Floor) (Kahn)—Fox-trot, with Vocal Chorus, Abe Lyman's California Orch. 10
There's One Little Girl Who Loves Me (And One Little Girl Who Don't) (Kahn-Whiting)—Fox-trot, with Vocal Chorus, Abe Lyman's California Orch. 10
3607 Ain't That a Grand and Glorious Feeling? (Yellen-Ager)—Fox-trot, with Vocal Chorus, Colonial Club Orch. 10
Love and Kisses (From Baby to You) (Baker-Silver)—Fox-trot, with Vocal Chorus, Colonial Club Orch. 10
3604 No Wonder I'm Happy (My Baby's in Love With Me) (Davis-Akst)—Fox-trot, with Vocal Chorus ... Ernie Golden and Hotel McAlpin Och. 10
Just Once Again (Donaldson-Ash)—Fox-trot, (Continued on page 146)

THE LATEST RECORD BULLETINS—(Continued from page 145)

- with Vocal Chorus,
Ernie Golden and His Hotel McAlpin Orch.
- 3590 Just a Memory (De Sylva-Brown-Henderson)—
—Tenor, with Orch. Franklyn Baur
My Heart Is Calling (Garden-Therrien)—Tenor,
with Orch. Franklyn Baur
- 3079 Indian Lullaby ("Ewa-yea") (Glick-Wilson)—
—Contralto, with Orch. Elizabeth Lennox
Chinese Flower (De Witt-Bowers)—Contralto,
with Orch. Elizabeth Lennox
- 10243 Oh, for the Wings of a Dove (Mendelssohn)—
—Soprano, with Orch. Edith Mason
Serenade (La Serenata) (Tosti)—Soprano, with
Violin, Flute and Harp. Edith Mason
- 128 Golden Slippers—Fiddle, Guitar and Auto-Harp;
Vocal Effects by Hub Mahaffey,
Dykes' Magic City Trio
Hook and Line (A Country Breakdown)
Fiddle, Guitar and Auto-Harp; Vocal Effects
by Hub Mahaffey. Dykes' Magic City Trio
- 161 The Old-Time Religion—Male Voices, with Organ.
.... Old Southern Sacred Singers
I Am Bound for the Promised Land (The
Promised Land) (Stennett-Dunham)—Male
Voices, with Organ. Old Southern Sacred Singers
- 3581 Doll Dance (Brown)—Played on Kimball Organ.
.... Lew White
Charmaine (Rapee-Pollack)—Violin Solo by
Fredric Fradkin; Played on Kimball Organ,
Lew White

RELEASES OF SEPTEMBER 8

- 3606 Meet Me in the Moonlight (David-Conrad)—
—Fox-trot, with Vocal Chorus,
David Conrad, Jules Herbiveaux and His Orch.
I'm Coming, Virginia (Cook-Heywood)—Fox-
trot, with Vocal Chorus,
Jules Herbiveaux and His Orch.
- 3600 Under the Moon (Yoo-oo-oo-oo) (Lyn-Wheeler-
Snyder)—Fox-trot. Frank Black and His Orch.
It's a Million to One You're in Love (Davis-
Akst)—Fox-trot, with Vocal Chorus,
Frank Black and His Orch.
- 3583 Ain't That a Grand and Glorious Feeling?
(Yellen-Ager)—Comedian, with Orch.,
Harry Richman
Magnolia (De Sylva-Brown-Henderson)—Come-
dian, with Orch. Harry Richman
- 3497 Shout All Over God's Heab'n (Negro Spiritual)
(White)—Male Voices,
West Virginia Collegiate Institute Glee Club
I'm So Glad Trouble Don't Last Always (Negro
Spiritual) (White)—Male Voices,
West Virginia Collegiate Institute Glee Club
- 20053 Happy Bill Daniel's Quadrille (Part I) (Trib-
ute) (McDermott)—For Dancing,
John A. McDermott (Pioneer Fiddler and Caller)
Happy Bill Daniel's Quadrille (Part II) (Trib-
ute) (McDermott)—Intro. "Turkey in the
Straw"; for Dancing,
John A. McDermott (Pioneer Fiddler and Caller)
- 30119 Largo (From "Xerxes") (Handel)—Soprano,
with Orch., in Italian. Elizabeth Rethberg
Rendi L' Sereno Al Ciglio (Cast From Thy
Brow That Sadness) (Handel)—Soprano, with
Orch., in Italian. Elizabeth Rethberg
- 169 The Bright Sherman Valley—Vocal Duet, with
Harmonica, Mandolin and Guitar,
Lester McFarland and Robert A. Gardner
The East-Bound Train—Vocal Duet, with Har-
monica, Mandolin and Guitar,
Lester McFarland and Robert A. Gardner
- 3609 Can't You Hear Me Say I Love You (Derick-
son-Brown)—Waltz, with Vocal and Whis-
tling Effects. Regent Club Orch.
Homeward Bound (Alexander-Boutelje)—Waltz,
with vocal and Whistling Effects,
Regent Club Orch.
- 3596 Razor Edge (Jackson)—Fox-trot,
Fess Williams' Royal Flush Orch.
- Number Ten (Rose)—Fox-trot,
Fess Williams' Royal Flush Orch.
- 3588 When Day Is Done (De Sylva-Katscher)—Vocal
Duet, with Piano and Guitar,
Radio Franks (White and Bessinger)
No Wonder I'm Happy (My Baby's in Love
With Me) (Davis-Akst)—Vocal Duet, with
Piano and Guitar,
Radio Franks (White and Bessinger)
- 3498 Ezekial Saw De Wheel (Negro Spiritual)
(White)—Male Voices,
West Virginia Collegiate Institute Glee Club
Walk in Jerusalem Just Like John (Negro Spir-
itual) (White)—Male Voices,
West Virginia Collegiate Institute Glee Club
- 15128 Carmen—Haberna (Love Is Like a Wood Bird)
(Act I) (Bizet)—Contralto, with Orch., in
French. Sigrid Onegin
Carmen—Seguidilla (Near the Walls of Se-
ville (Act I) (Bizet)—Contralto, with Orch.,
in French. Sigrid Onegin
- 140 Till We Meet Again (Egan-Whiting)—Tenor,
with Fiddle, Guitar and Piano. Vernon Dalhart
Meet Me Tonight in Dreamland (Whitson-
Friedman)—Tenor, with Fiddle, Guitar and
Piano. Vernon Dalhart

RELEASES OF SEPTEMBER 22

- 3603 She's Got "It" (Davis-Akst-Gilbert)—Fox-trot,
with Vocal Chorus. Six Jumping Jacks
Gonna Get a Girl (Lewis-Simon-Ash)—Fox-
trot, with Vocal Chorus. Six Jumping Jacks
- 3536 Mary Dear (I Miss You Most of All) (Cream-
er-Dowling-Hanley)—For Dancing, with Vo-
cal Trio,
Hal Kemp and His Orchestra.
Formerly of the University of North Carolina
Go, Joe, Go (Blues Stomp) (Kretzer-Napoleon-
Signorelli)—For Dancing, with Vocal Trio,
Hal Kemp and His Orchestra.
Formerly of the University of North Carolina
- 3608 Baby Feet Go Pitter Patter ("Cross My Floor")
(Kahn)—Comedienne, with Orch.,
Vaughn De Leath
Sometimes I'm Happy (From "Hit the Deck")
(Caesar-Youmans)—Comedienne, with Orch.,
Vaughn De Leath
- 2307 South Sea Dream Girl (White)—Waltz, for
Dancing, with Hawaiian Guitars,
Palakiko and Paaluhi
Sunny Hawaii (Bernard-Stept)—Fox-trot, for
Dancing, with Hawaiian Guitars,
Palakiko and Paaluhi
- 30117 La Paloma (The Dove) (Yradier)—Baritone,
with Orch., in Spanish. Giuseppe Danise
Torna a Surriento (Come Back to Sorrento)
(De Curtis)—Baritone, with Orch., in Italian,
Giuseppe Danise
- 50099 Nocturne in G Major (12 Nocturne—Op. 37,
No. 2)—Violin Solo; Pianoforte by Andre
Benoist. Albert Spalding
Introduction and Tarantelle (Op. 43—(Sara-
sate)—Violin Solo; Pianoforte by Andre
Benoist. Albert Spalding
- 174 Sweet Bunch of Daisies (Owen)—Guitar by
Elbert Bowman,

- Al Hopkins and His Buckle Busters
Daisies Won't Tell (Owen)—Guitar by Elbert
Bowman. Al Hopkins and His Buckle Busters
- RELEASES OF SEPTEMBER 29
- 3615 Bye-Bye, Pretty Baby (Gardner-Hamilton)—
—Fox-trot, with Vocal Chorus,
Abe Lyman's California Orch.
Just Another Day Wasted Away (Tobias-Turk)
—Fox-trot, with Vocal Chorus,
Abe Lyman's California Orch.
- 3576 Down the Lane (With You Again) (Klages-
Spier)—Waltz, with Vocal Chorus,
Joe Green's Novelty Marimba Band
Broken Dreams (Kerr-Spitalny)—Waltz, with
Vocal Chorus by Frank Munn,
Joe Green's Novelty Marimba Band
- 3602 Broken-Hearted (De Sylva-Brown-Henderson)
Voice and Guitar, with Piano; Piano by Bill
Virges. Nick Lucas ("The Crooning Troubadour")
Sing Me a Baby Song (Kahn-Donaldson)—
Voice and Guitar,
Nick Lucas ("The Crooning Troubadour")
- 3460 Stockholm Stomp (Pettis-Goering)—Fox-trot,
for Dancing. Fletcher Henderson and His Orch.
Have It Ready (Henderson)—Fox-trot, for
Dancing. Fletcher Henderson and His Orch.
- 3611 Wedding of the Winds (Hall)—Waltz, with
Concert Orch. Miniature Concert Orch.
Over the Waves (Sobre Las Ollas) (Rosas)—
Waltz, with Concert Orch.,
Miniature Concert Orch.
- 152 I'm All Alone in This World—Male Voices,
with Violin, Guitar and Piano,
Blue Ridge Gospel Singers
- I'm Going Home to Die No More (Morris)—
Male Voices, with Violin, Guitar and Piano,
Blue Ridge Gospel Singers

Vocalion Records

RELEASES OF SEPTEMBER 1

- 15586 Doll Dance (Brown)—Pipe Organ; Played on
Kimball Organ. Lee Wilson
One Summer Night (Coslow-Spier)—Pipe Or-
gan, with Vocal Chorus; Played on Kimball
Organ. Lee Wilson
- 15591 Me and My Shadow (Rose-Jolson-Dreyer)—Fox-
trot, with Vocal Chorus. Jay's Chelsea Orch.
Sometimes I'm Happy (From "Hit the Deck")
(Caesar-Youmans)—Fox-trot, with Vocal Chorus.
.... Jay's Chelsea Orch.
- 15589 Do You Love Me? (When Skies Are Gray)
(Wolf-Merrick)—Fox-trot, with Vocal Chorus.
.... Night Club Orch.
Blue Heaven (Donaldson-Whiting)—Fox-trot,
with Vocal Chorus. New England Ramblers
- 5162 In the Sweet Bye and Bye—Singing, with Old-
Time Orch. Dixie Sacred Singers
Shall We Gather at the River (Lowry)—Sing-
ing, with Old-Time Orch. Dixie Sacred Singers
- 5157 I'se Gwine Back to Dixie—Singing, with Old-
Time Orch.,
Uncle Dave Macon and His Fruit Jar Drinkers
Take Me Home, Poor Julia—Singing, with Old-
Time Orch.,
Uncle Dave Macon and His Fruit Jar Drinkers
- 8086 El Rancho (The Ranch) (1a Parte)—Duo con
Orquesta; Arr. Roberto Guzman,
Roberto Guzman y Prospero Ponce
El Rancho (The Ranch) (2a Parte)—Duo con
Orquesta; Arr. Roberto Guzman,
Roberto Guzman y Prospero Ponce
- 1118 My Lord's Gonna Move This Race,
Pilgrim Jubilee Singers
I'm in His Care. Pilgrim Jubilee Singers
- 1117 Ozark Blues (Rose)—Fox-trot,
Fess Williams' Royal Flush Orch.
Alligator Crawl (Waller)—Fox-trot,
Fess Williams' Royal Flush Orch.
- RELEASES OF SEPTEMBER 8
- 15596 She's Got "It" (Davis-Akst-Gilbert)—Fox-trot,
with Vocal Chorus. The Six Hayseeds
Gonna Get a Girl (Lewis-Simon-Ash)—Fox-trot,
with Vocal Chorus. The Six Hayseeds
- 15588 Mary Dear (Miss You Most of All) (Cream-
er-Dowling-Hanley)—Fox-trot, with Vocal Trio,
Southland Syncopators
Sweet Someone (Wagner-Keyes-Schulz)—Fox-
trot, with Vocal Chorus. Night Club Orch.
- 15592 I Walked Back From the Buggy Ride (Adams-
Cursinger-Bibo)—Comedienne, with Violin,
Guitar, Clarinet and Accordion. Peggy English
Oh How I Love My Boatman (Gilbert-Sher-
man)—Comedienne, with Violin, Guitar, Clari-
net and Accordion. Peggy English
- 5171 My Family Has Been a Crooked Set—Singing,
Guitar and Banjo. McGee Brothers (Sam and Kirk)
The Tramp—Singing, Guitar and Mandolin,
McGee Brothers (Sam and Kirk)
- 13052 Ich Hab a Git Harts (I Am Too Generous)
(Jewish Song)—Soprano, mit Orkester Beglei-
tung. Bessie Weissman
Ein Ehrlich Meidel (A Good Girl) (Jewish
Song)—Soprano, mit Orkester Begleitung,
Bessie Weissman
- 13055 Liebe (Love) (Jewish Folk Song)—Tenor, mit
Orkester Begleitung. David Medoff
Blue Oigen (Blue Eyes) (Jewish Folk Song)
—Tenor, mit Orkester Begleitung. David Medoff
- 1101 Down in Black Bottom (Hatton)—Cornet and
Violin, with Piano Accomp.,
Bert (Snake-Root) Hatton
Freakish Rider Blues (Hatton)—Cornet and Vi-
olin, with Piano Accomp. Bert (Snake-Root) Hatton
- 8088 De Que Me Sieve Quererte (I Don't Get Any-
where Loving You)—Cancion Popular Mexi-
cana; Duo con Violines y guitarras; Arr. de
J. C. Valencia y T. R. Gonzales. Guzman y Cruz
Corrido de Polito Olivarría—Corrido de Polito
Olivarría; Duo con Violines y guitarras; Arr.
de J. C. Valencia y R. Gonzales. Guzman y Cruz
- 8100 El Tejon—Duo con Guitarras y Mandolin,
Magda Del Pino y Roberto Guzman
La Marihuanna (Marianna)—Cancion Mexi-
cana; Arr. Ernesto Rubio; Acompañamiento
del Trio Fernandez; Duo con Guitarras y
Mandolin. Magda Del Pino y Roberto Guzman
- RELEASES OF SEPTEMBER 15
- 15595 Bye-Bye Pretty Baby (Gardner-Hamilton)—
—Fox-trot, with Vocal Duet. Tuxedo Orch.
Lock a Little Sunbeam Down in Your Heart
(And Throw the Key Away) (Malie-Newman-
Sizemore)—Fox-trot, with Vocal Duet,
Tuxedo Orch.
- 15593 Charmaine (Rapee-Pollack)—Pipe Organ, with
Violin Solo; Played on Kimball Organ. Lee Wilson
Forgive Me (Yellen-Ager)—Pipe Organ, with
Violin Solo; Played on Kimball Organ,
Lee Wilson
- 5153 Jordan Is a Hard Road to Travel—Singing,
with Old-Time Orch.,
Uncle Dave Macon and His Fruit Jar Drinkers
Tell Her to Come Back Home—Singing, with

- Old-Time Orch.,
Uncle Dave Macon and His Fruit Jar Drinkers
- 1105 North Wind Blues (Miller)—Comedienne, with
Orch. Luella Miller and Her Dago Hill Strutters
East St. Louis Blues (Miller)—Comedienne,
with Orch.,
Luella Miller and Her Dago Hill Strutters
- 1114 Every Tub (Barbarin-Oliver)—Slow Fox-trot,
King Oliver and His Dixie Syncopators
Showboat Shuffle (Bigard-Oliver)—Slow Fox-
trot. King Oliver and His Dixie Syncopators
- 8106 Chismitos de Vecindad (Neighborhood Gossip)
(2a Parte)—Escena Mexicana; Ricardo Gar-
cia de Arrellano; Acompañamiento de Or-
questa Tipica; Dialogo y Canto,
Beatriz Noloasca, Angelica Chacel
y Hermanos Areu
Chismitos de Vecindad (Neighborhood Gossip)
(1a Parte)—Escena Mexicana; Ricardo Gar-
cia de Arrellano; Acompañamiento de Or-
questa Tipica; Dialogo y Canto,
Beatriz Noloasca, Angelica Chacel
y Hermanos Areu

RELEASES OF SEPTEMBER 22

- 15590 Down the Lane (With You Again) (Klages-
Spier)—For Dancing, with Vocal Chorus,
Miami Marimba Band
Can't You Hear Me Say I Love You (Derick-
son-Brown)—With Vocal and Whistling Ef-
fects. Night Club Orch.
- 15594 When Day Is Done (De Sylva-Katscher)—Vo-
cal Duet, with Piano and Guitar. The Radio Duo
No Wonder I'm Happy (Davis-Akst)—Vocal
Duet, with Piano and Guitar. The Radio Duo
- 15463 Moonlight and Roses (Bring Mem'ries of You)
(Black-Moret)—Violin Solo, with Piano;
Piano Played by Walter Golde. Godfrey Ludlow
Souvenir (Drda)—Violin Solo, with Piano;
Piano Played by Walter Golde. Godfrey Ludlow
- 5169 Salt Lake City Blues—Singing, with Fiddle and
Guitar. McGee Brothers (Sam and Kirk)
Hannah, Won't You Open the Door (Sterling-
Von Tilzer)—Singing, with Banjo and Guitar,
McGee Brothers (Sam and Kirk)
- 1094 John Henry—Voice, with Whistling and Guitar,
Henry Thomas ("Ragtime Texas")
Cottonfield Blues—Voice, with Whistling and
Guitar. Henry Thomas ("Ragtime Texas")
- 1091 God Heard Prayer—Sermon, with Singing;
Assisted by Rev. Sister Worrell and Sister
McBride. Rev. S. W. Worrell ("Steamboat Bill")
Black Horse Pawin' Around in the Valley—
Sermon, with Singing; Assisted by Rev. Sister
Worrell and Sister McBride.
Rev. S. W. Worrell ("Steamboat Bill")
- RELEASES OF SEPTEMBER 29
- 1119 The Lord's Prayer. Pilgrim Jubilee Singers
King of Kings. Pilgrim Jubilee Singers
- 5163 Roe Rire Poor Gal—Singing and Banjo,
Uncle Dave Macon
When Reubin Comes to Town—Singing and
Banjo. Uncle Dave Macon
- 8104 Batalla del 5 de Mayo de 1862 (Battle of May
5, 1862) (1a Parte)—Descriptivo,
Hermanos Areu y Roberto Guzman
Batalla del 5 de Mayo de 1862 (Battle of May
5, 1862) (2a Parte)—Descriptivo,
Hermanos Areu y Roberto Guzman

Edison Disc Releases

FLASHES

- 52058 She's Got "It" (Davis-Akst-Gilbert) — Fox-trot,
with Vocal Chorus by Arthur Fields,
Oreste and His Queensland Orch.
Sweet Marie (Rose-Frank)—Fox-trot, with
Vocal Chorus by Arthur Fields. Kaplan's Melodists
52059 Cornfed (A Sun-Baked Tune) (Effros-Wall)—
—Fox-trot. Joe Herlihy and His Orch.
S-L-U-E-F-O-O-T (Saunders)—Fox-trot,
B. A. Rolfe (Trumpet Virtuoso) and
His Palais d'Or Orch.
- 52061 Meet Me in the Moonlight (Davis-Conrad)—
—Fox-trot, with Vocal Trio,
Julian Webster and His Bay State Aces
Just Once Again (Donaldson-Ash)—Fox-trot,
Julian Webster and His Bay State Aces
- 52078 Simple Spanish Maid (From "A Night in
Spain") (Bryan-Schwartz)—Fox-trot, with
Vocal Chorus. Duke Yellman and His Orch.
Under the Moon (Lyn-Wheeler-Snyder)—Fox-
trot, with Vocal Chorus,
Duke Yellman and His Orch.
- 52072 Say It With a Red Red Rose (From "Paddock
of 1927") (Rose-Greer)—Fox-trot,
Green Bros. Novelty Band
Oh, Doris! Where Do You Live? (Kahn)—Fox-
trot, with Vocal Chorus by Arthur Fields,
Don Voorhees and His Orch.
- 52065 (What Do We Do On a) Dew-Dew-Dew Day
(Johnson-Tobias-Sherman) — Fox-trot, with
Vocal Chorus. Clyde Doerr and His Orch.
Here Am I Broken Hearted (DeSylva-Brown-
Henderson)—Fox-trot. Clyde Doerr and His Orch.
- 52071 Sweet Yvette (Davis-Akst)—Fox-trot (Xylo-
phone, Saxophone, Guitar and Piano),
Geo. Hamilton Green's Star Trio
Havana (Egan-Rose) — Fox-trot (Xylophone,
Saxophone, Guitar and Piano),
Geo. Hamilton Green's Star Trio
- 52070 Two Little Pretty Birds (Schuster-Tucker)—
—Fox-trot. Don Voorhees and His Orch.
Show Me That Kind of a Girl (Dubin-Heath-
Marr)—Fox-trot. Don Voorhees and His Orch.
- 52075 Who's Wonderful. Who's Marvelous? Miss
Annabelle Lee (Clare-Pollack)—Fox-trot,
Golden Gate Orch.
When Erastus Plays His Old Kazoo (Coslow-
Fain-Spier)—Fox-trot. Golden Gate Orch.
- 52076 The Light House Blues (Schuster-Yellman)—
—Fox-trot. Duke Yellman and His Orch.
State and Madison (Peary-Raymond-Morton)—
—Fox-trot (A Chicago Stomp),
Joe Herlihy and His Orch.
- 52086 Me and My Shadow (Rose-Jolson-Dreyer)—
—Fox-trot, with Vocal Chorus by I. Donald
Parker. Al. Lynn's Music Masters
At Sundown (When Love Is Calling Me Home)
(Donaldson)—Fox-trot, with Vocal Chorus by
I. Donald Parker. Al. Lynn's Music Masters
- 52087 Side by Side (Woods)—Fox-trot, with Vocal
Chorus by Jack Kaufman,
Oreste and His Queensland Orch.
Eyeful of You (From "Bright Lights") (Duhin-
Coets)—Fox-trot, with Vocal Chorus by
Arthur Fields. Oreste and His Queensland Orch.
- SPECIALS
- 52060 Do They Think of Me at Home? (Intro.: "Silvery
Waves," "Jingle Bells," "Embarrassment,"
"Annie Laurie")—Medley Waltz, with Inci-
dental Singing. Kaplan's Melodists
Home, Sweet Home—Medley Waltz, with In-
cidental Singing. Kaplan's Melodists

THE LATEST RECORD BULLETINS—(Continued from page 146)

- 52062 Oh, How I Love My Boatman (Gilbert-Sherman) Jack Kaufman
I Walked Back From the Buggy Ride (Adams-Curtsinger-Bibo) Jack Kaufman
52064 Hold Me and Fold Me Close to Your Heart (Heagney)
C. Sharpe-Minor on the Wurlitzer Organ
The Officers of the Day March (Hall)
C. Sharpe-Minor on the Wurlitzer Organ
52079 Jalousie (Jealousy) (Gade)—Tango Tzigane, Hotel Commodore Ensemble (Dir. B. Levitow)
Clair de Lune—Suite Bergamasque (Debussy), Hotel Commodore Ensemble (Dir. B. Levitow)
52063 I'll Be With You When the Roses Bloom Again (Whitmore-Hilliard-Cobb-Edwards), Walter Scanlan and Chorus
Red Wing (An Indian Fable) (Chattaway-Mills), Walter Donaldson and Chorus
52073 Baby Feet Go Pitter Patter (Kahn), Vaughn de Leath (The Radio Girl)
Yep! 'Long About June (Heagney), Vaughn de Leath (The Radio Girl)
52067 Scotch Reel—(Calls by B. B. Levett, Henry Ford's Old-Time Dance Orch.
The Club Quadrille—Calls by B. B. Levett, Henry Ford's Old-Time Dance Orch.
52068 Spring, Beautiful Spring (Lincke)—Waltz, Joe Green and His Novelty Marimba Band
Danube Waves (Ivancvici)—Waltz, Joe Green and His Novelty Marimba Band
52069 Let Me Call You Sweetheart (I'm in Love With You) (Whitson-Friedman), Walter Scanlan and Chorus
When the Harvest Moon Is Shining on the River (Lomb-Henry), Walter Scanlan and Chorus
52074 Belere in D Major (Moszkowski)—Spanish Dances—Xylophone, Geo. Hamilton Greene
Polemaine Militaire (Chopin)—Xylophone, Geo. Hamilton Greene
52077 My Horses Ain't Hungry—Singing, Harmonica, Jews-Harp, Fiddle and Guitar, Vernon Dalhart
The Orphan Girl—Singing, Fiddle, Harmonica and Guitar, E. V. Stoneman and The Blue Ridge Mountaineers
80883 A Birthday (Rossetti-Woodman), Alma Peterson
Without Thee (Fargus-d'Hardelet), Alma Peterson
52085 Pictures From Life's Other Side—Male Voices, The Sam Patterson Trio
Where We'll Never Grow Old (Moore)—Male Voices, The Sam Patterson Trio
TWENTY-FOUR-MINUTE SACRED RECORD
10007 All Hail the Power of Jesus' Name (Heldren), Metropolitan Quartet; Old Rugged Cross (Bernard), Helen Clark and Ray Roberts; Onward, Christian Soldiers (Sullivan), Calvary Choir
Choir Boys of St. Andrew's Church, New York
Lead Kindly Light (Dykes), Metropolitan Quartet; After Toiling Cometh Rest (Blake), Betsy Lane Shepherd and Male Chorus; O, Come All Ye Faithful (Adeste Fideles) (Reading), Metropolitan Quartet
GERMAN GENERAL GROUP
57024 Schier dreiszig Jahre bist du alt (Mantellied)—In German, Eduard Mittelstadt
Der gute Kamerad (The Good Comrade) (Ich hatt' einen Kameraden)—In German, Eduard Mittelstadt

Edison Blue Amberol Records

- 5366 That's the Reason Why I Wish I Was in Dixie, The Four Aristocrats
5368 When the Pussy Willow Whispers to the Catnip—Pst! Pst! Pst! Vaughn de Leath
5381 Aloha Means I Love You, Waikiki Hawaiian Orch.
5382 Tell Mother I Will Meet Her—Singing, Fiddle, Harmonica and Guitar, E. V. Stoneman and the Dixie Mountaineers
5383 The Bright Sherman Valley—Singing, Fiddle, Banjo, Harmonica and Guitar, Ernest V. Stoneman and The Dixie Mountaineers
5385 Say It With a Red, Red Rose (From "Padlocks of 1927")—Fox-trot, Green Bros. Novelty Band
5386 The Light House Blues—Fox-trot, Duke Yellman and His Orch.
5387 Under the Moon—Fox-trot, with Vocal Chorus, Duke Yellman and His Orch.
5388 Hop Light, Ladies—Fiddle, Banjo, Harmonica and Guitar, The Dixie Mountaineers
5389 Moonbeam! Kiss Her for Me—Fox-trot, with Vocal Refrain, Markel's Orch.
5390 La Gypsy—Mazurka Ecosaise, Sousa's Band
5391 Son of God Goes Forth to War and Now the Day Is Over—Sacred Songs, Edison Mixed Quartet
5392 Mr. John Mackie—Comic Song, Harry Lauder
5393 Humoreske—Violin Solo, Isidore Moskowitz
5395 The Mississippi Flood—Singing, Violin, Harmonica and Guitar, Vernon Dalhart
5396 I Walked Back From the Buggy Ride, Jack Kaufman

Okeh Records

- AUGUST 25 RELEASE**
DANCE MUSIC
40860 Bless Her Little Heart (Denniker)—Fox-trot, with Vocal Refrain, The New York Syncopators
Who-oo? You-oo! That's Who! (Yellen-Ager)—Fox-trot, with Vocal Refrain, The New York Syncopators
40863 Just Once Again (Donaldson-Ash)—Fox-trot, with Vocal Refrain, Sam Lanin and His Famous Players
Cheerie-Berrie-Be (From "Sunny Italy") (Lewis-Young-Wayne)—Waltz, with Vocal Refrain, Justin Ring's Okeh Orch.
40864 I Ain't That Kind of a Baby (Kahal-Britt-Fain)—Fox-trot, with Vocal Duet, Irwin Abrams and His Hotel Manger Orch.
Bye-Bye, Pretty Baby (Gardner-Hamilton)—Fox-trot, with Vocal Refrain, Irwin Abrams and His Hotel Manger Orch.
VOCAL RECORD
40859 Hallelujah! (From "Hit the Deck") (Robin-Grey-Youmans)—Vocal, with Piano, Sissle-Blake
Sometimes I'm Happy (From "Hit the Deck") (Caesar-Youmans)—Vocal, with Piano, Sissle-Blake
INSTRUMENTAL RECORDS
40861 I Ain't Got Nobody (And Nobody Cares for Me) (Williams)—Saxophone and Clarinet, with Piano; Guitar by Ed Lang, Boyd Senter
Sigh and Cry Blues (Russell)—Clarinet, with Piano; Guitar by Ed Lang, Boyd Senter
40862 Just Like a Butterfly (That's Caught in the Rain) (Woods)—Organ Solo, Neil Allen
Under the Moon (Lyn-Wheeler-Snyder)—Organ Solo, Neil Allen
OLD-TIME TUNES
45130 My Precious Saviour—Vocal, with Organ, Allen Quartet
My Old Cottage Home—Vocal, with Organ, Allen Quartet
45131 Preacher Blues—Vocal, with Instrumental, Bill Chitwood and His Georgia Mountaineers

- I Had But Fifteen Cents—Vocal, with Instrumental, Bill Chitwood and His Georgia Mountaineers
45132 Little Brown Jug—Banjo, with Voice, Uncle Tom Collins
'Tain't No Lie—Banjo, with Voice, Uncle Tom Collins
RACE RECORDS
8489 Mine's as Good as Yours (Gray)—Contralto, with Piano and Guitar, Alma Henderson
Soul and Body (He Belongs to Me) (Jackson)—Contralto, with Piano and Guitar, Alma Henderson
8490 The Crucifixion of Christ—Contralto, with Instrumental, Jessie May Hill
God Rode in the Windstorm—Contralto, with Instrumental, Jessie May Hill
8491 Cotton Patch Blues (Brown)—Vocal, with Piano and Guitar, Joe Brown
Superstitious Blues (Brown)—Vocal, with Piano and Guitar, Joe Brown
SEPTEMBER 5 RELEASE
DANCE MUSIC
40865 My Carolina Home (McMichen-Lane-Stokes)—Waltz, with Vocal Refrain, Southern Melody Artists
I'll Be With You When the Roses Bloom Again (Cobb-Edwards)—Waltz, with Vocal Refrain, Southern Melody Artists
40869 Who's Wonderful! Who's Marvelous? Miss Annabelle Lee (Clare-Pollack)—Fox-trot, with Vocal Refrain, Justin Ring's Okeh Orch.
It's a Million to One You're in Love (Davis-Akst)—Fox-trot, with Vocal Refrain, The Gotham Troubadours
40870 Gid-Ap, Garibaldi (Johnson-Moll-Warren)—Fox-trot, with Vocal Refrain, The Jazz Pilots
Oh, Doris! Where Do You Live? (Kahu)—Fox-trot, with Vocal Refrain, The Collegians
40871 For No Reason at All in C (Trumbauer-Beiderbecke)—Fox-trot, Tram-Bix-Eddie Trumbology (Trumbauer)—Fox-trot, F. Trumbauer and His Orch., with Bix and Lang
VOCAL RECORDS
40866 Are You Lonesome To-night? (Turk-Handman)—Vocal Duet, with Piano and Celeste, Macy-Ryan
Carolina Mine (Your Rolling Stone Is Rolling Home) (Friend-Rosoff)—Vocal Duet, with Piano and Whistling, Macy-Ryan
40868 I've Been Working on the Railroad—Vocal Quartet, Missouri Pacific Diamond Jubilee Quartet
Southern Medley—Vocal Quartet, Missouri Pacific Diamond Jubilee Quartet
INSTRUMENTAL RECORD
40867 Spring Fever (Bloom)—Piano Solo, Rube Bloom
Soliloquy (Bloom)—Piano Solo, Rube Bloom
OLD-TIME TUNE RECORDS
45129 Dixie—Instrumental, with Vocal Refrain, Earl Johnson and His Dixie Entertainers
I'm Satisfied—Instrumental, with Vocal Refrain, Earl Johnson and His Dixie Entertainers
45133 Just Before the Battle, Mother (Root)—Vocal Quartet, Monroe Quartet
Old Folks at Home (Foster)—Vocal Quartet, Monroe Quartet
45134 Only a Prayer (Jenkins)—Vocal, with Mandolin and Guitar, Jenkins' Sacred Singers
Pictures From Life's Other Side—Vocal, with Guitars, Jenkins' Sacred Singers
RACE RECORDS
8492 She's Forty With Me (Crawley)—Clarinet Solo, with Piano and Guitar, Wilton Crawley
Geechie River Blues (Heywood-Gilbert)—Clarinet Solo, with Piano and Guitar, Wilton Crawley
8493 He Took My Sins Away—Spiritual, The Thankful Quartet
I'm Troubled, Lord, I'm Troubled—Spiritual, The Thankful Quartet
8494 No. 12, Let Me Roam (Spivey-Erby)—Vocal, with Piano and Guitar, Victoria Spivey
T-B Blues (Spivey)—Vocal, with Piano and Guitar, Victoria Spivey
EUROPEAN RECORDINGS
3203 Rustle of Spring (Sinding)—Orchestra, Edith Lorand and Her Orch.
To Spring (Grieg)—Orchestra, Edith Lorand and Her Orch.
5121 Parsifal, Part I (Good Friday Spell) (R. Wagner)—Symphony Orchestra, Berlin
Siegfried Wagner and State Symphony Orch., Berlin
Parsifal, Part II (Good Friday Spell) (R. Wagner)—Symphony Orchestra, Berlin
Siegfried Wagner and State Symphony Orch., Berlin
5122 Parsifal (Good Friday Spell) R. Wagner)—Symphony Orchestra, Berlin
Siegfried Wagner and State Symphony Orch., Berlin
Die Meistersinger (Apprentice's Dance) (R. Wagner)—Symphony Orchestra, Dr. Weissmann and Orchestra of State Opera House, Berlin
SEPTEMBER 15 RELEASE
DANCE MUSIC
40872 Are You Happy? (Yellen-Ager)—Fox-trot, with Vocal Refrain, Harry Reser and His Orch.
Roam On, My Little Gypsy Sweetheart (Wheeler-Kahal-Snyder)—Fox-trot, with Vocal Refrain, Justin Ring's Okeh Orch.
40874 Patee (Padilla)—Fox-trot, with Vocal Refrain, Sam Lanin and His Famous Players
Dancing Tambourine (Polla)—Fox-trot, with Vocal Refrain, Sam Lanin and His Famous Players
40876 The Varsity Drag (DeSylva-Brown-Henderson)—Fox-trot, with Duet Vocal Refrain, The Okeh Melodians
Lucky in Love (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Refrain, The Okeh Melodians
VOCAL RECORDS
40875 I Ain't That Kind of a Baby (Kahal-Britt-Fain)—Vocal, with Piano Accomp., Beth Challis
You Don't Like It—Not Much (Miller-Kahn-Cohn)—Vocal, with Piano Accomp., Beth Challis
40877 Just Once Again (Donaldson-Ash)—Vocal, with Piano Accomp. by Rube Bloom, Noble Sissle
Here Am I Broken Hearted (DeSylva-Brown-Henderson)—Vocal, with Piano Accomp. by Rube Bloom, Noble Sissle
INSTRUMENTAL
40873 Sweet Hawaiian Moonlight (Tell Her of My Love) (Klickmann)—Hawaiian Selection, Ferera-Paaluhi
One, Two, Three, Four (Alan)—Hawaiian Selection, Ferera-Paaluhi
OLD-TIME TUNES
45135 In the Shade of the Old Apple Tree (Williams-VanAlstyne)—Vocal Duet, with Instrumental Trio, Frank and James McCravy
Hello, Central, Give Me Heaven (Harris-Clauder)—Vocal Duet, with Instrumental Trio, Frank and James McCravy

(Continued on page 148)

FLASHES FROM FEIST
"A Natural Melody" Hit!
JUST-ONCE-AGAIN
by Walter Donaldson and Paul Ash
The Gum Chewer's Song!
I'M-GONNA-DANCE-WITH-DE-GUY-WOT-BRUNG-ME
by HARRY ARCHER and WALTER O'KEEFE
The Novelty Fox Trot HIT!
YOU-DONT-LIKE-IT-MUCH
by MILLER, KAHN & COHN
Oh The Whippoorwill Sings In The Sycamore
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"

THE LATEST RECORD BULLETINS—(Continued from page 147)

- 45136 May, Dearest May—Vocal, with Guitar and Banjo. Bela Lam and His Greene County Singers
- Poor Little Bennie—Vocal, with Guitar and Banjo. Bela Lam and His Greene County Singers
- 45137 The Great Ship Went Down—Vocal, with Instrumental Accomp. Cofer Brothers
- Where the Morning Glories Grow—Vocal, with Instrumental Accomp. Cofer Brothers

RACE RECORDS

- 8495 Do, My Lord, Remember Me—Sermon, with Singing; Assisted by Sisters Jordan and Norman, Deacon Leon Davis
- Some of You Members—Sermon, with Singing; Assisted by Sisters Jordan and Norman, Deacon Leon Davis
- 8496 Keyhole Blues—Fox-trot, with Scat Chorus by Louis Armstrong, Louis Armstrong and His Hot Seven
- 8496 Melancholy Blues—Fox-trot, Louis Armstrong and His Hot Seven
- 8497 Mean Old Bed Bug Blues (Wood)—Vocal, with Guitar Lonnie Johnson
- Roaming Rambler Blues—Vocal, with Guitar, Lonnie Johnson

Regal Records

DANCE RECORDS

- 8373 When You Play With the Heart of a Girl—Waltz. Adrian Schubert's Salon Orch. Linger Longer—Waltz, Adrian Schubert's Salon Orch.
- 8374 Give Me a Night in June—Fox-trot, Sam Lanin's Dance Orch.
- I Can't Believe That You're in Love With Me—Fox-trot. Sam Lanin's Dance Orch.
- 8375 Is It Possible?—Fox-trot. Imperial Dance Orch. Someday You'll Say O. K.—Fox-trot, Sam Lanin's Dance Orch.
- 8376 Farewell Blues—Fox-trot. California Ramblers
- Delirium—Fox-trot. California Ramblers
- 8377 Someday, Sweetheart—Fox-trot. California Ramblers
- You Sing That Song to Somebody Else—Fox-trot. Harry Reser's Orch.
- 8378 Worryin'—Waltz. Adrian Schubert's Salon Orch. If My Dreams of You Could Only Come True—Waltz. Adrian Schubert's Dance Orch.
- 8379 Roam On, My Little Gypsy Sweetheart—Fox-trot. Harry Reser's Orch.
- I Ain't That Kind of a Baby—Fox-trot, Harry Reser's Orch.
- 8380 Tiger Rag—Fox-trot. Missouri Jazz Band
- Beale Street Blues—Fox-trot. California Ramblers

VOCAL RECORDS

- 8381 Here Am I—Broken-Hearted—Tenor Solo, with Orch. Accomp. Irving Kaufman
- Rock Me in a Cradle of Roses—Tenor Solo, with Orch. Accomp. Howard Wilson
- 8382 Miss Annabelle Lee—Male Duet, with Piano Accomp. Smith Brothers
- What Do We Do on a Dew-Dew-Dewy Day?—Male Duet, with Piano Accomp. Smith Brothers
- 8383 Baby Your Mother (Like She Bahied You)—Tenor Solo, with Orch. Accomp. Irving Kaufman
- That's Why I'm So Lonesome—Tenor Solo, with Orch. Accomp. Howard Wilson
- 8384 Highways Are Happy Ways—Tenor Solo, with Orch. Accomp. Irving Kaufman
- Baby Feet Go Pitter Patter—Male Duet, with Piano Accomp. Smith Brothers
- 8385 Are You Lonesome To-night?—Tenor Solo, with Orch. Accomp. Charles Harrison
- After I've Called You Sweetheart—Baritone Solo, with Orch. Accomp. Harold Lambert

NOVELTY RECORDS

- 8386 At Sundown—Piano Solo. Jimmy Andrews
- The Doll Dance—Piano Solo. Jimmy Andrews
- 8387 The Memphis Blues—Hawaiian Blue Guitars, Sam Ku West
- Hawaiian Hula Blues—Hawaiian Blue Guitars, Sam Ku West
- 8388 Dreamy Hawaii—Duet Guitars, with Vocal Refrain. Frank Ferera's Hawaiians
- Lonely Nights in Hawaii—Duet Guitars, with Vocal Refrain. Frank Ferera's Hawaiians
- 8389 Put My Little Shoes Away—Vocal Duet, with Nov. Accomp. Smoky Mountain Twins
- Love Always Has Its Way—Vocal Solo, with Nov. Accomp. John Sackett
- 8390 Sara Jane—Vocal Duet, with Nov. Accomp. Smoky Mountain Twins
- I Was Born 4,000 Years Ago—Vocal Duet, with Nov. Accomp. Smoky Mountain Twins

RACE RECORD

- 8391 Hard-Headed Mama—Mixed Duet, with Piano Accomp. Frankie & Jones
- I've Got the Jogie Blues—Comedienne, with Piano Accomp. Maude Mills

Bell Records

DANCE RECORDS

- 530 (Here Am I) Broken-Hearted—Fox-trot, with Vocal Chorus. California Syncopators
- Marvelous—Fox-trot, with Vocal Chorus. California Syncopators
- 531 On a Dew-Dew-Dewey Day—Fox-trot, with Vocal Chorus. Marlborough Dance Orch.
- You're Goin' to Miss Me—Fox-trot, with Vocal Chorus. Marlborough Dance Orch.
- 532 Bye-Bye, Pretty Baby—Fox-trot, with Vocal Chorus. Pennsylvania Players
- Stop Your Cryin'—Fox-trot, with Vocal Chorus, Pennsylvania Players
- 533 It's a Million to One You're in Love—Fox-trot, with Vocal Chorus. Bell Record Boys
- Oh, Constantine—Fox-trot, with Vocal Chorus, Bell Record Boys
- 534 Sing Me a Baby Song—Fox-trot, with Vocal Chorus. Imperial Orch.
- See What You're Doin'—Fox-trot, with Vocal Chorus. Imperial Orch.
- 535 Sunset Dreams—Waltz. Fred Hall's Orch.
- All for You—Waltz. The Melody Men
- 528 Who's Wonderful, Who's Marvelous—Fox-trot, with Vocal Chorus. Imperial Orch.
- One More Waltz With You—Waltz, with Vocal Chorus. Fred Hall and His Orch.
- 527 You Don't Like It—Not Much—Fox-trot, with Vocal Chorus. Club Mirador Orch.
- Waiting for You—Fox-trot, with Vocal Chorus, Fred Hall and His Orch.
- 526 Just Once Again—Fox-trot, with Vocal Chorus, Johnnie Johnson's Orch.
- Let's Get Together—Fox-trot, with Vocal Chorus. Marlborough Dance Orch.
- 521 There's a Trick in Pickin' a Chicken—Fox-trot, with Vocal Chorus. California Melody Orch.
- She's Got "It"—Fox-trot, with Vocal Chorus, Pennsylvania Syncopators
- 520 Sweet Marie—Fox-trot, with Vocal Chorus, Marlborough Dance Orch.
- Sa-Lu-Ta!—Fox-trot, with Vocal Chorus, Pennsylvania Syncopators
- 519 Hallelujah—Fox-trot, with Vocal Chorus, Club Mirador Orch.
- Just Another Day Wasted Away—Fox-trot, with Vocal Chorus. Club Mirador Orch.

VOCAL RECORDS

- 536 Are You Lonesome Tonight?—Tenor Solo, Charles Hart
- Mississippi Sweetheart—Tenor Solo. Leslie Strand
- 537 Forgive Me—Baritone Solo. Arthur Fields
- When Day Is Done—Tenor Solo. Charles Hart
- 538 Worryin'—Tenor Solo. Charles Hart
- Roamin'—Baritone Solo. Ernest Hare
- 529 Just Like a Butterfly—Tenor Solo. Arthur Fields
- Ain't That a Grand and Glorious Feeling?—Tenor Solo. Arthur Fields

Gennett Records

(Electrobeam Black Label Records)

POPULAR DANCE

- 6170 Lady Do—Black Bottom Rhythm, with Vocal Chorus. Harry Pollock and His Blue Diamonds
- S-l-u-e Foot—Fox-trot-Stomp. The California Vagabonds
- 6171 Rainbow of Love—Waltz; Hawaiian Novelty, with Vocal Chorus, Franchini's South Sea Serenaders
- Since I Lost My Gal—Waltz, with Vocal Chorus. The New Yorkers
- 6172 Yes, She Do (No She Don't)—Fox-trot, with Vocal Chorus. The California Vagabonds
- (Hold Me and Fold Me) Close to Your Heart—Fox-trot, with Vocal Chorus. The New Yorkers
- 6182 Hymn to the Sun (From "Le Coq D'Or")—Fox-trot. Geo. Osborn and His Orch.
- By the Waters of the Minnetonka—Dance, Geo. Osborn and His Orch.
- 6183 Buffalo Rhythm—Fox-trot, Johnny Ringer's Rosemont Orch.
- Oh, Miss Hannah!—Fox-trot, George Matthews' Carolina Nighthawks
- 6184 The Bucket's Got a Hole in It—Fox-trot, with Vocal Chorus. Tom Gates and His Orch.
- Indiana Mud—Fox-trot, Eddie Carlew's Baby Aristocrats

POPULAR VOCAL

- 6173 When Day Is Done. Elliott Stewart
- Your Land and My Land (From "My Maryland"). Elliott Stewart
- 6185 Ain't That a Great and Glorious Feeling?, The Radio Franks
- Under the Moon. The Radio Franks
- 6186 (That's the Reason Why) I Wish I Was in Dixie. Dreon Sisters
- Are You Lonesome To-night? Edythe Handman

STANDARD VOCAL

- 6174 Memories. Gold Medal Four
- Can't Yo' Heah Me Callin'. Gold Medal Four
- INSTRUMENTAL
- 6191 Skaters' Waltz—Waltz. New Hotel Lowry Ensemble
- The Glow-Worm. New Hotel Lowry Ensemble
- 6192 I Saw My Mother Kneeling—Sacred Duet, Ruth Donaldson-Helen Jepsen
- When I Take My Vacation in Heaven—Sacred Duet. Ruth Donaldson-Helen Jepsen
- OLD-TIME SINGIN' AND PLAYIN'
- 6175 The Lonesome Valley. David Miller
- Don't Forget Me, Little Darling. David Miller
- 6176 Take Me Back to the Sweet Sunny South, Ben Jarrell
- When You Ask a Girl to Leave Her Happy Home. Ben Jarrell
- 6177 The Dixie Cowboy. Aulton Ray
- Just as the Sun Went Down, Marion Underwood-Sam Harris
- 6188 Two Little Orphans. David Miller
- That Bad Man Stacklee. David Miller
- 6189 Drunken Hiccoughs. Holland Puckett
- The Broken Engagement. Holland Puckett

SPECIALS

- 6179 Old Music Box Melodies, Part I—Novelty, Gayle Wood
- Old Music Box Melodies, Part II—Novelty, Gayle Wood
- 6190 Farewell Blues—Hawaiian Guitar Novelty, with Accomp. by Ernest Manase of Irene West Royal Hawaiians. Sam Ku, Jr.

- Sweet Georgia Brown—Hawaiian Guitar Novelty, with Accomp. by Ernest Manase of Irene West Royal Hawaiians. Sam Ku, Jr.
- 6193 Mariechen Waltzer—International, Joseph Soukup-Joseph Peroutka
- Swedish Hart Waltz—International, John Strom-How

OLD-TIME PLAYIN'

- 6187 Lost Train Blues—Harmonica Solo, Da Costa Woltz's Southern Broadcasters, Featuring Frank Jenkins
- Baptist Shout—Banjo Solo, Da Costa Woltz's Southern Broadcasters, Featuring Frank Jenkins
- BLACK-FACE COMEDY
- 6178 The Defunct Treasure (Rev. Dr. Take-All), Will Henry Lucas
- Brother Noah (Rev. Dr. Take-All), Will Henry Lucas
- 6180 I Want to Be Ready (To Walk in Jerusalem Jes' Like John)—Race Record—Spiritual, Nazarene Congregational Church Choir of Brooklyn, N. Y.
- You Gonna Reap Just What You Sow—Race Record—Spiritual, Nazarene Congregational Church Choir of Brooklyn, N. Y.

RACE RECORDS

- 6181 Devil in the Lion's Den—Vocal Blues. Sam Collins
- Good Time Blues—Vocal Blues. Jelly Roll Anderson
- 6194 Wild Women Blues—Vocal Blues. Katherine Baker
- I Had to Come Back Home Blues—Vocal Blues, Katherine Baker
- 6195 Sport Model Mama Blues—Vocal Blues, Lizzie Washington
- Fall or Summer Blues—Vocal Blues, Lizzie Washington
- 6196 Good News (The Chariot's Comin')—Spiritual, Brooklyn Male Choral Club (Brooklyn, N. Y.; C. H. Waters, Dir.)
- Gonna Shout All Over God's Heaven—Spiritual, Brooklyn Male Choral Club (Brooklyn, N. Y.; C. H. Waters, Dir.)

Banner Records

DANCE RECORDS

- 6046 Worryin'—Waltz. Adrian Schubert's Salon Orch. Linger Longer—Waltz, Adrian Schubert's Salon Orch.
- 6047 Is It Possible?—Fox-trot. Missouri Jazz Band
- When My Baby Comes Home—Fox-trot, Missouri Jazz Band
- 6048 Farewell Blues—Fox-trot. Golden Gate Dance Orch.
- Beale Street Blues—Fox-trot, Golden Gate Dance Orch.
- 6049 Tiger Rag—Fox-trot. New Orleans Jazz Band
- Delirium—Fox-trot. Golden Gate Dance Orch.
- 6050 Someday Sweetheart—Fox-trot. California Ramblers
- I'm Always on the Road to Nowhere—Fox-trot, Missouri Jazz Band
- 6051 I'm Coming, Virginia—Fox-trot, Imperial Dance Orch.
- You Sing That Song to Somebody Else—Fox-trot. Harry Reser's Orch.
- 6052 I Ain't That Kind of a Baby—Fox-trot, Harry Reser's Orch.
- Oh, Constantine!—Fox-trot. Hollywood Dance Orch.
- 6053 Roam On, My Little Gypsy Sweetheart—Fox-trot. Harry Reser's Orch.
- You Won My Heart With Your Smile—Fox-trot. Imperial Dance Orch.
- 6054 I Can't Believe That You're in Love With Me—Fox-trot. Sam Lanin's Dance Orch.
- You're Goin' to Miss Me Someday—Fox-trot, Imperial Dance Orch.
- 6055 When You Play With the Heart of a Girl—Waltz. Adrian Schubert's Salon Orch.
- If My Dreams of You Could Only Come True—Waltz. Adrian Schubert's Salon Orch.
- 6056 Give Me a Night in June—Fox-trot, Sam Lanin's Dance Orch.
- Back of Every Cloud—Fox-trot, Hollywood Dance Orch.
- 6057 Someday You'll Say O. K.—Fox-trot, Sam Lanin's Dance Orch.
- Blame It on the Black Bottom Craze—Fox-trot, Red Hot Dogs

VOCAL RECORDS

- 6058 Miss Annabelle Lee—Male Duet, with Piano Accomp. Lambert and Hillpot
- Who Do You Suppose?—Baritone Solo, with Orch. Arthur Fields
- 6059 Here Am I—Broken-Hearted—Tenor Solo, with Orch. Accomp. Irving Kaufman
- Mississippi Sweetheart—Tenor Solo, with Orch. Accomp. Mort Stanley
- 6060 Highways Are Happy Ways—Tenor Solo, with Orch. Accomp. Irving Kaufman
- Waltzing—Tenor Solo, with Orch. Accomp. Charles Harrison
- 6061 Are You Lonesome To-night?—Tenor Solo, with Orch. Accomp. Charles Harrison
- It's Breaking My Heart—Tenor Solo, with Orch. Accomp. Charles Harrison
- 6062 What Do We Do on a Dew-Dew-Dewy Day?—Male Duet, with Piano Accomp. Lambert and Hillpot
- That's Where I Live—Tenor Solo, with Orch. Accomp. Mort Stanley
- 6063 Baby Feet Go Pitter Patter—Male Duet, with Piano Accomp. Lambert and Hillpot
- That's Why I'm So Lonesome—Tenor Solo, with Orch. Accomp. Howard Wilson
- 6064 Baby Your Mother (Like She Bahied You)—Tenor Solo, with Orch. Accomp. Irving Kaufman
- I Wonder How You're Spending Your Evenings—Baritone Solo, with Orch. Accomp. Arthur Fields
- 6065 After I've Called You Sweetheart—Baritone Solo, with Nov. Accomp. Harold Lambert
- Rock Me in a Cradle of Roses—Tenor Solo, with Orch. Accomp. Howard Wilson
- NOVELTY RECORDS
- 2162 Hawaii Land—Hawaiian Quintette, with Vocal Refrain. South Sea Islanders
- Back to Hawaii and Me—Hawaiian Quintette, with Vocal Refrain. South Sea Islanders
- 2163 St. Louis Blues—Hawaiian Blue Guitars, Sam Ku West
- The Memphis Blues—Hawaiian Blue Guitars, Sam Ku West
- 2164 Where We Never Grow Old—Vocal Duet, with Nov. Accomp. Lonesome Pine Twins
- You'll Never Miss Your Mother 'Till She's Gone—Vocal Duet, with Nov. Accomp. Lonesome Pine Twins
- 2165 K. C. Whistle—Vocal Solo, with Guitar Accomp. John Sackett
- If I Could Hear My Mother Pray Again—Vocal Duet, with Nov. Accomp. Lonesome Pine Twins

BROADWAYS LOUD SPEAKERS

MUDDY WATER
1927's Greatest Hit!

YES SHE DO
(I'M SATISFIED WITH MY GIRL)
Another Natural Hit by the writers of "Muddy Water"

AFTER YOU'VE GONE
One of the Greatest Songs of all time

STOLEN MOMENTS
A New Ballad - Watch it Grow!

HOTTER THAN HOT!
MY SPECIAL FRIEND
IS BACK IN TOWN

BROADWAY MUSIC CORP 1600 BWAY NEW YORK

- 6066 At Sundown—Piano Solo.....Jimmy Andrews
- Sailin' Along—Piano Solo.....Jimmy Andrews
- RACE RECORD**
- 6067 Hard-Headed Mama—Mixed Duet, with Piano
- Accomp.....Frankie and Jones
- Golden Brown Blues—Mixed Duet, with Nov.
- Accomp.....Frankie and Jones

Harmony Records

DANCE SELECTIONS

- 438-H Ooh! Maybe It's You (From "Ziegfeld Fol-
- lies of 1927")—Fox-trot, with Vocal Chorus,
- F. Farrell and Greenwich Village Inn Orch. 10
- Shaking the Blues Away (From "Ziegfeld Fol-
- lies of 1927")—Fox-trot, with Vocal Chorus,
- F. Farrell and Greenwich Village Inn Orch. 10
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- Piano Accomp.Maude Mills
- Hard Headed Mama—Mixed Duet, with Piano
- Accomp.Frankie Jones

that his company is looking forward to a prosperous Fall and Winter business, with the phonograph industry apparently in excellent shape. Orders received indicate a decided trend towards popular-priced consoles and consolette models. The four factories producing Playertone products are co-operating with the company's dealers to splendid advantage and the new models embodying distinctive cabinet designs with the latest type of acoustical equipment are meeting with a cordial reception from the trade.

Illinois Music Merchants Assn. to Meet in October

The State convention of the Illinois Music Merchants Association will be held October 11 and 12 at the Palmer House, Chicago. It is expected that a large number of Illinois dealers will attend the session, for an attractive program is being arranged at this writing, and because of the fact that Chicago, one of the leading convention centers in the country, has been chosen as the meeting place. The officers of the Illinois association are E. E. Hanger, president; Lloyd Parker, first vice-president, and G. B. Wiswell, second vice-president and secretary.

I. Goldsmith Home From Successful Western Trip

PITTSBURGH, PA., September 7.—I. Goldsmith, president of the Playertone Talking Machine Co., of this city, returned recently from a very successful Western trip upon which he booked an excellent business with prominent syndicate buyers and representative dealers. M. L. Levenson, secretary of the company, is now visiting the trade in the East, sending in good-sized orders to take care of immediate requirements. In a chat with The World, Mr. Goldsmith stated

A C B I A C D F H K L N P Q S U A X V B D E G I J L N P Q S U V X Z V C E F H J K W O P R T A C E M O N
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