

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, December, 1927

1928
and
Brunswick
Both Spell
Opportunity



Greetings:

In extending Christmas Greetings to the phonograph industry with the hope that 1928 will bring unbounded happiness and prosperity we must also pay a well deserved tribute to the courage and aggressiveness of the individual members of the industry who have again placed the phonograph in the front lines of America's social and commercial activities.

Appreciation:

We are very happy to have this opportunity to thank the manufacturers and dealers for their recognition of TOMAN quality during the past twelve months. The new TOMAN Reproducer No. 2 and the new TOMAN "Helical" Tone Arm set are acknowledged standards today in the phonograph industry. We are preparing to give the trade enhanced service and co-operation in 1928 in appreciation of their support and loyalty to TOMAN products.

Manufactured by

E. Toman & Co.

2621 West 21st Place
CHICAGO, ILL.

Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave.
CHICAGO, ILL.

The Talking Machine World

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Price Twenty-five Cents

Analysis of markets provides trade with accurate statistics regarding the business situation in each territory. Information gives to the retail dealer facts that should prove invaluable in determining the business possibilities in his field of operations.

Distribution Census Gives Vital Music-Radio Market Data

OF direct interest and importance to every business man in the country, whether he is a manufacturer, a wholesaler or retailer, is the census of distribution now being conducted by the United States Bureau of the Census as a result of the National Distribution Conference held under the auspices of the Chamber of Commerce of the United States in 1925.

It was felt, and properly, that there was altogether too little known regarding the markets of the country, and particularly the extent of the distribution facilities for various products. It was realized, too, that an accurate knowledge of the distributing activities of the country is of distinct economic value to the manufacturer, particularly in the mapping out of his factory production schedule, and in covering the various sections of the country more equally from a sales standpoint, and to the wholesaler and retailer in providing him with accurate statistics regarding the business situation in his own particular territory.

The National Distribution Conference asked Secretary of Commerce Hoover to appoint a Committee on the Collection of Business Figures to study and report upon statistical needs in the field of merchandise distribution. In acceding to the request, and appointing such a committee under the chairmanship of Owen D. Young, Secretary Hoover said: "We are almost wholly lacking in the basic data as to distribution. We know our production in most important lines of activity. We know a great deal about stocks of commodities in the hands of producers. We know very little as to stocks in the hands of consumers, the area of distribution in any commodity. If we had a census of distribution I am convinced that this information would automatically eliminate a great amount of waste in the whole distribution machinery."

It was recognized that the Bureau of the Census was best organized to carry on the survey and in its work the Bureau has had the full co-operation of the Committee of the Chamber of Commerce of the United States, and committees representing local chambers in the sections where distribution surveys have already been made.

The information that has been obtained is of importance to the retailer, for it gives him fairly accurate figures regarding proportion of stores to population of the stores in his line,

which indicates the number of families he might logically be expected to serve; average inventory; wages and earnings of selling and non-selling employes; average annual sales per capita population; average percentage of the amount of money spent in his city annually that goes for the purpose of the products which he distributes, and many other facts that

a population according to Census Bureau estimates of 792,296, Baltimore absorbs annually musical instruments, including phonographs and sheet music, to the value of \$2,146,700, and radio sets and supplies to the value of \$1,642,200, a grand total of \$3,788,900 spent annually through accredited channels for media for producing or reproducing music. This is only about \$3.86 per capita, out of a grand total of \$456.72 per capita spent annually for all commodities, including food and clothing. This in itself gives some idea of the market that still remains in that city for the musical instrument field.

For the distribution of musical instruments, phonographs and sheet music, there are listed ninety outlets with annual sales of \$2,534,100. This, of course, takes in all types of stores in which musical instruments and sheet music of any kind are sold in connection with other lines, such as department stores, five and ten cent stores, drug stores, etc. There are, however, 49 establishments devoted primarily to the sale of musical instruments and sheet music with an annual business of \$2,146,700. Unfortunately,

the various types of musical instruments such as pianos, band instruments, phonographs, etc., are not classified in the census, radio being the single exception.

Comparative figures relative to inventories, salaries, number of employes, etc., were based on reports from these 49 establishments devoted primarily to the retailing of musical instruments for the reason that in the other outlets it was not possible to separate easily the various commodities, and in many cases sales and business expenses were listed under the classification in which the store primarily belonged, whether drugs, department store, etc.

Particularly interesting is the fact that in Baltimore there is only one music store to 16,490 of the population of the city, which gives to the dealer a wide range in which to operate, inasmuch as in a survey made in some 30 cities a year or so ago, it was found that there was one music store to every 12,934 of the population, ranging from Cincinnati, with a store to every 5,280 to Columbus with one store for every 23,703. Annual sales per establishment are given as \$44,104, and sales per capita \$2.67, or .58 per cent of all the sales made in the commodities listed in the census.

The 49 music stores give employment to 346
(Continued on page 14)

What the Census Means to the Trade

STUDY of figures gives the retailer an idea of the competition with which he is faced; average inventory of retail stores; wages and earnings of selling and non-selling employes; average annual sales per capita; average percentage of public expenditures for the products he distributes and information that enables the dealer to gauge whether his business is better or worse than the average. Work has just been started by the United States Bureau of Census and three cities, namely, Baltimore, Syracuse and Denver, have already been covered. The work is under way in other cities throughout the country and the committee appointed by Secretary of Commerce Herbert Hoover, which is headed by Owen D. Young, will make public its findings from time to time as data from each locality are completed. Dealers should analyze these reports.

enable the individual dealer to gauge whether his business is better or worse than the average, whether his overhead and his costs are too high or too low, and much other information of incalculable value to the man who wants to know where he stands in business.

Thus far, a distribution census has been made of several cities, reports being issued on Baltimore, Md.; Syracuse, N. Y., and Denver, Col. Meanwhile the work has already been carried on in Atlanta, Chicago, Fargo, Kansas City, Providence, San Francisco, Seattle and Springfield, Ill. All the field work in these cities has been completed and the results are now being tabulated, in order to provide for early publication.

The reports on Baltimore, Syracuse and Denver, now available, may be said to represent an interesting cross section of the country's business, one of the cities being in the South so-called, another in the North and the third in the West.

The first figures issued were those concerning Baltimore, which were divided into 71 commodity classifications. This trade of ours, of course, is interested primarily in the figures relative to the establishments dealing in musical instruments and radio which are handled under these two definite classifications. With

See second last page for Index of Articles of Interest in this issue of The World

Looking Back—And Ahead to 1928

Progress Made in the Year Drawing to a Close Places the Trade in an Excellent Position to Merchandise Profitably in 1928

NOW that 1927 is drawing to a close it is time for the trade to look back over the developments of the last twelve months; analyze the progress made in the talking machine and radio industries and plan to reap the full benefits in the year to come.

A Year of Readjustment

Nineteen hundred and twenty-seven was largely a year of readjustment with a view to stabilization in two industries that had suffered heavy losses through obsolescence of lines and that were undergoing a strenuous period of evolution. First, talking machine models underwent radical changes, until the instrument of to-day was perfected and marketed in quantities to meet the demand of the trade and the public. Many dealers were caught with merchandise which they found exceedingly difficult to move in their stores. Others were without merchandise to meet the demand, the result being a slowing down in sales volume that interfered seriously with profits. Second, the year previous and the early months of the present year witnessed important changes in design. Manufacturers were constantly bringing out new products and dealers had a problem on their hands similar to that which they faced in connection with the talking machine.

Many Problems Solved

Happily, the period of uncertainty in both the talking machine and radio industries is history. Dumping of merchandise on the market by manufacturers and wholesalers now is the exception rather than the rule. The Radio Manufacturers Association and other trade bodies have attacked these vital problems and have brought about reforms that can not be overestimated. Holding the R. M. A. Radio Trade Show in June instead of in the Fall for the introduction of new lines proved a boon to the entire retail trade. The Radio Standards Committee of the R. M. A., in co-operation with similar committees of other associations, has done much to bring about standards of practice that are certain to save the industry millions of dollars. Many of the manufacturers who could not stand the strain of the early days in radio have passed from the picture and those remaining, with the exception of the usual mortality in any growing industry, are steadily

strengthening their positions and constantly improving their products.

The dealers themselves have learned much about radio merchandising that they did not know a year ago. Problems that seemed insurmountable then have been solved and retail buying and selling has taken on that certainty that comes only with knowledge of a product and its appeal to the public. Service still remains the most important problem for many dealers. On the other hand the service question is one that can be solved. Other dealers have done away with the objectionable features of this phase of merchandising radio. Associations have given valuable aid to the retail trade in this connection. The Federated Radio Trades Association has given much time to study of the matter, with the result that many dealers are profiting by the suggestions made, following a thorough analysis of the entire situation. Other associations have done similar work.

Trade in Better Position to Profit

What bearing has all this on the year 1928? The answer is simple enough. The progress made during the past year has placed the trade in a better position than it ever has enjoyed before to merchandise on a profitable basis. First, there are the talking machines and records. The instruments have been brought to a state of perfection undreamed of only a year ago. The various models have been designed along lines that make them supreme both in performance and beauty. Manufacturers have reached the point of smoothness in production that is certain to strengthen the position of the retail trade. This is so for the reason that the dealer need no longer turn away business because there is little hope of securing a sufficient number of a certain much-in-demand model for perhaps months. The advertising departments of the manufacturers are broadcasting the wonders of their new products to millions of people through national magazines and newspapers, a sales help for the dealer that very often is too little appreciated. The publicity departments of these organizations are sending out a steady stream of consumer literature for the use of the retailer that should go far to break down sales resistance on the part of potential customers. Talking machine records that are little short

of remarkable are being produced, together with special advertising on individual numbers that has already had an appreciable effect on retail sales.

Radio Industry More Stabilized

Insofar as radio is concerned the dealer is enjoying the fruits of a stabilized industry, with many of the costly mistakes eliminated. The products not only are satisfactory, but they are now almost foolproof, and the retailer who finds it necessary to give a volume of free service that consumes the profit on the sale had better analyze his methods. If this is the case improvement is imperative, but that is up to the individual dealer.

Energetic Sales Promotion Needed

The part of the retail trade in the prosperity of 1928 is to push the products handled in every conceivable manner. The time has come both in the talking machine and radio trade when the sales volume of the dealer depends upon the success of his sales promotion campaign. Mere excellence of product no longer insures retail turnover. There is too much competition. And the dealer cannot expect more from manufacturers in the way of sales help. He must supplement the campaign of the manufacturer and jobber with his own local efforts. The dealer who does this intelligently and aggressively will find things coming his way in 1928.

Seeks Radio Physicist

The United States Civil Service Commission recently announced an open competitive examination for a junior physicist (radio). Applications must be on file not later than December 30, and the Commission will hold the competitive examination about ten days after the close of receipt of applications. Complete information may be obtained from the Civil Service Commission, Washington, D. C.

Should Help Trade

It is estimated that more than two million dollars will be spent for radio talent alone in sponsored programs during 1928.

Christmas Greetings to the Trade

"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
SEASON'S GREETINGS
to the
MUSIC TRADES



Since its introduction about two years ago, the Brunswick Panatrope has proved one of the most interesting musical developments ever offered the American public.

There is a Brunswick Panatrope to suit every pocketbook. At left is Model 8-7 (exponential type), list price \$90. Below, Brunswick Panatrope with Radiola Model 148-C, list price \$1,275.



Brunswick

Albany Radio Trades Assn. Code Protects Customers

Organization Composed of Distributors and Dealers Agrees on Code of Ethics Which Provides for the Protection of the Public

ALBANY, N. Y., December 7.—Radio purchasers of this city and vicinity are being protected through the functioning of the Albany Radio Trades Association, formed last September and which includes as members practically every radio dealer and distributor in Albany. The code adopted by the Association includes the following: Practices: "To better serve the public, creating confidence in radio, and in general the building up and the stabilizing of the radio business we agree to the following:

"To carefully study the apparatus which we offer for sale in order that we may not overrate the ability of the device and thus mislead the purchaser.

"To instruct all sales people and representatives in the use and limitations of all apparatus.

"To carefully and truthfully describe the material offered to the public through newspaper or other printed advertisement.

"To enumerate and describe all articles which may be offered as a part of a radio combination, and

"To test out every radio receiver before delivery to the customer, making sure that it functions in accordance with the standards set by the manufacturer."

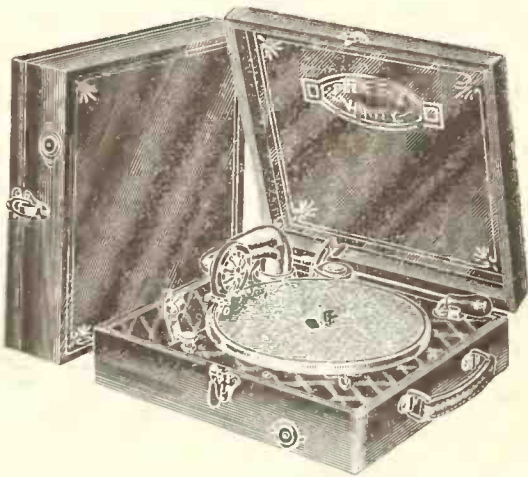
Abbot Price Co. Chartered

The Abbot Price Co., 30 North LaSalle street, Chicago, Ill., was recently incorporated to manufacture and deal in radio and phonograph apparatus, supplies and equipment, with a capital of 200 shares of no par value stock. The incorporators are Samuel A. Litman, Cobert Etshokin and M. A. Riskind.

Secures Good Will and Business From Newspaper Items

M. T. Sorensen Is Weekly Contributor to Local Newspaper, Writing Short Articles on Proper Care of the Phonograph and Its Parts

SIoux CITY, IA., December 7.—M. T. Sorensen, of the Phonograph Supply Co., local distributor of phonograph supplies and accessories, has added considerably to the good will enjoyed by his concern and has brought in a large amount of business for the repair department conducted by the firm, by contributing an article on the care of the phonograph or parts of the phonograph each week to the local newspapers. Articles recently written by Mr. Sorensen include such titles as "Phonograph Springs Delicate Mechanisms," "Care of the Phonograph Will Lengthen Life," "Phonograph Motor Has Need of Proper Oiling" and "Phonographs Much Neglected."



The Peerless Vanity



Peerless Junior

Good Will

MORE than all else does PEERLESS cherish the good will of its ever-increasing number of patrons. The dollar and cents return is of secondary importance compared with the growth of our clientele, in which respect the closing year was monumental.

THERE is deep satisfaction in our feeling of pride in welcoming so many new customers.

WITH a full realization of our responsibility for the maintenance of quality, service, and a square deal, we wish to extend the season's best greetings to our customers and to the entire industry, and our sincerest wishes for a banner year in 1928.



PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



Instalment Selling Plan Is Fundamentally Sound, Says Economist

Expanded Purchasing Power, Lower Operating Costs and Stability
Have Resulted From Granting "Consumer Credit," Survey Reveals

Instalment selling is a fundamentally sound method of financing, and it has resulted in greater prosperity by making possible increased production and stability, lower operating costs of industries, and expanded purchasing power, according to Edwin R. A. Seligman, professor of political economy at Columbia University, who expressed his conclusions before 500 of the leading financiers, business men and economists of the nation recently.

Professor Seligman, with the help of a large staff of economists, spent fifteen months in a study of the problem of instalment selling and its effect on business. The work was carried on at the request of the General Motors Corp., who felt that the question was of such vital importance that it should be studied in all its aspects.

Professor Seligman's conclusions, which are now available in book form in two large volumes, are of the greatest importance to every industry selling on the instalment basis, not the least of them being the talking machine and radio industries. There has been much discussion of this all-important matter, and many leaders of finance and business from time to time have expressed themselves pessimistically regarding the future of businesses practicing the "consumer credit" plan. However, this is the first time that a thorough study has been made of the subject, and that this research has proved the soundness of instalment selling is encouraging, to say the least.

The extent to which consumer credit has been extended throughout the United States was es-

timated at \$4,500,000,000 in 1926, Professor Seligman found. In that year, he said, there was a total commodity turnover of \$38,000,000,000, and consumer time-buying, therefore, represented approximately 12 per cent of the total purchases, both consumption and production, during that year. He estimated that there was approximately \$2,000,000,000 worth of con-

comitant of instalment selling. The theory that a business depression would be considerably aggravated by outstanding consumers' credits is not confirmed by investigation. An elaborate study of the situation in a period of almost complete depression caused by the coal strike in eastern Pennsylvania a few years ago showed that there was even an advantage in instalment credit over general bank credit. It showed that it is precisely in bad times that bankers are compelled to continue to extend credits of doubtful soundness, whereas in instalment credit the volume of outstanding paper diminishes constantly.

"Protracted investigations showed that the losses connected with instalment paper are very small, that in the proper administration of the system the finance company should be a dispenser of credit and not a seller of automobiles, which lends force to the principle, and brought forth the conclusion that the only legitimate system is the recourse one, that in which the seller accepts

responsibility for the credit.

"The same principles followed in all credit practice apply to credit advanced to the consumer, the instalment payment device being simply a practical means of liquidation of the credit to make it available and possible of use by the ultimate consumer."

Individual credit, said Professor Seligman, is now going through precisely the same phases which every preceding form of credit went through, winding up with an acknowledgment of its unquestioned value as a part of the machinery of modern economic life. There is not a single doubt expressed to-day by some as to consumption credit which cannot be matched in the history of credit in banking and production operations.

Another controversial aspect of the instalment selling question touched upon was that of selling "luxuries" on credit. On this point Professor Seligman expressed the opinion that a luxury is a relative thing, and that a high standard of living such as we have to-day must not under any circumstances be confused with a luxurious standard of living.

"Economists," he said, "have in modern times been making intelligible what is known as the economy of high wages. High productivity, high efficiency, high standard of life, go hand in hand with inventive ingenuity, with increase of capital and with augmented prosperity. In this process no small part is played by the gradual transition of commodities from the category of luxuries to that of comforts and necessities. The luxury of one age becomes the necessity of the next. While it is undoubted that in the case of the automobile there have in individual cases been very decided resultant evils, yet on the whole we cannot regard the automobile as a type of foolish and wasteful consumption. Few would dispute the statement that the advent of the automobile has marked a revolution in economic and social life comparable to that produced by the introduction of the railway; and that in the one case, as in the other, we must weigh up the evils

(Continued on page 11)

Encouraging Facts for the Trade

THE report of Professor Seligman regarding the soundness of the time-payment plan of merchandising is distinctly encouraging for the talking machine and radio retail trade in view of the fact that the bulk of sales are made on the instalment plan. However, misapplication of the basic principle of granting credit is a source of danger that the individual dealer must guard against. Instalment selling is safe only when the person to whom the time-payment privilege has been granted is able to liquidate his debt. The merchant must exercise reasonable care in granting credit. When this is done, losses, if any, in comparison to expanded sales possibilities are negligible. Selected credit is the key to satisfactory instalment selling.

sumer credit paper outstanding at any time.

Among the most important of controversial points touched on by Professor Seligman were those dealing with the liquidity of "instalment paper," the credit "risks" attendant on its use and the charge, so often made, that a large volume of instalment credit outstanding in time of business recession would accelerate and severely accentuate the resulting "hard times."

"There are no greater risks attending consumers' credits than producers' credits," he declared, "if properly administered, and they are, in fact, more liquid. Frozen credits are not a

To Our Friends the World Over —

Greetings

and

Best Wishes

for

A Coming Year of All Prosperity and Happiness

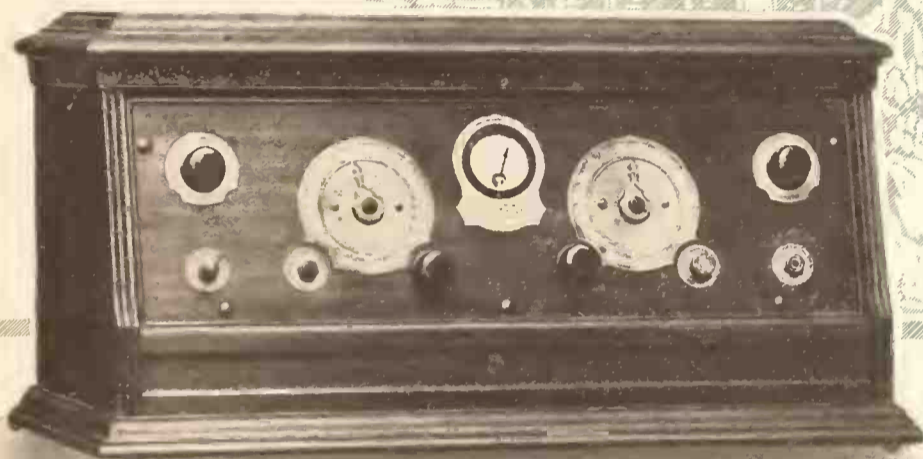
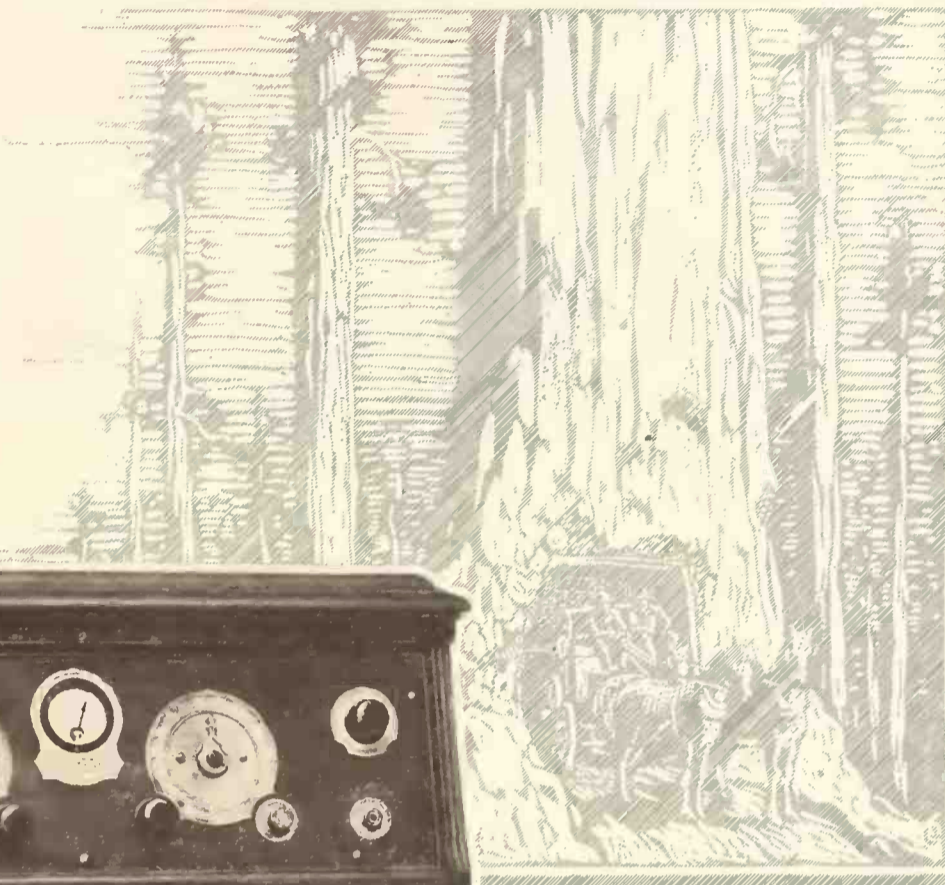
Wall-Kane Needle Mfg. Co., Inc.

BROOKLYN, N. Y.

Manufacturers of

Wall-Kane (the original 10-record needles)
Jazz, Concert, Best Tone, Human Voice and
Petmecky Phonograph Needles

Giant Sequoias of California—
—standing since the time when
Caesar led his army into Gaul.



No. 523 A.C. Receiver

Price, with Audio-Power Unit
and 8 R.C.A. Tubes but without
Cone Speaker; East of Rockies,
\$295; Rockies and West \$315;
Canada, \$390.

Why Stromberg-Carlson Owners Are Loyal to Their Dealers!



The
Stromberg-Carlson
H O U R

Tuesday Evenings, 8 to 9
Eastern Standard Time
through

WJZ, WBZ-WBZA, KDKA,
KYW, WJR, WBAL
and WHAM



EVERY Stromberg-Carlson owner knows that he could not buy his receiver today for half what he paid for it yesterday.

And that is not only because Stromberg-Carlson guarantees not to reduce its prices. It is also because every Stromberg-Carlson being listened to today is as efficient, as sturdy and as capable of giving enjoyment for many years, as ever it was.

Permanence is the keynote of Stromberg-Carlson Radio—permanence of value, permanence of performance, permanence of ownership.

Stromberg-Carlson dealers get full credit from owners for conferring Stromberg-Carlson benefits. The dealer with the most “boosters” and the fewest “knockers” is the one who concentrates hardest on selling Stromberg-Carlsons.

A.C. Stromberg-Carlsons range in price: East of Rockies, Radio Sets, equipped with phonograph input jack, \$295 to \$755; Radio and Phonograph Combined \$1245; Rockies and West \$315 to \$1299; Canada \$390 to \$1650.

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

Stromberg-Carlson

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

S EVEN years ago the Bechtold Music Co., of Denver, Col., started in business with a total capital of \$65. Today that firm is one of the leading business houses of its kind in Denver, and the latest public audit of the firm shows clear assets of \$19,000. That is a very good record in the face of keen competition, and one well worth being proud of.

Nothing unusual in that, some may say, and every merchant makes it a point to please his customers. Maybe so, but this firm does more than make it a point to please, it actually does it. How? Merely by giving every single sale, be it a phonograph needle or one of the most expensive machines in the store that careful, smiling, courteous, individual attention which

is bound to make the customer seek the store again for his musical requirements. The 65 to 19,000 ratio mentioned in the first paragraph would indicate that the Bechtold Music Co. has satisfied and retained most of its customers.

A Modest Beginning

Back in 1919 two young men, musically inclined, who had made a collection of several musical instruments, pressed by their mothers' concern at seeing these instruments cluttering up the house decided to get rid of them. Getting rid of them meant selling them. That meant further a few want ads to start out with. The want ads did their work, and the idea of buying and selling crept into the minds of these two brothers. With \$65 between them Martin L. Bechtold and Lemoine J. Bechtold parted with \$35 for the first month's rent of a small store space on Fourteenth street and with a few second-hand phonographs and records began business. The illustration at the top of the page, picturing the present store and staff, shows how the organization has grown. The after-the-war slump was just setting in to the extent that many people were ready to dispose of their wartime purchases, but there were still many who were anxious to pick up these same purchases. The Bechtold brothers profited in the exchange, and with the profits invested in new instruments. Before long the business was firmly established.

Formulated Sound Policy

From the start certain rules of action were mapped out and strictly adhered to all the way through. Some of these were: "Treat 'em right," "Greet 'em with a smile," "Politeness always pays" and "The customer is always right." The brothers practiced these maxims in every sale made, and later when clerks were added to the sales force it was a point that each salesman be taught to take care of customers in the same manner.

The brothers believed, and still do believe, in advertising, and they use what space in their judgment will be sufficient to tell the public what wares they have. Yet they have not attempted to build up their trade in this way. They went after new customers all right, but were just as solicitous to retain an old one as they were to gain a new one. As Lemoine Bechtold said: "A newspaper ad doesn't pull the trade unless you can handle the customer."

The ad will call attention to the fact that a musical instrument merchant has certain ar-



This Dealer Ran \$65 Up to \$19,000

Bechtold's "Treat 'em Right" Policy Nullified the
Obstacles of Limited Capital and Keen Competition

By Ira R. Alexander

articles in the store, but in this particular business the public will feel the same articles may be purchased at almost any dealer's store, and something besides the mere keeping of the article in stock is necessary to make the sales. This something must have been supplied by the Bechtold brothers during their seven years in business.

Satisfied Customers Come Back

Further quoting from Mr. Bechtold something of the firm's business philosophy may be gained:

"A satisfied customer is most likely to return. We realize that many customers are almost impossible to please, but that does not prevent us from exerting to the utmost to please them. We'd rather let them put it over on us than have them think we're putting something over on them. Sixty per cent of the customers who leave do so because they believe they were not treated right. Only forty per cent trade elsewhere because of price. There are thousands of loopholes into which the salesman may fall in dealing with a customer and he must ever be on his guard to prevent falling into them. The customer never makes an apology. He won't tell the reasons which piqued him thus giving the dealer a chance to make amends. Oftentimes he is the only one to blame, but it would not do for the salesman to tell him so. Put yourself out to please the customer and you will be ahead in the end."

This policy of the customer always being right comes costly at times, and often results in considerable loss on the one customer. It's the thousands of customers the Bechtold Music Co. is after, however, and the one customer who may have "put it over" is dwarfed by the multitude who are pleased at this treatment and return for more purchases. The customer likes to know his trade is appreciated, and he can't help having that feeling when trading at Bechtold's.

The Bechtold brothers do not believe in cut prices. That will draw only cut-price customers, the kind who will never return until another sacrifice sale takes place, they believe. They do put on two great bargain sales a year—one in the Spring and the other in the late Fall of each year. The former sale aids in the disposal of surplus radio equipment, and the latter turns over the miscellaneous surplus, making room for the Christmas stock. Since 60 per cent of the business done between Oc-

tober and March is in the radio equipment department the necessity of the late Spring disposal of this equipment in the interest of profits is apparent.

Expansion Brings Sales

Business had grown to such proportions last year that a move into larger quarters was necessary. The brothers debated for some time regarding the move, knowing the part a move from an established location plays in the loss of trade, and faced with the proposition of paying what practically amounted to double rent. They finally decided to make the move and take what fate had in store for them. They moved into their present spacious quarters, which are in the very center of the downtown business district, took on the increased burdens

and soon found the change had brought about an increase in business far beyond their most sanguinary hopes.

Careful Selection of Salesmen

The sales people at the Bechtold store are picked carefully and must have demonstrated business ability. The Bechtold brothers are not out after cheap help, they are after experienced help and are willing to pay for it. Salesmen are paid a salary based on their sales and a percentage on sales in excess of total sales of \$1,600 monthly. These percentages vary in the three departments from 6½ per cent to 8 per cent. No salesman can hold his position whose sales do not amount to at least \$1,000 a month. Salesmen with musical ability are given preference when possible, though naturally their musical ability is given scant credit alongside of their sales ability, which is of paramount importance.

Operates on Budget System

A comparatively simple system of accounting is used. A double entry bookkeeping system is in force. The clerk makes a sale and this is credited by the bookkeeper to the clerk and his department. A budget system is in operation which allots to each department the amount it may expend in purchases for a given period. A department in which the turnover has been slow will have a proportionately low allotment. Likewise when articles from a department must be placed in a bargain sale for disposal that is not to the credit of the department. A minimum turnover limit is set, and until this limit is reached no new stock can be purchased. This same treatment is accorded the individual article in the department and if it doesn't pay its way it is blacklisted. Replacements, time consumed in turnover, margin of profit, and the like can better be accurately determined in this method of separating the good from the bad.

Bechtold's advertise considerably through letting passers-by know that they are in the vicinity of a phonograph and radio store. Walking down Champa street between Sixteenth and Fifteenth the pedestrian at any time of the business day will be attracted by the music of an Orthophonic or a radio. Attention next is caught by an attractive, frequently changed window display. The passers-by know that Bechtold's is there and they are likely to remember this aggressive retail merchant when in need of musical products.

**A Radiotron
for every purpose**

- RADIOTRON UX-201-A**
Detector Amplifier
- RADIOTRON UV-199**
Detector Amplifier
- RADIOTRON UX-199**
Detector Amplifier
- RADIOTRON WD-11**
Detector Amplifier
- RADIOTRON WX-12**
Detector Amplifier
- RADIOTRON UX-200-A**
Detector Only
- RADIOTRON UX-120**
Power Amplifier Last Audio Stage Only
- RADIOTRON UX-112**
Power Amplifier
- RADIOTRON UX-171**
Power Amplifier Last Audio Stage Only
- RADIOTRON UX-210**
Power Amplifier Oscillator
- RADIOTRON UX-240**
Detector Amplifier for Resistance-coupled Amplification
- RADIOTRON UX-213**
Full-Wave Rectifier
- RADIOTRON UX-216-B**
Half-Wave Rectifier
- RADIOTRON UX-226**
A.C. Filament
- RADIOTRON UY-227**
A.C. Heater
- RADIOTRON UX-280**
Full-Wave Rectifier
- RADIOTRON UX-281**
Half-Wave Rectifier
- RADIOTRON UX-874**
Voltage Regulator Tube
- RADIOTRON UV-876**
Ballast Tube
- RADIOTRON UV-886**
Ballast Tube

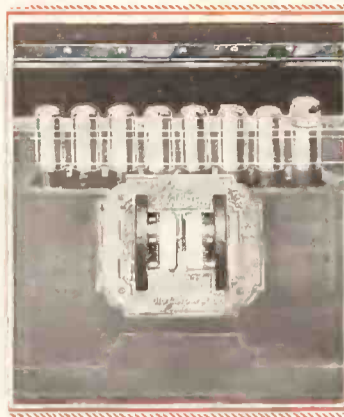
The standard by which other vacuum tubes are rated



**A Radiotron
for every purpose**

- RADIOTRON UX-201-A**
Detector Amplifier
- RADIOTRON UV-199**
Detector Amplifier
- RADIOTRON UX-199**
Detector Amplifier
- RADIOTRON WD-11**
Detector Amplifier
- RADIOTRON WX-12**
Detector Amplifier
- RADIOTRON UX-200-A**
Detector Only
- RADIOTRON UX-120**
Power Amplifier Last Audio Stage Only
- RADIOTRON UX-112**
Power Amplifier
- RADIOTRON UX-171**
Power Amplifier Last Audio Stage Only
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- RADIOTRON UX-226**
A.C. Filament
- RADIOTRON UY-227**
A.C. Heater
- RADIOTRON UX-280**
Full-Wave Rectifier
- RADIOTRON UX-281**
Half-Wave Rectifier
- RADIOTRON UX-874**
Voltage Regulator Tube
- RADIOTRON UV-876**
Ballast Tube
- RADIOTRON UV-886**
Ballast Tube

The standard by which other vacuum tubes are rated



A radio set is as old as its tubes. Radiotrons throughout are the best insurance against tube troubles and the best guarantee of long life.

If the tubes do not work properly then nothing works properly. Many a set which was thought to be hopelessly poor set has been put in first-class condition merely by installing Radiotrons. The Radiotron is the joint product of the engineers of RCA, Westinghouse and General Electric—the world's leading authorities on things electrical.

Don't use new tubes with old ones.
If your vacuum tubes have been in use for years—and are much in place—much better results will be obtained by replacing all the Radiotrons. Don't use a new tube with old ones.
To keep your radio set at maximum producing efficiency, change all your tubes at least once a year.

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

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

During the seven years of home radio RCA Radiotrons have given unfailing satisfaction to millions of users. Why experiment with inferior tubes when this fact gives you the greatest sales argument you could ask in building a greater vacuum tube business.



One of the twelve striking color pages advertising RCA Radiotrons to the consumer during 1927 in leading magazines. More national advertising to the consumer has been placed on RCA Radiotrons than on all other makes of vacuum tubes.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

The 1928 newspaper and magazine advertising of RCA products will be the largest ever planned by the Radio Corporation of America.

These receivers operate from the electric light socket.



RCA RADIOLA 12
Custom built. De luxe combination of the famous Super-Heterodyne and the incomparable Loudspeaker 104, the two latest achievements in radio. Socket-power operation. A.C. or D.C.
Complete with Radiotrons \$58.95



RCA RADIOLA 28
The Super-Heterodyne, supreme achievement in receiver design, in the popular table model. Ideal in combination with the RCA Loudspeaker 104 (See below).
Radiola 28, with Radiotrons \$26.00
A.C. Package for adapting Radiola 28 for A.C. operation with RCA Loudspeaker 104 \$35.55



RCA LOUDSPEAKER 104
Universally recognized as the finest reproduces ever designed. In combination with Radiola 28, it eliminates all batteries and provides socket-power operation.
RCA Loudspeaker 104 (A.C.) \$37.75
RCA Loudspeaker 104 (D.C.) \$53.10

Buy with confidence where you see this logo

The world's knowledge of radio is embodied in these new Radiolas



RCA RADIOLA 30A Custom built. De luxe cabinet set, with incomparable Loudspeaker. Employing the unrivaled RCA Super-Heterodyne, it operates directly from the electric light socket—either 60 cycle A.C. or 110 cycle D.C. Extreme sensitivity, selectivity, and fidelity. 19 and 20 inch speakers.
\$495 complete

The complete line of RCA Radiolas and Loudspeakers now on display throughout the country embodies all the world's knowledge of radio.

Developed in the great Research Laboratories of RCA, General Electric and Westinghouse, these highly perfected instruments are the culmination of a quarter century of discovery and invention by the leading electrical and acoustical engineers of the scientific world.

Radiolas are everywhere recognized as the standard of the radio art.

A Radiola is a Christmas gift that every member of the family can enjoy.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RADIO CORPORATION OF AMERICA

Socket-power operation perfected by RCA, Westinghouse and General Electric



RCA RADIOLA 17 The lighting socket receiver that has long been a standard. This year's outstanding achievement in radio design. Employing the wonderful new RCA alternating current Radiotrons. Just plug in into the electric socket (A.C.) and turn the set on. Complete with Radiotrons \$137.50

The new Radiolas that operate from the electric light circuit include custom-built, cabinet models of the incomparable Super-Heterodyne, and the wonderful new Radiola 17 that makes use of the new alternating current Radiotrons.

Battery-operated sets have been developed to their highest efficiency in the new Radiola 16 and the nationally popular Radiola 20.

Before selecting a new radio set to replace your old one, ask an RCA Authorized Dealer to demonstrate these instruments for you—with an RCA Loudspeaker. Don't handicap a good radio receiver with an antiquated loudspeaker.

A Radiola is a Christmas gift that every member of the family can enjoy.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

NEW YORK CHICAGO SAN FRANCISCO

These receivers operate with batteries or battery eliminators



RCA RADIOLA 16
The new RCA 110 cycle battery set. Very compact. One dial control. For selectivity, sensitivity and tone quality, it sets a new standard for receivers in its price class.
Less accessories \$69.50
With Radiotrons \$82.75



RCA RADIOLA 20
Many times as selective as the average antenna set. Known the country over as "the biggest value in radio."
Less accessories \$78.00
With Radiotrons \$89.50



RCA RADIOLA 28
The most tested and perfected RCA Super-Heterodyne, a sensation ever since its introduction.
With Radiotrons \$52.00

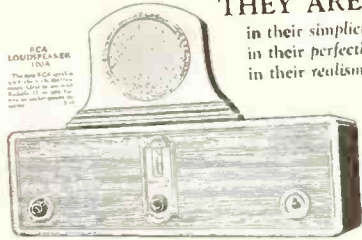


RCA LOUDSPEAKER 100-A
Still better than the model 100. Built for long life. Rich, mellow tones. Amazing capacity and musical range. Equally efficient with battery or socket-power sets.
\$35

Buy with confidence where you see this logo

"Amazing" is a hackneyed word—but that is what you will say when you first hear one of these socket-power Radiolas

THEY ARE AMAZING in their simplicity of operation in their perfection of tone in their realism of reproduction



RCA RADIOLA 17
The lighting socket receiver that has long been a standard. This year's outstanding achievement in radio design. Employing the wonderful new RCA alternating current Radiotrons. Just plug in into the electric socket (A.C.) and turn the set on. Complete with Radiotrons \$137.50



The 300 electrical and mechanical engineers in the service of the Radio Corporation of America have achieved in Radiola 17, Radiola 28 and Radiola 30A the simplified, elegant operation that has been their goal since the first Radiolas were designed.



Radiola 28 employs the famous RCA Super-Heterodyne circuit and is therefore supreme in tone. For those listening to a custom built cabinet model of the Super-Heterodyne with the loudspeaker in the cabinet, the new Radiola 30A has been added to the RCA line.

Radiola 17—the first to employ the new RCA alternating current Radiotrons—offers a service to be called a "radio box." Once connected with your electric light circuit, and a good loudspeaker like RCA Model 100A it is as simple to operate as an electric fan.

RCA RADIOLA 30A
Custom built. Super-Heterodyne with incomparable Loudspeaker. For A.C. or D.C. operation. Complete \$495

RCA RADIOLA 28
The famous RCA Super-Heterodyne that opened a new era in radio reception. Battery operated, an excellent combination with RCA Loudspeaker 104. Operates from the electric light socket. May be used in a table or on a wall.
With Radiotrons \$52.00
A.C. Package for adapting Radiola 28 for A.C. operation with RCA Loudspeaker 104 \$35.55

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

The tried, tested and perfected RCA Super-Heterodyne

that revolutionized the electrical reproduction of music and voice now available in 3 models



RCA RADIOLA 17
The lighting socket receiver that has long been a standard. This year's outstanding achievement in radio design. Employing the wonderful new RCA alternating current Radiotrons. Just plug in into the electric socket (A.C.) and turn the set on. Complete with Radiotrons \$137.50



RCA RADIOLA 28
The famous RCA Super-Heterodyne that opened a new era in radio reception. Battery operated, an excellent combination with RCA Loudspeaker 104. Operates from the electric light socket. May be used in a table or on a wall.
With Radiotrons \$52.00
A.C. Package for adapting Radiola 28 for A.C. operation with RCA Loudspeaker 104 \$35.55



RCA RADIOLA 30A
Custom built. Super-Heterodyne with incomparable Loudspeaker. For A.C. or D.C. operation. Complete \$495

These remarkable Radiolas have set a new standard not only for radio but for faithful reproduction of music and voice. Nearly every new feature that is heralded in radio today is incorporated in these three Super-Heterodynes: super-selectivity, sensitivity, single control, antenna or loop, battery or socket power operation.

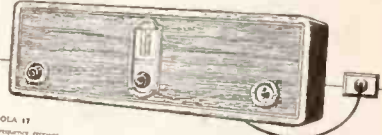
They have made the old type radio obsolete, and have brought a new conception of radio and of music to thousands of homes. Whatever price you plan to pay for a radio, be sure to hear the RCA Radiolas. From the least expensive (\$69.50) to the highest priced de luxe model (\$495), each represents the greatest advance in radio today, and the most thoroughly tried and proved.

A Christmas gift that every member of the family can enjoy 365 days of the year.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

There is still time before Christmas to replace your old radio set with one of these wonderful Radiolas that operate direct from your lighting circuit



RCA RADIOLA 17
The lighting socket receiver that has long been a standard. This year's outstanding achievement in radio design. Employing the wonderful new RCA alternating current Radiotrons. Just plug in into the electric socket (A.C.) and turn the set on. Complete with Radiotrons \$137.50



RCA RADIOLA 30A
Custom built. Super-Heterodyne with incomparable Loudspeaker. For A.C. or D.C. operation. Complete \$495



RCA LOUDSPEAKER 104
Universally recognized as the finest reproduces ever designed. In combination with Radiola 28, it eliminates all batteries and provides socket-power operation.
RCA Loudspeaker 104 (A.C.) \$37.75
RCA Loudspeaker 104 (D.C.) \$53.10

RCA RADIOLA 28
The famous RCA Super-Heterodyne that opened a new era in radio reception. Battery operated, an excellent combination with RCA Loudspeaker 104. Operates from the electric light socket. May be used in a table or on a wall.
With Radiotrons \$52.00
A.C. Package for adapting Radiola 28 for A.C. operation with RCA Loudspeaker 104 \$35.55

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

—in 1927
RCA Radiolas
were the biggest sellers
in the industry

—and in 1928
the RCA line again will lead
the market because of public
acceptance of RCA leadership.

Since the beginning of public broadcasting
Radiolas have outsold every other make of receiving set. They have been the pioneers in every great advance in radio design, and they have set the standards for the industry.

RADIO CORPORATION OF AMERICA ~ New York Chicago San Francisco

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

RCA LOUDSPEAKER 100A

\$35



RCA dealers say
the "100A" is the best selling loudspeaker

And it rightly deserves to be. Never before has a low-priced speaker been designed to give such faithful reproduction over so wide a range, and in such volume.

Every radio set owner who is still using an antiquated, inferior loudspeaker is a prospect for the RCA Loudspeaker 100A. Five minutes demonstration in the dealer's store or the customer's home will sell this wonderful instrument, in competition with any other make of speaker.



This sign marks the leading dealer in every community.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Moran and Mack to Feature Columbia Co.'s Radio Hour

"Two Black Crows" of Columbia Record Fame to Broadcast for Hour on Wednesday, December 21—Will Have Supporting Cast

Two of the most popular recording artists at the present time, who also won wide favor with radio audiences when they appeared at



George Moran

the Radio Industries Banquet in New York in September, will add to their laurels next week on Wednesday, December 21, when they will entertain the audiences of the Columbia Broadcasting System. The artists are Moran and Mack, the "Two Black Crows" of Columbia record fame, who also have a large following among theatregoers. These artists, who have refused hundreds of offers to broadcast, will appear under the sponsorship of the Columbia Phonograph Co. during that company's hour on the air from 10 to 11 p. m. on the date mentioned.

The Columbia Co. presents the famous pair of comedians as its Christmas gift to the millions of purchasers of Columbia Moran and



Charles Mack

Mack records, and the others who have yet to make the acquaintance of the black-faced artists.

Charles Mack, the "tired" member of the team, whose colloquial phrases and apt rejoinders have been incorporated in the present-day language, will sing a special song for the occasion, and there will be a distinguished supporting cast to furnish a colorful musical background.

The Phonograph Salesman!

American manufacturers must be on the lookout for their French confrères when it comes to selling methods. In the showrooms

of a Paris automobile concern portable talking machines are used in certain cars for the purpose of telling their merits to onlookers. For instance, you hear a voice coming from the entrails of the auto which says, "Before you, you have the famous B14, 1928 model," and proceeds to read off a fine line of selling talk. The management claims that the phonograph salesman is bringing in more business than any two living experts. So that's that!

Better Business Bureau Defines Radio Ad Terms

Bulletin Recently Sent Out to the Trade Clarifies Terms Used in Radio Advertising and Contains Recommendations

The Better Business Bureau of New York has defined the terms used in retail radio advertising in a list of recommendations recently sent out to the trade. A digest of the bulletin follows:

The word "complete," used in connection with a set which has been advertised at a certain price, should mean that nothing further need be purchased to operate the set.

Illustrations of advertised merchandise should conform strictly to the appearance of the article actually on sale.

An initial or "down" payment should not be advertised unless upon such payment the set advertised will actually be delivered to the buyer without further outlay other than the regular weekly or monthly instalments.

"Used," "re-possessed," "shop-worn," "factory rejects," etc., merchandise should be prominently described as such.

Advertised "leaders" should be in sufficient quantity to supply even a strong demand. If quantities are limited, the fact should be stated.

The term "electric" should be applied only to a set which operates directly from an electric light socket and has all the devices necessary to utilize lighting current built by the manufacturer as a part of the set.

The term "electrified" should be applied only to a set which has been equipped by the dealer with A and B socket power units.

Where a set has been altered by a dealer, mention should be made of it.

Instalment Selling Is Sound, Says Economist

(Continued from page 8)

with the benefits, with the conclusion that there is little doubt as to where the balance of advantage lies."

Consumer Buying Stimulated

"Instalment selling," said Professor Seligman by way of emphasizing its positive merits, "has increased production, stabilized output, reduced production cost and increased purchasing power. The instalment plan induces the consumer to look ahead with greater care and to plan his economic program with a higher degree of intelligence. It not only tends to strengthen the motives which induce an individual to pay, but also influences his capacity to do so.

"Instalment credit is beginning to do for the consumer what the gradual development of the commercial banking system has done for the producer. If the credit is restricted to the proper commodities, under proper management, it will gradually throw off its abuses and will stand forth as one of the most signal contributions of the twentieth century to the potential creation of national wealth and national welfare."

Death of B. Davidson

Benjamin Davidson, president of the Davidson Bros. Co., Sioux City, Ia., died on Monday, October 31.

Federal Radio Commission Shifts Station Wave Lengths

Sixty-nine Stations Affected by Ruling of Commission Which Went Into Effect on December 1—Distance Fans Aided by Ruling.

The most recent step taken by the Federal Radio Commission to secure better radio reception went into effect on December 1 when sixty-nine broadcasting stations had their wave lengths shifted. All of the stations affected are operating in the frequency band between 600 and 1,000 kilocycles, and the action was taken by the Commission to give listeners in remote sections of the country an opportunity to pick up stations in all sections of the country.

Howard Lamphier, phonograph dealer of Elion, N. Y., has filed a petition in bankruptcy, with assets of \$1,650 and liabilities of \$3,439.



Demonstrate Your Receivers With This Modern Aerial and Then—

Sell One to Every Customer

The Dubilier Light Socket Aerial "shows off" every radio set and speaker to best advantage because this modern antenna greatly reduces static and "downtown" interference.

Just connect it to the set and plug in to the nearest house current outlet. It works equally well on A.C. or D.C., uses absolutely no current and totally eliminates the lightning hazard.

Find the customer who won't gladly pay \$1.50 for an aerial that does away with the trouble, expense and ugliness of an outdoor antenna. Hundreds of thousands of Dubilier Light Socket Aerials have been sold successfully on the "5-day, money-back" basis.

Put this colorful display carton on your counter where it will attract attention and let the performance of this nationally advertised aerial complete the sale.

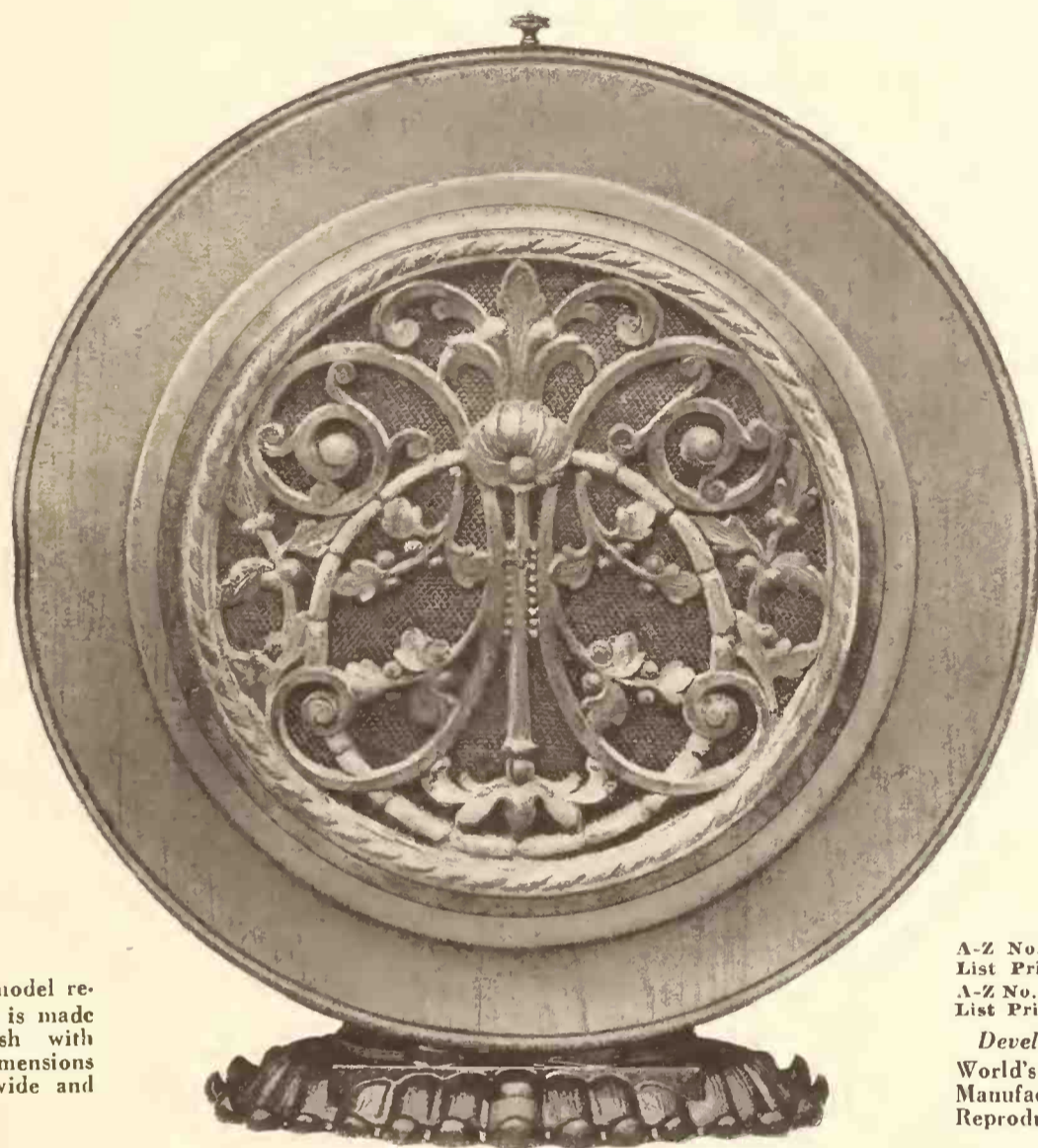


Dubilier Condenser Corp.

4377 Bronx Blvd. New York

Dubilier
LIGHT-SOCKET AERIAL

Tomorrow's Speaker — Today!



The A-Z No. 1 table model reproducer (illustrated) is made in fine walnut finish with ebony black base. Dimensions 21 in. high, 19 in. wide and 4½ in. deep.

A-Z No. 1 Table Model \$30.00
List Price
A-Z No. 2 Cabinet Model \$22.50
List Price

Developed by ORO-TONE
World's Largest Exclusive
Manufacturers of Tone Arms,
Reproducers, and Amplifying
Devices

The Marvelous New A-Z Reproducer

Tomorrow's speaker—today! It's here—the most advanced development in the radio reproducing industry!

The A-Z Reproducer is the result of over eight years of concentrated development and research work. It is constructed on principles contrary to all principles employed in the ordinary speaker. It is *original*—the one and only speaker of its kind. It employs basic principles tested and proved over centuries of time. These principles have remained practically unchanged to this day in our best string instruments such as the violin, guitar, mandolin, piano, etc.

The A-Z Reproducer is in reality a true-toned reproducing musical instrument.

Eight and one-half years is a long time to spend in the solution of an apparently insignificant puzzle. But every minute of that time has been devoted to experimenting with diaphragms and sound boards for the true reproduction of sound, as now achieved in the A-Z Reproducer.

To Phonograph Manufacturers Interested in Electric Pick-Up

The A-Z Reproducer has been carefully tested with the electric pick-up method of amplification, in direct comparison with the finest makes of speakers. The results are a revelation! Samples, for actual tests, will be sent on 10 days' approval to reliable Manufacturers, Jobbers and Dealers. Literature upon request.

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

The Test Alone
Will Tell!



There Is Nothing
Else Like It!

Distribution Census Gives Important Data on Market for Music-Radio Lines

(Continued from page 3)

people excluding 43 listed as firm members and proprietors, and the annual salary list amounts to \$396,700 exclusive of the earnings of proprietors and firm members. The average inventory for the year is \$554,400, averaging \$11,314 per store, and the actual inventory on December 31, 1926, \$584,500 or \$11,929 per store. It is a matter of interest to find that of the salaries of employees, 134, or 39 per cent were the selling staff and 212, or 61 per cent of the non-selling staff, this being a strong argument for the growing practice of developing in every employe an interest in selling in and out of business hours.

In the matter of radio some interesting information came to light as a result of the census. For instance, there were reported 102 outlets for sets and supplies, with a gross annual business of \$1,642,200, yet there are only 17 establishments listed primarily as retailers of radio with annual sales of \$934,500. The difference in these figures is easily realized when it is found that while radio stores do 52.27 per cent of the business, department stores handle 25.08 per cent; musical instrument stores, 8.40 per cent; electrical supply stores, 7.90; and the balance of the business, over 6 per cent, is divided among auto accessories, five and ten cent and drug stores. Taking the 17 recognized radio stores as the basis of calculation there was only one such store to every 47,529 of the population, and the total number of employes is given as 85, exclusive of firm members and proprietors. Of the 85, forty-five are selling and 40 non-selling. The average wages paid are \$1,315 a year as compared with \$1,375 in music stores. This average, of course, is based on all types of employes, including porters and errand boys, and does not seem so low when it is found that the highest average arrived at in the city was an annual wage of \$1,848 in the optical field. As to inventories, the average for the year in the radio stores reporting was \$4,624, and the actual inventory of December 31, 1926, \$5,553.

Syracuse, N. Y., with a population of 185,000, has 14 music stores, with 62 employes and 13 proprietors and firm members, a total of 75, and manages to roll up an annual sales volume of \$921,000 on an average inventory of \$215,200, and an actual inventory on December 31, of \$217,800. Syracuse music stores handle .89 of the sales of all commodities listed in the census of that city, as compared with .58 in Baltimore, and these annual sales are on a basis of \$4.98 per capita, as compared with \$2.67 in Baltimore. Yet there is a music store in Syracuse for every 13,214 of the population, which is close to national average, and some 3,000 lower than the Baltimore figures. Here the average wages

in music stores are \$1,719 annually, being close to the top of the list. The average inventory is \$15,371 per store, and as of December 31, 1926, \$15,557, as compared to an actual inventory of \$11,929 in Baltimore.

Establishments listed as handling radio are six, with 16 employes and firm members, and an annual sale amounting to \$126,600, or .12 of all sales of the commodities listed in the census, this comparing to .25 in Baltimore. The average inventory per store is \$3,900 and the actual inventory as of December 31, 1926,

Some Results of U. S. Census of Distribution Musical Instruments and Sheet Music

	Baltimore	Syracuse	Denver
Total Outlets	90	22	43
Establishments Reporting	49	14	21
Proportion to Population	16,490	13,214	8,549
Annual Business	\$2,146,700	\$921,000	\$2,253,600
Per capita	\$2.67	\$4.98	
Annual Inventory			
Average Per Store	\$11,314	\$15,371	\$2,356
Inventory, Dec. 31, 1926:			
Average Per Store	\$11,929	\$15,557	\$25,471
Employes	346	62	172
Selling	39%	56%	44%
Non-Selling	61%	44%	56%
Average Salary	\$1,375	\$1,719	\$1,932
Radio			
Outlets	102	31	30
Establishments Reporting	17	6	7
Annual Sales	\$934,500	\$126,600	\$985,700
Proportion to Population	\$47,529	\$36,833	37,356
Annual Inventory			
Per Store	\$4,624	\$3,900	\$4,050
Average Inventory			
Dec. 31	\$5,553	\$4,217	\$4,550
Employes	85	9	23
Selling	53%	78%	65%
Non-Selling	47%	22%	35%
Average Salary	\$1,315	\$1,222	\$748

\$4,217. There is one strictly radio store to every 30,833 of the population.

In considering these figures it must be borne in mind that the radio stores proper are credited with only 29.69 of total radio sales, as compared with double that amount in Baltimore. Syracuse department stores handle 28.82 per cent of the business; music stores .29, and other stores 21.20, the total business through all outlets listed amounting to \$426,400.

Denver with a population of approximately 261,000, reports 21 establishments devoted to the sale of musical instruments and sheet music enjoying annual sales of \$2,253,600, se-

cured through the efforts of 190 employes including firm members, of whom 83 are classed as selling and 89 as non-selling members.

Here the average annual wages show a further increase, amounting to \$1,932. Although only 21 music stores reported, it is found that there are actually 43 outlets for musical instruments through stores handling other lines.

For radio there are 7 establishments listed with 55 employes and firm members and annual sales amounting to \$985,700. Here, too, there are listed a total of 39 outlets, including stores handling radio incidental to other commodities, which brings the total business in radio accessories and supplies to \$579,100. Unfortunately at this particular time the survey report of Denver has not been developed to a point where detailed figures as to average inventories, sales and other matters of like interest are available, but the general totals provide a basis for comparison with Baltimore and Syracuse.

In the matter of wholesale establishments there are in Baltimore nine listed wholesalers in musical instruments and sheet music, with 612 employes including executives, and annual net sales of \$5,152,500. Inventories ranging from \$925,500 average \$1,014,200 as of December 31, 1926. There are four wholesale radio establishments listed, employing 44 people including firm members, and reporting annual sales of \$1,143,300, or an average \$285,825.

In Syracuse there are no establishments listed as wholesalers of musical instruments, but there are five listed as wholesalers of radio, employing a total of 37 people with net sales of \$663,800, while in Denver there are four wholesalers of musical instruments and supplies, reporting a total annual business of \$428,700, and 13 wholesalers of radio apparatus with an annual business of \$1,458,400.

Although complete statistics regarding only three cities are available at this writing, they afford an excellent idea of the valuable fund of information that will be available to all lines of industry when the complete reports of the surveys are made available.

These surveys will represent an excellent cross section of the American market, for it is comparatively easy to select from among the cities in which census have been taken those which, in the matter of location, industrial importance and population, are comparable with other communities, and thus be able to judge the market possibilities in practically every urban community of the United States.

The interest taken by the government in this census of distribution has led to the development of plans for other surveys calculated to aid industry by keeping it informed of how it stands relative to markets. In fact, there is already well under way a national market survey of the radio field to determine the number of sets in use and the number that are purchased each year, with a view to determining to just what extent production may be carried on safely if a surplus of manufactured goods is to be avoided.

Welcome to Our New York Office and Display Room

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

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

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

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

ATTAINING THE ULTIMATE IN MUSICAL CREATION

FRESHMAN

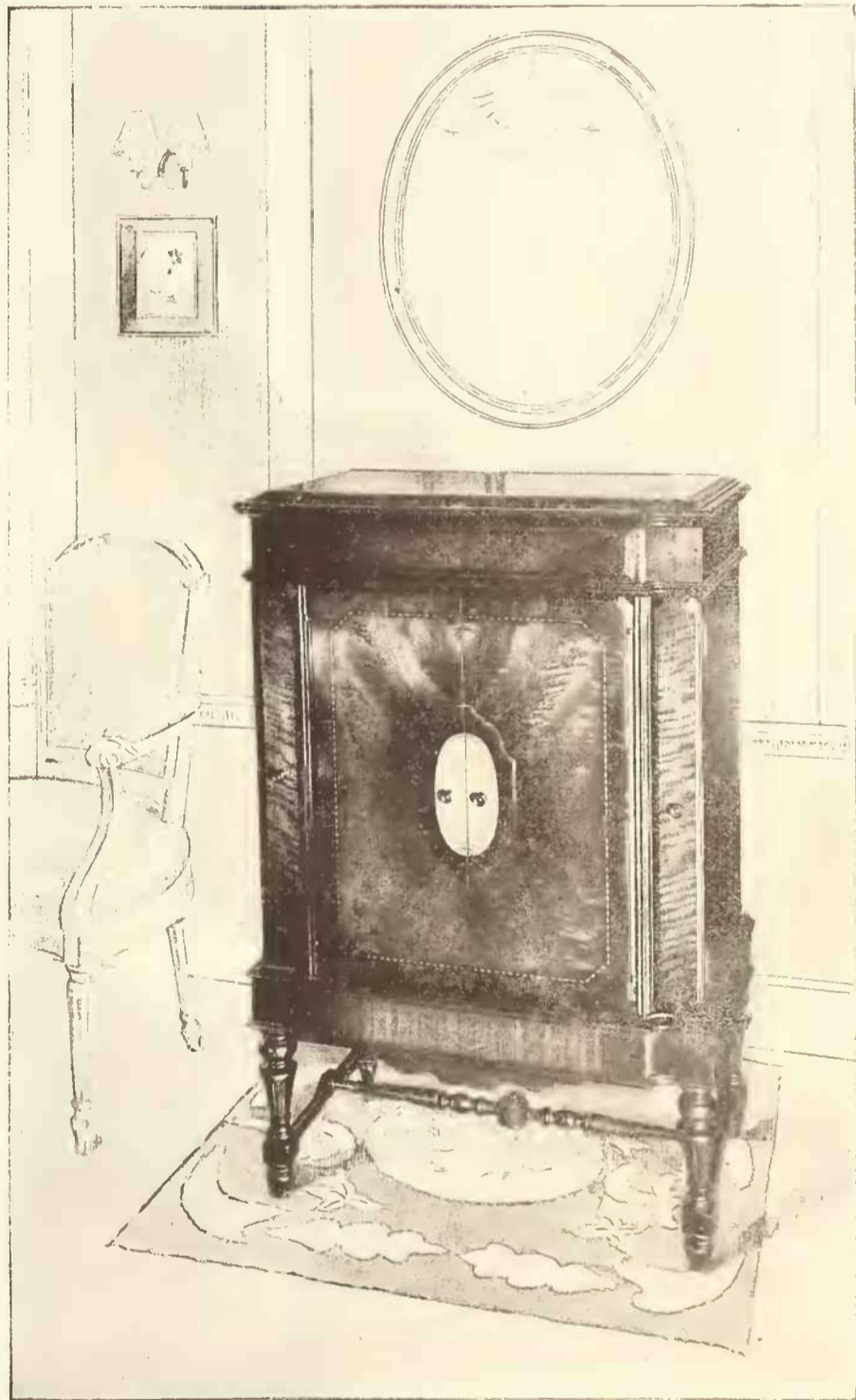
Power Electric Phonograph and Electric Radio Combination

Now, for the first time, can music lovers appreciate the true merits of Electric Phonograph and Electric Radio reproduction.

Science has found a method of reproducing voice and instrumental music by means of power amplification, which assures absolute fidelity of tone and diction. This marvelous instrument permits you to enjoy the recorded works of master singers and players as well as the diversified entertainment of broadcasting.

Your light-socket supplies all the power necessary to operate this new Freshman creation. All of the usual inconveniences of radios are eliminated—there are no batteries, liquids or other accessories

The cabinet—distinctive in its beauty and design is of genuine burl walnut handsomely inlaid. It blends with any color scheme and is adapted to any plan of interior decoration. The complete instrument is custom-built and obviously limited in quantity—assuring exclusiveness to the purchaser.



This exclusive Freshman Power Electric Phonograph and Electric Combination—complete ready to operate—is priced at Five Hundred Dollars.

The entire line of Freshman Battery and Electric radios are sold only to Authorized Freshman Dealers. They range in price from \$29.50 to \$500 . . . Complete information on request.

CUSTOM-BUILT BY

CHAS. FRESHMAN CO., INC.

NEW YORK

CHICAGO

LOS ANGELES

Another --- *Audak* ---



achievement

ON these pages of the January issue of this magazine will appear a startling announcement of AUDAK progress. A new and tremendously improved product that will form at once our seasonal compliments to the trade and a factor of bigger reproducer and record sales next year. AUDAK reproducers have already won pre-eminence by their merit. They have excelled all others in faithful realism. They have become the standard by which the rest are judged and valued. Now comes a revolutionary additional product, a magnificent triumph of research and engineering skill, to mark another AUDAK stride forward. I promise you that our January announcement is something very, very special — from *your* viewpoint!

Maximilian Weip PRESIDENT

The AUDAK COMPANY

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

*"Makers of Acoustical and Electrical Apparatus
for More than 10 Years."*

Publicity Boosts Topeka Firm's Sales

Emahizer-Spielman Set Aside Three Per Cent of Their Revenue From Sales for Newspaper Advertising and Direct Mail Drives

By Clement White

NEWSPAPER advertising was a major aid in enabling Emahizer-Spielman, located at Topeka, Kan., to do a \$40,000 business in radio within twelve months' time.

The firm's expenditure for newspaper publicity is approximately 3 per cent on sales. Specific values are described in all advertisements, and fresh copy is prepared for each new advertisement. Each advertisement is illustrated, and the sets are priced, so prospective customers are educated to the fact that Emahizer-Spielman furnish "radio values for every purpose and every purse."

Topeka has 50,000 people; Emahizer-Spielman aim to cover the city with their publicity, and also make a sustained effort to reach buy-

ers in small towns and rural districts throughout their trade territory. One of the publications in which the firm's advertisements appear goes into the homes of thousands of small-town and country prospects.

A binding guarantee, free trial in the prospect's home, fair prices and easy payment terms are four factors stressed by the firm in its newspaper advertising.

Direct mail publicity and systematic stock display are used in correlation with newspaper advertising for attracting buyers. Emahizer-Spielman show a comprehensive stock through-

out the year, which permits them to successfully meet the needs of all classes of customers.

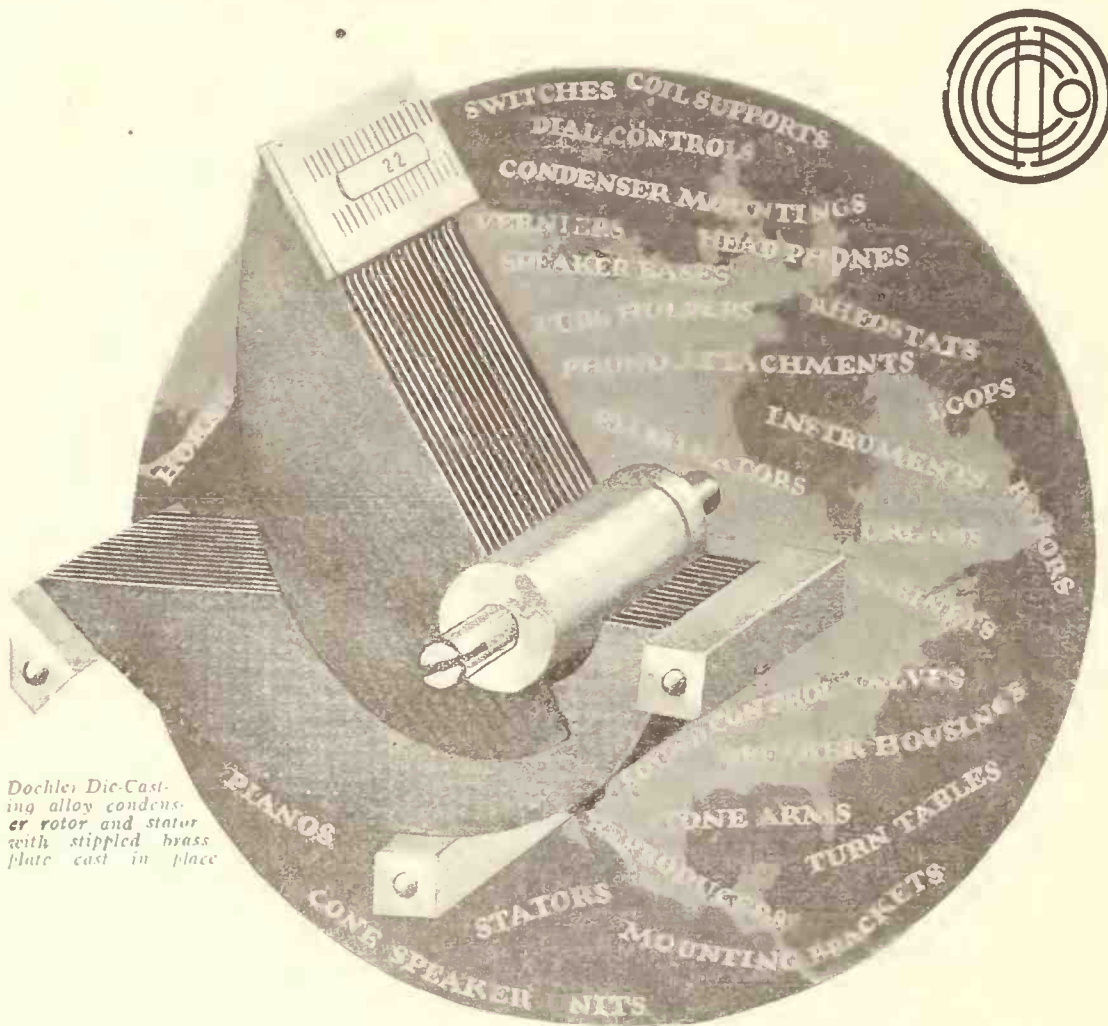
About 50 per cent of the firm's new business is secured through newspaper advertising; the remaining 50 per cent is recruited through direct mail publicity, display and personal solicitation. The firm has a policy of continually broadening its sales field through aggressive methods, educating prospects to the advisability of investing in good radio sets and insuring permanent satisfaction.

Prospective customers know that Emahizer-Spielman have anticipated their needs, and have an ample stock ready for demonstration. The firm aims to attract conservative buyers, who appreciate quality goods and expert service, a policy that has proved successful.

This firm has a well-defined policy for insuring customer satisfaction, and for accelerating sales volume in the face of competition, viz., its policy is to encourage interested parties to have sets installed in their homes for free trial. The "free trial policy" is a major aid in establishing confidence in the minds of prospective customers. After testing the distance, selectivity, clearness of tone and other desirable qualities of the radio featured by Emahizer-Spielman, they are glad to take advantage of the firm's easy payment terms.

When planning its sales policy, the firm's paramount idea was to make buying easy and pleasant for all classes of customers. It is interesting to note that Emahizer-Spielman's practical sales methods are of maximum value for developing a permanent business in radio. The firm keeps its public informed regarding its up-to-date stock, and prospects are in a receptive frame of mind when approached by the firm's salesman.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS



Doehler Die-Casting alloy condenser rotor and stator with stippled brass plate cast in place

Picture a complete organization specializing on one product . . . with four great plants in constant operation . . . Picture a corps of engineers and metallurgists famed for their excellence in mechanical and metallurgical problems . . . Picture the improvements . . . the modern methods evolved in 21 years leadership in one field . . . and you have a bare outline of the outstanding position of Doehler Die Castings in relation to the die casting industry today . . . A copy of our booklet will be mailed on request . . . or we will send a representative to confer with you. No obligation incurred.

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.

Adolph Schreiber Forms New Phonograph Jobbing Firm

NEW ORLEANS, LA., December 7.—A new distributing firm has been organized here operating under the name of Adolph Schreiber, wholesaling Euphonic and Mastercraft phonographs, Caswell and Pal portable phonographs, Symphonic reproducers, Valley Forge main springs and parts, Duro tone arms, combinations and reproducers, Kent arms, Paramount records and other phonograph products. The new concern succeeds the Diamond Music Co., formerly an Edison distributor. Adolph Schreiber, head of the new company, was one of the largest stockholders in the Diamond organization and held the offices of secretary and treasurer.

Amrad Corp. Reports 500 Per Cent Sales Gain

MEDFORD HILLSIDE, MASS., December 7.—In a recent statement issued by Major James E. Hahn, president of the Amrad Corp., of this city, announcement was made that there has been a 500 per cent increase in the business of the company over last year's business. This remarkable accomplishment is a decided tribute to the efficiency of the sales department under the management of A. B. Ayers, who recently was made general manager of the Amrad Corp.

A Delaware Incorporation

The American, Houston, Texas, has been incorporated at Wilmington, Del., with a capital of \$100,000 for the purpose of making or handling phonograph records.

Columbia

Phonographs and Records



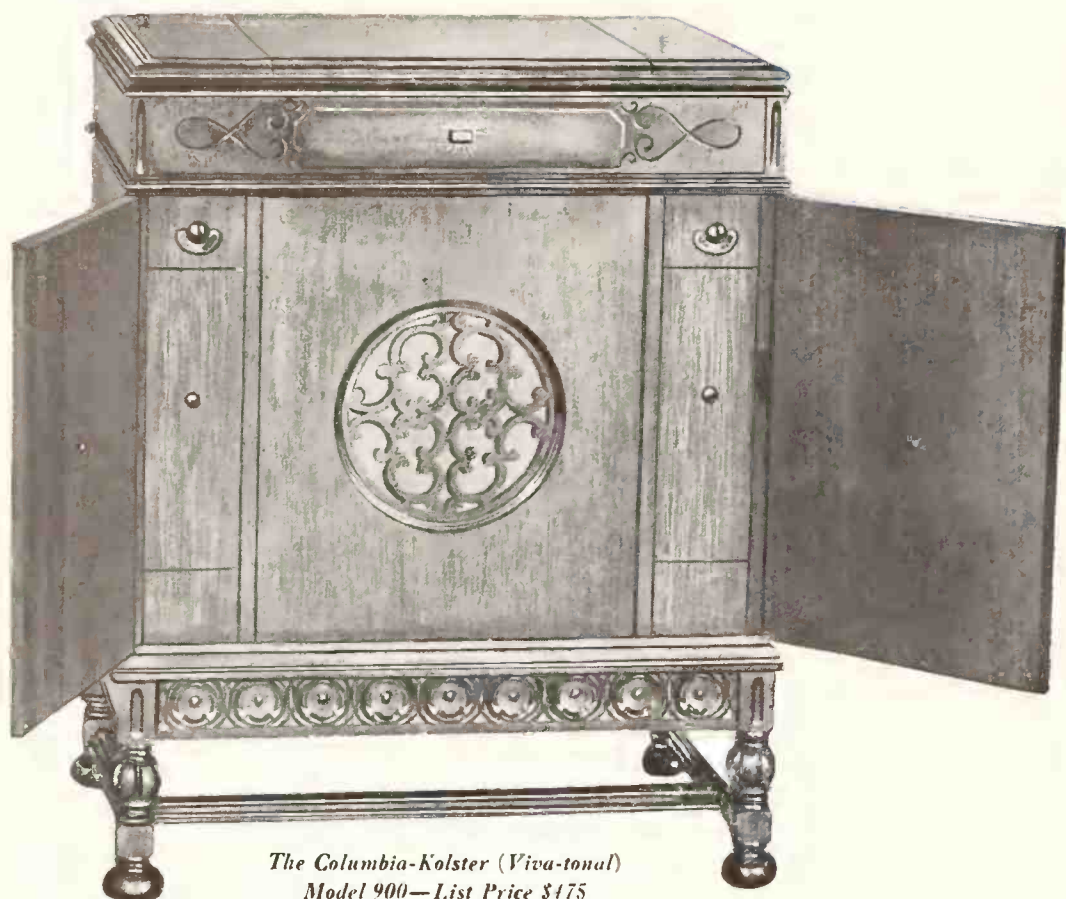
A NAME that is popular

A QUALITY that endures

A SERVICE that sells

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

Columbia



*The Columbia-Kolster (Viva-tonal)
Model 900—List Price \$475*

The Viva-tonal Columbia —the Gift of Gifts

WHAT more pleasing gift than the new Viva-tonal Columbia!

This is an age of music, of entertainment. Columbia offers improvements never thought possible in the phonograph.

Those delicate tone-shadings so important in playing the great symphonies; that exquisite rhythm, so desirable for dancing; the full richness of the speaking and singing voice; all are reproduced with amazing brilliance.

The Viva-tonal Columbia is exquisite in design and finish. It is the ideal instrument for display and for demonstration. Your customers will delight in hearing it.

The Columbia-Kolster (Viva-tonal)

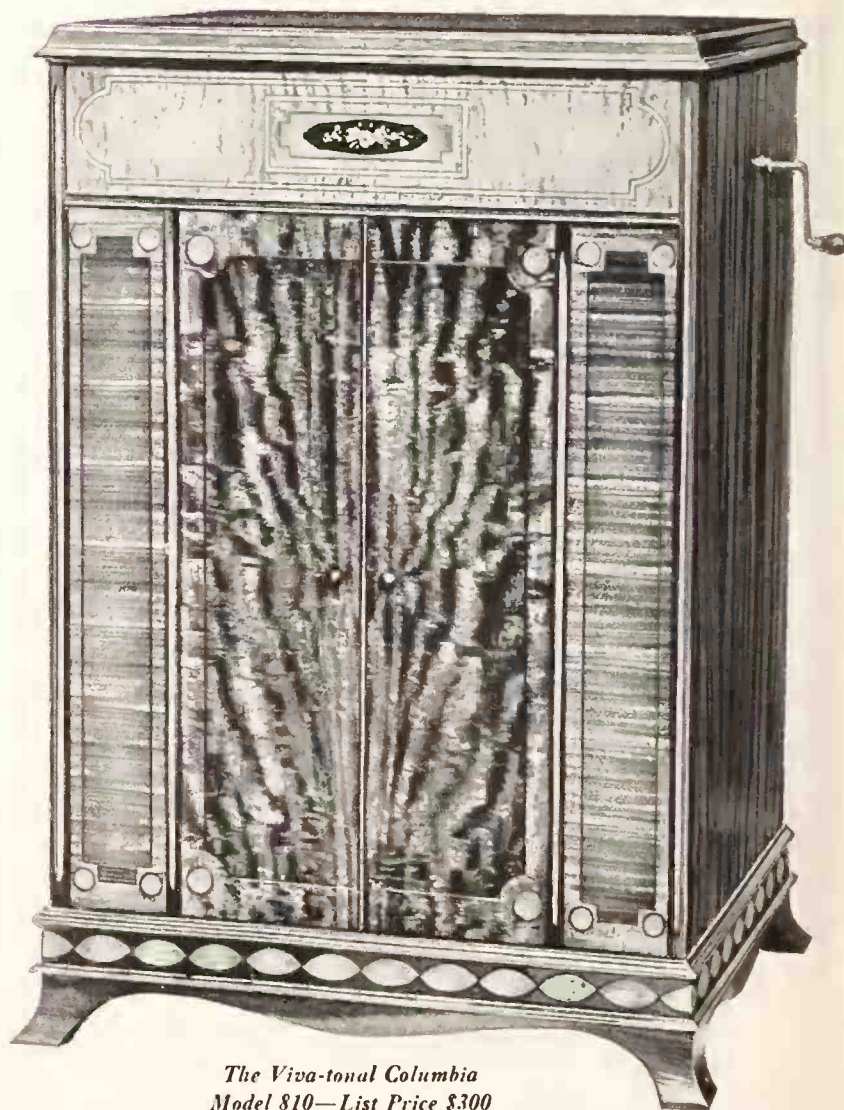
The Electric Reproducing Phonograph

MUSIC'S reproducing triumph! In this single instrument, the Columbia-Kolster (Viva-tonal), The Electric Reproducing Phonograph, are combined the Columbia achievements in the reproduction of recorded music with the finest and latest development in power amplification, the Kolster Power Cone Speaker.

Plays any standard record. Batteries are eliminated. Five Cunningham tubes included in equipment. The volume can be increased or decreased at will.

This instrument has an "electric-pick-up" of new design with unique and exclusive features. The Kolster Power Cone Speaker, inside the beautiful high-lighted walnut cabinet with its mahogany overlay, is of the electro-dynamic type, and introduces a new patented feed-back principle. It is 40 1-4 inches high, 31 7-8 inches wide, and 21 1-4 inches deep. Two drop record-bins hold twenty records each. Important exposed metal parts are gold plated, satin finish. The 12-inch turntable is overlaid with green velvet.

"like life itself"



*The Viva-tonal Columbia
Model 810—List Price \$300*

Columbia

CONVENIENCE is one of the features of the Viva-tonal Columbia. It blends naturally into home surroundings and never fails to command the admiration of all who see and hear it.



*The Viva-tonal Columbia
Model 602
List Price \$90*

NO note of voice or instrument fails of perfect reproduction on the Viva-tonal Columbia. The hearer gets it all—piano, violin, 'cello, organ—from deepest bass to highest soprano.



*The Viva-tonal Columbia
Model 711
List Price \$175*



*The Viva-tonal Columbia
(Portable)
Model 160
List Price \$50*

THE Viva-tonal Columbia Portable embodies the playing qualities of the larger models. It is light, compact, skillfully made, yet a triumph in its ability to bring hitherto unheard volume and effect from the record.

*Send for details regarding Columbia
Phonographs and Records, addressing
nearest branch, or*

Columbia Phonograph Co.,
1819 Broadway New York City

Columbia Album Sets of Musical Masterworks

These album sets, many imported, make ideal holiday gifts. Especially is this true of Schubert's Unfinished Symphony (Set No. 41), around which will center the interest of thousands of music lovers during the coming Schubert Centennial (1928).

The Masterworks sets listed below are all electrically recorded, surely an imposing group to offer your customers for selection.

<i>Set No.</i>	<i>Price</i>	<i>Set No.</i>	<i>Price</i>
32. CHOPIN: Sonata in B Minor, for Pianoforte, Opus 58	\$4.50	55. BEETHOVEN: Quartet in F Major, Opus 135	\$4.50
34. BERLIOZ: Symphony Fantastique, Opus 14	9.00	56. BEETHOVEN: Quartet in F Minor, Opus 95	4.50
36. BRAHMS: Sonata in A Major, Opus 100, for Violin and Piano	4.50	57. BEETHOVEN: Symphony No. 1, in C Major, Opus 21	6.00
37. BRAHMS: Sonata in F Minor, for Pianoforte, Opus 5	6.00	59. BEETHOVEN: Quartet in C Minor, Opus 18, No. 4	4.50
38. BEETHOVEN: Sonata in A, 'Cello and Piano, Opus 69	4.50	60. BEETHOVEN: Quartet in B Flat, Opus 18, No. 6	4.50
39. BEETHOVEN: Symphony No. 9 (Choral)	12.00	61. BEETHOVEN: Symphony No. 6 (Pastoral) in F, Opus 68	7.50
40. SCHUBERT: Quartet No. 6, in D Minor	6.00	63. BEETHOVEN: Symphony No. 7, in A Major, Opus 92	7.50
41. SCHUBERT: Symphony No. 8, in B Minor (Unfinished)	4.50	64. BEETHOVEN: Symphony No. 8, in F, Opus 93	4.50
42. MOZART: Symphony No. 35, in D, Opus 385	4.50	65. BEETHOVEN: Sonata Appassionata, in F Minor, Opus 57, for Pianoforte	4.50
43. MENDELSSOHN: Trio in C Minor, Opus 66	6.00	66. BEETHOVEN: Quartet in G Minor, Opus 18, No. 2	4.50
44. SAINT-SAËNS: Concerto in A Minor, 'Cello and Orchestra, Opus 33	4.50	67. DEBUSSY: Iberia: Images pour orchestre, No. 2	4.50
45. BEETHOVEN: Symphony No. 2, in D, Opus 36	6.00	68. WAGNER Album No. 1	12.00
46. BEETHOVEN: Symphony No. 3 (Eroica), in E Flat, Opus 55	10.50	69. HAYDN: Quartet in C Major, Opus 54, No. 2	4.50
47. BEETHOVEN: Symphony No. 4, in B Flat, Opus 60	7.50	70. BEETHOVEN: Quartet in B Flat, Opus 130	7.50
48. BEETHOVEN: Symphony No. 5, in C Minor, Opus 67	6.00	71. MOZART: Concerto for Bassoon and Orchestra, in B Flat, Opus 191	4.50
49. BEETHOVEN: Quartet in F Major, Opus 59, No. 1	7.50	72. MOZART: Symphony No. 41, in C Major ("Jupiter") Opus 551	6.00
50. BEETHOVEN: Quartet in E Minor, Opus 59, No. 2	6.00	73. TSCHAIKOWSKY: Trio in A Minor, Opus 50, "To the Memory of a Great Artist"	9.00
51. BEETHOVEN: Quartet in C Major, Opus 59, No. 3	6.00	74. RAVEL: Ma Mère l'Oye (Mother Goose)	4.50
52. BEETHOVEN: Trio in B Flat, Opus 97	7.50	75. BEETHOVEN: Quartet in D, Op. 18, No. 3	4.50
53. BEETHOVEN: Sonata in A (Kreutzer Sonata), Opus 47, for Violin and Piano	7.50	76. HAYDN: Symphony No. 4 (Clock Symphony)	6.00
54. BEETHOVEN: { Sonata quasi una fantasia (Moonlight Sonata), Opus 27, No. 2 Sonata Pathétique, Opus 13, for Pianoforte	6.00	77. DVORÁK: Symphony From the New World	7.50
		78. GRIEG: Sonata in A Minor, 'Cello and Piano, Op. 36	6.00

The above works are listed and reviewed in detail in Columbia Record Catalogue and Columbia Masterworks Supplements.



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

Uniform Radio Standards to Be Finally Established

Efforts of Radio Manufacturers' Association to Bring About Single Code of Standards in Radio Industry Proving Successful

Efforts of the Radio Manufacturers' Association to bring about a single code of standards for the radio industry are at last achieving the desired results, according to an announcement from the R. M. A. The man who builds his own radio set, as well as the manufacturer, will be benefited by arrangements made toward the establishment of a single industry standard, to be determined with the aid of the American Engineering Standards Committee.

The R. M. A. announced last June that it would not publish any new standards until a very comprehensive plan could be made for the establishment of a single industry standard. A study of the situation showed that personal differences balked the single standard as long as it bore any trade association name. In recognition of this situation and as a practical expression of its sincere desire to bring about a single industry standard the R. M. A. arranged last September to drop the use of its name in connection with standardization, and to lend its efforts and influence toward the formation of a single industry standard, irrespective of what name any other and smaller group of manufacturers might desire to retain.

With the R. M. A. taking this position and also desirous of securing valuable standardization suggestions from any expert source, a meeting was arranged by Dr. Agnew, secretary of the American Engineering Standards Committee, and by Dr. Goldsmith, secretary of the Sectional Committee on Radio of that Association, with engineering representatives of the radio manufacturing interests to discuss their specific problems and differences. The result of this meeting, held recently (with the R. M. A. represented by the chairman of its Engineering Division, H. B. Richmond, of the General Radio Co., Cambridge, Mass), was that a complete reconsideration is to be given to the existing codes of standards and their variances. An agreement was reached that all items on which there is no conflict shall be announced as radio industry standards. On items on which there is a disagreement the American Engineering Standards Committee will endeavor to analyze the situation, hear all evidence, and establish the industry standard, with the understanding that any conflicting standards will be brought into harmony and agreement with the radio industry standards as rapidly as possible. The R. M. A. will not publish any standards of its own, but will distribute to its members, and adhere to, the national radio standards as determined and approved by the American Engineering Standards Committee.

Important New Patent Is Issued to Hazeltine Corp.

A new patent, No. 1,548,808, covering all of the essential features which make the modern tuned radio frequency receiver a satisfactory operating device, has been issued to the Hazeltine Corp., according to a recent announcement. It is said that there are a total of twenty-one claims in the patent, which covers the Neutrodyne development of Professor Louis A. Hazeltine. It is estimated that more than 90 per cent of present-day receivers embody the invention covered by this patent.

"Antenna Pointers" New Bulletin for Fada Trade

"Antenna Pointers" is a new bulletin recently issued by F. A. D. Andrea, Inc., Long Island City, answering many questions which have been submitted to H. W. Holcombe, head of

the service department of Fada Radio. It is a complete study on popular types of antenna. The proper installation of an outdoor antenna, how to erect a three-supported aerial, the code procedure for utilizing lightning arresters and connecting an efficient ground are among the subjects given extra treatment in this bulletin, which may be obtained by all Fada Radio dealers from the home office in Long Island City.

Kolster Set Owner Reports Record Distance Reception

A new record for consistent distance radio reception has been reported to Federal-Brandes, Inc., manufacturer of Kolster Radio, by Arthur Mass of Smith River, Calif., who stated that he tuned in thirteen broadcasting stations across the Pacific Ocean in less than an hour. The stations heard by Mr. Mass on his six-tube Kolster receiver are located in Japan, Australia and New Zealand, where a total of twenty broadcast stations are listed between 200 and 600 meters.

Commerce Department Plans 1927 Manufacturers' Census

Bureau of Census Has Asked for Co-operation of the Musical Industries Chamber of Commerce in Securing the Desired Information

The Bureau of Census of the United States Department of Commerce has asked for the co-operation of the Music Industries Chamber of Commerce in its plans for the next biennial census of manufacturers, which will cover the year 1927. The canvass, to be made by mail, is to secure information from musical instrument manufacturers which will provide a comprehensible record of the progress of the music industry, generally, throughout the United States. The blank forms upon which reports should be made will be mailed by the Census Bureau to all manufacturers about January 10. A report will be required from each manufacturing establishment whose output in 1927 was valued at \$5,000 or more. Production below this point will not be considered.

A Christmas Carol

Coming thru the air may be absolutely ruined by the rattle and scratching in your loud speaker.

The SCANLAN SPEAKER CHEST—an output transformer—will completely eliminate all noises. It *revitalizes* old speakers and brings back the rich, mellow tone that enhances the reception of good music.

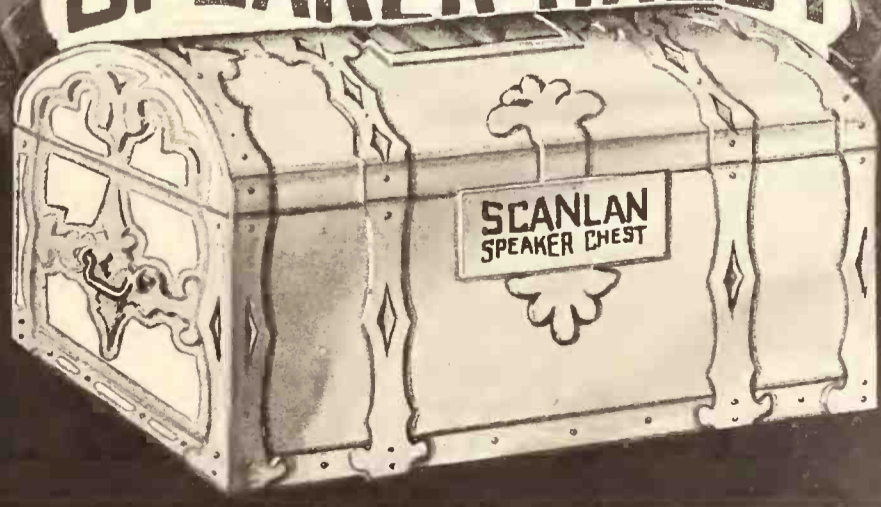
The SCANLAN SPEAKER CHEST is very simple to install. Hook the speaker chest into the set and your loud speaker into the chest. Obtainable in four finishes—antique bronze, antique brass, antique silver and walnut. Complete with silk hook-up cord ready for service, \$10.00.

Write for full particulars regarding
our profitable jobbers' Sales Plan

SCANLAN ELECTRIC MANUFACTURING CO.

1117 North Franklin Street, Chicago, Ill.

SCANLAN SPEAKER CHEST



1927

*has been
good*

ADVANCE orders for instruments and records forecast one of the biggest volumes in Victor history. Mr. E. E. Shumaker, President of the Company, stated on the eve of his departure for Europe, November 2d:

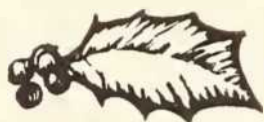
"Our August business in records was the largest of any August in the history of our business. September, last, was the second-largest September, and October has set another high mark. The library of Musical Masterpieces has reached formidable proportions, and has become one of the really big things dealers have to sell. Dealers are cashing in every day on Victor Red Seal advertising.

"At the present time the factory is oversold, necessitating increased overtime work in the factory. Dealers see the demand that is upon them, and are placing advance orders in steadily increasing volume.



VICTOR TALKING MACHINE

1928



should be better

One of the best features of this heavy business is that it is generally distributed throughout the United States. Nor has this heavy volume been in any one price-class. It has followed through the complete line, and is especially evident in the highest-priced instruments we are producing.

“We are constantly increasing production, through additional overtime and augmented forces, and anticipate no relief from this pressure at any time in the near future.”

These statements speak for themselves. They show the consistent, year-round business enjoyed by Victor dealers. They indicate a busy Christmas—the kind of Merry Christmas all dealers desire. They point the way to a great New Year, just ahead, for everyone connected with the Victor business.



COMPANY, CAMDEN, N. J., U. S. A.

This Salesman Built Up a Personal Following—Record Sales Average \$30,000 a Year

MUCH has been said and written about salesmanship, and the art of inducing customers to come into the store, and closing sales. All of which is right and proper, but there is another phase of merchandising that is often neglected, yet is vitally important, and that is, repeat business. Do your customers return to the store regularly and continue to deal with you for their musical requirements? Every sale of a talking machine, for instance, regardless of its price, should mean future sales of records of \$100 or more a year, and in many cases the total sale of records for a year should be many times the price of the instrument.

A Case in Point

Joseph F. Brogan, manager of the branch store of the New York Band Instrument Co., at Thirty-fourth street, New York City, sells during the course of an average year, about \$30,000 worth of records, 90 per cent of which are of classical music, Victor Red Seal, Columbia Celebrity and both Victor and Columbia album sets. Other salesmen in the same store of course, do a good business, but the above amount is sold by Mr. Brogan himself. An interesting item regarding these sales is that about \$10,000 worth of the records are sold to customers who have been buying from Mr. Brogan for a number of years and have continued to do business with him in three different locations.

Mr. Brogan has had years of experience in talking machine and record selling, having entered the field in 1915 when he was connected with the Victor department of the Knabe piano warerooms in New York. He remained there for two years, leaving to join the Navy. Upon his discharge he went to Europe and studied voice culture for three years. He joined the sales staff of the New York Band Instrument Co. in 1922 and has remained with that com-

pany ever since, with the exception of eight months during which he was with the record department of John Wanamaker, New York. While this experience is varied it does not suffice to answer why Mr. Brogan has been so successful as a talking machine and particularly a record salesman. There are many others who have had longer experience who do not do nearly as much business, despite the fact that in many cases they have the advantage of a better location than the stores in which he has won his success.

Has Personal Following

One of the features of Mr. Brogan's clientele is that a great number of his customers will not deal with other salesmen in the store, preferring to wait until he is able to serve them, depending on his suggestions and knowledge of the record releases. And just as many friendships between business men in other lines have resulted from business transactions, so too has Mr. Brogan become friendly with a great many of his customers, even to the point of visiting each other's homes.

In seeking to learn, for the benefit of its readers, the methods by which Mr. Brogan has managed to secure this favorable position with his clientele, The Talking Machine World requested him to write a short article on "Salesmanship" and after much reluctance, he consented. It follows:

Something to Give

"Has it ever occurred to you the many privileges we salesmen who come in contact with so many people in a business way, have. I have never been able to get away from this fact since I started out as a Victor salesman several years ago. Having had no previous experience I didn't know just how to go at it.

"However, I felt it was a real opportunity to give of myself—a chance to serve. With this thought in mind I have been able to sell

where others have failed, not because I am more capable than the average salesman, but because I love my work sufficiently to have made a complete study of the merchandise.

"With this knowledge you have the confidence to approach any customer, knowing that, insofar as your merchandise is concerned, he is sold. Your real salesmanship only begins when you are able to sell yourself. This statement may seem rather strange, but it is true.

"As a conscientious salesman it is your duty not only to greet a customer in a gracious manner, but with a feeling that he is your friend. Again you may say, 'this is not easy because the customer may not be interested in you,' but do not allow the attitude of the customer to discourage your friendly attitude toward him. Your agreeable manner and willingness to be considerate is bound to reflect in the customer. He in turn will like you for yourself and during the time he spends in your store, if you convince him that you know your business, you cannot fail to make a sale.

"One policy which I have always found to be best is to agree with your customers in all circumstances even if their knowledge of music is not on an equal plane with your own. Having created an attitude of friendliness, and having engaged in conversation, the customer will show an interest in some phase of the conversation which will give the salesman an opportunity of interesting him in the merchandise.

Developing a Sizable Sale

"Last September a customer entered the store for the first time as far as I know. He made purchases amounting to \$1.50, including some sheet music. In the course of our conversation he mentioned that the sheet music was for his son who was studying the piano. I found that the boy was playing classical music only and I mentioned that the present-day students had so many more opportunities than those of the past, particularly with the help they could receive from hearing the recorded playing of the masters of the piano contained in the album sets of records. The customer never had regarded the record sets in this light before and desired more information on the subject. I willingly gave this and also a demonstration of several of the sets. The result was that instead of purchases of \$1.50 he left the store after spending \$37 and has since purchased more than \$150 worth of records.

"In conclusion, I want to say that the selling is quite simple provided the co-operation between the owner and the salesman is harmonious. If the owner is not in sympathy with the methods employed by the salesman, the latter is working under a disadvantage and cannot do his best work. The results secured by the salesman should speak for themselves. In other words there are many owners who are like so many music critics. They tell how to do a thing without any idea of how to do the same thing since they never have had the actual experience or their experience is so ancient that it is out of date.

"One thing the owners can do is to encourage salesmen to study more and realize what they are selling so that they can talk intelligently to all types of customers. An interest in the recording artists and their musical activities on the operatic and concert stage gives the salesman a basis for conversation which will be appreciated by the customer who applies to him for advice in their selection of records."

Makes Easy Sales for Radio Sets



New Dri-Line Gives You Sensational
Radio Power With Its Flow of Strong,
Steady A & B Current

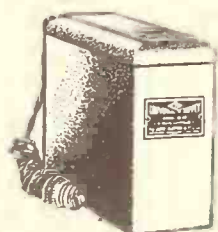
Our New Type AB-280 Unit delivers 180 volts at 40 mills. Uses the new 280 tube. The A rectifier is the new approved DRI type.

Economical on current, compact, attractive. An engineering marvel thoroughly approved by the best radio laboratories.

Lists at
only

\$54.50

Tube \$5.00
Additional



This Acme New "B" Power Unit

TYPE B-280 uses the new 280 tube. Delivers 180 volts at 40 mills. Gives equally exceptional performance.

Lists at
only

\$22.00

With Tube
\$5.00 Extra

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

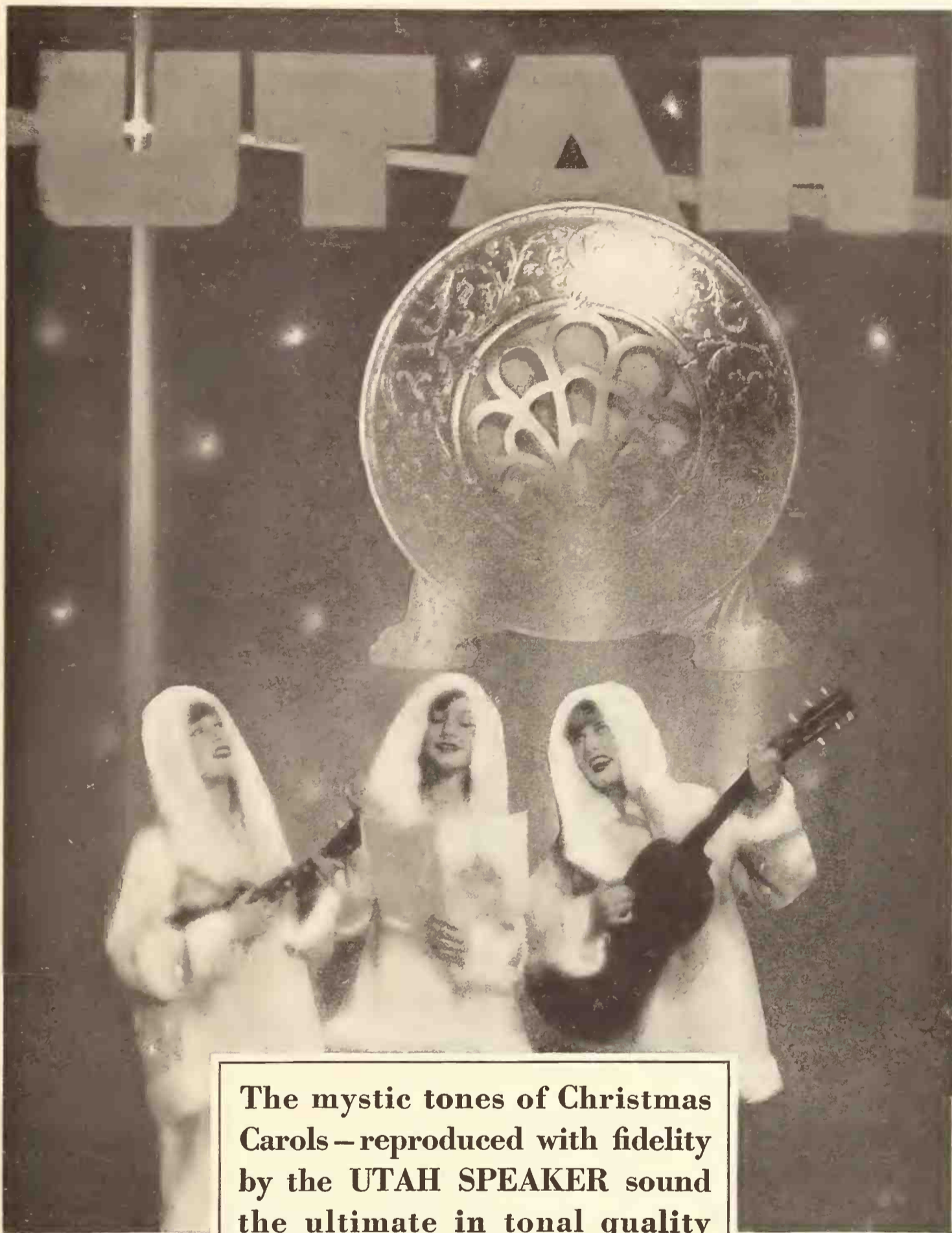
Sold by Leading Jobbers everywhere

**ORDER NOW—Send today for information on the complete
Acme Line**



Factory Representatives in
all of the
principal cities.

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



**The mystic tones of Christmas
Carols—reproduced with fidelity
by the UTAH SPEAKER sound
the ultimate in tonal quality**



The most complete line—ranging from \$10 to \$100
UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., Chicago

Aggressiveness Wins

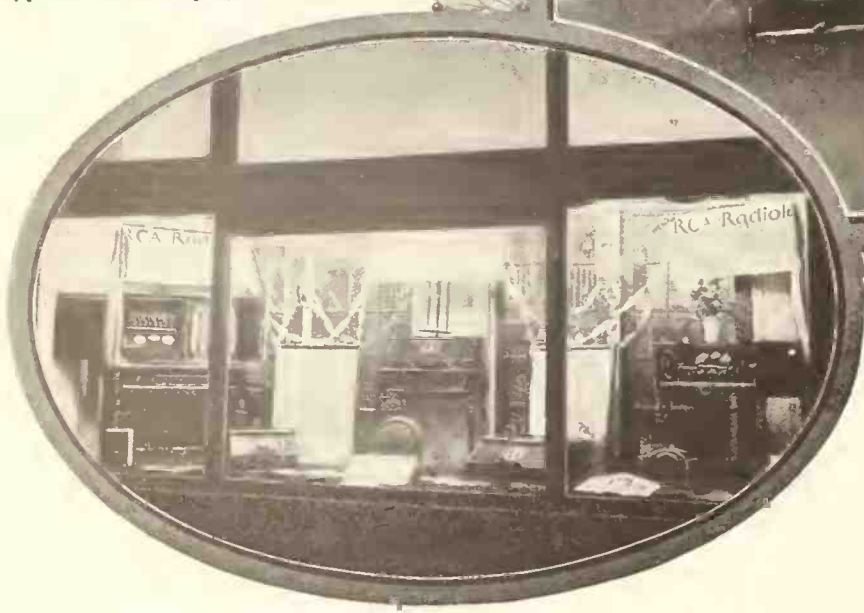
Radio Sales For E. M. Abbott Co.

ONE of the most successful establishments handling radio at retail in the State of Ohio is the E. M. Abbott Piano Co., RCA dealer, which has a beautiful showroom in the center of the shopping district of Cincinnati. The concern has been in business for twelve years and has established policies that have proved their value in building good will and sales volume.

Patronage not only is solicited from residents of the city, but also in the outlying districts within a wide radius. "I have customers on my mailing list within a radius of twenty-five miles of the city," said Mr. Abbott. "Many of them have been on the books for a long time without making any sizable purchase, but they still are my customers, and when they do buy they buy from me. I keep them informed about the new things in music, records and radio, and when one of them comes in for a new tube or the latest jazz records he gets the same kind of attention that he would get if he asked for a Radiola 28.

One of the most important and effective methods for the retailer to bring to the attention of the public the merchandise he is featuring is through a well-rounded advertising campaign, according to Mr. Abbott, who stated that 5

Below: One of Abbott's typical radio displays



per cent of his gross revenue was set aside for the advertising appropriation. Newspapers, direct mail, programs and window displays are included as advertising mediums. A result-producing method of presenting the features of a radio set or a talking machine has been worked out by Mr. Abbott. He uses a stereopticon machine with a series of films that describe the product in which he is trying to interest the customer. Thus, many selling points that the prospect ordinarily might miss are emphasized in such a way that this danger is entirely eliminated. Another plan that has resulted in many sales consists of using the telephone to arrange

Cincinnati Retailer Sets Aside 5 Per Cent of His Gross Revenue for Advertising—Direct Mail and 'Phone Follow-Up Result in Growing Profits

demonstrations with prospects. An effort is made to arrange these demonstrations in the evening so that the whole family is sure to be present and when broadcasting is at its best. Manufacturers' sales helps also are used in every way possible, both in the store and in the window.

It is these little touches that raise a dealer's



Above: Spacious sales and demonstration room of E. M. Abbott Piano Co. Note how attractively the various Radiola models are arranged on the floor of this enterprising retail concern. Lack of overcrowding results in emphasizing beauty of radio models featured

store above those of his competitors in prestige and success. There is no secret about it, just the application of imagination and sound common sense in promoting the interest of the public in the line and then capitalizing this interest by follow-ups that eventually result in closing sales.

There are many dealers who have permitted themselves to settle into such a state of lethargy that they make little or no attempt to go after business. Experience has proved conclusively that it is very much worth while to follow up every inquiry. One dealer has three outside men whom he pays on a commission

basis to follow up leads furnished by the store. It is a poor week, according to this merchant, when each of these men does not make at least two or three sales of radio sets or talking machines. It is these extra sales that put a business over

with a bang, and what the E. M. Abbott Piano Co. is doing, other dealers also can accomplish. Energy and imagination are required, but the results certainly warrant strict attention to a policy of aggressiveness.

Of what avail is the best kind of advertising and publicity if the merchant does not take every means he can think of to close as many sales as possible?

Yet, the fact remains that many of the inquiries being received daily by retailers are the result of the firm's advertising or that of the manufacturer and wholesaler. When an individual takes the trouble to visit a store to procure information regarding a particular make of radio that is positive proof that he or she is an interested prospect, and even if a sale is not closed on the spot the dealer should not permit the matter to end there. He should follow-up, using direct mail, telephone and, best of

all, personal calls by a high grade salesman. Arrange for a demonstration either in the store or in the home, and the sale is half won. Competition is keen and dealers must fight for sales.

Every effort should be directed toward bringing about a demonstration under the most favorable circumstances. If you have a good product tell the public about it and when you have arrested their attention work hard and quickly to close the deal. A name on the dotted line is worth a dozen prospects, although every prospect represents a potential sale. The aggressive policy of the E. M. Abbott Piano Co. and the importance this firm attaches to interior display, window arrangement and follow-up have proved their value in building up a substantial sales volume and profit in the radio department.

Radio Weighing Machine

One of the latest applications of the radio principle appears in a weighing machine which automatically weighs any material passing through the mechanism in continuous web form.

VAN VEEN SOUNDPROOF BOOTHS

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

Write for particulars and catalogue.

VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, N. Y. City
PHONE LEXINGTON 9956-2163

An accoustical gem in a magnificent setting—
Each SYMPHONIC and LOW-LOSS REPRO-
DUCER is beautifully encased in a gold em-
bossed silken container commanding attention
and bespeaking its quality.

SYMPHONIC

A

**STANDARD
PRODUCT**



Symphonic
PHONOGRAPH REPRODUCER

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

The Proof of the Pudding

Symphonic product is way past the em-
bryonic stage. However, SYMPHONIC goes
steadily on, giving to the trade, as a matter
of course, the benefit of every improve-
ment which results from our constant
research and experiments. That is why
SYMPHONIC has earned its reputation for
DEPENDABILITY and EXCELLENCE. That is
why the *Symphonic* TRADE MARK on a re-
producer is of MORE IMPORTANCE THAN
THE PRICE TAG.

SYMPHONIC performs best in comparison.
Convince yourself.

• 1927-1928 •

*Symphonic Sales Corpora-
tion wishes to take this
opportunity to thank the
Music Trades in the United
States and throughout the
civilized world for the
splendid patronage and
support we have received
during the past year.*

*We extend to you our very
best wishes for a Merry
Christmas, and a Happy
and Prosperous New Year.*

SYMPHONIC SALES CORPORATION

370 SEVENTH AVE.

*Pioneers and Leaders in the
Independent Reproducer Industry*

NEW YORK

Profit Winning Sales Wrinkles

Holiday Opportunities—Art Products in Art Settings—Gilman "Breaks the Ice" in Canvassing—
Give Prospects Full Information on Sets—Wanamaker Displays Publicity Rack—
Trade-ins for Combinations—After-Holiday Buying—Other Clever Stunts

Now that Christmas is but ten days in the future, talking machine and radio dealers must make a strong last-minute effort to close as many sales as possible. A letter at this time to all those persons listed as prospects, pointing out the suitability of a talking machine or radio set as a Christmas gift, and a solution of the "what to buy" problem might bring in sales that otherwise would not materialize. Direct mail should also be sent to old customers. This literature should feature records and other instruments handled by the dealer. The small musical instrument always is a suitable gift for the younger members of the family who may have musical ambitions, and records are excellent gifts for every member of the family.

Proper Settings

Kelly Music, Los Angeles, Cal., Radiola dealer, believes in presenting his merchandise as art products and consequently John T. Kelly, Jr., the proprietor, has fitted and furnished the store as an attractive music salon. The customers and prospective customers are told of RCA products by a series of folders with photographs of the salon tipped in and with photographs of the famous musicians who can be heard on the air being featured. The results in sales more than repay for the expense of the promotional work.

It "Breaks the Ice"

Canvassing, especially in city districts, often offers a handicap in that the housewife does not permit the canvasser to get off to a good start in discussing the instruments in which he hopes to interest her. Naturally with an indifferent or hostile reception the quota of sales from this type of selling will not bulk large. Joseph Gilman, manager of the Gilman Music House, 1198 Fulton street, Brooklyn, N. Y., in order to overcome this condition and secure a hearing in his calls on prospective purchasers of radio receivers or talking machines, employs a clever stunt which he claims has done wonders in securing entree into the various homes in the sections he visits so that he

can present his selling talk. Mr. Gilman's business card, which he presents on each call, bears after his name the initials "L. F. B." which in nine cases out of ten causes the query: "What do those initials mean?" Upon being informed that the caller is "Looking for Business" and does not hesitate to say so on his card, the "ice" is broken and he is given an opportunity of interesting the prospect in an instrument.

Tell 'Em Everything

There are many things about a radio set which the dealer and sales staff take as a matter of course because of their knowledge of the instrument, but to the layman who has never had a set in his home these items bulk as mysterious information known only to the initiated. When a set is put into a home on demonstration the man who installs the receiver gives the information necessary to operate the receiver and answers any questions, but it is after he leaves that many questions arise, prompt answers to which would strengthen the prospect's desire to own the set. A. S. Eby, radio dealer of Bartlesville, Okla., has solved this problem, for whenever he sends a set out on demonstration a big red tag goes with it, carrying every bit of information that the prospect could want to know about the set as well as the conditions of time payment. This information includes the cost of accessories and upkeep of the set.

A Catalog File

Manufacturers send much fine literature to dealers, but very often it is not used to the best advantage. Progressive dealers find the pamphlets and booklets descriptive of the new lines very much worth while in direct mail follow up. This literature also should be placed conveniently in the store so that customers and prospects can obtain informative reading matter regarding the particular instrument or set in which they may be interested. The talking machine department of the New York Wanamaker store has built a rack for this publicity material, which is placed prominently on the de-

partment floor. The rack contains a number of cubby holes and the advertising matter of the various products is segregated. Thus, talking machine literature is in one cubby hole, pamphlets descriptive of the radio sets featured are in another, etc.

Regarding Trade-ins

A talking machine dealer who is featuring combination instruments is making a strong bid for sales, and to stimulate interest on the part of the public his advertising carries an offer to make a fair trade-in allowance on both the old phonograph and radio set. This policy has resulted in several sales to people who were interested in the combination instrument, but hesitated to buy because they already owned an old talking machine and radio set. The combination instruments are particularly suitable for use in small apartments and the dealer who builds up a prospect list should not neglect this source of possible business.

After Xmas Business

There is plenty of after-holiday business to be had. Many people receive checks or money as Christmas gifts. Don't stop sales promotion simply because the holiday season is past. Go after the gift-dollars and wind up the year with a rush. People buy from the dealer whom they know best, personally or by reputation. Keep your name before the public and go after business just as strongly after the holidays as you do at any other time of the year.

Featuring a Single Model

A middle Western retailer has had constructed in the center of his sales room a huge circular platform on which he places the model talking machine he desires to feature. The instrument thus is raised above the other machines on the floor and instant attention is attracted to it. In addition this particular model is continually playing. Each week a different model is made the center of attraction. The experiment has proved of value in moving models that ordinarily would not be sold very quickly or easily as well as stimulating the sale of easy-to-sell instruments.

Thanksgiving Tie-up

A clever tie-up with Thanksgiving Day was effected by Landay Bros., metropolitan dealers, who in their advertisements of Columbia records on the day before the holiday said:

"Are you host or guest at the big Thanksgiving Eat-?"

"A package of the newest Columbia records from Landays will be just the right thing in either role.

"If you're inviting folks you should look to their entertainment.

"If you're visiting you should show thoughtfulness and appreciation."

Then followed a list of the most popular Columbia record releases. There is a thought in this for Christmas.

Use the Telephone

Has the idea of using the telephone during the next ten days to get in touch with your customers occurred to you? Suppose as a starter you call up everyone who has purchased a talking machine during the past six or seven months, inquire as to how the instrument is functioning and suggest several of the outstanding releases of Christmas music as being especially desirable at this time of the year. A telephone call of this character will serve a twofold purpose: first, it will undoubtedly result in some sales, and it will also serve to keep your establishment in the minds of the customers, engendering goodwill. Everyone appreciates the personal touch and in this case it costs very little.

Read Your Trade Papers

What benefit do you receive from the trade papers to which you subscribe? Do you merely glance over the publications when they arrive, read a few items and then put the magazine aside and forget to pursue your reading further? A New York dealer has the right idea. He checks over the articles that interest him and reads them carefully at home.

NEW—and timely—

HOLIDAY GIFT suggestions

No item could be more timely and appealing as a gift suggestion to the idea-bereft and jaded shopper than one of these much desired and useful "Westons". You need only suggest it to have the idea meet with an appreciative response, and it will account for at least ONE PRESENT SETTLED on every shopping list.

Here are two popular models selected from the complete Weston line—the most extensively advertised and widely demanded radio instruments on the market today.

These two instruments—Model 489, made as both high resistance and low resistance meters for B-eliminator and battery operated sets—and Model 528, for the new A.C. tube receivers, are big sellers everywhere, every month in the year. The earliest orders received will be served in time for the Christmas trade.

This new booklet will be of service to you in ordering required stocks for the ALL YEAR ROUND sales.

Model 489—1000 ohms per volt—for checking output of battery eliminators, or any D.C. measurement within the range of instruments.

Model 528—Volts and Amperes, for A.C. current and voltage measurements within the range of the instruments. Especially high-class instruments for testing the new A.C. tube receivers.



WESTON ELECTRICAL INSTRUMENT CORP.
190 Weston Ave., Newark, N. J.

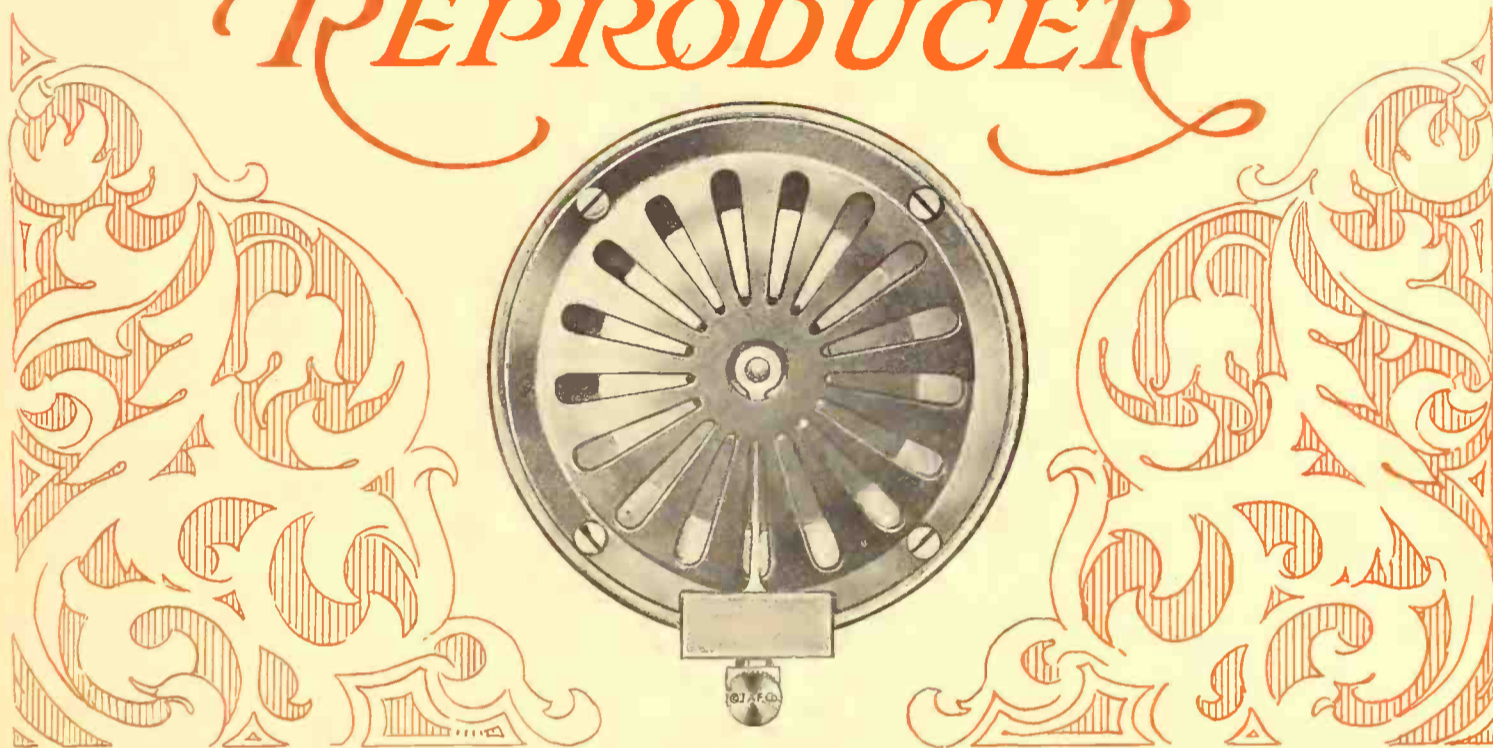


Weston

PIONEERS SINCE 1888

INSTRUMENTS

The Improved Val Phonic REPRODUCER



PLACE your bet on the champion and you are bound to win. Now, the super Improved VAL-PHONIC REPRODUCER, with still more improvements than heretofore, and the result—a product beyond vaguest expectations—one that really does justice to both its faithful boosters and makers.

Try this newer Improved model, experiment with it, play it, show it to your trade, use it for display purposes.

You will be surprised at the rate they sell. A real treat in an honest-to-goodness reproducer, and one which we are glad to be able to offer you.



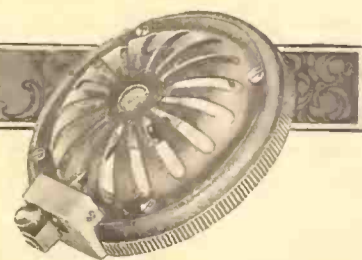
Backed by its originators, the truly handsome Improved VAL-PHONIC reproducer is a sound box which you can vouch for with surety, and use as a means for repeat orders.

All to gain! Bank on the Improved VAL-PHONIC and cash in!



J.A. FISCHER COMPANY

PHILADELPHIA · U.S.A.



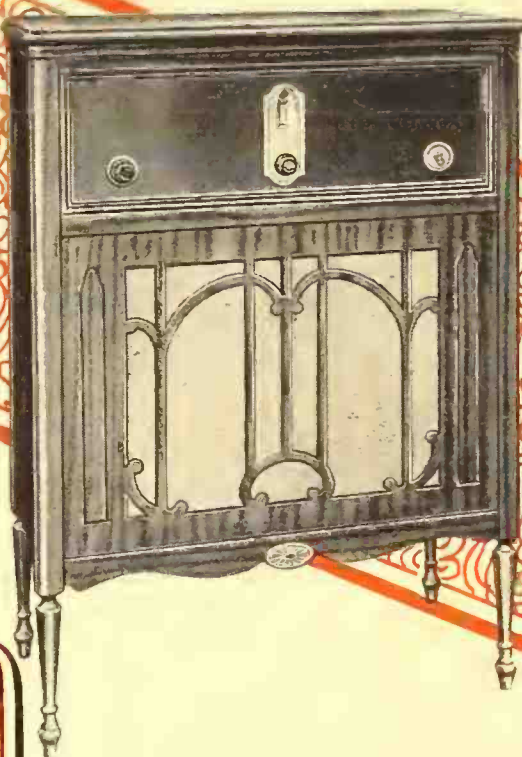
An Exceptional Opportunity

Boost Your Sales of Special Consoles

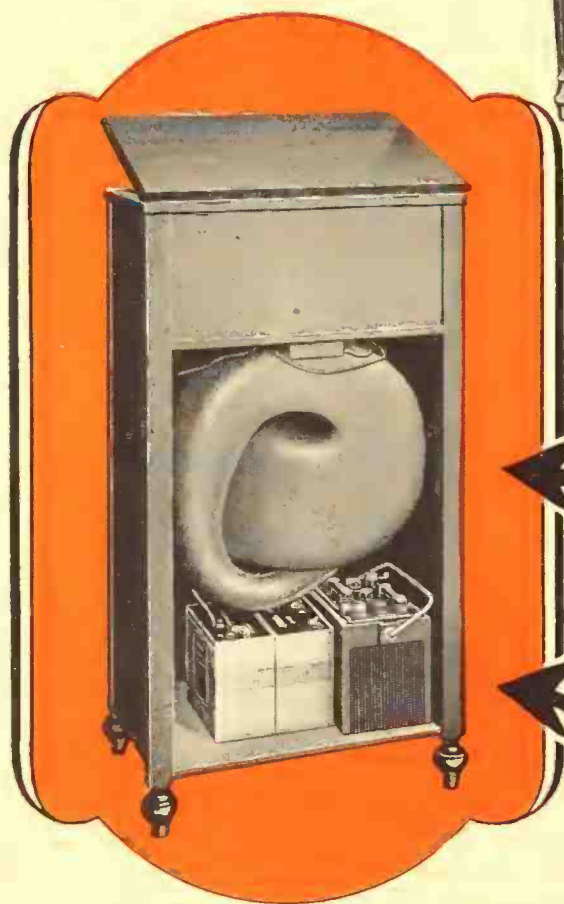
For Radiola 16



For Radiola 17



For Crosley



Newcombe-Hawley 86-inch Tone Chamber!

The outstanding feature of these Console Reproducers is the Newcombe-Hawley 86-inch Tone Chamber which assures perfect reproduction, from the deepest organ note to the highest pitched voice or instrument. Great volume is available with a mellowness that amazes the most critical audience. Since no separate amplifier or extra tubes are required with this efficient reproducer, no servicing is required to maintain perfect operation.

Plenty of Space for Batteries and Eliminators

Ample room is provided for batteries and accessories, eliminating all unsightly wiring usually associated with table receivers and separate reproducers.

NEWCOMBE-

Now Open to Radio Dealers

With This New Line for Leading Radio Sets

THE great popularity of the compact Radiola, Crosley, Atwater Kent, and Zenith receivers has created a tremendous demand for special Newcombe-Hawley Reproducers for these receivers.

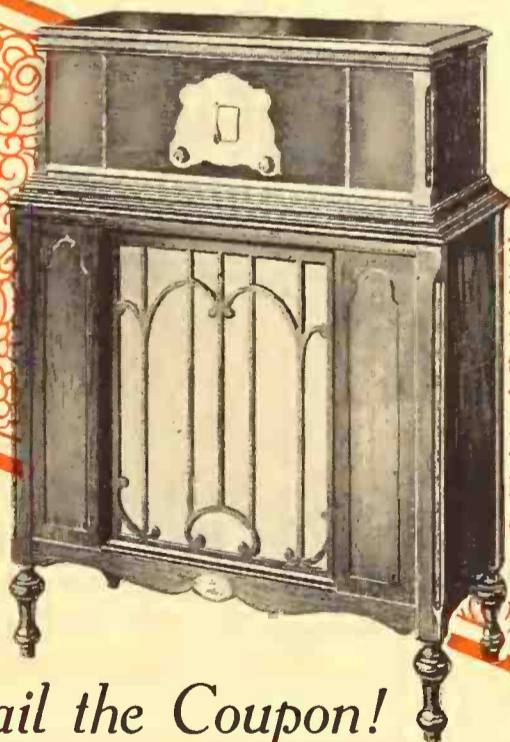
Here is a new line of special console reproducers that opens the door to new sales, not only for consoles but radio receivers, too. The mellow tone quality, even at big volume, makes the Newcombe-Hawley Console Reproducer a splendid sales builder.

The radio public prefers special consoles with built-in reproducers for their receivers. Meet the demand with these Newcombe-Hawley Special Console Reproducers. Mail the coupon for complete information.

For Atwater Kent

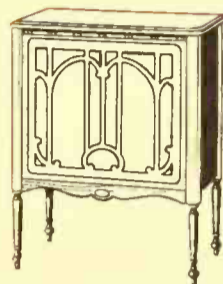


For Zenith



Mail the Coupon!

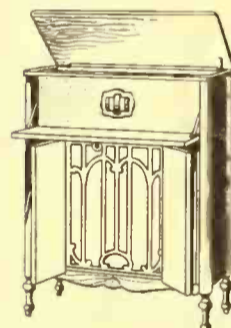
The Standard Line



Model 53—A compact table model with the remarkable 86-inch tone chamber. A popular reproducer for table receivers.



Model 55—A larger table model with space for batteries and accessories. Furnished with doors, if desired.



Model 58—A typical model with room for the complete receiving set. Several other models are available, with or without doors.



NEWCOMBE-HAWLEY, Inc.
203 N. First Ave., St. Charles, Ill.
Please send us full information on the new line of special
Newcombe-Hawley Consoles. Also include literature on
standard line.

Name _____

Address _____

HAWLEY

Another Wise Move by *Okeh!*

Slowly but surely the Okeh Phonograph Corporation is assuming its rightful place in the sun. Its latest forward stride brings to its New York distributing branch the distributorship for New England States and the New York Metropolitan district of the great VINCENNES VERAPHONIC PHONOGRAPHS—the phonographs that 9 people out of 10—blind-folded—will pick over any other make.



Veraphonic Model No. 250
List Price \$225

FINISH: Mahogany and Walnut
DIMENSION: Height 46 $\frac{3}{8}$ " ; Width 30 $\frac{9}{16}$ " ; Depth 22 $\frac{1}{2}$ "
EQUIPMENT: Statuary Bronze including automatic stop



**Veraphonic
Consolette—Model No. 1200**
List Price \$80

FINISH: Mahogany and Walnut
DIMENSION: Height 38 $\frac{3}{4}$ " ; Width 19" ; Depth 19 $\frac{7}{8}$ "
EQUIPMENT: Statuary Bronze

Five beautiful models, ranging in price from
\$80 to \$225, comprise the line

Then, too, there is the little brother to the Vincennes Veraphonic—the RIVOLI. Model No. 700 console at \$65 list up to model No. 2500 at \$180 list provide an adequate range which live dealers are snapping up.

THERE MAY BE AN OPENING IN YOUR CITY. WRITE FOR DETAILS.

Vincennes Phonograph Manufacturing Company
Vincennes, Indiana

MEET US AT THE FURNITURE MART IN CHICAGO—JANUARY 3rd to 24th

"Pictorial Presentation" of the Orthophonic Victrola

Elaborate Sales Portfolio Enables the Dealer's
Salesman to Tell the Complete Story of the
Orthophonic Line to His Prospect

A complete pictorial presentation of the Orthophonic Victrola talking machine and record line, in portfolio form, making clear to the prospective purchaser through a series of striking pictures just why the new Victrola has made the old talking machine obsolete, is now available to Victor dealers.

"The reason why such a portfolio is so vitally necessary," says L. A. Graham of Low, Graham & Wallis, Inc., Chicago, who have just published this book, "may be summed up in a single sentence. In telling the story of the Orthophonic Victrola to the prospect, the salesman must appeal to the eye as well as the ear. Most people are eye-minded—accustomed to learn about things from what they see, and although the Orthophonic Victrola should really 'speak for itself' as soon as the prospect hears it, it is necessary to do more than this—to visualize right before the customer's eyes the vast difference between this and the old instrument."

So the new pictorial presentation displays before the customer's eyes a series of illustrative exhibits—which picture the Orthophonic Victrola in striking, convincing fashion.

The first pages of the book visualize just what music can bring to the home—how it can match the mood of the listener—and this story is told through a series of beautiful four-color illustrations.

Next, the prospect is shown that the instrument of her choice must give her the music of all instruments and of the human voice—and the best work of the world's greatest artists. The influence of good music on children, and its value to entertain guests, is illustrated, and then a series of interesting pages portray the early days in which music was the privilege of the few, until the introduction of the first crude wax cylinder phonograph. Next is illustrated the old Victor horn-type machine made famous by the Victor trade-mark, and then the Victor cabinet machine.

Then follows the body of the book proper, which aims to show that the old phonograph is now as obsolete as the hand-cranked automobile, or kerosene lamp, or horse and buggy. This is made clear by showing the crude methods of recording under the old plan, the many notes that were missed entirely in the reproduction, and the extreme limitations of the instrument for reproducing bass notes, high soprano tones, various instruments of the orchestra, sibilant sounds, etc.

A dramatic exposition of the introduction of the Orthophonic Victrola then follows, demonstrating step by step how this instrument opened up an entirely new era in music.

Comments of great masters of music like Paderewski, Kreisler, Sousa and others about the Orthophonic Victrola are shown in striking four-color pages, and all this leads up to a description and illustration of Victor's new models, Orthophonic Victrolas, Victrola-Radiolas, Automatic instruments and Electrolas.

When customers come in to buy records or "look at a Victrola," the book is an invaluable aid to the dealer's salesman in helping the customer make up his mind to buy. Second, the book should prove a virtual necessity for the Victor dealer salesman in his outside work—developing new business, following up leads, or making demonstrations. A sales talk to be used in conjunction with the portfolio is contained in booklet form and accompanies each copy of the pictorial presentation.

Willie's Radio Shop, 73 North Washington avenue, Bergenfield, N. J., has secured the agency for the complete line of Brunswick Panatropes. The concern plans to launch an intensive campaign for business.

Amendment to Revenue Bill Favors Instalment Dealer

Ways and Means Committee Takes Favorable
Action on Tax Situation—New Revenue Bill
Prevents Imposition of Double Taxes

Favorable action on the instalment income tax situation has been taken by the Ways and Means Committee. The administrative provisions of the new revenue bill will contain amendments preventing the reaudit, and consequent imposition of double taxation, of returns of instalment dealers made in accordance with the instalment regulations in effect prior to the passage of the 1926 act. On the other hand, the bill will continue the double taxation features as affecting all returns filed under the existing regulations, as well as future returns.

That the action of the committee is distinctly favorable to the music industry is indicated by the comments of Alfred L. Smith, secretary and general manager of the Music Industries Chamber of Commerce, who said, "While we failed to get all we asked of the committee nevertheless, it has taken care of the situation about which we were most concerned.

"Under the proposed amendments, it will still not be feasible for any merchants now reporting upon the cash or accrual basis to change to the instalment method. However, the Treasury Department will be prevented from reauditing the many instalment returns from the music industry made in good faith during previous years under regulations which did not include the double taxation features, and this is what we were primarily interested in.

"The peculiarities of the instalment business are such that it is only just and proper that the instalment dealer should be able to report his taxes on the basis of collections made from instalment sales during the taxable year, rather than to report the entire sale, including the unrealized profits."

Rear Admiral W. H. G. Bullard Passes Away

Sudden Death of the Chairman of the Federal
Radio Commission a Shock to His Many
Friends Throughout the Nation

Rear Admiral W. H. G. Bullard, chairman of the Federal Radio Commission and one of the most active workers in the interests of American supremacy in wireless, died unexpectedly at his home in Washington, D. C., on Thanksgiving Day, November 24. His death was attributed to heart disease and high blood pressure.

Since assuming office as chairman of the Federal Radio Commission last March, Admiral Bullard had worked hard to clear conditions on the air. On Monday of the week of his death he appeared before a subcommittee of the House Appropriations Committee and urged the necessity for providing adequate funds for the Radio Commission if it is to carry out the provisions of the Radio Act. The deceased was the first chief of Naval radio communications and was instrumental in the formation of the Radio Corp. of America, serving on its board of directors during its organization. He was actively associated with radio for a period of twenty-five years and at the time of his death was representing the United States at the International Radio-Telegraph Conference at Washington.

Admiral Bullard was the principal speaker at the Annual Radio Industries Banquet, held at the Hotel Astor in September, at which time he traced the activities of the Commission in its work of improving broadcasting conditions.

Kaplan Bros. Music Store, carrying a complete line of leading radio receivers, opened recently at 300 South Main street, with Charles Dolinsky as manager.

Distributors of



Sonora Selective Radio and the Tonic Sonora Phonograph

Sonora Distributors

- J. H. Burke Company,
221 Columbus Ave.,
Boston, Mass.
- Belmont Corporation,
316 South Third St.,
Minneapolis, Minn.
and
1210 University Ave.,
St. Paul, Minn.
- Gibson-Snow Co., Inc.,
312 West Willow St.,
Syracuse, N. Y.
- Greater City Phonograph Co.,
76 Fifth Avenue,
New York City.
- Hassler Texas Co.,
2216 Commerce St.,
Dallas, Texas.
- Kohler Distributing Co.,
63-67 Minna Street,
San Francisco, Cal.
- Mayer & Company,
2820 Locust St.,
St. Louis, Mo.
- Moore-Bird & Co.,
1720 Wazee St.,
Denver, Colo.
- Peirce-Phelps, Inc.,
224 North 13th St.,
Philadelphia, Penn.
- James K. Polk, Inc.,
217 Whitehall St.,
Atlanta, Ga.
and
811 West Broad St.,
Richmond, Va.
- Reliance Battery Products Co.,
2211 South Eighth Street,
Council Bluffs, Ia.
- H. C. Schultz, Inc.,
442-448 E. Lafayette Blvd.,
Detroit, Mich.
and
1743 Chester Ave.,
Cleveland, Ohio.
- Sterling Roll & Record Co.,
137 West Fourth Street,
Cincinnati, Ohio.
- Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.
- Tay Sales Company,
231 North Wells St.,
Chicago, Ill.
and
465 Milwaukee St.,
Milwaukee, Wis.
- Twentieth Century Radio Corp.,
104 Flatbush Avenue,
Brooklyn, N. Y.
- Western Radio, Inc.,
1224 Wall Street,
Los Angeles, Cal.
- C. A. Richards, Inc.,
100 East 45th Street,
New York City.
Canadian & Export Distributors.

Inexpensive Items Build Polan's Profits

Multiplicity of Small Profits Has Made the Terminal Radio & Music Shop One of the Busiest Retail Establishments in New York City



Partial View of Interior of Terminal Radio & Music Shop

It is not difficult to realize with talking machines and radio receivers selling at prices well up in four figures that dealers work harder to close a sale of one such instrument than on other items on which the individual profit is considerably smaller. Nevertheless, just as one hundred pennies have the buying power of a single dollar, so, too, can the profits on low-priced merchandise mount up to a sizable volume. If a dealer is neglecting such departments as records and sheet music, not only is he overlooking profits, but he is failing to maintain his best possible source of repeat business. Multiplicity of small profits results in a large profit over a period of time. This, briefly, is the policy that has made the Terminal Radio & Music Shop, New York City, a successful enterprise.

Occupies Small Space

This establishment, which is owned and operated by Joseph Polan, occupies but little floor space, but it has the advantage of being located at one of the entrances to the Pennsylvania Station, and consequently does a large business with transients. Originally the store specialized in radio sets and parts and accessories and carried a small stock of records. During the past few years records have taken a more important part in the store's activities, and at the present time the profits from records and sheet music practically pay the fixed overhead of the store.

A Cash Business

The Terminal establishment is conducted along lines that vary from that of the average music dealer. Due to its class of trade, 90 per cent of whom live in suburban communities, and some at great distances from the store, there is no instalment selling. Everything, from a completely equipped radio receiver to a piece of sheet music, is paid for before the article

leaves the store. Secondly, the customer takes his purchase with him or arranges at his own expense for shipment of the merchandise. These policies lower the overhead and eliminate the undesirable features of having capital tied up as well as the bugaboo of repossessions.

Overhead of \$700 Per Month

The total overhead of the Terminal Shop is approximately \$700 monthly, of which more than 50 per cent is for rental. The only other large item is the salary to Nathan Cherry, the record and sheet music manager and buyer, the balance being variously distributed for lights, cleaners, a bookkeeper who makes several visits during the month, and incidental expenses.

The bulk of the business is done in radio sets, parts and accessories. Having the agency for a camera film developing concern also brings in considerable profits, especially during the Summer. A small department devoted to novelties, and during the Christmas season an assortment of toys all help swell the profits, but it is with records and sheet music that we are concerned at the present time.

Records Prominently Displayed

Due to the limited floor space, too much room cannot be given any department, so that records occupy the center of the store in a self-service rack, with 108 compartments, about nine feet long by two and a half feet wide, each one of which contains from ten to twenty records. Each compartment has the titles of the songs plainly indicated so that customers can choose their selections without the aid of clerks. A demonstrating phonograph is at the head of the rack facing the street with a loud speaker connection over the door so that, in addition to playing for the customer who wishes to hear the record, passers-by are attracted into the store.

Until very recently the Terminal Shop sold

only the lower-priced records, selling at thirty-five cents or three for a dollar, and in an average month the sales of these records amounted to a volume business of between 2,000 and 2,500, with a minimum profit of between \$250 and \$300, working on the premise that all records are sold on the basis of three for a dollar. Since Mr. Cherry assumed the management of these important departments, Columbia records selling for seventy-five cents have been added, and during the first month they were carried approximately 500 were sold with a profit of more than \$150.

Features Large Sheet Music Stock

The rear of the Terminal store is given over to a three-sided alcove about eight feet wide and four feet deep with sheet music racks occupying the entire three sides. These racks comprise compartments enabling 224 different selections of sheet music to be displayed, each title readable from a distance. The number of copies of each song carried varies according to its popularity and demand. Because of the varied cost prices of the different types of sheet music, it is difficult to estimate the profits from this department, but an examination of the bills received from the jobbing concern each month for the past few months carries out the assertion of Mr. Cherry that the average profits from sheet music are in the neighborhood of \$200. Profits of between \$600 and \$700 each month are realized from minor departments. Both Mr. Polan and Mr. Cherry agree that the departments require little attention, the chief reasons for their success being careful buying and frequent changes of the display material in the show windows. Careful buying is a term rather hard to define. It means that the buyer should have a knowledge of his market and of the possibilities of the item under consideration.

You Will ENJOY Selling the—

SONOCHORDE

SENIOR

Junior Model



\$15

It's a real pleasure selling a Sonochorde Speaker! It lives up to every claim made for it. You can be sure of satisfied customers with a Sonochorde. Its beautiful silk front and mahogany finished frame create instant appeal.

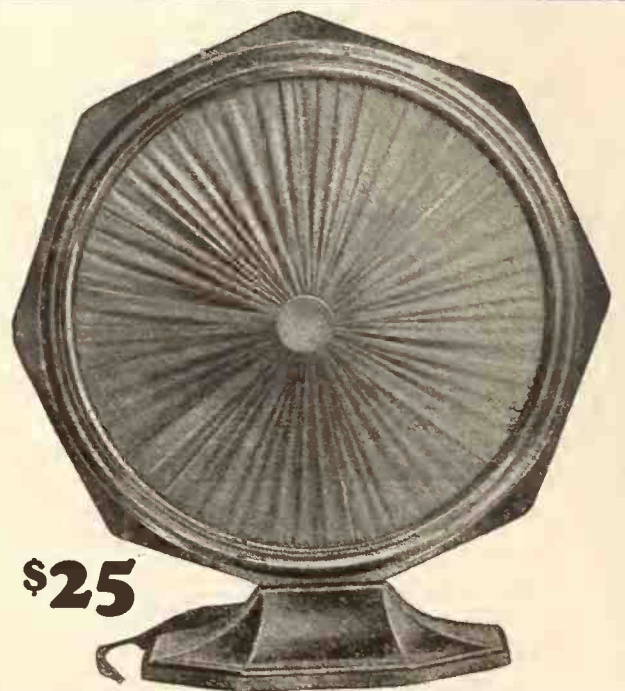
Prepare for a bigger Christmas business—with Sonochorde! Order a stock from your jobber today.

BOUDETTE MFG. CO.

Address Dept. "E"

Order a sample TO-DAY!

Chelsea, Mass.



\$25

Perfecting *the gift of radio*



Eveready's greatest provider of Battery Power—the Eveready Layerbilt "B" Battery No. 486.



Radio is better

WHEN your customers give the great gift of a radio set, remember that they are giving not merely a handsome, intricate and sensitive instrument, but are also giving radio reception, radio enjoyment, radio itself. So recommend a receiver that can use the best source of radio power—batteries, for batteries perfect the performance of a radio receiver. The power they provide is pure D. C., Direct Current, which is entirely silent. Battery Power will insure the enjoyment of the listener, for battery-run sets produce exactly the tone their designers built into them.

All Eveready "B" Batteries will give the vital qualities of Battery Power. Behind Eveready Radio Batteries are 33 years of dry battery manufacture, of pioneering, invention, discovery, continual leadership. Sell Eveready Radio Batteries and ahead of your customer's are hours, days, weeks and months of use, of solid enjoyment of radio.

with Battery Power

For modern receivers, recommend the Eveready Layerbilt "B" Battery No. 486, built according to a radically new design that gives it ample and even excess capacity to meet the demands of powerful sets. This battery is the longest lasting of all Evereadys. Its unique, patented construction packs the maximum possible quantity of active materials within a given space, and also makes those materials more efficient producers of current. Order from your jobber.

NATIONAL CARBON COMPANY, INC.
New York  San Francisco
Atlanta  Chicago  Kansas City

Unit of Union Carbide and Carbon Corporation

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

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

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

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

EVEREADY

Radio Batteries

—they sell faster

SONORA'S SEVEN MEET 100 PER CENT

A choice of battery, power socket, or A. C. oper

IF YOU are the caliber of business man to handle Sonora adequately we want you. Sonora is represented already all over the country by real live merchandisers. Sonora's ever increasing sales are proving that. During the past two years all Sonora's previous sales records have been eclipsed. So fast is Sonora's growth that it is astonishing even those who control Sonora's policies. There is still plenty of opportunity left for the right man to make bigger profits in a permanently growing business by representing Sonora products. This is not just talk. Our dealers' books prove our statements and are behind our promises.

Here is what Sonora has to offer you. A complete new line of radios at \$69.50 to \$375—a price to suit every prospect—a product that cannot be beaten or even equaled for beauty, tone, performance and workmanship, supremely selective, superbly sensitive—the right kind of help in selling it—an organization that is financially strong and which has proved the soundness of its policies for 15 years—best of all, *a line that meets 100 per cent of market demand in your territory.*

Son

CLEAR
AS A
BELL

→ [All Models Single Dial Control] ←



E-870—De Luxe Highboy

In period design cabinet of hand-rubbed burl walnut, with latest type built-in Sonora Cone Speaker. Unrivaled among six-tube receivers for ability to pick up selected stations and for sensitivity to every wave length. A revelation in tone quality. Price \$250.

F-875—De Luxe Highboy

Exquisitely housed in special grade burl walnut Neo-Renaissance cabinet with hand-rubbed gloss finish. Bronze-inlay walnut-burl control panel. Unequaled for range, tone and volume. Special loop with full 180° rotation built into hinged door. Built-in Sonora Cone Speaker. Nothing to equal it at any price. Yet only \$375.

G-885—Light Six Highboy

Completely A. C. Operated

In rich, lacquer-finished walnut cabinet. Built-in, latest type, Sonora Cone Speaker. Four-tuned circuits. Vernier control. Unusually selective. Operates directly from light socket on 60-Cycle A.C. current. No batteries required. Price \$250.

Clock Type Cone Speaker

Remarkable volume and freedom from distortion made possible by newly perfected Sonora magnetic unit. Deep, sonorous tones, delicate overtones and pianissimo passages reproduced faithfully in their proper intensity. Can be used with any loud speaker receiver. Price \$27.50.

QUALITY RADIOS OF MARKET DEMAND

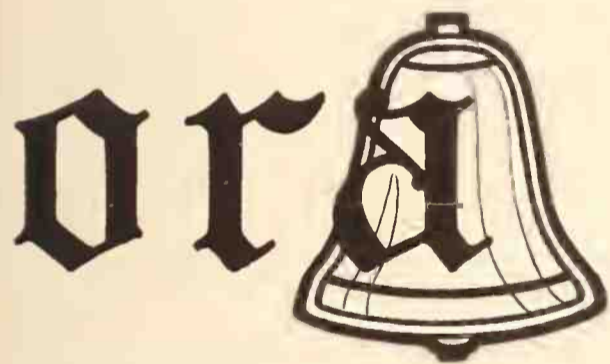
ation with the new Radiotron or Cunningham tubes

HAVE YOU ever figured out the average time it takes to sell one radio and how many demonstrations it requires to bring each customer to the point of signing? Waste time is money wasted, turnover slowed down, profits long in coming, smaller volume, smaller annual revenue—and an inferior sales force, because good men won't waste *their* time in difficult selling.

Sonora new radios, every model of the seven, are moving fast. Profits are piling up for every live dealer who is handling them. Sales records are being smashed every month. It is literal truth that the demand for Sonora is outpacing the production quota for almost every territory.

If you want to make profits, turnover, volume, a permanent and growing business—if you want to obtain and keep the best salesmen in the trade, sign up with Sonora! For Sonora offers the radio each customer wants at the price he intends to pay. Sonora has the products, the best on the market. Nothing can stop Sonora's mounting sales.

SONORA PHONOGRAPH COMPANY, INC., SAGINAW, W.S. MICHIGAN



RADIOS
AND
PHONOGRAPHS

—All Models Single Dial Control—



**G-880—Light Six
Table Radio**

In compact, selected walnut cabinet. Three-tuned radio frequency, amplifying stages, detector and two stages of transformer audio amplification. Truly astounding in ability to pick up selected stations and fidelity of tone. Price \$69.50.



**E-850—Selective Six
Table Radio**

Beautiful burled walnut case. Supremely selective and sensitive. Three stages of famous R. F. L. (balanced bridge) radio amplification. Copper-shielded to eliminate interference. Dial illumination. Shadow-line tuning. A definite advance in tone quality and performance. Price \$99.50.



**E-860
Junior Highboy**

Specially designed for those who desire their radio in an attractive highboy cabinet but prefer that speaker shall not be included. Remarkable range, sharp selectivity, natural tone and absence of oscillations. Cabinet in high grade walnut with two-toned doors. Price \$165.



**E-865
Standard Highboy**

All the performance value of the Sonora Selective Six housed in beautiful burled walnut cabinet with built-in Sonora Cone Speaker. Operates with either outside or inside antennae. Dial light, Shadow-line tuning. A dollar-for-dollar value hitherto unapproached. Price \$198

Money-Making Suggestions for Ambitious Merchants

Twenty-odd Resolutions Regarding Business Which the Dealer Might Do Well to Adopt—Music Advancement Bureau Has Some Suggestions—Musical Comedy Hits on Records—An Instance of Effects of Good Will—Record Albums Make Appropriate Gifts—Sustained Efforts

The practice of making resolutions for the new year has passed into the discard to a great extent, but with 1928 fast approaching why not make a few resolutions regarding business and try them out. Here are a few that any dealer might adopt with profit:

To secure larger initial payments on instalment sales.

To sell only on short-term contracts.

To receive proper interest or a carrying charge on instalment sales.

To keep down to a minimum the amount of past due.

To extend credit only when the prospect is

found "good" upon investigation.

To maintain prices

To carry only standard, high grade merchandise.

To avoid unprofitable trade-ins.

To render proper service, but no unprofitable or excessive service.

To be a salesman and not merely an order taker.

To preserve an attractive store in which high-priced instruments can be displayed properly.

To frequently change the window displays and make the display space pay its share of the rental.

To study the market and benefit from knowledge of the customers' likes.

To take advantage of the sales aids provided by the manufacturers.

To give each department, no matter how small priced the unit may be, the proper care and attention; if the merchandise is not a potential profit-maker it should not be carried.

To retain the good will of every person who enters the store, and sell accessories to the purchaser of a radio receiver, records to the talking machine buyer and sheet music and rolls to the piano owner.

To be more active in support of the local radio and talking machine trade association.

To extend the scope of my selling territory.

To take a more active part in community affairs.

To work in co-operation with the promoters of musical events to the end that my store shall be regarded as the logical music center.

To read my trade papers more thoroughly and put into practice the ideas contained therein which can be adapted to my store.

If a dealer adopts these resolutions, or some of them and adheres to them, it can be safely predicted that when next December comes around he will have enjoyed a happy and prosperous year.

The Bureau Suggests

The following interesting letter was recently received from the National Bureau for the Advancement of Music:

"An interesting illustration of a dealer who takes an active part in the musical life of his community is furnished by Audre L. Stong, of the Stong Music Co., of Grand Junction, Colo. Mr. Stong is director of high school music, and a leader in the town's musical affairs generally, has been one of the prime movers in organizing a state band leaders' association, and is now in correspondence with the National Bureau for the Advancement of Music concerning arrangements for a Western Colorado school band contest. Of course not all dealers have the musical training and skill of Mr. Stong, but those who have not can participate in other ways in the musical life of the town. There is always room for the helping hand on the promotional side as well as on the purely musical. There is much to be gained by the dealer who is alive to his opportunity and applies some of his energies in this direction. The Bureau has many suggestions to make regarding the promotion of interest in instruments by means of band contests.

Musical Comedy Hits

In a recent communication to its dealers, the Victor Talking Machine Co. enclosed a list of recordings made of the popular hits of current musical shows. More than fifty records were listed, being the hits of twenty-four shows. This season, more than any of recent years, has seen the musical comedy and revue in high

public favor, and the dealer will do well to take advantage of this tendency on the part of the theatre-going public, and in fact all the public, for production numbers are always favorites. Most of the shows listed in the Victor announcement are playing only on Broadway; others have road companies. Tie up with the appearance of a Broadway musical comedy, secure photographs of the principals from the local theatre management to dress up your windows, and in your direct mail literature tell your customers of the show hits available in record form.

How's Your Good Will?

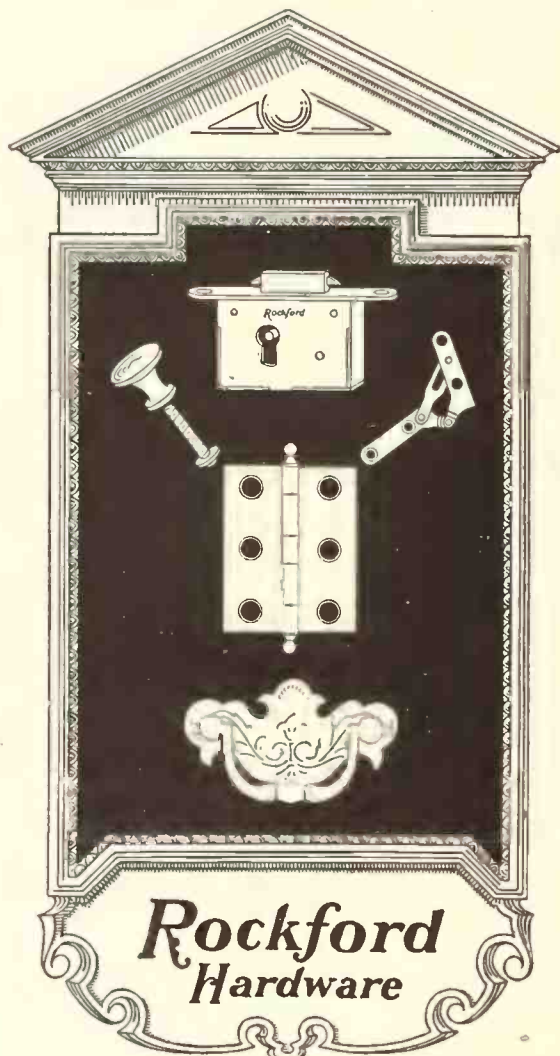
Here is a little story of the effects of good will which points its own moral. The writer was privileged recently to look over the sales sheets for some weeks past of a certain New York dealer. He noticed several entries of record sales under one name, totaling within a period of ten days more than \$80 with a machine purchase of a couple of hundred dollars. Upon inquiry, the manager of the store said that the lady in question bought on an average of \$125 worth of records each month and never put her foot inside the store, depending on the salesman in question to send her at frequent intervals the latest record releases of worth-while music. This salesman, further questioning brought out, does a volume of about \$7,500 of record business during the course of a year to customers who have been dealing with him for years, and who come from all parts of the city to make their record purchases. Why? He knows music and can discuss it intelligently. He knows artists and what they are doing in the musical field. He knows customers and the type of records they want, and he knows his catalog, and can suggest to his customers the best in the recent releases. How many dealers and salesmen reading this can say that they have customers who will go to inconvenience to patronize their stores, and how many dealers know their merchandise so well that a customer feels it is a pleasure to deal with them?

Record Albums as Gifts

In your Christmas window display and in the letters which you have sent to your customers did you stress the fitness of record album sets as Christmas gifts? With the competition between merchants of every description for their share of the holiday dollars, every item that has an appeal should be properly presented. It is not enough to sell the thought of music to gladden the recipient of the gift. Let the buyers know just what merchandise you have to fit their purses. Tell them of the new and marvelous talking machines, radio receivers and combination instruments, but everybody is not in the market for gifts that cover a range of from \$100 to \$2,500. Everyone can buy records. The range is unlimited from a thirty-five cent recording to sets of orchestral works enclosed in albums. The appeal of records applies to all. Advertise them, display them, and if you have not already done so, send letters to your mailing list, telling your customers of the solution of their shopping problems. Make this a record-breaking Christmas season in every sense of the word.

Sustain Your Efforts

If memory serves aright, the Christmas buying season last year was disappointing in that it started but a short time before the actual holidays, but was extremely heartening because the buying urge continued far into January. From all indications similar conditions exist this year, so that dealers should exert all efforts to continue their sales drives to receive their share of the extra money which is spent during December and January. Many business concerns and institutions reward their employes with extra payment in the form of a bonus which is given on Christmas eve. Many people receive presents of cash. Sustained effort will bring a good portion of this money to your store. Go after it.



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

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

National Lock Co.
Rockford, Ill.

U. S. A.

Cable Address: NATLOCK

Branch Sales Offices:

Chicago, 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.



Always the Headliner— Gold Seal

If every radio dealer knew what every Gold Seal dealer knows, they would envy the cordial relations, active sales cooperation and square deal policies that have put Gold Seal Radio Tubes on top.

Of course, the tubes must be right, too! They are—none better can be made at any price. And the public knows it—is coming back for more and more.

Share in the profits of this unprecedented success—write for details of our attractive proposition.



Gold Seal Radio Tubes

ALL STANDARD TYPES

GOLD SEAL ELECTRICAL CO.
INCORPORATED

250 PARK AVENUE, NEW YORK



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



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

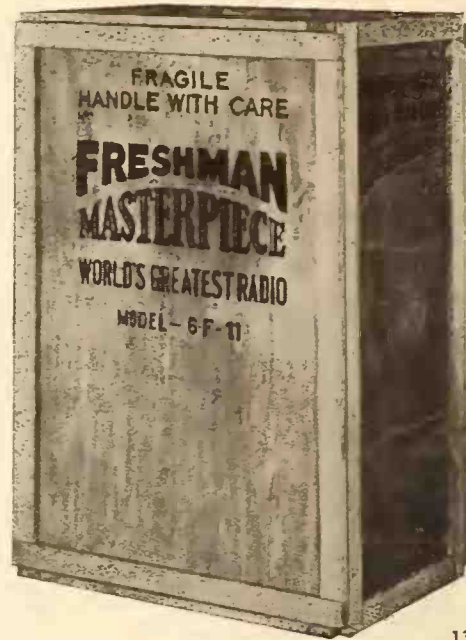
You'll have no delivery tie-ups

... when you are depending on Atlas Plywood Cases for your radio or phonograph shipments. An unlimited supply of materials, five large manufacturing units and six local assembling plants assure you of the prompt fulfillment of your largest orders. And the genuine economy effected by the use of Atlas Cases is the reason they are the standard shipping containers of many of the best-known radio and phonograph manufacturers.

Send us your cabinet sizes.



PARK SQUARE BUILDING, BOSTON, MASS.
 New York Office
 90 West Broadway
 Chicago Office
 649 McCormack Building



1375

Freshman Co. Enjoys Gain in Its October Shipments

Dealer Shipments for Month Are \$1,934,000—Charles Freshman, President, Is Enthusiastic Over Demand for New Electric Receivers

Shipments to dealers during the month of October totaled \$1,934,000, compared with \$1,482,913 for the corresponding period of 1926, according to a recent announcement by Charles Freshman, president of the Charles Freshman Co., Inc. It was stated that reports from dealers throughout the United States indicate that Freshman electric receivers are being installed in their customers' homes as fast as they are received from the factory.

"We have every reason to be enthusiastic about our electric radios," said Mr. Freshman. "Our sales ever since we have announced the electric models have run far ahead of the corresponding period of any year since we have been in business."

Czechoslovakia Lifts Duty on Radios of Travelers

According to a decision issued by the Minister of Commerce and Industry, effective recently, radio receiving apparatus when imported by travelers for their temporary use in Czecho-

slovakia may be imported duty free, according to the "Legislative Informationsdienst" of Vienna, just received in the Department of Commerce.

The traveler reports the importation to the customs authorities for notification, presents a passport, indicating that his actual residence is outside of Czechoslovakia, and that he intends to procure a license at the competent Post Office of his place of destination, according to the advices.

Splitdorf Establishes All-Electric Service Schools

The Splitdorf Radio Corp., Newark, N. J., recently announced the establishment of a service school system for all-electric radio receivers. Ten men, experts in the servicing of electrical apparatus, will go to strategic jobbing centers throughout the country to establish schools for the instruction of the wholesale element of the trade and their own service men in the proper handling of the new electrical radio apparatus. Splitdorf jobbers will make available to their dealers handling the latest models of all-electric sets all the information gleaned at first hand from men skilled in the art of making adjustments and repairs to the electric section of the compact receiving outfits. This is a constructive move and one of great value to dealers handling the line.

Thomas F. Logan Speaks on Right Use of Broadcasting

An interesting address was delivered before the convention of the American Association of Advertising Agencies recently by Thomas F. Logan, president of Lord & Thomas & Logan, Inc., on "The Right Use of Broadcast Advertising." One point stressed in his talk was that "broadcasting is making good unmistakably in connection with influencing the jobber and dealer to stock merchandise and push it."

Mr. Logan also said: "Broadcast advertising works best in close co-ordination with newspaper and magazine campaigns, rather than by establishing an independent and unsupported campaign of its own. It is in itself a splendid co-ordinating factor, but it functions best only when used in a supplemental way." The speaker also stated that he had yet to find a single national advertiser who had given broadcasting a fair trial and had been dissatisfied with the results.

The Zenith Radio Corp., Chicago, Ill., recently received a message from Commander Donald B. MacMillan, heading an expedition to the North Pole, to be transmitted to the Kiddie Klub of the New York Evening World, thanking the members of the club for the toys and candy forwarded to Commander MacMillan to be given to Eskimo children at Christmas time.

Middle Atlantic States Atwater Kent Salesmen Meet at Factory



A NEW type of gathering was recently inaugurated at the Atwater Kent Mfg. Co. when a meeting of the distributors' salesmen in the Middle Atlantic States was held. C. W. Geiser, sales manager in charge of this territory, in commenting on the effects of the gathering, said, in part: "Since it is impossible for us to keep in close touch by personal calls with the dealer, the next best thing is to get the distributors' salesmen to carry the message.

Talking with the salesmen in the distributors' establishments is good, but not nearly as satisfactory as inviting these salesmen to come to the factory, where they can see the 'factory behind the product.'"

The salesmen from the Middle Atlantic territory began their meeting with a tour of the factory, during which time they were addressed on the subjects of receiving sets, speakers and "B" power units by experts on each of these

products. The meeting then adjourned for luncheon at the Bellevue-Stratford Hotel. During the afternoon session talks on the following subjects were given: "Finance," "The Salesman's Education," "The Salesman's Job" and "The Factory's Part in Your Program."

Following adjournment refreshments were served and the salesmen proceeded to the Bellevue-Stratford for dinner and then attended a theatre party, seeing the comedy "Smarty."

Last-Minute News of the Trade

Acoustic Products Co. and Sonora Phonograph Co. to Move to Sonora Building

All Departments of Sonora Organizations and Premier Laboratories to Be Housed at 50 West Fifty-seventh Street—Removal Completed by January 1

P. L. Deutsch, president of the Acoustic Products Co., Inc., and the Sonora Phonograph Co., Inc., announced this week that arrangements have been completed whereby these two



New Sonora Building

companies would occupy nine floors of the building located at 50 West Fifty-seventh street, New York, with three additional floors of a connecting building with an entrance on Fifty-sixth street. The building at 50 West Fifty-seventh street will be named the "Sonora Building" and with its ideal location in New York's finest business district will constitute an adequate home for the Sonora products.

In the new Sonora Building there will be housed the executive offices of the Acoustic Products Co., Inc., which controls the Sonora Phonograph Co., Inc., the Eastern sales division of the Sonora Phonograph Co., Inc., the recording laboratories, general music division, general accounting department, production department and galvano departments of the Acoustic Products Co., Inc. The Premier Laboratories, which is the research division of the Acoustic Products Co., will also have its home in the new Sonora Building.

According to present plans, the fourth and fifth floors of the building will be devoted to the research and production laboratories of the Acoustic Products Co. and the tenth, eleventh, twelfth, thirteenth, fourteenth, fifteenth and sixteenth floors will be devoted to executive offices, Sonora Eastern sales offices and the other departments of the Acoustic Products

Co. Three floors in the building facing Fifty-sixth street and connected to the Sonora Building by a bridge will be devoted exclusively to the new galvano department.

The executives of the company, comprising P. L. Deutsch, president; Frank V. Goodman, vice-president and Eastern sales manager of the Sonora Phonograph Co., and Walter G. Haenschen, director of recording laboratories, will all have their headquarters in the Sonora Building. The Chicago offices of the Sonora Phonograph Co., Inc., which are under the direction of A. J. Kendrick, vice-president and general sales manager of the company, are located at 64 East Jackson Boulevard in the Lyon & Healy Building, one of the best located office buildings in Chicago. The equipment for

A. W. Harris New President Amplion Corp. of America

Former Chief Engineer of Amplion Corp. Succeeds S. B. Trainer—P. M. Dreyfuss Appointed General Sales Manager

The board of directors of the Amplion Corp. of America recently announced the election of A. W. Harris to the presidency of the company, succeeding S. B. Trainer, who has resigned. Mr. Harris was formerly chief engineer of the Amplion Corp., and is well known in radio and acoustical engineering circles.

The appointment of P. M. Dreyfuss as general sales manager of the Amplion Corp., following the resignation of Lloyd L. Spencer, was also announced. Mr. Dreyfuss, who is a sales and merchandising executive of many years' experience, is at present engaged in formulating his sales plans for 1928, which will shortly be announced to the trade.

T. H. Endicott Appointed Zenith Corp. Sales Manager

Latest Addition to Executive Staff of the Zenith Radio Corp. Widely Experienced

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., Chicago, has announced the appointment of Thomas H. Endicott as sales manager. This executive position was made vacant in August when the former sales manager, N. A. Fegen, resigned in order to become a wholesale distributor of Zenith in Cleveland and northeastern Ohio.

Mr. Endicott, the new sales manager, brings to Zenith a wide and varied experience in sales management of electrical and related lines of equipment. He has been associated with one of the large electrical manufacturing companies and has resigned his position to join the Zenith official family. Mr. Endicott is a member of the American Institute of Electrical Engineers and Association of Iron and Steel Engineers. His experience, therefore, has been such as to promise uncommonly effective work in handling the distribution problems of the Zenith Radio Corp., and is another instance of the extent to which the radio industry has drawn from the electrical industry some of its best and most practical men.

The Standke Music Co. recently opened a fine new establishment at 225 Baronne street, New Orleans, La.

the recording laboratories was designed by the famous architects, Raymond Hood, Godley & Foulhoux, who designed the soundproof broadcasting rooms for the National Broadcasting Co. and who are among the country's foremost architects.

It is expected that the recording laboratories will be ready for occupancy about January 1, while all the other departments of the Acoustic Products Co. and the Sonora Phonograph Co. will be located in their new quarters about December 20.

Located at Fifty-seventh street, west of Fifth avenue, the new Sonora Building is accessible to every form of transit accommodation and is situated in New York's finest business section. Carnegie Hall, Steinway Hall and Chickering Hall are all located on Fifty-seventh street and the new Sonora offices will be equipped to harmonize completely with Sonora prestige and standing in the musical world. The announcement of the new Sonora Building is the first step in Mr. Deutsch's plans for the international growth and development of the Sonora business.

F. Clifford Estey Joins the Crosley Organization

Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, O., announced this week that F. Clifford Estey, widely known throughout the radio industry, has joined the Crosley organization. Mr. Estey's activities with the Crosley Radio Corp. are well set forth in a recent statement by Mr. Crosley in which he said: "I have found that as much as I would



F. Clifford Estey

like to visit all of our distributors, it is virtually impossible for me to do so along with my other duties, so the idea came that with a man like Clifford Estey to go direct to our distributors representing me personally I could be closely in touch with them and they in turn could be closely in touch with me. Mr. Estey is now engaged in traveling over the country visiting our distributors, dealers, etc., getting me a first-hand picture of conditions all over the country, just as if I were visiting the distributors myself."

Mr. Estey is ideally qualified to work with the Crosley organization along the lines set forth by Mr. Crosley, for he is one of the real veterans of the radio industry and numbers among his friends distributors and dealers from coast to coast. He has previously been identified with several prominent radio organizations in important executive capacities, and can offer Crosley distributors and dealers practical co-operation.



(Registered in the U. S. Patent Office)

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Cable Address: "Elbill," New York

NEW YORK, DECEMBER, 1927

The Census of Distribution

A MOVEMENT of particular importance to business men in many lines is the census of distribution now being carried on by the United States Bureau of the Census in a score of representative cities throughout the country and which has already been completed in Baltimore, Syracuse, Denver and Chicago, reports of which are now available. Those concerning the first three cities are analyzed and commented upon elsewhere in The Talking Machine World this month.

The value of the census figures to the individual music merchant will depend primarily upon his understanding of their importance as offering information that will help him directly in the regulation of his business affairs. In considering the results of the census attention must be given, of course, to the character of the cities regarding which figures are available, their location, population, industrial advantages, etc., but by giving thought to the information already gathered from various important centers, it is possible to arrive at averages that should prove highly interesting to the retailer who wants to see how his business stands in contrast with that of other merchants in the same line.

The time is past when the music dealer or the merchant in any other line can work efficiently in the dark, so far as the market is concerned. Time was when competition was not a very serious matter, and the dealer in musical instruments had a fairly broad territory that he was privileged to cover at leisure without fear of having it drained by other merchants.

If he didn't see a prospect to-day he could see him to-morrow, or next week, or next month, and as long as he kept track of what his competitor in the same line was doing he didn't need to worry much about the sale getting away from him. Now he must compete not only with the other music dealers but with retailers of other products ranging from automobiles to vacuum cleaners, and his field is limited not simply to people who do not own instruments of the type he has to sell, but to such people as are still in a position to buy from him after other salesmen have had a chance to get a share of their available money.

Under such conditions, careful analysis of the field for sales and of the business organization is essential, for time and effort have a high money value and must be made to produce efficiently. From the census figures, for instance, the dealer is able to determine the proportion of the population to each music store, which, divided by three or four, gives him the maximum number of families he can expect to do business with on an average, and from that total must be deducted those already supplied and those financially unable to buy, to say nothing of the substantial number who won't buy.

The figures regarding the population per store not only afford an idea of the general market, but also offer information relative to the competition to be met in the same field. Through the census the dealer also is able to find out what proportion of the money spent in his city goes for the purchase of the sort of goods he has to sell. It also tells him the proportion of selling and non-selling employes, the average wages paid employes, the annual sales of musical products in his city, with the average per store and other facts that enable him to get some idea of average selling costs. Figures are also offered as to the average annual inventory in his field, as well as the average per store, which affords an opportunity for judging whether or not his stock is too heavy or too light.

The individual dealer, as a rule, unless he is large enough to conduct a substantial chain of stores, has no facilities for conducting such investigation on his own account, and although the averages arrived at through a study of census figures may not be as accurate as could be wished, nevertheless, they afford at least some basis for calculation. If his market, i. e., number of people per store in his city, is above the average as are his sales, and his percentage of non-selling employes and his average wage below the average figure, then he has little to worry about except to improve an already favorable situation. The dealer who is really successful will find that his sales and turnover are higher and his cost of doing business lower than the average, for on compiling census figures, the good and the bad, among merchants so far as business success is concerned, are lumped under one general head. If the dealer's deduction is otherwise something is wrong.

The main thing, however, is that market data are most essential to every retailer, regardless of how small or how large. He must know who his prospective customers are, how numerous and where located and he must be able to reach them at a minimum of cost and likewise of delay. The census of distribution is an example of what may be done along that line.

Instalment Selling Is Fundamentally Sound

THE principle of instalment selling is not unsound in any sense nor is it a menace to the credit structure of the country, according to Edwin R. A. Seligman, Professor of Political Economy at Columbia University, who, aided by a large staff of assistants, recently completed a direct field survey lasting over fifteen months with a view to determining at first hand the benefits and evils of the method. The survey resulted from the numerous attacks that have been made upon the system within the past couple of years by bankers and financiers, and was made at the instance of the General Motors Corp., who, being directly interested, desired to learn whether the method was fundamentally right or wrong, with a view to continuing to sell its products on that basis, if sound, and to discontinue the practice if unsound.

The preliminary results of the survey were made public by Prof. Seligman a few weeks ago before a group of prominent financiers, business men and economists in New York, and the complete report has already been published in two large volumes. The professor declared briefly that his investigation had convinced him that instalment selling was not only a sound method of financing the distribution of merchandise, but that it was a potent factor in the new prosperity of the country by making possible increased production, stabilized output, reduced production costs and increased purchasing power.

The danger offered by huge amounts of instalment paper in times of business depression was minimized by Professor Seligman, who stated that in cases of local depression it had been found that instalment credit had an advantage over general bank credit for the reason that it was basically sound and diminished steadily, whereas in bad times bankers are called upon to extend credit of doubtful soundness.

In answer to the frequent argument that instalment sales lead to the buying of unneeded luxuries and promote extravagance, Professor Seligman stated that the demand for luxuries is due primarily to what is termed the "economy of high wages," coupled with high productivity, high efficiency and high standard of life. All these have been largely responsible for the transition of commodities from the category of luxuries to that of comforts and necessities. There have, of course, been abuses, but they cannot rightfully be charged to too easy credit.

It is hardly likely that Prof. Seligman's findings will be regarded as the last word on the instalment situation, for there are probably a certain number of evils cropping up in connection with it which will be magnified by those who see, or pretend to see, a menace in the whole system. It is, however, extensive and authoritative enough to set at rest any doubts that may have come up in the minds of those engaged in selling on time regarding the fundamental soundness of the method. Most certainly it is not leading toward financial panic.

Insuring Better Broadcasting Programs

THE question of proper broadcast programs is quite as much the affair of the manufacturer of radio apparatus and the dealer as it is that of the operator of the broadcasting station, for it is just as essential to the manufacturer and the dealer that programs be satisfactory as it is to those who provide the entertainment without cost to the public. In the final analysis the real income of the industry comes primarily from the sale of apparatus to the public and good programs mean increased sales.

In appealing to radio manufacturers and dealers, therefore, to co-operate with the broadcasters to the extent of making suggestions that will tend to maintain and increase general interest in the art—suggestions that are often obtainable by the man in the field and which would not otherwise come to the attention of the broadcast station—H. A. Bellows, former Federal Radio Commissioner, has sounded the proper note. The success of the industry rests primarily upon close co-operation between its various units.

In this connection the decision of the Federal Radio Commission to cut down by close to 50 per cent the number of existing broadcasting stations in order to make possible still better reception in the home puts it squarely up to the broadcasters and those who are interested in their work to provide programs that will warrant their continued existence. The move will put that section of the industry plainly on trial and put a premium on quality of performance.

Truth in Radio Advertising

THE move on the part of the Better Business Bureau of the Advertising Clubs of the World to frame a series of regulations or suggestions applying to retail radio advertising, with an idea of standardizing advertised claims, in order that the public might not be deceived, is certainly along the right lines and the members of the trade itself should lend their assistance in seeing

To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

to it that the claims made in radio advertising are actually based on facts.

Not all the advertising complained of has been designed wilfully to be misleading, for much of it has been due to over-enthusiasm, but even the innocent mishandling of terms has served to make purchasers believe that they were getting something not actually included in the offer, resulting in dissatisfaction and a loss of confidence in the industry.

When a receiver is sold on the basis of being completely equipped it must in future be completely ready for operation without anything else to buy. That is the main point. In short, all that is asked is that the actual facts be stated. In the early days many claims were made as to distance, volume and tone that were frankly the result of too much optimism, but those days have passed and the industry has settled down to a stable basis where it is quite possible to advertise facts without indicating weakness. It is to be hoped that the new suggestions regarding radio advertising will have the desired effect.

A Pioneer Radio Man Passes Away

THE recent death of Rear Admiral Wm. H. G. Bullard, Chairman of the Federal Radio Commission, has removed from the radio field one of its pioneers and shining lights, for he was frequently referred to as "the father of American radio" and was credited with having done as much as any other man to develop it from the primary stages and to solve the problems that presented themselves as the industry expanded with tremendous rapidity.

As chairman of the Federal Radio Commission, Admiral Bullard proved distinctly successful in meeting a situation that at best was calculated to prove embarrassing for all concerned. He was a prime mover in the steps taken to iron out the involved broadcasting situation and was an active factor in all of the Commission's activities toward that end. He was a friend of all those connected in any way with radio, and displayed that friendship on many occasions in connection with matters that came up for official judgment.

He became interested in radio more than twenty-five years ago and in the early days of the industry wrote a book on the subject that is still considered standard and is used at the Naval Academy at Annapolis. He was responsible for the organization of the Radio Corp. of America and worked unceasingly, not only to improve radio, but to retain for America leadership in the field. His passing leaves a gap that cannot readily be filled.

A Merry Christmas
and

A Happy New Year

VITA-PHONIC
PRODUCTS CORP.
83 Greene St., New York.

Last-Minute News of the Trade

Louis Sterling, Columbia Chairman, Outlines Phonograph Conditions in Japan

Chairman of the Board of Directors of Columbia Phonograph Co., Inc., on Recent Visit to Japan Arranged for Construction of Enlarged Modern Plant at Kawasaki

LOUIS S. STERLING, chairman of the board of directors of the Columbia Phonograph Co., Inc., New York City, and managing director of the Columbia Graphophone Co., Ltd.,

and L. E. Gillingham, who is widely known in American recording circles, remains as factory adviser of the company.

Commenting upon his Japanese trip, upon which he was accompanied by Mrs. Sterling. Mr. Sterling said: "The new and greatly enlarged Nipponophone plant at Kawasaki will give the Nipponophone Co. an opportunity to keep pace with the fast-growing demand for high-grade music in Japan. We are planning to continue the manufacture of Japanese records under the Nipponophone label, while the international recordings will be marketed under Columbia brands. The American type of phonographs will be manufactured in the Nipponophone plant and sold



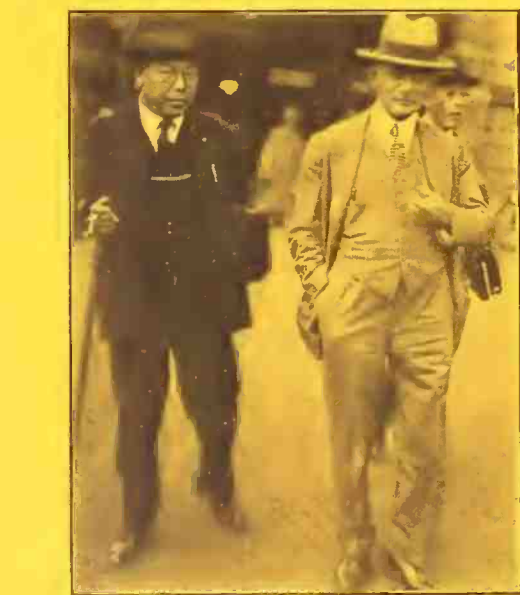
Dinner Given to Mr. and Mrs. Sterling by Phonograph Guild

as Columbia instruments. The Japanese type of machine will be marketed under the present Japanese brand names.

London, England, returned to New York about December 1 after spending a month in Japan. Several months ago the Columbia Phonograph Co. and associated companies purchased the Nipponophone Co., the foremost manufacturer of phonographs and records in Japan. This company has three record factories in Japan, the main plant being located at Kawasaki and the other factories at Tokyo and Kyoto. There are two motor factories located at Kyoto and Tokyo in addition to a large cabinet plant.

This was Mr. Sterling's first visit to Japan, and while in that country he made arrange-

ments for the construction of a new and thoroughly up-to-date plant at Kawasaki. The machinery and equipment for this record factory will comprise the latest developments in this special type of machinery in addition to complete equipment for electrical recording. Work on this plant has already started, and it is expected that the new factory will be completely ready by June 1. It is quite likely that the plants in the other Japanese cities controlled by the Nipponophone Co. will also be equipped with new machinery and considerably enlarged in the near future.



Louis S. Sterling in Japan

J. R. Geary, who has been president of the Nipponophone Co. since its organization, continues as president under the new ownership,

and while in that country he made arrangements for the construction of a new and thoroughly up-to-date plant at Kawasaki. The machinery and equipment for this record factory will comprise the latest developments in this special type of machinery in addition to complete equipment for electrical recording. Work on this plant has already started, and it is expected that the new factory will be completely ready by June 1. It is quite likely that the plants in the other Japanese cities controlled by the Nipponophone Co. will also be equipped with new machinery and considerably enlarged in the near future.

Lloyd L. Spencer Resigns Post With Amplion Corp.

Lloyd L. Spencer, for the past year and a half general sales manager and a member of the board of directors of the Amplion Corp. of America, New York, resigned the first of December. Mr. Spencer, who is widely known throughout the phonograph and radio industries, has not yet announced his future plans, but will probably make a definite statement to the trade regarding his new connection during the course of the next few weeks.

Although a young man in point of years, Mr. Spencer has been identified with the music industry for nearly twenty years, having spent several years in the retail and wholesale field in the Middle West and over ten years in the New York jobbing field. He is generally recognized as one of the most efficient and capable sales executives in the music-radio industry, and numbers among his friends jobbers and dealers from coast to coast.

Audak Co. to Introduce New Product in 1928

A "revolutionary additional product" for the new year is promised in an announcement emanating from the headquarters of the Audak Co., New York City.

The present product of this company, the Audak reproducer, is already well and favorably known in talking machine circles, and its popularity is attested to by the exceptional and steady growth of the Audak Co.'s reproducer business. Maximilian Weil, inventor of the Audak reproducers and president of the Audak Co., is an electrical acoustical engineer of recognized standing. A more detailed announcement

pan is probably the only industry in that country which did not suffer seriously from the long string of bank failures last Spring. The sales volume for 1927 has been very satisfactory, with a very large and steadily increasing demand for high-grade classical records. There is very little demand for American jazz records, as dancing is practically banned in Japan. In the sale of phonographs, about 95 per cent of the instruments sold are in the retail class-range of \$30 to \$40, with the bulk of the sales averaging from \$10 to \$15. There is practically no demand for higher-priced instruments, particularly during the present financial stringency.

"We are spending \$500,000 on the construction of the new plant at Kawasaki, and although I could only spend a month in Japan I am fully convinced that the sale of Columbia products in this country will compare very favorably with the international growth of Columbia business throughout the rest of the world."

While in Japan Mr. and Mrs. Sterling were guests of the Tokio and Yokohama Phonograph Guild at a dinner held at a famous restaurant in Tokyo. More than fifty jobbers and dealers were present at the dinner, and the guests were entertained by fifteen geisha girls.

En route to New York from Japan Mr. Sterling visited San Francisco, Los Angeles and Chicago, calling upon Columbia branch managers in these cities as well as on a number of Columbia dealers. He also visited the Columbia record factory at Oakland, and although he only returned to New York the first of the month, Mr. Sterling is now on his way to England, having sailed on December 9 on the "Olympic." After spending the Christmas holidays in London he is planning to leave for Germany about the first of the year and will return to America about February.

of his latest contribution to the advancement of the talking machine industry is looked forward to with much interest.

Under the signature of Mr. Weil there appears elsewhere in this issue a statement to the effect, "I promise you that our January announcement is something very, very special from your viewpoint—a factor of bigger reproducer and record sales next year."

Elected Vice-President of Acoustic Products Co.

P. L. Deutsch, president of the Acoustic Products Co., Inc., controlling the Sonora Phonograph Co., Inc., announced this week that David Dows had been elected a vice-president of the company. Mr. Dows is prominent in New York financial circles, having been formerly a manager of the well-known firm of W. R. Grace & Co. and at the present time is a director of the Grace National Bank and a trustee of the Burden Iron Co. In addition to his many industrial and financial associations, Mr. Dows is a leader of the New York social world, being a member of the Racquet and Tennis, Knickerbocker, Nassau, Meadow Brook and Piping Rock clubs.

Resignation of Hugh C. Ernst Is Announced

The resignation of Hugh C. Ernst as vice-president and general manager of Standard Home Utilities, Inc., New York radio distributors, has been announced. It is understood that Mr. Ernst, who is a well-known figure in radio and music circles, will enjoy a brief rest before resuming activities elsewhere in the industry.

University Music Co. Is in Artistic New Headquarters

Complete Phonograph Department Is a Feature of Seattle Establishment—Beautiful Setting for Instruments and Records

One of the outstanding features of the new home of the University Music Co., Seattle, Wash., located at Forty-seventh and University



A Corner of the University Music Co. Way, is its attractive and very complete phonograph department. The phonograph room in connection with the piano room occupies half of the rear store, opening into a wide corridor, an exact replica of a street in Spain. The walls are finished in soft red and orange, overlaid. The woodwork is of a soft green, with iron work on the barred windows. Each window is shaded with a brightly decorated awning mounted on ornamental iron rods. The rooms

are absolutely soundproof and celotex is laid in large bricklike slabs of a soft gray coloring, adding to the dignity and atmosphere of the attractively furnished rooms.

A complete line of instruments, including all prominent standard makes, is carried, with an excellent record department immediately adjoining. The plan of the store is carried out after the modern Spanish architecture. The balcony of the store is given over to the radio department, and KFQW, one of Seattle's popular broadcasting stations, has permanent studios located there. Small goods and sheet music departments are maintained, and the main floor space is turned over to the display of the fine models in pianos and phonographs.

The new location of the store is two blocks above the old in the new College Center Building. Ned Douglas, proprietor, has built up an enviable following since his establishment there several years ago, and caters to all the needs of the University, which is immediately adjoining.

Plaza Co. Features Radio Cabinets in Trade Folder

The radio division of the Plaza Music Co., New York City, has mailed an attractive cardboard folder to the trade featuring radio cabinets especially adapted for Fada, Atwater Kent, Radiola, Crosley and other sets. These cabinets are all floor models, and of striking period design, and include built-in horns. Five models are shown offering a variety of styles and designs. The Plaza Music Co. reports that they are able to give twenty-four hour service on these cabinets.

Harold F. Lafount, of Utah, was recently appointed by President Coolidge as a member of the Federal Radio Commission, filling the vacancy caused by the recent death of John F. Dillon.

Details of RCA Billboard Poster Campaign Outlined

New Advertising Campaign Designed to Dovetail With Radio Corp's. National Advertising and Authorized Dealers' Selling Efforts

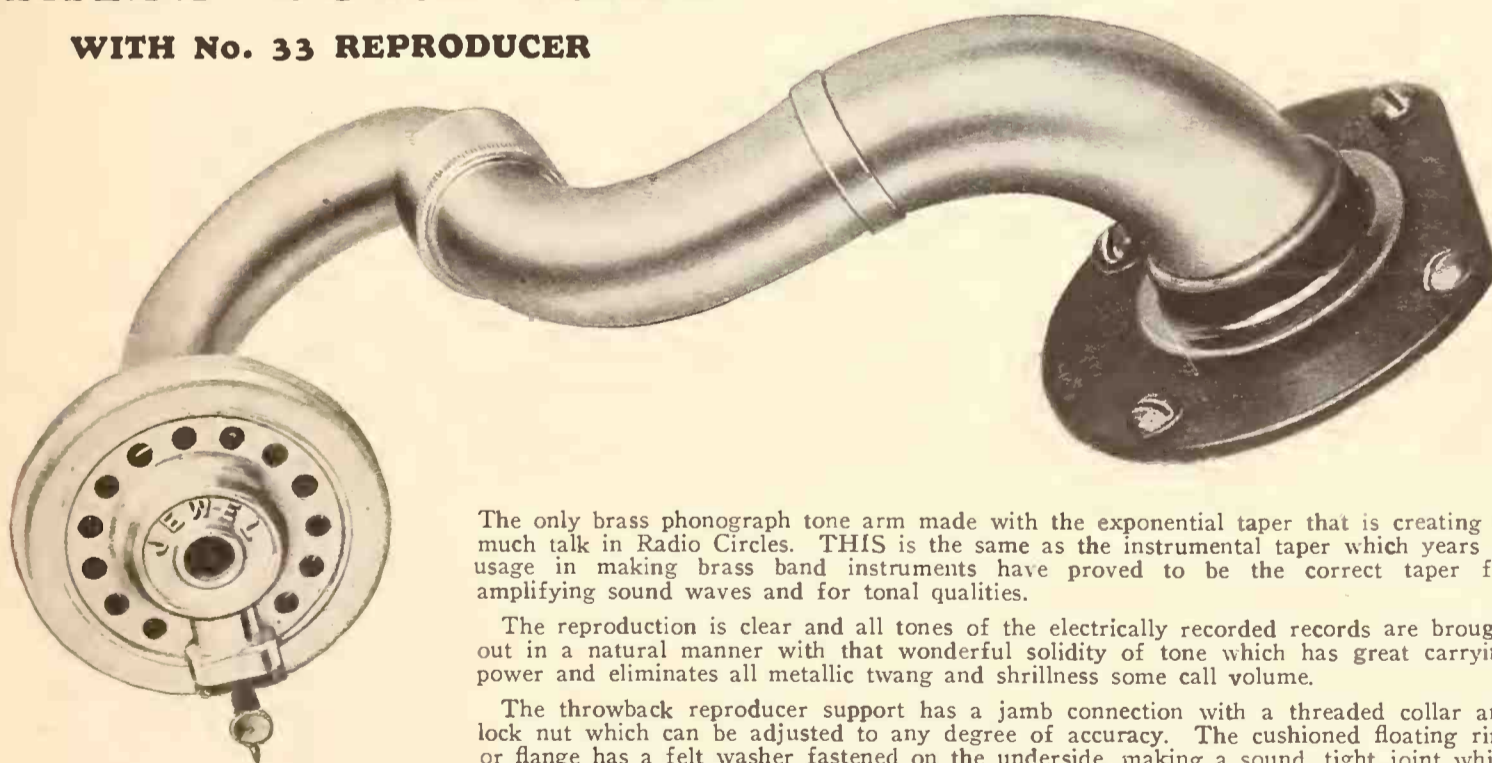
Details of a new billboard poster advertising campaign, tying in local RCA authorized dealers whenever possible, have been announced by Pierre Boucheron, manager of advertising and publicity of the Radio Corp. of America. It is designed to dovetail with RCA's national advertising campaign and with the dealers' selling efforts.

"The new posters really speak for themselves," said Mr. Boucheron. "They have striking color effects, simple but powerful designs, and exactly the proper number of words to deliver a message at a glance and a picture which serves to tie-in with our national magazine and newspaper advertising. Each poster has a vivid spot of color. The RCA monogram is ingeniously worked into the background. The dealer's imprint, giving his name and address, usually appears below. The posters are furnished free, and the dealers provide the necessary space for proper display. The cost to the dealer for hiring billboard space may run from \$7 to \$15 per month per poster. In order to relieve the dealer of all details, the Radio Corp. has retained the General Outdoor Advertising Co., and on receipt of a return postcard inquiry from the RCA dealer this advertising organization is placed in touch with him. Billboard advertising is in fact the final link between national advertising and the local dealer's selling effort."

The Phototone Talking Corp., New York City, was recently incorporated to manufacture motion picture films and phonographs or talking machines, with a capital of \$100,000. Jacob Siegel is the incorporator.

THE JEWEL BRASS TONE ARM

WITH No. 33 REPRODUCER



The only brass phonograph tone arm made with the exponential taper that is creating so much talk in Radio Circles. THIS is the same as the instrumental taper which years of usage in making brass band instruments have proved to be the correct taper for amplifying sound waves and for tonal qualities.

The reproduction is clear and all tones of the electrically recorded records are brought out in a natural manner with that wonderful solidity of tone which has great carrying power and eliminates all metallic twang and shrillness some call volume.

The throwback reproducer support has a jamb connection with a threaded collar and lock nut which can be adjusted to any degree of accuracy. The cushioned floating ring or flange has a felt washer fastened on the underside, making a sound, tight joint which insures a positive delivery of sound waves into the tone chamber.

We have a full line of attachments and die cast tone arms for phonographs and also handle Radio Units.

JEWEL PHONOPARTS CO.

510 No. Dearborn St.

Chicago, Ill.

KELLOGG

ALECTRIC Radio

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!*



Christmas Spirit Is Rampant in Toledo as Sales Reach High Point for the Year

Entire Trade Is Optimistic as Holiday Gift Buying Commences to Make Itself Felt—Closing Weeks of the Year Will Bring Up Sales Volumes to a Satisfactory Figure

TOLEDO, O., December 8.—Christmas spirit is rampant here. Shop early has become synonymous with the spirit of the season. Consequently, dealers are directing efforts to hook up with the gift and yuletide good feeling by plugging phonographs and radios for making the joy of Christmas more intense through ownership of one of these musical instruments. Radio sales are far ahead of last year and talking machine volume is holding its own here.

The LaSalle & Koch Co., one of the outstanding department stores of Ohio, the past week opened its new phonograph department, which is located on the seventh floor of the enlarged structure. The Brunswick line is dealt in. Wilbur F. Cooper is manager of the new division. Florence MacDonald, formerly of New York, has charge of the record section.

The Columbia Phonograph Co. recently introduced the new Columbia-Kolster Viva-tonal Electric Reproducing phonograph, and the Viva-tonal console model 720, together with the Harmony console, to dealers in Toledo and vicinity. The exhibit was held at the Commodore Perry Hotel and was in charge of District Manager R. J. Mueller, of the Cleveland branch, who has charge of Ohio and Michigan offices of the company. Don O. Flightner, territory representative, assisted.

Radio and record artists, as well as concert artists, have played a leading part in the sale of records during the past week here. Johnny

Marvin, Victor artist, appearing at Keith's Theatre, scored an emphatic hit with his recordings. Ford and Glenn, Columbia artists and radio stars, at the Rivoli Theatre, were responsible for a large increase in attendance. Their songs and stories for kiddies have made them widely known and popular with thousands.

The Lion Store Music Rooms are making every effort to draw prospects into the store during the holiday season for that long-wished-for talking machine. Salesmen are mailing to all possible buyers on their lists a novelty Victor Xmas folder showing the entire Victor line. On the cover of the folder a pen-and-ink note is written which says—there is a model for you pictured here—won't you permit me to show it to you now? It is mailed under a two-cent stamp and the envelope is addressed in long-hand.

In the radio section sales are far above last year in Sparton and Atwater Kent lines.

Johnny Marvin and his ukulele entertained visitors to the record department on Saturday afternoon from 1 to 1:30 o'clock and consequently sold a large number of his recordings to the listeners. He also visited other stores during his stay in Toledo.

At the J. W. Greene Co., according to Robt. C. Elwell, manager of phonograph and radio departments, radio sales are considerably above a year ago and machine volume, which includes combinations, is moving along steadily. The

955 electric Radiola unit is interesting many customers. Sparton sets are selling faster than can be supplied, it is said. D. J. MacDonald and Fred. Carter are new members of the sales staff here.

The Hayes Music Co., which was wiped out through a disastrous fire a few months ago, will open a new store on Superior street before the holiday season closes.

The Cable Piano Co. is making the most of its connection with radio station WTAL, which features records furnished by the store during its daily Orthophonic Hour.

Frank Flightner, Cherry street Columbia dealer, is featuring the new console 720 and the large Columbia-Kolster Electric instrument as Christmas gifts supreme. The 160 portable is also in demand. Henry Skolnick, in charge of the radio section, stated the new Sonora and Crosley lines are in demand.

The Toledo Radio Co., Sparton wholesaler, according to Chas. H. Womeldorf, president, is receiving so many orders for the electric sets that they cannot take care of them.

Holds Formal Opening

The formal opening of the Snyder Piano Co., carrying a complete line of phonographs, took place at the "Homestead," East State street and Walnut avenue, Sharon, Pa., on November 26. Miss Theresa Cumley is manager of the new store.

The Metropolitan Music Shops, Inc., New York, have been incorporated with a capital stock of \$100,000 to engage in a general music business. Alexander Wise, of Brooklyn, is named as incorporator.

Kellogg

How about 1928?

KELLOGG—who pioneered the AC tube, and one of the manufacturer-pioneers of the AC radio set—hit a market clamoring for AC radio.

1927 production was oversold long ago. Distributors and dealers who lined up with Kellogg have profited accordingly.

Increased production for 1928 will open up similar opportunities for distributors and dealers in a few new territories that we could not offer to supply this season.

Applications for territory for 1928 are now being accepted. Early action is advisable.

KELLOGG SWITCHBOARD & SUPPLY CO., Chicago

Members R M A and N E M A

Dept. 25-99

CHICAGO

Wisconsin Radio Trades Association Doing Important Work to Help the Retail Trade

Home Demonstrations Abolished Among Members Due to Efforts of the Association—Carefully Planned Demonstrations to Replace Hit-or-Miss Method of the Past

Pledges that they would live up to the standards set by the Wisconsin Radio Trades Association to keep the radio industry in Wisconsin on the high level it has been placed by efforts of the Association were given by the several hundred members who attended the fifth annual convention recently held in Milwaukee, in connection with the annual radio exposition sponsored by the Association.

The subject of home demonstrations and the new guarantee were also taken up at the meeting. The Association members have agreed to abolish home demonstrations, that is, placing a receiving set in a home on approval over a period of time as has been the custom. The sets will never be left in a home for more than one evening in the future. Many of the dealers are planning to have a demonstration set which can be easily transported in an automobile, that can be placed in the home for a few hours in the evening, and a demonstration given under the direction of the salesman. The set will be removed from the prospect's home that same night.

The new standard guarantee plan which has been worked out informs the customer that no radio dealer can guarantee the distance, the length of tubes, the sets, eliminators, batteries and chargers, and the like, due to factors over which the dealer has no control. The Association points out, for example, that no one can guarantee distance on account of local condi-

tions, closeness to high-tension wires, or atmospheric conditions.

A plan of charging for service calls has also been worked out by the Association. When a set is sold by a member of the Wisconsin Radio Trades Association it carries with it a ticket which is good for three service calls free of charge. These tickets must be used up within sixty days after date of purchase, however. After that time there is a flat minimum charge of \$1.50 for a service call which covers the first half-hour. The minimum charge is \$2 an hour after the first half-hour.

One dealer in Milwaukee reported that since the plan went into effect he has cut his service

cost down from 5½ per cent to less than 2 per cent, a great saving when the dealer is working on a small margin of profit.

The service charge is being made because it is expensive for the dealer to send out a service man, and it will make radio owners realize that it does cost money for service, and it will eliminate many of the "silly" calls for service which the dealers have had to contend with.

A treatise on A-C tubes, which includes an explanation of them, how to rewire the set for the use of these tubes, the proper voltage to give them, and much other information, has been prepared by Gordon W. Fringer, chief of the service department for William Wisniewski, radio dealer in Milwaukee, and instructor of the radio class in the Dover Street School. There is so little information on A-C tubes and their proper installation, and so few service men know anything about them, that the Wisconsin Radio Trades Association is sponsoring the publication of this treatise by Mr. Fringer and will distribute it throughout the State.

Make All Departments of Your Establishment Pay

Efficient operation of a business means that every part of the organization is functioning in a smooth and profitable manner. It means that no part or branch of the enterprise is neglected. In the case of the talking machine business it means that every department receives the attention necessary to make the business as a whole profitable and each individual department a producer. Sustained effort by an organization, each member of which is thoroughly conversant with his or her duties, is required

to keep sales up to maximum. A let-down in effort means a corresponding drop in sales and the latter is what the dealer is interested in. And if the truth were told the main reason why so many retailers have cause to complain about poor business, whether they are in the talking machine business or some other line, is because the effort necessary to secure business in these days of keen competition either is lacking or is misdirected.

The addition of new lines means an additional investment and therefore the dealer must see to it that the same energetic merchandising effort is put behind these lines as in the case of the main line, such as talking machines.

ATWATER KENT RADIO

Don't wait
for the
last minute
rush

ATWATER KENT MANUFACTURING COMPANY

ATWATER KENT RADIO

YOUR prospects are thinking NOW about Atwater Kent Radio for Christmas. But human nature being what it is, many of them are going to put off BUYING until the last moment. Avoid disappointing them and missing profits for yourself by sizing up your Christmas needs and sending *your* order to your distributor NOW.

Give your distributor a chance to make orderly deliveries. Don't wait for the last minute rush. Reach for that order blank NOW.

A. Atwater Kent, President, 4725 Wissahickon Ave., Philadelphia, Pa.

Knowledge of Records and Humans Aids Sales

Mrs. Jean Moore Finley, of the Adams Music Shop, Gives Some Hints on Selling Records

By Austin E. Burges

MRS. JEAN MOORE FINLEY, "the record girl," is known to many even outside her own city as a highly successful saleswoman. She is employed in the phonograph record department of the Adams Music Shop, Fort Worth, Tex.

Asked what determined her approach to a customer whom she had never seen before, Mrs. Finley replied that she judges a customer by his or her countenance rather than by the clothes. Because a person is poorly dressed it does not follow that he will enjoy cheap music, she finds, and vice versa. Of course, she asks the customer, to begin with, what kind of records he would like to hear, but as such terms as "good," "high grade," "pleasing," "melodious," and "peppy" mean different things to different persons she finds that it is necessary to interpret what each person says in the light of his own facial appearance.

If she finds a customer is in a mood for waltz music waltzes are what she plays for him and not something else. Music is largely an interpretation of mood and she endeavors to turn to her financial advantage whatever mood she finds her customer in. Rather than attempting to change a customer's mood she endeavors to intensify it and thus to sell him not only what he called for but more of the same type. She even falls in with the mood of her customers and waxes enthusiastic over what they profess to enjoy.

She has studied psychology and "characterology" in school and endeavors to apply what she has learned in her daily salesmanship. She has found, for instance, that age and occupation are good indices as to what a particular customer will admire. Men from 23 to 40 years of age, she said, admire such records as "The Best Things of Life Are Free," while "The Little Log Cabin in the Lane" will usually ap-

peal to farmers. Young fellows, on the other hand, will usually fall for jazz and vaudeville.

It is not sufficient to pretend to have enthusiasm for what the customer likes, she observed. It is necessary that one be sincere. Anyone talking with her will be impressed that she is sincere. She radiates sincerity and enthusiasm.

She is an enthusiast for high-grade music. She attends grand opera when it is played in Dallas and takes in the big music hits when in New York. She would like to sell more of the classics, she confided, but finds there is comparatively little demand for them in the Southwest, probably because it is as yet a new country. The Adams Music Shop, in which she is employed, handles Columbia, Okeh, Vocalion and Victor records.

She makes no effort to educate the customers



Mrs. Jean Moore Finley

of the shop, she said, but sells each person what he wants—and more than he intended to buy. Her success seems to lie in her knowledge of her goods and of human nature, her enthusiasm and vivacity, and her own personality and charm.

Zenith Radio Corp. Wins Important Legal Action

Decision Handed Down by Judge of the Federal District Court, of Detroit, Grants Zenith Corp. Injunction Against Dealers

A sweeping decision was granted the Zenith Radio Corp., of Chicago, Ill., by Hon. Charles C. Simons, Judge of the Federal District Court, of Detroit, on November 21, against Mark's Auto Accessories, Inc., a corporation of the State of Michigan; David Berlin, an individual, and David Berlin, doing business under the name and style of Dave's Auto Accessories; John Ross, an individual, and John Ross, doing business as John Ross Sales Co. The complainants sought an injunction restraining the defendants, Lansing and Detroit radio dealers, from using misleading advertising

wherein it was alleged that "McMillan" radio sets were the same as used by Commander MacMillan on his several Arctic expeditions. Zenith radio was used by MacMillan on all his expeditions and Commander E. F. MacDonald, who accompanied the explorer into the Far North, was present in court with his attorney, Irving Herriott, to substantiate the statements of the Zenith Radio Corp. The decision follows:

In the District Court of the United States for the Eastern District of Michigan, Southern Division
THE PRESIDENT OF THE UNITED STATES OF AMERICA,

To MARK'S AUTO ACCESSORIES, INC., a corporation of the State of Michigan,
DAVID BERLIN, an individual, and DAVID BERLIN, doing business under the name and style of DAVE'S AUTO ACCESSORIES,

JOHN ROSS, an individual, and JOHN ROSS, doing business as JOHN ROSS SALES COMPANY,
GREETING:

The application of the plaintiff herein for a preliminary injunction having come on to be heard, and the Court having heard the argument of counsel thereon and being fully advised in the premises,

Now therefore, in consideration thereof and of the matters set forth in the Bill of Complaint, filed herein, we do strictly command and enjoin you, and each of you, and your representatives, agents, servants and employes, from directly or indirectly representing, claiming, stating or implying, either verbally or in writing or by published advertisements, or by any other manner whatsoever that the radio apparatus known as "McMillan" sold and offered for sale by you, or either of you, is the radio apparatus used by Lieutenant Commander Donald B. MacMillan on any of his Arctic expeditions or that he took said apparatus with him to the North Pole or into the Arctic regions, or that said "McMillan" radio apparatus was ever used by any explorer named "McMillan" or "MacMillan" in the Arctic regions, or by any member of any Arctic Expeditions commanded by any person named "MacMillan" or "McMillan," or from designating the said radio apparatus sold or offered for sale by you, or either of you, as "North Pole McMillan," or by any other designation, having a tendency to create the impression that said apparatus was used by any person named "MacMillan" or "McMillan," at or near the North Pole or in the Arctic regions, and that you remain so enjoined until the further order of this Court.

Witness the Honorable Charles C. Simons, Judge of the District Court of the United States at Detroit, in the Eastern District of Michigan, this 21st day of November, 1927.

R. D. Newton in New Post

Robert D. Newton, formerly assistant manager of broadcasting station WJZ and later with the National Broadcasting Co.'s sales staff, recently joined the personnel of the Columbia Broadcasting System. Mr. Newton is well known among the broadcasting fraternity.

Experience— Resources— Equipment—

All these prime requisites are behind "Northern Maine" Plywood Box Shooks (Birch and Maple Plywood with Spruce cleats).

18 years' successful experience manufacturing by the management.

10,000 acres of timberland.

Up-to-the-minute machinery equipment in mills.

Write us for further information

Northern Maine Plywood Co.

Statler Building

Boston, Mass.



Not in the sense of custom only, but with a genuine appreciation of our pleasant associations during the past year, we extend to you our best wishes for an Old Fashioned Merry Christmas and a New Year of happiness and prosperity.



Plaza Music Company

and

The "PAL" Family

NEW YORK



Darrow's Windows Stop'em

Window Displays of the Darrow Music Co.
Make the Public Stop, Look and Listen

By Joseph C. Coyle

"STOP, LOOK AND LISTEN" are the three magic words which are the open sesame to retail sales. Those who rush by your establishment without giving it a glance are, at that time at least, poor prospects, even though they may be lovers of music. There is nothing better than a snappy and original window display, in connection perhaps with a good record on the phonograph, to arouse the interest of the passing crowds.

"The best day's sales we ever made on phonograph records was the day that we released our recent window, in connection with the records of the third and fourth part of 'Two Black Crows,' when these were the rage in Denver," said R. E. Darrow, of the Darrow Music Co.

The background of this window was of scenery painted on wall board, about five feet high, while in the foreground were the cut-out figures of two darkies, standing in a bed of Autumn leaves. One of these was tall and angular, the other short and plump. The latter

is pointing with his right hand to a skunk slipping through the leaves. The animal is a stuffed one and, therefore, speaks for itself. Near the skunk, in the bed of leaves, lies a pair of monstrous dice about three inches square. A record of the "Two Black Crows" also had a place in the scene.

This display occupied the window of the Darrow store for several days, during which time it always had an audience, from early morn till late at night. The figures of the two darkies were striking in themselves, but it was the real skunk, the large dice, and the bed of real leaves that cinched the interest of passers-by.

The Darrow Co. is noted for its original window displays, and other striking stunts. A sliding panel in the front window of the store is opened on warm days and a phonograph, playing popular records, or some other attraction, is placed in it. An advantage of placing the attraction at this opening is that it keeps the crowd away from the entrance, so that those who wish to enter the store may do so.

And the crowd has been such that employes have more than once been requested by police to discontinue the attraction for a time in order to clear the sidewalk.

E. T. Angell Polymet Assistant Sales Manager

The appointment of E. T. Angell as assistant sales manager of the Polymet Mfg. Corp., New York, has been announced. Mr. Angell's addition to the Polymet executive staff was necessitated by the growing volume of business and the consequent increase in the responsibilities of Nat C. Greene, vice-president and general sales manager. He has a wide acquaintance among radio manufacturers and jobbers.

Arthur Freed Optimistic Over Year-End Outlook

Merchandising records for December, January, February and March will far exceed the sales of previous periods, in the opinion of Arthur Freed, vice-president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., discussing the "all-electric" receiver which has proved so popular since its appearance on the market.

"Jobbers and dealers are actually oversold in many parts of the country," stated Mr. Freed. "There is still a substantial market for battery operated sets, and there always will be, due to special conditions and preferences, but the majority of replacements and new orders are for sets which operate from the electric socket and employ the new AC tubes."

The Freed-Eisemann factory personnel has been almost doubled recently, Mr. Freed said, due to the heavy demand for the new Freed-Eisemann all-electric receivers.

Radio Hearing Planned

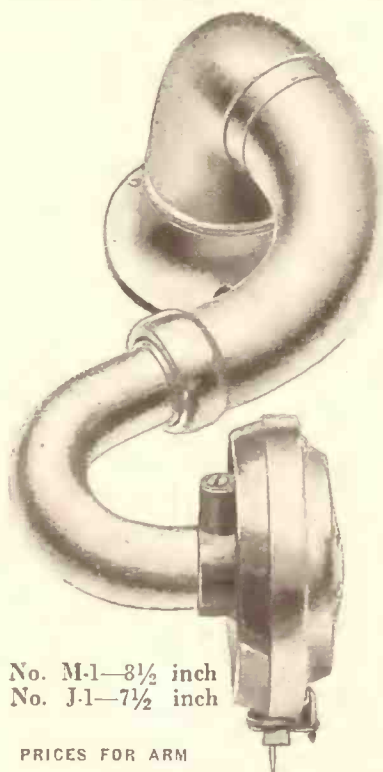
The Federal Radio Commission has called a general public hearing for 2 o'clock Tuesday afternoon, January 10, 1928, in the Commerce Building, Washington, to consider applications for licenses submitted by concerns and individuals in the United States who desire to communicate on short waves.

The Metropolitan Music Shops, Inc., New York City, were recently incorporated with a capital stock of \$100,000 to deal in musical instruments. Alexander Wise, 239 Ocean avenue, Brooklyn, N. Y., was the incorporator.

A Great Combination High in Value— Low in Price!

THESE are quality products manufactured entirely by the world's largest exclusive manufacturers of tone arms, reproducers and amplifying devices.

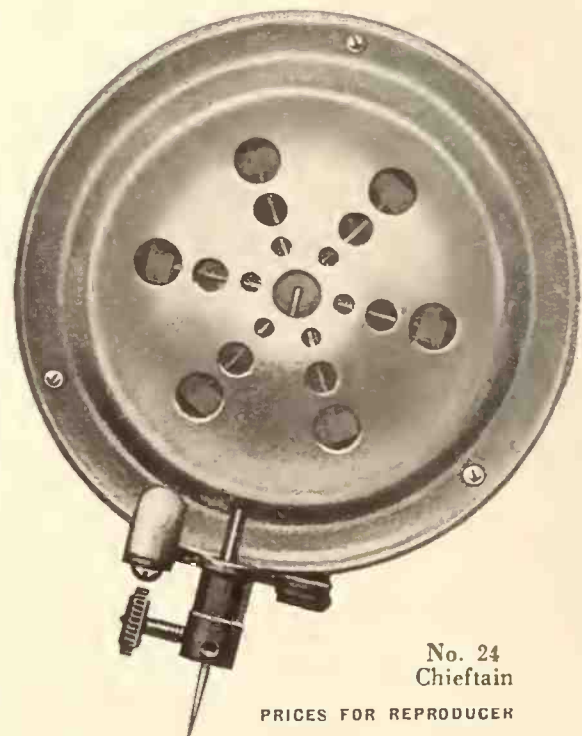
Models M-1 and J-1 Tone Arms are guaranteed unreservedly. The throw-back is our own lock nut type, positively preventing looseness or binding, yet the throw-back goose-neck is firm and cannot shake or rattle. The No. 24 Chieftain Reproducer is a marvel of fidelity and tone-sweetness in reproduction. Samples will be sent on approval to all legitimate manufacturers, jobbers, and dealers. Send for yours.



No. M-1—8½ inch
No. J-1—7½ inch

PRICES FOR ARM

	Nickel	Stat. Bronze	Gold or Oxid.
M-1 8½-inch	\$4.00	\$5.00	\$7.00
J-1 7½-inch	\$3.75	\$4.75	\$5.75



No. 24
Chieftain

PRICES FOR REPRODUCER

NICKEL	STAT. BRONZE	GOLD or OXIDIZED
\$3.50	\$4.00	\$5.00

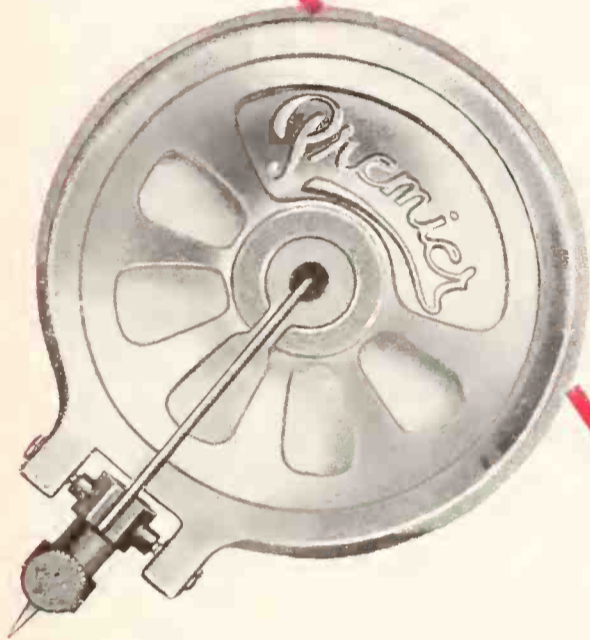
The Oro-Tone Co.
QUALITY FIRST

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

For Reliable Service Use

EMPIRE

TONE ARMS



The Premier

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

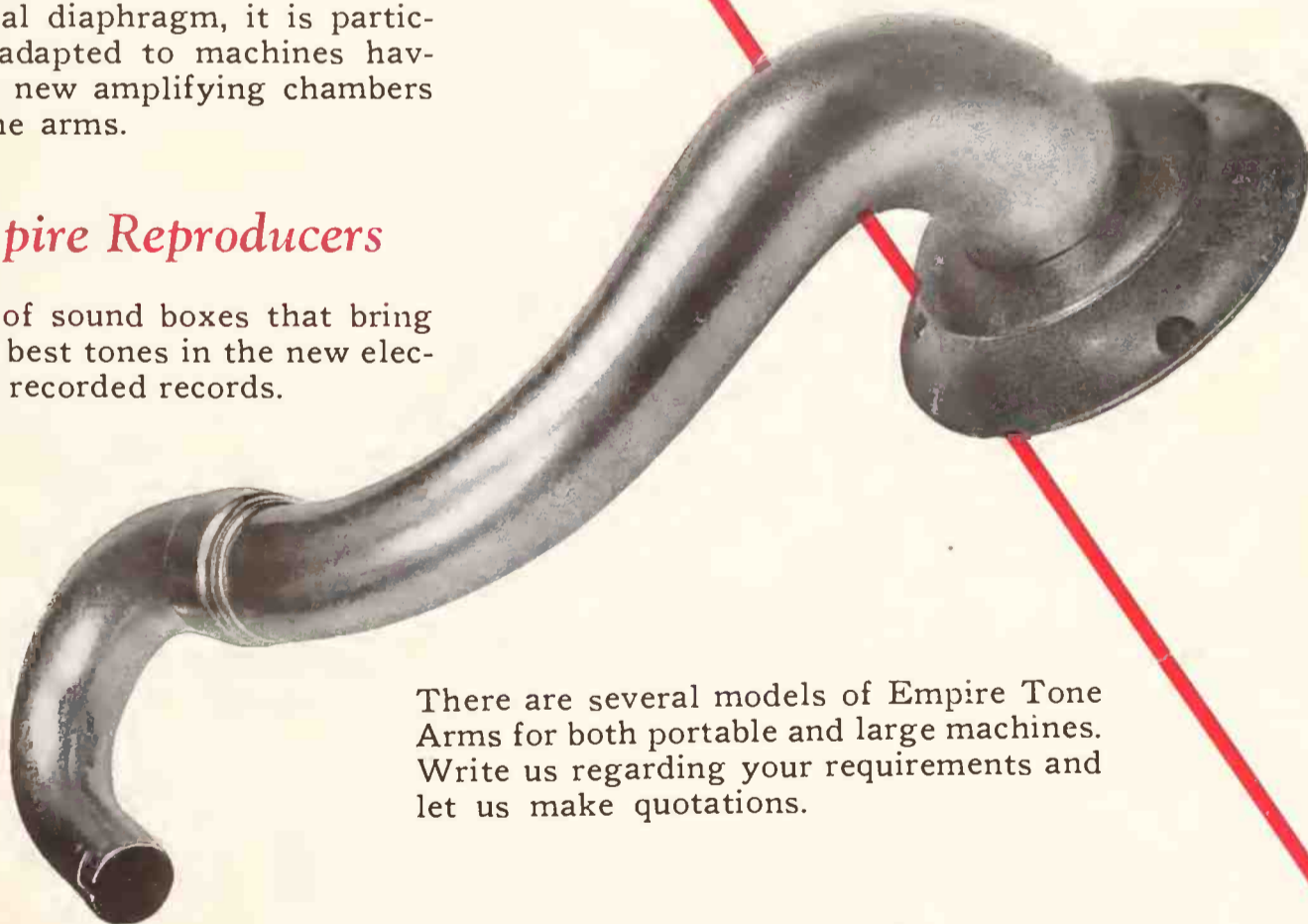
Empire Reproducers

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

Because of their proper design, high quality materials, expert workmanship and careful inspection, you can be sure that every Empire Tone Arm will function properly when it is installed and for many years to come. The reputation gained through thirteen years of successful manufacture is back of Empire products.

Empire Tone Arm No. 75

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



There are several models of Empire Tone Arms for both portable and large machines. Write us regarding your requirements and let us make quotations.

The Empire Phono Parts Co.

(Established in 1914)

WM. J. McNAMARA, President

10316 Madison Avenue

Cleveland, Ohio

Last month.

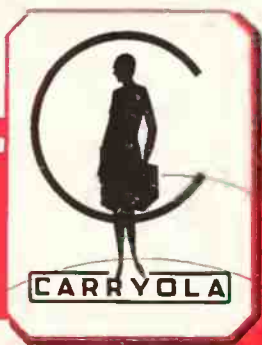
*Carryola announced two new portables—
revolutionary in tone and quality*

WHEN we came out last month with a new Carryola Master and a new Carryola Lassie we prophesied that these two new portables would revolutionize the phonograph industry. But the wave of enthusiasm that greeted them was far beyond anything we ever anticipated. Letters, telegrams, orders came in such numbers that we were convinced beyond any doubt that these two instruments are going to SELL as no other phonograph ever sold before. They reach a market that has been untouched. They answer a demand for a really fine musical instrument that sells for little money. You know what Carryola has been in the past—the finest line of portable phonographs made for anywhere near the price. Think, then of NEW Carryolas, with improved tone

chamber, improved tone arm, genuine Audak Ultra phonic reproducer, new fittings, new fabricoid cover—drastic improvements that set aside all accepted standards of portable phonograph quality.

And not only have we made this wonderful achievement in quality, but we have done it without raising the price. The result is the most astounding VALUE ever offered the phonograph dealer—a value that means enormous profit possibilities in easy sales, quick sales, and large number of sales.

But, revolutionary as these two new Carryola portables are, they represent only the beginning of what we are going to do for you as a phonograph dealer. Read our next announcement on the following page.



Carryola Master

Marvelous in TONE. Tone chamber newly designed and fitted with a new-type grill. Tone arm of Bakelite—a feature that adds materially to the rich tone quality and greatly reduces surface noise. Equipped with Audak Ultra (phonic) reproducer—a reproducer usually found only on expensive cabinet phonographs. Motor designed and perfected by the Carryola Company—single spring type, guaranteed to play three records with one winding. New type nickeled hardware fittings designed and made by the Carryola Company. Furnished in black, blue, brown, green or red.

\$25 List Slightly higher west of the Rockies



\$15 List

Slightly higher west of the Rockies

CARRYOLA LASSIE

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

and Now

Carryola offers a marvelous NEW product that every radio owner will want on sight

SUPPOSE that you could offer every radio owner in your community a complete outfit that would enable him to play phonograph records on his radio.

Suppose that the whole outfit, including turntable, motor, electric reproducer, volume control, all necessary wiring, enclosed in a trim fabricoid case could be profitably sold at \$23.50!

You KNOW you could sell them—a LOT of them. And, having sold them, you know you could open up a world of new record business.

CARRYOLA PORTO PICK-UP is the name of this maazing new development. And it's going to make history. It's going to give EVERY radio-equipped home the kind of music that only the finest homes have been able to afford.

And it's going to give phonograph and radio dealers a profit opportunity such as they never had before.

But even THAT isn't all the Carryola Company of America offers you today.

Many of your customers have both radio and phonograph. For them we have developed the CARRYOLA ELECTRIC PICK-UP—a means of reproducing records electrically. It is so simple that anyone can install it—yet so complete that nothing more is needed to combine phonograph and radio into an electric phonograph—and its list price is only \$10.50. It is a typical Carryola value—high quality, low in price and with limitless possibilities for dealer profit.

Last month we told you we were going to do big things for you in 1928. At

that time we offered you two revolutionary portables. Now we present two other sensational money makers. Next month we will have another big development to announce. Watch for it.

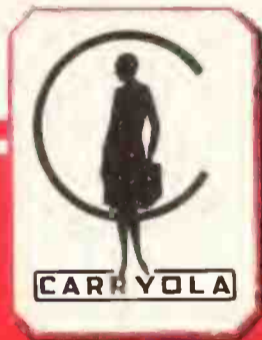
In the meantime get in touch with us. Write us for the name of your nearest Carryola distributor. Let us tell you something of our plans for 1928. Get our complete story—and you'll see for yourself that Carryola offers you the biggest profit opportunity you ever had.

THE CARRYOLA COMPANY
OF AMERICA

647 Cinton Street Milwaukee, Wisconsin

CARRYOLA
beyond this you buy furniture

World's Largest Makers of Portable Phonographs

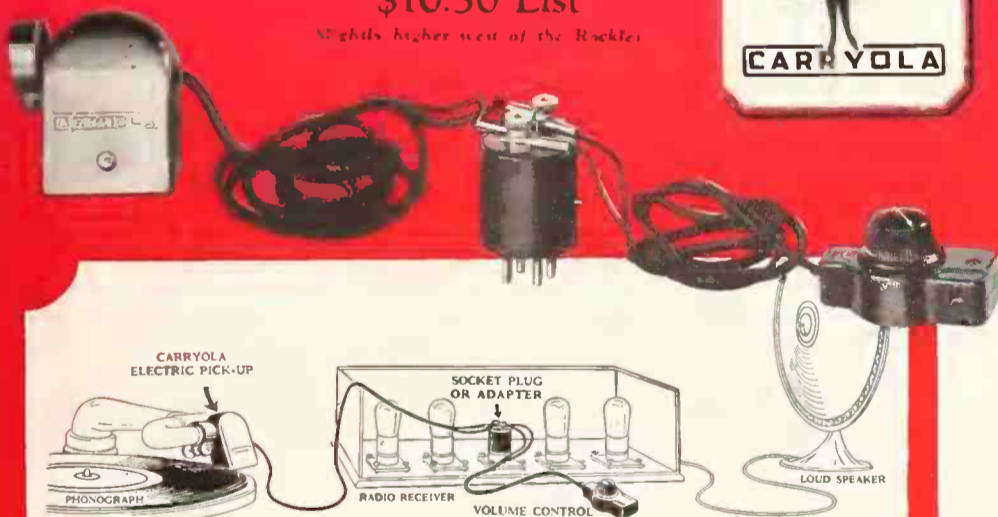


\$10.50 List

Slightly higher west of the Rockies

\$23.50 List

Slightly higher west of the Rockies



CARRYOLA ELECTRIC PICK-UP

The pick-up itself replaces the reproducer of the phonograph. By simply removing the detector tube of the radio set and inserting adaptor plug in its place, records may be played on the phonograph and electrically amplified. Volume

may be controlled by merely turning the volume control knob.

This attachment may be used with any standard make of radio set and any phonograph—either portable or cabinet type.

CARRYOLA PORTO PICK-UP

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

The Carryola Porto Pick-up is equipped with single spring motor. The

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

Another Year of Great Opportunity for Victor Dealers!

Victor dealers have ample cause for satisfaction with the year now drawing to its close. The sales of instruments and records have been remarkably satisfactory throughout the year and will undoubtedly reach a climax during the current holiday season that will establish a new high level in Victor history.

There is every reason to believe that this healthy condition will continue throughout 1928 and that another year of great opportunity lies ahead for Victor dealers. While general business conditions may be termed "spotty," the demand for Victor merchandise is stable and permanent and there is plenty of money available for the purchase of standard musical products.

Look ahead now and plan to get your full share of this potential business! And remember that dependable distributor connections will mean a great deal to you in the year to come. We have been rendering dependable service to Victor dealers for more than a quarter of a century and understand their problems as only a wholesaler of such long experience can.



Blackman
WHOLESALE DISTRIBUTORS
VICTROLAS - RADIO - ACCESSORIES
DISTRIBUTING CO., INC.

28-30 W. 23rd St., New York, N. Y.

*Blackman and Dependability
—One Suggests the Other*

Powel Crosley, Jr., Suggests Monthly Super-Programs

CINCINNATI, O., December 6.—Powel Crosley, Jr., president of the Crosley Radio Corp., of this city, in a recent address at Louisville, Ky., made the suggestion that a super-radio program be broadcast each month, one that would be comparable in public interest to the recent Tunney-Dempsey fight. It is Mr. Crosley's suggestion that the radio industry sponsor such programs in order that the public's interest in radio be kept at a high level throughout the entire year.

Visit Atwater Kent Plant

The sales force of New Jersey Radio, Inc., distributor of Atwater Kent products in Newark, N. J., recently paid its regular annual visit to the factory and headquarters of the Atwater Kent Mfg. Co. in Philadelphia. J. T. Schwerling, of the Atwater Kent Mfg. Co., conducted

the guests on a tour of inspection through the fifteen-acre factory, and W. W. Collamore, general sales manager, addressed the group on "Radio Sales in New Jersey." The party included D. T. Preyer, J. J. Hocter, P. E. Hand, P. J. Landemare, O. L. Puth, H. R. Arendt, J. T. Smith and A. Ruckstuhl.

Splitdorf President Abroad

Walter Rautenstrauch, president of Splitdorf Bethlehem Electrical Co. and Splitdorf Radio Corp., has gone to Europe to be absent from this country for a month, during which time he will deliver a series of lectures and study conditions abroad. Mr. Rautenstrauch was invited before various organizations to talk on industrial topics. The Splitdorf head is regarded a leading authority on industrial engineering. Mr. Rautenstrauch will discuss with Splitdorf representatives abroad the situation as to radio and automotive and aviation conditions, in all of which lines the company is vitally interested.

Neil A. Gray Writes of Music in the Home

Neil A. Gray, of Boardman & Gray, the well-known piano manufacturers and retailers of Albany, N. Y., recently contributed a highly interesting article on music in the home as a modern necessity, which was published over his signature in the Albany Times-Union. Mr. Gray in his article showed the particular value of musical instruments of various types as a part of home equipment, the article being published in the home section of the paper.

Peoria Firm Chartered

The Adams Music House of Peoria, Inc., located at 114 South Adams street, Peoria, Ill., has been incorporated with a capital stock of \$25,000, common, to conduct a general music business. Charles C. Adams, Harry H. Bland and J. H. Suttle, well known local business men, are the incorporators.



Model 33 (Desk) - \$50.00
Including approved built-in Speaker with Atwater Kent Unit
With Atwater Kent Receiving Set No. 30 - \$109.00
With Atwater Kent Receiving Set No. 33 - \$119.00



Model 35 (Desk) - \$45.00
Including approved built-in Speaker with Atwater Kent Unit
With Atwater Kent Receiving Set No. 35 - \$94.00



Model E-30 (Desk) - \$40.00
With Atwater Kent Receiving Set No. 30 and Model E Speaker - \$123.00
With Atwater Kent Receiving Set No. 33 and Model E Speaker - \$133.00



Model 9000 - \$90.00
Including approved built-in Speaker with Atwater Kent Unit
With Atwater Kent Receiving Set No. 30 - \$149.00
With Atwater Kent Receiving Set No. 33 - \$159.00

Successful
Cabinets
for a
Successful
Radio



Model 4750 - \$47.50
With Atwater Kent Receiving Set No. 30 and Model E Speaker - \$130.50
With Atwater Kent Receiving Set No. 33 and Model E Speaker - \$140.50

A fine instrument at a popular price, together with an aggressive advertising policy, has put Atwater Kent Radio in the homes of countless thousands. Red Lion is headed for the same goal with equally fine merchandise, prices that represent the utmost in value and a decidedly effective national advertising campaign.

If your Atwater Kent distributor has not yet shown you the latest additions to Red Lion's complete collection of fine desks and consoles for Atwater Kent equipment get in touch with him at once. The season is well on, and it's the biggest season in Red Lion's history.

RED LION CABINET COMPANY

RED LION, PENNA.

Red Lion Cabinets

KOLSTER

*B*roadcasting in your town about your merchandise!

That is what KOLSTER is doing for you!

To speed turnover! To swell profits!

You want the extra business resulting?

You can get it and you will get it,

but

HOW MUCH

is decided by posting the KOLSTER Broadcasting Announcements in your window. These tell the world to listen in every Wednesday from 9 to 10 P. M. Eastern time for the

KOLSTER HOUR

If you don't receive these window displays several days ahead let us know. Also, put the message in your own advertising.

brooad

over the nation-wide Columbia Broadcasting System

Every Wednesday—9 to 10 P. M. Eastern Time

KOLSTER FAMOUS COMPOSERS HOUR

KOLSTER

Sign the coupon below.

Join the thousands of Kolster dealers who display this Authorized Sign.

If there is an opening in your territory you may be able to share in the amazing growth of Kolster demand right away.

Put the coupon in the mail today or you will be late for Christmas Business.



casting

FEDERAL-BRANDES, Inc.
 200 MT. PLEASANT AVENUE
 NEWARK, N. J.

Please let me know if there is room for another Kolster dealer in my locality.
 Name.....
 Street.....
 City..... **RUSH**

The Lion Store Reduces Demands for Service by Educating Its Customers

Sale of a Radio Set by Toledo Retailer Is Accompanied by a List of Instructions on the Proper Care of the Receiver—Plan Has Been Found Effective and Profitable

SINCE radio broadcasting for entertainment purposes became popular five or six years ago, the question of service has assumed an ever-growing importance, from the retail point of view. Especially is this true of the talking machine dealer, who is accustomed to sell an instrument which, when sold, requires practically no service.

It is true that during the past year or two the topic of radio service has ceased to be the bane of the dealer's life. Experience and education have done wonders for the retail dealer and for the purchasing public, and the stability which the radio trade is enjoying is due to a great extent to the understanding which the dealer now has of what should be given to the customer in the line of service.

The education of the public to give proper care and attention to the radio receivers they purchased has been a slow process but in the end a profitable one. When pains were taken at the outset to give a clear, lucid explanation of what was required by the set operator to secure the maximum of efficiency from the set, the dealer experienced a minimum of service calls. However, many people would forget what was told them, and a service call would result that in many cases could be avoided. To obviate this condition and reduce servicing, many stores now give out complete instructions in handy form for the customer's reference. The following list of instructions issued by the Lion Store, of Toledo, O., is typical of such suggestion lists to dealers. It gives clear comprehensive hints for keeping the set in running order. The Lion Store directions read:

To help you get the greatest amount of pleasure and enjoyment from this radio set, the following suggestions are made and by reading and observing them closely you will eliminate the inconvenience and expense of future service calls.

(1) After the set has been installed and used, check carefully all connections to see that the contacts are tight. Do this once a month.

(2) One of the greatest causes of poor reception is due to atmospheric conditions. If reception is poor inquire from neighbors or read the newspaper reports on condition of the night before. If others' reception has been good, start checking the set and power equipment for loose connections and low batteries.

(3) Test tubes by changing from one socket to the other, that is, 1 and 2, 2 into 1, etc. Use a tube known to be perfect and try in each socket. If reception does not improve you need some new tubes. Tubes

will be gladly tested here free of charge any time.

(4) Run-down B Batteries will cause poor reception, such as crackling, sizzling noises. Test with Voltmeter. If a 45 volt B Battery registers less than 34 volts, or a 22½ less than 17, they must be replaced. Their life depends upon the amount of use of the set and the amount of power required to operate.

(5) "Fading" is attributed to atmospheric conditions that are localized and not the fault of the set.

(6) A Storage Battery run down will cause poor or no volume reception. We recommend either a trickle charger or a high rate charger, either of which has full instructions as to operating methods. Check condition of "A" Battery with a Hydrometer. If you do not use a charger the battery must be charged regularly.

(7) A constant high-pitched whistle is known as a "Heterodyne Whistle" and is caused by conflicting broadcasting stations.

(8) "Screeching" is usually caused by some Radio receiver in your neighborhood that is radiating. Nothing can help you.

(9) Other conditions that may at times cause annoying noises are: Oil Burners, X-Ray Machines, Electric Refrigerators, Washing Machines, Moving Picture Machines, Flashing Electric Signs, Elevators, Vacuum Cleaners, Trolley Lines. "Just Grin and Bear" them. A constant hum or noise might be helped by changing position of Antenna.

(10) Keep vaseline on "A" Battery connections, also keep the plates covered with distilled water. "A" or "B" or any "A and B" Eliminators require practically no attention. Just see that connections are tight.

Distant reception is obtained best at night, especially when weather is clear and cold. However, try for quality programs rather than distance or number of stations.

Encourage the Broadcasting Stations by writing in your suggestions and comments.

These directions are on a tag which accompanies every set sold by this aggressive retail music merchant.

Temple Air Column Speakers Being Shipped in Carloads

Displays of Temple Air Column Speakers at Radio Shows Throughout Country Result in Widespread Popularity—Carload Shipments

Following the reception that was accorded Temple Air Column speakers at the various radio shows throughout the country, they are now being shipped in carload lots to dealers and jobbers in many cities to take care of the tremendous demand. During the month of November many complete carload shipments

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone
Barling 938 PHILADELPHIA, PA. Cable
Filosec, Phila.

were loaded at the Temple factories, among them being shipments to Temple distributors in St. Louis and the Schimmel Electric Supply Co. in Philadelphia. The accompanying illustration shows the car loaded for dispatch to the City of Brotherly Love. These cars contain about six hundred speakers, including drum and cabinet models.

President Alfred Marchev, of Temple, Inc.,



Shipment of Temple Speakers

Chicago, in a recent talk to distributors, said, in part: "We are extremely gratified with the manner in which radio fans all over the country have received Temple Air Column speakers. We invite every radio fan to hear a test on the Temple Comparator. If he or she will go to the nearest Temple dealer he will be glad to hook up any five speakers and merely with a click of a button he will switch from one speaker to another. To-day the Temple line is complete. There are both drum and console models of beauty and distinct design that will grace any home. Every speaker is correctly designed and tested three times before it leaves the factory."

Wilmington Firm Busy

The Boehm Piano Co., 2108 Market street, Wilmington, Del., which moved to its new quarters in August of this year, is doing a brisk business in talking machines and pianos.

THE LINE OF PROFIT

Excel

PHONOGRAPHS AND RADIO CABINETS

STYLE 21
Genuine Mahogany or Walnut only.





STYLE 48
Walnut Radio Console. Built-in loud speaker and battery compartment. Accepts 7" x 18" panel.

STYLE 17
Genuine Mahogany or Walnut Phonograph only.



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

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

STYLE 1
Gum Mahogany, Golden or Fumed Oak.



Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

STYLE 2
Gum Mahogany, Golden or Fumed Oak.





For 1927

Merry Christmas

*Best wishes to all
and our sincere ap-
preciation to those
friends who have
made this the biggest
year in the history
of our business.*



For 1928

Happy New Year

*In January we will
announce a startling
new line that will
justify our slogan—
"the most complete line"*

*You will be surprised when
you see this new line, for you
never dreamed that such a
fine line could be so reason-
ably priced.*

Berg A. T. & S. Co., Inc., Long Island City, N. Y.



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.

THE ARTOPHONE CORPORATION
McCall Building
Memphis, Tennessee

OKEH PHONOGRAPH
CORPORATION
809 So. Los Angeles St.
Los Angeles, Cal.

OKEH PHONOGRAPH
CORPORATION
339 Bryant St.
San Francisco, Cal.

THE Q. R. S. MUSIC CO.
1017 Sansom St.
Philadelphia, Pa.



Students Are a Source of Profits to Whitlock's

New Haven, Conn., Merchant Averages Sales of a Thousand Records Each Month by Making Bid for the Student Business

By Clarence J. O'Neil

THE New Haven branch of Whitlock's Book Store, Inc., can be compared to a typical small-town general store. Not that it is small, but that it carries a most complete stock of everything that the students demand, from books to pianos. Talking machines, of course, play a prominent part in the over-the-counter sales, especially the portables, but records, apparently the most insignificant of Whitlock's whole line, are the best sellers.

And why? Simply because Mr. Brophy, the music department manager, has made a thorough study of what records the students like best and stocks them. Maybe this also accounts for his claim that Whitlock's New Haven store carries the largest selection of records in New England. But at any rate his experience with the student group is distinctly interesting.

Mr. Brophy, after years of contact with the Yale student body, through his shop, which is located opposite Yale Campus, has come to the conclusion that the talking machine is the pupil's best companion. Surprising as it may seem the demand for talking machines far exceeds that for pianos, radios and even musical instruments.

Sells 1,000 Records Monthly

The first requisite in catering to the college student is to have the record he wants right on hand. This necessitates a large supply in stock, but apparently it pays eventually. Whitlock's monthly record sales average 1,000. This is based on twelve months, including the dull vacation period. Of this average jazz and last-minute songs predominate to a ratio of two to one of classical pieces. The prices range from 75 cents to \$3.50 each, at a pretty staple demand.

"Meeting the demand for jazz and popular song records is my hardest job," said Mr. Brophy. "Students have a mania for keeping up with the musical programs of the latest New York shows, and expect to get late numbers promptly. Often a whole group of students will drop in the day after they see a Broadway show, requesting records of various numbers they had just heard."

Reaching Students Via Publicity

Although Mr. Brophy may not have the very latest record available, he does not consider this an alibi for not trying to fill requests. The minute his record stock is replenished he has the new list broadcast in the columns of the Yale News, the University's daily newspaper. This paper invariably goes to every student at Yale. The Whitlock record advertisement appears daily throughout the year in the college journal.

This is Brophy's only way of communicating with his student prospects. Sending out circulars and other mailing schemes have been tried out, but did not produce the same results as the college paper. Another source of record sales at Whitlock's shop has been the release of old-time college songs, records containing memories of past graduates, and at the same time serving traditional memories for the present-day student. It is apparent from the huge demand of these school records that every student takes at least one home during his vacation for keepsake.

The latest Yale souvenir record of old fa-

miliar songs recorded by the "Whiffenpoofs of 1926," the college glee club of last year, was a sellout. Mr. Brophy claims the demand far surpassed his supply of the 1927 edition.

Of the dance records, fox-trot numbers are in the most demand. Waltz records have been quiet the last two terms and apparently will remain so the next couple of years, according to the present demand. John McCormack's records are well liked by students. His "Marcheta" and "Somewhere a Voice is Calling," especially, meet the demand of the collegiates.

Besides seeking Yale student prospects Mr. Brophy also follows the trade coming from other private schools in New Haven. Being a college city, the popularity of preparatory schools can readily be seen. Mr. Brophy patronizes their weekly and monthly publications with his talking machine and record advertising as diligently as he does Yale. These students' preferences are practically a duplicate of the senior college of the city.

"The popularity of records seems to be prompted by the same impulse that standardizes clothes fashions. The younger student in preparatory school takes delight in copying the older ones at the University. In mixing with the seniors they soon find out what songs and dances are in vogue and then popularize the same numbers in their set."

A supply of up-to-the-minute records, plus continuous advertising in college and preparatory school papers, has boosted the sale of records ahead of any other individual line handled by the Whitlock Book Store of New Haven.

Clark Music Co. Opens Two New Branch Stores

The Clark Music Co., Syracuse, N. Y., which has been a factor in the music trade in that city for fifty-nine years, has opened two new branches, one at 2503 James street, Syracuse, and the other at 125 Washington street, Watertown, N. Y. The branches will carry complete lines of Mason & Hamlin pianos, Brunswick Panatropes and Victor instruments.

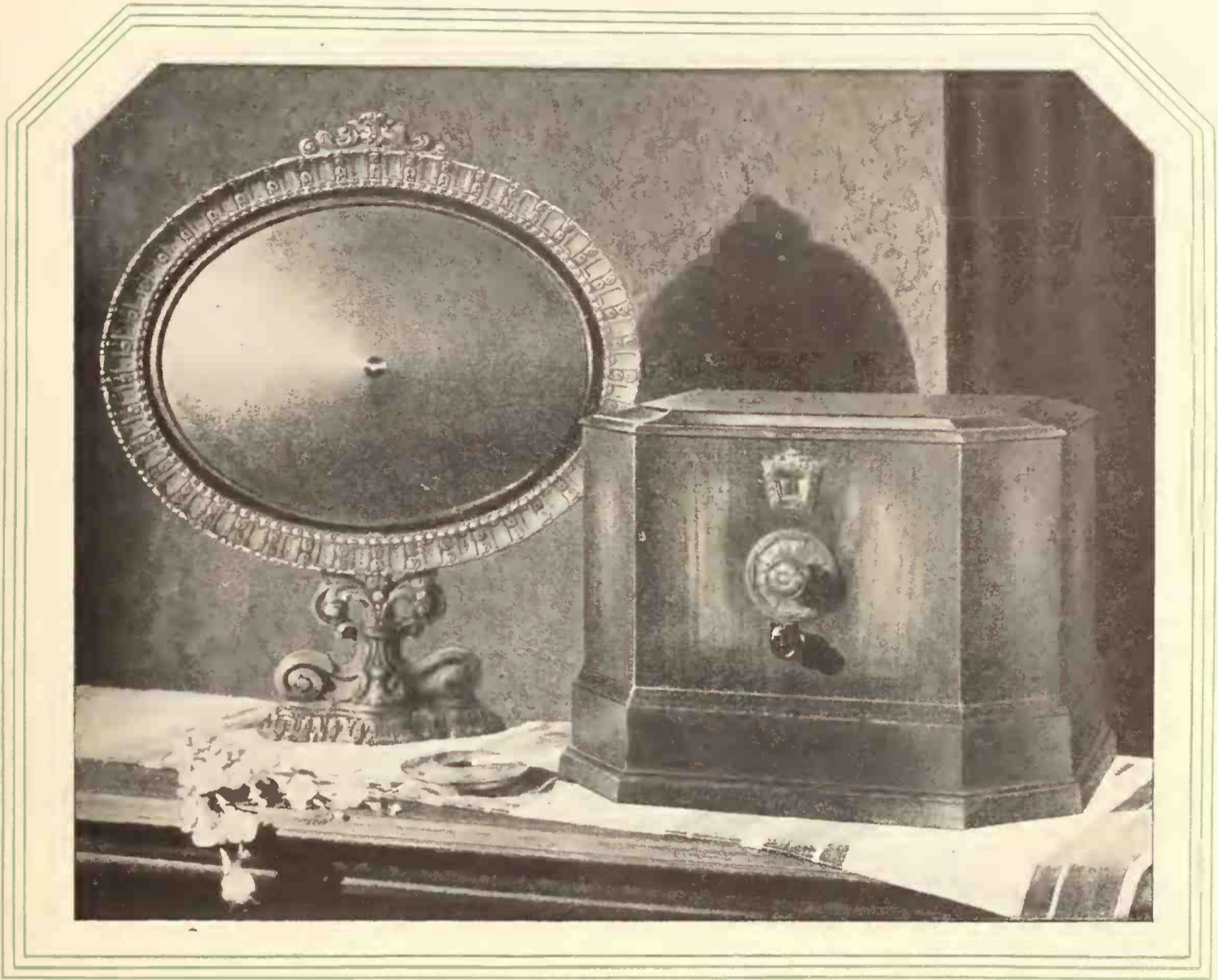
Two Good Radio Markets

Australia and New Zealand are two outstanding markets for American radio apparatus. Australia has increased its American radio purchases from \$210,214 in 1923 to \$1,304,585 in 1926 and \$789,820 for the first half of 1927. New Zealand also has increased its radio imports from the United States from \$83,426 in 1923 to \$627,222 in 1926 and \$297,409 for the first half of 1927.

Gold Seal Earnings

A quarterly dividend of fifty cents a share was recently declared on the stock of the Gold Seal Electrical Co., Inc., New York, manufacturer of Gold Seal tubes. This places the stock on a two dollar annual basis. J. W. Duff, president, stated that the directors were very much gratified at the improved showing of the company and its excellent financial position.

One of the beautiful SPLITDORF models The ABBEY All-Electric



The Abbey All Electric (above). Six tubes. Single illuminated dial. Single knob control. List price for all-electric operation direct from a light socket without batteries or eliminators, \$175; this model for battery operation, \$100. Tubes not included. Splitdorf Period Cone Tone, \$35.

This beautiful table model is patterned after an Old World jewel case. Graceful beveled corners and richly carved control knobs and dial ornament emphasize in this instrument a charming distinction never before offered in a moderately priced receiver. This attractive model is finished in deep antique walnut with handsome two-tone effect.

This Abbey set is equipped with the new Splitdorf "171" all-electric radio receiver, employing four tuned circuits and operating completely from a light socket without batteries or eliminators. The tonal quality, sensitiveness and selectivity of this receiver are remarkable.



The Lorenzo. A magnificent Italian Renaissance model, equipped with the new Splitdorf all-electric receiver operating directly from a light socket without batteries. No acids or eliminators. List price with built-in loud-speaker but without tubes, \$350.

This and all other Splitdorf Receivers are manufactured completely within the Splitdorf factories. Splitdorf is the only radio manufacturer operating its own cabinet plant. As a result a Splitdorf Receiver is not a miscellaneous assembly but the finished product of organized, experienced experts. Distinctive performance, unusual beauty and exceptional value are made possible in the Splitdorf line by this unified production.

Investigate the unusually profitable sales possibilities of the twelve beautiful Splitdorf models priced from \$45 to \$800.

Cabinets designed under the personal



direction of Mr. Noel S. Dunbar

SPLITDORF RADIO CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Company
NEWARK, NEW JERSEY



Featuring Different Radio Set Each Week Increases Sales at Newark Kresge Store

One of the most attractive and completely equipped radio departments in the metropolitan district is the new section recently installed in the Kresge Department Store, the successor of L. S. Plaut & Co., Newark, N. J. This department occupies an advantageous position on the seventh floor of the store, located next to the main offices and credit department. An idea of the extent of the department can be realized from an examination of the lines carried, which include: Stromberg-Carlson, Atwater Kent, Bosch, Radiolas, Kellogg, Fada, Freshman and other makes in every conceivable variety of beautiful art cabinets and highboys.

The demonstration booths are of exceptionally large size, occupying eighteen feet by fifteen feet and all of them are soundproof. The booths are finished in buff with a two-tone cream tint. The attractive finish on the Graftex walls blends harmoniously with the mahogany moulding and the mahogany French doors.

Two of the largest demonstration rooms are devoted to displaying combination instruments

featuring the Victor Orthophonic and Electro line in combination with Radiolas, and the Brunswick Panatrope combinations.

The department has been doing a large business since its opening and Carl A. Lewis, manager, attributes this to the policy of featuring a different instrument each week on the large walnut platform which is shown in the accompanying photograph. The instrument being featured is played continuously and the demonstrations have resulted in many sales of big units.

Roberts Names Committees for the Music Merchants

President C. J. Roberts, of the National Association of Music Merchants, has made the following committee appointments for 1927-1928. It will be noted with interest that in addition to the regular committees there has been appointed the National Piano-Playing Contest Committee, with Frank J. Bayley as

chairman, which may be taken as an indication of the interest held by the national association officers in the national contest idea.

The committees are:

Membership Committee—H. H. Fleece, secretary, chairman ex-officio, Lyon & Healy, Chicago, Ill.; Milton Weil, Krakauer Bros., New York City; and John J. Glynn, Mathushek-James & Holmstrom Piano Co., New York City.

Press Committee—H. H. Fleece, chairman, Lyon & Healy, Chicago, Ill.; Charles H. Yahrting, Yahrting-Rayner Music Co., Youngstown, O.; E. Paul Hamilton, Frederick Loeser & Co., Brooklyn, N. Y.; and W. Otto Miessner, Miessner Institute of Music, Milwaukee, Wis.

Resolutions Committee—Robert N. Watkin, chairman, Will A. Watkin Co., Dallas, Texas; A. D. La Motte, Thearle Music Co., San Diego, Cal.; and A. L. Maresh, Maresh Piano Co., Cleveland, O.

Legislative Committee—Frederick P. Stieff, chairman, Chas. M. Stieff, Inc., Baltimore, Md.; W. S. Bond, Weaver Piano Co., York, Pa.; C. S. Andrews, Andrews Music Store, Charlotte, N. C.; and Joel B. Ryde, Fuller-Ryde Music Co., Indianapolis, Ind.

National Piano-Playing Contest Committee—Frank J. Bayley, chairman, Bayley Music House, Detroit, Mich.; W. Otto Miessner, Miessner Institute of Music, Milwaukee, Wis.; and C. R. Moores, Packard Music House, Fort Wayne, Ind., and Miss Helen Curtis, of Chicago, Ill., honorary member.

Introduces New Line of Phonograph Record Cabinets

A new line of phonograph record cabinets has been announced to the trade by the Horrocks Desk Co., Herkimer, N. Y., well known cabinet manufacturer. A simple vertical file system is one of the features of the new line, each cabinet having a capacity of two hundred records, either ten-inch or twelve-inch.



Helycon Tone Arm No. 509

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

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

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

Pollock-Welker, Limited

Established 1907—Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

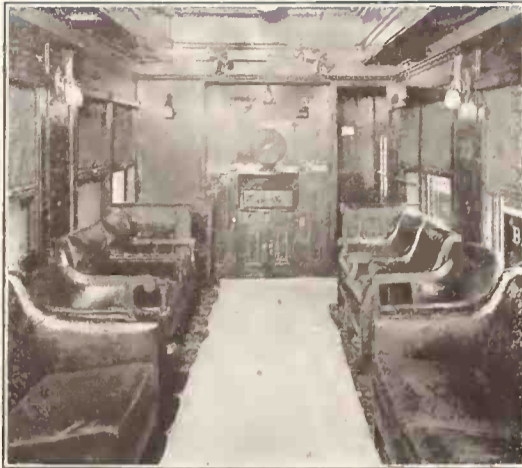
Code—A.B.C. 5th Edition, Bentley's



Interesting Events of the Trade in Pictures



Above—Stromberg-Carlson booth of Wesley Etec. Radio Supply Co. at Windsor, Ont., radio show attracted wide attention among visitors



Above—Atwater Kent set in club car, Capital Limited, shown at the Fair of the Iron Horse, in Baltimore, Md.



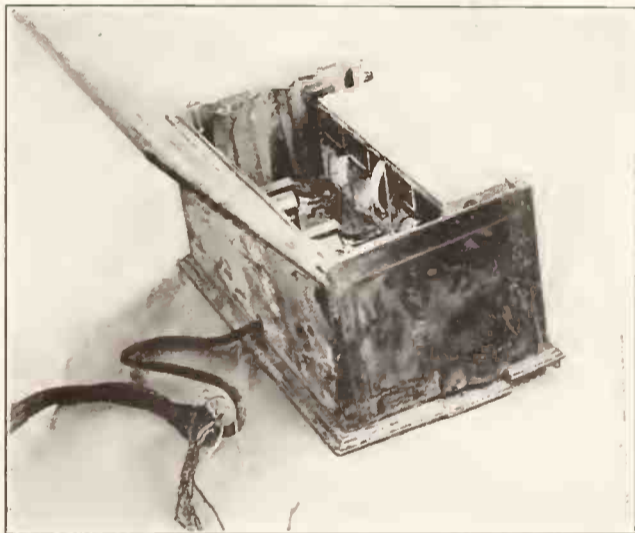
Above—Hugh Trevor and Jean Arthur, FBQ featured players, like music when on location in their work of making "movies". They used this Stromberg-Carlson set during the filming of "Wallflowers"



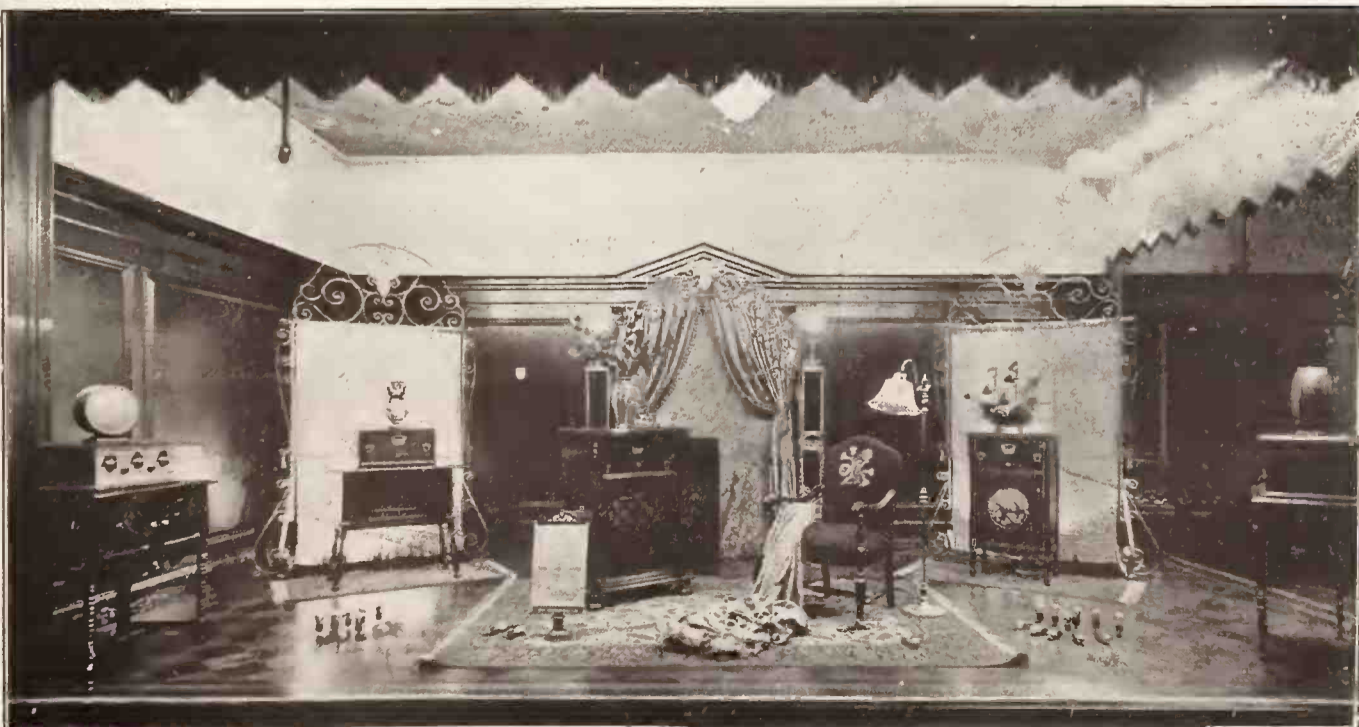
SALES MEETING
KOLSTER RADIO
DISTRIBUTORS & SALESMEN
METROPOLITAN DISTRICT
HOTEL PENNSYLVANIA NEW YORK
NOVEMBER 16, 1927

Left—Kolster jobbers and salesmen of New York, Brooklyn and Newark, guests of Federal-Braudes, Inc., at Hotel Pennsylvania. Christmas sales plans were outlined and addresses were made by officials of the company. Enthusiasm was a feature of the gathering, which was marked by optimism

Right—This Kolster radio receiver was rescued from the New England flood. After it had been dried out its owner, Clyde Smith, station agent of Bebe River, N. H., was startled to find reception unimpaired. This is a tribute to the durability of the Kolster product



Right—K. L. Allardyce, managing director of Freed-Eisemann Radio (Great Britain), Ltd., to visit America soon. States interest in radio in Great Britain is at fever heat at the present time and the outlook is excellent for the more progressive business houses



Left—The Davidson Furniture Co., Des Moines, Ia., believes in arranging eye-arresting window displays. The display shown here attracted considerable attention. The background was furnished by the display division of the Stewart-Warner Speedometer Corp. on their rental plan. Center unit consisted of two wrought-iron posts with decorated grille. Each post is surmounted by ornamental iron lamp. Back drape is of blue and gold damask; curved curtains of gold damask; side units made of hand-wrought iron and the hanging matches the center panel. The height of each unit is almost six feet and each of the three pieces is about six feet wide. The Stewart-Warner Corp. is paying a great deal of attention to the promotion of better window displays among the retail trade

Portables



MODEL 5

This instrument represents an achievement in advanced musical reproduction. With newest developments in design, tone-arm, reproducer, and tone chamber. Covered beautifully in waterproof Du Pont Fabricoid, colors blue, black, or red. The greatest portable ever created. See and hear it—today!



MODEL 21

The finest novelty portable with practical playing value. A big seller for your holiday business. Fittingly finished in waterproof Du Pont Fabricoid, colors blue, black, or red. There's a year 'round gift market for this sturdy portable. See and hear it—now!



MODEL 18

This portable is a true value. Renders tone quality and volume equal to instruments selling at twice its price. Employs a new exclusive reproducer and tone-arm. Artistically designed in colors blue, black or red, of waterproof Du Pont Fabricoid. The greatest value in the whole field of portables. Send today for samples!

HEAR AND SEE

for 1928

MOST Dealers are now too busy to read anything. That's why we just ask that you tab January second on your calendar for Allen Portables.

You'll want to do so for one of two good reasons. Either, you will have sold your entire stock during the holidays. Or, you will want to plan for 1928, and are ready to consider the most modern profitable portable line ever presented to the trade.

Call upon the best Jobber near you for samples. Or, write direct for local Jobber's address, and beautiful free catalog in colors. Act today—you built this profitable new line!

ALLEN
PORTABLES

ALLEN-HOUGH MANUFACTURING COMPANY
MILWAUKEE, WISCONSIN *Factories: New York and Racine*

THE DIFFERENCE



Farrand
CONCERT
S P E A K E R

\$ 35.00
*Slightly higher in
Far West and Canada*

An entirely NEW type
by FARRAND

The wanted BASS tones captured
as never before!

Another Farrand advancement—the Farrand *Concert* Speaker—attaining a new, deep-reaching tonal radius, with all the pleasing treble retained as heretofore—virtually *next year's* model presented *today!* Already enjoying record-breaking demand. Order now from your nearest Farrand distributor.

The unusual eye-value of the Farrand *Concert* Speaker, together with its superlative performance, forms an irresistible selling combination. Designed in the

manner of a fine portrait frame, exquisitely wrought of richly finished walnut veneer, its artistry offers instant appeal. Height, 22 inches, overall.

Urges Need for Aggressive Retail Business Tactics

Distribution of the Retail Dollar Indicates in Typical Cities Hard Selling Must Be Done, Declared Robert W. Porter, Vice-president of the Splintdorf Radio Corp.

Robert W. Porter, vice-president of the Splintdorf Radio Corp., calls attention to the portion of the retail dollar that radio dealers have to fight for in order to get business. In Syracuse, N. Y., it is eighteen cents and in Denver, Col., it is twenty-one cents.

"This means," said Mr. Porter, "if the calculations are absolutely accurate as we have them from the recent retail and wholesale census that is being taken, that radio must struggle with all other articles save five to cut into this eighteen or twenty-one cents out of the retail dollar.

"In Syracuse, selected as a typical city, food gets twenty-seven cents out of the dollar, clothing twenty-two cents—that is these two items nab approximately half of the dollar! Automobiles and gasoline come in for another seventeen cents, building materials, etc. for 9 per cent while furniture and home decorations take another seven cents. That leaves eighteen for all other items including radio.

"In Denver the figures run: 28, 14, 4 and 9 in the same order with the group articles at twenty-one cents.

"But there is a silver lining to the cloud, if indeed this is a cloud, and that is this: that if the radio dealer gets in ahead of the automobile salesman he can, in individual instances galore, make the radio come ahead of the car and in this way push radio up the line in its proportion of the retail dollar.

"A remarkable point from the layman's angle is that the automobile has pushed ahead of such an item as household furniture and decorations for the home. This shows what can be done in selling an article that gives pleasure.

"Now radio dealers shouldn't let these figures in any sense discourage them. Outside of food and clothing and the actual necessities of life that may be counted in with these, the radio dealer has the same opportunity at the retail dollar as any other line and the more he goes after the business the more likely he is to bring home a larger portion of this same dollar. At the same time he should not overlook the keen fundamental competition of modern selling. Making everything as attractive as possible about radio is the dealer's big job. If he does that he is going to get his share of the retail dollar."

Radio Tube Manufacturers Petition for an Injunction

WILMINGTON, DEL., December 5.—A petition for an injunction to restrain the Radio Corp. of America from enforcing clause No. 9 of its license agreement was filed a few days ago in the United States District Court of Delaware by five radio tube manufacturers. The bill of complaint was filed by Samuel E. Darby, Jr., as chief counsel, together with Ernest R. Reichmann for the plaintiffs, who consist of the DeForest Radio Co., Jersey City, N. J.; the Northern Manufacturing Co., Newark, N. J.; the United Radio & Electric Corp., Newark, N. J.; the Televocal Corp., West New York, N. J., and the Sonatron Tube Corp., Chicago, Ill. Arguments on a preliminary injunction will be heard on December 22.

Kolster Radio on the Stage

Kolster radio equipment was used on the stage of the Paramount Theatre, New York, recently, to announce the celebration of its first anniversary. Instead of quietly throwing the announcement on the screen, the theatre management decided to install a Kolster radio

power cone speaker at each side of the screen and a microphone with a power amplifier was placed in a room backstage. The clear tones of the voice filled the theatre at each performance, telling of the coming celebration, while soft spotlights threw a glow on the two "talking cabinets."

New Columbia Artist to Broadcast on December 14

Miss Belle Forbes Cutter, Chicago's heralded soprano, will sing five semi-popular songs for the Columbia Phonograph Co. Radio Hour on December 14. Miss Cutter has also been retained as a new Columbia exclusive record artist, whose first releases will soon appear.

The December 14 program includes also Rudy Wiedoeft, the internationally popular saxophone artists; the Four Aristocrats, who are the popular instrumental male quartet of Vitaphone fame, and the Artist Ensemble. All are Columbia recording artists.

Limited Production of New Farrand Electric Set

George H. Kiley, Vice-President of Farrand Mfg. Co., Declares Eastern Jobbers Already Have Ordered All the Sets Available

Only a limited number of Farrand electric receiving sets will be available this season, George H. Kiley, vice-president of the Farrand Mfg. Co., stated in announcing the new receiver which went on sale in New York recently. Massed production of this set will not be attempted, according to Mr. Kiley, who states that already the limited number of sets that will be made this season have been ordered by jobbers in the Eastern territory.

It was announced that only 1,000 receivers will be available for New York City, with even smaller quantities for the other centers where it will be sold this season. None of the sets will be available for jobbers outside of the Eastern section, it was stated.

3 Aids to Better Reception and to Steady Profits



List Price \$2.50 to \$4.00

"AERO" Complete Aerial Kit

It contains everything needed for a perfect aerial. Each item which goes into the outfit is guaranteed to do its part and to link up with the other items in the kit. The customer who uses the entire outfit gets better reception and incidentally you profit by selling him a quantity of merchandise instead of one or two odds and ends.

S-H Light Socket Antenna

There is no better aerial for local reception than this light socket antenna. It brings out the sound clear and loud. It is particularly popular with the apartment dweller who hasn't the space for an outdoor aerial. Directions in each package tell how to make four different connections so as to adjust antenna to set capacity and obtain finest results.



List Price \$1.00

S-H Automatic "A" Power Unit

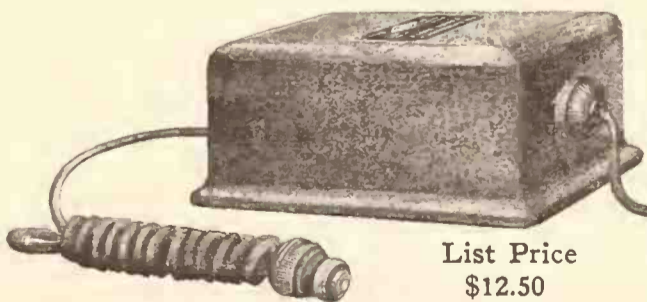
Guaranteed to Cut Out Hums

The switch on the set does it all!

The S-H Dry "A" Power Unit is automatic in action—INTERNALLY automatic! All you have to do is to hook it up to the set—"A" Battery—and "B" Eliminator, if you use one—then let this unit take care of the power supply.

It keeps the battery charged—never overcharged. It prevents the possibility of a reverse current flowing back and causing the battery to run down. It keeps out the hums and noises which ordinarily filter through house current.

The S-H Power Unit operates without tubes or acids—so it is really and truly "trouble-proof". 110 volt—60 cycle.



List Price \$12.50

If Your Jobber Doesn't Carry Them Write Us Direct

Swan-Haverstick, Inc.

S-H

Trenton, New Jersey

Optimism Features the Kansas City Trade as Holiday Buying Season Gets Under Way

Declares Present Season Is One of the Best in the History of Radio and They Expect Unusual Demand During the Christmas Buying Season—Jones Store Opens New "Talker" Department

KANSAS CITY, Mo., December 8.—Activity in talking machines and radios has shown a decided increase during the last half of November and prospects for the holiday business are of the best. Dealers state that this has been one of the best radio seasons they have ever had and they are expecting exceptionally fine business in this line during the Christmas buying season and through the Winter.

J. W. Jenkins reports radio activity to be very satisfactory at this time. The Kellogg line, which was taken on by Jenkins this Fall, is meeting with great success here, according to the radio department of Jenkins. Two of the most popular numbers are the 510 and the 511, while in the smaller models 507 and 508 are good numbers. The Kellogg set priced at

\$495 with AC operation is the outstanding seller with Jenkins. Atwater Kent and Radiola both are receiving fine response at this time.

Orthophonic business is excellent with Jenkins and the new combination Electrola and Radiola, priced at \$1,550, is popular.

The Jones Store's new phonograph department is one of the most attractive in this city, being completely redecorated and refurnished, with ivory woodwork, wicker furniture and deep rugs in orange and blue. The phonograph and radio sections have been combined in the new department. The new Edison machines, the Beethoven at \$225 and the Shubert at \$125, are selling in an exceedingly satisfactory manner here, according to Miss Poynter.

The Butler Music Co., of Kansas City, finds business in phonographs very good at this time, with the great demand for the higher-priced machines.

The Sterling Radio Co. is enthusiastic about both radio and phonograph activity. C. M. Willis, sales manager, says that the new Kolster with AC operation is a great success with dealers. The 6F and the 6K at \$160 and \$250 respectively are among the big numbers. Activity

in Columbia machines and Columbia-Kolster combinations is exceptionally fine, according to this distributor, and the new Columbia Viva-tonal 720 at \$125 is mentioned as a very popular number.

The Bollinger Music Co., of Fort Smith, Ark., has recently taken on the Columbia and Kolster lines. The Sterling held Columbia-Kolster demonstrations in St. Joseph and Columbia, Mo., the first part of this month, and they report that everywhere the new combination machine was received with enthusiasm.

The Western Radio Co., distributor of Atwater Kent radios, reports activity at a high pitch at this time. One of the most popular numbers with them is the Model 33.

Standke's have opened a new branch store at 1210A Main street. This firm is handling both records and machines in the new store, and is keeping open in the evenings.

According to C. C. Anderson, of the Brunswick Shop, this has been a fine radio Fall, and he believes that this Fall and Winter will witness as big a season for radio as the music stores will ever have. The Brunswick Shop has recently taken on the Kolster line and reports fine success with it. Mr. Anderson says that radios priced up to \$225 are the popular models.

The Kansas City Power & Light Co. reports that business is fine at this time in both radio sets and Brunswick instruments. According to H. A. Spokesfield, manager of the department, radio volume will be considerably larger than it was in 1926.

Appearances of Record Artists in the Akron-Canton District Stimulate Sales

Improvement in Demand Noted as Holidays Draw Near—Stowe Piano Co. to Move—Mansfield Music Co. Opened—C. J. Russell in New Post—M. O'Neil Co. in New Home Soon

AKRON-CANTON, O., December 8.—With the advent of the holiday season improvement is noted in talking machine, record and radio business in the Akron-Canton district in which are included some twenty smaller towns. There has been some improvement in record sales due to several big musical shows at the local theatres and appearance in Akron of a number of noted concert artists and widely known dance bands.

Personal appearance of Paul Whiteman and His Orchestra at Land O' Dance, Canton, helped Victor record sales considerably the last of the month, dealers said.

The Stowe Piano Co., located at 283 South Main street, Akron, will move soon to temporary quarters until its present building is altered and remodeled. The stock of merchandise as well as offices of the firm will be moved to a nearby location during the progress of improvements.

Mansfield has a new music store in the Mansfield Music Co. which recently was opened in the Citizens' Building. In the store is a complete phonograph and record department, the largest to be found in Mansfield.

A mammoth electric sign, one of the most attractive in the downtown district, has been installed by the D. W. Lerch Co., Canton.

C. J. Russell has been named manager of the music and radio departments at the Klein, Hefelman, Zollars store, Canton, operated by the Ross Stores, Inc.

One of the largest phonograph departments in

Youngstown will soon cease to exist with announcement that the store of the Greenwood Music Co., 322 West Federal street, will be discontinued about the first of the year.

Harry Barry and Leon Hussey, proprietors of the Greenville Piano Co., Greenville, O., announce removal of the store to a new location at 534 Broadway.

The M. O'Neil Co., largest Akron department store, plans to occupy its newly completed eight-story building on South Main street soon after the holidays. In the new building this company will have the most complete music department in this section.

The Livingston Co., home furnishers, announce they have taken a thirty-year lease on the Renkert Building in the heart of Canton's retail district and will occupy it with a new store soon after the first of the year. It is planned to maintain in the new location large radio and phonograph departments.

New Store in Ponca City

Miss Mae Green has moved her music business from Arkansas City to Ponca City, Okla., where she has leased a store at 214 West Grand avenue.

The Ohio Talking Machine Co., Cincinnati, O., Victor jobber, reports a big demand for the Automatic Orthophonic Victrola.

A Revelation in Tubes!

WE announce the new A. C. 226 and 227 Tubes which operate direct from A. C. current without the use of "A" batteries.

Televocal T. C. 112A and 171A Power Tubes have been improved with an oxide-coated filament. This reduces current consumed from 1/2 to 1/4 amperes.

Stock, feature, sell Televocal quality tubes. All Standard types, fully guaranteed. Write:



**TELEVOCAL
QUALITY
TUBES**

Dealers,
Order Through
Your Jobber

Televocal Corporation
Televocal Building
Dept. G-4, 588 12th Street
West New York, N. J.

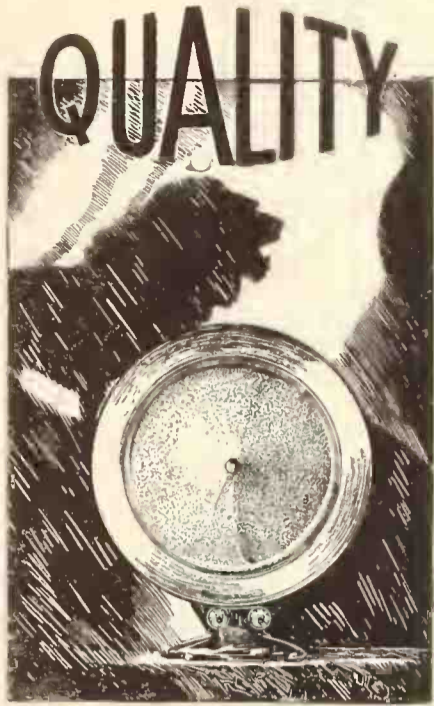


PHONOGRAPH CASES RADIO CASES Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

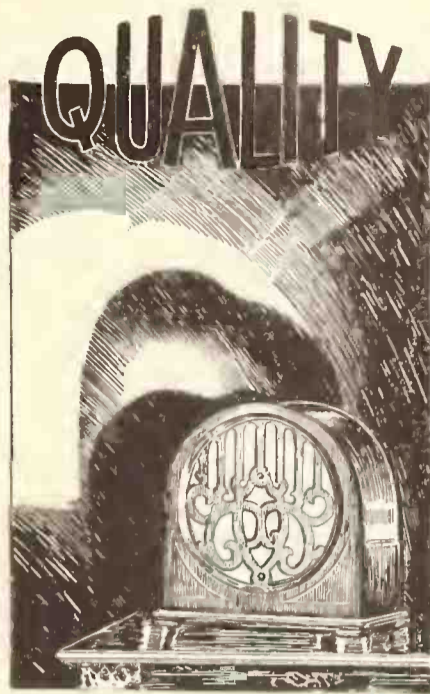
Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.



LION CONE
AC-21—\$25

A beautifully blended bronze finish Cone, 14 inches in diameter, mounted on an 18-inch walnut sound board. Height 20½ inches, including bronze moiré base. New balanced armature unit with straight bar magnets of the finest grade English Tungsten steel.



COLONIAL CONE
AC-12—\$35

Handsome two-tone mahogany cabinet, 14" x 14" x 9", with a fine piano finish. New Amplion balanced armature unit, straight bar magnets of finest English Tungsten steel.

Three Amplion Features for the Christmas Trade

THE radio trade throughout the country expects December to make up for the slow moving of all radio merchandise this season.

The accumulated sales and advertising effort is bringing the public into the stores for their new radio equipment.

The Amplion Lion at \$25.00 and Colonial Cone at \$35.00 cover the most pop-

ular price range for speakers. If you have not already ordered your supply of these two famous models for demonstration and sale you should get in touch with your distributor at once.

Past experience proves that when the rush starts stocks are so quickly depleted that sales are lost. Be ahead of the demand this season. See that your Amplion stock is in good shape for the holiday trade.

The New Amplion Revelaphone

EXTRA!



The new Amplion Revelaphone converts any phonograph, old or new, into the most modern reproducing instrument.

The Amplion Revelaphone is the lightest electric pick-up made—the same weight as the phonograph sound-box. Cobalt Steel magnets. Volume and tone control, to suit the requirements of the listener. Equipped with a twenty-foot cord which makes it possible to have the phonograph and the radio in different parts of the room. Handsome antique bronze finish. Send for descriptive booklet. List price, \$15.00.

THE AMPLION CORPORATION of AMERICA

531-535 West 37th Street, New York

The Amplion Corporation of Canada Ltd., Toronto

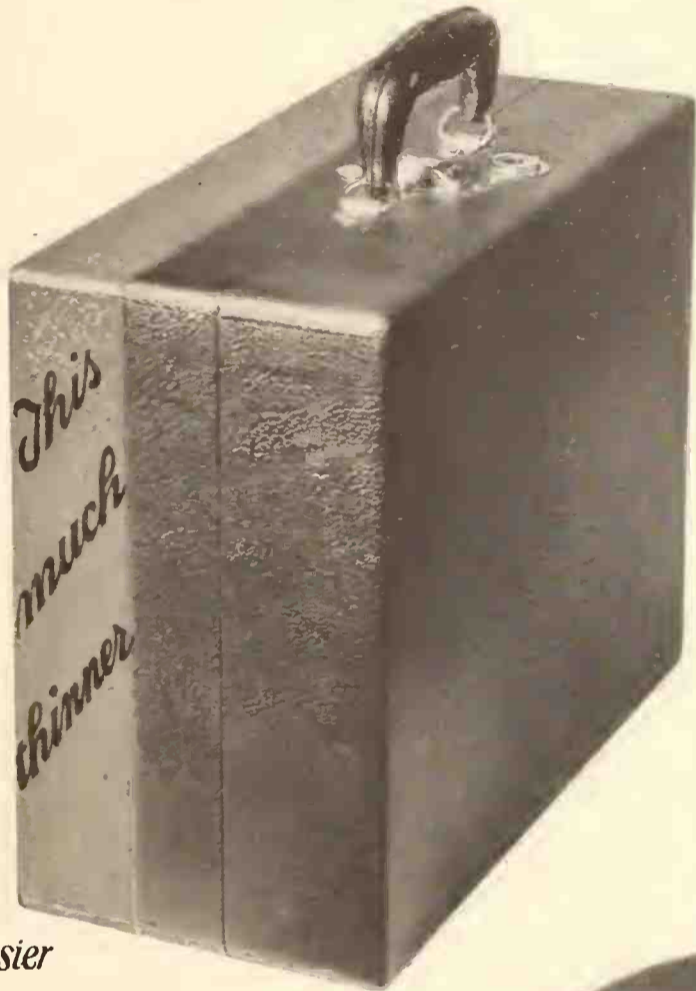
AMPLION

AMPLION

THIN MODEL

The Swanson
PAT. APPL'D FOR

THE trend of popular demand points to the thin-model portable. No more bulky machine that bangs your leg as you carry it. The THIN MODEL Swanson has taken its place. The new machine is graceful, easy to carry and easy to stow away in crowded quarters.



THIN
MODEL is easier
to carry

Made in All
Popular Colors

Improved Tone Quality

NO detail of mechanical perfection has been sacrificed in re-designing the Swanson THIN MODEL. A tone chamber of improved design and the phonic reproducer give the new machine even better tone quality.



\$15 List

Consolidated Talking Machine Co.

CONSOLIDATED BUILDING

227-229 W. Washington Blvd., Chicago

Minneapolis: 1424 Washington Ave. S.

Detroit: 2949 Gratiot Ave.

Newcombe-Hawley Shows New Radio Console Cabinets

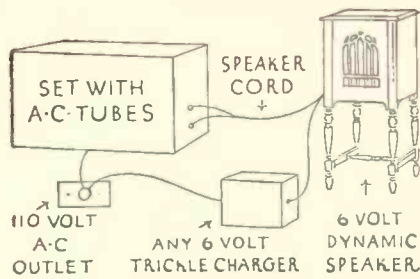
Latest Products Developed to House Radiolas, Crosley, Atwater Kent and Zenith Receivers—Equipped With 86-Inch Tone Chambers

Newcombe-Hawley, Inc., St. Charles, Ill., manufacturer of loud speakers, is introducing to the trade at the present time several new products known as the special Newcombe-Hawley Consoles, of five-ply walnut veneer, developed for Radiola, Crosley, Atwater Kent and Zenith radio receivers. The executives of the company consider the new products which are shown in "The Newest in Radio" section of this issue of The Talking Machine World

MAGNAVOX



Dynamic Power Speaker for new all-electric A-C Sets



Hook it up like this sketch because the 6 volt rectified output of any standard trickle charger or "A" rectifier will energize the field of the Magnavox 6 volt Dynamic power speaker unit.

Aristocrat Model speaker (complete unit), illustrated above, \$85.

Beverly Model table type complete, \$65. Unit only, (type R-4, 6 volt) \$50. Fits any standard cabinet.

Only the Dynamic type speaker can bring out the full qualities of reproduction demanded today.

Write for speaker bulletins
THE MAGNAVOX CO.
Oakland, California

as outstanding developments in their particular field, since they are offering console reproducers equipped with the Newcombe-Hawley 86-inch tone chambers.

Console reproducers have been developed for various models of each of the radio receivers named above, and illustrations and complete descriptions of these reproducers will be found in the New Products Section in this issue. Console model RCA-61 has been developed especially for Radiola 16 receiver, and model RCA-60 was designed for Radiola 17 receiver. The panel opening is provided with a moulding which harmonizes with both of the Radiola panels, presenting a finished appearance. Great volume is available with the 86-inch tone chamber, which is said to reproduce the entire scale from the deepest organ note to the highest-pitched voice or instrument. No separate amplifier or extra tubes are required with the reproducer.

For Atwater Kent models 30 and 33 receiver, the console reproducers, model AK2-61 and AK3-61 have been developed. Models AK5-61 and AK6-61 have been designed for Atwater Kent models 35 and 50 receivers, and each console reproducer is provided with a special panel cut to fit the Atwater Kent receiver indicated.

Model Z-53 has been designed especially for the Zenith table model receivers 11 and 11-E, and model Z-55 is adapted for Zenith models 15 and 15-E.

For the Crosley Bandbox, model C-61 has been especially created. This reproducer is a compact model which converts the Crosley Bandbox into an attractive console receiver requiring small floor space, and the panel is provided with a special opening for the Crosley Bandbox. Another console reproducer model, C-60, is also designed especially for Crosley receivers, with ample room for the power converter.

New Dubilier Catalog

The Dubilier Condenser Corp., New York City, has just issued a new catalog on Dubilier socket-power condensers. This is said to be the first piece of literature of its kind, since it deals with "balanced" condenser blocks for every socket-power need. The new Dubilier catalog is eight pages in size and printed in two colors, and describes and illustrates a wide variety of condensers for specific purposes.

Congratulations!

PHILADELPHIA, PA., December 9.—Russell E. Hunting, of the Pooley Co., Inc., of this city, is receiving the congratulations of his many friends in the talking machine industry upon the birth of a son, Donald Lawrence Hunting, on November 19. It would seem possible that in future years young Donald Lawrence will take his place in the music industry, for not only has his father been in this field for many years but his grandfather, Russell Hunting, is well known for his recordings and as recording manager of the Pathe Phonograph Co.

New Music Store

Michael Dizunno, prominent local musician, has opened a new music store in Brookville, Pa., handling a general line of musical merchandise.

Redewill Music Co. Holds Formal Opening in Phoenix

Old-Established Music House Now Has Elaborate Quarters for the Display and Sale of Musical Instruments—Was Founded in 1880

PHOENIX, ARIZ., December 7.—The Redewill Music Co. is now well settled in its elaborate new quarters at 222 West Washington street, which have been remodeled and redecorated at a cost of approximately \$60,000, and now represents one of the best-equipped and most attractive retail music establishments in the Southwest.

The opening ceremonies were of a distinctly elaborate nature, the public being invited to attend the reception at which a number of prominent artists appeared, the program being broadcast through radio station KFAD, which is located in the store and which is operated by the company.

The Redewill Music Co. was established by the late Augustus Redewill in 1880, when Phoenix was little more than a frontier town, and in the early days musical instruments were shipped to distant points. As the city and its environs grew in size and importance, so did the business grow, and eventually the present head of the company, Eugene Redewill, became associated with his father, very soon advancing to the post of treasurer and general manager. With the death of the founder, the present Mr. Redewill purchased the business from the estate and in 1918 became sole owner.

The company handles Columbia phonographs and records and the leading lines of band and stringed instruments, radio and sheet music, as well as the Knabe with the Ampico, the Gulbransen and the Behr pianos.

George J. Jackman is manager of the piano department, Milton J. Rasbury is in charge of the small goods department, and Frank Russell looks after the phonograph and radio department.

The occasion of the opening was featured in a big way in the local newspapers, with illustrations of the remodeled store and articles regarding its history.

Schafer Moves Store

SANTA MONICA, CAL., December 3.—Ray E. Schafer has recently moved his music business to new quarters at Fourth street and Broadway, this city, where he handles a complete line of Steinway pianos and the Duo-Art, as well as the Brunswick Panatropé. Mr. Schafer purchased the Brunswick agency about six years ago from A. E. McAllister, whose shop was at 421 Santa Monica boulevard.

Buy Scott Bros. Co.

The Scott Bros. Piano Co., Ashland, Ky., has been purchased by Harry Kurtzhalz and Peter Scott, who will conduct the business in the future under the name of the Scott-Kurtzhalz Piano Co.

Sherman Music Co. Chartered

The Sherman Music Co., Inc., Sherman, Tex., has been incorporated recently with a capital stock of \$5,000; the incorporators are S. B. Lackland, W. G. Leeman and A. C. Carson, Jr.

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.



Now AC Electric Radio



Licensed under Andrew-Hammond patent

Balkite "A" Like Balkite "AB" but for the "A" circuit only. Enables owners of a "B" eliminator to make an electric installation at very low cost. \$35.



Balkite "B" The accepted tried and proved light socket "B" power supply. Three models: \$22.50, \$35, \$42.50.



Balkite Chargers

Standard for "A" batteries. Noiseless. Can be used during reception. Trickle or High-Rate, 3 models, \$7.50, \$9.50, \$17.50.

Special models for 25-40 cycles at slightly higher prices. Prices are higher West of the Rockies and in Canada.

**Your customers want AC operation
But they don't want any sacrifice in
quality of reception
Nor do they want experimental devices**

You can give your customers exactly what they want, without either of these disadvantages. By simply equipping the sets you sell with Balkite *Electric* "AB." It replaces both "A" and "B" batteries and supplies radio current from the light socket. Entirely batteryless, it makes any standard receiver an AC Electric set.

This method makes possible the use of the standard type of set, and of standard type tubes, both of which are tried and proved and give by far the clearest and truest reproduction. There is no waiting for tubes to warm up. No difficulty in controlling volume. No

noise, no AC hum. No crackling, booming or blasting. Instead the same high quality of reception to which set owners are accustomed.

And there is nothing experimental about this type of installation. It consists of a combination of two of the most dependable devices in radio—Balkite and a standard radio set.

By all means sell electric operation. As shown by Balkite sales figures, that's where the volume is in radio today. But let the AC sets you sell be standard radio sets equipped with Balkite *Electric* "AB." Then you'll be certain of performance. Then you won't wonder if the profit you make

today will be eaten up by returns tomorrow. The profit on each sale will be clean. Two models—\$64.50 and \$74.50. Ask your jobber. Fansteel Products Co., Inc., North Chicago, Ill.

Chicago Civic Opera
on the air Thursday Evenings, 10 P.M. Eastern time.
Stations WJZ, WBZA, WBZ, KDKA, KYW, WGN, WMAQ, WBAL, WHAM, WJR, WLW, WENR. 10:30 P.M. WEBH, KSD, WOC, WOW, WHO, WDAF, WCCO.
BALKITE HOUR

Balkite ELECTRIC AB

↳ contains no battery ↳

Hancock Music Co., Pasadena, Has Remarkable Record of Seven Years

Firm Started With a Capital of Three Figures and To-day Occupies Two Stores With a Large, New Warehouse Just Completed—A Record of Steady Success

LOS ANGELES, CAL., December 3.—All suburban towns are referred to more or less as the "bedrooms" of the great city which they adjoin, but Pasadena, situated ten miles from Los Angeles, proudly lives up to its title—"Crown City," and is sufficient unto itself. It contains many important and splendidly appointed stores with ranges of prices for articles and goods which compare favorably with those in the big "City of the Angels."

Among the several music stores in Pasadena there is none finer than the Hancock Music Co. on East Colorado street. And the history of this store is so interesting that it compares with a romance, for it is a wonderful example of what can be done toward the beginning—at least, of the building of a fortune through the retail music business. This is due, perhaps, to the fact that the principal and founder, Newton Hancock, possesses it to a marked degree. We do not mean the IT referred to by specious lady novelists, but the IT in business—that quality which is difficult to define, but which is probably composed of pluck and nerve, perseverance and hard work, common-sense and personality.

Newton Hancock, seven years ago last Spring, was senior salesman, although in his early twenties, for the Columbia Phonograph Co. He resigned from this very good position and, with a capital represented by three figures, opened a small phonograph store in Pasadena. He commenced to sell phonographs at once and, at the same time, augmented his income by leading a dance orchestra with his saxophone of which he was a master. One of his first accomplishments, however—an accomplishment which means so much to the end—was the establishment of credit with a local bank. That needed nerve and determination and Hancock had it—as he has to-day. He went on selling phonographs and his charming wife, Mrs. Hancock, sold records and kept the books. He increased the number of his orchestras to three, which shows that he understands organization.

A year or two later, the Hancock Music Co. added a small goods department and some sheet

music. Then expansion became necessary and a small mezzanine floor was added. A few months later and a line of pianos was installed, bought from the Fitzgerald Music Co., headed by the prestige-building Knabe piano. The need for expansion again made itself felt and so an addition was built giving more space in the store and extending the mezzanine—a two-story expansion. Then came radio and the Hancock Music Co. had developed into a music store containing everything in music and radio, plus service. Service had become one of the best-lived-up-to mottoes of the store and a remarkable good will or confidence had been built up and maintained.

To-day the Hancock Music Co. has expanded to two stories and back to the alley about one hundred and fifty feet and consequently has been obliged to leap across this thoroughfare and there is being constructed a large warehouse three times the width of the store from which it has sprung, where storing, service and finishing rooms will be maintained.

Mr. Hancock has a large force of loyal sales people, maintains three piano and phonograph service men and four radio experts. His business is growing in all departments and his customers include many rich men who make their Winter homes in Pasadena—millionaires whose names are famous through their riches; distinguished motion picture stars—whether they live in Pasadena or Beverly Hills, a dozen miles away, and hundreds of more or less prosperous citizens who might be designated as the "common or garden" variety or the real backbone.

We have no portrait of Newton Hancock, but it might be maintained that many persons, when they have seen portraits or snap-shots of the Duke of York, younger brother of the popular Prince of Wales, have exclaimed that there was a striking resemblance between Newton and the "Dook"

The Lion Store Music Rooms, Columbia, Victor and Brunswick dealer of Toledo, O., is making a holiday drive for new business. Prospects are being solicited by personal calls and by letters.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

Elsa Alsen and Sascha Jacobsen on Columbia Hour

World-Famous Concert Star and Violinist With Columbia Symphony Orchestra Under Robert Hood Bowers Appear on the Air

The "Celebrity Radio Hour" of the Columbia Phonograph Co. heard last Wednesday, December 7, brought before the microphone



Elsa Alsen

for the entertainment of the listeners-in to the stations comprising the Columbia Broadcasting System, two artists of world-wide reputation. They were Elsa Alsen, dramatic soprano, and



Sascha Jacobsen

Sascha Jacobsen, violinist. Elsa Alsen is distinguished on both the operatic and concert stage, and Mr. Jacobsen is renowned both as a soloist and as the leader of the Musical Art Quartet. The Columbia Symphony Orchestra under the leadership of Robert Hood Bowers, composer and conductor, also played several selections.

Kitty O'Connor, Columbia Artist, in Musical Comedy

Kitty O'Connor, Columbia's one and only girl baritone, has graduated from vaudeville to musical comedy. She is one of the outstanding hits of the new comedy, "Take the Air," on Broadway.

L. Warren Taphorn, who had been associated with the technical division of the Brunswick Co. for some time, has taken a position with the Thayer Piano Co., Honolulu.

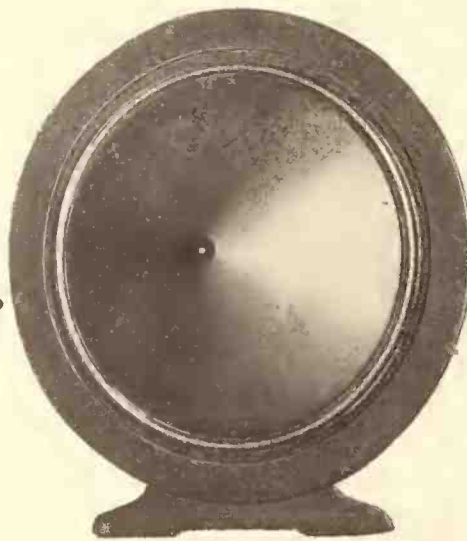
Stevens Speakers

have everything

Sturdy ability to perform brilliantly *always* because of exclusive scientific features.

Attractive beauty of design and finish.

Full line of models in a range of prices to meet the needs of every buying prospect.



Model A-27
14½ in.
Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime"

Price
\$18.50

Made by the Pioneers in Cone Speakers

STEVENS & COMPANY, Inc.

46-48 East Houston St., New York



Dedicated to Better Radio

Every Division of the United States Electric Corporation is devoted to the one ideal. That ideal is Quality. We believe that everything is to be gained by giving the public satisfactory radio reception at a fair price rather than through the sacrifice of quality to secure temporary volume.

Licensed
Under Patents
of

Radio Corporation of America, Westinghouse Company, General Electric Company, American Telephone & Telegraph Company (Superheterodyne excepted), Latour Corporation, Hazeltine Corporation and Technidyne Corporation.

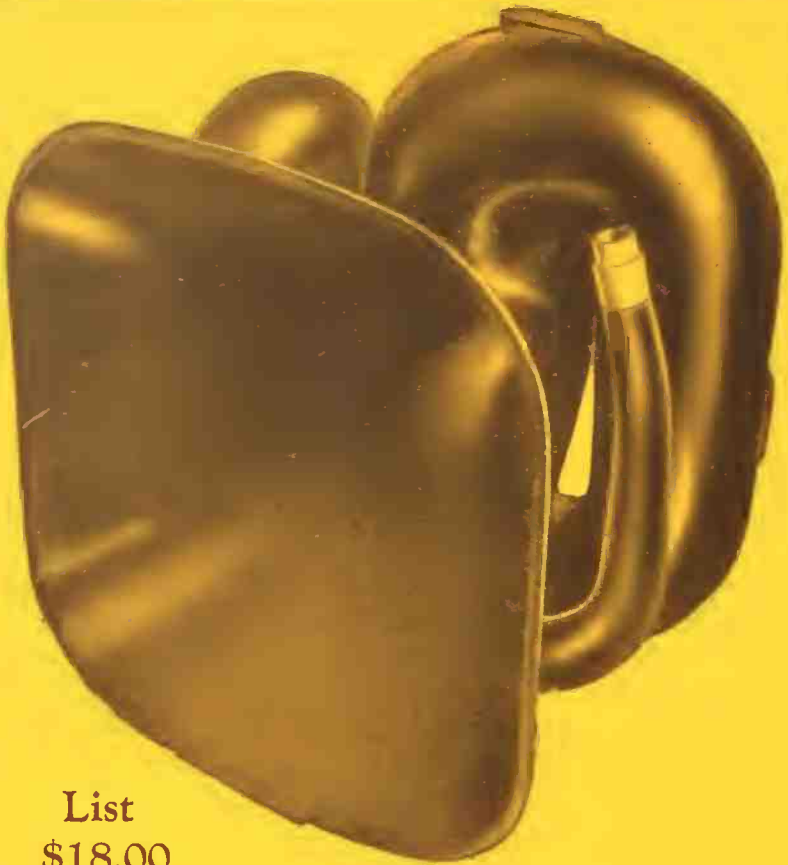
The United States Electric Corporation pledges the trade and public that the products of its Divisions will *always* measure up to the highest standards of the industry.

UNITED STATES ELECTRIC CORPORATION

General Executive Offices
307 North Michigan Ave.

CHICAGO
U. S. A.

STONE CHAMBERS



List
\$18.00

No. 595
Tone travel, 8 feet

Made of All Wood

Reproduction Unparalleled

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

OVER ALL DIMENSIONS

No. 595		No. 570
21¼"	High	15"
18"	Wide	12"
15" or 13"	Deep	12"



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

by
Molded Wood

Money Back Guarantee

TRY THEM!

If these Tone Chambers and *Fidelity Units* fail to furnish the best radio reproduction you have ever heard—return them within ten days.

Money refunded with shipping charges paid both ways by us.

*Unqualified Money-Back
Guarantee*



List, \$7.00
Fidelity Super Unit

Guaranteed to stand 250 volts

AS A DEMONSTRATOR

Will Sell More Sets and Radio Accessories

Than a Dozen Salesmen!

No. 570—Tone travel, 6 feet



List, \$13.00

MOLDED WOOD PRODUCTS, Inc.

219 West Chicago Avenue



CHICAGO, ILLINOIS



The Invisible, Certain Asset

On the streets, in the home and throughout the trade the topic on every tongue is the new Victor product.

So the popularity of the line is crystallized into a colossal asset for every Victor dealer which carries over into the new year.

Here is the invisible force

that must be capitalized by you, Mr. Victor Dealer.

Remember that *at least seven out of every ten* talking machines and records bear the Victor trade mark.

This ratio of sales will increase in 1928!

How big is your percentage going to be?

“BRUNO” can help you to make it bigger!

C. BRUNO & SON, Inc.

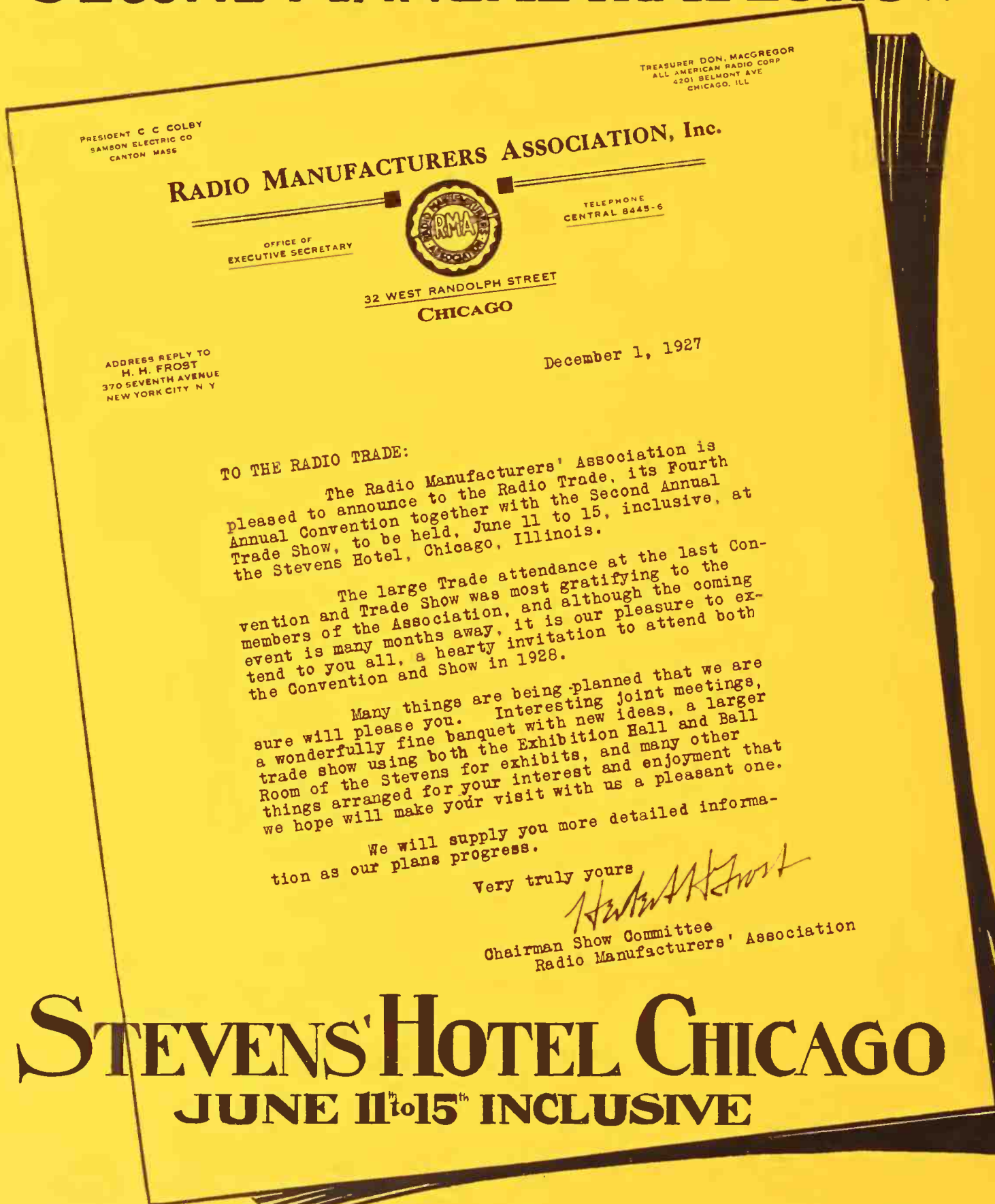
Victor Distributors to the Dealer Only

351 FOURTH AVENUE

NEW YORK, N. Y.

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

ANNOUNCING THE FOURTH ANNUAL RADIO CONVENTION and SECOND ANNUAL TRADE SHOW



PRESIDENT C. C. COLBY
SAMSON ELECTRIC CO.
CANTON, MASS.

TREASURER DON, MACGREGOR
ALL AMERICAN RADIO CORP.
4201 BELMONT AVE.
CHICAGO, ILL.

RADIO MANUFACTURERS ASSOCIATION, Inc.

OFFICE OF
EXECUTIVE SECRETARY



TELEPHONE
CENTRAL 8445-6

32 WEST RANDOLPH STREET
CHICAGO

ADDRESS REPLY TO
H. H. FROST
370 SEVENTH AVENUE
NEW YORK CITY N. Y.

December 1, 1927

TO THE RADIO TRADE:

The Radio Manufacturers' Association is pleased to announce to the Radio Trade, its Fourth Annual Convention together with the Second Annual Trade Show, to be held, June 11 to 15, inclusive, at the Stevens Hotel, Chicago, Illinois.

The large Trade attendance at the last Convention and Trade Show was most gratifying to the members of the Association, and although the coming event is many months away, it is our pleasure to extend to you all, a hearty invitation to attend both the Convention and Show in 1928.

Many things are being planned that we are sure will please you. Interesting joint meetings, a wonderfully fine banquet with new ideas, a larger trade show using both the Exhibition Hall and Ball Room of the Stevens for exhibits, and many other things arranged for your interest and enjoyment that we hope will make your visit with us a pleasant one.

We will supply you more detailed information as our plans progress.

Very truly yours

Chairman Show Committee
Radio Manufacturers' Association

STEVENS' HOTEL CHICAGO

JUNE 11th to 15th INCLUSIVE

Radio Manufacturers' Association Trade Show

UNDER DIRECTION OF U. J. HERRMANN AND G. CLAYTON IRWIN, JR.
Room 1800 Times Bldg, New York City

Abraham Davega Warns Against Poor Merchandise and Bait Advertising in Talk

Talking Machine and Radio Men's Association of the Metropolitan District Meet at Headquarters of Knickerbocker, Schoverling, Daly & Gales, Inc.—Drive for New Members

The November meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, was held at the reception room of Knickerbocker, Schoverling, Daly

Following the luncheon and entertainment the members, numbering about seventy-five, adjourned to the auditorium of the Knickerbocker organization, where the meeting proper took place. Abraham Davega, president of the distributing organization, welcomed the members, and in a brief address advised the dealers to sell only quality merchandise upon which a legitimate profit could be made. He also advised against "bait" advertising. Mr. Davega said that it has been the experience of the retail Davega stores that when a purchaser of a radio set is satisfied after thirty days, the balance due is insured, for the first thirty days make or break a sale.

Joseph A. Mayers, vice-president of the association, who is taking an active interest in the membership drive, spoke next, explaining the drive and the prizes which are to be awarded to the salesmen who are responsible for bringing in the most new members. The full details of this membership drive were described in the November issue of The Talking Machine World.

Mr. Mayers and Irwin Kurtz, president of the association, are making visits to various distributors' headquarters, addressing the sales staffs, securing their co-operation to make every phonograph and radio dealer in the metropolitan section a member of the association.

In urging the necessity for full co-operation and the organization of the retail dealers in this district, Mr. Kurtz warned of future legislation at Albany, Trenton and Washington, aimed to secure revenue from the sale of radio receivers. He stated that a strong organization would be necessary to combat the tendency on the part of legislators to introduce bills taxing radio sales.

The Lorimer Piano Co. was elected a new member. Byron Forster was named chairman of the entertainment committee with power to appoint the other members of his committee.

Due to the holiday no meeting will be held in December, the next meeting being scheduled for January.

was for some years connected with the Farron S. Betts Co.

Announcement also has been made of a new line of record albums that is unique, including a patented loose-leaf design. Various bindings at moderate prices are obtainable and are described with an attractive price list which has recently been issued.

Arborphone Radio Display Bus Visits Sheldon, Ill.

SHELDON, ILL., December 6.—The \$40,000 parlor bus, owned and operated by the Arborphone Radio Co., recently visited here through arrangements made by the Sheldon Air Line, distributor of Arborphone products. The bus contained the entire line of Arborphone radios from the \$65 to the \$600 models, all-electric combination phonograph-radios and straight radio receivers.

The bus contains comfortable chairs and electric lights with a system built in for supplying current. Every set is ready to be operated by the turning of a switch. Many dealers came from all parts of the country to examine the line and to hear the talks given by H. L. Richards and J. M. Gill, of the Arborphone factory, who were in attendance.

Ninth Davega Store Held Opening on December 3

The ninth store of the Davega, Inc., chain operating in the metropolitan district had its formal opening on Saturday, December 3, in the Military Park Building, 60 Park place, Newark, N. J. A complete line of Brunswick Panatropes, well-known makes of radio receivers and equipment and sporting goods and apparel is carried in the new establishment. Many celebrities of the radio, talking machine and sports world were present during the opening ceremonies and entertained the large crowd of visitors. The Davega firm uses the slogan, "Forty-eight Years of Helping Keep New Yorkers Healthy and Happy."

Death of Mrs. Anna Studner

Myron and Jack Studner, of the well-known firm of Studner, Cumming Co., Inc., 67 West Forty-fourth street, New York, are receiving the sympathy of the many firms in the trade upon the sudden death of their mother, Mrs. Anna Studner, who passed away suddenly on Sunday, November 26.

The stock and fixtures of the Superior Music Co., 1317 Tower avenue, Superior, Wis., have been purchased by V. M. Gilbert, who has incorporated them in his own music business in that city.

Creed of the Talking Machine and Radio Men, Inc.

1. To act as a clearing house for ideas and information and a gathering place for all in the trade and to meet and discuss trade matters.
2. To educate trade to the value of co-operation.
3. To study and recommend national standard trade practices.
4. To oppose misrepresentation in radio advertising and establish a code of ethics for this work.
5. To act as publicity agent for the radio industry and music industry in all its branches.
6. To make surveys on national problems, such as trade-ins, time payment, sales, etc.
7. To analyze the trend of the radio and music market.
8. To study and recommend principles of advertising, selling and merchandising.
9. To work for a public demand for the elimination of certain unnecessary and useless radio stations.
10. To study the problem of radio interferences and aid in its solution.
11. To study radio legislation for the protection of our industry.
12. To study State legislation that may affect the trades.
13. To aid in the promotion of public radio and music shows.
14. To sponsor and assist the training of radio service men.
15. To improve and exploit broadcasting programs.
16. To educate the public to the use and enjoyment of radio.
17. To assist in musical education of the children in the public schools, the potential buyers of musical products in the near future.
18. To join in assisting the rising demand for the new type phonograph and records.

& Gales, Inc., distributor of the Brunswick Panatropes and various radio lines. The members of the association were the guests of the distributing firm. Luncheon was served and, in conjunction with the Brunswick Co., entertainment was provided in the persons of Bernie Cummins and His Biltmore Cascades Orchestra, who played several selections, all of which have been recorded on Brunswick records.

National Publishing Co. Opens New York Office

The National Publishing Co., of Philadelphia, Pa., maker of National record albums has announced the opening of a New York City office in the Brunswick Building, at 255 Fifth avenue. The office is in charge of James H. Wilcox, said to be originator of the record album, and who



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



Western New York RCA Dealers Hold Convention

Representatives of Radio Corp. of America Addressed Dealers of Western New York and Pennsylvania—C. N. Andrews Presided

BUFFALO, N. Y., December 6.—Authorized RCA dealers of western New York and Pennsylvania met at the Hotel Statler here last month as the guests of Curtis N. Andrews, RCA distributor, to inspect and have explained the various models of Radiolas and RCA speakers and discuss sales and advertising plans for this season. Representatives of the Radio Corp. of America addressed the assembled dealers, including E. A. Nicholas, district sales manager; John J. Israel, service representative M. L. Bergin, in

principal address was delivered by E. A. Nicholas, who stated that the RCA program includes an expenditure of \$2,225,000 for advertising in newspapers and magazines; \$350,000 for broadcasting one hour each week for twenty weeks and more than \$1,000,000 for promotional work of various kinds.

Even Distribution of Farm Income Aids Radio Sales

Robert W. Porter, Vice-President, Splitdorf Radio Corp., Points Out How Radio Dealers Can Profit by This Important Fact

An interesting fact in connection with farm income and radio is pointed out by Robert W. Porter, vice-president, Splitdorf Radio Corp.

M'f'g. Radio & Phonograph HARDWARE

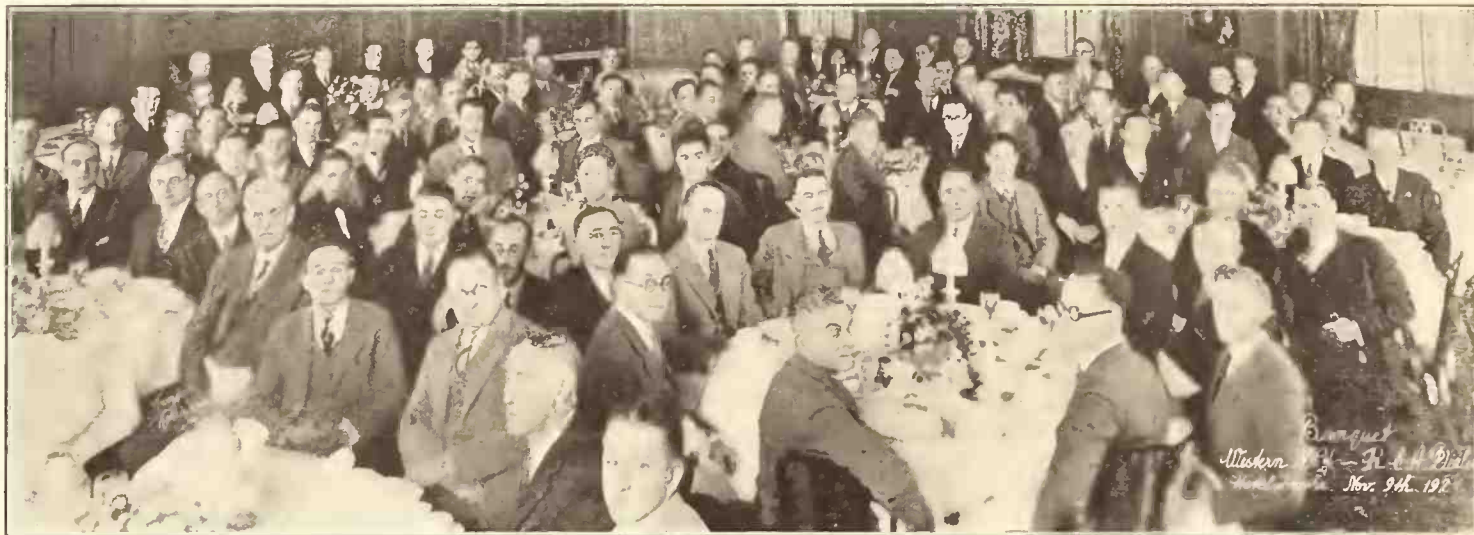
PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed
Star Mach. & Nov. Co.
Bloomfield, N. J.



farm income seems exceptionally well fitted to radio. For example, the Farmer's Wife, a publication, points out that the following represents the percentage of income during the twelve months of the year: January, 8.5 per cent; February, 6.4 per cent; March, 7.4 per cent; April, 6.9 per cent; May, 6.1 per cent; June, 6.1 per cent; July 6.4 per cent; August, 6.9 per cent; September, 10.1 per cent; October, 12.6 per cent; November, 11.7 per cent; December, 10.5 per cent.

"These figures will be news to many people outside the farm field. While there is far less reduction during other than harvest periods than most people imagine, the concentration comes at the right periods for radio sales. These figures form an interesting study for the radio manufacturer, jobber and dealer. With the highest percent-

ages during the 'right' months for radio and still not too much reduction during the rest of the year, the farming element affords an additional means of evening out the radio market so that it shall extend throughout the year, or at least in appreciable volume during nearly all the months."



Western New York and Pennsylvania RCA Dealers in Convention in Buffalo

charge of all Radiotron sales; G. A. McCarthy, local sales representative and J. A. Vanderslice, RCA special district representative. Curtis N. Andrews presided over the meeting.

The guests first gathered at luncheon and an adjournment was taken for dinner. The prin-

"Because farm income has fairly even distribution during the twelve months of the year," stated the Splitdorf executive, "there is afforded a wonderful opportunity for the sale of radio receivers to the farmers of the country. While this may be true for other merchandise the



No. 768-16. With panel cut for Radiola 16.

Height 37 inches. Width 29½ inches. Depth 17 inches. Walnut veneered. Finished in antique walnut. Hand-painted ornaments. The ½-inch sliding wood panel is 9 inches by 24 inches inside. Battery compartment 26½ inches wide, 11 inches high, 15¼ inches deep. Average weight crated 98 pounds.

Radio Cabinets By UDELL

A beautiful new 32-page catalog illustrating and describing the greatest line of Radio Cabinets in the country is ready.

Write for your
copy today

THE UDELL WORKS

28th St. at Barnes Ave.

Indianapolis, Ind.

Kenney Buys Miller Store

HUNTINGTON, W. VA., December 7.—The Kenney Music Store, 331 Ninth street, this city, has acquired the C. V. Miller Music Store, 810 Fourth avenue, which has been opened as a branch. The establishment will be known as the Annex and will handle pianos, phonographs, radio and other musical instruments. The new store was opened recently with a musical program and reception that was largely attended by local music lovers.

Opens Radio Department

YOUNGSTOWN, O., December 5.—The L. G. Goldsmith Co., 130 East Federal street, announces the opening of a new radio department in its new department store. The new department is located on the third floor and will be under the management of Franklin Le Vine. Steinite and Federal radio receiving sets will be the leaders.

Hager M. I. Co. Chartered

The Hager Musical Instrument Co., 18 Monroe avenue, N. E., Grand Rapids, Wis., has been incorporated with a capital stock of \$50,000 to conduct a retail music business here. The officers are: Nicholas E. Hager, president; Clara Hager, vice-president, and Seibert J. Heyboer, secretary-treasurer.

In the November issue of The Talking Machine World it was stated that Hal P. Shearer had been appointed sales manager of the Splitdorf-Bethlehem Electrical Co. This was an error, as Mr. Shearer is occupying the post of sales manager of the Splitdorf Radio Corp. and not of the first-named company, as stated in the heading of the story which appeared.

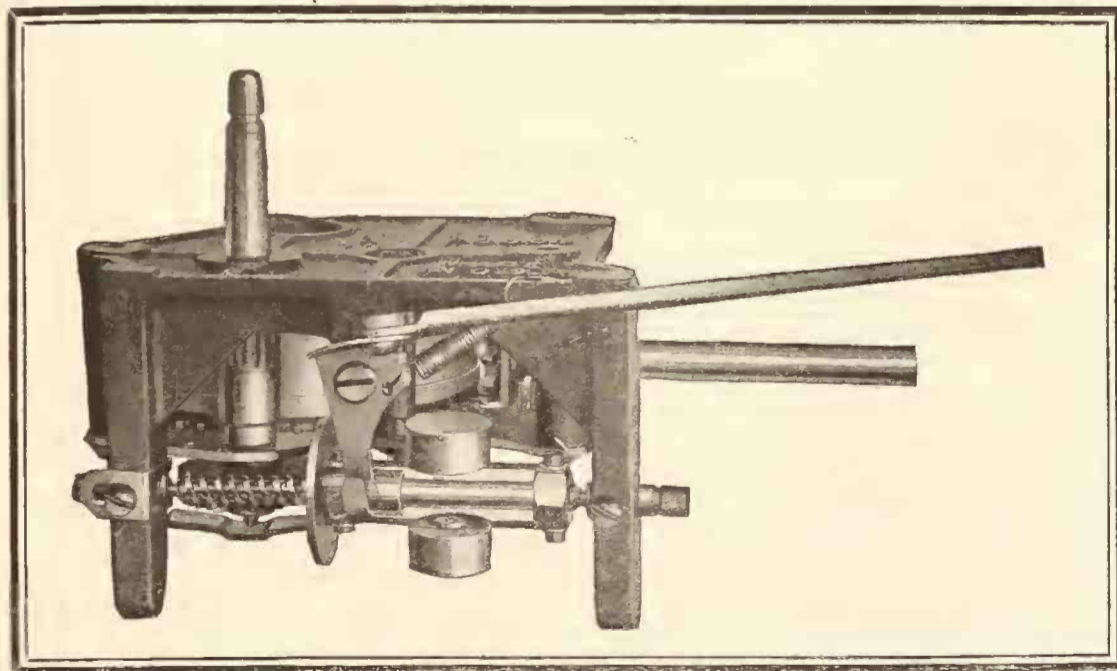
Small Portables CAN Be Noiseless, Sturdy, Safe— If They're Equipped with Junior Motors

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

Distribution of More Than \$6,000,000 Christmas Savings Cheers Pittsburgh Trade

Dealers Prepare to Secure Their Share of Christmas Saving Funds—New Brunswick Record Price Schedule Arouses Interest—Appearance of Recording Artists Aids Sales

PITTSBURGH, PA., December 8.—With more than \$6,000,000 being distributed this week by the various banks of Pittsburgh to members of the Christmas Savings Clubs, there is a marked feeling of optimism on the part of the local talking machine and radio dealers as to the outlook for the holiday season business which is now under way. Extensive preparations have been made by the various talking machine dealers and radio merchants for the display and sale of their merchandise. The general sentiment is that the Christmas sales will exceed those of last year. In the event this is done the sales will show up very favorably with some of the banner sales years of the recent past.

Wide Interest in Price Cut

The announcement by the Brunswick-Balke-Collender Co. of the new prices for Brunswick records, 75 cents and \$1.00, announced in the Pittsburgh papers of December 1, created quite a furor in phonograph trade circles and stimulated sales to a marked degree for the Brunswick dealers. The popular records of the Brunswick line are excellent sellers, according to George J. Lewis, the local Brunswick manager, who stated that the demand for the Brunswick Panatrope and other Brunswick models is exceptionally brisk.

Holiday Spirit Prevails

The Yuletide spirit is dominant in all sections of the city, as can be seen in the attractively displayed and decorated windows in which Christmas greens and decorations are most elaborate and in keeping with the great holiday of the year. The large department stores that are noted for their talking machine and radio departments, such as the Kaufmann & Baer Co., Kaufmann's, the Rosenbaum Co., Boggs & Buhl, the Campbell Store and Frank & Seder, are closing their stores daily at 6 p. m., opening at 9 a. m. This includes the Saturday shopping hours, as no stores will be open after 6 p. m. Saturdays. Heretofore during the month of December nearly all of the stores remained open until 9 p. m. Saturdays. One of the talking machine department managers, in speaking of this, said: "It is a good move, as we have found that it is very easy to educate the public to shopping hours of the right kind. If the public

find that the store closes at a certain hour, people will see that their purchases are made within the limits. Then, too, the clerks and other members of the staff of the store will be in better condition to cope with the hard and exacting features of holiday season buying and selling."

In Bankruptcy

Fred M. and Thomas L. Waring, musicians and leaders of Waring's Pennsylvanians, who have their home at Tyrone, Pa, filed voluntary petitions in bankruptcy in the United States District Court here. Fred Waring, director of the band, placed his liabilities at \$28,939 and assets at \$3,838.32. Musical instruments, a music library and theatrical equipment are included among the assets, while the liabilities include over \$3,000 in salaries owing the seventeen members of the band. Thomas Waring listed his liabilities at \$5,086.37 and assets at \$120. The Waring's, about fifteen months ago, engaged very extensively in the music shop business in St. Petersburg, Lakeland and other towns in Florida and the poor business coupled with resultant losses due to the inability of the brothers to give personal attention to the business made the bankruptcy move inevitable.

Sousa in Local Appearance

John Philip Sousa, the noted bandsman, and his band played for the week of November 30 at the Penn Theatre, one of the Loew houses, to crowded houses. Leader Sousa and his players made five appearances daily and were accorded a tremendous ovation. Of his marches "The Stars and Stripes Forever" was the leading one for popularity. On December 1 Mr. Sousa spent an hour at noon in the Victrola department of the Joseph Horne Co., where he autographed over 100 Victor records that were made by Sousa and his band. This opportunity to meet the distinguished musician was welcomed by hundreds of persons who crowded into the Victrola department.

Expands "Talker" Department

The Rosenbaum Co. has expanded its talking machine department, devoting certain sections to the display and demonstration of the Brunswick Panatrope and the new Orthophonic Victrola. C. J. Coyne, manager of the department,

stated that sales of both instruments were very flattering. Victor and Brunswick records, he stated, are finding a ready sale.

Reports Good Business

John Henk, of the Columbia Music Co., one of the best-known and oldest talking machine shops in the city, stated that the holiday trade was moving along at a very satisfactory rate. Mr. Henk specializes in foreign records and has a large clientele who are regular patrons and buy in large quantities.

Demand for Atwater Kent Sets

The Esenbe Co., local distributor for the Atwater Kent radio, reports business as brisk and that the retail dealers handling the Atwater Kent line find it a very easy matter to make sales after a demonstration has been given of the Atwater Kent set.

Wide Interest in Columbia Viva-tonal

Columbia dealers here report the demand for the Columbia-Kolster Viva-tonal as very satisfactory. Local dealers state that scores of people have been eager listeners to demonstrations of the new combination sponsored by the Columbia. The "Two Black Crows" record of the Columbia is still very popular, judging by the many repeat orders that are being made for it.

I. Goldsmith Sees Busy Days Ahead

I. Goldsmith, president of the Player-Tone Talking Machine Co., manufacturer of the Player-Tone talking machine, consoles, uprights and consolettes, stated that the holiday business of the company was excellent and that reports from the various distributors indicated that the retail dealers would have very brisk sales during the Yuletide period.

W. Barry Hamilton Optimistic

W. Barry Hamilton, manager of the C. C. Mellor Co., reports sales of the Steinway pianos, Duo-Art, the Brunswick Panatrope, the new Orthophonic Victrola and the Sparton radio receiving sets as "exceptionally good." Mr. Hamilton stated that business took an upward trend right after Thanksgiving Day and has kept up briskly ever since. He is of the opinion that sales records for December will be broken this month.

Fifty-six Orthophonic Educational Recordings

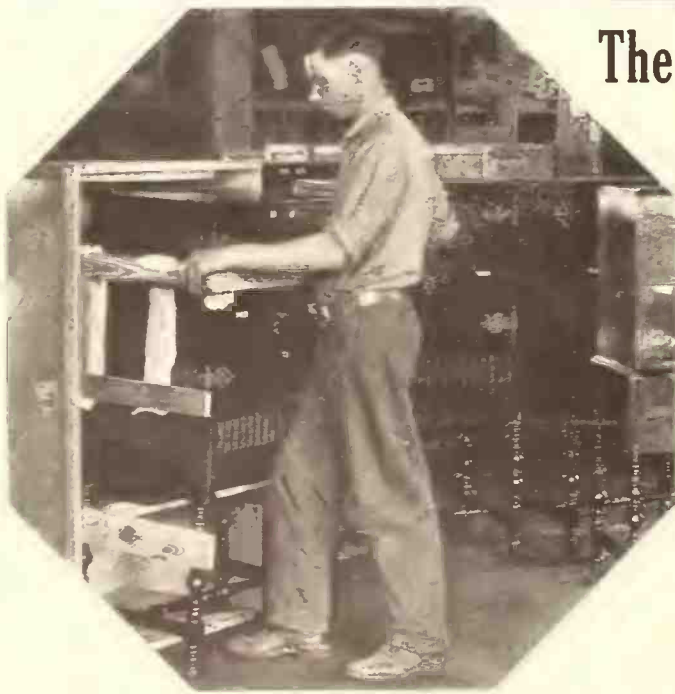
List of Recordings for Educational Purposes
Issued by Victor Co. Should Interest Trade

The Victor Talking Machine Co. has just issued an advance list of fifty-six new Orthophonic recordings especially made for educational purposes, which at the same time contain a considerable number of records with general appeal and selling value. The list includes songs for children, songs for rural schools, singing games, stories, instrumental music for elementary grades, accompaniments for group singing, songs for junior and senior high schools and college, music history, folk dances and school marches. This is a most comprehensive list and a great many, if not all, of these recordings should be in the dealer's stock to meet the demand of schools, teachers and parents who undoubtedly would need these records for their homes. In this list especial attention is directed to the beautiful voice of fourteen-year-old Darwin Bowen; the MacDowell songs and piano numbers, the singing of Juni Indian songs by Chief Caupolican, grand opera baritone, Christmas records and the fine recording of Mozart's G Minor Symphony complete for junior high and high schools.

It is interesting to note that the Victor Co.'s new educational catalog with graded list will be issued within a couple of weeks.

Opens Branch in Clifton N. J.

Abraham Goldberg, proprietor of Goldberg's International Music Shop, Passaic, N. J., has opened a new branch store at 707 Main avenue, Clifton, handling a general stock of music goods.



Jiffycasing goes merrily on at the plant of the Superior Cabinet Company, Muskegon, Mich.

The "ready-to-wear" pack!

Tailoring packing cases to order is passé. Why all the carpenter work and muss and worry when Jiffycases can be had, cut to size, knockdown and ready for quick, easy assembling?

Jiffycases are made up of light, tough plywood panels scientifically reinforced with cleats.

Jiffycase panels stack in minimum storage space, require nothing more than skeleton personnel in the shipping room to assemble, and give you a light, safe pack which provides utmost protection for your merchandise and travels at the lowest possible freight cost. Be modern—use Jiffycases. Ask for complete details.

NORTHWESTERN
COOPERAGE & LUMBER CO.

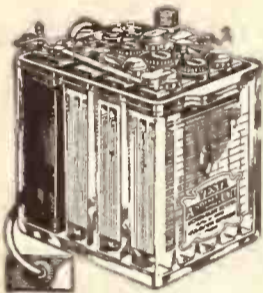
Gladstone, Mich.

Jiffycase

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

VESTA

Remarkable Profit Possibilities in This Complete VESTA Line



**VESTA "A" SOCKET
POWER UNITS**

BUILT IN GLASS everything visible. Built-in hydrometer. Choice of either Balkite or Vertrex rectifiers. With or without automatic relay. High or low charging rates. For use with 110 volt, 50-60 cycle AC current. In 4 and 6 volt sizes, 50 Amp. Hour capacity. List prices \$28 to \$37.50.



**Vesta Complete "A-B" Socket Power
with Licensed WESTINGHOUSE RECTIFIER**

All-in-One. Contains "A" battery in glass case; built-in hydrometer; "B" unit; Westinghouse rectifier; Automatic relay; High and Low charging rates, automatically regulated.

No. A-B 400—"B" capacity 40 mils at 180 volts, list \$72.00
No. A-B 401—"B" capacity 60 mils at 180 volts, list \$77.00



**VESTA "B" UNIT
Socket Power with Automatic
Relay.**

Constant and uniform Current for the "B" Circuit—with perfect control over entire Voltage in both amplifier and detector circuits. Range of adjustment for all sets.

B-200, 40 mils at 180 volts, list . . . \$39.50
B-201, 60 mils at 180 volts, list . . . \$44.50



**VESTA TRICKLE CHARGER
with Licensed
BALKITE RECTIFIER**

Equipped with two taps for high and low charging rates. For use with 110 volt, 50-60 cycle AC Current. No. C-300. List price \$12.50.



**VESTA VERTREX
TRICKLE CHARGER**

HIGH and LOW charging rates. Supplied with or without relay. Compact in handsome crystal enamelled case. Charges 6 volt batteries from 110 volt, 50-60 cycle, AC current.

C-301 without relay, list \$15.00
C-302 with relay, - list \$17.50



**VESTA GLASS RADIO "A"
BATTERY with
BUILT-IN-HYDROMETER**

Water level always in plain view. State of charge always visible. In 50 and 100 Ampere hour sizes. Positive plates are 25% oversize. Prices on request.

**With 8 Million Radio
Sets in Service There is
a Tremendous Market
for Dealers Who Go
After the Business of
Bringing These Sets
Up-to-Date With VESTA
Power Units**

VESTA BATTERY CORPORATION
2100 INDIANA AVENUE
Chicago, Ill.



VESTA QUALITY TUBES

There's a Vesta tube for every radio purpose. Special non-microphonic feature. These tubes will make friends for the dealer because of their pure tone and long life.

WRITE NAME ON THIS COUPON

Vesta Battery Corporation, 2100 Indiana Ave., Chicago, Ill.
Please have the Vesta Central Distributor near me submit the Vesta Dealer Plan

RADIO
POWER UNITS

RADIO
TUBES

AUTO AND
RADIO BATTERIES

T.M.W. 12-27

Selling the Brunswick Topic of Harris Address Before Portland Retail Trade

Special Factory Representative of the Brunswick-Balke-Collender Co. Talks Before Seventy Members of Portland Trade on Retail Selling

PORTLAND, ORE., December 5.—O. P. Harris, special traveling representative of the Brunswick-Balke-Collender Co., who is making a tour of the country giving sales talks to the dealers and salesmen of the Brunswick agencies, was presented to the Portland dealers and salesmen and saleswomen by A. R. McKinley, Pacific Northwest district manager of the Brunswick-Balke-Collender Company, the evening of November 7, at the company's headquarters in Portland. Over seventy members of the trade responded to the invitation and listened to one of the best sales talks ever given in this city.

Prepare Selling Program

Mr. Harris began by stating that a selling program should be prepared and studied with

the same care as the artist does his or her program. He referred to Bradstreets which states that 36 per cent of the failures are caused by incompetency and also to the statement that 70 per cent of all sales are emotional, while only 30 per cent are logical. He then referred to the selling of the Panatrope, recalling many instances where incompetent salesmen have failed in selling the instrument. The salesman must know his instrument in the first place, so as to demonstrate it intelligently. He pounded home the fact that much depended on the demonstration and the manner in which it is conducted. It is very essential that the right records be used, which must be selected before the demonstration. The salesman should have a case of records that will cover the tempera-

ment of all classes of customers. These need not be more than a dozen or so, he declared.

Size Up Customers

Before making the demonstration, he said the salesman should size up his customer. This can be accomplished by a few well-chosen questions, observation and common sense. First find out why he desires to purchase: this includes enjoyment, educational, entertainment, esteem and professional use. Then discover the buying power of the customer. This can be determined by finding the district in which he lives, his friends and the way he is dressed. Then find out the kind of music he enjoys. This Mr. Harris placed in three classes: head, heart and foot. And lastly the temperament of the customer, whether positive, negative or neutral, must be considered. Having arrived at this stage, if the salesman knows his Panatrope, he can proceed to demonstrate, choosing the records that will fit the case.

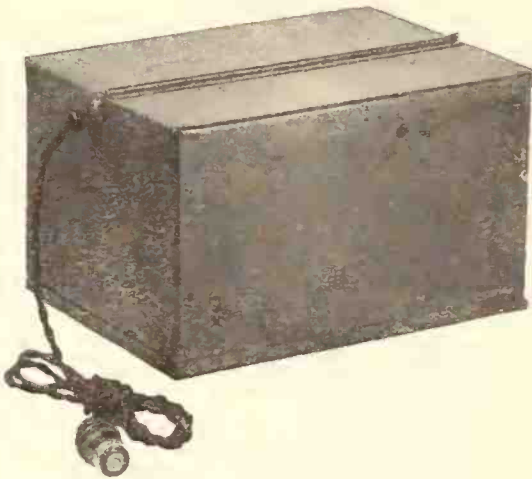
Use Only Perfect Records

It is important to use only perfect records, because the Panatrope is just as good as the records played upon it. It is a great mistake to play a "head" record—a classical one—for one who wants "foot" music, and vice versa. He also stressed the point that the salesman is selling the Panatrope and the radio attachment can be referred to but must not be dwelt upon. Mr. Harris said that very many salesmen get into a rut and the only "difference between a rut and the grave is its length and depth." After leaving Portland, Mr. Harris will visit Seattle, Tacoma and Spokane, returning to Portland and then going to California by way of the Willamette Valley, stopping at the cities and towns en route to give the Brunswick dealers and salesmen sales talks on general selling principles.



SM

Electric Phonograph Amplifiers



Above, the Silver-Marshall 678 light socket amplifier ready for operation. Below, the amplifier with cover of tube compartment turned back, showing UX-226, UX-210 and UX-281 tubes, and input, output and radio set B supply binding posts.



Another new S-M money maker is the 675 power unit which furnishes B power to any radio set at 45, 90, 135 and 450 volts, as well as A and C power when A.C. tubes are used. The 675 power unit allows a UX-210 super amplifier Radiotron to be installed in any radio at all with special adaptor and it is now the general knowledge that the only path to distortionless reproduction is to use a UX-210 tube. Appearance same as 678 amplifier. Price, less one UX-281 rectifier tube, \$58.00.

SILVER-MARSHALL, INC., famous for the finest toned radio amplifying equipment money can buy, now offers a standard model amplifier for electrical phonograph operation, while special amplifiers for phonograph manufacturers can be furnished for any class of instrument and service, home or auditorium.

The S-M type 678 is a complete two stage phonograph or radio amplifier operating directly from any 110 volt, 60 cycle house light socket. It uses the new RCA tubes—one UX-226 A.C. amplifier, one UX-210 super power amplifier, and one UX-281 high power rectifier. This S-M amplifier will provide volume and tone quality unconditionally guaranteed equal or better than that of standard electric phonographs. To operate, it needs only a standard electric sound box (pick-up), three tubes and any good loud speaker, either cone or exponential horn. Type 678 amplifier is completely enclosed in a crystalline brown steel case, 12 $\frac{1}{4}$ " long, 8 $\frac{1}{2}$ " high over carrying handle, and 8 $\frac{1}{2}$ " wide, weight 35 lbs. A hinged cover is provided over tube compartment and ample ventilation is assured for operation in phonograph cabinets. There is nothing to get out of order—to install simply connect pick-up and loud speaker, insert three RCA tubes and turn on the power—there's not an adjustment of any kind to make.

The S-M 678 amplifier, at \$78.00 list, less tubes, opens up a tremendous field for phonograph manufacturer, jobber and dealer alike, for with a \$20.00 list additional investment for reproducer adaptor and electric sound-box, any old mechanical phonograph can be given all the improvements of the finest electric record reproduction. And in addition, S-M 678 provides "B" power for any radio set, and complete audio amplification—through a standard adaptor supplied to any radio. It will improve any set at all, no matter how expensive, for the reproduction of the 678 amplifier is truly marvelous.

The Silver-Marshall engineering laboratories gladly undertake to solve any manufacturer's electric reproduction problems—supply any type of amplifying equipment—and at less than competitive prices every time.

Send for all data.

Silver-Marshall, Inc.

880 West Jackson Blvd. Chicago, Ill.

Grunewald Celebrates Its Seventy-fifth Anniversary

Famous New Orleans Music House Has Handled the Steinway Piano for Sixty Years

NEW ORLEANS, LA., December 5.—The L. Grunewald Co., Inc., this city, completed three-quarters of a century in the music business last month, and in this connection the establishment has been accorded much valuable publicity and public recognition through the local press. When the firm was founded by Louis Grunewald, Sr., just after he came to this country in 1852, it occupied a tiny shop in Magazine street. There was just enough room to display a few pianos and organs, but the increasing business made necessary a series of moves until the present site on Canal street was chosen, where the company now occupies its own four-story building.

The Grunewald Co. has for many years been ranked as one of the largest music houses in the South. For sixty years the company has been exclusive agent for the Steinway piano in this region, and in addition has handled the Vose, Brambach, Milton, Gulbrandsen and other pianos for a long period of years. The Victor and Brunswick lines of phonographs, records, small goods and sheet music are also carried in large, separate departments. Only three men have been at the head of the business in its seventy-five years. The founder, Louis Grunewald, remained president of the company until his death in 1915, but his eldest son, William N. Grunewald, had been in active charge since 1881. The son became president at the founder's death, but died himself two months later. Management then fell upon his son, Benedict Moret Grunewald, then thirty years old, who is still president.

New Branch in Faribault

The Segerstrom Piano Co., Albert Lea, Minn., of which V. E. Segerstrom is proprietor, has opened a new branch store in Faribault, Minn., handling a full line of instruments.

New Cabinet Speaker, Model 17 \$55.00



Rola Gives Incomparable Performance

With the development of the light, free-floating, cone reproducer, *Rola* first achieved the true *fundamental bass*—the range of "lost tones." Now *Rola* has conquered the baffling problem of uniform resonance-free reproduction over the entire musical scale. ~ ~ ~ ~ ~

The result is a quality of reproduction utterly unknown in radio until this year. ☞ When listening to the new *Rola* you will be profoundly impressed by its superb softness and richness of tone, and its perfect articulation and tone shading of music and speech.

Rola represents the most beautiful, complete and salable radio speaker line today.

Write for the name of a *Rola* jobber near you.



New Table Speaker, Model 10 \$32.00



THE ROLA COMPANY

612 North Michigan Avenue
Chicago, Illinois
Forty-fifth and Hollis Streets
Oakland, California



New Pedestal Speaker, Model 12 \$37.50

Business Speeds Up in Milwaukee as the Holiday Buying Draws People to Shops

Retailers and Wholesalers Report Satisfactory Sales Volumes—Standard Radio Co. Announces New Kellogg Dealers—Association Launches Christmas Drive—Trade Activities

MILWAUKEE, Wis., December 8.—Phonograph and radio business has been outstanding in the sales reports of Milwaukee retail establishments and reports from jobbers in the local and Wisconsin and Upper Michigan field indicate that sales are going ahead well.

Inquiries From Advertising

"We are elated over business," declared Irvin R. Witthuhn, of the Standard Radio Co., distributor of the Kellogg line in Wisconsin and Upper Michigan. "We are receiving ten times as many inquiries on our advertising as we did last year, although our advertising has not been increased to such a great extent. There is very

good interest among the dealers in the Kellogg AC sets. Christmas business is opening up and in many cases the Christmas demand becomes one for immediate delivery, although dealers report a considerable tendency to buy, particularly for gift purposes."

The Standard Radio Co. has announced the appointment of the following Kellogg dealers in Milwaukee county: Bates Radio Corp., Buech Saxophone Shop, Barnes-McGovern Co., Gitzel's Music Store, Held & Held, Krech Electric Co., Kaplanek & Walker, South Milwaukee, Wis.; Luderus Radio Service, Luebtow Music Co., Mueller Radio, Inc., Odry Bros., Cudahy,

Wis.; Harry Schwartzburg, Merrill J. Page, Inc., Piasecki Radio & Victrola Shop and the West Allis Music Shop, West Allis.

Kellogg Dealers at Dinner Meeting

Twenty-eight Kellogg dealers of this city were entertained at a dinner by John Zeman, president of the Standard Radio Co., Milwaukee, Kellogg distributor, on November 3, at the Milwaukee Athletic Club. In addition to the Milwaukee dealers, William R. Shambeau, a Kellogg dealer of Oshkosh, Wis., H. C. Abbott, sales promotion manager of the Kellogg Switchboard & Supply Co., Chicago, and Mac Harlan, advertising manager of the Kellogg organization, were present to participate in the festivities.

After the dinner several short talks were given by Messrs. Shambeau, Abbott, Harlan and Zeman. The "piece de resistance" of the dinner was pheasant, which Mr. Zeman contends that he shot or bagged, while on a hunting trip in South Dakota a few days before the event.

Radio Business Holding Up

While there has been a decrease in activity in many lines of merchandise, retailers in Milwaukee report that radio business has been holding up consistently. "Radio business is wonderful," declared Eric S. Hafsoos, of the Flanner-Hafsoos Music House, Inc. "We are having very good business with the higher-priced sets, Sonora, Crosley and Bremer-Tully lines."

At Edmund Gram, Inc., Edward Herzog, sales manager, stated that both radio and phonograph business has been satisfactory. The Gram house features the Atwater Kent and the Stromberg-Carlson.

Association Activities

The Wisconsin Radio Trade Association launched some successful Christmas sales promotion work this year. The Association had its own Santa Claus make the rounds of the radio stores of Milwaukee beginning with December 2, and bringing a present for every boy or girl coming into the store accompanied by his father or mother. Santa Claus is visiting each of the radio stores twice during the period before Christmas.

The following firms have become members of the Wisconsin Radio Trades Association: M. H. Pellin, J. K. Bal Electric Co., Hilger Auto Supply Co., Venus Radio Shop, Max Weinberg, Milwaukee Radio Shop, George H. Eichholz, Scheff's Radio Shop, Advance Radio Shop and Frank Preuss.

News Gleanings

Harry E. Weber, Inc., Stewart-Warner distributor, has received much favorable publicity for its courtesy in making possible a broadcast of all Wisconsin University football games, by direct wire from the football field.

An amendment of the articles of incorporation of Shadbolt & Boyd Co., distributor of the Fada, increasing the capital stock from \$405,000 to \$750,000, has been filed in the office of the Register of Deeds at Milwaukee.

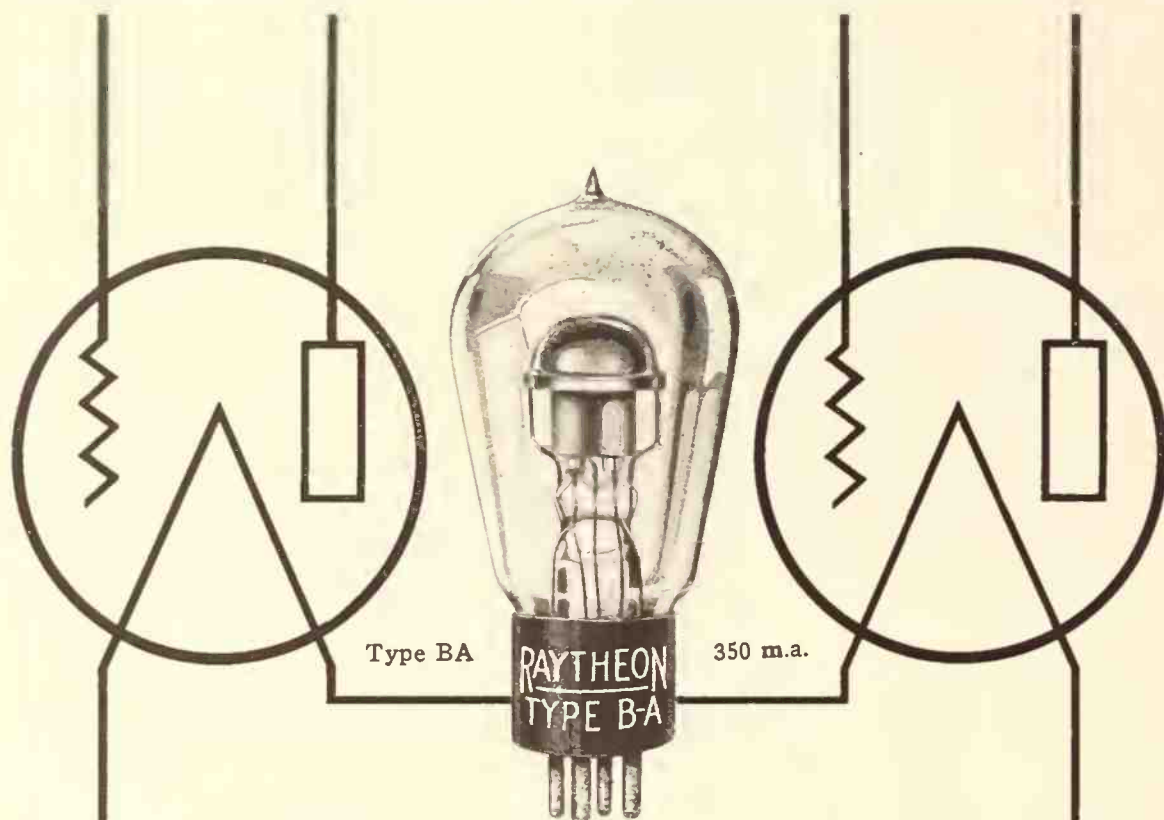
A \$100,000 blaze at Chippewa Falls destroyed the plant of the Molded Products Co., manufacturer of radio horns.

Music and radio dealers at Sheboygan, Wis., co-operated in a local radio show and home exposition. Firms taking part were the A. E. Winscher Co., Fada Sales & Service Co., Nye & Winter Co., H. C. Prange Co., The Brunswick Shop, Rickmeier Fedler Electric Co., Charles A. Honold Co., S. W. Miller Piano Co.

The Badger Radio Corp., handling radio outfits and supplies exclusively, has been opened at Burlington, Wis., by Simon and Joe Holtz.

The Waltham Piano Co. will build a \$100,000 addition to its present plant, the addition to be used for the manufacture of a combination electric piano and radio, according to Paul F. Netzow, president of the company.

The demand for higher-priced instruments has become so great that it is difficult to meet it, according to Carl Lovejoy, representative of the Brunswick in Milwaukee territory. Two instruments, Pr 138 C and Pr 148 C are in exceptionally heavy demand.



SERIES FILAMENT CONNECTION and RAYTHEON TYPE BA RECTIFYING TUBE — the simplest, cheapest and most satisfactory solution to the problem of A-B-C Light-Socket Power Operation

The Raytheon BA Rectifying tube in a properly designed power unit provides a tried and proven A-B-C power supply, direct from the light socket, for any radio receiver employing 201-A or other standard tubes connected in series. The resulting hook-up is inexpensive to build, profitable to sell and entirely satisfactory in performance.

Consider, too, that any battery set can easily be rewired to operate perfectly from this one-tube power unit. Dealers can bank on plenty of Raytheon BA Tube sales—especially since this complete A-B-C power supply costs very little more than a "B" power unit alone! List Price, \$7.50.

Raytheon Manufacturing Company
Cambridge, Mass.

Raytheon
LONG LIFE RECTIFYING TUBE



L laugh and be merry, remember, better the world
with a song,
Better the world with a blow in the teeth of a wrong.
Laugh, for the time is brief, a thread the length
of a span.
Laugh, and be proud to belong to the old proud
pageant of man.

Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

HEINEMAN MOTORS



L laugh and be merry: remember, in olden time,
God made Heaven and Earth for joy He took in a rhyme,
Made them, and filled them full with the strong red wine
of His mirth,
The splendid joy of the stars: the joy of the earth.

MERRY CHRISTMAS

OKEH RECORDS



So we must laugh and drink from the deep blue cup
of the sky,
Join the jubilant song of the great stars sweeping by,
Laugh, and battle, and work, and drink of the wine outpoured
In the dear green earth, the sign of the joy of the Lord.

HAPPY NEW YEAR

ODEON RECORD



L augh and be merry together, like brothers akin,
Guesting awhile in the rooms of a beautiful inn,
Glad till the dancing stops, and the lilt of the
music ends.

Laugh till the game is played; and be you merry,
my friends.

Laugh and Be Merry, by John Masefield

Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

OKEH-TRUETONE NEEDLES

National Music Week Idea Making Rapid Progress

Figures Made Public by the National Music Week Committee Show That Celebration Has More Than Doubled in Past Four Years

More than a doubling of the extent of the National Music Week in the four years of its existence is shown by figures recently made public by the National Music Week Committee. These indicate that 1614 cities and towns participated in the observance this year. This is contrasted with the first national celebration, in which 780 towns participated. This remarkable growth has been effected not by sensational methods, but by a quiet promulgation of the Music Week idea and a co-operation with local observances on the part of the National Music Week Committee.

Previous to the synchronization of the various local Music Weeks, which was brought about by the initiative of C. M. Tremaine, of the National Bureau for the Advancement of Music, only 150 cities or towns had held a Music Week.

Not only in numbers, but geographically, have the Music Week observances made a remarkable spread. The celebration is now carried out not only in all of our States, but in our territorial dependencies such as Hawaii, Philippines, Alaska and the Virgin Islands. The governors of these territories have now joined the governors of the various States on the honorary committee for National Music Week. The movement has also been adopted in Canada and South Africa.

In a large number of instances the local Music Weeks produced definite beneficial results, as noted in the reports of the local chairmen. These include the organization of bands, orchestras or choral groups, the purchase of musical instruments for the schools, a recognition of music as an essential in the school curriculum, and a getting together of local musicians for civic betterment. One example of the latter result is provided by Goshen, Indiana, where the Music Week resulted in the organization of choir directors meeting every other week to promote choral music and to put more enthusiasm into their own choir work. A result of this team-work is a community Christmas concert of massed choirs planned for the coming holidays.

It is expected that the achievements of the recent Music Week will be eclipsed by the coming observance on May 6-12. Among the general features planned by the National Music Week Committee are a special recognition of American music, the development of better congregational singing in the churches, the development of the music memory contest as a feature of rural Music Weeks and a tying-in of the motion picture houses and the radio with the Music Weeks in the various sections. Suggestions on these subjects and copies of Music Week printed matter, such as "How to Organize a Music Week Committee," are to be had without charge from the headquarters of the National Music Week Committee, 45 West Forty-fifth street, New York City.

D. S. Spector Comments on New Kolster Radio Sets

Commenting upon the two new Kolster electric light socket receivers recently announced to the trade by Federal-Brandes, Inc., D. S. Spector, general manager of the merchandising division, expressed the pride of the organization in the tone quality and simplicity of operation of these new models. They are both six-tube sets, one a console and the other a table model with single control.

"These sets are a complete change from the receivers found on the market a few years ago," said Mr. Spector. "The improvement in natural tone quality has kept up with the simplified operation, making these new broadcast receivers an important addition to every home."

The Universal RADIO TABLE for all Popular Sets



THIS table solves the question of where to put any popular radio set. Made to accommodate the following best sellers:

Radiola No. 16

Crosley Band Box

Stewart-Warner No. 300

Bosch Little Six

Fada No. 265-A

Freed-Eisemann N. R. 9

Atwater Kent Nos. 30, 33, 35

The dimensions will show just what other sets may be used on this table:
EXTREME OUTSIDE MEASUREMENTS: Height, 38 in. Length, 23 in. Depth, 18 in. To top of bottom deck, 30 in. Top deck, 7½x21 in. Bottom deck, 10x23 in.
INSIDE MEASUREMENTS: Top deck (for dry batteries). Height, 7 in. Depth, 6½ in. Width, 20 in. Bottom compartment (for wet batteries or eliminator), Height, 10½ in. Depth, 12½ in. Width, 18¾ in.

The top deck will accommodate all popular loud speakers. The purpose of this deck is not only to add to the appearance and convenience of the table, but to eliminate the hum that is probable when the speaker is on same level as set. The back is open for quick access to all A and B batteries or battery eliminator, if used. The top deck is for dry batteries and the bottom compartment for wet batteries or eliminator, amply large to provide clearance for Balkite, Philco and other standard eliminators. Made of thoroughly seasoned kiln dried gum, finished brown mahogany to harmonize with the prevailing finish of all sets. Note recess in front, making it easier and more comfortable for the operator, and also inch and one-half hole in top cabinet for easy wire connection. In fact, it is the most complete radio table on the market. Sold by all dealers. List price, \$16.00.

MANUFACTURED BY

MEMPHIS FURNITURE MANUFACTURING CO.

MEMPHIS, TENN.

Distributors: Write for our proposition

Recording Artists in Concert Appearances Invite Record Tie-Ups

The following list of concert dates of a number of recording artists has been compiled for the benefit of dealers who wish to stimulate the sale of records of artists appearing in their cities or towns. Tie-ups can be effected through the mediums of window displays or by direct mail, calling the attention of customers to the scheduled appearances and a mention that the artist's recordings are available:

VICTOR ARTISTS

HAROLD BAUER—January 5, Cincinnati, O.; January 6, Louisville, Ky., Columbia Auditorium; January 8, Chicago, Ill., Studebaker Theatre; January 9 and 10, Urbana, Ill., University Auditorium; January 12, Muncie, Ind., Masonic Temple; January 13, Parkersburg, W. Va.; January 15, New York, N. Y., Town Hall.
LUCREZIA BORI—January 10, Waterbury, Conn., Buckingham Hall.
PABLO CASALS—January 5, Cincinnati, O.; January 10, Lexington, Ky., Woodland Auditorium; January 12, Green-

castle, Ind., Meharry Hall; January 14, New York, N. Y., Town Hall; January 15, Bronxville, N. Y., High School Auditorium.

RICHARD CROOKS—December 28, New York, N. Y., Carnegie Hall.

FLONZALEY QUARTET—December 16, Newark, N. J., South Side High School Auditorium; December 18, Philadelphia, Pa., Penn Athletic Club Ballroom.

DUSOLINA GIANNINI—December 16, 17 and 26, Philadelphia, Pa., Academy of Music; December 28, New York, N. Y., Carnegie Hall; January 5, Rochester, N. Y., Eastman Theatre.

JASCHA HEIFETZ—January 4, New York, N. Y., Carnegie Hall; January 6, Princeton, N. J., Alexander Hall; January 8, Boston, Mass., Symphony Hall; January 12, Rochester, N. Y., Eastman Theatre; January 13, Buffalo, N. Y., Consistory Auditorium.

FRITZ KREISLER—January 12, Harrisburg, Pa., Majestic Theatre; January 13, Greensburg, Pa., High School Auditorium; January 15, Hartford, Conn., Capitol Theatre.

MARY LEWIS—December 16, East Stroudsburg, Pa., College Auditorium; January 9, Denver, Colo., Auditorium.

PAOEREWski—January 3, New Rochelle, N. Y., Junior High School Auditorium; January 5, Orange, N. J., High School Auditorium; January 7, Philadelphia, Pa., Academy of Music; January 9, Brooklyn, N. Y., Academy of Music; January 11, Troy, N. Y., Music Hall; January 12, Springfield, Mass., Municipal Auditorium; January 15, Boston, Mass., Symphony Hall.

RACHMANINOFF—January 15, Stamford, Conn., Stamford Theatre.

MARION TALLEY—December 18, Brockton, Mass., City Theatre; January 3, Detroit, Mich., Arcadia Auditorium; January 5, Saginaw, Mich., Auditorium; January 10, Cincinnati, O., Music Hall; January 13, Columbus, O., Memorial Hall.

REINALDO WERRENATH—December 16, Godfrey, Ill., Monticello Seminary; January 15, Bronxville, N. Y., High School Auditorium.

BRUNSWICK ARTISTS

THE A. & P. GYPSIES—December 18, Baton Rouge, La.;

December 19, Alexandria, La.; December 20, Monroe, La.; December 21, Pine Bluff, Ark.; December 22 and 23, Sreweport, La.; December 24, Texarkana, Tex.; December 29, Little Rock, Ark.; January 2, Birmingham, Ala.; January 9, Atlanta, Ga.

THE CLEVELAND ORCHESTRA—December 22, Cleveland, O.; December 23, Cleveland, O.; December 29, Cleveland, O.; December 30, Cleveland, O.; January 5, Cleveland, O.; January 6, Cleveland, O.; January 12, Cleveland, O.; January 13, Cleveland, O.; January 29, Cleveland, O.

ELSHUCO TRIO—January 11, New York, N. Y.; January 13, Newark, N. J.

GALLA-RINI—December 15, Reading, Pa.; December 19, Allentown, Pa.; December 22, Easton, Pa.; December 29, York, Pa.; January 2, Pittsburgh, Pa.; January 8, Cincinnati, O.

MISS ISA KREMER—December 25, Kansas City, Mo.; January 1, Milwaukee, Wis.

ALLEN McQUHAE—December 21, Chicago, Ill.

PHILHARMONIC SOCIETY (MENGLBERG)—January 4, Baltimore, Md.

NEW YORK STRING QUARTET—December 15, Bluefield, Ky.; December 18, New York City; December 24, Racine, Wis.; December 26, Dixon, Ill.; December 27, Aurora, Ill.; December 28, Keokuk, Ia.; January 13, Hartford, Conn.

JOHN CHARLES THOMAS—December 15, New York City.

COLUMBIA ARTISTS

ELSA ALSEN—December 15 and 16, Detroit, Mich.

FRANCES BERKOVA—January 15, St. Louis, Mo.

SOPHIE BRASLAW—January 15, New York City, N. Y.

IGNAZ FRIEDMAN—December 21, New York City, N. Y.

FRASER GANGE—December 18 and 19, Boston, Mass.; December 21, Chicago, Ill.; January 10, New York City, N. Y.

PERCY GRAINGER—January 2, Quincy, Ill.; January 3, Milwaukee, Wis.; January 5, Ripon, Wis.; January 6, Moline, Ill.; January 9, York, Pa.; January 11, Rydal, Pa.; January 12, Williamsport, Pa.

DUCI DE KEREKJARTO—December 19, Philadelphia, Pa.; December 26, Boston, Mass.

LONON STRING QUARTET—January 5, Wellesley, Mass.; January 6, Saratoga Springs, N. Y.; January 13, Sweet Briar, Va.

MUSICAL ART QUARTET—December 18, Boston, Mass.

NEW YORK SYMPHONY ORCHESTRA—December 19, Montclair, N. J.

JOSEPH SZIGETI—December 15, Lynchburg, Va.; December 16, Baltimore, Md.; December 21, Syracuse, N. Y.; December 23, New York City, N. Y.; January 8, Indianapolis, Ind.; January 9, Winnetka, Ill.; January 12, Fulton, Mo.; January 13, Warrensburg, Mo.; January 15, New York City, N. Y.

EDISON ARTIST

ARTHUR MIDOLETON—December 27, Detroit, Mich.

The New TEMPLE

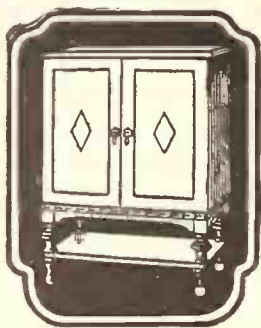


Air-Column Speaker

Here is the speaker that has taken the entire radio world by storm. The Temple is a development of the long air column principle and the results are positively astonishing.

Amazing Volume

So great is the volume of this new Temple Speaker, so clear its tonal qualities, so wide its range, that it brings to your customers a new enthusiasm for radio—a realization of tone reproduction they never dreamed was possible.



Sells by Comparison

The Temple is not just another speaker for you to sell. It sells itself by comparison. Hook it up with five other speakers with a Temple Comparator and you be the judge. Your customers will select the Temple every time with their eyes closed.

A RIGID SALES POLICY

Backed by a Broad Advertising Campaign

Temple Models Priced From

\$29.00 to \$85.00

TEMPLE, Inc.

1925 South Western Avenue

CHICAGO

Leaders in Speaker Design

Seventy-nine Nations in International Radio Pact

Convention in Session at Washington Since October Adjourns After Agreement to Convention and Two Sets of Regulations

A new convention which will regulate international radio for five years, beginning January 1, 1929, was subscribed to at Washington recently. It was drafted by the International Radio Conference, which adjourned after signatures of delegates from seventy-nine nations and territories had been attached to the document.

In addition to the convention, which had been under negotiation since the conference convened here October 4, approval was given two sets of regulations.

The convention itself sets out in general lines the scope of the agreement and the duties devolving upon the signatory governments for its observance and for the maintenance of a secret and efficient service.

The first set of regulations, in addition to the allocation of wave lengths to the various services, includes a provision for the operation of radio communication. Land, ship, aircraft and all other kinds of wireless activities are contemplated and standard procedure in each case is set up. Licensing of stations and operators also is defined.

The second set of regulations was agreed to by all countries except the United States and Canada. It consisted of such regulations as the United States considered infringe upon private management. These articles deal mostly with the fixing of radio charges.

Secretary Hoover, who presided over the conference, delivered a closing address in which he analyzed the major provisions of the convention and remarked that the harmony and co-operation displayed by the delegates set "another milestone in the progress of international relations."

The chief problem facing radio, he said, namely, the efficient utilization of the limited number of channels, had been solved by the convention, which was unanimously approved by the conference. The next conference will be held in Madrid in 1932.

Schwender's Music Store, Utica, N. Y., is in a new location at 227 Columbia street.

R. F. Bolton Returns to Columbia Phonograph Co.

After Absence of Three Years Former Manager of Foreign Department Returns to Same Post—Twenty-seven Years With Company

The Columbia Phonograph Co. recently announced the re-appointment, after an absence of



R. F. Bolton

three years, of Robert F. Bolton as manager of its foreign department.

In 1924, when he entered the investment business, Mr. Bolton had been twenty-seven years with Columbia, including service as the first wholesale manager of the New York branch of the company.

Columbia's establishment of a foreign department, in which Mr. Bolton was instrumental, was suggested by the large foreign population of New York. The fact that Columbia is a national and international company afforded great facilities to draw upon, and now this department of the "twin notes" firm is one of its largest and most flourishing. Much credit for this development is due Mr. Bolton, whose widespread friends and co-workers in the trade welcome the news of Columbia's good fortune in regaining his services.

Rudy Wiedoeft, saxophone artist, played "Melody," by Vice-President Dawes, during the Columbia Phonograph Hour of December 14.



UNITED

ELECTRIC PICK-UP and TONE AMPLIFIER

—Surpassing, we believe, all other existing types for the electrical reproduction and amplification of recorded tones is now available to manufacturers and dealers. A comparison by actual test is invited. Write us.

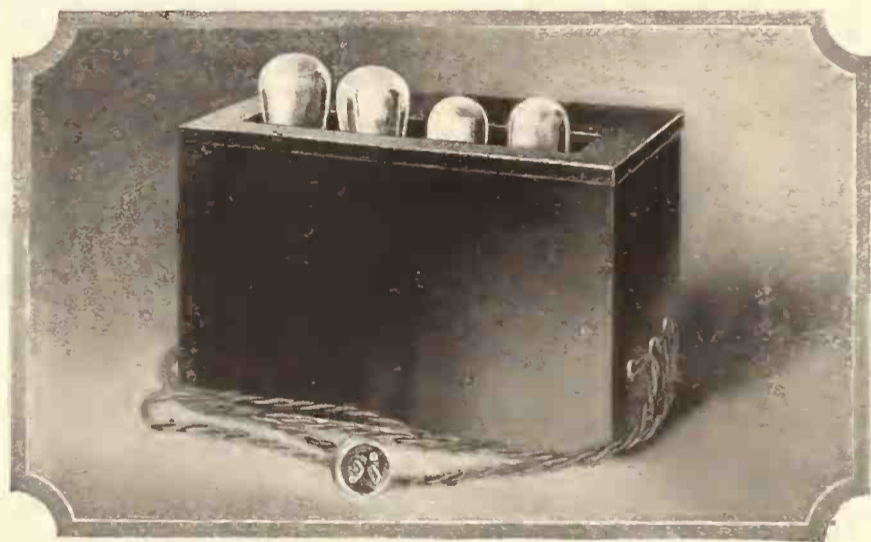
PICKS UP MORE!

DELIVERS MORE!



The United Electric Pick-Up

Designed by United Engineers—not an imitation, but a distinct improvement. Small—compact—dust-proof—trouble-proof. Least wear on the records. Will last a lifetime. Richly finished in either gold, silver or bronze. Furnished separately or complete with United Spring or Electric Motors.



The United Tone Amplifier

Amazing tone volume of natural quality—as loud or as low as operator wishes. Enough volume for large theatre or dance hall, or as soft as desired for the home. All tones and necessary overtones of all instruments and voices faithfully reproduced. Fool-proof in construction. Simply snap current on and off to operate.

The phonograph of today and the future is the electrically-amplified machine. Again United leads. Wonderful opportunity to put new life into your phonograph business.

WRITE FOR PRICES

PHONOGRAPH DIVISION

UNITED AIR CLEANER CO.

9702 Cottage Grove Ave.
Chicago, Illinois

Year Just Closing Was Most Profitable in the History of the St. Louis Trade

Increases This Year Over Last Range From 15 Per Cent to 50 Per Cent, According to Reports of Dealers—Entire Trade in Optimistic Frame of Mind as Year-end Rush Starts

St. LOUIS, Mo., December 7.—The year of 1927 has proved one of the most profitable in the history of the talking machine and allied trades, at least insofar as the St. Louis district is concerned, according to the consensus of opinions expressed by officials of the trade. Despite the numerous calamities that overtook the nation during the year now drawing to a close, including the Mississippi Valley flood, the tornado and other similar disasters, local dealers report that the volume of business handled by the five leading lines had surpassed their most sanguine hopes, and that with a continuance of the present heavy demand for the balance of the year,

the percentage of increase registered by the trade generally over 1926 would range from 15 to 50 per cent.

Report Big Sales Gains

Foremost in this respect was the Columbia Phonograph Co., which reported that the month of November, like the majority of those of the current year, had shown a substantial gain over the same month last year, and that for the entire year their business would show an increase of 50 per cent over 1926.

The local branch of the Brunswick Co. also reported that November business was exceedingly good, approximating 25 per cent more than the same month last year, and that the close of the present year should show an increase of between 15 and 20 per cent over last year.

The Artophone Corp., distributor of Okeh records, announced that its 1927 business would show a "tremendous" gain over 1926, while the local offices of the Victor and Edison Cos. declared that conditions were "excellent" and "gratifying," respectively.

Direct Mail Aids Brunswick

Officials of the Brunswick Co. attributed a goodly portion of the increase in their last month's business to the extensive direct mail campaign, the appearance of artists, and the effective program of exploitation carried on throughout the territory. The direct mail campaign, alone, officials of the local branch declared, had produced a total of twenty-six new record accounts in the St. Louis territory during the past few weeks.

Capitalize Appearance of Artists

The company and dealers also carried on an effective advertising campaign in St. Louis simultaneously with the appearance in the city of Nick Lucas, the Brunswick Junior Record Star, and Harry Richman, star of George White's Scandals. Extensive window displays, streamers, and newspaper advertising were resorted to in an effort to capitalize upon the appearances of the artists. An added factor was the appearance of many of the artists at the dealers' stores during the month.

Victor dealers also report that the appearance in St. Louis of Zez Confrey and His Band and Ted Weems and other Victor record artists had bolstered the sales of their records.

Hold Sales Conference

During the past month, E. F. Stevens, assistant record sales manager of Chicago, and G. Ritter, foreign record manager, conducted a four-day sales conference at the local branch of the Brunswick Co. The classes were conducted for the sales organization of the local branch and were productive of much good, according to A. E. Brown, local manager. The company also announced that its Memphis headquarters are now in the process of being expanded and that R. N. McCormick, formerly assistant manager at St. Louis, had been transferred to that division. O. M. Fisk, formerly the Illinois-Missouri representative of the company, had been named to succeed Mr. McCormick.

N. M. Smith Calls on Trade

During the past month N. M. Smith, manager of the local branch of the Columbia Co., visited the Sterling Radio Co. at Kansas City and the Harbour-Longmire Co. of Oklahoma City, Columbia jobbers. He reported that the demand for Columbia products in this section is continuing unabated.

Artophone Corp. Expanding

To provide for expanding line of portables, the Artophone Corp. is making extensive alterations to its portable plant in St. Louis. The company recently increased its exploitation department for Okeh records to four men and has

added five new outside salesmen to the present force. The company also announced that the production of small goods during the past month has been trebled and that the output of new cabinet models is exceeding expectations.

Edwin Schiele, president of the Artophone Corp., has just returned home from an extensive trip East in an effort to establish new trade connections for Artophone's line of phonographs, portables and other smaller instruments.

Crosley Jobbers and Dealers Discuss Plans

Seventy Crosley radio distributors and dealers were guests Tuesday, November 25, at a dinner at the Hotel Claridge, at which advertising and merchandising of Crosley radio sets and speakers were discussed. F. L. Ray, territorial representative of the Crosley Radio Corp. of Cincinnati, was the principal speaker at the meeting, which was also addressed by L. P. Harris, sales manager of the Benwood-Linze Co., Crosley distributor, and R. J. Lickiss, sales manager of Geller, Ward & Hasner Co., also a Crosley distributor.

H. R. Fletcher Ends Record-Breaking Business Trip

Vice-President and Director of Sales of Algonquin Electric Co. Covered Extensive Territory in Quick Tour—Broadcast Talks a Feature

H. R. Fletcher, vice-president and director of sales of the Algonquin Electric Co., recently returned to his desk from an extended trip to jobbing and distributing centers throughout the country in the interest of the new Thermodyne receiver and Algonquin speaker. It was a record-breaking trip, according to Mr. Fletcher, from a standpoint of territory covered in a given length of time, much of his traveling having been done by airplane. Several talks by the Algonquin executive from Western broadcasting stations featured his trip.

Mr. Fletcher announced that he had inaugurated a special co-operative sales promotion plan with Algonquin distributors and dealers which will tend to make a successful year even more satisfactory. Additional manufacturing and merchandising plans for 1928 will shortly be announced to the trade, according to Mr. Fletcher.

Fred Rich and His Hotel Astor Orchestra, Columbia artists, sail December 16 by "S. S. Paris" for England.

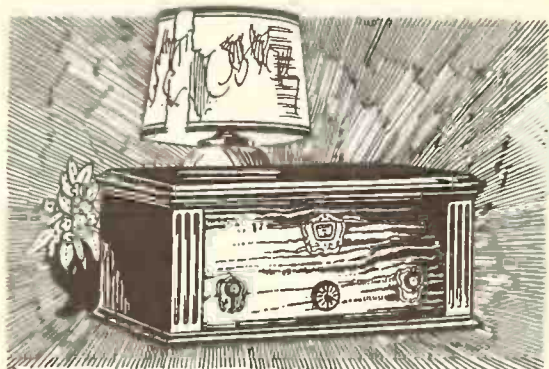
PHONOGRAPH MOTORS

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



STEWART-WARNER
Matched-Unit Radio

7 Signs that will guide you to Profit Town

Stop! Look! Listen!



Start right—it's half the finish. The road to Profit Town starts with the manufacturer. What can he do for you? Stewart-Warner starts you with a name and a line of merchandise that carry prestige and real net profit.



Caution! Sharp Curve Ahead! What line should you carry? There's a sharp curve! Slow Down! How many obsolete radios can you recall? They took the investments of thousands of Dealers. Play safe. Travel with Stewart-Warner and you're in business to stay.



Down Grade Ahead! Over stocking is as easy as going down hill. It spells disaster for many. Stewart-Warner Dealers carry a small, well-selected stock and draw on their nearby exclusive Distributor as needed. Quick turnover is the foundation for their success.



Change Gears! Steep Grade! Some men won't be guided by the experience of others. They stock up heavily with the products of a comparatively new Company. Here is a dangerous situation. The dealer doesn't know if he can make the grade. Usually he lands at the bottom of the hill with an unsaleable stock on his hands.



Careful! Road Washed Out! In spite of many warning signs, some dealers still listen to the talk of long-discount salesmen. The dealer who believes that long discounts on an unknown line mean bigger profits must find a way to get out of the hole the high-pressure salesman has talked him into.



Look! Cross Road!

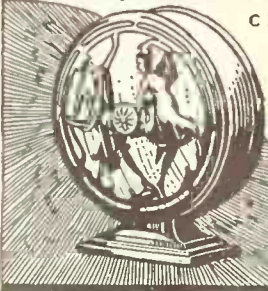
Here's where the collisions occur—the crash between you and a next door competitor. Tragedy for both is the usual result. There are no cross roads for Stewart-Warner Dealers—no "next door" competitors. This danger is removed and the road to Profit Town is clear.



Profit Town—Welcome To Our City

Any Stewart-Warner Dealer will tell you he is in Profit Town. He wasn't sold by high pressure methods. He weighed all the facts and selected Stewart-Warner as the surest way. Why not investigate the Stewart-Warner plan today. The franchise in your territory may be available. Write us. We'll send a road guide to Profit Town—the safe way—the sure way—the Stewart-Warner way!

STEWART-WARNER SPEEDOMETER CORP.
CHICAGO, ILLINOIS



THE Stewart-Warner line is complete in every detail—Receivers, Reproducers and Tubes. Prices on sets range from \$50 to \$263.50. There's a model to fill every demand!

At top: Model 705, \$125
West of Rocky, \$125
Left: Model 425 Reproducer, \$25
West of Rocky \$25

TODAY

Everyone wants an ELECTRIC radio set

Majestic

“A” and “B” units will make any radio set an *electrically operated set!*



No Acids
No Liquids
No Hum

Guaranteed
to give
complete
satisfaction

For big business *and* big profits *now*, electrify all the radio sets in your town with Majestic units. Both “A” and “B” Power units *and* the set controlled by one switch. Only one light socket connection needed.

GRIGSBY-GRUNOW-HINDS CO., 4540 Armitage Ave., Chicago

Many New England Dealers Report Marked Increase in Sales Volume During November

Dealers in Flooded Regions Getting Back to Normalcy—Brunswick Price Reduction Stimulates Sales—F. D. Pitts Co. Does Brisk Business—Atwater Kent and Sonora Sales Gain

BOSTON, MASS., December 10.—About one half the dealers in Greater Boston report a marked improvement in November business over the previous month and similarly an improvement over November of a year ago, although there are those who fell somewhat behind in the relative business. Local wholesalers and dealers have been especially interested to know how those in the flood sections of New England fared in the catastrophe of a few weeks ago, but a careful canvass discloses that while many of them suffered considerably they are getting on their feet. There has been a general disposition on the part of the jobbers to give the dealers every possible consideration in their effort to get back to normal again.

F. D. Pitts Co. Rushed

The F. D. Pitts Co., Inc., which is now recognized as among the leaders in radio distribution and whose warerooms at 219 Columbus avenue are a veritable hive of industry, may be said literally to be working night and day. With something like 1,500 agencies in the field and a small army of traveling men it would seem that the house could not possibly be busier than it is at present. This, of course, simply means that the Kellogg products are rapidly growing in popularity. Just at this time interest of the concern is focussed on the Kellogg table model of which the Pitts Co. cannot get enough to supply the demand.

Atwater Kent and Sonora Sales Grow

The J. H. Burke Co. is meeting with enormous success in handling the Atwater Kent line of radios, and the A. C. sets especially are in great demand, an interesting expectancy being noticeable among all the dealers. Meanwhile unseasonable weather has been playing its part and in general business may be said to be spotty with the exception of special lines. Orders are piling up and if the supply was enough to meet the demand the house would feel well satisfied, but this state of affairs has not eventuated as yet.

The Sonora Co., whose product has long been the chief selling one of the Burke Co., is now in the market with its alternating current set of radio and for this there is a popular demand.

Callers at the warerooms of the J. H. Burke Co. have included George Coleman, of the Red Lion Cabinet Co.; Herbert E. Young, the Eastern representative for the Majestic Eliminator, and Vernon W. Collamore, general sales manager of the Atwater Kent Co.

Price Reduction on Brunswick

December 1 was an important day in the history of the Brunswick Co., and New England Manager Harry L. Spencer has been getting ready to meet the sudden demand incident to the reduction of the price of Brunswick records. In all the Brunswick agencies in New England there was a very positive demand for the reduced prices, and local houses within the confines of the city put out large display advertisements in the daily papers announcing the change in price.

One of the new accounts of the Brunswick is Charles S. Norris, Inc., at 181 Tremont street. This house, which is one of the leading piano houses of the city, has a most advantageous location and since the announcement of the reduction the warerooms have been enjoying a notably big business.

W. S. Parks Predicts Prosperous 1928

The good news from the New England branch of the Columbia Co. is that thus far the 1927 increase over the same period of 1926 has been 69.1 per cent and with the increase anticipated for December by Manager W. S. Parks the twelve months should make a showing that he well may be proud of. Manager Parks says of 1928: "We look forward to the new year with an enthusiasm we have never known before." Mr. Parks has just returned from New York, where he learned, at the Columbia's executive offices, something of the company's plans for 1928, which plans as usual are based on the needs of dealers.

The Columbia-Kolster combination has been carefully inspected by many New England dealers, all of whom pronounce it a marvelous reproducing instrument and when used as a loud speaker for radio, distant stations can be heard and enjoyed to the same extent as local stations. The local headquarters have many unfilled orders for this model.

Assistant Manager Fleming, of the Columbia Co., has just returned from the flooded section of Vermont and New Hampshire, where he talked with a number of Columbia dealers with regard to conditions. Mr. Fleming was surprised at the determined spirit of the people of the stricken area who are pushing ahead with their reconstruction program.

News Gleanings

Local bits of news from the Columbia headquarters are that Manager Parks is sporting a new hunting jacket, but because of the many fatalities to deer hunters he will confine his marksmanship to the shooting galleries; that Arthur Tucker, a tenor at the Park Street Church, has just purchased a Kolster reproducing instrument and is most enthusiastic over it; that George L. Donnelly, the Columbia field representative, has lately added a number of new accounts to his territory; that Dave Bedrick, a new addition to the Columbia's selling force, was in the flooded section of Western Massachusetts, but managed to get out just in time; that Frank Fiumara, general Columbia field representative, is the proud possessor of an airedale puppy, which he plans to use to retrieve golf balls on the links.

Gramophone Co. Official Is Guest of Victor Executive

Ian Cremieu-Javel, who is connected with the artists department of the Gramophone Co., Ltd., London, England, is a visitor to this country, studying the American entertainment field. Mr. Cremieu-Javel is at present stopping at Camden, N. J., as the guest of Walter J. Staats, vice-president of the Victor Talking Machine Company.

Ben Selvin's orchestral release for Columbia, "Among My Souvenirs," is a hit.

SITTING PRETTY

for

1928



When have Victor dealers been in a better position to build up great sales totals? Never.

The Victor line offers—and has available—instruments to meet every demand and every purse—whether it be the portable or the great combinations—while to go with them are records of surpassing excellence.

Ditson Service will keep that varied line complete

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

The Badger Automatic



Coin-Operated Orthophonic Victrola

Every restaurant, dining room, road house, ice cream parlor and dance hall is a live prospect for this "self-supporting instrument."

Owners everywhere are enthusiastic about the money-making possibilities and the exceptional music produced by this remarkable instrument.

Only on the BADGER Automatic can you get ALL the worth-while features that make for complete success.

Dealers in both large and small communities can successfully market this unique Victrola.



Victor Dealers:
Write for Prices
and Detailed Information

Here are a few of the many testimonials from dealers throughout the country:

H. C. Prange Co., Sheboygan, Wis., says: "The first coin operated Automatic Victrola was installed in an ice cream parlor in the new Eagles Club building. The first week the receipts were \$82. For the balance of a period of about a month the receipts averaged \$7 per day."

Erbe-Hoffman Co., New Holstein, Wis.: "We have disposed of ten coin-operated Automatic Victrolas. Receipts and results have been most gratifying."

Kesselman-O'Driscoll Co., Milwaukee: "We have sold more than twenty-five of the Badger's coin-operated Automatic Victrola. In many instances, we have reports of receipts from \$5 to \$10 per day. Since you have supplied us with these instruments with the beautiful glass panel in the door, sales have been much easier, and where installed, receipts have materially increased. Any man with a Victor dealer agency who does not get after this business is missing a great bet. We are planning for 1928 business now, and expect to exceed \$75,000 on the Badger's coin-operated Victrolas."

Edmund Gram Co., Milwaukee, Wis.: "We are very much pleased with the results we have had with the sale of the coin operated (nickel-in-the-slot) Automatic Victrolas. Not only are we pleased but in every instance the purchasers have not only been gratified with results, but they have given their patrons a better and more varied program of music than was possible in any other manner."

Kops Piano House, Great Falls, Mont., writes as follows: "It may be interesting for you to know that we recently sold the Manhattan Café, Otto Powell, proprietor, here at Great Falls one of the Automatic machines we received from you, equipped with a dime slot. We opened it yesterday after he had used it just one month and took out exactly \$124.60 in dimes. In addition to the money received we might say that he used the machine considerably without the coin attachment being on. We think this is a wonderful business if properly pushed."

Badger Talking Machine Co.

Wholesale Distributors for Victor Talking Machine Co.

191 Fourth Street, Milwaukee, Wisc.

T. Harry Thompson Discusses Ways of Exploiting the Victrola Electrola

In Current Issue of Voice of the Victor Interesting Article Tells of Sales Possibilities of Instrument—Suggests Providing or Renting the Electrola to Furnish Music at Dances

A new sales field was analyzed in an interesting article by T. Harry Thompson, under the title "If I Were Running a Dance," which appeared in the current issue of The Voice of the Victor, the informative dealer publication of the Victor Talking Machine Co. The article follows:

"How many of you fellows remember the old high-school days when you were Chairman of the Dance Committee? Raise your hand! It was up to you to see that the annual hop was a splendiferous affair, both socially and (yes, yes!) financially. You arranged for the hiring of the Odd Fellows Hall. (An extra charge after midnight!) You made up the physical program, with the help of your committee, and finally satisfied everybody that there were enough two-steps, particularly considering the Paul Jones just before the intermission.

"You rented a punch-bowl and glasses, saw that there was plenty of grape juice and ice and oranges, and ordered enough ice-cream and lady-fingers to go around. You had several sessions with the printer, and, between you, got out a program that was simply gorgeous with tassels and pencils in the school colors. But the real success of the evening depended on the orchestra, didn't it? I mean, aside from the old worry about whether you would make expenses or not. You wanted 'good, snappy music,' even in those days. And sometimes it was good and sometimes you felt like apologizing for it.

"The essentials of running a successful dance haven't changed much since those days. The chief ingredient in the making of a successful dance remains—the music! At the risk of being dismissed from the Trap-Drummers' Union, I'm going to tell you what I would do for music if I were running a dance to-day.

"I would talk to my local Victor dealer and ask him if he would be willing to rent me one of those wonderful new Victor Electrolas and a batch of good Victor records. I know that an Electrola with one of the new power-units would fill the largest hall with music—and I would have a glorious dance program by the best musical organizations in America:

Paul Whiteman and His Orchestra, Roger Wolfe Kahn and His Orchestra, George Olsen and His Music, Coon-Sanders Orchestra, Ted Weems and His Orchestra, Waring's Pennsylvanians, Charles Dornberger, Jan Garber and His Orchestra, Johnny Hamp's Kentucky Serenaders.

"And my orchestras, gentlemen, wouldn't be fidgeting to catch the 12:15 back to the city. They would be generous with encores, and would play till 2 or 3 the next morning, if we wanted them to, at no extra charge! Such music, too!

"During intermission I would have Frank

Crumit sing 'Frankie and Johnnie' and Gene Austin would entertain us with 'Muddy Water.' I would have Paul Whiteman's Concert Orchestra play Gershwin's 'Rhapsody in Blue' and that melodious number Mr. Whiteman discovered in Vienna, 'When Day Is Done.' I'd like to bet that my 'Victor' dance would be the hit of the season!

"Now this just needs somebody to start it. When the public once realizes that the Electrola can give them better music for less money you are going to see this amazing instrument called upon more and more, for every occasion

where music is an important factor of the program.

"How many dancing schools are there in your town? How many lodge rooms where music is part of the ritual? How many tea-rooms and roadhouses where music is essential, either for dancing or as a pleasant background for conversation? These and other public and semi-public places are certainly logical prospects for an Electrola. And you surely know of some people who are going to give a dance. Why not approach them on the proposition of renting an Electrola for an evening? Or, if you feel there is sufficient advertising in it for your store, why not offer to furnish an Electrola and some records for a dance— . . . stipulating that there should be mention in the program or somewhere that the music is by courtesy of the John Smith Victrola Shop? We're going to see this some day, men. Why not be the first to start it in your town?"

Large Amount of Cash Business Being Done by Dealers in Cincinnati Territory

Disbursement of Christmas Saving Fund Money Is Believed to Be Reason for This Favorable Type of Business—Brunswick Co. Representatives Hold Sales Meeting

CINCINNATI, O., December 8.—Dealers in talking machines report that at this time there is a splendid demand, with sales increasing from day to day. At present a great deal of the buying is being done on the spot-cash basis, due to the fact that banks have just disbursed to "Christmas savings club" members tens of thousands of dollars. In the past two weeks the more expensive models of talking machines and combinations have been moving very rapidly.

A sales meeting and conference of representatives of the Brunswick Co. was held here November 26. J. E. Henderson, former manager of the Cincinnati branch, but now general record sales manager, with headquarters in Chicago, gave a talk in the morning, this being in regard to the company's sales policy and plans for the coming year. At noon the sales representatives were entertained in Hotel Gibson, after which there was a social session and get-together meeting. A feature of this dinner was an excellent special program by Ray Miller's Orchestra, the well-known and popular Brunswick recorders.

"Our broadcasting of Brunswick records Tuesday evenings, in the regular 'Brunswick Hour,' from station WSAI, has brought very satisfactory results," explained H. H. Sellers, assistant manager of the local branch. "First, it has brought to us many dealers who want to open up new accounts, and, second, it has done much to promote the sale of Brunswick records to the masses."

"We are having a fine demand for talking machines and records in our Main street store and also in our branch on West Eighth street," said George P. Gross, head of the George P.

Gross Co. "Due to the warm weather which prevailed the past month, business was more sluggish than it would have been otherwise, but now a good volume of holiday trade is coming in."

At the Chubb-Steinberg Music Shop, which specializes in talking machines and records, it was stated that while the holiday business started to come in a little later than usual this year, it has now become large.

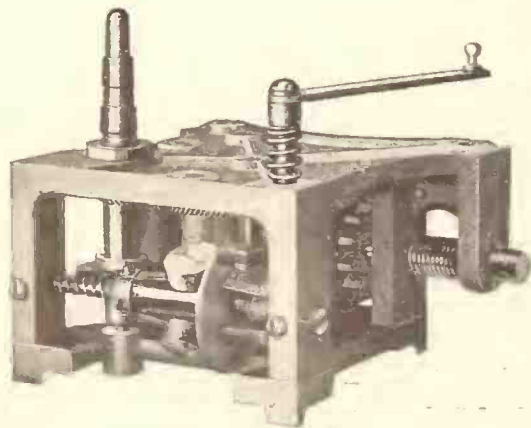
Morris Fantle, head of the M. W. Fantle Co., has postponed the matter of enlarging his business until after the holiday season is over.

H. O. Biddle, proprietor of Biddle's Music Store, which is located in Reading, a suburb of this city, is now spending much of his time in the Biddle Brunswick Shop, which recently was opened up by him in the store of the Starr Piano Co., and which carries the complete Brunswick line.

"While business was spotty for a while, it has now become steady and there is a good demand for the entire Victor line, it being especially heavy for the more expensive models," explained A. H. Bates, secretary of the Ohio Talking Machine Co.

"Our new electric pick-up machine is here and ready for distribution, and the demand for it is simply wonderful," said Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co. "At present we are broadcasting Columbia records during shopping hours, and the public is interested in this."

At the store of the Starr Piano Co. it was reported by G. E. Hunt, retail manager, that Starr phonographs and Gennett records are moving in a most satisfactory way.



PORTABLE MOTOR No. 55

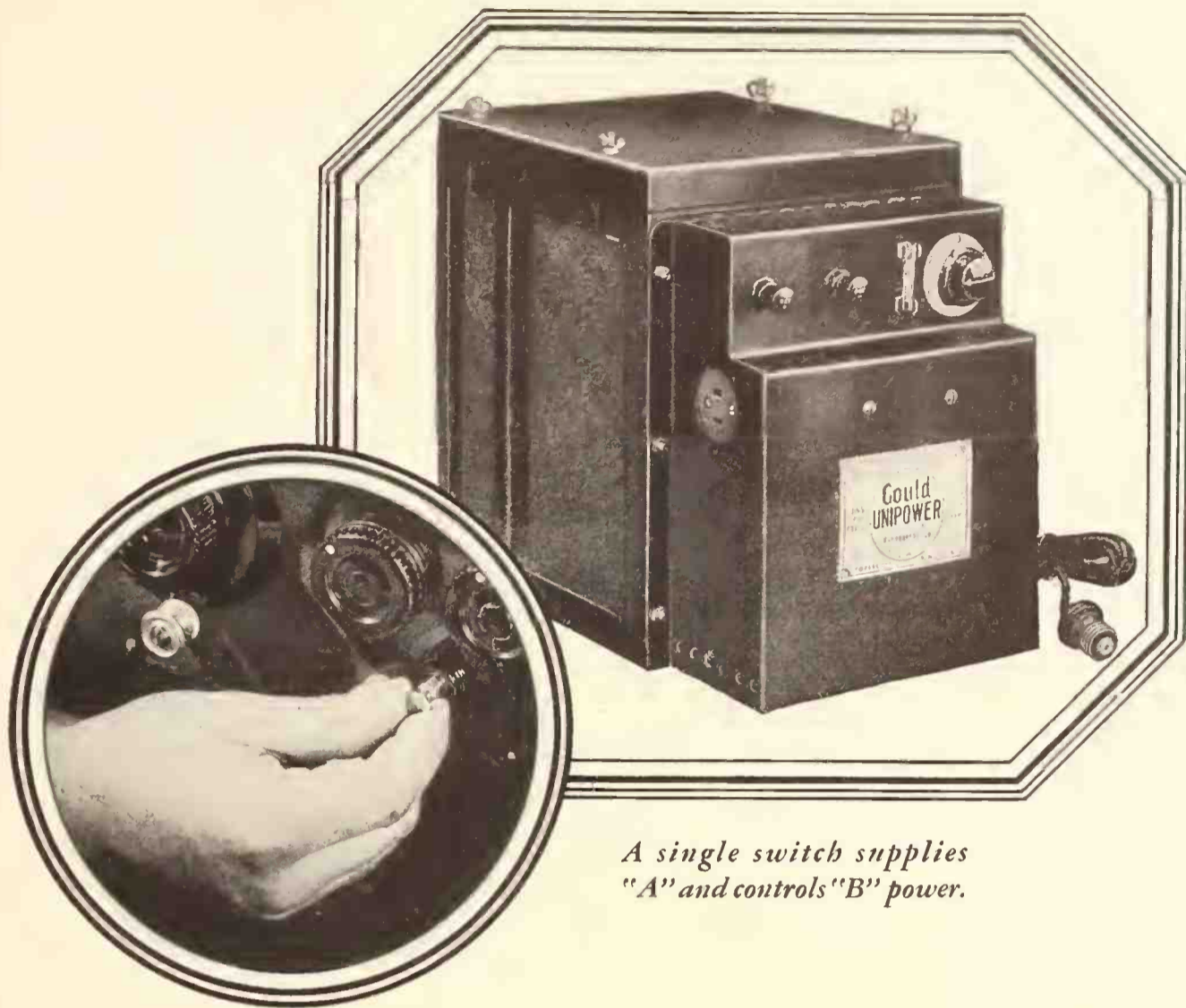
Built to sell portable phonographs
High in quality—Low in price

Send for a sample, and for a copy of the KRASCO catalog which illustrates and describes motors from a portable to a 10-record console type.

KRASCO PHONOGRAPH MOTOR COMPANY

1100 West Beardsley Ave.

Elkhart, Indiana, U. S. A.



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

Talking Machine and Radio Sales in Twin Cities Show Sudden Upward Trend

Dealers and Distributors Anticipate Tremendous Holiday Business—Geo. C. Beckwith Co. to Distribute Farrand Speakers—Many New Columbia Dealers Appointed—Trade News

ST. PAUL AND MINNEAPOLIS, December 8.—The season is at its height and consequently the music trade is also in full swing. There is only one complaint made at the George C. Beckwith Co., Victor distributor, and that is the supply. November up to the 21st was even with last year, which was excellent, but a large shipment the week of the 27th put 1927 ahead of 1926. The dealers in the whole territory predict a phenomenal Christmas business.

Robert Kane, assistant district manager of the Chicago office, was in Minneapolis on a special mission to increase shipments to the Northwest territory.

R. C. Coleman, manager of the radio division of the Beckwith Co., says that the demand for electric radio sets has been stupendous. The Federal Ortho-sonic is especially popular. The announcement that Mohawk is using RCA 226 tubes has met with the decided approval of the dealers. It is good news also that prices on the models are lower and within the reach of the average pocketbook.

Among the new accounts recently opened by the George C. Beckwith Co. are the Eau Claire, Wis., Book & Stationery Co., Geo. Schenfenberg, of St. Cloud, and the E. T. Barron Co., of Superior, Wis.

The radio department of the Geo. C. Beckwith Co. has taken on the distribution of the Farrand speaker and is running a full-page ad with a dealer tie-up.

Radio activity reaches a high tempo at the salesrooms and offices of the Lucker Sales Co., distributor of Kellogg and Crosley receivers and Magnavox, Balkite, Majestic and Philco lines. The electric sets which the Lucker Sales Co. has pioneered are going too fast for the supply. Every dealer is clamoring for complete electric sets.

A new revised catalog has been sent to all dealers by the Lucker Co. Shipments are racing against the demand, and the month past was more than double that of a year ago. All the retail merchants are demanding lines that are proved and recommended by reliable jobbers.

The final sales conference of 1927 brought in the Brunswick representatives the final week of November. The salesmen report gratifying re-

sults in the territory, with Montana and North Dakota leading in activity and volume.

S. C. Shulz, manager of the Brunswick Co., is extremely pleased with the reception accorded the first issue of Eddie Dunstедder's Brunswick record. The local State Theatre will put on a special Dunstедder program and a large cut of the record will be thrown on the screen with Eddie's picture. Dealers in all the territory are delighted with the response and the reorders are tremendous.

A. W. Brunzell, Frank Faltico and Mr. Shulz made a trip through the Minnesota territory the last of November that was productive of much good. The dealers were glad to see the Brunswick headquarters officials, whom they had known hitherto only by correspondence. One of the largest stores in Duluth, the Glass Block, had a full-page ad on a big sale, featuring a new trade-in policy of the company on the recent Brunswick models. S. A. Hilde, Brunswick representative in that district, is responsible for the idea. D. P. Cary, president of the company, and H. C. Hall, department manager, are back of the policy.

The new store of the Miller Music Co., at 27 East Superior street, Duluth, is one of the finest in the whole State of Minnesota. There is a special Panatope and Ampico demonstration room that is superior to many in the larger cities.

Quiet unrestrained enthusiasm has greeted the appearance of the Columbia-Kolster on the floors of dealers' display rooms. The Kern O'Neill Co. is hoping for adequate shipments to meet the demand. About one hundred new Columbia dealers have been appointed since September 1 in the Northwest territory. The third issue of the Two Black Crows is expected December 29, and already a large number of orders have been placed.

John C. Hodge, of the New York office of the Columbia Co., was in the Twin Cities calling at headquarters for the Northwest and the local dealers in the interest of the Schubert Centennial for next year. E. Kmentt, of the foreign record department of Columbia, was also a Twin City visitor. Walter B. Fughum, vice-president of the P. A. Greir Co., Cleveland, O.,

and for many years in charge of distribution for the Victor Co., was a visitor in St. Paul and Minneapolis. He dropped in at the Kern O'Neill offices to reminisce with his old friend "Doc" O'Neill.

The Majestic Music Shop, one of the largest record-selling stores in the Northwest, suffered a complete loss by fire on October 31. They are doing business at temporary quarters on Eighth street, while their store is being completely restored.

W. J. Dyer & Bro., of St. Paul, have an unusually effective window display for the holiday season. All lines from piano and band instruments to sheet music are featured.

Foster & Waldo just closed the books on the biggest November in their history and December will probably double any previous Christmas season. The radio business has been phenomenal on Freshman and RCA lines. The company's boast of "instant service" is made good by twenty-five service men in the radio department.

Edison Hears Own Voice Through Talking Movie

Noted Inventor Interested in Demonstration of the New "Kenographone" Developed by the General Electric Co.—Pleased With Results

Thomas A. Edison, who, through the invention of the phonograph, made it possible for great artists to hear their own voices and for the public also to enjoy the voices of those same artists, had the privilege recently of listening to his own voice reproduced through the medium of the "Kenographone," the new talking motion picture device developed by the General Electric Co. Some weeks ago, while Mr. Edison was being filmed by a motion picture camera in his laboratory in Orange, he was engaged in conversation and his voice was recorded at the same time to synchronize with the picture, the actual record being made at the General Electric plant in Schenectady, 200 miles away, through the medium of the long-distance telephone.

When the picture and recording were reproduced for Mr. Edison in his laboratories some few days ago he tried to hear by means of ear phones but was unsuccessful. A high-powered radio loud speaker was then secured and the inventor was able to hear his own voice. He was much interested in the experiment, but expressed the belief that the public would favor the talking movie chiefly in connection with educational features rather than with entertainment film.

K. W. Mix Passes Away

The many friends of Kenyon W. Mix, Middle Western sales manager of the Sleeper Radio & Mfg. Corp., were shocked to learn of his sudden death on November 29. Mr. Mix was found dead in his bed at the Stevens Hotel, Chicago, having passed away from heart failure while asleep. He was one of the best-known executives in the music-radio industry and was spoken of in the highest terms by Gordon C. Sleeper, president of the Sleeper Corp.

Mr. Mix's home was in South Bend, Ind., and he is survived by Mrs. Mix, a son and a daughter.

Plans for McDonald Howl Arrester Are Under Way

Merchandising plans for the McDonald howl arrester or tube shield are well under way, following the establishment of New York offices of the Scientific Products, Canada, Ltd., with H. Whittaker, Eastern sales manager of the company, in active executive charge. The McDonald tube shield has established a reputation throughout the country for the elimination of microphonic noises.

Super Ball ANTENNA

Every radio owner—every purchaser of a new radio—is a good prospect for the Super-Ball Antenna. Sell it as part of the original radio equipment. Sell it as replacement aerial to old customers. Pays you a better profit than several complete wire jobs—and gives the customer better satisfaction—all-directional reception, greater selectivity, better volume, less static. Backed by our unqualified guarantee.



Super-Ground Clamp

A patented adjustable clamp that fits any pipe and gives perfect ground connection. Binding post set screw cuts through dirt, scale, or corrosion on pipe, penetrating into clean metal.



Super-Ball Antenna Kit

Contains all materials required for complete Super-Ball Antenna installation, including improved, adjustable Super-Ground Clamp.

Order from your jobber and write us for descriptive literature and dealer helps.

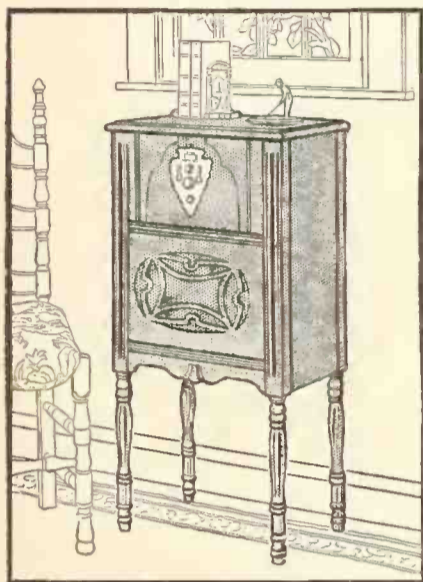
YAHRLANGE

MILWAUKEE INCORPORATED WISCONSIN

Not just "Electric Radio" but Reliable A-C Radio

BY **MOHAWK**

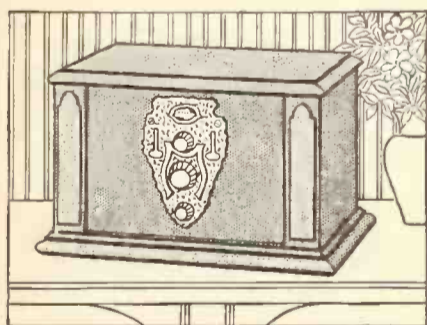
that you can sell for **\$112⁰⁰** AND UP



*The Pawnee
Electric*

The beautiful consolette shown above is probably the greatest Electric value in the entire radio field. Ready to operate. Completely equipped including Mohawk Pyramonic speaker. Nothing more to buy except AC tubes. One of the most popular models of all Mohawk Electrics that you can sell for **\$152**

Tubes additional



*The Navajo Electric
\$112⁰⁰*

A table model recommended for those who already have a satisfactory speaker and who want electric radio at the lowest cost and that you can sell for **\$112**

Tubes additional

Other Mohawk Electrics that you can sell for \$174.50, \$209.50, \$239.50 and \$319.50.

Tubes additional

Prices slightly higher west of the Rockies and in Canada

**BATTERY MODELS
AS LOW AS \$67⁵⁰**

Electric radio is not new. But it remained for Mohawk, Originator of One Dial Radio, to offer reliable Electric Radio at prices which will produce volume sales.

Mohawk Electric is not a makeshift. Each Mohawk Electric receiver is a real AC set, operated by AC tubes, without batteries or any other accessory.

Nor has quality of reproduction been sacrificed in any way. The convenience of AC operation has merely been added to the standard Mohawk receivers—to the well-known standards of performance that have made Mohawk successful in the past.

As for prices, they are in keeping with Mohawk policy—they are the lowest in the field. Note this: Every standard Mohawk receiver is now available in an electric model. And the price, complete except for tubes, is only a little more than that of Mohawk battery models with no accessories. The two models shown are leaders. Other prices range to \$319.50, less tubes.

The Mohawk franchise is today more valuable than ever. Because Mohawk dealers do not have just another electric radio to sell, but Electric Radio by Mohawk, at Mohawk prices. *Wire for details!*

Mohawk Corporation of Illinois—Chicago

In Canada: Mohawk Radio Limited, 14 Temperance Street—Toronto, Canada

**BATTERY MODELS
ranging in price from \$67.50 to \$275**

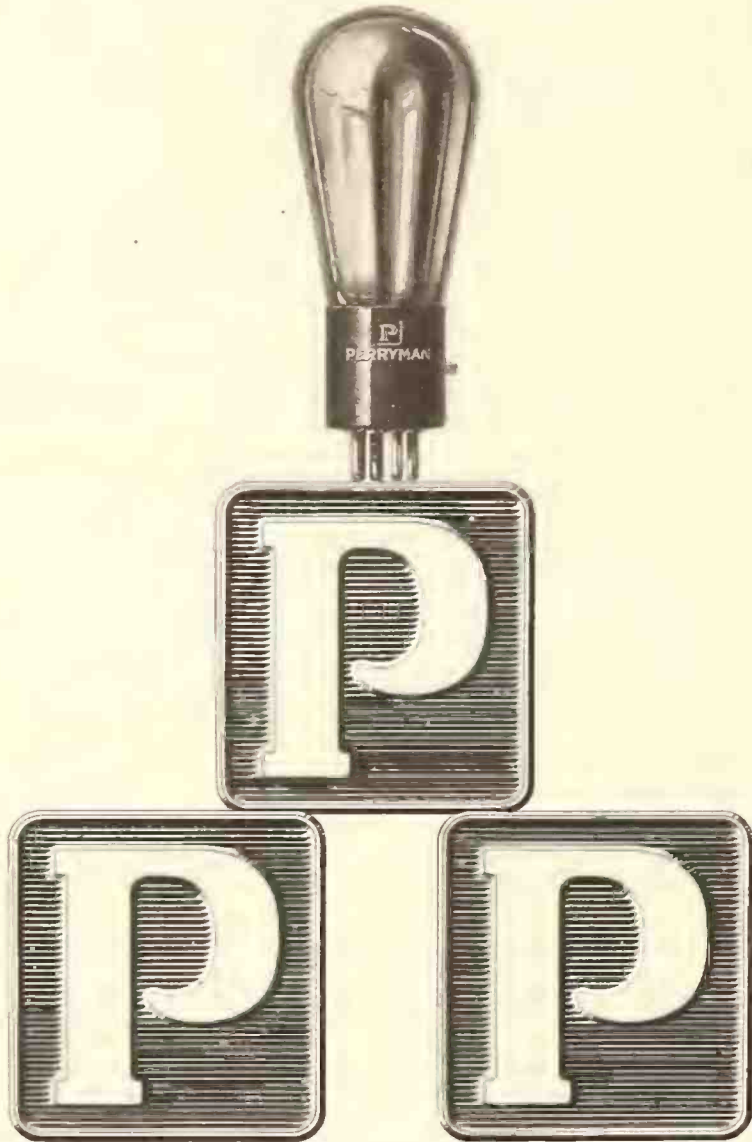


Manufactured under RCA patents, Hogan patent No. 1914002 and Mohawk patent No. 1573374



PERRYMAN RADIO TUBES

Distance Without Distortion



Build Tube Sales— on a Firm Foundation

PERRYMAN DEALERS DO

They have an excellent tube to sell

No tube made by anyone, anywhere, at any price gives better performance than a Perryman Tube.

They have a complete line to sell

There is a Perryman Tube for every radio purpose.

They control sales, repeat business and good will

All your competitors do not have Perryman tubes and you do not have to cut the price to sell them.

They make more profit per sale

Generous dealer discounts give more profit on each sale.

They have no replacement worries

We guarantee complete satisfaction at our expense—not theirs.

*In short—selling Perryman Radio
Tubes is a griefless proposition*

PERRYMAN ELECTRIC COMPANY, INC.

33 West 60th Street

New York, N. Y.

Plant: North Bergen, New Jersey

PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose

Trade Activities in the Richmond Trade Territory

Local Branch of James K. Polk, Inc., to Occupy
Larger Quarters Soon—Corley Co. Features
Orthophonics in Ford Car Tie-up

RICHMOND, VA., December 8.—Expansion of business has made it necessary for the Richmond branch office of James K. Polk, Inc., distributor, to seek larger quarters. Plans are now under way to occupy a more spacious building at 803-805 West Broad street, a few doors removed from the present location at 811 West Broad street. Charles J. Rey, manager of the branch, says that he expects to get into the new home soon after Christmas. The branch was opened here two years ago. Within the last twelve months there was approximately 40 per cent increase in business, according to Mr. Rey, while business showed an increase during November of approximately 100 per cent over the corresponding month a year ago. The company distributes Sonoras, portables, Okeh records and Polk-Phones. It is planning to put a portable of its own make on the market at an early date, retailing from \$15 up to \$25.

Hugh L. Smith, who has been traveling Virginia for the branch for the past year or more, was recently transferred to Memphis and placed in charge of a newly established branch located at 268 Madison avenue. This branch will distribute the same lines, with the exception of Okeh records. Gennett records will be handled instead of the Okeh. Charles C. Alexander, who has been traveling West Virginia for the Richmond branch, succeeds Mr. Smith as traveling representative in Virginia. The company now has three branches in operation, the other being located at Dallas, Tex. Territory of the Memphis branch will include Mississippi, Arkansas, Louisiana and Western Tennessee.

In addition to its line of phonographs and records, the company also distributes main-springs and parts for all phonographs.

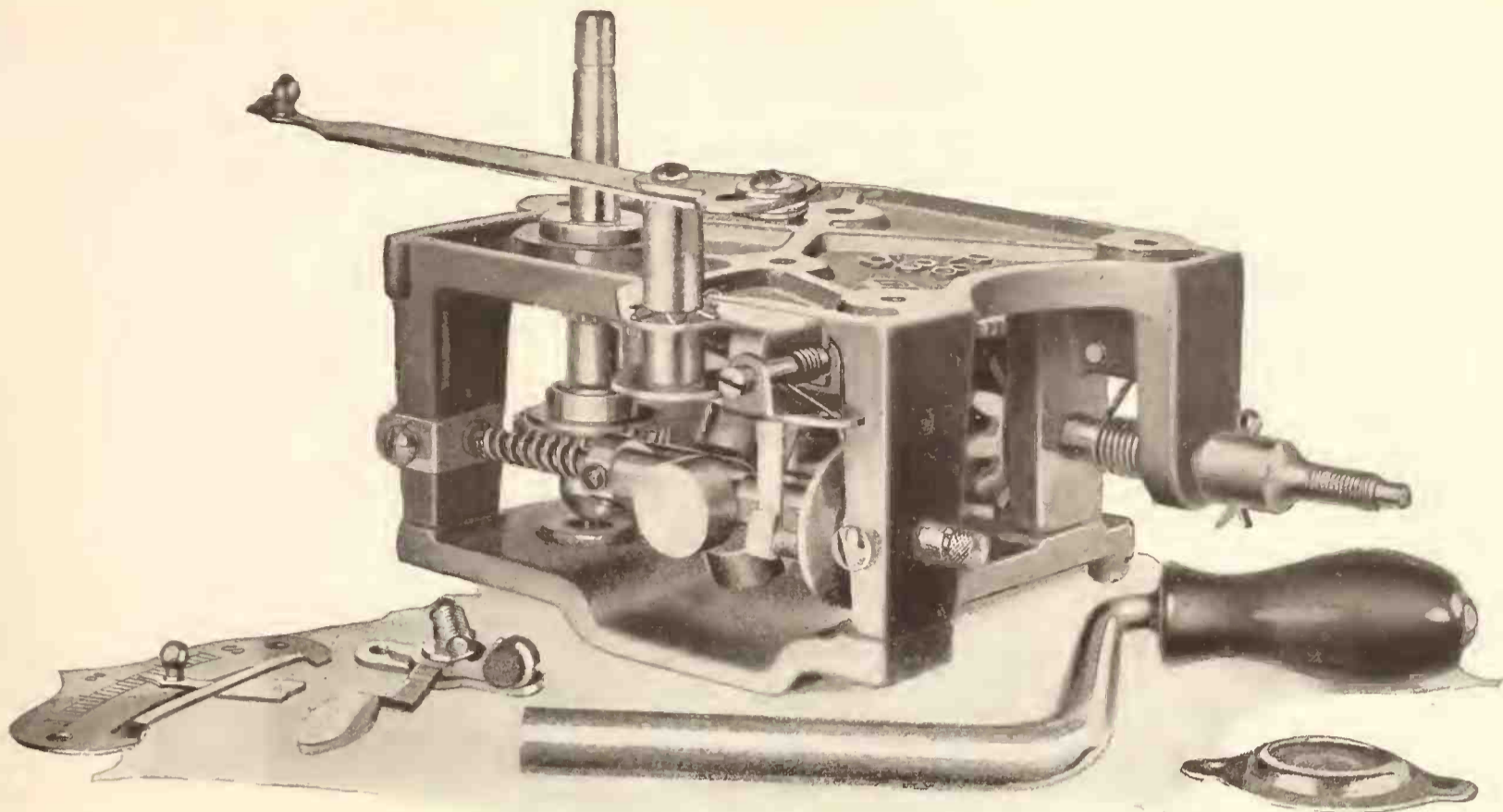
The Dabney & Bugg Furniture Co. is a new Polk-Phone dealer, having taken on the line recently. This firm also handles the Sonora and five lines of radio, but it is planning to discontinue all radio lines except the Freed-Eismann, which it took on a few months ago.

The Southern Furniture Co., which was taken over by the Columbia Furniture Co. several months ago, has installed a record department in charge of Miss Thelma Dickerson. The company handles the Victor and Columbia lines. Jack Herbert, formerly manager of the radio department of this store, is now in charge of the radio department of the Holladay Co., automotive accessories, 943 West Broad street.

The Corley Co., Victor distributor, hooked up with the presentation of the new Ford cars in this territory, circularizing all dealers to avail themselves of the opportunity of displaying the 10-70 style of Orthophonics in plants of Ford dealers when the Ford Co. indicated its preference for this style of instrument and suggested that it be demonstrated coincident with the presentation of the new Ford models. Fred Kessnich, wholesale manager of the Corley Co., says that his dealers responded in a most gratifying manner to the invitation throughout the Richmond territory.

Indications are that grand opera to be presented here the week beginning January 16 under the joint auspices of the Corley Co. and the News-Leader will be an unqualified success. According to Frank W. Corley, vice-president and general manager of that company, the main idea is to popularize opera in Richmond as is done in European countries, and to stimulate interest in music generally.

Joseph H. Steinbrecher, Jr., has resigned as manager of the phonograph department of Stieff's, which handles the Brunswick line, and is succeeded by R. R. Tincher, son of C. E. Tincher, manager of the Richmond store.



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.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the seventieth 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.]

Some Unusual Recordings

I propose to talk this month about some extraordinarily interesting records, records so thoroughly meriting attention and exploitation that I should be grossly misinterpreting my function in the industry if I did not do all that can be done to give them publicity. There is not half enough positiveness and aggressive certainty among those who are pushing the fine records, which by the way represent the one sure salvation and way to permanent prosperity.

The first I must deal with is a set in an album, published by Victor, and covering the quintet for piano and strings Op. 34 by Johannes Brahms. The players are the famous Flonzaley string quartet, with Harold Bauer at the piano. With such a combination one may pretty well guess that the interpretation is all that could be desired. When I add that the recording has been done wonderfully, and that with any decent machine, new or old in style, the reproduction is equally fine, I have said almost all that needs to be said on that subject.

Ear, Not Mouth

Yet all this will be of no account unless something can be done to make the merchants and their salesmen take a genuine personal interest in music of this sort. It is not enough to talk about it, the music must be listened to. And I am going to make a personal request to every man and woman in the phonograph industry who shall read these words. I am going to ask him or her to get those records out from the stock (they are by Victor and were published during the Summer), take them home or into the best of the hearing rooms at the store and listen to them carefully. I ask any man or woman who has ever felt the least thrill at any music written by any composer and recorded by any recording company to listen to these Victor records of one of Brahms' finest pieces of concerted music; and then to ask himself or herself why any one in their senses should think this kind of music unsalable in recorded form. I ask only a calm unprejudiced listening. Especially I would call attention to the slow movement (marked *Andante*) which starts on the second face of the second disc in the set. This is not only charming music but music which gives a tug at the heart strings and leaves one just a bit touched and moved, for all its unpretentiousness. I like Brahms because he is always unpretentious even when he is most profound. He has the reputation of being obscure, but that is all nonsense. Listen to Harold Bauer and the Flonzaley playing this

quintet and you will know exactly what I mean.

Here is music not a bit noisy, not a bit externally exciting, but music that gets in under the skin and stays there. The playing is superb and the recording beyond criticism.

No Indigestion, Please

But one must beware of getting musical indigestion. A serious work of any kind must be approached with something like the appropriate attitude. Hurry won't do. One simply must be willing to listen and to let the thing soak in, as it were. After all, there are only five records in the set, and the whole thing takes less than half an hour to play, from the first note of the first movement to the last note of the finale. Plenty of people will listen in on a symphony concert for much longer than that.

I think I'd begin with the second movement; let that soak in, then try the Scherzo, which is jolly and lively. Then go back, start at the first movement and go straight through. It may not "take" at the first try, any more than vaccination always does; but it will get there just the same.

A salesman with any imagination or brains fit to sell musical goods, once getting the tang of that salty music under his tongue, as it were, will want to carry his sales message to every likely prospect in the community, I'll warrant him.

For the Weaker Brethren

Still Brahms is strong meat for some, and so to the weaker among the brethren I come with news that shall delight them. Behold then, brothers and sisters, the concerto for bassoon and orchestra by Wolfgang Amadeus Mozart, numbered 191 in the monumental catalog of his works compiled by the assiduous Kochel, recorded by Columbia and played as to solo by the Signor Archie Camden, first bassoonist of the Halle Orchestra in Manchester, England, and as to accompaniment by that eminent body of virtuosi under the baton of their conductor, Sir Hamilton Harty. That is a mouth-filling description, I'll admit, but it does no more than justice to the prodigiosity (no other word will for a moment do) of this whole proceeding. For the bassoon is the clown, the solemn buffoon of the orchestra. Its part is either to play subterraneously deep bass parts to the woodwind or else to capture laughing attention by playing comic passages in a tone of sepulchral seriousness and gravity. The bassoon is the Marcelline of the orchestra.

No one but Mozart would have ever thought of writing a set piece for the bassoon, a concerto all in proper form with orchestra and everything, for no one else would have had the audacity to put on paper music designed both to show what a skilful bassoonist could do, and how graceful, amusing, comic and generally delightful musical fooling might be made without the slightest taint of vulgarity. Well, here it has been done, and I hope that every one who reads this but has not yet heard the music will go forthwith and get Columbia Mas-

terworks set No. 71, three records in album with explanatory pamphlet.

Real Mozart

And, mind you, it is not only amusing and delightful, but truly Mozartian in melody and in the light-hearted skill the young wizard shows in putting it together. It is a perfect little classical concerto as to form, despite its fooling, and its slow movement carries a melody as charming as any the great melodist wrote.

Kidding Archie

I have not the pleasure of knowing the Signor Archie Camden, but he certainly does break the tradition that denies to Englishmen the talent for playing instruments like the oboe, clarinet and bassoon. Columbia has recently done several other good things containing parts for woodwind with English musicians playing clarinet, oboe and other woodwind instruments, with results generally delightful; but Archie with his Dutch pipe beats them all. In point of serious fact, the Fagot, as our German friends call it, looking for all the world like a much elongated Dutch pipe with china bowl, is a terribly difficult brute to manage, having two reeds and being every bit as delicate and tricky as the oboe. Bassoonist Camden not only plays it, but plays with it, so to say, giving one of those exhibitions of mastery which so completely conceal the technical and artistic skill of the player. Get these records, please, listen to them and then let the community know that you have something good to give them.

National Gramophonic Society

I wish I might devote a lot of space to some of the new work being done in London by the National Gramophonic Society, a group of subscribers which has already been talked about a great deal in these columns. The members of this group (I am proud to be among them) get each year the opportunity of choosing in advance what music shall be recorded by the Society, and they naturally go in for music which is not likely to be recorded by any of the "regulars." The results are usually all that could be expected. I have just received an electrical recording of Ravel's famous string quartet in F, written in 1905 and played by the International String Quartet. This is beautiful music, modern but melodious in the typical French manner of to-day. The playing is superb and the composer himself took the trouble to go over the whole score with the musicians, indicating his ideas as to its interpretation. Now that is what I call a treat. It is too bad that we don't seem to be able to marshal our thousands of music lovers into an American society.

I am listening to the slow movement of the Ravel as I write this. And as I was writing about the others I was listening, too, to them. That is one way to feature the musical possibilities of the talking machine.

Victor Herbert Bust Unveiled

A bust of Victor Herbert, famous composer and musician, was unveiled in Central Park, New York, on November 29 before a large group of musical and stage celebrities. Gene Buck, president of the American Society of Composers and Authors, made the presentation of the bust and it was accepted for the city by Mayor James J. Walker.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.
Montvale, New Jersey

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-G-8-10 CLAY ST., BALTIMORE MD.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York



Zenith
Model 16
8 Tubes

THE essential requirement in radio manufacture today is Flexibility—production must be geared for quick response to the public desire. The speed with which Zenith answered the overwhelming demand for All Electric Radio illustrates the value of flexibility in manufacture. From the beginning Zenith Radio has always been salable merchandise, keeping well in the forefront of popular favor. The organization behind the Zenith dealer is “on its toes.” Such bugaboos as distress stocks, forced sales and dumping are unknown in Zenith history.

Licensed only for Radio amateur, experimental and broadcast reception.

Western United States prices slightly higher.



3620 IRON STREET - CHICAGO

World's largest manufacturers of High Grade Radio—3 different circuits—6, 8 and 10 tubes—battery or electric—some with antenna—some with loop—others without loop or antenna—16 Models . . . **\$100 to \$2500**

Ford Activities in Connection With Car Reflected in Better Feeling in Detroit

Increase in Employment Expected to Make Holiday Season More Satisfying Than Was Expected—Early Cleaning Up of Overdue Accounts at Stores Anticipated by the Retail Trade

DETROIT, MICH., December 9.—The announcement by Henry Ford of his new car has caused a sensation all over the world. While orders have been coming in from dealers everywhere far in excess of what can be supplied at once and beyond expectations the real effect of the whole thing has been the confidence and optimism that have been created among business people and wage earners generally. It is bound to be reflected in greater talking machine sales for the holidays. In fact, last Saturday night is an example of what can be expected. The retail stores had more shoppers than ever—people looking around to see what they do want in the talking machine line—the sales will no doubt come before Christmas. Talking ma-

chine dealers with whom we talked the past few days are in a happier frame of mind because this stimulus to business on account of the new Ford car not only means sales, but, most important, will mean that people will start cleaning up their 1926-1927 obligations. Dealers have been quite worried about their collections, which have been poor since the first of last January; there have been repossessions but only when it was absolutely necessary. It was not a question with most people that they didn't want to pay but a case where they simply could not. Dealers have been unusually patient and liberal with their time-payment customers, and as people get back to work they will quickly absorb their old debts and



Model A

RADIO FACTS

The increasing popularity of portable radios is due to changing conditions.

Chain broadcasting distributes the world's best programs to practically every locality, so that the use of large, powerful receivers serves no real purpose.

The tone quality and selectivity of the HYATT Portable, its attractive appearance and convenience creates merchandising possibilities of which you should take advantage.

Remember This

There is practically no service on a HYATT Portable, and that means more profit for you.



will again be in the buying mood, declare trade leaders here.

Talking machine sales have been "spotty" for the past six weeks, according to most of the larger dealers, such as Grinnell Bros., the J. L. Hudson Music Store, the Wurlitzer store, Detroit Music Co., Frank Bayley and others. Days would go by without a single sale and then for some reason business would take on new life for a week or so. But it wasn't consistent. We do know this, that many of the bigger stores will show a slight increase for this year over last in their talking machine departments, but it is not a percentage as big as they would like. However, under the circumstances, they feel as if they should not be complaining as most other lines of business in Detroit will actually show a loss—especially in retail lines.

Grinnell Bros. are doing exceptionally well with their line of Kellogg radio outfits. We noticed them exhibited at the Detroit Pure Food Show several weeks. And we are told that the more expensive sets sell in preference to the lower-priced ones.

At the J. L. Hudson store the RCA outfits and the Atwater Kent are very good sellers.

Record sales by talking machine dealers we find will show a nice increase over 1926. People who buy the new machines, whether they be Victor, Brunswick, Edison or Columbia, want the new records as fast as they come out.

Victor Orthophonic sales are sure to have a big increase in December over last year, judging by the reports of the wholesale department of Grinnell Bros. Columbia dealers say that the new machines are gaining, while Columbia records are selling better than ever. Frank Bayley, Edison dealer, looks for real increase in sales for December and even next year. As for Brunswick, the new Panatrope, especially high-priced models, is a big seller.

Never before has Detroit been visited by so many talking machine record and radio stars as this season and it all helps to boost record business.

Sterling Radio Co. Opens New Columbia Accounts

Columbia Phonograph and Record Distributor Reports Keen Interest in Line by Dealers—Many Prestige Accounts Opened

KANSAS CITY, Mo., December 8.—The Sterling Radio Co., which secured the distributing rights for Columbia Viva-tonal phonographs and Columbia New Process records for western Missouri, Kansas and northwestern Arkansas in September, reports that the results of the aggressive campaign waged in favor of the line have been most gratifying. A. G. Bolts is manager of the Columbia phonograph and record division of the company, and he states that prestige accounts are being opened rapidly in all the principal points of distribution, among which are R. C. Bollinger Music Co., Ft. Smith, Ark.; Ross-Workman Music Co., Coffeyville, Kan.; Woolsey Music Co., Fort Scott, Kan.; Harry C. Leonard Music Co., Abilene, Kan., and the Ellis Music Co., Nevada, Mo.

New Sales Record on Berg Artone Portables

Large Demand for Popular Portables Makes Necessary Capacity Operation Four Nights a Week to Prevent Merchandise Shortage

E. R. Manning, treasurer and general sales manager of the Berg A. T. & S. Co., Long Island City, N. Y., reports a tremendous demand for Berg Artone portables, culminating in the biggest year in the history of the organization. In spite of the increased facilities recently added to the factory, it has been found necessary to work four nights a week to take care of this demand.

Radio Retailing, December, 1927

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Now Available at New Low Prices !

Heavy demand for these two leaders has made possible unusual economy of production—justifying these new low prices: Sentinel Bone-Dry "A", formerly \$49.00, *now* \$39.00; Sentinel Bone-Dry "ABC", formerly \$88.50, *now* \$79.50.



THE Sentinel Line of Guaranteed Bone-Dry Power Units has met with such outstanding endorsement and universal acceptance that production costs have been lowered materially since their announcement. The public demand for units containing *absolutely no liquids of any kind* has meant especially increased production on the two leaders pictured here.

This demand should be an item of profitable significance to The Trade, and the new low prices decidedly good news!

Make the most of it!

Sentinel—

"Bone-Dry" Guaranteed RADIO POWER UNITS

To the Set Manufacturer:—

In this day of public demand for "A.C" Receivers, Sentinel's service to the set manufacturer is of growing importance. "ABC" Power Units and "BC" Power Packs are supplied to manufacturers direct, and we are glad to be of any assistance possible in direct cooperation with such manufacturers. Write for complete details.

Announcing the "BC-Junior" at an Unprecedented Low Price

The latest addition to the popular Sentinel Power Unit Line is the New "B.C." Junior—decidedly a leader in its field. The unusually low price (\$32.50 complete with tube) should make this item unusually attractive from the merchandising standpoint. Write today for complete details.

SENTINEL MANUFACTURING COMPANY, 9705 Cottage Grove Avenue CHICAGO, U. S. A.

Columbus Dealers Report Great Activity in All Talking Machine and Record Lines

Dealers Bending Every Effort to Secure Record-breaking Holiday Business—Harmony Music Store Remodeled—Columbia-Kolster Electric Phonograph Wins Favor—Other News

COLUMBUS, O., December 8.—Retailers throughout the Capital City district are bending every effort to close a satisfactory volume of holiday machine, radio and record business. Stores are gay with yuletide decorations and window displays show musical merchandise in great variety for Christmas gifts.

F. & R. Lazarus & Co., leading central Ohio department store, through a series of different window displays has awakened marked interest in Victor, Columbia and Brunswick lines. Harmony records are given prominence to satisfy the demand for a low-priced disc. Harmony consoles are also popular here. The outlook is bright for a satisfactory holiday volume.

C. C. Baker, originator of the musical fountain, which has created such widespread interest, reported Victor, Brunswick and Columbia machines and records are moving steadily. The musical fountain receives its music from an electric Panatropé playing pipe organ selections.

The Harmony Music Store is remodeling and increasing the floor space by adding a balcony. Columbia machines and records are featured. A holiday drive has been inaugurated which is stressing the Columbia-Kolster models.

Hoermle's Music Store on South Parsons avenue recently doubled its space—adding new

listening booths, office and display space for machines. The call for Columbia machines and records, radios and small goods necessitated the development which will take care of the needs of the firm for some time to come, it was stated by the management.

The Home Music Co., which operates two music stores, recently improved both shops. Columbia Viva-tonal machines and electric records are handled exclusively.

The Interurban Music Store, which has sold a total of more than 5,000 "Two Black Crows" in parts 1 to 4, is being besieged with requests for parts 5 and 6. Advance orders for 900 parts 3 and 4 were on file long before the records were offered. The sale of this series in Columbus has been unusually large on account of the cartoons which appear frequently in the Columbus Despatch dealing with the wisecracks contained in the records.

Harry M. Mery reported holiday demand has picked up. He is featuring Columbia Viva-tonal model 900 and the 160 portable. German record buyers make the store their headquarters. Other foreign buyers are also served here. Foreign records make up a large share of the extensive record assortment of the house as well as a substantial sales volume.

R.M.A. Moves to Provide Trained Radio Service Men

Plans Include Co-operation With Boards of Education With View to Establishing Vocational Training Schools for Service Men

As one advanced step toward improving the radio servicing situation which so vitally affects the public in its purchase and satisfactory use of radio sets, as well as the radio manufacturer, jobber and dealer, a movement to provide adequately trained men for radio service work has been initiated by the Radio Manufacturers' Association.

To give the radio-buying public skilled service in the installation and operation of its sets, to provide the jobber and dealer with trained

service men, and the manufacturer with skilled employes is one of the larger problems of the industry which the Radio Manufacturers' Association is trying to meet. Success, in whatever measure, will enhance public confidence, good will and satisfaction, as well as aid the retail dealer in merchandising.

As a beginning in the plan to stimulate the training of service men, the R. M. A. is co-operating with the Essex County, New Jersey, Board of Education in the proposed establishment of a public vocational training school for radio service men at Newark, New Jersey. At the request of James F. Johnson, assistant supervisor of the Essex County Vocational School, 969 Broad street, Newark, New Jersey, the R. M. A. is securing information to aid the Essex County authorities in founding its vocational training course for radio servicing.

Believing that an expression from the directors of the R. M. A. would be considered as an answer from the radio manufacturing industry to problems connected with the establishment of the Essex County Vocational course, questionnaires have been sent to all R. M. A. directors for advice, information and text books, etc. Replies are being received with much valuable data regarding the development of technicians for radio service. This information is being forwarded to the Essex County Board. Much interest in the Essex County enterprise has been manifested by jobbers, dealers and manufacturers of the Newark and adjacent New Jersey districts and lecturers representative of the radio industry will be furnished through the R. M. A. to the service training school.

It is proposed by the R. M. A. to enlist the interest of vocational schools throughout the United States, to broaden, nationally, the training of American youth for radio service work.

Combination Instruments Favored in Salt Lake City

Big Demand for the High-Priced Combination Talking Machines and Radio Receivers—Distributors Report Increased Sales

SALT LAKE CITY, UTAH, December 6.—Without exception, the talking machine people, wholesalers and retailers alike, report their business as being in fine shape at this time. The month of November was excellent and every one is expecting a bumper holiday month.

There is a good demand at this time for the combination models, due to the increased interest in radio. In this territory, at least, it looks as if everything will be "Combination" in the not distant future. In the record department the trend seems to be distinctly away from jazz numbers. This does not mean that jazz pieces are not going to be sold here during the coming year. The younger set clings to jazz, but the more mature are showing an increased interest in the better classes of music and less interest in jazz. This is written after discussing the situation with both wholesalers and leading retailers.

The John Elliot Clark Co., local Victor distributor, described their business as "very good," and the Christmas business as "looking good." Lower-priced models in machines were stated to be moving best; but all were selling satisfactorily. There was a good demand for the better grade of records, but lighter numbers were selling too.

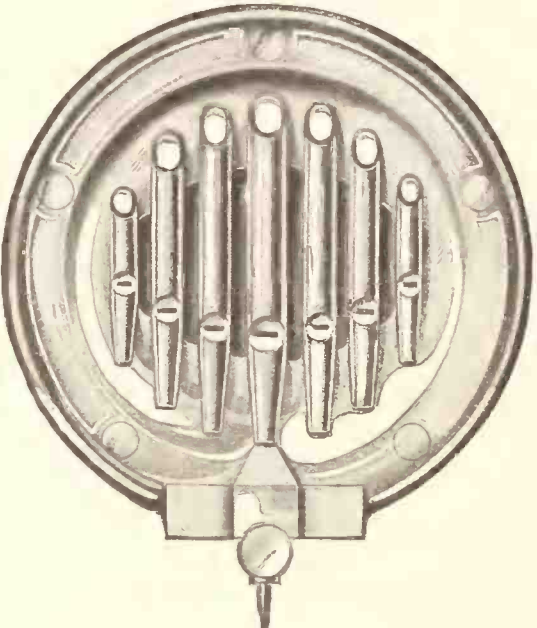
Manager Delzell, of the Columbia Stores Co., Columbia distributor, said their November business was much better than the November business of last year. He said they had been getting all the business they could take care of. Their new machine, the Columbia-Kolster, is proving popular. All records were selling well.

G. C. Spratt, manager of the Brunswick-Balke-Collender Co., said the Christmas business was slow in starting; he thought the larger accounts should get their holiday stocks in sooner. He expected, however, that the Christmas trade would be heavy. Mr. Spratt said they had had a very good Panatropé and Radiola business. This talking machine authority of the Mountain States said there was a demand for the better records.

The Jones Music Co., Ogden, is enjoying a fine business in both machines and records. Sales are double the volume of a year ago.

The Daynes-Beebe Music Co. has opened a store in the Sugar House section of Salt Lake City, with A. T. Christensen as its manager. Mr. Christensen is widely known in this section as a phonograph and piano man, and was with the Daynes-Beebe Co. for many years before opening up a small store of his own on Richards street for used instruments during the early part of the present year.

Charles Kaley, Columbia artist, is directing the orchestra at the Granada Theatre, Chicago.



Unique

Products

The
Better
Reproducer

Unique

REPRODUCTION
COMPANY

32 Union Sq.
New York, N.Y.

Brunswick Record Prices Adjusted to Make Classics Available for the Masses

Prices of All Ten-Inch Records Now Seventy-five Cents—Twelve-Inch Records Sell for One Dollar—World-Famous Operatic and Concert Artists Recording for Brunswick Catalog

Because the trend of public opinion is gradually changing toward universal appreciation of the better things in music, the Brunswick-Balke-Collender Co., manufacturer of the Brunswick Panatropes and Brunswick records, has just adjusted its prices on records to 75 cents for all ten-inch records, and \$1.00 for all twelve-inch records. Through this change records by such artists as Sigrid Onegin and Mario Chamlee, of the New York Metropolitan Opera; Edith Mason and Richard Bonelli, of the Chicago Civic Opera, and Josef Hofmann, Leopold Godowsky, Albert Spalding and other equally famous concert artists, and by some of the greatest symphony orchestras in the world, including The Minneapolis Symphony Orchestra, Cleveland Orchestra, New York Philharmonic Orchestra and the Orchestra of State Opera, Berlin, organizations directed by conductors of international repute, can now be had at the price of popular dance records. Records formerly priced as high as \$2.00 are now available at the new prices.

The public mind, through the medium of the theatre and radio broadcasting, has been taught to appreciate all classes of music, including the standard and semi-classic compositions of popular composers and symphonic and operatic works of old masters. The Brunswick Co. is now placing within the reach of all the better things in music and is offering the music appreciation organizations of the country an opportunity to carry on their work in a more comprehensive manner, thus allowing thousands of music lovers, who before did not have the means to buy the better class of record, to now do so without difficulty.

The Brunswick Co. sensed the gradual reaction of the public against the extremities of jazz music and decided that the present is the psychological time to appeal to that reaction, as each year there are thousands of converts to the better class of music. This renaissance in music is due in no small part to the active work of the woman's music club, the civic clubs and musical appreciation organizations of all kinds which have, through the process of consistent and conscientious effort, dispelled the myth that famous old compositions are too heavy and unwieldy for the lay mind to appreciate.

At this point, where musical appreciation has developed a firm foothold in every city and town of the country, regardless of size, the

New Building With 30,000 Sq. Ft. Houses Temple, Inc.

New Factory, Known as Plant No. 1, Devoted Entirely to Manufacture of Thirteen-Inch Speakers—Old Plant Used for Other Models

Temple, Inc., Chicago, manufacturer of Temple loud speakers, recently moved into a new plant at 1925 South Western avenue. The new factory will be devoted entirely to the manufacture of thirteen-inch speakers, and will be known hereafter as plant number one. A new three-story building with a capacity of 30,000 square feet now houses the Temple organization, lighted on four sides, equipped with modern machinery for high production, and manned by a large force of skilled workmen experienced

Brunswick Co. in a single move is allying itself and its influence with this commendable movement, and making it possible that musical appreciation be carried on in a much bigger and more comprehensive manner than it has ever been before.

This readjustment of prices will not affect the popular dance and vocal record catalog in any way, as the Brunswick Co. will still continue to issue records by famous artists of dance music and the vaudeville stage. Vincent Lopez, Ben Bernie, Abe Lyman and other orchestra leaders will continue to make the kind of records that have made the Brunswick popular music catalog one of the most imposing in the world, as well as such artists as Al Jolson, Nick Lucas, Chester Gaylord and other extremely popular stars of the vaudeville and musical comedy stage. This catalog will continue in the same manner that has made it so popular and, like the "New Hall of Fame" series, will be augmented each month by new records, recorded with appreciation of the public demand.

in making air column speakers, a product that is rapidly growing in popularity.

The company's old plant at 213 South Peoria street will be maintained for the manufacture of eighteen-inch speakers, Giant speakers and special models and will be known as plant number two. The general offices of the organization will be maintained at the new factory.

According to advices received from the Temple headquarters, the firm is closing the most successful year in its history and the acquisition of additional manufacturing facilities was necessitated by the increasing demand for the firm's products.

On the evening of December 1 a housewarming was held at the new Temple factory, where the entire organization of Temple, Inc., and many trade friends were entertained at an informal dancing party.

DECA-DISC

The Full Automatic With Electric Amplification



The New Decca Disc

With Electric Amplification. 53" high, 36" wide, 22" deep.

A DeLuxe Art Model, finished in rich walnut with disappearing doors and other unique features adding elegance, color, beauty and refinement to the most luxurious home.

By turning a switch this instrument will play a program of selected music continuously changing its own records.

Plays both 10" and 12" records, all makes. They center themselves, no fussing around putting them on.

Our method of electric amplification gives us a wonderful range of volume. It can be toned down to a whisper or turned on full and is as loud as the orchestra or band itself.

Live jobbers and dealers are requested to write for information, some good territory yet open.

Manufactured by

The Decca-Disc Phonograph Co.
Waynesboro, Pa.

The Newest In Radio



Console Reproducers

(1) Newcombe-Hawley, Inc., St. Charles, Ill. Model RCA-60 console reproducer for use with Radiola 17 receiver; measures 44½" high, 31½" wide and 16½" deep; panel opening is provided with a moulding that harmonizes with Radiola 17 panel. Model RCA-60 is equipped with Newcombe-Hawley 86" tone chamber and requires no separate amplifier or extra tube. Retail price, \$80.00.

(2) Console reproducer Model RCA-61, designed for Radiola 16; 44¾" high, 24½" wide and 16" deep; panel opening slightly smaller than Radiola 16 panel; equipped with Newcombe-Hawley 86" tone chamber, and no separate amplifier or extra tube are required with the reproducer. Space for batteries or power units. Retail price, \$82.50.

(3) Console reproducers Models AK2-61 and AK3-61 for Atwater Kent Models 30 and 33 receivers; convert Atwater Kent receivers into console receivers requiring small floor space and measuring 44¾" high, 24½" wide and 16" deep. Each console reproducer is provided with special panel cut to fit the Atwater Kent receiver indicated; contains 86" Newcombe-Haw-

ley tone chamber and retails for \$82.50.

(4) Console reproducer Models AK5-61 and AK6-61, designed for Atwater Kent Model 35 and 50 receivers; measure 44¾" high, 24½" wide and 16" deep; each provided with special panel cut to fit Atwater Kent receiver indicated; 86" tone chamber; retails for \$82.50.

(5) Console reproducer, Model C-60 designed for Crosley receivers, converting set into console with built-in reproducer. The console measures 44¾" high, 31½" wide and 16½" deep; panel is provided with opening for Crosley receiver; panel plate of receiver being transferred to console panel; room for the power converter; Newcombe-Hawley 86" tone chamber and no separate amplifier or extra tube are required. Retail price, \$80.00.

(6) Console reproducers Model C-61 for Crosley Bandbox receiver; measures 44¾" high, 24½" wide and 16" deep; panel provided with a special opening for Crosley Bandbox and panel plate of receiver is transferred to console panel; room for batteries and eliminators; Newcombe-Hawley 86" tone chamber. No separate amplifier or extra tubes are required with this reproducer. Retail price, \$82.50.



A. C. Receivers

The Buckingham Radio Corp., Austin avenue, Chicago, Ill. A new and complete line of Buckingham A. C. receivers which is being shown in a wide variety of console cabinets completely equipped with air column

speakers and ranging in list prices from \$159 to \$215. The operation is through Ceco A. C. tubes with the Buckingham power unit, and the sets are delivered complete ready for plugging into the light socket, which is the only installation necessary.



Indoor Aerial Kit

Swan-Haverstick, Inc., Trenton, N. J. Indoor "Aerial" kit comes with 100 feet of insulated indoor aerial cord and 12 enameled thumb tacks. Makes convenient aerial for local reception and is valuable for eliminating static. New idea in insulation forms a positive low loss covering. List price \$1.00; standard package 48, weight 25 pounds.

Reproducing Device

Vitalitone Radio Corp., New York, N. Y. New manufacturers' reproducing device built in square shape of standard sizes of fourteen and ten inches, other sizes to specification. Electrical unit used is same as has been used in other Vitalitone products.

Radio Tube

F. T. Cunningham, Inc., New York City. New tube, styled CX-201-A, has the same electrical characteristics as CX-112 but uses only one-half of the filament current. Consumes 0.25 amperes, affording greater economy of battery current. Filament is M-shaped, operates at dull-red temperature and best service is obtained when used at rated filament voltage of 5 volts.



Pyramonic Speaker

Mohawk Corp. of Illinois, Chicago, Ill. Mohawk Pyramonic speaker contains same reproduction principles as original model with many additional improvements. The model illustrated presents new cabinet design, finished in walnut with a grille of gold cloth. This speaker is used as standard equipment in Mohawk radio receivers. List price \$28.50.



"A" Eliminator

France Mfg. Co., Cleveland, O. "A" Eliminator models for replacing both four and six-volt radio "A" storage batteries. A dry disc rectifier and electrolytic filter are employed. Filter used is licensed under patents of Andrews-Hammond Corp. Operates only while set is in use; size 6¼" x 6¼" x 9¼" high; furnished complete with A. C. and D. C. leads—simply connect to set and plug in. Intended list price 110-115 volt, 50-60 cycle model, \$32.50. Price of model for replacing 4-volt battery to be announced later.



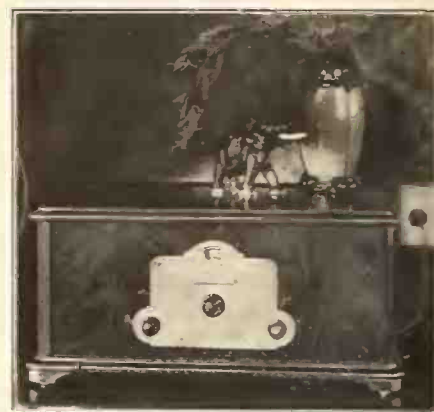
Speaker Demonstrating Unit

Signal Electric Mfg. Co., Menominee, Mich. Signal loud speaker demonstrating unit for radio dealers to demonstrate loud speakers, as five speakers can be connected at one time, and connection from one speaker to the other can be made instantly. Lists for \$3.00.



Loud Speaker

Ultratone Mfg. Co., Chicago, Ill. Ultratone air column speaker, table type 42; contains an air column 42" long, cast of special composition so as to eliminate vibration. Over-all dimensions are 8" in diameter, 7" deep and 11" high; finished in brushed brass. Retails for \$12.50.

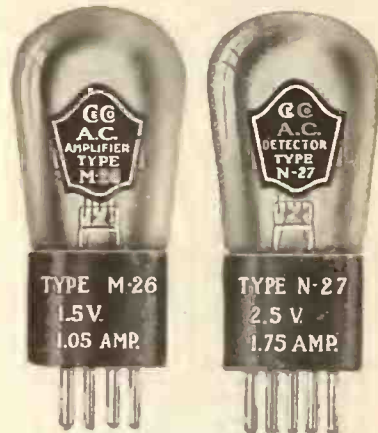


Electric Sets and Speakers

Freed-Eisemann Radio Corp., Brooklyn, N. Y. An "all electric" radio receiving set, Model 60, with totally shielded chassis and operating on single control, seven tubes, walnut panel, embossed plate, illuminated wave-length dial. Listed at \$160.



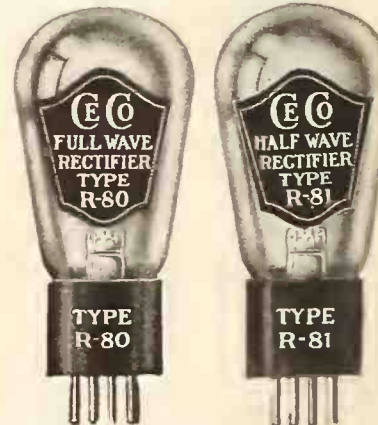
"All Electric" Model 57 drop-front cabinet, embossed dial, single control, seven tubes. Listed at \$140. Loud speaker, Model 147, full-floating cone. Listed at \$20.



Four New Tubes

C. E. Manufacturing Co., Providence, R. I. A. C. Amplifier tube, type M-26, using raw A. C. on the filament or heater, can be used in any set specifying this type. Fil. volts 1.5, fil. amp. 1.05, plate volts 90-135, not to exceed 180. List price \$3.00.

A. C. detector tube, type N-27 is used as a detector or amplifier and has a five prong base. Heater volts 2.5, heater amps. 1.75, plate volts: as



detector 45, as amplifier 90-135, not to exceed 180. List price \$6.00.

CeCo full-wave rectifier type R-80 if for use in A, B or C eliminators or power packs. Fil. volts 5, fil. amps. 2, A. C. volts 300, D. C. M/A 125. List price \$5.00.

CeCo half-wave rectifier type R-81 corresponds to UX-281 and is for use in A, B or C eliminators or power packs. Fil. volts 7.5, fil. amps. 1.25, A. C. volts 750, D. C. M/A 110. List price \$7.50.

The Newest In Radio



6-Tube Electric Sets

Federal-Brandes, Inc., Newark, N. J. Kolster receiver, model 6-K is a six-tube electric set using the new A. C. tubes, has a built-in cone speaker, and is housed in a walnut console cabinet. The instrument has single tuning control and adjustable selectivity, sensitivity and volume. It is 51 5/8" in height, 16 1/2" deep and 27" wide. List price \$260 without tubes.

Kolster receiver, Model 6-F, all-electric table model six-tube set using the new A. C. tubes; cabinet satin finish two-tone Adam-brown mahogany, single tuning control, calibrated both in meters and numerically. Selectivity, sensitivity and volume may be adjusted. It is 12 1/2" high, 27 1/8" wide and 12" deep. List price \$160 without accessories.

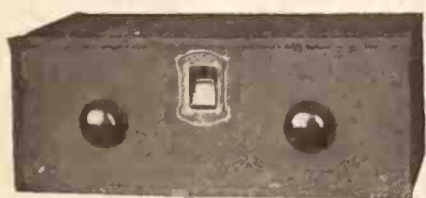


tric table model six-tube set using the new A. C. tubes; cabinet satin finish two-tone Adam-brown mahogany, single tuning control, calibrated both in meters and numerically. Selectivity, sensitivity and volume may be adjusted. It is 12 1/2" high, 27 1/8" wide and 12" deep. List price \$160 without accessories.



Heavy Current Resistors

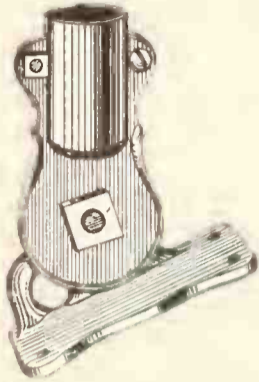
Daven Radio Corp., Newark, N. J. Two new complete lines of heavy current resistors. One is an insulated power resistor, for use in power packs delivering up to 450-500 volts. This series ranges in values from 500 to 25,000 ohms, with actual heat dissipation in excess of fifteen watts. These voltage regulators pass, according to their size, from 27 to 150 milliamperes, ample for all standard units employing 171 to 210 power tubes. Special tapped units designated as Davohm 171 and Davohm 210. A smaller series of resistors, wound on glass and comparable in size to the Daven Glastor, or the ordinary grid leak, are made in sizes from 100 to 5,000 ohms, in 100 ohm graduations up to 1,000 ohms, in 500 graduations up to the maximum of 5,000 ohms. These Glastor-type resistors are intended for power-packs delivering up to 180 volts, and for all purposes where a unit is not required to dissipate more than two watts. Because of their diminutive size, this model of Daven Resistor may be mounted in the conventional gridleak clips.



Six-Tube Receiver

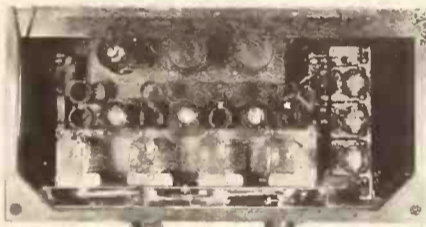
Audiola Radio Co., Chicago, Ill. Audiola Music Box, a single dial, six-tube receiver, shielding of each tuned

circuit includes condenser, coil and complete tube with socket. Thordarson audio transformer amplification is used, and the Music Box is furnished in an all-metal cabinet. Illuminated non-glare drum dial is a feature. Retail for \$62.50.



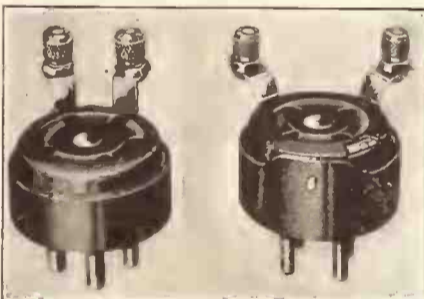
Antenna Base

Yahr-Lange, Inc., Milwaukee, Wis. An aluminum base for Super-Ball antenna containing four holes for fastening to roof of building. Pressed steel clamp connects base to upright pole. Base and cap retail for 50 cents.



Electric Receiving Set

Farrand Mfg. Co., Long Island City, N. Y. Farrand electric radio receiver operated from the light socket. No external power devices required. One cable connecting the receiver with the light socket. Table model lists, complete with tubes, \$310; console model, complete with tubes and Farrand speaker, \$385.



Adapters

Alden Manufacturing Co., Springfield, Mass. Adapters for installing A. C. type tubes into battery operated radio receivers. Contain automatic locating rings on top of device, with automatic oscillation controls which solve the problem of using A. C. tubes in sets not designed for them.

New A. C. sockets also incorporate the automatic locating rings and oscillation controls. The latter are particularly beneficial to manufacturers serving both city and country trade, as set can be built for sharp tuning for metropolitan users, and broad tuning can be secured by the country owner by inserting another cartridge in the socket.



Resistors

Aerovox Wireless Corp., Brooklyn, N. Y. Aerovox Pyrohm resistors are made of best grade resistance wire, wound on a refractory tube, and coated with a porcelain enamel, protecting the wire from moisture, oxidation and mechanical injury. List prices: type 992, 7/16" x 2" tube, rating 20 watts, 90 cents to \$1.25; type 994, 7/16" x 4" tube, rating 40 watts, \$1.00 to \$1.75; type 996, 3/4" x 6 1/2" tube, rating 100 watts, \$1.25 to \$2.75. For each extra tap 20 cents is added to list price.

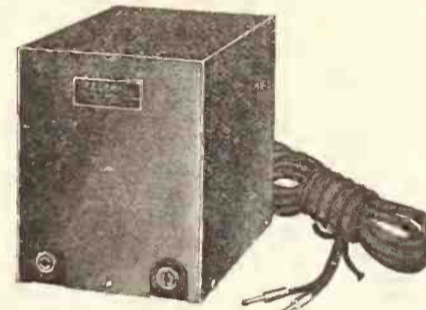
Output Transformer

Scanlan Electric Mfg. Co., Chicago, Ill. Scanlan Speaker Chest, an output transformer which is said to revitalize old speakers and to eliminate noise and rasp; eliminates direct current voltage on the speaker coil; constructed to take care of all tubes which may be used in the last stage of any radio set, including power tube equipment; transformer housed in metal box obtainable in four finishes, antique bronze, antique silver, antique brass and walnut. Furnished complete with silk hook-up cord. Retail for \$10.

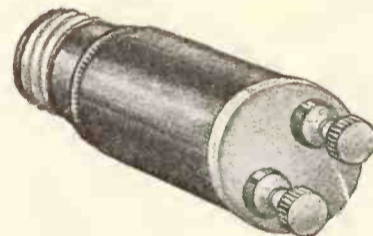


Power Tube Coupler

Federal Radio Corp., Buffalo, N. Y. Power tube coupler No. 151. Is designed for use with No. 171 power tube and maximum efficiency can only

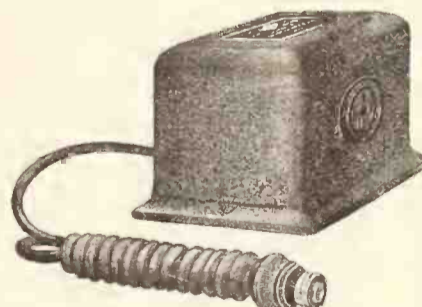


be realized when used with this tube and 180 volts of B battery, and 40 volts of C battery. Contains large condenser and choke and is contained in black satin finished metal housing. Over-all dimensions, 3 7/16" wide, 4 15/16" long, 4 5/8" high. List price \$10.



Light Socket Antenna

Swan-Haverstick, Inc., Trenton, N. J. Light socket antenna when screwed into the nearest 110 A. C. or D. C. outlet, keeps down static and interference and does away with lightning hazard. No lightning arrester is required and device does not draw off any of house current. List price \$1.00; standard package #8, weight 20 pounds.



"A" & "B" Power Control

Swan-Haverstick, Inc., Trenton, N. J. "A" & "B" power control gives complete automatic control of any trickle charger and "B" eliminator, operating from radio set switch. Contains no moving parts to get out of order. Comes in neat attractive case. List price \$4.00; standard package 12, weight 25 pounds.

A. C. Electric Set

William J. Murdock Co., Chelsea, Mass. A. C. electric radio, described as a seven-tube single dial receiver using Cunningham or Radiotron A. C. tubes. The company will continue the Murdock D. C. sets in its line.



WorkRite Console Sets

United States Electric Corp., WorkRite Division, Cleveland O. WorkRite Model 17-C, six-tube neutrodyne radio receiver, having all-metal chassis, copper shielding and single illuminated



dial control with built-in cone speaker and a bone dry A. B. C. power unit. Enclosed in a walnut console cabinet. List price complete \$225.

WorkRite Model 37-C, eight-tube neutrodyne radio receiver, having an all-metal chassis, complete copper shielding and single illuminated dial control housed in a walnut console cabinet with built-in cone speaker and bone dry A. B. C. power unit. List price complete \$310.



Electric Combination

Chas. Freshman Co., Inc., New York City. Power electric phonograph and electric radio combination operates direct from light current socket, eliminating all batteries and other accessories. Housed in a cabinet of genuine burl walnut, inlaid, blending with any color scheme. Instrument complete lists at \$500.

Columbia-Kolster Electric Phonograph Wins Praise

Instrument Demonstrated to Large and Enthusiastic Audience in Montreal—Leading Newspaper Bestows High Praise on Unit

The new Columbia-Kolster Viva-tonal Electric reproducing phonograph was demonstrated to a large and enthusiastic audience in the Mount Royal Hotel, Montreal, on November 17.

Solos were played and sung by artists whose records had just been played on the Columbia-Kolster Viva-tonal, showing by exacting comparison the faithfulness of the reproduction. The tests covered opera, symphony and popu-

lar, piano, violin, 'cello, orchestra and vocal. The Montreal Gazette, leading daily, was especially struck by a selection from Beethoven's Choral Symphony, speaking of the "wide range" of the reproduction, the "effective control" of volume, and the "sympathy and naturalness" of tone.

Custodian Appointed

Charles Shongood has been appointed custodian in the bankruptcy proceedings of Sadie Freeman, doing business as the Freeman Radio Engineering Service, 250 East Fifty-seventh street, New York. Judge Mack appointed Mr. Shongood under \$500 bond.

Introduce New Carryola Portable Phonographs

Carryola Master and Carryola Lassie, New Models, Contain New Features and Improvements in Appearance and Reproduction

The two new portable phonographs introduced a few weeks ago by the Carryola Co. of America, Milwaukee, Wis., have met with an



Carryola Master

immediate and widespread response from the trade throughout the country, according to advices received from the general offices of the firm. The two portables, known as the Carryola Master and the Carryola Lassie, contain many new features and distinct improvements in both appearance and sound reproduction, it is claimed.

The Carryola Master, which retails for \$25, is supplied in five colors in Honeycomb Fabri-

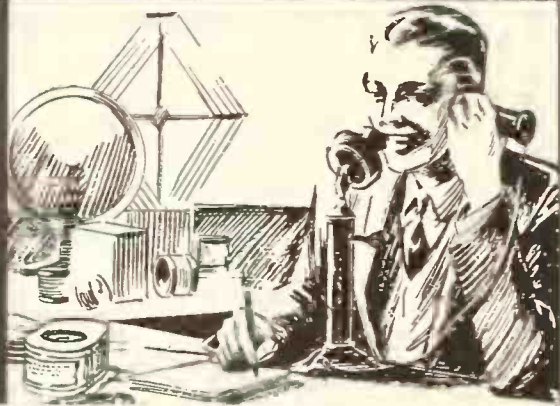


Carryola Lassie

koid, black, blue, brown, green and red, while the Carryola Lassie, a portable listing at \$15, is furnished in black, brown and blue. Among the new features found in the Carryola Master are an improved tone chamber, Bakelite tone arm, and the Audak reproducer. A new type of grille covers the tone chamber, and the tone arm, which harmonizes in color with the case, is said to produce an improvement in tone quality, and to increase the life of the record, because of its light weight. The motor, which is manufactured by the Carryola Co., is of the single spring type, guaranteed to play three records with one winding. The hardware and fittings, which lock the case securely, are made of non-corrosive brass, oxidized to harmonize with the Fabrikoid case.

The Carryola Lassie is a new, flat type portable, with the case and record album airbrushed and embossed. It is equipped with a late type curved, throw-back die-cast tone arm and an Audak reproducer.

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



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

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



Sterling Universal "B" Tester
A complete portable testing laboratory for Power Units and all D-C circuits up to 300 v. Voltmeter (0-300 scale) and milliammeter (0-100 scale) are used independently or in combination. Light, compact, complete with plugs and adapters. R-410 \$30.00



Sterling "Universal Service" Tube and Set Tester
Used with batteries or Power Units. Tests large and small tubes including 171 type. Milliammeter shows amplifying strength of tube. Combination voltmeter tests both the "A" and "B" voltages, also locates defective circuit wiring, open transformers, poor contacts in sockets, etc. Voltmeter 0-10, 0-200 scale, Milliammeter 0-15 scale. R-412—List price \$25.00



Sterling "B" Power Tester
A high resistance, low priced meter for checking the output of any Power Unit or B batteries and other D. C. circuits up to 300 volts. A necessary unit in the radio service man's equipment. R-415 D. C. Model, List price . . . \$8.50 R-417 A. C. Model, for testing line voltages and all A. C. circuits up to 150 volts, List price \$7.50



Sterling "Metered" Tube Reactivator
For large and small tubes, including 300-A, 171 and all tubes having thoriated filaments. Emission meter shows tube needs reactivation, also improvement after reactivation. Handle on back. Complete with adapters. R-403—List prices: 50-60 cycle \$12.50 25-40 cycle \$14.00

THE STERLING MANUFACTURING COMPANY
2831 Prospect Avenue
Cleveland, Ohio

Sterling

SERVICING EQUIPMENT

The Crosley AC Bandbox is the leading radio of today—because

AT last! The radio tube that needs no batteries! Here it is, functioning quietly, smoothly, powerfully in this new Crosley 6-tube receiver—the AC Bandbox.

Now, the Crosley AC Bandbox needs no more attention than you pay the electric lamp that lights your home.

This is what the world has anticipated and many have imitated. Crosley offers it to you at the **WORLD'S LOWEST PRICE—\$110**, without tubes.

Combined with the Crosley facilities for economical manufacture is the patent situation of which Crosley has full advantage. Licensed to manufacture under the patents controlled by the electrical and radio industries, the Crosley Bandbox is a **NEW** receiver incorporating latest radio developments, the most advanced ideas of radio reception, as well as sound reproduction. This outstanding engineering job is best understood when you consider its features are such as are found in radios twice and more its price.

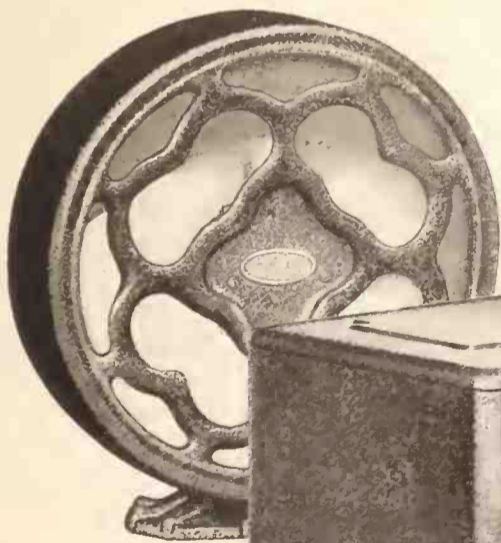
1. Complete shielding of all elements.
2. Absolute balance (genuine Neutrodyne).
3. Volume control.
4. Acuminators for sharpest tuning.
5. Single cable connections.
6. Single station selector.
7. Illuminated dial.
8. Adaptability to ANY type installation.

The set is solidly mounted on a stout steel chassis. As all controls are assembled together in the front, cabinet panels are easily cut to allow their protrusion. The metal escutcheon is screwed on over the shafts and the installation has all the appearance of being built to order.

Two large furniture manufacturers have designed console cabinets in which the Bandbox can be superbly installed. (Showers Bros. Co., of Bloomington, Ind., and the Wolf Mfg. Industries of Kokomo, Ind.) Powel Crosley, Jr., has approved them mechanically and acoustically and has seen to it that the famous Crosley Musicones are built in them so that the best type of loud speaker reproduction may be insured.

The Bandbox is housed in a brown, frosted, crystalline-finished metal case which is easily removed for console installation.

See the new Crosley AC Bandbox at your dealers **NOW!** Hear first-hand its delightful performance! Enjoy the best in radio at the least cost! Write Dept. 26, if you can't locate a dealer!



THE NEW
TYPE "D"
MUSICONE
\$15

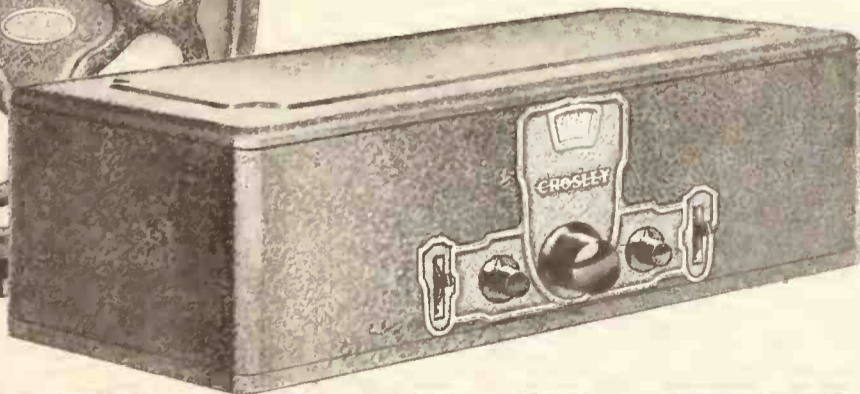


Ultra Musicone, \$9.75

Crosley Musicones are famous for their value. The new type D Musicone is as extraordinary as its companions and promises great satisfaction in its tone, volume and reproduction.



Super Musicone, \$12.75



AC
BANDBOX
\$110
Without
Tubes

CROSLEY RADIO

Crosley is licensed only for Radio Amateur, Experimental and Broadcast Reception.

THE CROSLEY RADIO CORP.
Powel Crosley, Jr., Pres.
Cincinnati, Ohio

Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher.

of these wonderful tubes



The amazing new RCA alternating current tubes—the UX-226 and UY-227—utilize for their filaments and their heating regular house-lighting current. Current is stepped down through transformers. Rectifiers are not used.

the radio patents of these industries



The research and development work of these great industries—The Radio Corporation of America, The General Electric Co., The Westinghouse Co., The American Telephone and Telegraph Co., and The Hazeltine and Latour Corporations—are available to Crosley engineers in the constant advancement of radio design.

and the amazing capacity of this **MERSHON Electrolytic CONDENSER**



This is one of Crosley's great features. It is an exclusive Crosley device. It is self-healing—will last indefinitely—never needs attention and eliminates the danger of blown out paper condensers which are causing so much trouble in electrically operated sets.

Banner Holiday Business Expected by the Trade in the Cleveland Territory

All Indications Point to an Excellent Sales Volume During the Gift-Buying Season—Schultz Co. Issues Complete Catalog—Cleveland Ignition Co. Swamped With Orders

CLEVELAND, O., December 8.—All indications point to a good holiday business for dealers throughout Cleveland and northern Ohio towns. Orders for delivery on Christmas have been very plentiful, especially on radio receivers of all sizes. There are indications that there will be a lot of business on accessories that will be given for presents as well. Advertising has been consistently kept up, and every effort made by the trade to stir up business. Cleveland has had a big unemployment situation to face, but things have been steadily growing better and this is shown by the pre-holiday buying of all lines.

The new catalog of the Schultz Co., distributor of Sonora radio receivers and phonographs, U. S. line of band instruments, and small goods and accessories, has been received at the Cleveland branch and has been distributed to the trade in this territory. It contains five hundred pages and is profusely illustrated, and lists the entire line of musical merchandise carried by the company. C. C. Price, general manager of the Cleveland branch, paid a visit to Detroit, where the main plant is located, and got some interesting information on the new Sonora phonograph which is to be ready for the market around the first of the year.

The Cleveland Ignition Co., distributor of Atwater Kent radio in Cleveland and northern Ohio, has literally been swamped with orders since the price reduction went into effect and has found difficulty in getting enough instruments to supply the demand. The first shipment of the new model 36 Atwater Kent A. C. receivers arrived in Cleveland, and as soon as they were delivered to the trade many repeat orders were received.

A voluntary petition in bankruptcy was filed in the United States District Court by the Carter Mfg. Co., maker of radio products. The factory is located at 6300 Euclid avenue and the general offices at 1728 Coit road, East Cleveland.

The Cleveland Talking Machine Co., distributor of the Victor line, has received several new models, the 9-55 and the 10-40. Both models have met with instantaneous approval from the entire trade and many orders are on hand for

both. The finish of the instruments has aroused much admiration and although they are in the higher priced class dealers report that they will prove popular, as much interest has been shown in them by the public.

An announcement by the Euclid Music Co. during the last of the month was that it had secured the agency for the Conn line of band instruments on an exclusive basis.

The Starr Piano Co. has had very good success in selling the new Steinite sets for which it has the agency. The company had quite a number of inquiries on hand for these receivers but was unable to make delivery owing to delayed shipments from the factory. The Isonic

phonograph is now being featured regularly in concerts every Sunday afternoon over WJAY with the latest Gennett hits, and the stunt is proving a very good advertisement for both instruments and records.

The Hall of Fame series of the Brunswick Co. gives every promise of going over big for Christmas, E. S. Germain, district manager of the local branch reports. Since the introduction of these sets to the trade in Cleveland there has been a steadily growing demand for them. The various models of Brunswick Panatropes are all selling well, and the branch is right on its toes taking care of the rapidly mounting rush for the holidays. The higher-priced Panatropes are moving well.

The Cleveland Music Trades Association held its regular meeting at the Hotel Winton the early part of the month. Dinner preceded the meeting, and an interesting talk was given by the assistant supervisor of the Cleveland Board of Education on the various systems of teaching music by class instruction.

Notre Dame Glee Club Is Recording for Brunswick

Aggregation From University Famous for Its Football Teams Receives High Praise From Music Critics—Four Selections Recorded

At a university where football is supposed to be the predominant activity it seems strange

weeks, and each man is given ample opportunity to demonstrate his ability.

Following the first few weeks, the squad is gradually thinned down to what is termed the "traveling personnel." This group usually numbers about sixty men, and every effort is made to select the very best candidates. Each man is placed in a quartet, and is also given a solo part, so that the true value of his voice may be determined. Following the selection of the



Notre Dame Glee Club of the Famous South Bend, Ind., University

that more than 250 candidates will respond to a call issued for singers. Nevertheless, such is the case annually, the second week after the Fall school session begins at Notre Dame University, South Bend, Ind. The summons for vocalists is sounded by Joseph J. Casanta, director of the Notre Dame Glee Club, and the response is nearly as great as that which attends the demand for football material. All of the candidates attend rehearsals for several

personnel, the actual work begins in preparing for the year's program.

Criticism of noted musical authorities commended the work of this organization last year, when their extensive travels brought them under the surveillance of musical experts.

The Brunswick-Balke-Collender Co.'s recording officials in Chicago feel particularly fortunate in securing this talented organization to make Brunswick records, and the first release of some few weeks ago was a record of two of the most popular of the battle songs with which the student body cheers the gridiron warriors on to victory, and another record of two famous and popular sacred numbers. These records are No. 3071, "Hike Notre Dame!" and "Down the Line!" and No. 3070, "O Salutaris" and "Ave Maria."

Algonquin Electric Co. Has New Super-Hilodyne Circuit

A radio circuit known as the Super-Hilodyne has been purchased by the Algonquin Electric Co., Inc., New York and Poughkeepsie, from Fred A. Jewel, radio engineer, who is now affiliated with the Algonquin organization. In making this announcement Leo Potter, president, stated that the new circuit was developed by Mr. Jewel as a result of five years' research, and does not infringe upon any existing radio patents. Merchandising plans will shortly be announced in detail, according to Mr. Potter.

Resolutions Via the Air

Eight Columbia record artists whose names have not yet been announced will broadcast New Year resolutions at the Studio Party of the Columbia Phonograph Co. Hour on December 28 to be sent over the network of stations comprising the Columbia System.

We Are Distributors of



RECORDS

Our Cleveland Territory Is—Counties of—

- | | | | | | |
|------------|----------|-----------|-----------|-----------|------------|
| Allen | Cuyahoga | Henry | Marion | Perry | Tuscarawas |
| Ashland | DeLance | Holmes | Medina | Portago | Union |
| Ashabula | Delaware | Huron | Mercer | Putnam | Van Wert |
| Athens | Erie | Jefferson | Monroe | Rieliland | Washington |
| Aug'aize | Franklin | Knox | Morgan | Sandusky | Wayne |
| Belmont | Geauga | Lake | Morrow | Seneca | Wood |
| Carroll | Guernsey | Licking | Muskingum | Shelby | Wyandot |
| Columbiana | Hancock | Logan | Noble | Stark | |
| Coshocton | Hardin | Lorain | Ottawa | Summit | |
| Crawford | Harrison | Mahoning | Paulding | Trumbull | |

State of Pennsylvania—Counties of—

- | | | | | | |
|-----------|------------|----------|-----------|----------|--------------|
| Allegheny | Butler | Crawford | Greene | Mercer | Washington |
| Armstrong | Cambria | Elk | Indiana | Potter | Westmoreland |
| Beaver | Cameron | Fayette | Jefferson | Somerset | |
| Bedford | Clarion | Forest | Lawrence | Venango | |
| Blair | Clearfield | Fulton | McKean | Warren | |

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

Arthur A. Trostler in Important New Post

Appointed Assistant to Alex Eisemann, Chairman of the Board of the Freed-Eisemann Radio Corp.—Long Associated With Trade

A recent announcement of particular interest to the music-radio industry is the appointment of Arthur A. Trostler to the post of assistant to the chairman of the board of directors of the Freed-Eisemann Radio Corp., Brooklyn, N. Y. In making this announcement Alex Eisemann, chairman, expressed his keen satisfaction at the close association which he and Mr. Trostler will enjoy henceforth in an executive capacity. It was stated Mr. Trostler will handle general administrative matters and represent the chairman as occasion warrants, besides making frequent trips for trade conferences throughout the country, as has been his custom in his previous position of Western sales representative. Mr. Eisemann stated that the rapid growth of the company necessitated the creation of this new executive office.

Mr. Trostler has been associated with the music industry for more than twenty years. He was secretary and sales manager of the Schmelzer Co. of Kansas City, prominent distributing concern in the Middle West, this promotion following his successful management of the Victor phonograph department of the Schmelzer organization. In 1922 he was elected president of the National Association of Talking Machine Jobbers, enjoying the distinction of holding every office and every committee chairmanship in this Association. In 1924 Mr. Trostler resigned from the Schmelzer Co. and traveled abroad for further merchandising studies and a survey of the radio industry there. He spent nearly a year in France, Italy, Switzerland, Germany, Austria, Belgium and England, and resumed his activities in the radio business upon his return to the United States.

In an interview at the Freed-Eisemann plant Mr. Trostler stated that although the factory was now working two shifts it was impossible to fill the demand for the AC sets.

The Trostler family will shortly move from Kansas City to make their permanent home in New York City.

Grigsby-Grunow-Hinds Co. Sales Volume Increases

Manufacturer of Majestic Power Units Announces That Sales for 1927 Almost Doubled Those of 1926—To Increase Production

According to advices received from the Grigsby-Grunow-Hinds Co., Majestic power unit manufacturer of Chicago, the sales volume of this firm for 1927 is almost double last year's. On or about March 15 the Grigsby organization will commence operations in the addition to its new plant and with double the floor space the executives of the firm believe that it will be possible to greatly increase the production capacity.

In a recent letter to the trade the Grigsby-Grunow-Hinds Co. deplored "dumping" tendencies and assured its distributors and dealers that the Grigsby factory was not overstocked, did not have on hand large quantities of parts, and would not under any circumstances adopt the policy of "dumping" Majestic products upon the market.

Announce Co-operative Plan to Solve Their Problems

CAMBRIDGE, MASS., December 8.—The General Radio Co., of this city, and the Radio Frequency Laboratories, of Boonton, N. J., have entered into a plan whereby the facilities of the laboratories of each will be available on certain problems of the other. Dr. Lewis M. Hill,

well known in the radio field through his active participation in the discussion of papers presented before the New York meetings of the Institute of Radio Engineers, will become director of research of both organizations, making his headquarters at Cambridge.

Columbia Artists Appear in Concert at Wanamaker's

Patrons of the phonograph and record department of John Wanamaker's New York store were treated to a concert by leading Columbia recording artists on November 30. Ben Selvin and His Orchestra, Miss Lee Morse and Irving and Jack Kaufman sang and played request numbers and obliged with the choruses of some thirty songs, in addition to autographing records. A great number of records were sold as a result of the concert.

Kitty O'Connor, Columbia artist, is featured in the musical comedy "Take the Air."

"Day of Art Furniture Console Radio Has Arrived"

R. M. Klein, General Manager of F. A. D. Andrea, Inc., Discusses Tendency Toward Symmetry of Outline of Cabinets

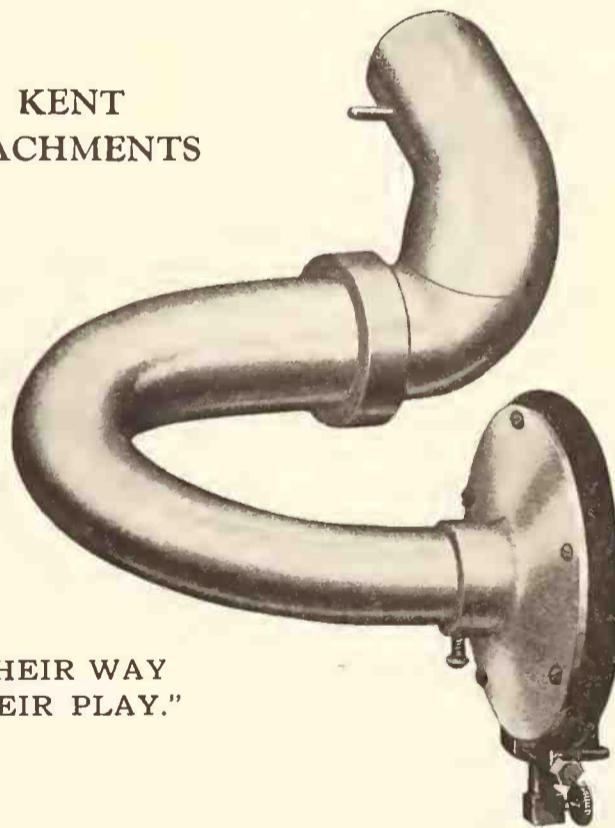
Discussing the attitude of the public toward various types of radio receivers, R. M. Klein, general manager of F. A. D. Andrea, Inc., called attention to the fact that the day of the art furniture console has arrived.

"There was a time when certain elements in performance were sacrificed in providing consoles for radio," said the Fada executive, "but nowadays the finest receivers from the technical angle are also encased in the finest furniture. It is now possible to secure both beauty, from the interior decorator's viewpoint, and efficiency of operation. Replacement radio business finds a natural outlet in this channel. Where there is harmony of sound and symmetry of outline, radio receivers are things that people want."

The **KENTONE**
REG. PAT. OFFICE.

ATTACHMENT NO. 2

KENT
ATTACHMENTS



"WIN THEIR WAY
BY THEIR PLAY."

EXCELS IN
Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability



Reg. U. S. Pat. Off.

Noteworthy for

Grace
Beauty
Tone and
Execution

With its full curved, continuously tapered goose-neck, made of seamless brass tubing, correct in principle, faultless in design, delightfully harmonized and carefully assembled, it is

The Latest and Best Device for Playing
LATERAL CUT RECORDS on the
EDISON DISC PHONOGRAPH

Made by

F. C. KENT COMPANY, Irvington, N. J.

Manufacturers of Tone Arms and Sound Boxes

The Trade in PHILADELPHIA and LOCALITY

Electrically Operated Radio Receivers and Combinations Sell in Philadelphia

Wholesalers Have No Difficulty in Disposing of Stocks of Electric Phonographs and Radios—Holiday Buying Slow in Getting Under Way—Victor Record Club Holds Meeting

PHILADELPHIA, PA., December 10.—Though a belated interest in stocking for holidays brought the November days to a brighter close, there was not a normal activity throughout the earlier part of the month in any of the allied branches of the talking machine industry. However, the talking machine trade fared better than some other industries of the Quaker City.

Wholesale dealers in the electrically operated sets of radios and combination sets were able to dispose of all available sets, and are now booked ahead on deliveries of all shipments from factories up to the holidays. As soon as they arrive in the local distributing headquarters here they are immediately sent on their way to the stores of the dealers so that stocks on hand are kept at a minimum. Talking machine distributors, too, are well sold up on the newest combination electrical sets and are immediately sending goods on their way to the dealers as soon as they arrive from the factory. Reductions in prices of records by some of the larger talking machine concerns in the late days of November brought a heavy demand for the records to the local headquarters of the firm involved in the first days of December. Christmas recordings compiled in special lists were also in demand. Those distributors and dealers featuring recordings of noted artists who personally appeared with

local theatrical programs profited during the past month by tying up with their appearance at Quaker City theatres and giving broad publicity to the various recordings in the shops of the retailers and in newspaper ads.

Lists Special Christmas Recordings

Helpfulness to the Victor dealers was effected in the list of special Christmas recordings by domestic and foreign artists compiled by the Philadelphia Victor Distributors, Inc., 835 Arch street, and sent out during the late November days. The list contained all numbers adapted for Yuletide entertainment or religious celebration. This was supplemented by a gift list of the Little Tot Books for juveniles.

Opens Special Service Department

Co-operating with the Victor dealers the Philadelphia Victor Distributors, Inc., has arranged a special service department comprising showrooms and sales promotion aid through the inauguration of display features that will be permanently established on the second floor of its headquarters on Arch street. There was introduced during the month the new display service comprising a complete assortment of the higher-priced models of the Orthophonic and the newer electrical types which are assembled on the second floor in attractive display rooms for the benefit of dealers desiring to have customers view the various

talking machines not kept in stock in the stores. These Orthophonics may be seen by the customers, accompanied by the dealers or their sales representatives, or if the dealer is not able to accompany the prospective purchaser, the Philadelphia Victor Distributors have arranged for their own staff to personally take care of the visitors. President Louis Buehn, Vice-president Harry A. Ellis, and Sales Service Manager William Anderson will give their personal attention to all customers of the dealers.

Victor Record Club Meets

With Miss Miriam Mills, of the J. Ralph Wilson Co., as chairman of the meeting, a session of the Philadelphia Victor Record Club was held on December 6 at the Chamber of Commerce. This is the second of the meetings to promote sales efficiency among staffs of the various Victor dealers which the local distributors, the Philadelphia Victor Distributors, Inc., and H. A. Weymann & Sons, in conjunction with the Victor Co., will hold throughout the Winter. There will be interchange of sales ideas among the dealers' representatives and sales talks by Louis Morgan, of the Victor Co.

Victor Dealer Ties Up With New Ford

Tying up with the first display of the new Ford automobiles at the Commercial Museum, E. S. White, dealer at 4808 North Broad street, gave the Victor Automatic Electrola prominence as the entertaining feature of the opening exhibition of the much heralded new model auto. The enterprising Victor dealer installed the Electrola and in conjunction with the loud speakers scattered throughout the expansive Museum demonstrated it by concerts through-

(Continued on page 94)



THIS IS A VICTOR YEAR

You will reap the benefit of Holiday sales provided you have the following goods in stock.

Orthophonic Victrolas
Orthophonic Records
Combination Victrolas and Radio
Victor Electrolas

We are prepared to serve promptly every Victor Dealer who should logically buy his supplies in Philadelphia.

Philadelphia Victor Distributors, Inc.

835 Arch Street

Philadelphia

**Peppy Batteries always
... if the Christmas
list includes a General
Electric battery charger!**

Tungar (the name of the General Electric Battery Charger)—put that on your list. For Dad, or Jack... or maybe, just for yourself. Every radio set should have its Tungar to keep batteries always pepped up.

The two-ampere Tungar has been a particular favorite because it gives both trickle and boost charging rates.

But different sets really require different chargers. Your radio dealer will tell you which is best for your set. Now that Tungar prices are lower than ever before, be sure you settle your battery charging problems for all time. And do as much for all the other radio fans on your Christmas list.

Tungar causes no radio interference. It cannot blow out tubes.

An overnight charge comes about in a day.

It is a G-E product developed in the Research Laboratories of General Electric.

The 2- or 5-ampere Tungars charge 2, 4, 6, and 8-volt "B" batteries, 24 to 30-volt "C" batteries, in series, and auto batteries, too. No extra accessories needed.

Merchandise Department
General Electric Company
Bridgeport, Connecticut

**New low prices
East of the Rockies**

2-AMP TUNGAR	\$14
5-AMP TUNGAR	\$24
TRICKLE TUNGAR	\$10

GENERAL ELECTRIC

And many lists will include Tungar

THE dealer's best holiday bet will be to sell a battery plus a General Electric Battery Charger for socket power operation. When connected permanently, charging may be controlled from the A-C supply—a simple, easily sold method of obtaining socket power.

Tungars have been advertised for eleven years.

More than a million Tungars are in use.

They are made and guaranteed by General Electric.

Every month, 21,000,000 advertisements carry the General Electric name to the homes of America in an educational campaign. This builds acceptance for all General Electric products. In addition, national advertising of Tungars, like the page shown above, directs the consumer to the dealer for assistance and advice. Demonstrate Tungars. Sell them by their past performance—and by their General Electric name.

The Three Punch Plan should treble Tungar sales this year. Why not write us today for all the dope?



2-Ampere Tungar



5-Ampere Tungar



G-E Trickle Charger



Tungar—a registered trademark—is found only on the genuine. Look for it on the nameplate.

GENERAL ELECTRIC

MERCHANDISE DEPARTMENT GENERAL ELECTRIC COMPANY BRIDGEPORT, CONNECTICUT

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

out the day of December 2 to the estimated 77,000 persons who attended the opening display.

Capitalize Appearance of Artists

Capitalizing the personal appearance of Moran and Mack, the Philadelphia branch of the Columbia Phonograph Co., under Manager J. J. Doherty, gave the dealers an opportunity to top sales records of the Two Black Crow numbers of the list for all time. Smashing previous sales of the Two Black Crows, there were many other features carried out throughout the appearance of Moran and Mack with the Earl Carroll Vanities at the Erlanger Theatre here in the November days. Manager J. J. Doherty, with his assistant, W. J. Lawrence, accompanied the Two Black Crows to the deal-



Moran and Mack in Quaker City

Left to right: George Moran, Charles Mack, W. J. Lawrence, assistant manager, Columbia branch; J. J. Doherty, manager, local Columbia headquarters

ers' stores and in their public exhibitions in order to promote and exploit the recordings of these artists. Simultaneously with the arrival of the famed duo of black-face comedians in the city there was introduced through the dealers the newest of records of these entertainers. The Two Black Crows were much photographed with prominent persons, among them being Benny Bass, the champion fighter, who visited the Columbia headquarters to meet the Crows.

Lit Bros. were hosts to the Two Black Crows when Manager Alex Munchweiler, buyer of the talking machine department of that store, representing the firm, gave a public reception in their honor. Throughout the day crowds of visitors and patrons of the Columbia called on the duo of entertainers and those who bought their recordings were honored with the personal autographs of Moran and Mack.



3 1/2 inches diameter
Patented 1922

942 Market Street

Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

Philadelphia, Pa.

Three hundred records were autographed in the single afternoon that they appeared. Manager J. J. Doherty, of the Columbia Co., assisted as host to the comedians and introduced them to the public.

Phonograph Society Meets

When the Philadelphia Phonograph Society met on December 8, at the Philadelphia Chamber of Commerce, there were represented more than sixty-five members of that organization which has been built up in this city to promote an interest in the better type of recordings and sponsored by the Columbia Phonograph Co. Nile B. Martin, of Philadelphia, is president of the organization. The newest recordings of the classic selections of the Columbia were played and a history of each given for the benefit of those interested.

New Columbia Model Pleases

There has been an unprecedented holiday demand for the newest of Columbia phonographs, the Model 7-20 retailing at \$125, where it recently was introduced. Dealers have been successfully disposing of this model for the gift-giving season.

Brunswick Reduces Record Prices

With the introduction in early December of the newest price revision of the Brunswick records the Philadelphia branch of the Brunswick Co., 40 North Sixth street, was besieged with demands for the entire list of reduced numbers. The changed price schedule effective in the 12-inch records for \$1, and 10-inch records for 75 cents, regardless of artists, was one of the sensations of the first week of the current month, and headquarters were rushed to meet orders. Several large stores featured the Brunswick records in special drives at the new prices, and included among them were N. Snellenberg & Co., B. B. Todd, Lit Bros. and the Charles Stieff Piano Co., Philadelphia branch. The new models of Panatope 14-7 at \$160 retail and the combination radio styles retailing at \$1,150 and \$1,250 were attractive offerings among the holiday selections for the dealers in the Brunswick. A visitor from head-

quarters in Chicago was Sales Manager R. W. Jackson, who called on District Manager E. E. Neil and Quaker City Sales Manager George A. Lyons in a preholiday sales conference.

Dealers Using Victor Trade Helps

Trade stimulators which the Philadelphia Victor dealers have been displaying were the streamers announcing "Just Received the New Orthophonic Radiola-Victrola, No. 7-10. Come In and Hear It." These display notices were supplied by the Philadelphia Victor Distributors, Inc. Other features for exploitation of Victor records were the window posters furnished by the distributor for the Gene Austin numbers in the late lists. These were in large posters accompanied by smaller-sized ones featuring the December 2 release of "My Melancholy Baby."

C. Raymond Rudrauff, Inc., Formed

J. S. Sibel and C. Raymond Rudrauff, who for many years have been associated with the larger dealers of this city, have formed a partnership known as C. Raymond Rudrauff, Inc., for the sale of talking machines, radios and musical merchandise at 2014 Market street. Mr. Sibel formerly was manager of the B. B. Todd Co., while Mr. Rudrauff has been connected with several local stores. The firm will feature the Victrola, Radiola, records and Weymann stringed instruments.

C. Fulton in New Post

Charles Fulton, who has been connected with the sales staff of the B. B. Todd Co., 1306 Arch street, as an assistant to Manager Sibel for the past few years, has succeeded the latter upon his retirement from the company to enter business on his own account. He has been associated with the talking machine and radio departments of the Todd store until his promotion to manager.

Adds Important New Lines

Among the newest of lines to be added by the Louis H. Shohat Co., 1224 Poplar street, are a complete assortment of Okeh and Paramount records and the International Music rolls and Banner records. The firm also handles the Harmony, Vocalion records, Brunswick and Columbia phonographs and records, with a line of string instruments.

Everybody's T. M. Co.'s New Catalog

Within the 200 pages of the newest compiled catalog which has just been issued by Everybody's Talking Machine Co., 810 Arch street, there is listed a complete service in parts, repair materials and accessories of the Honest Quaker line manufactured by that concern. There are numerous new items that have been added to the Honest Quaker line that now are recorded in the catalog and which have been indexed and illustrated so that a handy and speedy service is available to the repair man and accessory dealer.

Landau Bros.' New Store Dedicated

Quaker City trade associates joined in the dedication ceremonies which marked the opening of the new store of Landau Bros. in Hazleton in mid-November. Among the Philadelphians who journeyed to the opening were President Louis Buehn and his associate, Vice-president Harry A. Ellis, of the Philadelphia Victor Distributors, Inc., and the up-State representative, George Tatem. The firm features jewelry, furniture and the Victor line and occupies in its new location one of the handsomest stores in the coal regions. It will be under the management of Leo Landau. Landau Bros. have gained a wide reputation as modern dealers in the coal region, keeping abreast of

(Continued on page 96)



Guarantee Special

Furnished in

COBRA GRAIN BLACK
CROCODILE BROWN
SPANISH BLUE
SPANISH GREEN
SPANISH RED

Made to meet the
popular demand

COSTS YOU \$8.00—RETAILS FOR \$15.00

GUARANTEE TALKING MACHINE SUPPLY CO.

35 N. NINTH STREET

PHILADELPHIA, PA.



Write for our latest Main Spring Chart



Sandar lends a festive air

ANYBODY who has anything to do with the Sandar Speaker during this gay and merry season has added reason for that "all's right with the world" feeling—the fans because Sandar's perfect performance and attractive appearance contribute so much to their enjoyment, and the dealers because of Sandar's unparalleled popularity.

Not forgetting that Sandar is the lowest priced—\$27.50—licensed speaker of its size, and that the Sandar Junior, a worthy smaller edition of the Senior retailing at \$16.50, is doing its full share in providing good cheer and incidentally good profits.

You would do well to apply for a Sandar franchise, and thus cash in on the unprecedented demand it has created. Write TODAY for terms and full information.

SENIOR Model \$27⁵⁰
(No. 25)
West of the Rockies \$30⁰⁰

JUNIOR Model \$16⁵⁰
(No. 21)
West of the Rockies \$17⁷⁵

Licensed under Lektophone Patents

SANDAR SPEAKER

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York

THE TRADE IN PHILADELPHIA AND LOCALITY— (Continued from page 94)

the time with up-to-date methods of merchandising.

J. A. Fischer Co. Issues New Catalog

For the coming year compilation of the Valley Forge parts, repair materials and accessories the trade will receive the most comprehensive catalog of these commodities ever featured by the manufacturers, the J. A. Fischer Co., 730 Market street. On December 1 the firm sent out a most complete and comprehensive catalog carefully indexed and profusely illustrated with cuts for ready reference. It has 160 pages with all the newer parts and accessories for the latest types of talking machines of standard make. It took eleven months to compile the book and seven specialists to work it out so that an especially efficient service might be rendered in its pages for the dealers and repair shops. One of the attractive sales numbers of the Fischer list of Valley Forge specialties is the Xmas packet of the ValPhonic. It has been packed in an attractive carton designed in the holiday colors and with inscribed greetings so that the dealer may have a new item and salable gift for his counter. This Yuletide package has been a special feature to move in large volume this year, according to the orders now being sent here for the ValPhonic. Irvin Epstan, who has been covering the South, has been introducing it among the dealers in that section with splendid results in sales.

S. Burman Enters Business

Under the title of the Standard Talking Machine Supply & Repair Co., S. Burman has again become identified with the trade in his own business at 105 North Tenth street. Formerly located at this address with the original firm of the National Talking Machine Supply Co., with which he was affiliated as co-partner of Leo Marks, he resumes business on his own account, handling a full line of the standard makes of parts, accessories and repair commodities, catering to the trade needs.

Bernard Polikoff, who is proprietor of the Liberty Talking Machine Co., 2128 South Seventh street, has been developing a large radio patronage in the southern section of the city. Following more than a decade of association with the talking machine industry and the establishment of a large neighborhood business, he now features one of the largest radio assortments in the South Seventh street shopping section. Among the newest lines of



PATHEX Cameras and Projector

Radio Accessories

Penn Phonograph Co.

913 Arch St. Philadelphia

radios just added are the Kolster and Crosley and shortly the Atwater Kent is to be stocked. These supplement Columbia phonographs.

H. Royer Smith Moves Branch

Following the closing of the doors of the Philadelphia branch of the Estey Piano Co., at 1700 Walnut street, the talking machine store formerly affiliated with that company and recently acquired by H. Royer Smith has been removed to the main store of the latter at Tenth and Walnut streets.

Takes Over Heim Store

With the acquisition of the former business of Joseph Heim, Inc., 3800 North Broad street, the new owner, Walter Cunningham, has extended the stocks of musical merchandise handled, including the Victor talking machines and Radiolas. Mr. Cunningham is well known in the trade as the former representative of the Victor Co., having traveled the South and Southwestern and Middle Western States for the manufacturers of the Orthophonic. He has added the Atwater Kent, Zenith, RCA, Spar-ton and Mohawk radios and sheet music.

Big Demand for New Zenith Set

So well received in popular favor was the latest model of the Zenith, constructed so as to operate direct from the electric current in the home, that the local distributor, the Penn Phonograph Co., has been unable to keep any of the new types on hand. As soon as shipments from the factory are received they are sent on their way to the dealers. Simultaneously with the introduction of the new Zenith a special meeting was called on November 21 for the purpose of laying before the sales representatives the various improved features of the new model. There were seven travelers for the Penn Phonograph Co. in the group who

were dined at the Hanover Hotel and then at the office heard the new model explained and sales campaign outlined by Sales Manager D. W. Mayberry.

First-hand information on the long-distance range possibilities of the A. C. electric Zenith are forthcoming from T. W. Barnhill, head of the Penn Phonograph Co., and one of the loudest rooters for that set as a result of his own experiences with its operation. The first night that the electric set was installed in the Barnhill home California was brought in and nightly ever since similar hook-up has been made with the Coast State.

Electric Atwater Kent Set Popular

Following on the tide of popularity which has marked the appearance of the newest A. C. electrically operated Atwater Kent, the local distributor, Louis Buehn Co., 1025 Arch street, is being depleted of all available shipments from the factory because of the tremendous demand. The Model 36 Atwater Kent has been highly popular with the home folks since its introduction, and dealers have placed a list of holiday requirements for their customers that will consume all of the incoming shipments.

Predicts Record Sales of Radio

That the next four months will witness the greatest sales in the history of radio was the prediction made by Fred Stein, scientist and inventor of the Steinite radio unit, at a dinner given in his honor at the Hotel Adelphia, Philadelphia, in early December. More than 200 Steinite dealers in Philadelphia and nearby points were present at the dinner given in honor of the head of the manufacturing firm by Samuel Schimmel, president of the Schimmel Electric Supply Co., local distributor of the radios, made in Atchison, Kan.

Stewart-Warner Get-together

Distributors and dealers of the Stewart-Warner Speedometer Corp., coming from all parts of eastern Pennsylvania, southern New Jersey, Delaware and Maryland, comprising the Philadelphia district, last week attended the get-together-dinner at the Penn Athletic Club in this city. J. B. Suess, distributor of the Stewart-Warner products for this district, presided. His announcement of the appearance, within a few days, of the corporation's newest alternating current radio sets in all models was enthusiastically received by the dealers.

The main speakers were R. H. Woodford, radio sales manager, and J. M. Golten, radio engineer of the Stewart-Warner Corp. One of the latest of the company's sets had been hooked up in the dining room, and radio programs, including that of the company's own station, furnished entertainment.

R. M. A. Board to Meet

The Radio Manufacturers' Association board of directors has been called to meet at Cleveland, O., on December 13, by President C. C. Colby, of Canton, Mass. On the program is consideration of the plans for the Fourth Annual R. M. A. National Convention and the Second Annual Trade Show to be held June 11-15, 1928, at the Stevens Hotel, Chicago. Several other important matters for extension of R. M. A. Service to the public and its membership also are on the program.

A Display Room for the De-Luxe Type Victor Instrument


This room contains a complete sample line of the Automatics, Electrolas and Victor Radiola Combinations.

Our Victor dealers are cordially invited to make use of this added service for demonstrating to prospective customers any particular type that is not available for immediate distribution, as well as sample instruments not ready for general distribution.

The atmosphere of elegance and refinement harmonizes with the beauty and magnificence of the new Victor instruments on display.

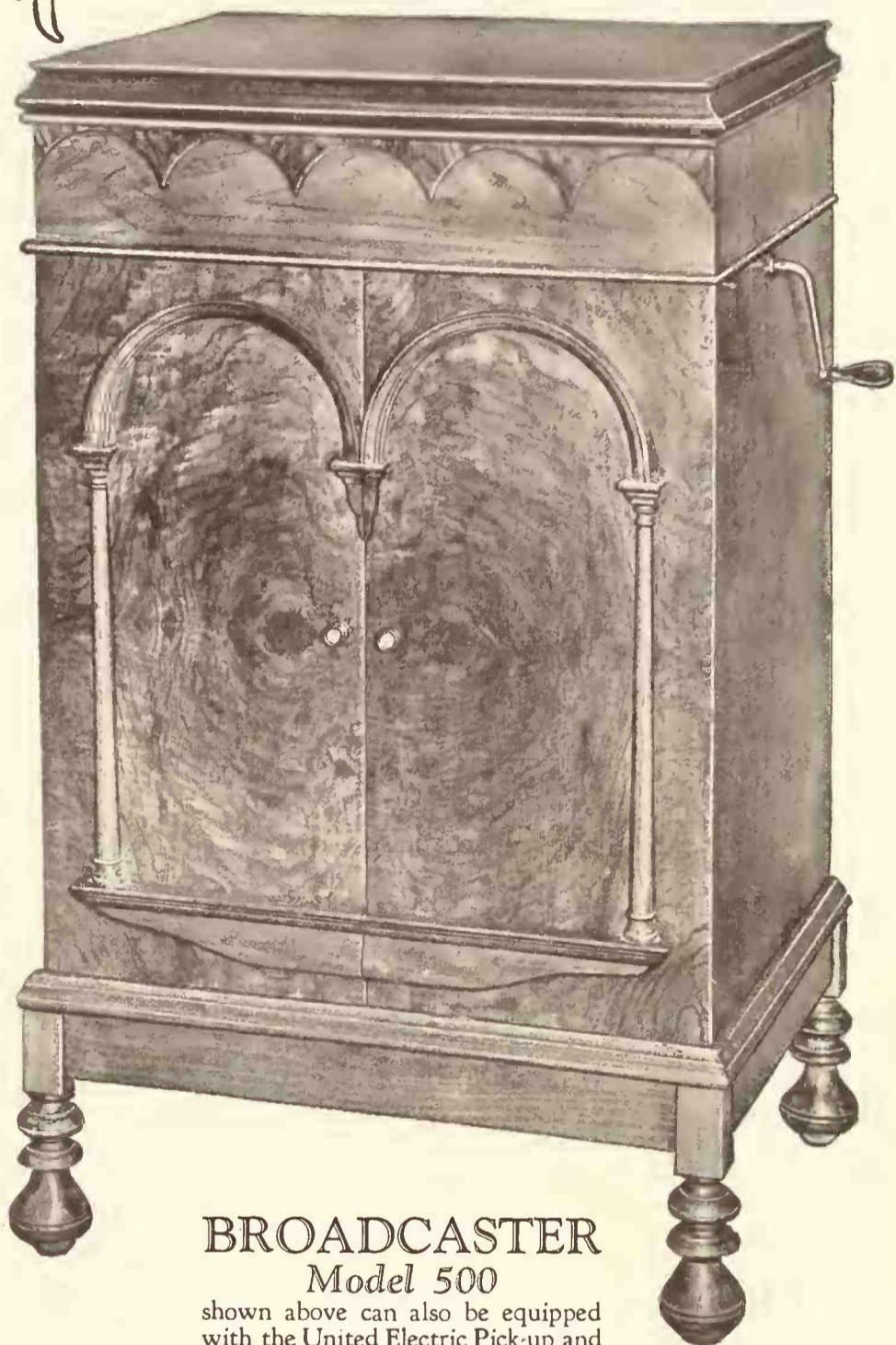
H. A. WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

Victor Wholesalers


BROADCASTER
 Life's Voices

Model 500

- *Supremely* realistic and rich in tone quality.
- *Instantly* appealing in its graceful, artistic, modern lines.
- *Finest* Cabinet work of specially selected Burl Walnut or Diamond Matched Mahogany.
- *Operated* by the finest of all quality Motors—United No. 5. After years of experience in building fine phonographs, we have selected this Motor and used it exclusively because no other Motor provides such a silent, steady, regular, even flow of balanced power, thus maintaining throughout the record an absolute uniformity of pitch.
- *Priced* to retail much lower than the public conceives as possible for a phonograph of such quality, beauty and performance.



BROADCASTER
 Model 500

shown above can also be equipped with the United Electric Pick-up and Tone Amplifier—a distinct improvement over all, and not an imitation of any other type of electrical tone reproduction.

14 Other Models
 of Broadcasters

are available to retail from

\$39 to \$150

Usual Discounts to Dealers

A personal examination of
 this beautiful instrument will convince you
 that it is unquestionably
 "The Greatest Value of the Season"
 The low price will surprise you.
 Write for it!

The Broadcaster Corporation

2414 West Cullerton Street, Chicago, Illinois



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

Finalists in Atwater Kent Foundation Radio Auditions Picked by Judges

Five Young Men and Young Women Vocalists Survive Preliminary Stages—Nationally Known Musicians and Authorities Select Winners—Valuable Prizes to Be Awarded

Stars of opera and internationally known artists who have filled the programs of the Atwater Kent radio hour each Sunday evening for more than two years will stand aside for America's young amateur singers when the Atwater Kent Hour is broadcast over the regular Red network, Sunday evening, December 11, at 9.15 o'clock Eastern Standard Time.

Hopeful boys and girls who have in turn won local contests; been adjudged the best vocalists in their home States, and finally the best singers in their own of five Audition districts into which the country was divided, will fill the hour with their selections, in the final contest of the series sponsored by the Atwater

Kent Foundation in its National Radio Audition. One youth and one young lady have been qualified to represent each district.

These aspiring finalists, for whom fame and fortune are in the balance, and the States and districts they will represent are:

First District: New England and Eastern Seaboard States—Miss Marie Healy, 18-year-old high-coloratura, of Manchester, N. H., and Wilbur W. Evans, 22-year-old bass-baritone, of West Philadelphia, Pa.

Second District: Central and Middle Western States—Miss Marie Bronarzyk, 18-year-old coloratura, of Chicago, Ill., and Harold A. Klanck, 23-year-old baritone, of Flint, Mich.

Third District: Southern and Southeastern States—Miss Mary Bowe Sims, 23-year-old coloratura, of Richmond, Va., and Ben P. DeLoache, Jr., of Asheville, N. C.

Fourth District: Southwestern States—Miss Agnes Davis, 24-year-old lyric soprano, of Denver, Colo., and Libero Micheletti, 22-year-old baritone, of Galveston, Tex.

Fifth District: Western and Pacific Coast States—Miss Emilia Da Prato, 20-year-old lyric soprano, of South San Francisco, Cal., and Ted A. Roy, 22-year-old tenor, of Corvallis, Ore.

The progress of these young singers has been followed by music lovers throughout the country as they sang in local, State and district contests, in which as many as 50,000 aspiring voices were heard. They were judged in the State and district auditions by a joint vote of the radio audiences and special juries of musical experts, with the vote of the listeners-in counting 60 per cent of the total.

The final judging will be done solely by a board of judges composed of recognized artists and authorities, whose selection has been approved by the National Sponsorship committee composed of Mrs. Edgar Stillman Kelley, president of the National Federation of Music Clubs; Madame Louise Homer; Mrs. Otto H. Kahn, of New York City, and Edward W. Bok, widely known editor and publicist.

The board of judges will include: Madame Louise Homer; Reinald Werrenrath; Albert Spalding; Gateman Griffith; Georg Fergusson; T. Tertius Noble; Vladimir Roasing; W. G. Hay, Chicago, Lawrence Gilman, music critic.

The awards for which the five young men and five young women will compete are: Two first gifts (one for a boy and one for a girl) of \$5,000, a gold decoration, and two years' conservatory tuition; two second awards, \$2,000 and one year's tuition; two third awards, \$1,000 and one year's tuition; two fourth awards, \$500, and two fifth awards, \$250. In addition to these gifts, successful contestants may receive sponsorship in the future by the Foundation, and may become Atwater Kent artists.

The Storm Before the Calm

THE radio industry is now going through a trying, stormy period. A readjustment is taking place which is uprooting previously held notions and policies and in the process destroying those elements which are not homogeneous to the new order. But out of the chaos can be seen emerging, as surely as day follows night, a new order of calm and stability which has always seemed to the astute to be the inevitable trend of the industry.

And among those who will weather the storm and enjoy the calm will be found inevitably the manufacturer, wholesaler and dealer who builded on the foundation of SERVICE. This foundation is not composed of selfishness, avarice, disloyalty, carelessness. Its stones are inscribed

Sincerity
Endeavor
Reliability
Vision
Industry
Cooperation
Efficiency

With contentment that is born of the knowledge of Service well rendered we enter the new year and face the new order ready to carry on and justify, as in the past, the confidence and trust of our many friends in the trade who have helped us to grow and whom we have helped to grow with us. Our hand is also outstretched to help those who, storm-bewildered, are seeking the way to safety. To the first and the last we voice

The Season's Greetings

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

N. W. Cor. 7th and Arch Streets "Grow With Us" PHILADELPHIA, PA.

Brunswick Records Broadcast Regularly From WPG

Prominent among the many stations now broadcasting Brunswick records regularly is station WPG at Atlantic City. The broadcast of Brunswick records from this station is known as "Twilight Hour" and was inaugurated as a regular feature of this station on Sunday afternoon, November 6. Many letters of appreciation were received, congratulating the station officials on their choice of records, and expressing the hope that these programs would be continued.

Norman Brokenshire, formerly announcer at Station WJZ, New York City, is now the chief announcer at WPG and conducts these programs.

Gold Seal Electrical Co. Issues Booklet on Tubes

An attractive thirty-two-page booklet entitled, "How to get the best results from your radio tubes," has been published by the Gold Seal Electrical Co., Inc., New York, manufacturer of Gold Seal tubes. It presents in convenient form much information not readily available elsewhere about the newer types of radio tubes and their uses. It explains the function of radio tubes in simple language, and tells how the newer tubes were developed to meet present-day conditions in broadcasting. How to select and install these tubes is fully explained in the booklet with illustrations and diagrams, and there is also a section of technical data for the expert.

The booklet is available in quantities to all Gold Seal dealers for distribution to the consuming public.

T. R. Buel Now General Manager of Cleveland Firm

Well-known Executive in Important Post With Ohio Sales & Supply Co., Distributor of Okeh Records and Allen Portables

CLEVELAND, O., December 6.—T. R. Buel, who is well known in the phonograph industry throughout Ohio, is now general manager of the Ohio Sales & Supply Co., a distributor of phonograph and radio products with headquarters at 1231 Superior avenue, N. E. Louis Cofsky is president and treasurer, and plans are being made to give dealers in the Cleveland and Pittsburgh territories efficient service in connection with the products distributed by the company.

Okeh records are one of the feature lines being marketed by the Ohio Sales & Supply Co., and Mr. Buel announced recently that the portable phonograph products manufactured by the Allen-Hough Mfg. Co., Milwaukee, Wis., would be distributed by his company in this territory. Allen portables, although on the market only a few months, have already attained an outstanding success, and Mr. Buel states that the results of the campaign to date in behalf of these portables have been far beyond expectations.

It is planned to market also a complete line of radio products, and arrangements have already been made to distribute Shamrock sets manufactured by the Shamrock Mfg. Co. at Newark, N. J. and Quam speakers made by the Quam Radio Corp., Chicago, Ill. Additional lines will be ready for announcement in the near future.

Splitdorf Corp. Planning for Spring Radio Business

The Splitdorf Radio Corp., of Newark, N. J., is preparing aggressively for Spring radio business, and plans for the first three months of the new year have already been mapped out. A gathering of Middle Western Splitdorf distributors was held in Chicago the early part of the month at which the following Splitdorf executives from Newark took active part: E. H. Schwab, chairman of the board; Robert W. Porter, vice-president; Paul Ware, engineer; Hal P. Shearer, radio sales manager, and Noel S. Dunbar, designer. Placing of commitment



Use Jewell Service Equipment

The successful dealer is he who gives a definite, accurate and reliable service to his customers. His first concern then is his service equipment. To hold his customers' confidence he must use a well known make which is recognized by his customers as being thoroughly reliable.

Because of these facts the successful dealer uses Jewell Service Equipment.

An example of Jewell quality equipment for radio dealers is the Radio Set Analyzer, Pattern No. 133. It makes radio service positive and lasting. Every test required to completely service a radio set can be made with this instrument. A simple plug and cord arrangement takes the characteristics of a set direct from the tube sockets. The instrument movement has a high resistance of 1,000 ohms per volt. The plainly marked push button switches make radio testing easy and rapid, for a six-tube set can be completely gone over in ten to fifteen minutes by an experienced man.

Service men everywhere are using this Analyzer and finding it increasingly more important in time saved and service rendered.

Write for descriptive circular No. 1124

Jewell Electrical Instrument Co.

1650 Walnut Street

Chicago

"27 Years Making Good Instruments"



Pattern No. 133—Radio Set Analyzer

orders, merchandising of the Splitdorf line and co-operative advertising were matters taken up, discussed and acted upon. Discussion was focused upon the market for electric receivers, and there was given to the trade an analysis of the situation as to the electric, the electrified and the battery-operated sets. Emphasizing the fact that the "inherently" electric differs from the ordinary "electrified" receiver, the Splitdorf co-operative campaign of advertising calls the public's and the trade's attention to the seventy years of electrical manufacturing in which Splitdorf has been engaged.

Congratulations!

PHILADELPHIA, PA., December 8.—H. T. Stockholm, of the staff of the Atwater Kent Mfg. Co., of this city, is receiving congratulations upon the arrival of a nine-pound son in the Stockholm family.

Government to Issue Statistics on Radio Production

Radio Manufacturers' Association to Co-operate With Department of Commerce in Securing Data From Nation's Manufacturers

For the first time in the history of the radio industry, official information regarding radio manufacturing is to be made available to the public and to the industry through co-operation of the United States Government and the Radio Manufacturers' Association. The Federal Government, through the Department of Commerce, has accepted a plan proposed by the Radio Manufacturers' Association to gather statistics from the nation's manufacturers of radio receiving sets, accessories and parts. Reliable and official statistical information as to radio manufacturing will be issued quarterly.

With the assistance of the R. M. A., the manufacturing statistics will be gathered, compiled and published by the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, of which Marshall T. Jones is chief. Comprising as it does more than 300 leading manufacturers of radio of the country, the R. M. A. is fortunately in a position to give the utmost service to the Government in securing manufacturing data hitherto unobtainable.

The Department of Commerce is now engaged in sending to manufacturers a questionnaire showing in detail their factory shipments for the last three months of 1927. The information will be published by the Department of Commerce early in January. This and subsequent quarterly publications of manufacturing statistics will inform the public regarding the progress of the radio industry and be a valuable guide to manufacturers in determining their production. The information is to be given in strict confidence by the manufacturers to the Government with the expectation of wide co-operation by the manufacturers.

In New Post

Knickerbocker, Schoverling, Daly & Gales, Inc., New York City, distributor of Brunswick products, has added to its staff Mrs. Florence L. Haenle, for many years in the record promotion department of the New York offices of the Brunswick Co.



Cash in on COLUMBIA



The name Columbia is before the phonograph and phonograph record buying public as never before. The superiority of the Columbia line and the intimate knowledge of its makers, as to exactly what buyers want, is emphasized with each succeeding month.

Now is the time to cash in on such Columbia best sellers as the "Two Black Crows" and the complete line of the Viva-tonal Columbia Phonograph, "like life itself."

We invite from dealers in our territory inquiries for full particulars as to Columbia products and service.

Lincoln Fixture and Supply Company
Lincoln, Nebraska

Victor Advertising Campaign Includes Car Cards Featuring the Latest Records

Forty Million Street Car Riders Throughout the Country See Effective Advertising of the Victor Talking Machine Co. in Connection With Featured Recordings

Forty million "riders"—a large part of the forty million "readers" of the Victor message each working day. That's advertising circulation! And it reaches practically every community in the country. Every three days the



Victor Car Cards

number of "rider-readers" more than equals the total population of the country.

The most important part of any national advertising campaign, that of dealer tie-up, is the one part which is most often neglected by the manufacturer. It is not overlooked by the Victor Co., for simultaneously with the appearance of a new card in the street cars the same card goes in dealers' windows. At least, it is available, and if you have not made your store the point of contact in the street car-card campaign you surely are missing a real opportunity to sell more of the new records featured by Victor. Displaying the same card in the show window is a definite reminder—the final urge to hear, which usually is the forerunner to a definite sale. People of all ages ride in the cars and, consequently, frequent changes in the cards are made in order to appeal to all tastes.

Two or more cards run simultaneously in the cars, and the sales on the records form a sales barometer which is a true indication of public demand. This sales barometer is care-

fully watched, so that the flexibility of this advertising can be applied to special trade conditions as they develop. To illustrate: a card may normally be scheduled to run two weeks, but when the sales continue to climb steadily day after day, it may result in a more extended run of the card which is producing such excellent returns. This elimination of a large part of the guesswork is of great value in a business which is of necessity based largely on forecasting public taste and demand, at least, in the field of popular music.

However, we should make it entirely clear that popular numbers are not featured to the exclusion of Red Seal records. As an example: the "Invitation to the Waltz," played by Leopold Stokowski and the Philadelphia Orchestra, is running in December in some of the cars, while in others Gene Austin's latest success, "My Blue Heaven," clamors for the attention of the riders.

Two or more cards are always in the course of preparation, which brings us to the matter of design and make-up of the cards. Very often the title of the selection of the record to be featured suggests the design, but the card must always measure up to the Victor standard. First, it must be distinctive in design and—more than that—it must be distinctively Victor. The cards shown here do not give an adequate idea of their attractiveness or brilliancy of color. One point you will notice is the idea "New Orthophonic Victor Records" and "Quality Reproduction" is emphasized in every card, whatever record is being featured.

Victor street car advertising is reaching the people every day in the week, every week in the year, and it provides a means for tie-in advertising, which is seldom possible with a national campaign of this magnitude. It will pay every individual dealer to follow it closely and feature in the window and in the store, as well as play in the store entrance, the records as they are featured in the cars.

Sixth Anniversary of Daven Radio Corp. Celebrated

The sixth anniversary of the Daven Radio Corp., Newark, N. J., was celebrated this month. The organization was founded one year after the inauguration of the first radio broadcasting station in America, KDKA, and was the pioneer radio company devoted exclusively to the manufacturing of radio resistors. A new line of heavy-duty wire-wound resistors to be known as Davohms will shortly be announced.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N. J.

Joseph A. Cahill Wins Radiotron Display Prize

PHILADELPHIA, PA., December 6.—Joseph A. Cahill, of the sales staff of Trilling & Montague, RCA distributor, has been awarded first prize of \$100 in the contest sponsored by the Radio Corp. of America, and in competition with some 2,000 jobbers' salesmen throughout



Presentation of Radiotron Display Prize

the country. The contest was for the purpose of stimulating interest in Radiotron display outfits and first prize was awarded to the salesman who sold the most of these displays, known as the Penny-A-Day Radiotron Service, during the month of October.

The formal presentation of the prize check was made by John D. Kelley, district representative of the Radio Corp., who officiated in the absence of Mr. Wunzer, of the Radio Corp. The officials of Trilling & Montague find the success of their salesman a matter of no small pride and satisfaction.

Hazeltine Files Suit

The Hazeltine Corp. has filed suit in the Federal District Court in Brooklyn against E. A. Wildermuth, distributor of radio receiving apparatus for the Atwater Kent Mfg. Co., covering alleged infringement by the latter company of patents controlled by Prof. L. A. Hazeltine.



A
Merry
Christmas



A
Happy
New Year

LYREPHONIC SENIOR

This will be one of 1928's most popular reproducers. If you have not heard it, send for sample and prices today.

Andrew P. Frangipane & Co., Inc.

Factory and offices: 261 Warren St., Lyndhurst, N. J.

Western factory representative: Max Targ, 229 W. Randolph St., Chicago, Ill.

Business on the Increase in Baltimore Territory

Arrival of Cold Weather Has Effect of Increasing Demand for Radio and Talking Machines—Columbia-Kolster Unit Shown

BALTIMORE, MD., December 8.—The arrival of cold weather early this month had the effect of increasing public interest in talking machines and radio. This condition was eagerly welcomed by dealers, particularly radio dealers, for business during November was inclined to be a trifle spotty with no continued demand.

William Swartz, of the Columbia Wholesalers, states that Columbia sales reached a high mark during November. "Business," he said, "expanded in all departments and particularly in the record end. All classes of music shared in the demand, symphony, dance, song, race, hill billy and foreign, with no abatement to sales of "Two Black Crows" recordings. The outstanding feature of the month was the enthusiasm aroused by the Columbia-Kolster electric reproducing phonograph. Columbia dealers are featuring this instrument in their windows and are reporting good sales. The trade is also on the alert to take advantage of every large meeting to demonstrate the Columbia-Kolster instrument, and these demonstrations usually result in sales and large numbers of likely prospects.

"The new instrument was one of the featured exhibits at the recent convention of state music teachers and several schools entered orders for use in their auditoriums. Other dealers made arrangements to play the Columbia-Kolster at the places where the new Ford cars were being shown, effecting tie-ups with what were probably the largest gatherings during the past month."

I. Braiterman, head of the service department of the Braiterman-Fedder Co., surprised his associates by taking unto himself a wife during a brief vacation. The Braiterman-Fedder Co. reports business very brisk with two shifts working in the player roll plant as well as in the portable talking machine factory. The BrafcO Christmas record bags have also been received with enthusiasm, the company having sold more than 250,000 bags before the first of



Booming Business with Columbia

NEVER before has there been such a great demand for Columbia products in our territory. Columbia dealers are reaping the benefits of the good-will being created by Columbia through extensive advertising in

newspapers, magazines and over the radio.

We are enjoying the biggest year in our history. Are you? If you want your business to boom, try booming it with Columbia.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



December and large orders are still being received.

The BrafcO sales staff is busily engaged in covering the trade. William Fedder is taking several trips to the South and recently concluded a profitable trip through western North Carolina; Philip Kaufman is reviving the friendship between the organization and its Texas dealers, a territory formerly covered by William Braiterman. Indications point to this state being one of the most profitable during 1928. E. M. Fedder recently covered Florida and Georgia.

Johnson Bros., music and radio dealers, recently added the complete Zenith line of radio receivers to their stock and are doing a nice volume of business with the new line.

Columbia Wholesalers, Inc., are in receipt of many letters congratulating them on the Columbia record programs which are broadcast twice each week from Station WCAO.

Hecht Bros., large Baltimore store, secured a great deal of publicity for the Columbia-Kolster electric phonograph by installing it in a window of home furnishings in which a popular actress lived for a week. This actress lived and slept in the window for the week of her stay in Baltimore, and the street outside was packed with curious onlookers. As she entertained herself frequently listening to the music reproduced by the new instrument, and as the music could be heard outside, much favorable attention was directed toward the phonograph and several sales resulted.

Federal-Brandes Announces Two Personal Changes

Two important changes in executive personnel of Federal-Brandes, Inc., Newark, N. J., makers of Kolster radio receiving sets and power speakers, were announced on the twelfth of December.

Irving H. Mitchell, formerly advertising manager, has been made assistant to the general manager of the merchandising division, in order to take care of the rapidly increasing business in Kolster products. In this new position, Mr. Mitchell will be more closely associated in an executive capacity with D. S. Spector, general manager.

Philip Van Doren Stern has been appointed advertising manager of Federal-Brandes, succeeding Mr. Mitchell.

Report of New Set

PHILADELPHIA, PA., December 8.—While details are lacking, reports are current that the Philadelphia Storage Battery Co., one of the largest manufacturers of storage batteries and radio power supply units, will shortly place on the market an electrically operated radio set.

RECORDING WAX

ALL TYPES

"G" Wax Specially for
Electrical Recording

F. W. MATTHEWS 126 Prospect Street
E. ORANGE, N. J.

Winners of Atwater Kent National Radio Audition

Five boys and five girls, the finalists in the Atwater Kent National Audition, sang to millions of radio listeners-in from the National Broadcasting Co.'s studios in New York on Sunday evening, December 11, and the winners of the finals were selected, as follows:

First Prizes: Miss Agnes Davis, of Denver, lyric soprano, Southwestern States District; Wilbur W. Evans, of Philadelphia, bass-baritone, New England and Eastern Seaboard States District. Second Prizes: Miss Emilia Da Prato, of South San Francisco, lyric soprano, Western and Pacific Coast States District; Ted A. Roy, of Corvallis, Ore., tenor, Western and Pacific Coast States District. Third Prizes: Miss Marie Bronarczyk, of Chicago, coloratura soprano, Central and Middle States District; Ben P. De Loache, of Asheville, N. C., baritone, Southern and Southeastern States District. Fourth Prizes: Miss Marie Healy, of Manchester, N. H., high coloratura soprano, New England and Eastern Seaboard States District; Harold A. Klanck, of Flint, Mich., baritone, Central and Middle Western States District. Fifth Prizes: Miss Mary Bowe Sims, of Richmond, Va., coloratura soprano, Southern and Southeastern States District; Libero Micheletti, of Galveston, Tex., baritone, Southwestern States District.

Edison Distributing Head Making Tour of Country

R. R. Karch, general supervisor of the Edison Phonograph Distributing Co., Orange, N. J., is now making a circuit of the country east of the Rockies, visiting the various Edison Phonograph Distributing Co. branches in order to get a first hand impression of the general situation.

Three Victor Records Hits

The Victor Co. is calling the attention of the trade to three special records which will be ready for delivery before this issue of The World appears—all country-wide hits: No. 21053, "After I've Called You Sweetheart" and "Just a Memory" by Jesse Crawford, which will be featured in street car advertising beginning December 16; No. 21092, "My Blue Heaven" and "The Song is Ended," also by Jesse Crawford, advanced from the January 6 list, and No. 35875, "My Blue Heaven," played by the Victor Salon Group, and "Just a Memory," played by the Victor Concert Orchestra, advanced from the December list.

Apply for Sale Order

Kern Dodge, receiver for the Unit Construction Co., Philadelphia, Pa., will, on December 19, make an application to the District Court of the United States, Eastern District of Pennsylvania, for an order of sale at public auction of the property of the Unit Construction Co., now in his hands as receiver, including personal property and real estate.

Lyrephonic Plant Expands

Due to the reception which the new Lyrephonic products received in the trade and the steady increase of business, Andrew P. Frangipane & Co. have added considerable new equipment to their factory at Lyndhurst, N. J., and work has already begun on an addition.

New Stores and Changes Among Dealers During Past Month

New Stores Opened Recently Throughout Country and Changes in Management Compiled for the Benefit of Manufacturers and Jobbers

California

Los Angeles—The Baxter & Northrup Co. music store, located for the past ten years at 339 South Hill street, this city, has moved to new quarters at 837 South Olive street.

San Francisco—The store jointly occupied by Waters & Ross, Holton band instrument dealer, and the Music Supply Corp., sheet music dealer, has been remodeled and has a new front.

Long Beach—The Roulette Music Co. has taken new quarters at 622-24 Pine avenue.

Stockton—Orin L. Mallett, who has been identified with the music business here for the past twelve years, has opened his own store, the Mallett Music Co., at 35 North Sutter street.

Connecticut

New Britain—Blair & Brodrib, operating a chain of music stores throughout the State, have opened a new branch here at 170 Main street, with George D. Noel as manager.

Georgia

Augusta—Manning's Music Store has held the formal opening of its two-story home at 317 Eighth street.

Idaho

Boise—Oscar W. Spies has opened a new music shop, featuring musical merchandise, at 207 Tenth street.

Illinois

Peoria—The Adams Music House of Peoria, Inc., 114 South Adams street, has been incorporated with a capital stock of \$25,000 to conduct a general music business.

Iowa

Sioux City—The Phonograph Supply Co. has opened new and larger quarters at 119 War Eagle Building, this city.

Clinton—The Hoffman Music Co., one of the oldest music stores in this part of the State, has remodeled its piano department to make room for a larger stock of instruments.

Kentucky

St. Matthews—The Louisville Music & Radio Co., this city, has been incorporated with a capital stock of \$5,000 to engage in a general retail music business.

Hopkinsville—The McLaughlin Music Store, this city, has suffered a severe loss in a recent fire, which damaged adjoining property to the extent of about \$400,000.

Massachusetts

Lowell—The local store of M. Steinert & Sons, which suffered a heavy fire loss last July, has been reopened at its old location at 130 Merrimack street.

Beverly—E. C. Pauling has opened a new music store at 237 Cabot street, handling a full line of instruments.

Michigan

Grand Rapids—The Hagar Music Instrument Co., 18 Monroe avenue, this city, has been incorporated with a capital stock of \$50,000.

Minnesota

St. Paul—William A. Linquist, who conducts a musical merchandise store in Minneapolis, has opened a branch at 30 East Sixth street.

Missouri

Desloge—E. A. Force, of Vandalia, Ill., has opened a new music store here as a branch of his Vandalia store.

St. Louis—The Pine Lawn Music Store, of which John J. Long is proprietor, has moved to new quarters at 6207 Natural Bridge road, just north of his old location.

Nebraska

Omaha—Joe Himmelstein, proprietor of the Rialto Music Shop, 1416 Douglas street, has purchased the stock and fixtures of the Edison Shop and has added them to his business.

New Hampshire

Laconia—O. M. Prescott, at one time connected with Avery's Music Store, has opened his own music establishment at 50 Canal street.

New York

New York City—The Metropolitan Music Shops, Inc., have been incorporated with a capital stock of \$100,000 to operate a chain of retail music stores.

New York City—Charles Shongood has been appointed custodian for the music store of Isaac Berkovitz, 2487 Seventh avenue, which has filed a recent petition in bankruptcy.

Hudson—F. D. Perry & Co. have opened a new music store here with J. T. Naisek in charge.

East Hampton—A petition in bankruptcy has been filed by Alfred F. Dundon, doing business as the East Hampton Music Shop, and Alfred E. Frieman has been appointed receiver by the court.

Brooklyn—The Tomal Piano Corp., this city, has been incorporated with a capital stock of \$100,000 to engage in retail piano trade.

North Carolina

Biltmore—The Dorian Music Co., of this city, has been incorporated with a capital stock of \$100,000, of which \$50,000 has been subscribed.

Ohio

Cleveland—Jerry Goldsmith has opened a new music store, handling small goods and sheet music, on Euclid avenue and East Seventeenth street, called Jerry's Playhouse Square Music Shoppe.

Toledo—The Hayes Music Co., 422 Superior street, was a heavy loser in a fire, which did considerable property damage to adjoining property.

Mansfield—Albert E. Schaller and Dean L. Zerby have opened a new music store, called the Mansfield Music Co., and located in the Citizens' Building.

New Lexington—A branch of the S. V. Everett Music Co., of Crooksville, has been opened in the C. L. Chute Building here, handling pianos, phonographs and radio.

Middletown—Clem Imfeld, formerly of Hamilton, O., has opened a new music store at 19 South Clinton street, handling a complete line of talking machines, records and small goods.

Akron—The Stowe Piano Co. has taken temporary quarters until its present building at 283 South Main street is remodeled.

Akron—The George S. Dales Co., well-known Akron music and jewelry store, has suffered a severe fire loss, the blaze having started from defective wiring.

Youngstown—The L. G. Goldsmith Co., 130 East

Federal street, has opened a new radio department under the management of Franklin LeVine.

Findlay—C. Kobe & Sons, Findlay's oldest music store, has moved from 105 East Sandusky street to new quarters at 115 South Main street.

Canton—C. J. Russell has been made manager of the music and radio departments of the Klein, Hefelman, Zollars Co. department store.

Oregon

Albany—W. Bert Stevens and J. L. Bell have opened a new music store, called the Music Shop, handling Mason & Hamlin and Cable pianos, Columbia phonographs and Conn band instruments.

Tillamook—Kienle & Sons Music Co., of McMinnville, has opened a branch store here, with Milton Kienle as manager.

Pennsylvania

Philadelphia—The Standard Piano Co. has moved from 1218 West Girard avenue to new quarters at 1033-35 West Girard avenue, where an attractive three-story building is occupied.

Philadelphia—The music store of Fred A. Brown, at 203 Allegheny avenue, has been enlarged by a rear extension and two new demonstration booths have been installed.

Jersey Shore—Fitzgerald & Son have opened a new music store here similar to the business they conducted for several years in Gallipolis.

South Carolina

Anderson—George Holland has opened a new music store in the building at 121 East Whitner street, handling a complete stock of instruments.

Texas

Jefferson—The Marshall Music Co., Marshall, Tex., has opened a new branch on Walnut street, this city, with B. F. Sharp as manager.

Washington

Seattle—Gustav Henning, prominent local violin maker and dealer, has opened a new shop at 512 University Building.

West Virginia

Huntington—The Kenney Music Store, 331 Ninth street, has acquired the C. V. Miller Music Store, 810 Fourth avenue, which will be operated as a branch, called the Annex.

Wisconsin

Racine—The remodeled warerooms of the Christianson Bros. music store at 316 Main street have been reopened, having a new solid-copper store front.

Milwaukee—The Uptown Music Shoppe, Inc., has been incorporated to conduct a general music business here, with a capital stock of \$10,000.

Madison—N. A. Lilja has succeeded T. B. Reddington as manager of the Cable Piano Co. store at 6 Carroll street, with the latter's resignation.

Madison—George E. Richter has opened a new music store bearing his name at King and Webster streets, handling pianos, phonographs and small goods.

Ted Lewis and His Band, Columbia stars, are features of "Artists and Models of 1928."

**B
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A Merry Christmas
with
BELL RECORDS



**R
E
C
O
R
D
S**

Now is your opportunity to stimulate your business with the Christmas trade. Bell dealers will find a listing of more than usual merit. Write or wire.

THE BELL RECORD CORPORATION
38 CLINTON STREET
NEWARK, N. J.

Quality Products, Inc., Is Headed by Well Known Men

Joseph Wolff Is President and Henry W. Gerard Is Vice-President and Treasurer of Recently Organized Firm in New York

Merchandising plans and details regarding the various lines represented by Quality Factories, Inc., will shortly be announced by Joseph



Joseph Wolff

Wolff, president and secretary of the company, which was recently organized in New York to operate as manufacturers' sales representatives specializing in radio cabinets and several allied products.

Mr. Wolff was formerly first vice-president of the Sonora Phonograph Co., Inc., and has been a dominant figure in the talking machine industry for the past seventeen years.

Associated with Mr. Wolff in Quality Prod-



Henry W. Gerard

ucts, Inc., is Henry W. Gerard, vice-president and treasurer of the company, who was chief purchasing agent of the Sonora Phonograph Co., Inc., for eleven years, during which he gained a thorough knowledge of the industry.

Panatrope Used for Dances at Country Club Dinner

Through the courtesy of the Butler Music Co., Marion, Ind., the Marion Country Club at its dinner dance last month was enabled to furnish entertainment and dance music by the finest dance orchestras in the country, through the use of the Brunswick Panatrope. The Panatrope dance was an affair arranged by the Brunswick distributors, Harger & Blish, Des Moines, for the United Commercial Travelers of America.

The Panatrope as a means of furnishing entertainment and dance music for country club dances, school and church affairs is becoming very popular. Many of these social organizations find it more satisfactory to use the Panatrope, and a choice of records by the foremost dance orchestras of the country, than to use local orchestras, and wide-awake dealers in the smaller communities are alert to promote events of various kinds where the Panatrope can be of excellent service.

Fada Dealer Solves Difficult Demonstration Problem

A home demonstration of radio reception without moving out of the dealer's store has been accomplished by the Auto Electric Service Co., Mount Vernon, Wash., Fada Radio dealer. According to a report received by F. A. D. Andrea, Inc., this dealer's store is located in a section where high-tension wires, chargers, electrical repairing, etc., cause too great interference to permit of satisfactory store demonstrations of radio receiving sets.

The Fada Radio service engineering department suggested the location of the receiver at a distant point, connected with the store by telephone line and equipped with a step-down transformer 4,000 ohms to 600 ohms, and a step-up transformer 600 ohms to 4,000 ohms. The step-down transformer was installed at the receiving end between the receiver and the line, and the step-up transformer at the other end between the line and the cone speaker. It is said that this installation entirely eliminated the troublesome interference.

Federal Radio Corp. Shows Big Increase Over 1926

BUFFALO, N. Y., December 8.—Although figures have not yet been tabulated to show definite percentage of increase, the Federal Radio Corp. is now enjoying the heaviest period of production and sales in its history. Production is reported to be far ahead of previous years, including the high mark of 1926. Factory quotas in the Federal manufacturing and assembly plants at Buffalo have been raised step by step to meet a growing demand. It is unofficially estimated that Federal Ortho-sonic sales for September and October exceeded those of the same period in 1926 by more than 30 per cent.

Paul S. Weil Appointed to Important Freshman Post

Will Assume Executive Control of Advertising and Sales Promotion Activities of Charles Freshman Co., Inc., on January 1.

Paul S. Weil, well-known advertising counsel in the music-radio industry, in which he has specialized for the past five years, has accepted



Paul S. Weil

an offer from the Charles Freshman Co., Inc., to assume executive control of the advertising and sales promotion activities of the Freshman organization on January 1.

This will not be a new association for Mr. Weil, because he has handled the Freshman advertising account ever since the company started in business, in the capacity of account executive with prominent New York advertising agencies. For over four years Mr. Weil was associated with Frank Kiernan & Co., and for the past year and a half with Albert Frank & Co. In addition to Freshman he has been identified with the advertising of many radio and music manufacturers, including Audak Co., DeJur Products Co., Polymet Mfg. Co., Ambassador Sales Co., Cornish Wire Co., and Yorkville Radio Co. For the past few years all the advertising of the Radio Manufacturers Association trade shows and the Radio World's Fair in New York has been handled by Mr. Weil.

Exclusive distributors Columbia Phonographs and Kolster Radio in Western Missouri, Kansas and Northwestern Arkansas

Sterling Radio Comp
1515 Grand K. C. Mo.



KOLSTER

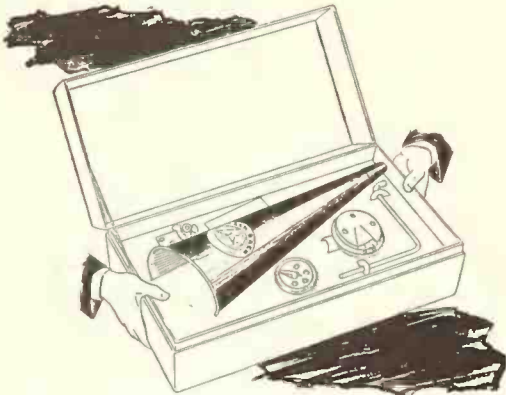
Even Bigger
in its Possibilities
than the Home
Motion Picture Outfit
that has made
millions

TALK BACK

Phonographic Recorder

Makes
Phonograph
Records at Home

Operates on any phonograph... makes durable records that play with Talk-Back needle on any phonograph... so compact it can be slipped into hand-bag or carried under arm; weighs only 2 pounds.



**THE SET COMPLETE IN THIS
HANDSOME CABINET \$7.50**

Everything required to make phonograph records at home... recorder, reproducer, horn, attachments... to retail for \$7.50, 3 6-inch, double-disc record blanks, \$1.00.

**A 3-WAY PROFIT
IN EVERY SALE**

Every Talk-Back sale means 3 profits: First, a liberal profit on the set itself; Second, steady come-back business on record-blanks; Third, added profits on extra reproducers and needles, to be mailed with finished records.

DO YOU WONDER

that the response from the trade, public, music journals, scientific press has been instant, spontaneous! Never before has a popular-priced musical specialty offered so much for so little.

**DEALERS — JOBBERS
Mail this coupon NOW!**

Talk-Back Phonographic Recorder Co.
4703 E. 50th Street - - Los Angeles, Calif.

Send me a sample TALK-BACK on approval — free demonstration records — and your Selling Proposition.

FIRM _____
STREET _____
CITY _____
STATE _____

Stromberg-Carlson Dealers Fly to Company's Plant

Houghton & Birk Use Modern Means of Transportation to Present Reasons for the Necessity of Securing More Merchandise

Gross-Brennan, Inc., New York City, metropolitan and New England representatives for the Stromberg-Carlson Telephone Mfg. Co., can point with pride to the aggressive and original ideas sponsored by Stromberg-Carlson dealers in their sales campaigns. One of these dealers, Houghton & Birk, located at Hartford, Conn., decided recently to use the same aggressive ideas in an effort to secure additional Stromberg-Carlson instruments for the holiday season. With this idea in mind they made an aeroplane trip to the factory at Rochester and presented their arguments as to the necessity of securing additional products. Their 'plane was almost wrecked at Syracuse, but they resumed their journey and arrived safely at Hartford after a thrilling experience.

A. A. Leonard and H. J. Heindel With Andrea, Inc.

A. A. Leonard and H. J. Heindel, radio and acoustical engineers of wide experience, have recently joined the engineering department of F. A. D. Andrea, Inc., manufacturers of Fada Radio.

Mr. Leonard is engaged in production research work which includes following through with laboratory research the product of the factory from the raw material to the finished apparatus to insure uniformity of production.

Mr. Heindel is specializing on speaker research and development. He was research engineer at the Bell Telephone laboratories for many years and has been active in the development of picture transmission, television and carrier telegraph systems.

Growing Sales of Electric Sets, Says G. H. Kiley

The electric receiving set has been approved by the radio buying public and is being purchased in greatly increasing numbers, according to a survey just completed by George H. Kiley, vice-president of the Farrand Mfg. Co. Sales of electric sets in 1928, in Mr. Kiley's opinion, will be limited only by the ability of manufacturers to produce the apparatus.

"The public is convinced of the efficiency and ease of operation of the electric receiver," said Mr. Kiley. "Just as the phonograph industry brought about a complete reselling of its market with the new model phonograph and electrically recorded discs, so the radio industry is producing receivers to satisfy a demand that will include a majority of the present owners of sets who want to replace their old type instruments with one of the new models."

Van and Schenck, Columbia artists, are on the Standard Oil Hour each week.

Temple, Inc., Prepares Display Card for Dealers

Card Can Be Used in Either Window or Counter Display—Is Exceedingly Realistic Likeness of Temple Speaker—In Four Colors

Pictured below is one of the dealer helps recently prepared by Temple, Inc., Chicago, maker of Temple loud speakers. It is in the form of a counter or display card finished in



Temple Display Card

four colors, brown, yellow, gray and black. The display is 23 inches high by 16 inches wide and is an exceedingly realistic likeness of the Temple air-column speaker.

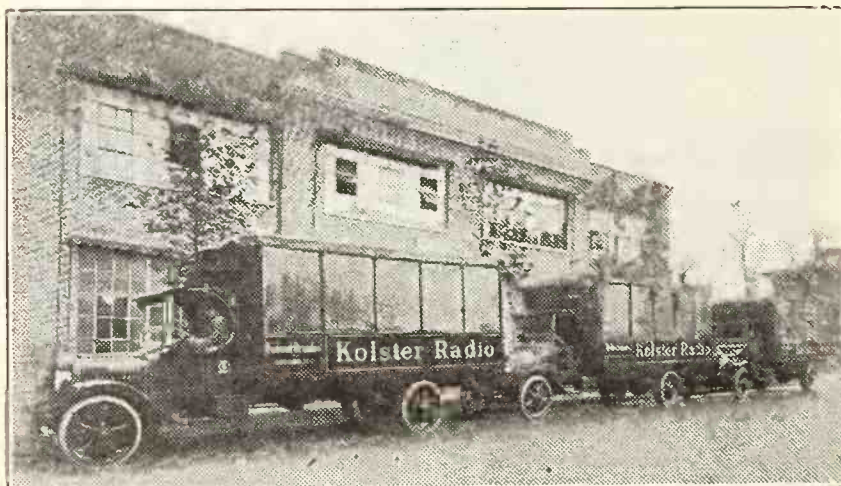
Edison Recording of "Rhapsody in Blue"

Outstanding Feature of Special December Release Is Recording of Gershwin's Masterpiece

An outstanding feature of the special December releases of Edison records, which will, of course, appear in the January supplement, is an excellent interpretation of Gershwin's "Rhapsody in Blue," played by the Edisonians, an organization of talented artists playing exclusively for Edison records. The piano part is played by Frank Banta, and the whole recording is of exceptional interest.

Playing Card Sales Aid

A new sales aid and attractive souvenir has been provided for Atwater Kent dealers by the Atwater Kent Mfg. Co. in the form of bridge decks. These cards are of standard quality, manufactured by the U. S. Playing Card Co., and their backs finished in black have a many-colored embossing of the familiar Atwater Kent radio galleon.



All production and shipping records have been broken at the two Newark plants of Kolster Radio, according to Federal-Brandes executives. Pictured herewith are five new trucks which have recently been added to the Kolster transportation fleet to care for Santa Claus' rush orders

Getting Your Share?

ARE you getting your share of the record and phonograph business? You're not, unless you carry the Columbia line. Write to us for details as to the liberal Columbia policies. Cash in on the great demand for both Columbia New Process Records and Viva-tonal Columbia Phonographs.

The sale of Records and Phonographs was probably never greater than it is today. Make certain to get your share of the new business Columbia is creating.



The Columbia Stores Company

Denver, Colorado: 1608 Glenarm St.

Salt Lake City, Utah: 221 South West Temple



Yahr-Lange, Inc., Sponsors Better Window Displays

Manufacturer of the Super-Ball Antenna Providing Dealers With Display Set Which Can Be Used to Dress Store Windows

One of the best dealer display helps designed this season has been placed in the hands of the trade by Yahr-Lange, Inc., Milwaukee, manu-



Yahr-Lange Display Aid

facturer of Super-Ball Antennas. The display set, illustrated herewith, is lithographed in seven different colors and is supplied free to retailers ordering six or more Super-Ball Antennas. This display sign is playing an important part in the window display contest sponsored by Yahr-Lange, Inc., which closes January 1 the winner to be presented with a 1928 model Packard sedan.

Invites Listeners to Comment on New Wave Lengths

To encourage reports from listeners on new broadcasting conditions following recent changes in wave lengths and power, Alex Eisemann, chairman of the board of the Freed-Eisemann Radio Corp., has announced that for the best report received by him before January 1, to be forwarded to the Federal Radio Commission for guidance, a new Freed-Eisemann receiver would be awarded. The member of the Federal Radio Commission representing the district in which the winner resides will be invited to present the receiver.

The board of directors of the Brunswick-Balke-Collender Co., Chicago, have authorized a dividend of 1 3/4 per cent, payable January 1, 1928, on the outstanding preferred stock of the company as of record of December 20, 1927.

Victor Electrola Tie-Up With New Ford Motor Car

The greatest simultaneous demonstration of talking machines ever staged was put on recently by the Victor Talking Machine Co., when Roy A. Forbes, manager of sales and merchandising, by special arrangement with the Ford Motor Co., placed new models of the company's line in, practically every showroom in the United States where the new Ford cars were being shown. Victor distributors everywhere were notified of the Ford Co.'s approval of the plan and they in turn told the dealers in their districts, who at once delivered instruments to the Ford showrooms. Ford dealers welcomed the Electrolas as a valuable entertainment feature of their programs.

The new Lobel Music Store, Schenectady, N. Y., held its formal opening at its new location, 152 Jay street, on December 3.

Popularity of the Vincennes Phonographs Gains in Gotham

J. S. Watters, president of the Vincennes Phonograph Mfg. Co., of Vincennes, Ind., manufacturer of Vincennes Veraphonic phonographs and the Rivoli line of phonographs, was a recent visitor to New York. Mr. Watters visited several sources of supply while here and also spent quite some time with L. E. Hilduser, manager of the New York distributing branch of the Okeh Phonograph Corp. This distributing branch several months ago arranged to handle the complete line of Vincennes phonograph products, and Mr. Hilduser



L. E. Hilduser

states that the dealers in the metropolitan territory are keenly enthusiastic regarding sales possibilities of his instruments. Under his able direction the sale of Vincennes phonographs in this territory have increased steadily, and in the coming year Mr. Hilduser plans to cooperate intensively with the dealers in developing their sales of these products.

The Vincennes Phonograph Mfg. Co. is now starting upon an ambitious manufacturing and merchandising program which will also be backed up by suitable and timely advertising. The capital stock of the company was recently increased by \$250,000, and Mr. Watters, who has been directing Vincennes activities for many years, is asking dealers for suggestions to aid the Vincennes sales campaign.

Building Good-Will With COLUMBIA

COLUMBIA New Process Records with their smooth, scratchless surface — Viva-tonal Columbia Phonographs whose reproduction of recorded sound is, indeed, "like life itself"—are daily building consumer good-will.

Liberal policies, prompt service, and ready co-operation with dealers make Columbia an increasingly remunerative line to handle. Get the Columbia Christmas business now. Write for full details.



Tampa Hardware Company

Tampa, Florida



the royal way to sales



Sophie Tucker



Frankie Trumbauer

it's true
the four best selling records

SOPHIE TUCKER

- 40921 WHAT'LL YOU DO?—Vocal, with Orchestra; Ted Shapiro at Piano
- 10 in. 75c THERE'LL BE SOME CHANGES MADE—Vocal, with Piano by Ted Shapiro
Both sung by Sophie Tucker

FRANKIE TRUMBAUER

- 40772 SINGIN' THE BLUES—Fox Trot
- 10 in. 75c CLARINET MARMALADE—Fox Trot
Both played by Frankie Trumbauer's Orchestra with Bix and Lang

SIGMUND KRUMGOLD

- 40904 INDIAN LOVE CALL—Organ Solo
- 10 in. 75c GYPSY LOVE SONG—Organ Solo
Both played by Sigmund Krungold



Sigmund Krungold

SEGER ELLIS

- 40928 MY BLUE HEAVEN—Vocal
- 10 in. 75c DID YOU MEAN IT?—Vocal
Both sung by Seger Ellis with Justin Ring Trio



Seger Ellis

LATEST



RECORDS

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich.

1424 Washington Ave. So., Minneapolis, Minn.

LEONARD P. CANTY

Arrival of Seasonal Weather Is Boon to Phonograph-Radio Mid-West Trade

Coincident With Cold Weather, Business Picks Up in Late November and Starts Steady Climb—Record Business Remains Consistent—Christmas Fund Savings Greater Than in 1926

CHICAGO, ILL., December 8.—Cold weather, which struck the Middle West during the last few days of November, proved a boon to the music-radio trade, bringing an end to a sales slump which lasted for almost four weeks. Typical September weather prevailed throughout November, with temperatures not conducive to the sale of phonographs and radio products for indoor entertainment. The musical products field did not suffer as heavily as did the coal, clothing and other lines of business in which Fall is the heaviest selling season, for September and early October sales, which in many cases tripled those of 1926, aided in bringing up the average for the entire season. Late in November business increased briskly, and it is expected that the Christmas selling season, now just getting under headway, will outstrip that of former years. Banks in this territory have announced that the Christmas savings deposits for 1927 are greater by three million dollars than those of last year, which means that retail sales should profit.

While talking machines have not been moving as rapidly in the cities of this territory as might be expected, there has been a healthy demand in the farming communities and smaller centers for moderately price machines. Records are continuing to sell in large quantities.

Radio sales in the Middle West, as well as the sales of loud speakers, power units and other accessories, were affected by the extended spell of warm weather, and trade authorities have voiced the opinion that January and February will be far better months, when cold weather is experienced. "Dumping" of radio merchandise is a process which is slowly being dispensed with, and this Fall there have been no instances of this type of sale in the Middle West territory which have attracted attention.

Honor Mr. and Mrs. Alfred Marchev

Fifty-one guests attended a dinner and frolic at the Electric Club on November 23, to say "Bon Voyage" to Mr. and Mrs. Alfred Marchev. Mr. Marchev is president of Temple, Inc., Chicago, manufacturer of Temple loud speakers, and the party was staged by the Redell-Corbridge Co., factory representatives, in honor of Mr. and Mrs. Marchev.

W. S. Harvey, Jr., of Behel & Harvey, advertising counsel to Temple, Inc., was toastmaster at the dinner, and the entertainment was furnished by Julia Lyons, dancer; Howard Dodge, of the Chicago Herald & Examiner, and Billy Allen Huff, of KYW broadcasting station. Jack Redell was actively in charge of the entertainment program.

Mr. Marchev is leaving for a two months' trip to his native Switzerland, and sailed December 10 on the steamer "Berlin." While in Europe Mr. Marchev will devote a part of his time and attention to the interests of Temple speakers, making his headquarters during the month of January in Zurich, Switzerland, from which point he will open negotiations with radio representatives in all European countries. Mr. Marchev also plans to address several European radio organizations while on the Continent.

Third Rialto Music Shop Opened

The third Rialto Music Shop was opened in Chicago several weeks ago at 14 West Ran-

dolph street, just east of the Oriental Theatre, the home of Paul Ash and his Orchestra. The new store, which is small and compact, is one of the most attractive for its size in the city, and the interior arrangement and fixtures are the handiwork of W. D. Montgomery of Vogel-Peterson, Inc., also of this city. A color scheme

of black and gold is carried out in minute detail with the fixtures and record racks finished in those colors and the ceiling in pure gold. A concealed lighting system sheds a uniform degree of light to all parts of the store and in a room in the rear is a complete display devoted exclusively to sheet music. Among the products handled in the new Rialto Shop are records, portable phonographs, player rolls, sheet music, banjos, ukuleles and musical merchandise.

Discuss Misleading Advertising

Misleading and untruthful advertising of radio products was the topic discussed at the meeting (Continued on page 108)

"The Best in Music—Whenever You Want It"

The New KIMBALL PHONOGRAPHS

Prove This Every Day

Superiority in
Tone Reproduction

Outstanding
Values

Several Styles



Style 150 (Closed)

If you fail to realize these values, you will be missing profits.
Write or wire at once about complete line.

W. W. KIMBALL CO.

Established 1857

306 S. Wabash Ave.

Kimball Bldg., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

of the Midwest Radio Trade Association held at the Electric Club, Chicago, on November 25. The meeting opened with the regular luncheon, after which President H. E. Richardson introduced representatives from several of the daily newspapers and trade publications who were present.

Flint Grinnell, manager of the Chicago office of the Better Business Bureau, was the principal speaker, on the topic "Taking the Bunk Out of Radio Advertising." He explained the purpose and aims of his organization and exhibited several advertisements, clipped from Chicago newspapers, wherein the advertisers had made statements which, upon investigation by the Bureau, proved untrue. Mr. Grinnell stated that such publicity does not tend toward increased business, but excites a suspicion in the consumer's mind, leading to lack of confidence in the dealer and manufacturer and finally resulting in postponement of purchasing a radio product. He suggested, as a remedy, that a set of advertising standards be prepared, approved and enforced and the newspaper representatives pledged their co-operation in this move. Thus, the newspaper copyreaders, not being equipped with technical knowledge, will now be able to decide whether an advertisement is misleading, by a comparison of the price and equipment, and if so, will bar it from publication until misleading statements are eliminated.

Mr. Richardson appointed a committee headed by J. G. Cole, which will co-operate with the Better Business Bureau in formulating a set of standards for radio advertising. Members of the Association feel that the meeting and action taken was an important step forward in the correcting of the many advertising evils now existing in this territory.

Edwin I. Guthman in New Post

Edwin I. Guthman was recently appointed sales manager of the Transformer Corp. of America, formerly the Wilson Electric Labs., manufacturers of transformers and chokes for power supply apparatus and A. C. receivers. Alterations were recently completed in the Transformer Corp. factory which tripled the manufacturing facilities and all of the essential trained manufacturing and engineering help has been retained. With the enlarged manufacturing facilities and additions to the personnel the executives of the company state that they are now equipped to serve a larger number of

manufacturers of power supply equipment and A. C. receivers. The offices, factory and laboratory of the company are located at 1428 Orleans street, Chicago.

Miss Betty Samuels Arrives

M. E. Samuels, sales representative of the H. T. Roberts Co., Chicago, radio cabinet house, is receiving congratulations of his many friends in the trade on the arrival of Miss Betty Samuels a short time ago. Mr. Samuels, on being questioned about Betty's future, stated that while he could not make a radio salesman of her, from present indications he is very enthusiastic about her prospects as a broadcaster.

Lyon & Healy Theatre Party

The Employees' Benefit Association of Lyon & Healy, prominent music house of Chicago, composed of all the employes of the company and their friends, recently viewed "Hoosiers Abroad," the comedy now playing at the Blackstone Theatre. From the chairman of the board to the office boy, all were present to make the theatre party a gala affair. This event is one of a number of entertainments given each year by the association.

Radio Distributors Entertained

The radio distributors of Chicago were the guests of the Chicago Radio Representatives Association at the second banquet and entertainment of that organization on the evening of November 29, at the Electric Club. Eighty guests were present at the event, which opened with a turkey dinner and was followed by diversified entertainment. Members of the staff of WCFL broadcasting station including the Red Peppers, Brunswick record artists, Isabel De Faut, and others entertained with songs and instrumental numbers. Lloyd Maxwell, president of William and Cunningham, Chicago advertising agency, delivered a humorous talk, and the evening was climaxed by a boxing bout staged through the courtesy of the Walter Rowan Battery Co.

Mid-Winter Meeting of N. E. M. A.

The mid-winter meeting of the radio division of the National Electric Manufacturers' Association, which was held in this city the closing week of November, was attended by executives from leading radio companies. A three days' program was arranged by Louis B. F. Raycroft, vice-president of the organization, which included addresses, discussion and sectional work on advertising, merchandising, standardization

Jewel Phonoparts Co. Announces New Products

Jewel No. 55 Tone Arm Designed for Manufacturers' Use—New Brass Tone Arm No. 60 Designed for Use on Edison Disc Phonograph—Popularity of Line Growing

Several new products were recently placed on the market by the Jewel Phonoparts Co., Chicago, manufacturer of Jewel tone arms and reproducers. One of the products, the Jewel No. 55 tone arm, is designed especially to meet the demand of phonograph manufacturers who wish to incorporate such a product in a high-grade machine. The arm is made in the 10½-inch length only and, according to the Jewel executives, is ideally proportioned to give a deep rich musical tone with unusual volume. The arm is finished in nickel, but may be secured in either gun metal or gold plate. The black lacquered base is of the ball-bearing type and the arm itself is constructed with a continuous taper. The officials of the Jewel Phonoparts Co. state that the No. 55 brass arm, when coupled with the Jewel No. 33 reproducer, will produce tone of exceptional quality and volume without distortion.

For the Edison disc phonograph, the firm has also perfected new equipment which can be furnished in combination with the No. 40 reproducer for extra loud dance music. The No. 40 reproducer is also furnished in combination for manufacturers with a new brass tone arm, known as No. 60. This arm, which has been designed especially for the new electrically recorded dance numbers and produces exceptional volume, is made in the 9½-inch length only, and is of the new S shape. The No. 40 reproducer, listing at \$5, is finished in nickel plate, with an especially constructed diaphragm. A faceguard fully protects the stylus of this reproducer, which has been designed for extra volume in dance numbers.

problems and technical problems of broadcasting. Gerard Swope, president of the National Electric Manufacturers Association, and also president of the General Electric Co., was among the speakers, as was Prof. L. A. Hazeltine, Chas. F. Kettering, vice-president of General Motors, and president of the Day-Fan Electric Co., O. H. Caldwell and H. A. Bellows, now manager of Station WCCO.

C. S. Himmel Honored

Mayor William Hale Thompson, of Chicago, recently appointed Charles S. Himmel as chairman of the Mayor's Radio Committee. Mr. Himmel is well known in the radio trade, is manager of Hudson-Ross, Inc., prominent radio distributing house, and shortly after his appointment he named a committee which includes many leading radio executives of this section and directors of several broadcasting stations.

Members of the new group are A. J. Carter, John M. Redell, Benson K. Pratt, Patrick Barnes, William Sandberg, Homer Hogan, William J. Clark, E. N. Nockles, Alderman Oscar Nelson, Jacob Arvey, B. A. Cronson, Frank A. Sloan, Eugene L. Nusser and W. A. Rown. The committee's duties will be to study and act on the problems of local broadcasters and listeners, co-operating with the Federal Radio Commission.

Zenith Using Hiler Invention

An announcement was recently made by the Hiler Audio Corp. to the effect that the Zenith Radio Corp., of Chicago, maker of Zenith radio receivers, is using tuned double impedance, coupled-audio, frequency amplification in its eight-tube receiver. This type of audio amplification is the invention of E. E. Hiler, an American engineer, and is covered by United States patents numbers 1589692 and 1615224. Other tuned double-impedance units made un-

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, micars, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE
LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arelino Co.

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2057 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.

TRADE MARK
"CONSOLA"

CABLE ADDRESS
CONSOLA



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

der Hiler patents are Ford Mica, Muter, Kelford, Paragon and Harkness.

Radio Division of Credit Association

The Radio Division of the Chicago Chapter of the Electrical Credit Men's Association was formed on November 16. Seventeen radio distributors and manufacturers who sell direct to the dealer will meet in this city twice each month. Charles S. Himmel, of Hudson-Ross, Inc., is chairman of the organization.

Leon Golder Home From Trip

Leon Golder, Chicago district manager of the Rola Co., loud speaker manufacturer, returned late in November from a ten-day trip

to Oakland, Cal., where he visited the Rola executives at the general headquarters of the company.

Fred Erickson in New Post

Fred Erickson, formerly connected with the sales department of the Westinghouse Electric & Mfg. Co., is now a member of the sales staff of the Peoria branch office of the Illinois Electric Co. Mr. Erickson has for his territory the city of Peoria.

Zenith Enjoins Consumers Radio Stores

Determination on the part of the Zenith Radio Corp. to stop fraudulent advertising is responsible for the second court victory on

November 28, when Judge Hebel, in the Superior Court of Chicago, granted the company an injunction pendente lite against Armin Schwartz, individually, and as Armin Schwartz, doing business as the Consumers Radio Stores, of this city.

The court order restrains this concern "from directly or indirectly representing, claiming, stating, or implying, either verbally or in writing, or by published advertisements, or by an innuendo, or by any other manner whatsoever, that the radio apparatus known as "McMillan," sold and offered for sale by him, is the radio

(Continued on page 110)

STEADY as a River's Current SILENT as a Sunset

GREENE Leadership in advanced Design . . . insured GREENE Leadership in SALES.

A GREENE "A" or "B" Unit for Radio Sets of every size.

PRICES: East of Rockies, begin at

\$27.50



"THEY copied all they could follow, But they couldn't copy our minds; So we left them sweating and Stealing— A YEAR AND A HALF BEHIND"

APOLOGIES TO KIPLING

Now as GREENE sales set new records IMITATORS Copy!

FOR batteryless light-socket Radio, GREENE Leadership in advanced Design and Value was never more apparent.

Even as other Power Unit builders adopt and boast of features pioneered by GREENE, the super-performance of genuine GREENE Units remains unrivalled.

In several scientific construction essentials, GREENE Units are made *Imitation-Proof*. This enables any Radio Receiver powered the GREENE-BROWN way, to *out-perform* other Sets costing as much as *twice* its price.

For Radio Selectivity, Volume, Tone and Clarity *utterly beyond belief—until your own ears prove it—try a GREENE Unit over-night, in any test. If it doesn't sell itself to You—DON'T KEEP IT!*

6 Famous GREENE Features now widely Imitated

1. **COMPACT SHAPE:** *Greene was First! Greene Units take up less space than batteries.*
2. **SINGLE DIAL CONTROL:** *Greene was First! A current-line control and "on" or "off" switch, all-in-one.*
3. **FIXED VOLTAGES:** *Greene was First! Terminal posts designed for actual current draw of every set.*
4. **SIMPLIFIED INSTALLATION:** *Greene was First! Any customer can connect a GREENE. Dealers need not install.*
5. **NO ADJUSTMENTS:** *Greene was First! No variable regulators to adjust. FOOL-PROOF operation. No skill required.*
6. **COMPLETE WITH TUBE:** *Greene was First! List prices include Tube. No extras. Nothing else to buy.*

SOLD WITH AN ABSOLUTE GUARANTEE

GREENE

POWER **AB** UNITS

Better than Batteries

Greene-Brown Manufacturing Company
5100 Ravenswood Ave., Chicago, Ill.. U. S. A.

Thus, GREENE consistently leads the way—influencing engineering and selling habits of the Power Unit industry.

TOMORROW'S RADIO POWER FOR TODAY'S ENJOYMENT

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)



**Accurate!
The Alto**
**Automatic Stop
For Phonographs**

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.
Canadian Distributor: Universal Supply Co., Toronto, Ont.

apparatus used by Commander MacMillan on any of his Arctic expeditions."

As is well known, the radio apparatus used by the famous explorer was the Zenith. In a statement issued by the Zenith Radio Corp. it claims that it has the sole right to use Commander MacMillan's name in advertising, and any attempt by others to use it will be vigorously prosecuted.

R. Illing With United Air Cleaner Co.

Robert Illing recently became a member of the sales staff of the United Air Cleaner Co., Chicago, according to an announcement made by F. F. Paul, sales manager of the organization. Mr. Illing assumed his new duties late in November, and is maintaining contact with the Chicago trade in the interest of United Air Cleaner Co. phonograph division products. Mr. Illing is well known throughout the phonograph industry, and he was for many years assistant to the late M. C. Schiff, president of the Vitanola Talking Maching Co.

Gulbransen Music Roll Corp. Moves West

The Gulbransen Music Roll Corp. has been moved from New York City to Chicago in order to bring about the unification of Gulbransen manufacturing interests. The manufacturing activities of the Gulbransen Co., which include the making of Gulbransen registering pianos and music rolls, will now be concentrated in the Chicago plant. It is believed by the executives of the company that its music roll service to dealers will be improved by the more central location which Chicago offers and by making available to the music roll organization the buying, manufacturing, shipping and clerical resources of the company. The Gulbransen Music Roll Corp. is a subsidiary of the Gulbransen Co., and in the future all shipments

will be made from the Gulbransen factory in this city.

Vincennes Vendome Model Popular

One of the most popular models in the Veraphonic line of phonographs manufactured by the Vincennes Phonograph Mfg. Co., Vincennes, Ind., is the Vendome, shown in the accompany-



Vincennes Vendome Model

ing illustration. This model, which lists at \$150, is manufactured in mahogany and walnut, and Vincennes dealers throughout the country have advised the company that it is meeting the requirements of their most critical customers.

Louis Sterling a Visitor

Louis Sterling, chairman of the board of the Columbia Phonograph Co., spent several days in Chicago in November visiting the Chicago branch of the Columbia organization on his return from Japan. C. F. McCain, president of the Lincoln Fixture & Supply Co., Columbia distributor of Lincoln, Neb., also made his headquarters at the local Columbia offices several days late in November.

Temple, Inc., Protects Dealers

In order to fully protect its dealers against being involved in patent litigation, Temple, Inc., Chicago, manufacturer of Temple speakers, has distributed certificates to its customers which absolve them from any legal responsibility as users and sellers of Temple speakers. These

certificates are issued by the National Patent Security Corp. of Chicago. Each certificate states that it guarantees to the radio dealer that Defense Contract R33, dated September 1, 1927, has been issued to Temple, Inc., protecting the dealer, and is legally signed by A. Marchev, president of Temple, Inc., as contract holder, and attested by President Robert E. Kenyon and Secretary Haskell S. Rhet, of the National Patent Security Corp.

Atwater Kent Tie-up With Theatres Increases Sales

Through the efforts of P. A. Ware and John McGuigan, of the staff of the Atwater Kent Mfg. Co., Philadelphia, Pa., a tie-up was recently effected in the City of Cincinnati with eleven moving picture houses participating. In extensive newspaper publicity over the signature of the local distributors the public was invited to view the display of 1928 radio at the distributors' display room and also to witness a film depicting the making of the radio set at the theatres listed in the advertisement. The picture shown at the various theatres was a trailer usually attached to the news reel which shows the production of the millionth set. In every instance this campaign has engendered tremendous interest and resulted in greatly increased patronage and publicity for the motion picture exhibitor and increased sales of the Atwater Kent line as well.

Stewart-Warner Prepares New Series of Displays

A series of displays for dealer use has been prepared by the Stewart-Warner Speedometer Corp., Chicago, in its display division, which is headed by W. L. Stensgaard. The display shown herewith is the fifth of a series created for use by Stewart-Warner distributors and dealers, and practically all of the users are receiving a new display every two weeks. The



New Stewart-Warner Display Help

displays have been designed primarily for the average dealer store window, the center unit being 4x5 feet in height, and side units being 4 feet high by 40 inches wide. They are painted by hand on three-ply veneer, and the center unit is finished in three reliefs. The title of this display, "Mother Goose Rhymes," fully conveys to the passer-by the idea of radio as an instrument of education and entertainment for the children. The other four displays produced feature the following subjects: pipe organ, quartet, kiddies hour and jazz orchestra, thus suggesting four different kinds of entertainment secured through radio.

Each display has a concealed lighting effect which further enhances the brilliancy of the colors. The proof of the value of merchandising Stewart-Warner radio products through the show window is revealed by the fact that these displays have been so readily accepted by the trade.

Radiola Dealers and Distributors!



Write today for special radio cabinet catalog for **RADIOLA 16 and 17 NOW READY.**

Dealers handling these Pierson cabinets are reporting wonderful success.

Ask about **MINUETTE** at \$35 List

**THE
PIERSON COMPANY
Rockford, Ill.**



A. C. Radio Receiving Sets in Demand With Buffalo Public, Dealers Report

Kellogg and Federal Sets in Demand Through Tie-Ups With Manufacturers' National Advertising—In Many Cases Demand Exceeds Supply—Erion Piano Co. Opens Radio Department

BUFFALO, N. Y., December 10.—The past month has produced for Buffalo talking machine and radio dealers a volume of business unequaled in the past two years. A shortage of instruments, however, has been an inconvenience to Victor dealers and jobbers, as well as dealers in many radio lines. A. C. radio receiving sets in particular are in exceptional demand. There is a pronounced increase in consumer interest in higher-grade radio.

Thomas White, manager of the Wholesale Radio Equipment Co., has been exceedingly busy the past couple of weeks filling orders for Kellogg and Federal receiving sets, endeavoring to meet a demand that has been unequaled heretofore. A feature of this jobber's business is the increasing popularity of Kellogg sets, which are in much greater demand this year than in the past. "The new A. C. Kellogg receiving set is meeting a phenomenal demand," Mr. White said. "Dealers are cashing in on the national advertising campaign, in which Kellogg has educated thousands of readers to using high-grade receiving sets, and they also have benefited greatly from the 'dealer helps' which the manufacturer has furnished."

The H. B. Alderman Co., distributor for Sparton radio, also complains of a shortage of receivers. Particularly has this jobber had difficulty in filling orders for the Sparton A. C.

Curtis N. Andrews is constantly increasing his sales volume of RCA sets, for which this jobber now has the distributing rights in the western New York territory. There is, however, a greater demand for sets than he can at present supply. Likewise, Victrolas are moving in increased volume, with a consequent shortage.

A co-operative advertising campaign of the Buffalo Radio Trades Association, conducted through the local newspapers, urging people to give their radio orders for Christmas early, has been very effective. The campaign is of an institutional and educational nature, pointing out the value of a radio set as a Christmas gift and the convenience to all concerned when orders are placed reasonably early.

The card party and dance held recently in Broadway Auditorium by the Radio Trades Association was considered a huge social and financial success. More than 2,000 persons were in attendance.

F. D. Clare, manager of the Iroquois Sales Corp., says that although last year was a very satisfactory radio year, this year's Crosley business has gone considerably over last year's quota. A co-operative newspaper advertising campaign during the past month has been a great contributing factor to the vast Crosley Bandbox and A. C. business. Ability to give comparatively satisfactory delivery service, has relieved this jobber of considerable worry. Mr. Clare feels that the national campaign of the Bremmer-Tully Co. has been of great assistance to dealers in building up a volume of western New York business that is greatly beyond that of the past few months. With increased radio business also comes a growing sale in Okeh records.

The Erion Piano Co. has just opened a radio department, having remained out of the field, as stated by A. W. Erion, president of the company, until the market made available a set that required a minimum of service and grief for the dealer. Jack Stalley, of the H. B. Alderman Co., convinced Mr. Erion that in Sparton the manufacturer had produced such a set, and, likewise, Curtis N. Andrews was able to sell him the idea that RCA had reached that position. Consequently one finds in one of the most beautifully appointed radio salons

in the city to-day, that of the Erion Piano Co., Sparton and Radiola receiving sets.

A. Johndrew, formerly an automobile salesman, has joined the sales staff of H. B. Alderman Co., covering Niagara, Erie, Lockport and Ontario counties.

C. O. E. Curtiss, manager of the Brunswick Music Shop, was general chairman of the recent Grotto Ball.

New Berg Portables Soon

After completing one of the biggest years in the history of the organization, the officials of the Berg A. T. & S. Co., Long Island City,

are giving their attention to plans for 1928. E. R. Manning, treasurer and general sales manager of the company, states that in January his company will place on the market several new models of portables.

Ortho-sonic Receiver in Coast Demonstration

The Levy Electric Co., designated Federal retailer in San Francisco, reports excellent distance reception during the demonstration of a model E-10 (six-tube) Ortho-sonic set to a prospective purchaser on the evening of October 26. In addition to American and Canadian broadcasters the following foreign stations were received with good loud speaker volume: 4QG, Brisbane, Australia; JOAK, JOCK and JOBK, all in Japan; and 2BL, Sydney, Australia. This log was recorded during a regular demonstration of the E-10 Ortho-sonic in the home of a San Francisco physician.

CONSOLES for Radiola 17

and other

A. C. Operated Receivers



R17
FOR

Radiola 17 and 100A Speaker 40 1/2 inches high, 31 inches wide, 13 inches deep

Price \$35.00



1221
FOR

Atwater Kent, Crosley, Kolster A.C. operated sets as well as any D.C. operated set with a panel not exceeding 8 1/2 x 22 1/2 inches.

40 inches high, 27 inches wide, 18 inches deep

Price complete with long air column horn and unit. \$55.00

Price without horn and unit \$40.00



R16
FOR

Radiola 16 and 100A Speaker 41 inches high, 26 inches wide, 14 inches deep

Price \$32.50

MATERIAL. All Plymouth consoles are built of walnut veneer and hardwoods beautifully finished.

LIBERAL DISCOUNTS TO THE TRADE

Plymouth Furniture Company

25 East Juneau Avenue

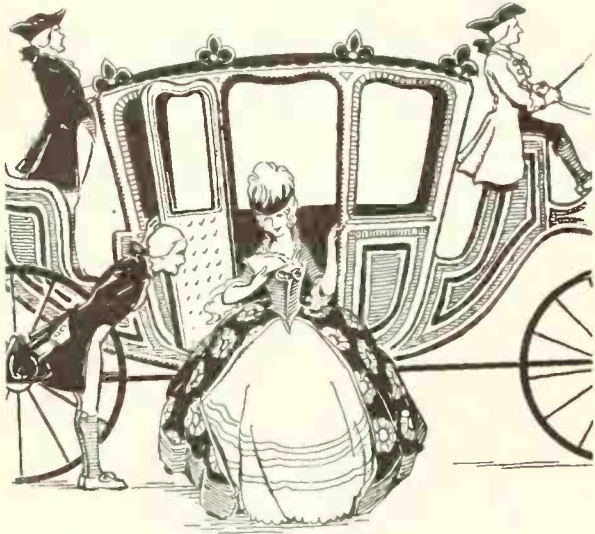
Milwaukee, Wisconsin

Quaker City Dealers View New Kellogg A. C. Radios

Interesting Addresses by Kellogg Executives
Feature Introduction of New Receiving Sets
by Philadelphia Distributors

PHILADELPHIA, Pa., December 8.—In tribute to the newest of devices in the radio division of the Kellogg Switchboard & Supply Co., whose headquarters are located in Chicago, a banquet and educational meeting of the dealers, factory and distributor representatives was held in this city last evening at the Bellevue Stratford Hotel. In a colorful decorative setting the hospitality of the Quaker City distributors, Raymond Rosen & Co., 49 North Seventh street, and the manufacturer was extended to the 104 dealers in this section. A banquet was served, interspersed by informative talks on the new 1928 Kellogg A. C. radio sets.

An enthusiastic reception was given the factory representative, H. C. Abbott, assistant to



PLUS Appearance!

HERE was a case of quality going unrecognized because it needed dressing up. Cinderella was a fine girl, and beautiful, as she sat in her kitchen corner, but she received no princely notice until the good fairy godmother furnished the gay clothes and the best of available vehicles.

MASTERCRAFT Cabinets have the inner worth, the real quality, but also they have the OUTWARD APPEARANCE that appeals to lovers of real beauty and which is entirely in keeping with MASTERCRAFT values—the good looks that attract attention.

This applies in a full measure to forthcoming new models which MASTERCRAFT will soon announce. A line from you will bring detailed information regarding these numbers as soon as it is available.

The Wolf Industries

KOKOMO	INDIANA
New York City 250 W. 57th St.	Boston 21 West Street
Detroit 1501 Saratoga Ave. W.	Chicago 1500 Republic Bldg.
Denver 3235 W. 29th St.	New Orleans 1046 Camp Street
Dallas 908 S. St. Paul	New York City 44 Whitehall Street (Export Dept.)



the president of the Kellogg Co., and his associate, Mac Harland, advertising manager, as they were introduced by Raymond Rosen, head of the Philadelphia distribution concern. Following President Rosen's brief address of welcome, the meeting was turned over to Mr. Abbott, who gave an interesting talk on the ideals of the Kellogg Co. He assured the dealers of the 100 per cent co-operation of the factory with the retailer in marketing the newest of Kellogg sets. In conjunction with this co-operative exploitation of the Kellogg in the coming year the factory is to spend a large sum in advertising in the leading newspapers and national magazines.

Mae Harland gave an illustrated chart outline of the possibilities that are open to the radio retailer seeking new fields for the development of his business through sales of the Kellogg line.

The Kellogg new 1928 A. C. set was displayed and received the attention of the diners.

Jobbers Aid in Membership Drive for Dealer Association

Talking Machine Distributors of New York Territory Co-operating in Making Association Membership Drive a Success

The distributors of talking machines and radio receivers in the New York territory are lending every possible assistance to make successful the membership drive of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut. Joseph H. Mayers, proprietor of the International Phonograph Co. and vice-president of the Association, who is taking an active part in the drive for new members, states that the campaign is progressing satisfactorily, largely due to the efforts of the jobbers' salesmen who are inducing dealers to join.

During the past month Irwin Kurtz, president of the Association, and Mr. Mayers have addressed sales meetings at the headquarters of the following distributors: Sanford M. Bookee, Gross-Brennan, Inc., Knickerbocker, Schoverling, Daly & Gales, Musical Products Corp., Triangle Radio Co. and Stanley & Patterson.

Miss Lillian Guth Talks Before Boston Credit Men

Miss Lillian Guth, credit manager of the Plaza Music Co., New York, was a speaker at the dinner given by the Boston Credit Men's Association Tuesday, December 13, at the Hotel Bellevue, Boston, Mass. Stephen I. Miller, widely known in credit circles, who was recently elected executive manager of the National Association of Credit Men, was the guest of honor at this dinner. Miss Guth, who is chairman of the Ladies' Committee of the Eastern division of the New York Credit Men's Association, gave a very interesting talk, telling the Boston members just what is being done to interest the women credit managers of the country in the Association. Miss Guth has been identified with the music industry for many years and is recognized generally as one of the foremost authorities on the credit end of the business.

Demonstrate Daven Tubes

Representatives of more than two hundred dealers and jobbers, as well as radio editors of Chicago and suburban newspapers, recently witnessed a demonstration of Daven AC tubes and other products at a "one-man radio show" conducted by Fred C. Garner, mid-West representative of the Daven Radio Corp. The demonstration included a universal circuit that can be applied to all standard DC sets and convert them into AC. The event was an outstanding success.

Mohawk Rochester Jobber Sponsors Big Sales Drive

Cycle & Auto Supply Co. Features Mohawk Radio in Campaign Using Newspaper Advertising, Dealer Tie-ups and Window Displays

Mohawk Radio Week was recently celebrated in Rochester, N. Y., when the Cycle & Auto Supply Co., Mohawk distributors in the Rochester territory, sponsored a sales drive of un-



Stages "Mohawk Radio Week"

usual proportions. Heavy newspaper advertising, dealer tie-ups, window displays, all did their part in drawing the attention of the public to the Mohawk line of radio receivers. Pictured herewith are three newspaper delivery trucks carrying Mohawk banners advising the public to "see your nearest dealer" for a demonstration, showing the manner in which the newspapers co-operated with the distributor and dealers during the campaign.

New Valley Forge Catalog

The appearance of the new Valley Forge catalog of talking machine replacement materials, produced by the J. A. Fischer Co., of Philadelphia, Pa., was strategically timed to reach the trade just prior to the opening of the new year. The new catalog, attractively bound in stiff covers and retaining the distinguishing tabulated index of its predecessor, is particularly attractive and complete and said to contain the listing of practically every known replacement part in the talking machine field. Much attention has been given to the accurate portrayal of the various parts through halftone illustrations and minute attention has been given to the measurements and descriptions of the various parts. In addition to the parts listed, there are presented various sets and assortments of particular value to the talking machine repairman, among them being the Valley Forge tap set, arbor and shaft assortment, spring assortment, rethreading set, barrel screw assortment, governor ball assortment, governor spring assortment, governor screw assortment, drill set, gear assortment and numerous others. In a foreword signed by J. A. Fischer, president of the company, the importance of the Valley Forge trade-mark in the making of these products is stressed.

Sells Edisons in Missouri

W. B. Word, formerly associated with Phonographs, Ltd., of Atlanta, Ga., distributor of Edison phonographs and records in that section, is now traveling for the Chicago branch of the Edison Phonograph Distributing Co., covering the State of Missouri.

Jumbo Needle Makes Debut

The Brilliantone Steel Needle Co., New York City, has placed upon the market a new needle known as the Jumbo, which is described as the loudest needle made. An appropriate trade-mark has been selected in the form of an elephant. Attractive display cartons have been prepared for the use of dealers as an aid to sales of the product.

Brunswick Panatropes Play Big Part on MacDowell Day

Twenty-four Instruments Used in Cleveland Public Schools During Celebration—Brunswick Dealers Benefit Greatly

When MacDowell Day was celebrated in the Cleveland public schools, twenty-four Brunswick Panatropes contributed the musical pro-



Panatropes for Cleveland Public Schools

gram for the occasion. This program was sponsored by the Cleveland Federated Music Association, and the Panatropes which were used in the better class junior high, high and grade schools were received with much enthusiasm by the pupils of these schools.

The first reaction to this demonstration was a request by the Cleveland Women's Club to demonstrate during its joint club banquet, which included all of the prominent women's clubs of Cleveland. The Panatrope was given unlimited time on the program, and naturally the results of playing before the influential people of Cleveland were enormous.

Practically every Brunswick dealer in Cleveland has benefited, and an unusual number of prospects was developed throughout the city. The accompanying photograph shows how the occasion developed into valuable Brunswick publicity.

Latest Summary of Exports and Imports of "Talkers"

WASHINGTON, D. C. December 8.—In the summary of exports and imports of the commerce of the United States for the month of October, 1927, the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during October, 1927, amounted in value to \$66,301, as compared with \$92,461 worth which were imported during the same period of 1926. The ten months' total ended October, 1927, showed importations, valued at \$544,308; in the same period of 1926, \$516,605, a very substantial increase.

Talking machines to the number of 13,873, valued at \$482,325, were exported in October, 1927, as compared with 7,978 talking machines, valued at \$275,040, sent abroad in the same period of 1926. The ten months' total showed that we exported 116,376 talking machines, valued at \$4,251,542, as against 84,165 talking machines, valued at \$2,591,832, in 1926.

The total exports of records and supplies for October, 1927, were valued at \$286,822, as compared with \$196,958 in October, 1926. The ten months ending October, 1927, show records and accessories exported valued at \$2,442,576, as compared with \$1,788,297 in 1926.

The countries to which these machines were sent during October, and their values were as follows: Europe, \$17,390; Canada, \$10,378; Central America, \$37,728; Mexico, \$51,031; Cuba, \$43,422; Argentina, \$45,813; Brazil, \$44,585; Chile, \$41,864; Colombia, \$60,533; Peru, \$7,684; Other South America, \$38,520; British India, \$375; China, Hong Kong, Kwantung, \$19,899; Philippine Islands, \$10,940; Australia, \$17,881; New Zealand, \$4,452; British South Africa, \$819; Other Countries, \$29,011.

Consistent Gains Made by Gross-Brennan, Inc.

The outstanding success attained by Gross-Brennan, Inc., New York City, as sales representatives for Stromberg-Carlson radio products in the metropolitan territory and New England, has been commented upon throughout the radio industry. It is a success that is well deserved, for these two capable executives have given their dealers exceptional service and co-operation in the merchandising and development of Stromberg - Carlson business.

The practical value to the retailers of the Gross-Brennan, Inc., sales and merchandising campaign is reflected in the fact that their sales for October, 1927, were 50 per cent ahead of

October, 1926, and the figures for November of this year showed a gain of 33 1-3 per cent over last November. When it is realized that the 1926 sales of Grossman & Brennan, Inc., were the largest in their history, these 1927 figures become more significant.

Tie-Up With Ford Car Display Stimulates Demand

Boardman & Gray, of Albany, Demonstrate the Automatic Electrola Radiola at Display, Make Sales and Secure New Prospects

ALBANY, N. Y., December 7.—The benefits of utilizing every opportunity of effecting tie-ups with events of local interest were aptly illustrated recently by the experience of Boardman & Gray, of this city.

During the two-day display of the new Ford motor cars, which was held in the lobby of the De Witt Clinton Hotel, this concern seized the opportunity and with the permission of the hotel and the Ford representatives installed an Automatic Electrola Radiola and kept the instrument playing continuously during the two days. The direct results from this exploitation were the sales of two instruments, each sold for \$1,550, and in addition a large number of likely prospects were secured, among whom was the manager of the hotel.

The Edison in Canada

The Edison Phonograph Distributing Co. has taken over the wholesale Edison business of W. H. Thorne, Ltd., St. John, N. B., Canada, and is now covering that territory.

—: STATISTICS :—

9 out of 10 people have a sense of humor so that 90% of your customers are 85% sold when they see the above counter display.

—: COMMON SENSE :—

Stock up with the fastest selling radio hit in years.

List Price \$7.50 Complete

PERFECTED PRODUCT—ATTRACTIVE BOX—QUICK DELIVERY
ADVERTISING — PUBLICITY — COUNTER DISPLAYS

BROOKLYN METAL STAMPING CORP.
718-728 Atlantic Ave., Brooklyn, N. Y.

Los Angeles Public Favors Electric Type Instruments

Western Radio, Inc., Is Appointed Sonora Jobber—Radio Trades Association Holds Meeting—Start Building Brunswick Bldg.

LOS ANGELES, CAL., December 5.—Christmas buying has already started and indications point to the phonograph departments coming in for their share. Radio is very much in the ascendant, but combination phonograph and radio—the former of the electric pick-up variety—instruments are being highly favored by customers who can afford to pay a thousand dollars or more for such. The record departments are also busy these days.

Louis Sterling in Los Angeles

Louis Sterling, chairman of the board of directors of the Columbia Phonograph Co., accompanied by Mrs. Sterling, arrived in Los Angeles November 21, having just journeyed across the Pacific from Japan, where they had spent three or four weeks, proceeding on the following evening to Chicago, en route to New York, and thence to London. Mr. Sterling, during his very brief stay, had time to visit some of the trade and the local Columbia branch office. He was very optimistic in regard to the future.

New Sonora Jobbers

The Sonora Phonograph Co., through Henry E. Gardiner, Pacific Coast representative, has appointed Western Radio, Inc., of California, a distributor of Sonora Phonograph and radios in Southern California. Western Radio, Inc., of California is one of the oldest radio wholesale concerns in the Southland, handling radio exclusively.

Radio Trades at Breakfast Meeting

A second monthly general meeting of the Radio Trades Association of Southern California was held at 8 a. m., Thursday, December 1, at the Breakfast Club. The air was somewhat "snappy" in the morning when about one hundred members sat down to ham and eggs, coffee and hot cakes. An excellent address was given by Fred Wagner, general manager of the Los Angeles Evening Express, who talked on "How to Secure the Christmas Business." J. W. Boothe, of Barker Bros., president of the Association, acted as chairman, conducting the meeting with his accustomed snap and vigor.

New Building for Brunswick

Ground will very shortly be broken for a new building on East Ninth street to accommodate the recording laboratories, record-pressing plant and warehousing of the Brunswick Co.'s Los Angeles headquarters. E. T. Simmonds, general manager of the Los Angeles branch of the Brunswick Co., reported that the \$300,000 plant will occupy a space 177 feet by 400 feet and should be large enough to house the departments mentioned above.

World Traveler Here

John A. Sabine, who has for some time held the position of European Continental manager of the Columbia Phonograph Co., stopped off in Los Angeles for one week en route to Tahiti, New Zealand and Australia. Mr. Sabine visits all of the various capitals of Europe several times a year, including Constantinople and the capital of Finland; he does most of his traveling by airplane.

F. C. Kent Co. Busy

W. S. File, secretary and treasurer of the F. C. Kent Co., of Irvington, N. J., reports that November proved to be the busiest month in the history of the organization. The demand for Kentone attachments, sound boxes and reproducers has been so great that the factory has been working day and night for some time to fill orders. The business outlook is excellent, according to officials of the company who are optimistic.

Columbia Service

at CHRISTMAS

IF YOU find that you underestimated the demand for Columbia New Process Records and Viva-tonal Columbia Phonographs for the Christmas Season, drop us a line or send a wire. We will rush you an additional supply of phonographs and records.

Yours for prompt, courteous, intelligent service and a *Merry Sales Rush* during the holidays.



Harbour-Longmire Company
418 West Main St., Oklahoma City, Okla.



Federated Association Opens Executive Offices

H. G. Erstrom Named Executive Secretary in Charge of New Offices Opened in Chicago—Annual Meeting to Be Held in February

The Federated Radio Trade Association has opened its executive offices at 32 West Randolph street, Chicago, with H. G. Erstrom as executive secretary in charge.

A meeting of the board of directors was held November 21, in Chicago, which was well attended by members from all parts of the country. Several problems such as "Truth in Advertising," "Radio Service Men" and "Trade Shows" were discussed at length with the result of a national program to be launched by the Federated in the near future.

The Federated Radio Trade Association announces the starting of its official publication, the Federated Radio Trade Journal, which will be published monthly from the executive offices



Directors of the Federated Radio Trades Association

in Chicago starting with the December issue.

A Legislative Committee composed of Harold J. Wrape, St. Louis; Fred Yahr, Wisconsin, and Thomas White, Buffalo, was appointed with instructions to represent the Federated Radio Trade Association in matters of legislative import in Washington, D. C.

A big campaign was started for the annual convention to be held in Milwaukee, Wis., February 14 and 15, 1928. A program was out-

lined which will be of great interest and value to all radio men throughout the country. This convention will be the biggest ever brought about by the Federated. The Wisconsin Radio Trade Association has secured ample accommodations and facilities for the handling of its many guests.

Badger T. M. Co. Develops Coin Device for Automatic

Victor Distributor Develops Attachment for Victor Instrument for Merchant Prospects—Creates No Interference With Instrument

The Badger Talking Machine Co., Milwaukee, Wis., prominent Victor distributor, recently developed a coin-operating device for the Automatic Victrola which enables records to be played in public places, such as restaurants, soft drink parlors and clubs, on a profit-making basis. The mechanism is entirely separate, and creates no interference with the conventional instrument. The coin-operated attachment, completely installed, lists at \$90, and is being sold on attractive trade terms.

For several years there has been noted a growing demand for coin-operated phonographs, and retailers who have campaigned in this field have found that most of the purchases are made on a cash basis. Harry A. Goldsmith, secretary of the Badger Talking Machine Co., recently stated that the coin-operated attachment had been distributed so successfully in Wisconsin that arrangements had been made to market it for the trade.

Buys Stallsmith Business

R. E. Mickley recently purchased the stock and fixtures of the Stallsmith Music Store, Gettysburg, Pa., taking immediate possession.

IN THE MUSICAL MERCHANDISE FIELD

Average Musical Merchandise Turnover in Phonograph Store Is Three Times Yearly

Survey Completed by The Talking Machine World Shows Wide Range in Number of Times the Dealer Turns Over Stock—From One to Twelve Times Turnover

This is the second of a series of articles dealing with various phases of the merchandising of band and orchestral instruments and small goods by talking machine dealers. The facts presented are the result of a nationwide survey among the dealers just concluded by The Talking Machine World.—EDITOR.

THE survey undertaken by The Talking Machine World to determine the extent of the handling of musical merchandise among dealers in this trade, and the profit possibility in this side line brought forth some surprising facts. In the last issue of The Talking Machine World the average investment of talking machine dealers in small musical instruments was given as six thousand dollars. This, of course is a very high average and shows that talking machine dealers throughout the country are fully aware of the opportunity to increase profits through merchandising these products. The survey also disclosed a very significant fact, namely, that approximately 90 per cent of the dealers operate departments with investments ranging from \$225 to as high as \$50,000.

The relation of investment to profit is a matter which concerns the individual dealer only. He it is who must analyze the possibilities for marketing the product, and he places his investment according to the potential demand, and an analysis of the turnover possibilities. The survey showed that turnover in the musical

merchandise department of talking machine stores ranges all the way from a one-time annual turnover to as high as a twelve-time turnover. The average turnover in the musical merchandise department is three times. The size of the investment, according to the reports of the dealers, has very little effect on turnover.

For example, one dealer who has a \$5,000 investment reported a seven-time turnover; another dealer whose investment was reported as \$250 states that his turnover was twelve times. A dealer who has \$15,000 invested in musical merchandise declared that during the past year he had a four-time turnover. On the other hand, a dealer whose investment reached the large figure of \$35,000 turned his stock twice while another merchant with \$50,000 invested turned his stock three times. There were many who reported turnover below the average. One dealer with a \$12,000 investment had a one-time turnover; a dealer with a \$20,000 investment had one-and-one-quarter-time turnover, while a number of merchants whose investments ranged from \$100 to \$500 reported a turnover of one and two times.

The chief importance of these figures when they are taken into consideration with the other data on hand lies in their value as a means for analyzing the merchandising conditions.

It is quite apparent from the replies to the

questionnaire that many dealers have top-heavy investments in musical merchandise. In other words they have loaded up on certain items which they are unable to move rapidly enough to secure profitable turnover. What is needed more than anything else is an equitable distribution of investment. It is far better for the talking machine dealer who operates a musical merchandise department to handle a diversified line of instruments than to tie up all his money in one particular type of instrument that he thinks may sell. The dealer himself must analyze the possibilities in his particular community for the sale of the various instruments. After he has done this and modeled his buying accordingly he must get busy to move the goods. A one or two-time turnover certainly is insufficient, and it is impossible to make money on that basis. The dealer should turn his stock between five and eight times; if he doesn't something is wrong with his method of merchandising.

That there is a tremendous demand for small musical instruments is evidenced by the fact that dealers report annual gross business of from \$200 to more than \$60,000, and plenty of them who operate comparatively small departments report an annual gross of between \$10,000 and \$30,000. These figures are impressive, especially in view of the fact that the departments in talking machine stores are seldom large. Also this is the best argument in the world why dealers who are contemplating adding a side-line should concentrate on small musical instruments. Not only is the investment required small, but the department is sure to result in a general stimulation of sales.

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.

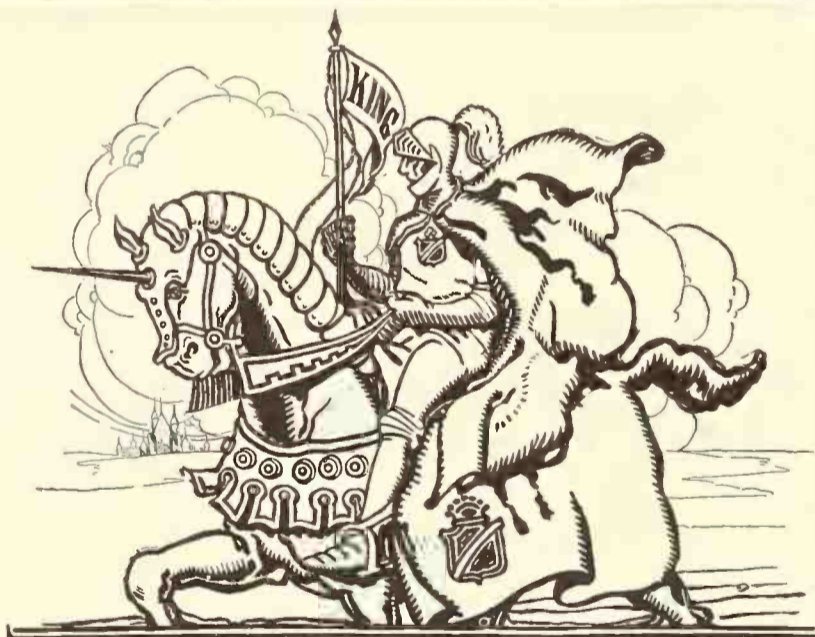
Write for our booklet "The Advantages of Becoming a 'King' Dealer."

THE H. N. WHITE CO.
5215-94 Superior Avenue, Cleveland, Ohio

Manufacturers
of

KING


BAND
INSTRUMENTS



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 115)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

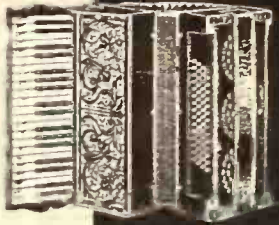


1927 was the biggest year in the history of Hohner Harmonicas. Did you share in this success? If not, plan now for 1928.

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

Partial Victory in Double Taxation Won Before Ways and Means Committee

New Bill Will Contain Amendments Preventing Reaudit and Double Taxation—But Double Taxation Affecting All Returns Filed Under Present Law Will Continue

Favorable action on the instalment income tax situation has been taken by the Ways and Means Committee of the House of Representatives. The administrative provisions of the new revenue bill will contain amendments preventing the reaudit, and consequent imposition of double taxation, of returns of instalment dealers made in accordance with the instalment regulations in effect prior to the passage of the 1926 Act. On the other hand, the bill will continue the double taxation features as affecting all returns filed under the existing regulations, as well as future returns.

That the action of the committee is favorable to the music industry is indicated by the comments of Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, who said: "While we failed to get all we asked of the committee, nevertheless, it has taken care of the situation about which we were most concerned.

"Under the proposed amendments, it will still not be feasible for any merchants now reporting upon the cash or accrual basis to change to the instalment method. However, the Treasury Department will be prevented from reauditing the many instalment returns from the music industry made in good faith during previous years under regulations which did not include the double taxation features and this is what we were primarily interested in.

"The peculiarities of the instalment business are such that it is only just and proper that the instalment dealer should be able to report his taxes on the basis of collections made from instalment sales during the taxable year, rather than to report the entire sale, including the unrealized profits. The desirability and justice of such a method were recognized by the Treasury Department when the regulations were originally promulgated in 1919 and again by Congress when this method was recognized in the Revenue Act of 1926. It does not seem reasonable that Congress should make available a special method of tax reporting to meet special requirements and then offset all its advantages by dragging in a double taxation feature. However, with this point of view the Ways and Means Committee does not agree.

"The attitude of the committee was indicated during the hearings when one member stated that he thought that the instalment merchant had no real grievance, as the use of the instalment basis is optional, so that if these regulations were unsatisfactory the taxpayer naturally would not adopt this basis. I then pointed out

to the committee that the most serious situation did not lie with merchants who might later care to adopt this basis, but had to do with the returns previously filed in good faith in accordance with regulations which eliminated the double taxation feature. The committee now agrees with our position on this most important phase of the situation.

"Newly established merchants who use the instalment basis from the commencement of their operations are not subject to the double taxation feature and hence find this basis desirable even under the present law and regulations, if they choose to adopt it. The only merchants not taken care of are those who are now using the cash or accrual basis and who in the future

may desire to change to the instalment basis.

"A number of members of the industry have expressed amazement that Congress would ever consider the continuance of any law which causes double taxation. The Committee has been guided largely by the report of the Joint Committee on Internal Revenue Taxation, whose recommendations, it is understood, have been followed largely by the Ways and Means Committee and which are as follows:

"The double taxation feature, while not strictly equitable, is justifiable. In the first place, the instalment basis has always been optional with the taxpayer. In the second place, the change appears generally to have been beneficial to the taxpayers in spite of the double taxation feature. Finally, the difference in rates applicable to the taxable years in the past gave the taxpayer an unreasonable advantage when by changing his basis in a high tax year he was enabled to reduce his taxable income to a figure far below his true income computed on any consistent basis. This was the effect of the regulations with double taxation eliminated."

National Bureau Advancement of Music Issues Publication on Harmonica Bands

"Harmonica Bands for Boys and Girls" is the title of the latest publication by the National Bureau for the Advancement of Music, an impressive illustrated thirty-two-page booklet designed to stimulate interest in harmonica playing on the part of those in charge of music in schools, settlements, playgrounds and various institutions, and to organizations interested in the musical development of the young.

The first chapter outlines the social and educational value of the harmonica, particularly its importance as a means for developing interest in the voice, piano, and instruments of the band and orchestra. This is followed by a description of the excellent work in Philadelphia under the leadership of Albert N. Hoxie, a wealthy man who has given up his business to devote himself to public-spirited music activities. He organized the Sesqui-Centennial Harmonica Band, which has traveled all over the country, and has been largely responsible for the popularity of the harmonica in Philadelphia, where some 70,000 youngsters have learned to play that instrument.

Another chapter, "The Harmonica Band in Action," shows what is being done in the organizing of the groups in all parts of the country, and is a revelation of how much can be accomplished with them under sympathetic direction. Perhaps even more significant is the section devoted to opinions of notable people, quoting musicians like John Philip Sousa, educators like Professor Peter Dykema, and many other well-known school officials, editors, club

leaders and welfare workers. All are convinced of the harmonica's efficacy in awakening the interest in music, taking the child pleasurablely through much of the essential ground work, and leading him on to a desire to express himself on the more complicated, higher type instruments.

In order that the booklet might furnish the necessary technical as well as general information, chapters have been included on organizing the harmonica class, arranging contests, and instruction helps, the latter including an abridgment of the manual, "How to Play the Harmonica," published by M. Hohner, Inc., a reproduction of harmony charts, and a classical composition arranged for harmonica with piano accompaniment. Finally there is a bibliography of further playing and instruction material.

A letter has been sent out by the Bureau to the 15,000 music supervisors on the list of the Music Supervisors' Journal, announcing publication of the booklet and offering it free upon request to those interested. One of the points emphasized is what the harmonica is doing to improve interest in school music generally, and to increase the proficiency of the children in this subject. A similar announcement is being sent out to several hundred recreation workers in different cities.

Dealers can do much to bring the benefits of harmonica playing on a large scale to their communities by interesting the right people. A wide participation in music making among the youngsters, through a medium they enjoy and can easily master, will add a great stimulus.

C. G. Conn, Ltd., Wins Plating Tax Case Before United States Court of Claims

Under Decision All Plating Taxes Paid, Either by Manufacturers or Dealers, Recoverable Unless Barred by Statute of Limitations

ELKHART, IND., December 6.—Music dealers are urged to apply to their Internal Revenue Collectors for payments made on account of plating taxes by C. D. Greenleaf, president of C. G. Conn, Ltd., who to-day issued the following statement:

"On November 7 the United States Court of Claims handed down a decision rendering judgment in favor of C. G. Conn, Ltd., for the total amount of plating taxes which had been paid under a ruling of the Treasury Department, which taxed band instruments under the jewelry section of the revenue acts of 1918 and 1921.

"This case had been pending for a number of years and was originally brought primarily for the purpose of stopping the collection of this tax, rather than for the recovery of the money already paid. However, owing to the long delay in reaching a decision, the jewelry tax has been repealed for several years. The law in question was very evidently intended to apply to jewelry and it was very evident to any unprejudiced person that Congress had no intention of taxing band instruments under this section. However, the Internal Department ruled differently and the only recourse finally became the United States Court of Claims. The decision of the court was unanimous in favor of the plaintiff, C. G. Conn, Ltd., and it was rendered in the following language:

"The sole question involved herein is whether or not musical instruments of the class and character described here are 'articles' within the meaning of the language ' . . . articles made of, or ornamented, mounted or fitted with, precious metals or imitations thereof or ivory . . . ' . . ."

"Applying the well-known rule of statutory construction in cases involving such language, the word 'articles' must be held to include only such articles as are similar in character and designed for similar uses, as those articles which are specifically designated in the statute. All jewelry, whether real or imitation; pearls; precious and semiprecious stones; watches; clocks; opera glasses, etc., are set forth with

studied particularity, and, unless it can be said that saxophones, cornets, trombones and other musical instruments of like character are similar to the things mentioned specifically, they can not be taxed under said statute. The Commissioner of Internal Revenue, under the clause involved here, taxed coffins, phonographs and victrolas so ornamented, mounted and fitted, but the tax on these articles was abandoned under formal opinions by the Solicitor of Internal Revenue, Law Opinion No. 882, applying to coffins, and Solicitor's Memorandum No. 2068, applying to phonographs and victrolas, holding in effect that said articles were not similar in character or use to those which are specifically named.

"The court is unable to discern any difference in principle between musical instruments and the articles which were held to be exempt from tax as affected by the language under consideration. It is the opinion of the court that it was not the intention of Congress to tax musical instruments under the statute in question.

"Judgment for plaintiff. And it is so ordered."

"The Government now has ninety days in which to endeavor to appeal this case to the Supreme Court. However, inasmuch as under the new rules cases can be appealed to the Supreme Court only after receiving permission and in view of the very patent nature of the question involved, Robert C. Cooley, who was the attorney in the case, is of the opinion that there is very little probability of the case being successfully appealed.

"In this case, all of the plating taxes paid, whether by manufacturers or dealers, will be recoverable unless they are barred by the Statute of Limitations. This is a point about which there is still some question. At any rate, it is advisable for all dealers to immediately file claims with their Internal Revenue Collector for the full amount of the payments which they made to the Government on account of plating taxes, with interest from the date of payment."

B & D
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BANJO ARTISTS

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Cowboy Banjoist

ROY SMECK
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FRANK REINO
*Banjoist, Ben Black's Orchestra
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*Banjoist, Levitow's Commodore
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*With His Orchestra at
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 Combined Catalog and Silver
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THE BACON BANJO CO., Inc.
Groton, Connecticut

Musical Instruments Barred From Russia

WASHINGTON, D. C., December 6.—According to an announcement in the Moscow Economic Life, a Russian publication which has just reached the Department of Commerce here, the Soviet Government has stopped the importation of musical instruments. The announcement reads:

"The Commissariat of Trade of the Soviet Union brings to the attention of all interested organizations and persons that importation of musical instruments is forbidden. No licenses for obtaining musical instruments from abroad will be issued."

While no reasons are known here for the ban, the presumption is held that the Soviet regards musical instruments as a luxury and will open a factory to fill such requirements as are found to exist.

Revenue Bill Introduced

The new Revenue Bill, introduced in Congress by the Ways and Means Committee, provides that income tax returns on the instalment basis for the years 1916 to 1924, inclusive, will not be subject to reaudit and additional assessment on account of the present regulations of the Treasury Department. Much credit for the introduction of the bill must be given to the representatives of the Music Industries Chamber of Commerce, who have worked for a number of months to have the adverse effects of the regulations remedied.

Interesting House Organ

The December issue of The Mike, the official monthly magazine issued by Harger & Blish, of Des Moines, Iowa, is replete with interesting articles upon both Brunswick and Atwater Kent products. An innovation of the December issue is a picture page.

Dealers View Line

Forty Victor dealers from Albany, N. Y., and vicinity were entertained at the Hotel Ten Eyck at luncheon recently. The latest models of the Victor Electrola with and without Radiolas were demonstrated.

The Fred Gretsch Mfg. Co. is introducing a new tenor banjo and a tenor guitar.

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THE OLDEST AND
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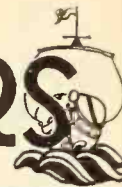
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British Manufacturers and Dealers Anticipate Great Holiday Activity

Sales Records of Past Successful Years Expected to Be Broken This Year, Judging From Unprecedented Activity—New Decca Portable Placed on Market—New Reproducer Announced

LONDON, ENG., December 3.—Unprecedented activity reigns everywhere in the gramophone industry here, and fresh records of sales reached are confidently expected from the activities of the leading companies in the imminent Christmas trade. In each of the last three or four years at this time the gramophone industry has reported more optimistically than ever before, until last year it was felt that the pinnacle had almost been reached. This year I have to report even greater activity and it would seem that the British public has adopted the gramophone and record as the entertainer *par excellence*.

In a recent letter to The Talking Machine World I referred to the formation of British Brunswick, Ltd., with a capital of two hundred and fifty thousand pounds, divided into two hundred thousand one-pound 7½ per cent Cumulative Participating Preference shares, and the balance in one shilling ordinary shares. On November 7 the public was invited to subscribe to an issue at par of one hundred and fifty thousand of each class. The company owns "over 99 per cent of the share capital of Clifto- phone, Ltd.," but no mention was made in the prospectus of the amount. It also has three concessions with nine years to run and another with a duration of four years. The issue was oversubscribed between ten and eleven times, all applications for less than five hundred shares being rejected.

A New "Decca" Portable

Messrs. Barnet Samuel & Sons have just added another fine portable to their range of instruments. The improvements have contributed much to its success. A longer air column gives the necessary resistance to the vibration of the diaphragm; this is secured by an ingenious utilization of the lid, the latter becoming part of the sound-conduit. Leak of energy is precluded by the adoption of felt-lined joints and the instrument will reproduce without chatter or blast the heaviest of modern electrical recordings.

An Electrical Reproducer

At last His Master's Voice Co. has introduced to the public its new electrical reproducer, and after attending a private demonstration of the invention I can only pay tribute to its wonderful excellence. By means of an electrical sound box the vibrations from the record are picked up by means of a needle and converted into electrical energy. Two models have been constructed, No. 550 for use in the home, which is a self-contained cabinet connecting by ordinary wall plug to the electricity supply mains, and Model 600 for use in public and dance halls, etc. In the latter case the units are divided and consist of a playing desk or console on which are mounted the turntable motor and sound box, and an amplifying panel and the loud speaker.

H. M. V. Automatic Instrument

I have been able to see and hear the new H. M. V. automatic magazine instrument. It can be loaded with 20 records of either 10 or 12-inch size and in any sequence will play

these records one after the other with about ten seconds interval, giving entertainment for one-and-a-half or two hours without any further attention. It can also be actuated by push buttons from an armchair, discarding any record which does not please or repeating a pleasing record any number of times and stopping or restarting the entertainment at will. There have been other attempts at record-changing devices, but the new instrument is far away above all previous attempts.

News Gleanings

The annual dinner of the Federation of British Music Industries is to be held on January 25, 1928, at the Hotel Victoria. Speeches, I understand, are to be limited to two, the health of the chairman (Sydney Moon, who, incidentally, is also chairman of the Gramophone Dealers' Association) and his reply.

Brunswick Artists Featured in Show Hit "Funny Face"

Ohman and Arden and Ritz Quartet Recording Artists Among Stars of Musical Comedy Success—Atlantic City Dealers Tie Up

Ohman and Arden, Brunswick recording artists, who achieved still greater popularity in the musical comedy, "Tip Toes," which en-



Ohman and Arden and Ritz Quartet enjoyed a long run in New York, are again featured with the new musical show "Funny Face" at the Apollo Theatre on the Boardwalk in Atlantic City. The Ritz Quartet, Brunswick recording artists of no lesser standing, are also featured with this musical revue. During the Atlantic City engagement, these six artists devoted an hour and a half in entertaining radio fans over Station WPG on the evening of November 13.

During their stay in Atlantic City they visited the Brunswick National Exhibit and listened to several of their own recordings. The Brunswick National Exhibit manager took advantage of the appearance of these artists by arranging an attractive window, featuring all of the artists by having a window sign made, showing the quartet and the piano duo.

A New London Publication

A new monthly publication which has recently made its appearance in London, Eng., is "The Music Dealer and His Staff." It covers the music and wireless trades from a merchandising angle, and is admirably edited and produced.

The Gramophone Co. (His Master's Voice) will provide a program of music.

Not content with the usual channels of publicity, the Edison Bell Co. and Columbia are now issuing their own "house organs," the Edison Bell News and the Columbia Review.

In the death of A. E. Winslow the gramophone trade here loses a well-known figure. He was one of the principal Edison Bell factors, and commenced as an ordinary Gramophone dealer some twenty-five years ago.

Gramophone shares, as I write, are as follows: Columbia, £6½; Gramophone Co., £8; Duophone & Unbreakable Record Co., 13s 3d; Vocalion Gramophone, 34s 9d. As I write, too, the Columbia Co. announce an interim dividend of 10 per cent less tax on their Ordinary shares, which compares with 7½ per cent a year ago. It was decided last year to make the company's financial year end on June 30 instead of March 31 as previously, so that the present distribution is on account of the fifteen months ending June 30, 1928. This extension involves postponing the balance dividend, but it was stated at the last meeting that in view of the delay a second interim dividend would probably be paid in the early Summer.

It contains much material of value, and gives promise of being a very important factor in arousing the interest of dealers in correct methods of introducing to the public the products which they handle. To Wilfred C. Bailey, the editor, we extend our compliments. The publication offices are at 6 Mortimer street, London, W. I.

The World Astonishes Them

One of the features of last month's issue of The Music Lovers' Phonograph Monthly Review, published in Boston, for amateurs interested in phonograph music and its development, is "Meanderings" by Theodore Leland Gannon, who spent a late Summer vacation in Paris, Beyreuth, Munich and cities in Germany, ending up with a very delightful visit to prominent institutions and personalities in London. The office of The Gramophone, edited by Compton Mackenzie, was among the places visited, and in a talk with Mr. Christopher Stone, the able coadjutor of Mr. Mackenzie, and Mr. Wilson, the technical expert of the organization, they spoke very favorably of some American recordings, and in the course of their conversation referred in very complimentary terms to The Talking Machine World, Mr. Gannon remarking: "They were astonished at the size and scope of The Talking Machine World, and according to Mr. Stone there is no journal covering any British trade as comprehensively as that. Compliments to Edward Lyman Bill, Inc." Thanks to our conferees in London and Boston for the compliment.

A. K. Window Display Teams Aiding Dealers

The Atwater Kent Mfg. Co. has several teams of window dressers traveling throughout the country, who upon the request of the local distributors are trimming retailers' windows. These window dressers have now toured a considerable portion of the country and they have done much to stimulate business wherever they have visited.

A branch store of Hardman, Peck & Co., carrying a full line of pianos, talking machines and radio receivers, was recently opened at Fordham and Kingsbridge roads, New York.

BUSINESS OPPORTUNITY

A well established Los Angeles Music house offers a middle-aged man of selling experience and executive ability an opportunity to acquire a substantial interest and solicit correspondence. Address C I N, c/o The Talking Machine World, 420 Lexington Avenue, New York, N. Y.

GLEANINGS *from the* WORLD *of* MUSIC

Average Talking Machine Dealer Has Investment of \$3000 in Sheet Music

Nation-Wide Survey Taken by The Talking Machine World Reveals That Average Turnover Is Four Times a Year—In Addition to Proving Profitable, Sheet Music Is a Customer Attraction

Approximately 80 per cent of the dealers throughout the country who handle talking machines and also operate sheet music departments have an average sheet music turnover of four times per annum, with an average investment of \$3,000, according to the results of a comprehensive and nation-wide survey just completed by The Talking Machine World.

This survey was undertaken for several important reasons, namely, to determine the extent of the business in sheet music being done by talking machine dealers; to provide data for an analysis of the sales possibilities of sheet music with the talking machine dealer as an outlet, and also to find out what effect, if any, a sheet music department has on the other departments of the retail talking machine store.

The survey indicated that most of the talking machine dealers realize the great possibilities in the sale of sheet music, not only in the actual profits accruing from the operation of this department, but also because of the indirect sales influence on the other departments. The fact that the average investment in sheet music is \$3,000 indicates that those dealers who have installed departments have found them profitable enough to make expansion necessary, and the average rate of turnover mentioned above proves conclusively that as an item of merchandise sheet music does not remain on the shelves very long.

In connection with turnover it is interesting to note that dealers who have limited their investments seem to get more frequent turnovers. For example, one dealer who reported that his investment in stock was only \$100 stated that he gets a ten-time turnover, while many dealers whose investments range from \$3,000 down secure turnovers of six, seven and eight times. On the other hand, dealers in large cities who make somewhat of a specialty of catering to the sheet music buyers, such as students, teachers, as well as the more or less spasmodic buyers of jazz numbers, necessarily have larger investments. In fact, the size of some of the investments in sheet music departments among subscribers of The Talking Machine World was rather startling. Several dealers reported between eighteen and twenty-five thousand dollars inventory and one dealer reported that with an inventory of thirty thousand dollars he gets a three-time turnover.

From the angle of the dealer probably the

most important point developed in the survey is the effect of the sheet music department on sales of other lines featured in the store. More than 90 per cent of the replies received stated without reservation that sheet music alone was responsible for the stimulation of sales in every other department of the business. One dealer traced 50 per cent of his record sales to the fact that he handled a sheet music department, and the majority of dealers seem to feel that sheet music more than any other single factor of sales promotion brings people into the store. Not only that, but the type of people who are induced to visit the store to purchase sheet music are exactly the right kind of prospects for records as well as talking machines and radio sets. The effect on the sale of records is per-

Dr. Edward Kilenyi Joins Staff of Sam Fox Pub. Co.

Well-known Composer and Arranger Assisting John Zamecnik in Preparing Scores for Film Presentations—Albert Sanger His Assistant

The Sam Fox Publishing Co., of Cleveland and New York, is devoting a great part of its activities to the development of its musical score business. Sam Fox, head of the company, is building this department and has engaged Dr. Edward Kilenyi, musician, composer and arranger, to assist John S. Zamecnik, of the Fox staff, in the preparation of the scores which he is now working upon. Mr. Zamecnik, it will be remembered, is responsible for the musical score which has played such a large part in the success of the film "Wings," and he is at present engaged in writing the scores for "The Wedding March," the much-discussed moving picture which is scheduled for Broadway next month, and "Abie's Irish Rose," the film of which is certain to play to an audience of huge proportions because of the success of the play of the same name.

Dr. Kilenyi has had many years' experience in writing and preparing music for moving picture presentations and of late has collaborated with Henry Hadley in preparing orchestral works for Vitaphone presentations. He is now in Los Angeles assisting Mr. Zamecnik, who is thus enabled to work on more film effects.

Another new addition to the Fox ranks,

haps more marked than in the case of machines or receiving sets.

There seems to be a more or less general opinion among retail merchants that a sheet music department and the small musical instrument department provide the ideal side lines for the talking machine dealer. This is so for many reasons. First, the investment required may be as small or as large as the dealer can afford. The space for either department in the store can also be as small or as large as the dealer desires. In fact, very often the space of either of these departments ordinarily is waste space. On the other hand, there is a tendency on the part of the trade after they have operated these departments long enough to realize their full value to move them up to the front of the store in probably the most conspicuous and desirable location. Not only are these departments profitable in themselves, but they are attention attractors and they supplement advertising and other forms of sales promotion, because they bring people into the store and focus their attention on the other lines handled by the dealer.

working with Dr. Kilenyi as his assistant, is Albert Sanger, who is taking full charge of the copying and extracting of scores. Further announcements regarding the development of this department will be made in the next issue of The Talking Machine World.

Victor Record of "My Blue Heaven" Proves Big Seller

Victor Talking Machine Co. States That the Record of Feist "Hit" Sold More Than Any Record Ever Listed for Similar Period

An idea of the manner in which the sensational Feist hit "My Blue Heaven" has been sweeping across the country, winning favor everywhere, can be gained from a recent communication of the Victor Talking Machine Co. to its dealers. The message, which was sent in large postcard form, read:

"A Great Record—A Sensational Seller
The Biggest Profit-Maker Since Valencia"
You Have Wanted a "Hit"
Here it is—Gene Austin's
"MY BLUE HEAVEN"

We made more sales of "Blue Heaven" last week than any record ever listed during a similar period.

And—The Orders Pour in Daily.

Order it now and order enough—Put it in your window—Feature it in your newspapers—Play it at your door.

The card further stated that the run of street car cards had been increased, and that 75 per cent of all Victor cards were featuring "My Blue Heaven."

FIVE RECORD RECORD BREAKERS



MINE ALL MINE



WHAT ARE WE
WAITING FOR?



I'VE BEEN
LONGING FOR A
GIRL LIKE YOU



WE'LL HAVE A
NEW HOME IN
THE MORNING



HOLLYWOOD
ROSE

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

Jascha Gurewich With Sam Fox Publishing Co.

Saxophone Virtuoso Who Has Appeared in Recitals in New York and Boston Writing Varied Series of Works for Saxophone

An important addition to the long list of artists writing for the Sam Fox Publishing Co. was recently announced in the person of



Jascha Gurewich

Jascha Gurewich, saxophone virtuoso, who holds the distinction of being the first and only artist in the history of the saxophone to give legitimate concerts in Carnegie and Aeolian Halls, New York, and Symphony Hall, Boston. John Philip Sousa, in commenting on Mr. Gurewich's playing, said: "I have heard all

the finest saxophone players of the past thirty years and the majority of them have played for me; but I have never heard anyone to equal you." Following his concert at Aeolian Hall, the music reviewer of the New York World wrote: "Mr. Gurewich plays the saxophone with all the fervor and all the feeling, all the color and the romance, all the virtuosity, all the dramatic power of a great violinist caressing his tenderest Stradivarius."

Mr. Gurewich's first contributions to the Sam Fox catalog include four original saxophone solos: "Jazzima," "Juliana," "Twilight Romance" and "Valse Petite"; ten transcriptions of popular numbers in the Fox catalog, among them "Japanese Sunset," "Polly," "Sparklets," "Eleanor" and "Simplicity," and a book of studies for the saxophone entitled "Staccatos and Legatos." This last-named work fills, in the opinion of the author, a long-felt want for the thousands of saxophonists who have long required a book of practical application.

Mr. Gurewich is now preparing for early release a sonata in four movements for the saxophone. This is the first time that any such composition has been prepared for this instrument. The movements are: "Allegro non troppo," "Romanca," "Czero" and "Rondo."

De Sylva, Brown, Henderson Issue Dance Folio for Piano

A dance folio for piano has just been released by De Sylva, Brown & Henderson, Inc., containing thirty-one popular dance hits arranged in simplified form. The folio is an elaborate edition, with a striking cover in five colors showing facsimiles of five numbers of current hits. Among the numbers included in the folio are thirty-one typical De Sylva, Brown, Henderson successes.

New Feist Dance Folio Is Introduced to Music Trade

New Dance Folio No. 1A Contains Thirty Song Hits as Piano Solos With Ukulele Arrangements—Special Introductory Price Offer

Leo Feist, Inc., New York, recently announced to the trade a new folio of the latest song hits arranged as fox-trots, waltzes, etc. The folio, which is titled "Feist Dance Folio No. 1A," is the first of a new series and includes thirty selections, all of which have proved popular with the dance-loving public. Among the selections included are "At Sundown," "Honolulu Moon," "Just Once Again," "Sing Me a Baby Song," "You Don't Like It—Not Much," "Just the Same," "In a Little Spanish Town," "Sam, the Old Accordion Man," "If You See Sally" and twenty-one others of similar merit.

The folio lists at fifty cents in the United States, sixty cents elsewhere, and is being sold to dealers at the special introductory price of twenty-five cents.

Irving Berlin, Inc., Has Three New Potential Hits

Irving Berlin, Inc., reports that at no time during its history has it had as many great songs and as strong a catalog as at the present time. In addition to the catalog it now enjoys, the new songs that are about to be released show every indication of stepping into the hit class overnight.

Among the new songs about to be released is a novelty, "It's in the Bag," an unusual number inasmuch as it has a great lyric and is in addition a snappy dance tune.

SAM FOX HITS ARE BROADWAY SENSATIONS
 WE START THE NEW YEAR WITH A WONDERFUL BUNCH OF POPULAR HIT TUNES BY REAL HIT WRITERS—1928 WILL BE A "SAM FOX YEAR"—BE SURE YOU GET ALL THESE HITS—YOU'LL NEED EVERY ONE OF THEM

THE AIR PLANE FOX TROT
WINGS
 ZAMECNIK'S MASTERLY FOX-TROT VERSION OF THE OUTSTANDING "THEME" SONG FROM THE GREATEST FILM SUCCESS OF THE DAY—by BALLARD MACDONALD & J. S. ZAMECNIK

AS ORIGINAL AND CATCHY AS ITS NAME
HUMORESQUIMO
 A SURE FIRE WINNER
 A NOVELTY FOX TROT SONG by PETE WENDLING—HENRI BERGMAN & ALFRED BRYAN

A REFRESHING BIT OF MELODY THAT IS IRRESISTIBLE—A SWEET TUNE WITH A MELODY THAT HAUNTS YOU
STARLIGHT AND TULIPS
 A MELODY FOX TROT SONG by ALFRED BRYAN & PETE WENDLING

A PEPPY POPULAR TUNE THAT JUST SWINGS ALONG TO INSTANTANEOUS SUCCESS
BLUEBERRY LANE
 FOX TROT SONG by ALFRED BRYAN & HERMAN PALEY

THE GREATEST NOVELTY IDEA IN YEARS.—THIS IS "IT"—IT CAN'T MISS
FASCINATIN' VAMP
 THE "VAMP" FOX TROT by JOSEPH NUSSBAUM

A FOX TROT FANTASY ON THE MOTIFS OF CHOPIN. PARIS, LONDON & BERLIN HAVE ACCLAIMED IT A HIT—AND NOW NEW YORK.
CHOPINATA
 FOX TROT "DELUXE" by CLEMENT DOUCET

THE SUCCESSOR TO "NOLA"—SWEEPING THE COUNTRY
POLLY
 A REAL PIANO AND DANCE NOVELTY FOX TROT by J. S. ZAMECNIK

MARVELOUS SYMPHONIC DANCE ORCHESTRATIONS BY ZAMECNIK, NUSSBAUM & POLLA

ESTABLISHED THROUGHOUT THE WORLD
SAM FOX PUB CO.
 CLEVELAND THE ARCADE NEW YORK 15 N. W. ST.

LONDON—43, POLAND ST.—PARIS—40 FAUBOURG POISSONNIERE—BERLIN—37 LEIPZIGER STRASSE—MELBOURNE—290 BOURKE ST.
 REPRESENTATIVES IN OTHER IMPORTANT CENTERS

~DEALERS~
 STOCK SHEET MUSIC RECORDS & ROLLS

Marks Music Co. Develops Its Foreign Department

Connections Established With European Firms Have Benefited Catalog—Motion Picture Department Also Improved

Outstanding in the activity of the Edward B. Marks Music Co. during the past year has been the improvement and development of its foreign and motion picture music departments. The firm has established relationships with all the foreign publishers, and is able to secure any items desired by dealers. The Marks firm is agent for Paxton, Chester, Laudy & Augener, of London, and such leading German houses as Apollo Verlag, Heinrichshofen Verlag, Robert Ruhle and Joseph Weinberger, as well as music concerns of France, Spain and Scandinavia. The firm carries a full stock of all Debussy's recognized compositions and a large supply of the compositions of the leading European modernists. Most of these are published for orchestra as well as for piano and organ. The Marks Co., realizing the growing importance of organ music, recently issued a special organ catalog embracing about 150 of the choicest foreign organ solos.

Although the Marks organization was rather slow in entering the field of motion picture music, this department is now functioning most successfully. Among the publications in this field recently issued are: a special catalog of the seventy-five best numbers in the collection of W. Paxton & Co., Ltd., London, and a German series of thirty selected numbers known as Filmharmonic. Among the innovations recently introduced by the Marks organization for picture theatre musicians is the Music Merit Loose Leaf Folio, which carries the annotation for pedals on each composition.

Aside from the foreign and motion picture catalogs the Marks concern has an entirely new band list. Modernized orchestrations of well-known orchestral standards as "Glow Worm," "Wooden Soldiers" and others have been issued.

In building its popular catalog the Marks Music Co. follows two cardinal principles. The first is to accept only those so-called popular songs which give evidence of outliving the ordinary term of life of current-day song hits, and

will become valuable additions to the Marks standard catalog. The second one has been to revive as many standard successes as possible so that they are welcomed by dealers, mechanical companies and professionals. As an example of the first rule one finds "My Little Nest," which was played as a fox-trot last year, now definitely established as a semi-classic, having been featured under the title of "Feasquita Serenade" by Fritz Kreisler, Mme. Jeritza and many other concert stars of note.

On the other hand, many Marks tunes of former years have won new popularity during the past twelve months. "Down South," for instance, was reborn during 1927 with new recordings of it being made by all the leading record companies and with orchestra leaders playing it as a featured number. This is but one of a great number of old-time songs which found a ready public to acclaim them all over again.

The Marks popular catalog at the present time includes a new waltz entitled "'N' You," three fox-trots, "Sugar Foot Strut," "The Dirty Dig," "The Flapper Stomp" and a new Eddie Leonard song, "Mandy Jane."

Edward B. Marks, president of the company, has in contemplation a twenty-two-story building on Forty-sixth street near Fifth avenue, New York, which is to house the constantly growing branches of the firm as certain current leases have expired.

Lyon & Healy Break All Records With Feist "Hit"

Famous Chicago Music House Sold 4,400 Copies of "My Blue Heaven" During Week Ending November 26—2,000 Sold on Following Day

In another item in this section of The Talking Machine World is related the fact by the Victor Talking Machine Co. that the record of "My Blue Heaven" by Gene Austin has proved to be the biggest profit maker since "Valencia," and that during one week the record had made more sales than any record ever listed for a similar period.

That the sensational selling qualities of this record are due in great measure to the popularity and merits of the song is evidenced by the following communication recently received from Leo Feist, Inc., publisher of "My Blue Heaven." It reads:

"You may be interested in knowing that Lyon & Healy, Chicago, advised us that last week they sold 4,400 copies of 'My Blue Heaven,' thus breaking all of their previous records for a week's sales on any song. This was for the week ending November 26.

"They also advised that on Monday, November 28, up to three o'clock in the afternoon, they had broken another record by selling 2,000 copies of 'My Blue Heaven' up to that time."

"Where the Cot-Cot-Cotton Grows" on Record Releases

"Make My Cot—Where the Cot-Cot-Cotton Grows," the leader of the Broadway Music Corp.'s catalog, after having received a welcome reception from orchestra leaders and vocalists and being a favorite with radio and dance audiences, is destined to prove equally popular with talking machine record fans if the number of record releases can be taken as a criterion.

Among the releases on records scheduled for this month are: Harmony, Sam Lanin and His Orchestra; Okeh, Goofus Five; Victor, Red Nichols and His Orchestra; Edison, Vaughn de Leath, vocal; Brunswick, Cook Sisters, vocal; Bernie Cummins and His Biltmore Cascades Orchestra; Perfect and Pathe, Willard Robison and His Orchestra; Banner, Campus Boys; Domino, The Rounders; Gennett, Emil Seidel and His Orchestra, and several other record lists.

"You Can't Go Wrong With Any 'FEIST' Song!"

The Surprise Ballad Hit!

"MY BLUE HEAVEN"
GEORGE WHITING
WALTER DONALDSON

A New Mother Song Beautifully Told In Lyric and Melody!

"BABY YOUR MOTHER"
(LIKE SHE BABIED YOU)
DOLLY MORSE
ANDREW DONNELLY
JOE BURKE

The New Waltz Song by the Writers of "Spanish Town"

"CHEERIE BEERIE BE"
(FROM SUNNY ITALY)
MABEL WAYNE
LEWIS & YOUNG

Donaldson's High-flying Dixie SONG HIT!

"THERE AIN'T NO LAND LIKE DIXIELAND FOR ME!"
WALTER DONALDSON

Charmingly New And Melodious!

"INDIAN CRADLE SONG"
GUS KAHN
MABEL WAYNE

The European Success!

"WHERE IS MY MEYER?"
Introduced by BALIEFF in "CHAUVE-SOURIS"

LEO. FEIST, Inc.
FEIST BLDG.
231-5 W. 40TH ST.,
NEW YORK CITY

dbh SONGS THAT HIT THE MARK!

AMONG MY SOUVENIRS
HERE AM I—BROKEN HEARTED
BABY FEET GO PITTER, PATTER
PLENTY OF SUNSHINE
TIN PAN PARADE
SWEETHEART MEMORIES
THERE'S ONE LITTLE GIRL WHO LOVES ME
WHO'S THAT KNOCKIN' AT MY DOOR?
MY HAWAIIAN SONG OF LOVE
MAGNOLIA
SO BLUE

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
SUPREME DANCE FOLIO (New)
SAXOPHOLIO
TENOR BANJO FOLIO (2nd Edition)
(Each containing fifteen great songs)

DE SYLVA, BROWN AND HENDERSON, INC.
Music Publishers
745 SEVENTH AVENUE NEW YORK

The Movie House Organist Is a Song Plugger

One of the Biggest Factors in the Popularizing of New Songs
Is the Theatre Organist — Dealers Overlooking Sure Profits

THERE is a tendency on the part of music dealers to regard the sheet music department as a more or less necessary evil that merits no time or attention, but must be carried as a "customer convenience." Deal-

self, a "sink or swim" proposition. This method of handling sheet music has become such a habit that many dealers have not realized that a new factor in the exploitation of new numbers has entered the field within the



H. A. Weymann & Sons' Display Ties Up With Orchestra and Organist
ers of this type relegate the sheet music rack to some corner of the store, stock it with the latest numbers and then let the music sell it-
past few years, and while the publishers are doing everything possible to take advantage of the situation, the dealers are lagging behind.



How Paramount Features Its Organist

The factor in point is the motion-picture theatre organist. This artist has done more to make possible increased sales of sheet music than any other person or persons. As one publisher aptly puts it: "The organist is one of the biggest 'plugs' in popularizing sheet music." In practically every city or town which boasts a theatre given over to the presentation of feature moving pictures the organist is a feature of the program. A further point is that the organist as a permanent feature is enabled to build up a following which is denied other artists who must each week or each few weeks play to a new audience and win over new followers. Even in New York, where the competition between entertainment attractions is so strong, Jesse Crawford at the Paramount Theatre is an outstanding attraction, and there are many thousands who attend this playhouse each week and vote the Crawford organ presentation of popular songs as the big "hit" of the program.

And what Crawford is to the Paramount audiences there are some 5,000 theatres boasting organists whose rendition of the popular melodies of the day have won them places as regular programmed features. In other cities, in fact, the organists stand out far more than they do at any Broadway theatre. In Chicago, for instance, at the Chicago, Oriental and Granada theatres, the audiences look forward eagerly to the organ presentations, for they are "acts" in every sense of the word, and the audience takes part in them, enthusiastically singing the melodies as the slides are shown on the screen.

The publishers have been alive to the benefits of this type of exploitation, for it is through their efforts and expenditures that these "acts" have become so popular. The publishers are at great expense providing theatre organists with complete "acts" with accompanying slides to bring home to the public in an entertaining fashion the latest popular music. Every big publisher, for instance, supplies each year an average of twenty-five such acts, consisting of from thirty to thirty-six slides, designed to present the best numbers from its catalog. Each of these special presentations is worked up in a different manner, and there is nothing stereotyped about any of them. For instance, one which is in great favor with organists at the present time is entitled "Requests," and introduces "You Don't Like It—Not Much," "Cheerie Beerie Bee," "Sing Me a Baby Song," "Are You Thinking of Me To-night," "Baby Your Mother," "My Blue Heaven" and "Just Once Again." Descriptive matter which is shown between the playing and singing of the different selections leads to the interest, and in several selections the boys sing one part and the girls the other.

The organists themselves are always on the alert to introduce new methods and new effects into their presentations, as witness an act recently put on by Eddie House, the singing organist of the Granada Theatre, Chicago, which he entitled, "Donizetti vs. Donaldson." In this Mr. House first played the sextet from "Lucia," as representing the operatic composer, and then played a medley of "hits" of Walter Donaldson, concluding with "My Blue Heaven," which he sang with the capable assistance of the audience.

So much for the work of the publishers. What are dealers doing to gain the benefits of this invaluable exploitation? In most cases, little or nothing. The illogical part of this attitude is that little or nothing need be done,

(Continued on page 123)

CORNERED! THE WORLD'S BEST MUSIC

Down South
(FOX-TROT SONG)
Fifty Million Radio Listeners
Great Revival Hit
Polla Dance Arrangement
Sensational Victor Record Hit

Kiss Before the Dawn
Beautiful Waltz Theme of "Spider"

Frasquita Serenade
(MY LITTLE NEST)
Lehar's latest featured by
Kreisler & Jeritza

Slow River
FOX-TROT—SPIRITUAL
QUARTETTE—DRAG.

EDW. B. MARKS MUSIC CO.
225 W. 46 ST. — NEW YORK.
THE HOUSE OF HITS

est. 1894

for the publishers supply the theatres with the material, with display matter and window posters. All that is necessary is that the dealer dress his window, telling of the feature which will be played by the organist, and featuring this song or songs together with a photograph of the artist. The management of the local theatre will be happy at all times to supply the information a week or more ahead, and all that remains is for the dealer to stock up on the number and gather in the profits.

While this article has been devoted exclusively to organists the same results can be secured through tie-ups with the orchestras that are constantly being featured in the vaudeville and moving-picture houses throughout the country. The point is, whether the tie-up be with organist or orchestra, effect it, and give sheet music the attention it deserves. It is in itself a profit maker, and will, if properly handled, develop into one of the best, if not the best, customer attraction a store can possess.

De Sylva, Brown & Henderson in Strong Position

Music Publishing Firm Established for But a Short Period Now Ranks Among Leading Producers of Popular Songs

In the brief period of its existence, which is in the neighborhood of a year, the music publishing firm of De Sylva, Brown & Henderson, Inc., has gained in its field a position which is quite out of the ordinary. In this short time the firm has been so successful that it is now regarded as one of the leaders of the business, and indications point to a continuance of its success.

In the November issue of The Talking Machine World a reprint of an article which appeared in the New York Times was reproduced telling of the success of Buddy De Sylva, Lew Brown and Ray Henderson, as individuals and as the members of a firm which has since its inception been functioning in a highly satisfactory manner. Long lists of each of the members' song successes were given, so it is unnecessary at this writing to repeat the list.

Perhaps the most noteworthy contribution to the nation's song hits during the past year of Messrs. De Sylva, Brown and Henderson was the score of "Good News," which has been playing to capacity since its opening. In this musical comedy not one but many "hits" were contained, among which are "Good News," "The Varsity Drag," "Lucky in Love," "The Best Things in Life Are Free" and many others.

In November the firm made the important announcement that it had secured the American and Canadian rights to the successful English Ballad "Souvenirs" and was publishing it under the title of "Among My Souvenirs." The enthusiastic manner in which this number has been received by the public, professionals and the mechanicals needs no telling. It is an undoubted "hit" and ranks high on the list of the nation's best sellers.

The present catalog of the firm is, in the opinion of Dan Winkler, sales manager of the company, the best that it has ever had to present to dealers, and as the members of the firm are now preparing the score for the next "Scandals" it is only reasonable to expect that a new batch of production "hits" will be added soon.

"Three Shades of Blue" Written by Ferdé Grofé

A contribution of merit to modern American music was recently announced by Paul Whiteman Publications, Inc., New York, with the publication of "Three Shades of Blue," by Ferdé Grofé, chief arranger for Paul Whiteman's Orchestra and a composer of international reputation.

Sam Fox Publishing Co. Expanding Its Activities

With Formation of Popular Music Department Company's Line Is Most Complete—Growth Necessitates Departmentalizing

The year 1927, now drawing to a close, has been a particularly successful one for the Sam Fox Publishing Co., and the outlook for the coming year is exceedingly bright. The expansion of the business has necessitated the formation of separate departments and this phase of the firm's activities is now in progress. In this section of The Talking Machine World articles telling of the adoption of a new series of music for the saxophone, with Jascha Gurewicz writing exclusively for the Fox organization, and the building up of the motion picture music department under John Zamecnik, appear with full details given.

With the formation of a popular music department, the announcement of which appears in this issue, the Fox catalog is most complete, containing as it does standard selections, piano compositions, folios consisting of piano numbers, Sousa marches arranged for the piano, tenor banjo solos and a library collection for male voices, mixed voices, women's four-part voices, women's three-part voices and a collection of two-part songs; saxophone solos, banjo solos, octavo editions containing school unison and part songs, the Sam Fox Paramount editions for all sized orchestras and band editions.

Among the standard selections the following numbers look most promising and will be featured in Fox publicity during the coming year: "Your Love Is All," "Waitin' in the Shadows," "Broken Dreams," "Just Dreaming of You," "My Happy Day," "A Pirate Bold" and "Love-light Eyes." The piano compositions include a wealth of numbers which have won favor from musicians and music lovers. Perhaps the most outstanding selections in this group are "Polly," "Babylonian Nights" and "Chopinata." Among the composers whose works are included in the Fox Piano Compositions are Haydn Wood, J. S. Zamecnik, Hugo Riesenfeld, Clement Doucet and Billy Mayerl.

The announcement of the department to handle popular music fittingly rounds out the activities of the Fox Publishing Co., and the numbers announced give evidence of the type of selections which will be released over the Fox signature. "Wings," the leader of the popular line, is the theme song of the film of the same name and has already won widespread favor. The other numbers are by authors and composers who have a great number of successful "hits" to their credit. "Humoreskimo," a novelty fox-trot song, is by Pete Wendling and Henri Berchman, with lyrics by Alfred Bryan, "Starlight and Tulips" is by Wendling and Bryan, and Joseph Nussbaum contributes "Fascinating Vamp," a decided novelty. "Blueberry Lane" is another number with promise.

Herbert E. Marks to Wed Miss Tyroler on Dec. 22

The wedding of Miss Hortense Eugenie Tyroler, daughter of Mr. and Mrs. Rudolph E. Tyroler, New York, and Herbert Edward Marks, son of Mr. and Mrs. Edward B. Marks, will take place Thursday, December 22, at the Park Royal Hotel, New York. Mr. Marks is connected with the Edw. B. Marks Music Publishing Co. in an executive capacity.

Miss Tyroler's matron of honor will be her sister, Mrs. Jerome S. Meyer, and Mr. Marks' best man, his cousin, Stephen S. Marks. Among the bridesmaids will be several of the bride's classmates at Vassar, and Mr. Marks' ushers will include several classmates from Dartmouth. The Rev. Dr. Stephen S. Wise will officiate at the ceremony.

After a wedding trip to Havana Mr. Marks and his bride will live at 736 West End avenue.



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



Leading Musicians Contribute to Robbins Catalog

Well-known Musicians Form Advisory Board to Edit Compositions—Robbins Releases Are Important Contributions to Music

"It is characteristic of a sheep that it will follow a leader even to its own destruction," states J. J. Robbins, head of the Robbins Music Corp., "and the sheep in the music publishing business are doing exactly the same thing, in my opinion." Mr. Robbins, in making this statement, has reference to "the fact that no music publisher can start an innovation without having many following in his footsteps." The trouble with this policy, Mr. Robbins further states, is that the imitator lacks, in most cases, the knowledge and discrimination to choose the proper material with which to proceed.

In reviewing the progress of the Robbins Music Corp., Mr. Robbins places special stress on the success of the motion picture music

department. He says in part: "The company started its catalog of photoplay music on the principle that the best music could be obtained from those composers who were most familiar with the requirements of the motion picture theatre. We placed a number of composers under contract on a royalty basis and, without being egotistical, I think I may say that the catalog has been a success.

"Apparently all that was needed to duplicate this success was to corral some more names, and a full-fledged catalog would be brought into being. This looked all right on the surface, but there was one factor concealed from view. This was the obtaining of a music editor. We have been fortunate in acquiring the services of Domenico Savino as music editor, and we have fortified him by an advisory board, of which Nathaniel Finston, general music director of the Publix theatres; Hugo Frey and Hugo Riesefeld are members."

Mr. Robbins then related the necessity of having a competent board of editors to revise, edit and eliminate the works of composers in

order to secure the type of music in demand.

He further stated that he is a believer in the policy of building a catalog around names and, in illustrating this policy, said: "We are publishing music written by such men as Domenico Savino, whose 'Doll Suite,' 'Suite Romantique' and 'Study in Blue' have been enthusiastically received. Nathaniel Finston is in great measure responsible for the success of our Famous Fotoplay Series. Ferdé Grofé is under contract to us and his 'Three Shades of Blue' is a valuable contribution to the field of American light music and is played by numerous musical organizations.

"Rudy Wiedoeft is another artist under contract to us, and both his compositions and his saxophone methods, all of which we publish, have been successful. Another of our composers I would like to touch on is Willard Robison, whose music shows marked originality, novel rhythms and splendid melodies."

Other publications of the Robbins Music Corp. which have won wide favor are: "Milton Charles' Organ Interpretation of Popular Songs," "Arranging for the Modern Dance Orchestra," by Arthur Lange, and Mike Pingitore's "Banjo Method."

The Robbins Music Corp. is the exclusive distributor for Paul Whiteman Publications, Inc., which catalog is being built up every day and already contains many important compositions. It is constantly being added to, and the sponsors believe that the trade-mark will some day stand for the finest of American music.

Just a Line or More of a New Song or Score

The orchestral feature at the Strand Theatre, New York, during the week of November 21 was the rendition of Ferdé Grofé's "Mississippi," a descriptive suite in four movements, by Nathaniel Shilkret and His Victor Concert Orchestra. The movements are: first, Father of Waters; second, Huckleberry Finn; third, Creole Days, and fourth, Mardi Gras. Leo Feist, Inc., publishes the composition for concert orchestra and as a piano solo.

Jesse Crawford, Paramount Theatre organist and Victor artist, has made a special recording of "Wings," the theme song of the film of the same name and one of the leaders of the Sam Fox catalog. The record has not as yet been released to the trade, but is being used in conjunction with the showing of the film in moving picture theatres throughout the entire country.

Leo Feist, Inc., announces that it will publish a new song, "Romona," similar in character to "In a Little Spanish Town," by Miss Mabel Wayne, the composer of the last-named hit. The lyrics are by L. Wolfe Gilbert.

Word has come from Irving Berlin, Inc., of a new song by Irving Berlin, entitled "My New York," dedicated to the Hon. James J. Walker, Mayor of New York City. It was first introduced in the Ziegfeld Follies.

Harry Von Tilzer recently accepted a new song, "I'm Happy Now That You've Gone," by Victor Myers of Seattle. The song has already been recorded by several companies, including the Columbia.

The Sam Fox Publishing Co. announces a new song for baritones and basses entitled "In a Hundred Thousand Years." It is by A. J. Lamb and Alfred Solomon, writers of "Asleep in the Deep," "Bells of the Sea" and others.

Howard Dietz, who wrote the lyrics of "The Manhatters" and "Merry-Go-Round," has a new song called "Love," with a melody by Walter Donaldson. Leo Feist, Inc., is the publisher.

The Standing of a Music House May Be Most Rightly Gauged by the Composers Under Contract to It

DOMENICO SAVINO

FERDÉ GROFÉ

RUDY WIEDOEFT

WILLIAM AXT

HUGO FREY

MILTON CHARLES

WILLARD ROBISON

FRANK TRUMBAUER

MIKE PINGITORE

"RED" NICHOLS

JOE VENUTI

MIFF MOLE

These Composers Are Under Exclusive Contract to

Robbins Music Corporation

799 Seventh Ave.

New York, N. Y.

The Latest Record Bulletins

Victor Talking Machine Co.

- LIST FOR DECEMBER 2**
- 21015 There's a Cradle in Carolina.....Gene Austin 10
 My Melancholy Baby.....Gene Austin 10
 21019 Diane (I'm in Heaven When I See You Smile),
 Franklyn Baur 10
 My Heart Will Tell Me So.....Lewis James 10
 21016 Together, We Two—Fox-trot,
 Johnny Johnson and His Statler Pennsylvanians 10
 Give Me a Night in June—Fox-trot,
 Johnny Johnson and His Statler Pennsylvanians 10
 21025 Where Is My Meyer?—Fox-trot,
 Nat Shilkret and the Victor Orch. 10
 Blue Baby—Fox-trot,
 George Olsen and His Music 10
 21026 Worryin'—Waltz...George Olsen and His Music 10
 Our American Girl—Fox-trot...The Troubadours 10
- LIST FOR DECEMBER 9**
- 21022 Well! Well! Well!...Harry Jans-Harold Whelan 10
 Just a Couple o' Good Guys Gone Wrong,
 Harry Jans-Harold Whelan 10
 21028 The Song Is Ended (But the Melody Lingers
 On).....Jack Smith 10
 I'll Be Lonely.....Jack Smith 10
 21029 Da, Da, Da, My Darling.....Frank Crumit 10
 'S Wonderful.....Frank Crumit 10
 21031 I Live, I Die for You!—Fox-trot,
 The Troubadours 10
 Eyes That Love—Waltz.....The Troubadours 10
 21032 There Must Be Somebody Else—Fox-trot,
 Johnny Johnson and His Statler Pennsylvanians 10
 I Told Them All About You—Fox-trot,
 The Troubadours 10
- LIST FOR DECEMBER 16**
- 21034 My Heart Stood Still—Fox-trot,
 George Olsen and His Music 10
 I Feel at Home With You—Fox-trot,
 George Olsen and His Music 10
 21040 There's a Cradle in Carolina—Fox-trot,
 Nat Shilkret and the Victor Orch. 10
 The Song Is Ended—Waltz,
 George Olsen and His Music 10
 21037 Song of Hawaii—Waltz...Hilo Hawaiian Orch. 10
 Dainty Miss—Fox-trot,
 Nat Shilkret and the Victor Orch. 10
 21039 The Varsity Drag (From "Good News"),
 The Revelers 10
 The Best Things in Life Are Free (From "Good
 News").....Jack Smith 10
 21042 Together, We Two...Vaughn de Leath-Ed Smalle 10
 Kiss and Make Up...Johnny Marvin-Ed Smalle 10
- LIST FOR DECEMBER 23**
- 21054 The Black Jacks—Part 1,
 George Le Maire-Rex Van 10
 The Black Jacks—Part 2,
 George Le Maire-Rex Van 10
 21027 My Heart Stood Still.....Melville Gideon 10
 The Hours I Spent With You...Melville Gideon 10
 21041 There Must Be Somebody Else.....Jack Smith 10
 Play-Ground in the Sky.....Jack Smith 10
 21053 After I've Called You Sweetheart (How Can I
 Call You Friend).....Jesse Crawford 10
 Just a Memory.....Jesse Crawford 10
 21058 We—Fox-trot,
 Johnny Johnson and His Statler Pennsylvanians 10
 Way Back When—Fox-trot,
 Waring's Pennsylvanians 10
- LIST FOR DECEMBER 30**
VOCAL AND INSTRUMENTAL
- 35871 La Boheme—Fantasia—Part 1,
 Victor Symphony Orch. 12
 La Boheme—Fantasia—Part 2,
 Victor Symphony Orch. 12
 35875 My Blue Heaven.....Victor Salon Group 12
 Just a Memory.....Victor Concert Orch. 12
 35872 Songs of the Past—No. 3...Victor Mixed Chorus 12
 Songs of the Past—No. 4...Victor Mixed Chorus 12
 35873 War March of the Priests (From "Athalia")
 (Mendelssohn), 12
 The Organ of the Mormon Tabernacle
 Behold God the Lord (From "Elijah") (Men-
 delssohn).....The Mormon Tabernacle Choir 12
 21023 If Your Heart Keeps Right...Homer Rodeheaver 10
 The Uncloaked Day.....Homer Rodeheaver 10
 21057 What Do We Do on a Dew, Dew, Dewy Day?,
 Frank Banta 10
 Are You Thinking of Me To-night?..Frank Banta 10
 21083 Hear Dem Bells (Jubilee Song),
 Vernon Dalhart-Carson Rohison 10
 Sing On, Brother, Sing,
 Vernon Dalhart-Carson Rohison-Adelyne Hood 10
 21024 Old Pal, Why Don't You Answer Me?,
 Henry Burr 10
 When You're Gone I Won't Forget,
 Peerless Quartet 10
 21097 The Whole World Is Waiting (For Dreams to
 Come True).....Henry Burr 10
 The Old Names of Old Flames,
 Henry Burr and Peerless Quartet 10
- DANCE RECORDS**
- 21056 Make My Cot Where the Cot-Cot-Cotton Grows
 —Fox-trot.....Red Nichols' Stompers 10
 Sugar—Fox-trot.....Red Nichols' Stompers 10
 21082 You Came Along (From "Just Fancy")—Fox-
 trot.....Nat Shilkret and the Victor Orch. 10
 Humpty-Dumpty (From "Just Fancy")—Fox-
 trot.....Nat Shilkret and the Victor Orch. 10
 21078 The Hours I Spent With You—Waltz,
 Roger Wolfe Kahn and His Orch. 10
 An Old Guitar and an Old Refrain—Fox-trot,
 Roger Wolfe Kahn and His Orch. 10
 21080 Baby Your Mother—Fox-trot,
 Don Bestor and His Orch. 10
 Nothin'—Fox-trot,
 Nat Shilkret and the Victor Orch. 10
- RED SEAL**
- 1291 Roses of Picardy.....Renee Chemet 10
 I Hear You Calling Me.....Renee Chemet 10
 6754 Pagliacci—Vesti la giubba (On With the Play)
 (Leoncavallo).....Giovanni Martinelli 12
 Pagliacci—No, Pagliaccio non son! (No,
 Punchinello No More!) (Leoncavallo),
 G. Martinelli, with Metropolitan Opera Chorus 12
 1293 Mother Machree.....John McCormack 10
 I Hear You Calling Me.....John McCormack 10
 9150 Cavalleria Rusticana—Gli aranci olezzano
 (Opening Chorus) (Mascagni),
 Metropolitan Opera Chorus 12
 Cavalleria Rusticana—Innegiamo il Signor
 (Easter Chorus) (Mascagni),
 Metropolitan Opera Chorus 12
 6636 One Lives But Once (Man leht nur einmal)
 (Strauss)—Part 1—Waltz...Sergei Rachmaninoff 12
 One Lives But Once (Man leht nur einmal)
 (Strauss)—Part 2—Waltz...Sergei Rachmaninoff 12

- 6751 Toccata and Fugue (In D Minor)—Part 1 (Bach),
 Leopold Stokowski-Philadelphia Symphony Orch. 12
 Toccata and Fugue (In D Minor)—Part 2 (Bach),
 Leopold Stokowski-Philadelphia Symphony Orch. 12
 6736 Sonnambula—Ah! non credea mirarti (Could I
 Believe) (Bellini).....Marion Talley 12
 Sonnambula—Ah, non giunge (Oh, Recall Not
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 with Vocal Chorus by Oscar Grogan,
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 1183-D I Live, I Die for You! (From "The Love
 Call")—Fox-trot, with Vocal Chorus by Billy
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- 1154-D Sugar—Fox-trot, with Vocal Chorus by Frank
 Harris.....Eddie Thomas' Collegians 10
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 Frank Harris.....The Knickerbockers 10
 1177-D Blue River—Fox-trot, with Vocal Chorus by
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 Spain")—Fox-trot, with Vocal Chorus by
 Frank Harris,
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 1180-D Where Is My Meyer?—Fox-trot, with Vocal
 Chorus by Frank Harris,
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- 1196-D The Song Is Ended—Vocal.....Ruth Etting 10
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 Art Gillham and His Southland Syncopators 10
 1162-D There Must Be Somebody Else—Vocal Duet,
 Van-Schenck 10
 A Lane in Spain—Vocal Duet...Van-Schenck 10
 1178-D Just a Memory—Male Quintet,
 The Singing Sophomores 10
 I'm Coming, Virginia—Male Quintet,
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 1174-D I'm Walkin' on Air,
 The Girl Baritone (Kitty O'Connor) 10
 Who's That—Knockin' at My Door?,
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 Ford-Glenn 10
 Are You Thinking of Me To-night?—Vocal,
 Elliott Shaw 10
 1185-D She Don't Wanna—Vocal.....Ed Lowry 10
 I Can't Believe That You're in Love With
 Me—Vocal.....Ed Lowry 10
 1173-D Are You Lonesome To-night?—Vocal,
 Little Jack Little 10
 Pretty Pol—Piano Solo.....Little Jack Little 10
 1175-D Our American Girl—Vocal...Vernon Dalhart 10
 The Whole World Is Waiting (For Dreams to
 Come True)—Vocal.....Vernon Dalhart 10
- FAMILIAR TUNES—OLD AND NEW**
- 15200-D She'll Be Coming 'Round the Mountain,
 Gid Tanner and His Skillet-Lickers, with
 Riley Puckett and Clayton McMichen... 10
 Polly Woddlie Doo,
 Gid Tanner and His Skillet-Lickers, with
 Riley Puckett and Clayton McMichen... 10
 15193-D You Ain't Talkin' to Me—Vocal, with the
 North Carolina Ramblers...Charlie Poole 10
 Take a Drink on Me—Vocal, with the North
 Carolina Ramblers.....Charlie Poole 10
 15198-D Let the Rest of the World Go By—Vocal
 Duet.....Bob Nichols-Riley Puckett 10
 That Old Irish Mother of Mine—Vocal,
 Riley Puckett 10
 15197-D Down in Florida on a Hog—Vocal Duet,
 Darby-Tarlton 10
 Birmingham Town—Vocal Duet, Darby-Tarlton 10
 15196-D My Poodle Dog—Vocal.....Riley Puckett 10
 My Puppy Bud—Vocal.....Riley Puckett 10
 15192-D The Fate of Mildred Doran—Vocal,
 Al Craver 10
 Jim Blake—Vocal.....Al Craver 10
 15199-D My Little Mohi—Vocal,
 Roe Brothers and Morrell 10
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 Roe Brothers and Morrell 10
 15195-D City of Gold.....Smith's Sacred Singers 10
 Climbing Up the Golden Stairs,
 Smith's Sacred Singers 10
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 No Stranger Yonder.....McMillan Quartet 10
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- 33207-F Going to Donnybrook—Jig,
 Sullivan's Shamrock Band 10
 The Blue Rihhon Polka—Fiddle and Whistle
 Duet.....M. C. Hanafin-D. P. Moroney 10
 33208-F The Moon Has Raised Her Lamp Above—
 Vocal Duet...George O'Brien-John Oakley 10
 When Thro' Life Unhlest We Rove—Vocal
 Duet.....George O'Brien-John Oakley 10
 33209-F The Hills of Donegal—Tenor Solo,
 Seamus O'Doherty 10
 The Tri-Colored Rihhon—Tenor Solo,
 Seamus O'Doherty 10
 33210-F Sweet Flowers of Milltown—The Boys From
 Knock—Schottische—Flute and Tambourine.
 Tom Morrison-John Reynolds 10
 Dunmore Lassies—Manchester Reel—Castlenar
 Tramp—Reels, Tom Morrison-John Reynolds 10
 33211-F The Enniskillen Dragoon—Vocal,
 Shaun O'Nolan 10
 Johnny, I Hardly Knew You—Vocal,
 Shaun O'Nolan 10
 33212-F Bonnie Kate—Reel.....James Claffy 10
 Paddy Whack—The Boys of Wexford—Reel,
 James Claffy 10
 33213-F The Low Back'd Car—Tenor Solo,
 Michael Ahern 10
 Carrighoun—Tenor Solo.....Michael Ahern 10

Brunswick Records

- LIST FOR DECEMBER**
- 3670 After I've Called You Sweetheart (How Can I
 Call You Friend) (Grossman-Little)—Com-
 edienne, with Orch.....Esther Walker 10
 I Ain't That Kind of a Baby (Fain-Kahal-Britt)
 —Comedienne, with Orch.....Esther Walker 10
 (Continued on page 126)

THE LATEST RECORD BULLETINS—(Continued from page 125)

3663 There's a Cradle in Caroline (Lewis-Young-Ahlert)—Vocal Duet, with Orch., Frank Bessinger-Ed. Smalle
I'll Be Lonely (Dixon-Woods)—Vocal Duet, with Orch., Frank Bessinger-Ed. Smalle
3680 Blue Heaven (Whiting-Donaldson)—Kimball Pipe Organ Eddie Dunstedter
Are You Happy? (Yellen-Ager)—Kimball Pipe Organ Eddie Dunstedter
3502 Macushla (Rowe-MacMurrrough)—Guitar and Piano Andy Sannella-Bill Wirges
Mother Machree (Young-Olcott-Ball)—Guitar and Piano Andy Sannella-Bill Wirges
171 He Carved His Mother's Name Upon the Tree—Voice, with Guitar and Mandolin, Lewter McFarland-Robert A. Gardner
'Tis Home Because Mother Is There—Vocal Duet, with Harmonica, Mandolin and Guitar, McFarland-Gardner
3703 Whether It Rains—Whether It Shines (Singer-VonTilzer)—With Vocal Chorus, "Kenn" Sisson and His Orch.
It Was Only a Showshower (Kahal-Wheeler-Snyder)—With Vocal Chorus, "Kenn" Sisson and His Orch.
3698 Lonely in a Crowd (Rose-Greer)—With Vocal Duet Park Lane Orch.
Back Where the Daisies Grow (Little-Elbel-Elbel)—With Vocal Duet Park Lane Orch.
3699 Here Comes the Show Boat (Rose-Pinkard)—With Vocal Chorus Six Jumping Jacks
Go Home and Tell Your Mother (That I Love You) (Baer-Russell-Schuster)—With Vocal Chorus Six Jumping Jacks
3671 I Fell Head Over Heels in Love (Parsons-Thayer)—Vocal-Instrumental Yacht Club Boys
You Can't Walk Back from an Aeroplane (Bibofriedlander)—Vocal-Instrumental, Yacht Club Boys
3683 Tin Pan Parade (Gillespie-Whiting)—Comedienne, with Orch. Vaughn de Leath
Mister Aeroplane Man (Take Me Up to Heaven) (Meskill-Conrad-Sherman)—Comedienne, with Orch. Vaughn de Leath
3682 Dreaming Alone in Hawaii (Young-Kalua)—Hawaiian Instrumental, with Vocal Chorus, Royal Hawaiians
The Waikiki Blues (Lukens-Noble)—Hawaiian Instrumental Royal Hawaiians
3206 Gavotte and Musette (From "English Suite in G Minor") (Bach)—Harpischord Solos, Lewis Richards
(a) A Gigge, "Dr. Bull's Myself" (Bull) (b) Tower Hill (Farnsby)—Harpischord Solo, Lewis Richards
180 Blue Ridge Mountain Blues (Blue Ridge Blues) (Carson) Al Hopkins and His Buckle Busters
Echoes of the Chimes, Al Hopkins and His Buckle Busters
151 My Loved Ones Are Waiting for Me (Vaughan)—Male Voices, with Violin, Guitar and Piano, Blue Ridge Gospel Singers
O Why Not To-night? (Bushey)—Male Voices, with Violin, Guitar and Piano, Blue Ridge Gospel Singers
3647 Estrellita (Mexican Serenade) (My Little Star) (Ponce-Ludlow)—Violin Solo; Lolita Gainsberg at Piano Godfrey Ludlow
Mi Viejo Amor (An Old Love) (Oteo Ludlow)—Violin Solo; Lolita Gainsberg at Piano, Godfrey Ludlow
3651 A Shady Tree (Donaldson)—With Vocal Chorus, Ernie Golden and His Hotel McAlpin Orch.
There Ain't No Land Like Dixieland to Me (Donaldson)—With Vocal Chorus, Ernie Golden and His Hotel McAlpin Orch.
3673 An Old Guitar and an Old Refrain (A Song of Spain) (Kahn-Black-Moret)—With Vocal Chorus Colonial Club Orch.
Are You Lonesome To-night? (Turk-Handman)—Waltz, with Vocal Chorus Colonial Club Orch.
3646 Marvelous (Vreen-DeRose)—With Vocal Chorus, Jules Herbiveaux and His Orch.
Who's That Knockin' at My Door (Kahn-Simons)—With Vocal Chorus, Jules Herbiveaux and His Orch.
3684 Blue Heaven (Whiting-Donaldson)—Voice and Guitar, with Piano by Wm. F. Wirges, Nick Lucas (The Crooning Troubadour)
Among My Souvenirs (Leslie-Nicholls)—Voice and Guitar, with Piano by Wm. F. Wirges, Nick Lucas (The Crooning Troubadour)
3662 Hanalei Bay (Alohihea)—Hawaiian Guitar Duet, Hanapi-Kaleipua
Song of Hawaii (Bories-Corbell)—Hawaiian Guitar Duet Hanapi-Kaleipua
3622 Washington Post March (Sousa)—Concert Band, Walter B. Rogers and His Band
El Capitan March (Sousa)—Concert Band, Walter B. Rogers and His Band
10274 Smiling Eyes (Dyrenforth-Tours)—Baritone, with Orch. John Charles Thomas
Roses of Picardy (Weatherly-Wood)—Baritone, with Orch. John Charles Thomas
10296 Silent Night (Christmas Hymn) (Gruber)—Soprano and Male Trio, with Orch., Florence Easton and Male Trio
Holy Night (Cantique de Noel) (Adam)—Soprano and Chorus, with Orch., Florence Easton and Male Trio
20057 Christmas in Sicily—Christmas Organ Solo, Frank Black
Offertory on Two Christmas Hymns—Christmas Organ Solo Frank Black
3689 Santa Claus Hides in the Phonograph (Brown), By Santa Claus Himself (Ernest Hare)
Christmas Morning at Clancey's—Irish Comedy, Steve Porter
164 I'll Be All Smiles To-night—Vocal Duet, with Mandolin and Guitar, Lester McFarland-Robert A. Gardner
I'm Free Again—Vocal Duet, with Harmonica, Mandolin and Guitar McFarland-Gardner
165 My Mother's Prayers Have Followed Me—Male Voices, with Organ, Old Southern Sacred Singers
Just Break the News to Mother (Harris)—Male Voices, with Organ, Old Southern Sacred Singers
3693 Shepherds Christmas Song (Reiman-Dickinson)—Mixed Voices, with Orch. Collegiate Choir
Three Kings (Christmas Song) (Cornelius)—Mixed Voices, with Celesta and Chimes, Collegiate Choir
3656 There's a Cradle in Caroline (Lewis-Young-Ahlert)—With Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch.
Barbara (Rose-Silver)—With Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch.
3632 Love Baby (Rose-Greer)—With Vocal Chorus, Abe Lyman's California Orch.
You're So Easy to Remember (Dixon-Woods)—With Vocal Chorus, Abe Lyman's California Orch.
3650 Look in the Mirror (And See Just Who I Love) (Goetz-Stept)—With Vocal Chorus, Six Jumping Jacks
Pastafazoola (Sabini-Clark-Van-Schenck)—With Vocal Chorus Six Jumping Jacks

3660 Watching the World Go By (Brennan-Ball)—Tenor, with Orch. Frank Munn
Are You Lonesome To-night? (Turk-Handman)—Tenor, with Orch. Frank Munn
3667 Who's That Knockin' at My Door? (Kahn-Simons)—Comedienne, with Orch. Libby Holman
Carefree (Trent-DeRose)—Comedienne, with Orch. Libby Holman
3678 Just a Memory (DeSylva-Brown-Henderson)—Kimball Pipe Organ Eddie Dunstedter
Dancing Tambourine (Polla)—Kimball Pipe Organ Eddie Dunstedter
3694 The Birthday of a King (Christmas Song) (Neidlinger)—Mixed Voices, with Orch., Collegiate Choir
For Unto Us a Child Is Born (Christmas Song) (Handel)—Mixed Voices, with Orch., Collegiate Choir
3691 Christmas Carols (The First Noel—God Rest You, Merry Gentlemen, Christians, Awake!)—Mixed Voices, with Orch. Collegiate Choir
Day of the Lord (A Carol Scene) (Kreutzer)—Male Quartet, with Brass Choir, Criterion Quartet
3688 Night Before Christmas (Moore)—Recitation, Ernest Hare
De Sandman (Protheroe-Griffin)—Male Quartet, Criterion Quartet
27000 Mignon-Lullaby (Lotharios Wiegenlied) (Thomas)—Recorded in Europe; Baritone, in German, Heinrich Schlusnus
Faust—Death of Valentine (Valentins Tod) (Gounod)—Recorded in Europe; Baritone, in German Heinrich Schlusnus
27002 Tannhaeuser (Wolfram's Eulogy of Love) (Blick' ich umher) (Wagner)—Recorded in Europe; Baritone, in German, Heinrich Schlusnus
Tannhaeuser (The Evening Star) (Lied An Den Abendstern) (Wagner)—Recorded in Europe; Baritone, in German Heinrich Schlusnus
20056 Quartet in G Minor (Debussy) (a) Second Movement; (b) Fourth Movement—String Quartet New York String Quartet
123 Get Away, Old Man, Get Away (Crumit)—Tenor, with Violin, Guitar, Harmonica and Jew's Harp, Vernon Dalhart
Pretty Little Dear (Crumit)—Tenor, with Violin, Guitar and Harmonica Vernon Dalhart
175 Black-Eyed Susie, Al Hopkins and His Buckle Busters
Cluck, Old Hen, Al Hopkins and His Buckle Busters
3676 Blue Baby (Klages-Green-Haid)—With Vocal Trio Ray Miller and His Hotel Gibson Orch.
Yep! Long About June (Heagney)—With Vocal Trio Ray Miller and His Hotel Gibson Orch.
3668 A Shady Tree (Donaldson)—Vocal Duet, with Orch. Cook Sisters
Where the Cot-Cot-Cotton Grows (Clare-Pollack)—Vocal Duet, with Orch. Cook Sisters
3665 Blue Heaven (Whiting-Donaldson)—Accordion Solo Galla-Rini
Miss Annabelle Lee (Clare-Pollack)—Accordion Solo Galla-Rini
3672 Under the Moon (Yoo-oo-oo-oo) (Lyn-Wheeler-Snyder)—Recorded at Roxy Theatre, New York, with Vocal Chorus; Played on Kimball Organ Lew White
Are You Lonesome To-night? (Turk-Handman)—Recorded at Roxy Theatre, New York; Played on Kimball Organ Lew White
3697 Dawning (Pinkard-Silver)—With Vocal Chorus, Frank Black and His Orch.
Baby Your Mother (Like She Babied You) (Donnelly-Morse-Burke)—With Vocal Chorus, Frank Black and His Orch.
3690 O Little Town of Bethlehem (Christmas Hymn) (Brooks-Barnhy)—Mixed Voices, with Orch., Collegiate Choir
The Infant Jesus (Gesu Bambino) (Martens-Yon)—Mixed Voices, with Orch., Collegiate Choir
3701 Adeste Fideles (O, Come, All Ye Faithful) (Oakeley-Portugal)—Chimes Solo, with Organ Accomp. Chris Chapman
Silent Night (Christmas Song) (Gruber)—Chimes Solo, with Organ Accomp., Chris Chapman
3709 Adeste Fideles (O, Come, All Ye Faithful)—Tenor, and Male Chorus with Orch., Frank Munn and Male Chorus
Joy to the World (Handel)—Mixed Voices, with Orch. Collegiate Choir
10279 Sapphische Ode (Sapphic Ode) (Op. 94, No. 4) (Schmidt-Brahms)—Contralto, with Orch.; in German Sigrid Onegin
Auf Dem Kirchhofe (In the Churchyard) (Brahms)—Contralto, with Orch.; in German, Sigrid Onegin
137 The Dying Cowboy (Bury Me Not on the Lone Prairie)—Tenor, with Harmonica, Fiddle and Guitar Vernon Dalhart
A Home on the Range—Tenor, with Harmonica, Fiddle and Guitar Vernon Dalhart
159 Nothing Between (Tindlay-Clark)—Male Voices, with Organ Old Southern Sacred Singers
Safe in the Arms of Jesus (Crosby-Doane)—Male Voices, with Organ, Old Southern Sacred Singers
3685 Together, We Two (Berlin)—With Vocal Duet, Isham Jones' Orch.
What'll You Do (Miller-Cohn)—With Vocal Duet Isham Jones' Orch.
3692 (I'm in Heaven When I See You Smile) Diane (Rapee-Pollack)—Waltz, with Vocal Chorus and Whistling Effects Regent Club Orch.
Worryin' (Fairman)—Waltz, with Vocal Chorus and Whistling Effects Regent Club Orch.
3702 Our Bungalow of Dreams (Malie-Newman)—With Vocal Chorus The Clevelanders
When the Morning Glories Wake Up in the Morning (Then I'll Kiss Your Two Lips Good-Night) (Rose-Fisher)—With Vocal Chorus, The Clevelanders
ALBUM NO. 7 IN SIX PARTS, THREE RECORDS
Death and Transfiguration, Op. 24 (Richard Strauss) Record 25026, Parts 1 and 2; Record 25027, Parts 3 and 4; Record 25028, Parts 5 and 6—Recorded in Europe—State Opera Orch., Berlin, conducted by the composer, Richard Strauss.

52119 Na Lei O Hawaii (Wreath of the Islands), Mid-Pacific Hawaiians (Dir. W. Kalama)
E Liliu e—Hawaiian Yodel Song, Mid-Pacific Hawaiians (Dir. W. Kalama)
52126 Flapperette (Greer)—Accordion, Banjo and 'Cello Magnante-Carino-Lange Trio
Dizzy Fingers (Confrey)—Accordion, Banjo and 'Cello Magnante-Carino-Lange Trio
52127 Mock the Mocking Bird (Dixon-Stept), The Record Boys (F. Kamplain-T. Ford-L. Cobey)
Try to Behave, Mister Moon (Costello-Marr), The Record Boys (F. Kamplain-T. Ford-L. Cobey)
52129 Christmas in Other Lands, Part I (Ancient Judea, England and France), Vaughn de Leath (The Radio Girl)
Christmas in Other Lands, Part 2 (Spain, Italy, Germany and United States), Vaughn de Leath (The Radio Girl)
52131 The Night Before Christmas—Poem by Clement C. Moore; Hanna Van Vollenhoven, the Composer, at the Piano, Vaughn de Leath (The Radio Girl)
Christmas Songs for Children (Hall), Vaughn de Leath (The Radio Girl)
52133 In Jail—A Ducky Sketch Two Dark Knights
Motoring—A Ducky Sketch Two Dark Knights
52139 The Old Town Pump (Reser)—Banjo Solo, Harry Reser
The Clock and the Banjo (Reser)—Banjo Solo, Harry Reser
52136 Song of Hawaii (Bories-Corbell), South Sea Serenaders (Dir. A. Franchini)
Dreaming Alone in Hawaii (Young-Kalua), South Sea Serenaders (Dir. A. Franchini)
52134 When the Sun Goes Down Again (Robison)—Vocal and Instrumental Dalhart-Robison-Hood
Sing On, Brother, Sing! (Robison)—Vocal and Instrumental Dalhart-Robison-Hood
52142 Rustle of Spring (Frühlingsrauschen) (Sinding)—Piano Solo May A. Meyer
Murmuring Zephyrs—Transcription (Jenson)—Piano Solo May A. Meyer
52135 They're Smiling All Over and All Over Me (Dixon-Woods) Jack Parker-Will Donaldson
Try and Get a Kiss From Fifi (Meskill-Sherman-Conrad) Jack Parker-Will Donaldson
52143 When Day Is Done (DeSylva-Katscher), The Edisonans
Just a Memory (DeSylva-Brown-Henderson), The Edisonans
52137 Where Is My Meyer? (Where's the Himalaya?) (From "Balieff's Chauve Souris") (Gilbert-Protes) Jack Kaufman
Who's That Pretty Baby? (Heath-Marr)—Dave Kaplan at the Piano, The Happiness Boys (Billy Jones-Ernest Hare)
FLASHES
52123 Is It Possible (That She Loves Me) (Dixon-Woods)—Fox-trot, Arthur Fields and His Assassimators
Some Day You'll Say "O. K." (Donaldson)—Fox-trot Arthur Fields and His Assassimators
52124 Whether It Rains—Whether It Shines (Singer-VonTilzer)—Fox-trot, with Vocal Chorus by Theo Alban Duke Yellman and His Orch.
Wherever You Are (From "Sidewalks of New York") (Dowling-Hanley)—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
52128 My Blue Heaven (Whiting-Donaldson)—Fox-trot, with Vocal Refrain by Vaughn de Leath, Al Friedman and His "Yoeng's" Orch.
The Calinda (From "A La Carte") (Hupfeld)—Fox-trot, Louis Lilienfeld, with His Hotel Biltmore Orch.
52130 Can't You Hear Me Say I Love You (Derickson-Brown)—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
Play-Ground in the Sky (From "Sidewalks of New York") (Dowling-Hanley)—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
52132 Down South (Myddleton-Polla)—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
Sing Me a Baby Song (Kahn-Donaldson)—Fox-trot, with Vocal Chorus by Theo Alban, Ernie Golden and His Hotel McAlpin Orch.
52138 Dancing Shadows (Golden)—Fox-trot, Ernie Golden and His Hotel McAlpin Orch.
Rose of Monterey (Moret-Gay)—Fox-trot, Ernie Golden and His Hotel McAlpin Orch.
52140 The Song Is Ended (But the Melody Lingers On) (Berlin)—Waltz Jack Stillman's Orch.
The Sweetheart of Sigma Chi (Vernor)—Waltz, Jack Stillman's Orch.
GENERAL GROUP
57025 Mariechen-Volkswiese (Mariechen sass weinend im Garten) Manhattan Quartet
Wiener Walzer—Volkswiese Manhattan Quartet

Edison Blue Amberol Records

LIST FOR NOVEMBER
5400 Some Day You'll Say "O. K." Vaughn de Leath
5401 It's a Million to One You're in Love—Fox-trot, Dave Kaplan, with His Happiness Orch.
5406 Here Am I Broken Hearted J. Donald Parker
5407 Nola Murray Kellner's Dinner Music Ensemble
5413 When the Moon Shines Down Upon the Mountain—Vocal and Instrumental Vernon Dalhart
5414 My Blue Ridge Mountain Home—Vocal and Instrumental Vernon Dalhart-Carson Robison
5416 Mister Aeroplane Man (Take Me Up to Heaven), The Radio Franks (Bessinger-White)
5418 What Do We Do On a Dew, Dew, Dewy Day—Fox-trot, with Vocal Chorus, Clyde Doerr and His Orch.
5420 Dawning—Fox-trot Golden Gate Orch.
5419 Hawaiian Rose Palakiko's Hawaiian Orch.
5421 Rocky Road to Dinah's House—Southern Dance of the Mountaineers, with Singing, Fiddlin' Powers and Family
5422 Dancing Tambourine—Fox-trot, B. A. Rolfe and His Palais d'Or Orch.
5423 Fusileer Patrol March—Banjo Ollie Oakley
5424 Twenty-third Psalm—Chant and the Lord's Prayer Fifth Avenue Presbyterian Church Choir
5425 The Referee—Comic Song Harry Lauder
LIST FOR DECEMBER
5426 It Was Only a Sun Shower The Rollickers
5427 I'm in Heaven When I See You Smile, Diane—Waltz, with Vocal Refrain by Theo Alban, Jack Stillman's Orch.
5428 Bye-Bye, Pretty Baby—Male Duet, Jack Parker-Will Donaldson
5429 Just a Memory—Fox-trot, B. A. Rolfe and His Palais d'Or Orch.
5430 My Blue Heaven—Fox-trot, with Vocal Refrain by Vaughn de Leath, Al Friedman and His "Yoeng's" Orch.
5431 Is It Possible? (That She Loves Me)—Fox-trot, Arthur Fields and His Assassimators
5433 The Little Black Mustache—Vocal and Instrumental Vernon Dalhart

Edison Disc Records

SPECIALS
52121 It Was Only a Sun Shower (Kahal-Wheeler-Snyder) The Rollickers
Clorinda (Heywood) The Rollickers
52122 Dainty Miss (Barnes)—Novellette, Murray Kellner's Dinner Music Ensemble
When You're in Love—Valse Sentimentale (Donaldson-Blaufuss), Murray Kellner's Dinner Music Ensemble
52125 When the Sunset Bids the Day Good-bye (Piantadosi) J. Donald Parker
When the Moon Comes Peeping Thru (Gold), J. Donald Parker

THE LATEST RECORD BULLETINS—(Continued from page 126)

- 5434 Puttin' On the Style—Vocal and Instrumental, Vernon Dalhart
- 5435 Let Me Call You Sweetheart (I'm in Love With You).....Walter Scanlan and Chorus
- 5436 Song of Hawaii.....South Sea Serenaders
- 5437 In Jail—A Darky Sketch.....Two Dark Knights
- 5440 Honolulu Moon—Violin Solo.....Crawford Adams
- 5441 Three Quotations: No. 1, The King of France, Sousa's Band
- 5442 The Band of Gideon—Sacred Song—Negro Spiritual.....Fisk University Jubilee Quartet
- 5443 I Wish I Had Some One to Love Me—Comic Song.....Harry Lauder

OKeh Records

LIST FOR NOVEMBER 15

- DANCE MUSIC**
- 40912 I'm Wonderin' Who (From "Burlesque") (Trent-DeRose-VonTilzer) — Fox-trot, with Vocal Refrain.....Benny Meroff and His Orch.
 - Just an Hour of Love (From "Burlesque") (Trent-DeRose-VonTilzer) — Fox-trot, with Vocal Refrain.....Benny Meroff and His Orch.
 - 40913 A Siren Dream (Pollack-Sherman)—Fox-trot, Sam Lanin and His Famous Players
 - Summertime Sweethearts (Where Do They Go in the Fall?) (Kahal-Wheeler-Snyder)—Fox-trot, with Vocal Refrain, Sam Lanin and His Famous Players
 - 40914 Everybody Loves My Girl (Lewis-Young-Abrahams)—Fox-trot, with Vocal Refrain, The Texans
 - Who's That Pretty Baby? (Heath-Maar)—Fox-trot, with Vocal Refrain.....The Jazz Pilots
 - 40915 Zulu Wail (Skinner-Bibo)—Fox-trot, Ted Wallace and His Orch.
 - Cornfed! (Effros-Wall)—Fox-trot, Ted Wallace and His Orch.

VOCAL RECORDS

- 40911 Christmas Song (Chantique de Noel)—Christmas Hymn; Arranged by Justin Ring; Vocal, with Justin Ring Trio.....Vaughn de Leath
- Oh, Come, All Ye Faithful—Christmas Hymn; Arranged by Justin Ring; Vocal, with Justin Ring Trio.....Vaughn de Leath
- 40917 Pickaninny Shoes (Sissle-Blake)—Vocal, with Piano.....Sissle-Blake
- Sweetheart Memories (Davis-Burke)—Vocal, with Piano.....Noble Sissle

INSTRUMENTAL RECORDS

- 40910 O Thou Joyful—O Sanctissima—Christmas Hymn; Transcribed by Justin Ring, Okeh Instrumental Quintet
- Silent Night, Holy Night—Christmas Hymn; Transcribed by Justin Ring, Okeh Instrumental Quintet
- 40916 In a Mist (Beiderbecke)—Piano Solo, Bix Beiderbecke
- Wringin' an' Twistin' (Trumbauer-Waller)—Instrumental.....Tram-Bix-Lang

RACE RECORDS

- 8508 Where Will You Be Christmas Day?—Sermon, Rev. J. M. Gates, Assisted by Deacon Leon Davis and Sisters Jordan and Norman
- Will the Coffin Be Your Santa Claus?—Sermon, Rev. J. M. Gates, Assisted by Deacon Leon Davis and Sisters Jordan and Norman
- 8513 Loving Is What I Crave (Martin)—Vocal, with Guitar by Sylvester Weaver.....Sara Martin
- Orn'ry Blues (Jones)—Vocal, with Guitar by Sylvester Weaver.....Sara Martin
- 8514 A Woman Gets Tired of the Same Man all the Time—Vocal, with Stovepipe and Guitar Accomp.....Stovepipe No. 1 and David Crockett
- Court Street Blues—Vocal, with Stovepipe and Guitar Accomp.....Stovepipe No. 1 and David Crockett

LIST FOR NOVEMBER 25

- DANCE MUSIC**
- 40918 Wherever You Are (From "Sidewalks of New York") (Dowling-Hanley) — Fox-trot, with Vocal Refrain, Irwin Abrams and His Hotel Manger Orch.
 - Headin' for Harlem (From "Sidewalks of New York") (Dowling-Hanley) — Fox-trot, with Vocal Refrain, Irwin Abrams and His Hotel Manger Orch.
 - 40919 Together, We Two (Berlin)—Fox-trot, with Vocal Refrain by Seger Ellis, Justin Ring's Okeh Orch.
 - What'll You Do? (Miller-Cohn)—Fox-trot, with Vocal Refrain by Seger Ellis, Justin Ring's Okeh Orch.
 - 40920 Manhattan Mary (From "Manhattan Mary") (DeSylva-Brown-Henderson) — Fox-trot, with Vocal Refrain.....Mike Markels' Orch.
 - My Lady (From "Yes, Yes, Yvette") (Crummit-Jerome)—Fox-trot, with Vocal Refrain, Mike Markels' Orch.
 - 40923 The Jazz Me Blues (DeLauey)—Fox-trot, Bix Beiderbecke and His Gang
 - At the Jazz Band Ball (LaRocca-Shields)—Fox-trot.....Bix Beiderbecke and His Gang

VOCAL RECORDS

- 40921 What'll You Do? (Miller-Cohn)—Vocal, with Orch.....Sophie Tucker
- There'll Be Some Changes Made (Higgins-Overstreet)—Vocal, with Piano.....Sophie Tucker
- 40922 An' Furthermore (Green-Warren)—Vocal, with Piano and Saxophone.....Beth Challis
- There Must Be Somebody Else (Gottler-Clare-Pinkard)—Vocal, with Piano and Guitar, Beth Challis
- 40924 Joy to the World! (Watts-Mason)—Christmas Hymn; Vocal, with Instrumental Trio, Golden Hour Mixed Quartet
- O! Little Town of Bethlehem (Redner-Brooks)—Christmas Hymn; Vocal, with Instrumental Trio.....Golden Hour Mixed Quartet

OLD TIME TUNE RECORDS

- 45161 Just Over the Glory-Land—Vocal, with Organ, Valdese Quartet
- Waiting the Boatman—Vocal, with Organ, Valdese Quartet
- 45162 Kitty Hill—Instrumental, with Dance Calls, Bill Chitwood and His Georgia Mountaineers
- When Married Folks Are Out of Cash—Instrumental, with Singing, Bill Chitwood and His Georgia Mountaineers
- 45163 One Is My Mother—Instrumental, with Vocal Refrain.....Four Virginians
- Two Little Lads—Instrumental, with Vocal Refrain.....Four Virginians

RACE RECORDS

- 8515 God's Wrath in the St. Louis Cyclone—Sermon, Rev. J. M. Gates, Assisted by Deacon Leon Davis and Sisters Jordan and Norman
- Devil in a Flying Machine—Sermon, Rev. J. M. Gates, Assisted by Deacon Leon Davis and Sisters Jordan and Norman
- 8516 Song From a Cotton Field (Grainger)—Vocal, with Piano,

- Porter Grainger (The Singin' Piano Man)
- Nothin' But a Double Barrel Shot-Gun ('S Gonna Keep Me Away From You) (Grainger)—Vocal, with Piano,
- Porter Grainger (The Singin' Piano Man)
- 8517 Christmas Mornin' Blues (Johnson)—Vocal, with Piano and Guitar.....Victoria Spivey
- Garter-Snake Blues (Spivey)—Vocal, with Piano and Guitar.....Victoria Spivey

EUROPEAN RECORDINGS

- (Odeon Label)
- 5129 Er Der Herrlichste Von Allen (Schumann)—Soprano; Sung in German, with Piano Accomp., Emmy Bettendorf
- Du Ring an Meinem Finger (Schumann)—Soprano; Sung in German, with Piano Accomp., Emmy Bettendorf
- 5130 Die Meistersinger Von Nuernberg (Prize Song, "Morgenlich leuchtend") (Wagner) — Tenor; Sung in German, with Orch. Accomp., Carl Martin Oehman
- Die Meistersinger Von Nuernberg ("Am stillen Herd zur Winterzeit") (Wagner) — Tenor; Sung in German, with Orch. Accomp., Carl Martin Oehman
- 5131 Don Juan—Overture—Part 1 (Mozart)—Symphony Orchestra, Dr. Weissmann, and the Orchestra of the State Opera House, Berlin
- Don Juan—Overture—Part 2 (Mozart)—Symphony Orchestra, Dr. Weissmann, and the Orchestra of the State Opera House, Berlin

LIST FOR DECEMBER 5

- DANCE MUSIC**
- 40925 Up in the Clouds (From "The Five O'Clock Girl") (Kalmar-Ruby) — Fox-trot, with Vocal Refrain.....Bob Stephens and His Orch.
 - Thinking of You (From "The Five O'Clock Girl") (Kalmar-Ruby)—Fox-trot, with Vocal Refrain.....Bob Stephens and His Orch.
 - 40926 Baltimore (McHugh)—Fox-trot, Frankie Trumbauer and His Orch.
 - Humpty Dumpty (Livingston)—Fox-trot, Frankie Trumbauer and His Orch.
 - 40927 Where Is My Meyer? (Where's Himalaya?) (From Balloff's "Chauve-Souris") (Gilbert-Profes)—Fox-trot, with Vocal Refrain, The Gotham Troubadours
 - I'm Walkin' on Air (Tracey-Dougherty)—Fox-trot, with Vocal Refrain, The Gotham Troubadours

VOCAL RECORDS

- 40928 My Blue Heaven (Whiting-Donaldson)—Vocal, with Justin Ring Trio.....Seger Ellis
- Did You Mean It? (From "A Night in Spain") (Baker-Silvers-Lyman) — Vocal, with Justin Ring Trio.....Seger Ellis
- 40929 When I Was Hikin' With You (Johnson-Tobias-Sherman)—Vocal, with Piano.....Les Reis
- Who's That Knockin' at My Door? (Kahn-Simons)—Vocal, with Piano.....Les Reis

INSTRUMENTAL

- 40930 Indian Love Call (From "Rose-Marie") (Friml)—Instrumental, Major Bowes' Capitol Theatre Trio
- By the Waters of Minnetonka (Licurance)—Instrumental.....Major Bowes' Capitol Theatre Trio
- 40931 My Blue Heaven (Donaldson)—Piano Selection, Rube Bloom
- Sapphire (Bloom)—Piano Selection.....Rube Bloom

OLD TIME TUNE RECORDS

- 45164 When the Sun Goes Down Again (Robison)—Vocal, with Guitar and Violin, Vernon Dalhart Trio
- Sing On, Brother, Sing (Robison)—Vocal, with Guitar and Violin.....Vernon Dalhart Trio
- 45165 Asleep in Jesus—Vocal.....Giddens Sisters
- Where We'll Never Grow Old—Vocal, Giddens Sisters
- 45166 Mister Johnson, Turn Me Aloose—Instrumental, with Singing.....South Georgia Highballers
- Green River Train—Instrumental, with Singing, South Georgia Highballers

RACE RECORDS

- 8518 She's Gone to Join the Songbirds in Heaven (Grainger)—Vocal, with Piano and Cello, Eva Taylor
- May We Meet Again (Florence Mills) (Taylor-Williams)—Vocal, with Piano and Cello, Eva Taylor
- 8519 That's When I'll Come Back to You (Biggs)—Fox-trot, with Vocal Refrain, Louis Armstrong and His Hot Five
- Weary Blues (Matthews)—Fox-trot, Louis Armstrong and His Hot Five
- 8520 Deal Yourself Another Hand (Butterbeans-Susie)—Vocal Duet, with Piano.....Butterbeans-Susie
- Jelly Roll Queen (Grice)—Vocal Duet, with Piano.....Butterbeans-Susie
- 8521 Black and Tan Fantasy (Miley-Ellington)—Fox-trot.....Duke Ellington and His Orch.
- What Can a Poor Fellow Do? (Meyers-Schobel)—Fox-trot.....Duke Ellington and His Orch.

LIST FOR DECEMBER 15

- DANCE MUSIC**
- 40932 Original Dixieland One-step—One-step, Miff Mole and His Little Molers
 - My Gal Sal (Dresser)—Fox-trot, Miff Mole and His Little Molers
 - 40933 There Must Be Somebody Else (Gottler-Clare-Pinkard)—Fox-trot, with Vocal Refrain by Seger Ellis.....Sam Lanin and His Famous Players
 - The Song Is Ended (But the Melody Lingers On) (Berlin)—Waltz.....The Royal Music Makers
 - 40937 My New York (Berlin)—Fox-trot, with Vocal Duet.....Sam Lanin and His Famous Players
 - (Where Have You Been) All My Life? (From "Allez-Oop!") (Robin-Charig-Myers) — Fox-trot, with Vocal Duet, Sam Lanin and His Famous Players
 - 40938 Did You Mean It? (From "A Night in Spain") (Baker-Silvers-Lyman) — Fox-trot, with Vocal Refrain.....The Texans
 - Sugar (Yellen-Ager-Crum-Nichols) — Fox-trot, with Vocal Duet.....Russell Gray and His Orch.

VOCAL RECORDS

- 40934 The Song Is Ended (But the Melody Lingers On) (Berlin)—Vocal and Instrumental, Noel Taylor
- Just a Memory (DeSylva-Brown-Henderson)—Vocal and Instrumental.....Noel Taylor
- 40935 Together, We Two (Berlin)—Vocal, with Piano, Macy-Ryan
- Beneath Venetian Skies (At Twilight) (Lewis-Young-Rose)—Vocal, with Piano.....Macy-Ryan

INSTRUMENTAL

- 40936 Melody Man's Dream (Lang-Signorelli)—Guitar Solo, with Piano.....Ed Lang
- Perfect (Lang-Signorelli)—Guitar Solo, with Piano.....Ed Lang

OLD TIME TUNES

- 45167 If You Can't Get the Stopper Out, Break Off the Neck—Vocal, with Instrumental Accomp., Fiddlin' John Carson and His Virginia Reelers



- Turkey in the Hay—Vocal, with Instrumental Accomp., Fiddlin' John Carson and His Virginia Reelers
- 45168 God's Children Are Gathering Home—Male Quartet, with Organ.....Allen Quartet
- My Mother's Bible—Male Quartet, with Organ, Allen Quartet
- 45169 The Louisville Burglar—Vocal Duet, with Instrumental Accomp.....The Hickory Nuts
- I'll Tell You What I Saw Last Night—Vocal Duet, with Instrumental Accomp., The Hickory Nuts

RACE RECORDS

- 8522 Dad's Blues (Weaver)—Singing, with Guitar, Sylvester Weaver
- What Makes a Man Blue (Weaver)—Singing, with Guitar.....Sylvester Weaver
- 8523 The Coming King—Sermon, with Singing, Rev. Johnnie Blakey and Congregation
- Let Not Your Heart Be Troubled—Sermon, with Singing.....Rev. Johnnie Blakey and Congregation
- 8524 Bitin' Fleas Blues (Johnson)—Singing, with Guitar.....Lonnie Johnson
- Tin Can Alley Blues (Johnson-Grainger)—Singing, with Guitar and Piano.....Lonnie Johnson

EUROPEAN RECORDINGS

- (Odeon Label)
- 3211 Raymond—Overture—Part 1 (Thomas) — Symphony Orchestra.....Grand Symphony Orch.
- Raymond—Overture—Part 2 (Thomas) — Symphony Orchestra.....Grand Symphony Orch.
- 3212 Trio No. 1 in D Minor—Andante (con moto tranquillo) (Mendelssohn)—Instrumental Trio; Violin, Cello and Piano.....Edith Lorand Trio
- Trio No. 1 in D Minor—Scherzo (Mendelssohn)—Instrumental Trio; Violin, Cello and Piano, Edith Lorand Trio
- 3213 Andrea Chenier—Selections, Part 1 (Giordano)—Orchestra.....Dajos Bela and His Orch.
- Andrea Chenier—Selections, Part 2 (Giordano)—Orchestra.....Dajos Bela and His Orch.

Vocalion Records

LIST FOR DECEMBER

- 15627 Dancing Tambourine—Fox-trot, with Vocal Chorus.....The Ambassadors
- There's a Cradle in Caroline—Fox-trot, with Vocal Chorus.....Al Goering's Collegians
- 15629 Lucky in Love—Fox-trot, with Vocal Chorus, Kensington Serenaders
- Shaking the Blues Away—Fox-trot, with Vocal Chorus.....Kensington Serenaders
- 15625 When Day Is Done—Kimball Pipe Organ, with Vocal Chorus.....Lee Wilson
- Just Like a Butterfly (That's Caught in the Rain)—Kimball Pipe Organ, with Vocal Chorus.....Lee Wilson
- 5179 Black-Eyed Susie Cluck Old Hen.....The Hill Billies
- 5181 Callahan's Reel—Fiddle, Guitar and Auto-harp, with Vocal Effects by Hub Mahaffey, Dykes' Magic City Trio
- Red Steer—Fiddle, Guitar and Auto-harp, with Vocal Effects by Hub Mahaffey, Dykes' Magic City Trio
- 5180 Dixie Flyer Blues—Harmonica; Descriptive Train.....DeFord Bailey
- Pan-American Blues—Harmonica; Descriptive Train.....DeFord Bailey
- 1143 Mind Your Own Business (A New Year's Sermon)—Sermon, with Singing, Rev. A. W. Nix and Congregation
- Death Might Be Your Christmas Gift—Sermon, with Singing.....Rev. A. W. Nix and Congregation
- 13058 A Yiddish Maidel Darf a Yidischen Boy (A Jewish Girl Must Have a Jewish Boy)—Tenor, with Orch.; in Yiddish.....Aaron Lebedeff
- A Yiddish Liedelet (A Jewish Song)—Tenor, with Orch.; in Yiddish.....Aaron Lebedeff
- 13059 A Gite Woch Fun Der Alter Heim—Tenor, with Orch.; in Yiddish.....Aaron Lebedeff
- Gewalt! Wie Ken Dus Sein (Oh, Gee, How Can It Be)—Tenor, with Orch.; in Yiddish, Aaron Lebedeff
- 13054 An Oischer Zol Men Sein (It Is Good to Be Rich)—Jewish Comic Song; Comedian mit Orkester.....Max Willmer
- Oi Wie Dit (Oh, How Wonderful)—Jewish Comic Song; Comedian, mit Orkester.....Max Willmer
- 13048 Laeika Fun Lakewood—Tenor, with Orch.; in Yiddish.....Aaron Lebedeff
- Roumanische Karnatzlach (Roumanian Gathering)—Tenor, with Orch.; in Yiddish, Aaron Lebedeff
- 8120 Los Diez Mandamientos—Cancion 1A Parte (The Ten Commandments—Part 1)—Baritone con orquesta.....Juan Pulide con Los Castilians
- Los Diez Mandamientos—Cancion 2A Parte (The Ten Comamndments—Part 2)—Baritone con orquesta.....Juan Pulide con Los Castilians
- 1148 After You've Gone—Fox-trot, Johnny Dodd's Black Bottom Stompers
- Come on and Stomp, Stomp, Stomp—Fox-trot, Johnny Dodd's Black Bottom Stompers
- 15631 Way Back When—Fox-trot, with Vocal Chorus, Vanderbilt Orch.
- Rain—Fox-trot, with Vocal Chorus, Vanderbilt Orch.
- 15626 Miss Annabelle Lee—Fox-trot, with Vocal Chorus, Al Goering's Collegians
- I'm Saving Saturday Night for You—Fox-trot, with Vocal Chorus.....Melody Masters
- 15633 Just a Memory—Tenor, with Orch.....Lewis James
- Are You Lonesome To-night?—Tenor, with Orchl.....Lewis James

(Continued on page 128)

THE LATEST RECORD BULLETINS—(Continued from page 127)

- 1137 The Fox and the Hounds—Voice, with Guitar and Whistling...Henry Thomas (Rag Time Texas)
- Red River Blues—Voice, with Guitar, Henry Thomas (Rag Time Texas)
- 1144 Jim Jackson's Kansas City Blues—Part 1—Voice, with Guitar...Jim Jackson
- Jim Jackson's Kansas City Blues—Part 2—Voice, with Guitar...Jim Jackson
- 15624 Broken Hearted—Kimball Pipe Organ...Lee Wilson
- A Sundown—Kimball Pipe Organ, with Vocal Chorus...Lee Wilson
- 15628 Ooh, Maybe It's You—Fox-trot, with Vocal Chorus...Kensington Serenaders
- Good News—Fox-trot, with Vocal Chorus, Kensington Serenaders
- 15623 How Come You Do Me Like You Do? The Original Memphis Five
- Lovey Lee...The Original Memphis Five
- 5182 Georgie Buck...The Hill Billies
- Baby Your Time Ain't Long...The Hill Billies
- 5183 Oh, Where Is My Little Dog Gone? The Hill Billies
- Wasn't She a Dandy...The Hill Billies
- 5164 Got No Silver Nor Gold Blues—Singing and Banjo...Uncle Dave Macon
- Backwater Blues—Singing and Banjo; Guitar by San McGee...Uncle Dave Macon
- 1134 Mean Old Bedbug Blues—Voice and Guitar, Furry Lewis
- Why Don't You Come Home Blues—Voice and Guitar...Furry Lewis
- 1135 Weary Way Blues...Jimmy Blythe's Owls
- Poutin' Papa...Jimmy Blythe's Owls
- 15634 Shim-Me-Sha-Wabble, The Original Wolverines (Dir. R. Voynow)
- The New Twister, The Original Wolverines (Dir. R. Voynow)
- 15635 Royal Garden Blues—Fox-trot, The Original Wolverines (Dir. R. Voynow)
- A Good Man Is Hard to Find—Fox-trot, The Original Wolverines (Dir. R. Voynow)
- 15632 Weary Blues—Fox-trot, Johnny Dodd's Black Bottom Stompers
- New Orleans Stomp—Fox-trot, Johnny Dodd's Black Bottom Stompers
- 15630 Good News (From "Good News")—Comedienne, with Piano...Peggy English
- Together, We Two—Comedienne, with Piano, Peggy English
- 1147 Muddy Stream Blues—Comedienne, with Piano, Luella Miller
- Tornado Groan—Comedienne, with Piano, Luella Miller

Gennett Records

- ELECTROBEAM (BLACK LABEL) RECORDS
- LIST FOR NOVEMBER 15
- POPULAR DANCE RECORDS
- 6263 Barbara—Fox-trot, with Vocal Chorus, Lyst Reynolds' Orch.
- Hot Lips—Fox-trot...Henry Lange and His Orch.
- 6264 Who's That Knocking at My Door?—Fox-trot, with Vocal Chorus, Johnny Ringer and His Rosemont Ballroom Orch.
- Moonlit Waters—Fox-trot, with Vocal Chorus, Johnny Ringer and His Rosemont Ballroom Orch.
- 6265 After I've Called You Sweetheart (How Can I Call You Friend)—Fox-trot, with Vocal Chorus, Walt Anderson and His Golden Pheasant Hoodlums
- Melancholy—Instrumental Stomp, Walt Anderson and His Golden Pheasant Hoodlums
- OLD-TIME SINGIN' AND PLAYIN'
- 6271 The Key Hole in the Door—Guitar Accomp., Holland Puckett
- The Dying Cowboy—Guitar Accomp., Holland Puckett
- 6272 Old Sefus Brown—Accomp. by Hamilton Harmonians...Wyzee Hamilton
- Hand Me Down My Walkin' Cane—Guitar, Banjo and Fiddle Accomp...The Short Creek Trio
- POPULAR VOCAL RECORDS
- 6266 The Torch—Accomp. by Walt Anderson and His Golden Pheasant Hoodlums...Les Backer
- Call of the South—Accomp. by Walt Anderson and His Golden Pheasant Hoodlums, Charles Forsythe-James Kelly
- 6267 Rolling Around in Roses (Since Rosie Rolled Her Eyes at Me)...Irving Kaufman
- Pastafazoola...The Radio Franks
- SACRED RECORD
- 6269 Working for the Master—Vocal, with Piano Accomp...MacDonald Quartet
- Love Enough for Me—Vocal, with Piano Accomp...MacDonald Quartet
- HAWAIIAN RECORD
- 6270 Kohala March (Hawaiian)...Lei's Royal Hawaiians
- Paaauu Waltz (Hawaiian)...Lei's Royal Hawaiians
- OLD-TIME PLAYIN'
- 6274 My Irish Molly O (Tipperary)—Good Morning, Mr. Zip, Zip, Zip—Old-Time Harmonica Playin', with Guitar Accomp...Walter Peterson
- One-Two-Three-Four—Old-Time Harmonica Playin', with Guitar Accomp...Walter Peterson
- ORGAN RECORD
- 6268 Waiting for the Rainbow—Played on Wurlitzer Theatre Organ in Studios of WENR, Chicago...Cornelius Maffie
- Humoresque—Played on Wurlitzer Theatre Organ in Studios of WENR, Chicago, Cornelius Maffie
- OLD-TIME BARN DANCE WITH CALLS
- 6273 Leather Breaches...Tommy Dandurand and His Gang
- Buffalo Girl...Tommy Dandurand and His Gang
- RACE RECORDS
- 6275 Chicken Supper Strut—Instrumental Stomp, Triangle Harmony Boys
- Sweet Patootie—Instrumental Stomp, Triangle Harmony Boys
- 6276 Ah'm Sick an' Tired of Tellin' You (To Wiggle That Thing)—Vocal Blues, with Harmonica Accomp...Jay Bird Coleman
- No More Good Water—Cause the Pond Is Dry—Vocal Blues, with Harmonica Accomp., Jay Bird Coleman
- 6277 Revival for Sinners—Sermon, with Singing, Rev. J. F. Forest
- A Witness for Jesus—Sermon, with Singing, Rev. J. F. Forest
- LIST FOR DECEMBER 1
- POPULAR DANCE RECORDS
- 6278 Fuzzy Winzy—Stomp, Frank Bunch and His Fuzzy Wuzzies
- Sugar Foot Strut—Fox-trot...Northwest Melody Boys
- 6279 Rain—Fox-trot, with Vocal Chorus, Walt Anderson and His Golden Pheasant Hoodlums
- What'll We Do for Dough?—Fox-trot, with Vocal Chorus, Walt Anderson and His Golden Pheasant Hoodlums
- 6280 Gold Digger—Fox-trot, Johnny Ringer and His Rosemont Ballroom Orch.
- The Varsity Drag (From "Good News")—Fox-trot, with Vocal Chorus, Johnny Ringer and His Rosemont Ballroom Orch.

- POPULAR VOCAL RECORDS
- 6281 My Blue Heaven—Accomp. by Walt Anderson and Orch...Les Backer
- Yesterday—Accomp. by Walt Anderson and Orch...Les Backer
- 6282 One Sweet Letter From You, Bailey-Barnum (The Banjo-ker and The Songster)
- Joy Bells, Bailey-Barnum (The Banjo-ker and The Songster)
- STANDARD VOCAL RECORD
- 6285 You Can Hear Those Darkies Singing, Harmony Four, with Spencer Wilder
- My Old Kentucky Home...Woodlawn Quartet
- OLD-TIME SINGIN' AND PLAYIN'
- 6287 Uncle Ned—Banjo Accomp...Chubby Parker
- Oh, Dem Golden Slippers—Banjo Accomp., Chubby Parker
- 6288 Write a Letter to My Mother—Accomp. by the North Carolina Ramblers...Roy Harvey
- Poor Little Joe—Accomp. by the North Carolina Ramblers...Roy Harvey
- 6289 Cindy—Guitar and Violin Accomp...Vernon Dalhart
- My Boy's Voice—Guitar and Violin Accomp., Vernon Dalhart
- OLD-TIME CHRISTMAS SINGING
- 6290 Silent Night, Holy Night—Organ Accomp., Woodlawn Quartet
- O Come, All Ye Faithful—Organ Accomp., Woodlawn Quartet
- CHRISTMAS PIPE ORGAN
- 6284 It Came Upon the Midnight Clear—Played on House of Hope, St. Paul, Pipe Organ, R. Buchanan Morton
- O Little Town of Bethlehem—Played on House of Hope, St. Paul, Pipe Organ, R. Buchanan Morton
- CHRISTMAS CHIMES
- 6286 Come Thou Almighty King, and I Lay My Sins in Jesus—Sacred Chimes—Played on Carillon, House of Hope, St. Paul, R. Buchanan Morton
- Joy to the World, and Christ the Lord Is Risen Today—Sacred Chimes; Played on the Carillon, House of Hope, St. Paul...R. Buchanan Morton
- SACRED VOCAL
- 6283 Come Unto Me—Pipe Organ Accomp., Arthur McKee and Congregation, House of Hope, St. Paul
- It Was Jesus—Pipe Organ Accomp., Arthur McKee and Congregation, House of Hope, St. Paul
- RACE RECORDS
- 6291 I Want to Be Like Jesus in My Heart—Sacred, with Guitar Accomp...Sam Collins
- Lead Me All the Way—Sacred, with Guitar Accomp...Sam Collins
- 6292 Steal Away to Jesus—Spiritual, Nazarene Congregational Church Choir, of Brooklyn, N. Y.
- Who'll Join This Union—Spiritual, Nazarene Congregational Church Choir, of Brooklyn, N. Y.
- 6293 Fourth Avenue Stomp—Instrumental Stomp, Frank Bunch and His Fuzzy Wuzzies
- Congo Stomp—Instrumental Stomp, Frank Bunch and His Fuzzy Wuzzies

Regal Records

- DANCE RECORDS
- 8436 The Song Is Ended (But the Melody Lingers On)—Waltz...Adrian Schubert's Salon Orch.
- I'm Making Believe That I Don't Care—Waltz, Adrian Schubert's Salon Orch.
- 8437 Among My Souvenirs—Fox-trot, Markel's Society Favorites
- Say It With a Red, Red Rose—Fox-trot, Imperial Dance Orch.
- 8438 Did You Mean It?—Fox-trot, Markel's Society Favorites
- I Told Them All About You—Fox-trot, Markel's Society Favorites
- 8439 What'll You Do?—Fox-trot...The Rounders
- Smile—Fox-trot...Hollywood Dance Orch.
- 8440 When the Morning Glories Wake Up—Fox-trot, Sam Lanin's Dance Orch.
- Where the Cot-Cot-Cotton Grows—Fox-trot, The Rounders
- 8441 Dear, On a Night Like This—Fox-trot, Fletcher Henderson's Collegians
- Lonely Melody—Fox-trot...Imperial Dance Orch.
- 8442 There's a Ricketty Racketty Shack—Fox-trot, Fletcher Henderson's Collegians
- Is She My Girl Friend?—Fox-trot...The Rounders
- 8443 Can't You Hear Me Say I Love You—Waltz, Fred Rich's Dance Orch.
- Sweetheart Memories—Waltz, Fred Rich's Dance Orch.
- 8444 The Sweetheart of Sigma Chi—Fox-trot, Al Lynch and His Orch.
- Moonlit Waters—Fox-trot, Nathan Glantz and His Orch.
- VOCAL RECORDS
- 8445 The Hours I Spent With You—Baritone Solo, with Orch. Accomp...Harold Lambert
- Together, We Two—Tenor Solo, with Orch. Accomp...Irving Kaufman
- 8446 There Must Be Somebody Else—Male Duet, with Novelty Accomp...Radio Eddie-Lambert
- Are You Happy?—Male Duet, with Novelty Accomp...Radio Eddie-Lambert
- 8447 The Song Is Ended (But the Melody Lingers On)—Baritone Solo, with Orch. Accomp., Harold Lambert
- Will We Ever Meet Again?—Tenor Solo, with Orch. Accomp...Irving Kaufman
- CHIMES RECORD
- 8448 Christmas Chimes—Chimes, with String Quartet, Adrian Schubert's Concert Orch.
- Vesper Chimes—Chimes, with String Quartet, Adrian Schubert's Concert Orch.
- NOVELTY RECORDS
- 8449 Where the Coosa River Flows—Tenor Solo, with Novelty Accomp...Vernon Dalhart
- The Whole World Is Waiting for Dreams—Tenor Solo, with Novelty Accomp...Vernon Dalhart
- 8450 Oh, Susanna—Trio, with Novelty Accomp., Dalhart-Robison-Hood
- Sing On, Brother, Sing—Trio, with Novelty Accomp...Dalhart-Robison-Hood
- 8451 Charmaine—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians
- My Own Iona—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians
- 8452 Honolulu Sweetheart—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians
- Winona—Hawaiian Guitars, with Vocal Refrain, Frank Ferera's Hawaiians
- RACE RECORD
- 8453 May We Meet Again—Florence Mills—Contralto Solo, with Novelty Accomp...Gladys Thompson
- She's Gone to Join the Songbirds in Heaven—Contralto Solo, with Novelty Accomp., Gladys Thompson

Bell Records

- 571 My Blue Heaven—Specialty Solo...Chris Paterson
- In Mountains High—Specialty Solo...Chris Paterson
- 570 Magnolia—Specialty Solo...Chris Paterson
- Here We Are Again, Boys—Duet...Carrol-Grady
- 569 Rain—Fox-trot...Bruce Bray's Orch.
- Sweetheart of Sigma Chi—Fox-trot, Bruce Bray's Orch.
- 568 After I've Called You Sweetheart—Fox-trot, The Melody Men
- By the Waters of Minnetonka—Fox-trot, The Melody Men
- 567 I Can't Believe You're in Love With Me—Fox-trot...Marlborough Dance Orch.
- Let's Make Love in the Moonlight—Fox-trot, Marlborough Dance Orch.
- 566 I'm in Heaven When I See You Smile—Fox-trot...Club Folly Orch.
- You're My Rainbow—Fox-trot...Club Folly Orch.
- 565 My Blue Heaven—Fox-trot...California Syncopators
- Charming—Fox-trot...California Syncopators
- 564 Highways Are Happy Ways—Fox-trot, Imperial Orch.
- Sick and Tired—Fox-trot...Imperial Orch.
- 563 Dawning—Fox-trot...Bell Record Boys
- Gorgeous—Fox-trot...Bell Record Boys
- 562 Ain't That a Grand and Glorious Feeling—Fox-trot...Club Folly Orch.
- Who Do You Suppose—Fox-trot...Club Folly Orch.
- 561 Baby Your Mother—Fox-trot...Florida Aces
- Marvelous—Fox-trot...Florida Aces
- 560 I Lost My Heart—Baritone Solo...Ernest Hare
- Will You Always Be the Same Sweet Girl?—Baritone Solo...Ernest Hare
- 559 Where Is My Meyer?—Novelty Solo...Jack Kaufman
- Everyday's a Holiday—Novelty Solo...Jack Kaufman
- 558 There's a Cradle in Caroline—Tenor Solo, Willie Rose
- Across the Line From Carolin—Baritone Solo, George Beaver
- 553 Did You Mean It—Fox-trot...Imperial Orch.
- On a Moonlight Night—Fox-trot...Imperial Orch.
- 554 Go Home and Tell Your Mother—Fox-trot, Bell Record Boys
- She's My Baby Now—Fox-trot...Bell Record Boys
- 553 The Beggar—Fox-trot...Club Folly Orch.
- Some One Stole My Sweetie—Fox-trot, Club Folly Orch.
- 552 There Must Be Somebody Else—Fox-trot, California Syncopators
- How D'ya Like My Sweetie—Fox-trot, California Syncopators
- 551 Together, We Two—Fox-trot...Club Folly Orch.
- I Found Happiness—Fox-trot...Club Folly Orch.
- 1123 Adeste Fideles—Quartet...Sainte Cecilia's
- Joy to the World—Quartet...Sainte Cecilia's
- 1154 The Old Rugged Cross—Baritone Solo...Ernest Hare
- Onward, Christian Soldiers—Quartet, Bell Record Male Quartet
- 1155 Holy Night—Vocal Duet, Franklyn Baur-Elliott Shaw
- Cantique De Noel—Vocal Duet, Franklyn Baur-Elliott Shaw
- 1157 Listen to the Mocking Bird—Whistling Solo, Billy Golden
- Carry Me Back to Old Virginny—Contralto Solo, Nevada Vanderveer
- 1159 Softly and Tenderly—Vocal Duet...Johnston-Durant
- Rock of Ages—Vocal Duet...Johnston-Durant
- 1163 I Wish I Had a-Died in Egypt—Jubilee Spiritual, The Camp Meetin' Three
- Swing Low, Sweet Chariot—Jubilee Spiritual, Porter Grainger's Jubilee Singers
- 1164 I'm Gonna Shout All Over God's Heaven—Jubilee Spiritual, Porter Grainger's Jubilee Singers
- The Old Ark's a-Moverin'—Jubilee Spiritual, The Camp Meetin' Three
- 1165 Hosanna—Pipe Organ Solo...Theodore Race
- The Palms—Pipe Organ Solo...Theodore Race

Harmony Records

- DANCE RECORDS
- 537-H The Song Is Ended (But the Melody Lingers On)—Waltz, with Vocal Chorus, F. Farrell and His Greenwich Village Inn Orch. 10
- Who Knows?—Fox-trot, with Vocal Chorus, F. Farrell and His Greenwich Village Inn Orch. 10
- 542-H Marvelous—Fox-trot, with Vocal Chorus, Lou Gold and His Orch. 10
- Fair Co-Ed—Fox-trot, with Vocal Chorus, F. Farrell and His Greenwich Village Inn Orch. 10
- 529-H Playground in the Sky (From "Sidewalks of New York")—Fox-trot, with Vocal Chorus, Lou Gold and His Orch. 10
- Manhattan Mary (From "Manhattan Mary")—Fox-trot, with Vocal Chorus, University Six 10
- 540-H I Fell Head Over Heels in Love (From "The Merry World")—Fox-trot, with Vocal Chorus, The Harmonians 10
- What'll You Do?—Fox-trot, with Vocal Chorus, The Harmonians 10
- 535-H I Told Them All About You—Fox-trot, with Vocal Chorus...The Harmonians 10
- My New York—Fox-trot, with Vocal Chorus, The Harmonians 10
- 528-H Among My Souvenirs—Fox-trot, with Vocal Chorus...The Astorites 10
- Rose of Monterey—Fox-trot, Brown-Morris Orch. 10
- 527-H Did You Mean It? (From "A Night in Spain")—Fox-trot, with Vocal Chorus, The Astorites 10
- There Must Be Somebody Else—Fox-trot, with Vocal Chorus...The Astorites 10
- 536-H Kiss and Make Up—Fox-trot, with Vocal Chorus...Newport Society Orch. 10
- Make My Cot Where the Cot-Cot-Cotton Grows—Fox-trot, with Vocal Chorus, Broadway Bell-Hops 10
- 526-H Baltimore—Fox-trot...The Dixie Stompers 10
- Black Maria—Fox-trot...The Dixie Stompers 10
- 534-H The Beggar—Fox-trot, with Vocal Chorus, University Six 10
- Is She My Girl Friend? (How-de-ow-doo!)—Fox-trot, with Vocal Chorus, University Six 10
- 538-H Wherever You Are (From "Sidewalks of New York")—Fox-trot, with Incidental Singing, Andy Sannella and His All Star Trio 10
- My Lady (From "Yes, Yes, Yvette" and "Queen High")—Fox-trot, Andy Sannella and His All Star Trio 10
- 539-H Angel's Serenade—Waltz, Melody Waltz Orch. 10
- A Fantasy—Waltz...Melody Waltz Orch. 10
- VOCAL RECORDS
- 531-H The Song Is Ended (But the Melody Lingers On)—Vocal...Irving Kaufman 10
- Among My Souvenirs—Vocal, Irving Kaufman 10
- 530-H I'm Walkin' on Air—Vocal Duet, Harmony Brothers 10

Everybody Loves My Girl—Vocal Duet, Harmony Brothers 10
 541-H Mary (What Are You Waiting For?)—Novelty Singing Quartet...The Harmonizers Pnelty of Sunshine—Novelty Singing Quartet, The Harmonizers 10
 525-H Molly Malone (From "The Merry Malones")—Vocal...Charles Hart 10
 Are You Thinking of Me To-night?—Vocal, Charles Hart 10
 543-H You Only Want Me When You're Lonesome—Vocal...Charles Hart 10
 Cobble-Stones—Vocal...Charles Hart 10
 533-H Bells of Hawaii—Vocal Duet, Colin O'More-Frank Kamplain 10
 There Must Be Somebody Else—Vocal, Colin O'More 10
 532-H Aloha Oe (Farwell to Thee)—Organ Solo, John Hassel 10
 Drowsy Waters—Organ Solo...John Hassel 10

Domino Records

DANCE RECORDS
 4056 When the Morning Glories Wake Up in the Morning—Fox-trot...Sam Lanin's Dance Orch. Where the Cot-Cot-Cotton Grows—Fox-trot, The Rounders
 4057 Did You Mean It?—Fox-trot, Markel's Society Favorites
 I Told Them All About You—Fox-trot, Markel's Society Favorites
 4058 The Song Is Ended (But the Melody Lingers On)—Waltz...Adrian Schubert's Salon Orch. I'm Making Believe That I Don't Care—Waltz, Adrian Schubert's Salon Orch.
 4059 Among My Souvenirs—Fox-trot, Markel's Society Favorites
 Say It With a Red, Red Rose—Fox-trot, Imperial Dance Orch.
 4060 The Sweetheart of Sigma Chi—Fox-trot, Al Lynch and His Orch.
 Moonlit Waters—Fox-trot, Nathan Glantz and His Orch.
 4061 What'll You Do?—Fox-trot...The Rounders
 Smile—Fox-trot...Hollywood Dance Orch.
 4062 There's a Ricketty Racketty Shack—Fox-trot, Fletcher Henderson's Collegians
 Is She My Girl Friend?—Fox-trot...The Rounders
 4063 Dear, on a Night Like This—Fox-trot, Fletcher Henderson's Collegians
 Lonely Melody—Fox-trot...Imperial Dance Orch.
 4064 Can't You Hear Me Say I Love You—Waltz, Fred Rich's Dance Orch.
 Sweetheart Memories—Waltz, Fred Rich's Dance Orch.
VOCAL RECORDS
 4065 There Must Be Somebody Else—Male Duet, with Novelty Accomp., Radio Eddie-Scrappy Lambert
 Are You Happy?—Male Duet, with Novelty Accomp., Radio Eddie-Scrappy Lambert
 4066 The Song Is Ended (But the Melody Lingers On)—Baritone Solo, with Orch. Accomp., Harold Lambert
 Will We Ever Meet Again—Tenor Solo, with Orch. Accomp., Irving Kaufman
 4067 The Hours I Spent With You—Baritone Solo, with Orch. Accomp., Harold Lambert
 Together, We Two—Tenor Solo, with Orch. Accomp., Irving Kaufman
CHIMES RECORD
 0204 Christmas Chimes—Chimes, with String Quartet, Adrian Schubert's Concert Orch.
 Vesper Chimes—Chimes, with String Quartet, Adrian Schubert's Concert Orch.
NOVELTY RECORDS
 4068 Oh, Susanna—Trio, with Novelty Accomp., Dalhart-Robison-Hood
 Sing On, Brother, Sing—Trio, with Novelty Accomp., Dalhart-Robison-Hood
 4069 Where the Coosa River Flows—Tenor Solo, with Novelty Accomp., Vernon Dalhart
 The Whole World Is Waiting for Dreams—Tenor Solo, with Novelty Accomp., Vernon Dalhart
 0205 Honolulu Sweetheart—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians
 Winona—Hawaiian Guitars, with Vocal Refrain, Frank Ferera's Hawaiians
 0206 Charmaine—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians
 My Own Iona—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians
RACE RECORD
 4070 May We Meet Again—Florence Mills—Contralto Solo, with Novelty Accomp., Gladys Thompson
 She's Gone to Join the Songbirds in Heaven—Contralto Solo, with Novelty Accomp., Gladys Thompson

Banner Records

DANCE RECORDS
 6121 Among My Souvenirs—Fox-trot, Gotham Society Orch.
 It's Breaking My Heart to Break Away—Fox-trot...Gotham Society Orch.
 6122 What'll You Do?—Fox-trot...Campus Boys
 Don't Forget to Remember—Fox-trot, Imperial Dance Orch.
 6123 Did You Mean It?—Fox-trot...Gotham Society Orch.
 Just for You—Fox-trot...Hollywood Dance Orch.
 6124 Is She My Girl Friend?—Fox-trot...Campus Boys
 Kentucky, You're Lucky—Fox-trot, Missouri Jazz Band
 6125 The Song Is Ended (But the Melody Lingers On)—Waltz...Adrian Schubert's Salon Orch.
 Old Names of Old Flames—Waltz, Nathan Glantz and His Orch.
 6126 Can't You Hear Me Say I Love You—Waltz, Fred Rich's Dance Orch.
 I'm Making Believe That I Don't Care—Waltz, Hollywood Dance Orch.
 6127 Where the Cot-Cot-Cotton Grows—Fox-trot, Campus Boys
 Say It With a Red, Red Rose—Fox-trot, Majestic Dance Orch.
 6128 Dear, On a Night Like This—Fox-trot, Roseland Dance Orch.
 Dreaming of You—Fox-trot...Imperial Dance Orch.
 6129 There's a Ricketty Racketty Shack—Fox-trot, Roseland Dance Orch.
 Homing Bird (Headin' for Home)—Fox-trot, Missouri Jazz Band
 6130 Moonlit Waters—Fox-trot...Majestic Dance Orch.
 Smile—Fox-trot...Majestic Dance Orch.
 6131 I Told Them All About You—Fox-trot, Gotham Society Orch.
 Lonely Melody—Fox-Trot...Hollywood Dance Orch.
VOCAL RECORDS
 6132 The Song Is Ended (But the Melody Lingers On)—Baritone Solo, with Orch. Accomp., Scruppy Lambert
 Come On Along—Baritone Solo, with Orch. Accomp., Scruppy Lambert

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6133 Are You Happy?—Male Duet, with Novelty Accomp., Radio Ed-Scrappy Lambert.
 When a Nice Boy Meets a Nice Girl—Baritone Solo, with Orch. Accomp., Leroy Montesanto
 6134 Together, We Two—Tenor Solo, with Orch. Accomp., Irving Kaufman
 I Found You Among the Daisies—Tenor Solo, with Orch. Accomp., Irving Kaufman
 6135 The Hours I Spent With You—Baritone Solo, with Orch. Accomp., Scruppy Lambert
 Will We Ever Meet Again?—Tenor Solo, with Orch. Accomp., Irving Kaufman
 6136 There Must Be Somebody Else—Male Duet, with Novelty Accomp., Radio Ed-Scrappy Lambert
 Just a Little West of West Virginia—Tenor Solo, with Orch. Accomp., Leroy Montesanto
COMEDY RECORDS
 2172 The Charcoal Twins—"Evolution"—Comedy Dialogue...Miller-Lyles
 Two Licorice Drops—"In Jail"—Comedy Dialogue...Cook-Fleming
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 Two Licorice Drops—"Motoring"—Comedy Dialogue...Cook-Fleming
NOVELTY RECORDS
 2174 Christmas Chimes—Chimes, with String Quartet, Adrian Schubert's Concert Orch.
 Cathedral Chimes—Chimes, with String Quartet, Adrian Schubert's Concert Orch.
 2175 Honolulu Sweetheart—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians
 My Own Iona—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians
 2176 Charmaine—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians
 Winona—Hawaiian Guitars, with Vocal Refrain, Frank Ferera's Hawaiians
 2177 La Colondrina—Waltz...Hollywood Dance Orch.
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 6137 Oh, Susanna—Trio, with Novelty Accomp., Dalhart-Robison-Hood
 The Whole World Is Waiting for Dreams—Tenor Solo, with Novelty Accomp., Vernon Dalhart
 6138 Where the Coosa River Flows—Tenor Solo, with Novelty Accomp., Vernon Dalhart
 Sing On, Brother, Sing—Trio, with Novelty Accomp., Dalhart-Robison-Hood
RACE RECORD
 6139 May We Meet Again—Florence Mills—Contralto Solo, with Novelty Accomp., Gladys Thompson
 Gone But Not Forgotten—Florence Mills—Contralto Solo, with Novelty Accomp., Gladys Thompson

Okeh Distributing Division Reports Increased Sales

The distributing division of the Okeh Phonograph Corp., New York, reports that sales for the month of November were considerably in advance of those of last year. The Okeh-Odeon lines of records are winning wider recognition, due in large measure to the electrical process of recording. The Odeon records are responsible for the lines being taken on by an increasingly large number of prestige accounts throughout the Eastern section. Italian and Race Okeh records are in especial demand at this time.

During November the New York distributing division led all wholesalers of Odeon records, the 3,000 and the 5,000 series, in the United States. The Vincennes line of phonographs, the distribution of which was taken on some time ago by the Okeh New York organization, is being well received by the trade.

Clever Broadcasting Tie-up

For some time the Atwater Kent Mfg. Co. has provided its dealers with an effective tie-up with the Atwater Kent program broadcast each Sunday evening in the form of advance programs furnished at cost which dealers mail to customers.

HERE IT IS!

THE RECORD

WITH



A

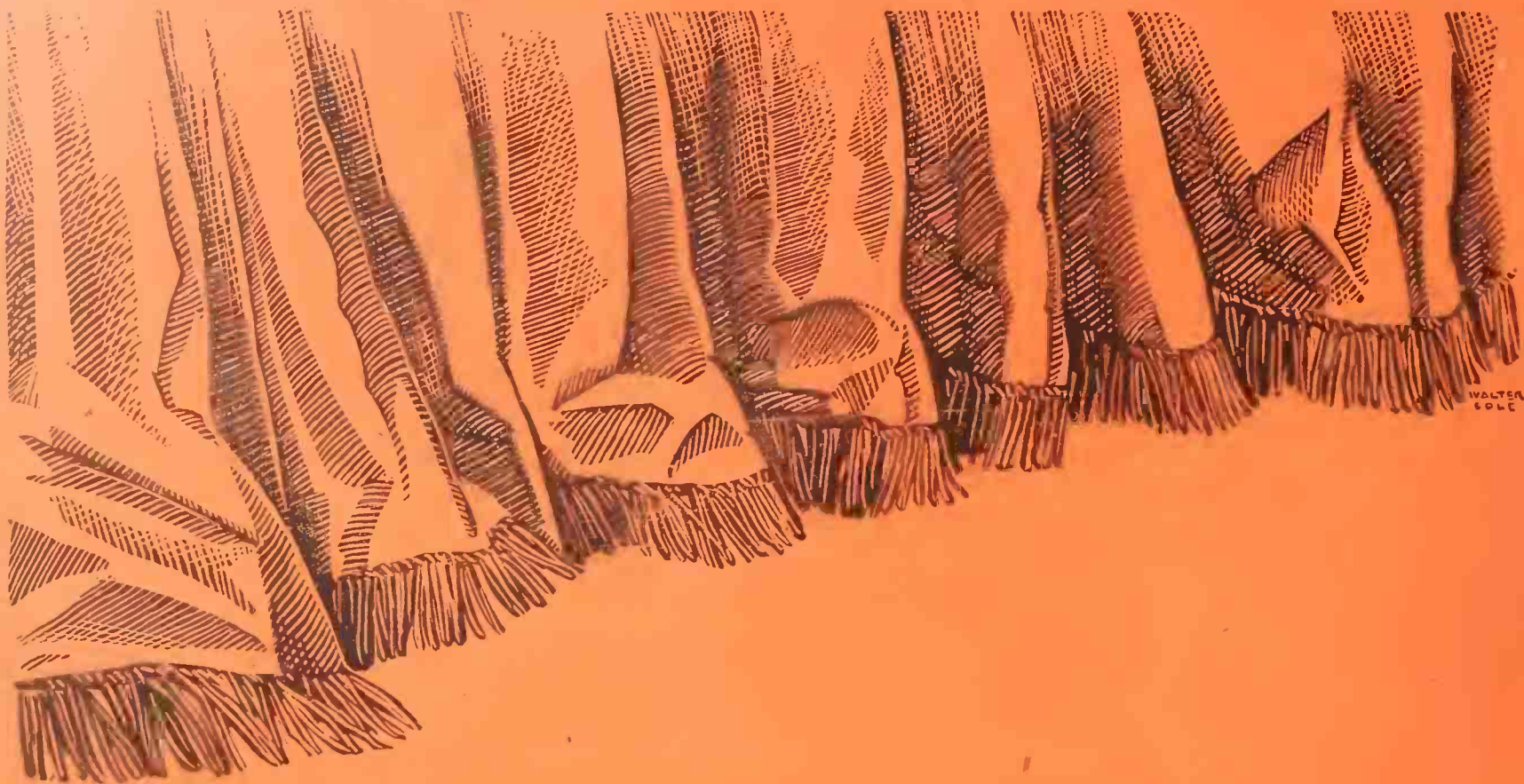
PROFIT

*New
Electrobeam*
Gennett

Black Label—Seventy-five Cents

The improved Gennett Sales Plan eliminates all possibility of dead stock. New quotations guarantee larger profits.

GENNETT RECORDS
RICHMOND, INDIANA



The EDISONIC

∴ ∴ wins in curtain test ∴ ∴
—a triumph for “close-up” music

A UNANIMOUS PREFERENCE was accorded the Edisonic at a recent curtain test held by a school having a widespread reputation for excellent musical instruction.* Concealed behind curtains, each of the many instruments was compared seven times. An impartial verdict had to be given, based solely on tonal qualities. The unanimous choice was the astounding, new EDISONIC. . . Behind curtains or in front of them, the new Edisonic is outstanding in tonal reproduction. For only on the Edisonic can you get “close-up” music — rich, vibrant, life-like. And only the Ed-

* Name of school on request.

isonic is backed by the great Edison Laboratories and by the greatest name to sell in the phonograph industry . . . Thomas A. Edison. Dealers everywhere are acclaiming the Edisonic as the most remarkable advancement in music since Mr. Edison's invention of the phonograph. Dramatic advertising is bringing buyers to the shops of Edison dealers. The Edisonic satisfies them. Its musical qualities are unique. It is “Today's Gift for many Tomorrows”. . . feature it for the Christmas season! Write today to the nearest distributor. Thomas A. Edison, Inc., Orange, N. J.

TRADE MARK
Thomas A. Edison

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 PHONO-

GRAPH 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.