

The TALKING
MACHINE
WORLD

*For dealers
wholesalers
& manufacturers
of phonograph
& radio products*

Published Each Month by Federated Business Publications, Inc., at 420 Lexington Ave., New York, February, 1928

*Greater Values
Broaden Sales Field
for 1928*

BRUNSWICK
PANATROPE

Patented Features



THESE new products bring you improvements in construction which can be found only under the Toman name. Patented features—they belong exclusively to the E. Toman Company, and cannot be duplicated.

The No. 3 is the only reproducer made with a positive locking back—without a single screw to come loose and cause blasting. One of the most important advances in reproducer construction made in recent years. The No. 3 uses a triple suspended duraluminum diaphragm 10/1000 thick—four times as substantial as the ordinary 2 1/2/1000 diaphragm. It is hand lacquered to protect it against climatic changes. Special *double grip* screws securely hold the reproducer to tone arm, always in proper position. These features combine to produce a reproducer with full, deep, rich tone quality as well as great beauty of design.

The Model E. Tone Arm embodies all of the best features of the Toman Helical Arm. A full exponential taper with a full S curve. It does not infringe upon any existing patent. With the No. 3 reproducer, and the Model E tone arm, you have the finest possible combination from all standards of beauty or performance.



Duraluminum diaphragm—four times as thick as the ordinary metal diaphragm.



No. 3
Most beautiful reproducer ever designed.



Model E-3
Showing the finest possible combination.

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

E. TOMAN & COMPANY

2621 West 21st Place

CHICAGO, ILL.

Sales Distributor

WONDERTONE PHONOGRAPH CO.

216 No. Michigan Ave.
Chicago, Ill

Export Office

189 W. MADISON ST.

Chicago, Ill
Cable SIVAD

The Talking Machine World

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Price Twenty-five Cents

Introduction of the AC receivers and devices for converting battery operated sets into AC receivers will make the next year a profitable one for the trade. Battery set market should not be neglected

Expanded Sales Field Should Boost Trade Volume

THE introduction of the AC radio receiving set has brought about a condition in retail trade circles that should insure a satisfactory sales volume during the year. The strong demand for the all-electric radio, according to reports from dealers throughout the country, is an indication of the popularity of these products. However, competition is just as keen as it was three or four or six months ago, and the dealer who expects to get volume business must hustle for it. The all-electric radio certainly will bring people into the store without any great effort on the part of the dealer. The only fly in the ointment is the fact that there are so many dealers. Naturally, a too great division of sales among these dealers will shorten the profit for each individual engaged in the business. There is only one solution as far as the talking machine-radio dealer is concerned, and that is he must work hard to get not only the business that would naturally come to him, but also cash in on the extra sales that can only be developed by merchandising along modern and intelligent lines.

A Broad Market

The market is there. Every home that is equipped with electricity, and where there is now no radio set, is of course a live prospect. How quickly and effectively the dealer sells this type of individual depends entirely upon the circumstances and the effort put forth. Then, too, a fair trade in replacement sales can be made without too much trouble. Many people who bought radio sets two or three years ago may be considered as prospects. There is no question about it; the performance of the modern radio set is far superior to those constructed a few years ago, and it is performance and ease of operation that the dealer must sell.

What every dealer wants when he is trying to put over a product is a good convincing "talking point," and this he has in the all-electric set. There can be no stronger argument to the man or woman interested in radio and not especially interested in fooling around with the mechanics of a set than to make clear the fact that all that is necessary to get reception is to simply plug in on the house current—a simple action that will appeal to most people. The market is there, and there is profit in this business.

Profits From Battery Operated Sets

In spite of the widespread popularity of the new all-electric set, battery operated sets will still be sold. Throughout the country there are thousands of homes without electricity, and these are the logical battery operated set prospects. Perhaps the demand for battery sets may be smaller but nevertheless it is a foolish dealer who will overlook this source of business. The manager of one of the leading retail concerns in the East made the statement a short

time ago that sales of battery operated sets were consistently good, although sales of all-electric receivers were more numerous.

Analysis of the Field

It is not a question of throwing out battery operated sets and concentrating on the line of least resistance, but it is more a question of careful analysis of the market for each of these

The talking machine dealer who handles radio now has a three-fold market in that department of his business. New products now being distributed give the merchant a well-developed line of radio that is designed to meet every conceivable demand on the part of the public. Competition for sales makes necessary consistent promotion efforts if the retail merchant expects to cash in on his radio department.

products. If investigation shows that the dealer may expect a fair amount of business in battery sets he should get behind them strong, and the dealer who does this will find that it will pay him handsomely, for the very simple reason that many of his competitors will undoubtedly be neglecting this market for radio. Nor should this statement be misconstrued to mean that the all-electric set should be neglected. On the contrary the retail sales promotion campaign should include all the products the dealer handles. If the line of merchandise is not important enough to warrant sales effort, certainly it is not important enough to take space in the store.

Modern methods must be used to get profitable sales volume to-day. The department stores realize this. So do the chain stores, and they get behind every department of their business and make each department pay, otherwise it goes, and it is certain that where there is a market for a certain line of goods the department is not thrown out, but it is forced to pay. If the man in charge is unable to cope with the situation they get a new man who can. The one point in all this is that in so far as battery sets are concerned, the dealer must determine his market, base his buying accordingly, and then go out and sell. On the other hand what about the thousands of radio sets in the homes to-day? All of these people certainly are not prospects for all-electric sets. While some may buy new sets, the vast majority will

not do so, however much they would like to for the convenience of all-electric operation.

New Opportunity for Sales

New devices designed to convert the battery-operated set into an AC receiver, are being introduced to the trade by various manufacturers. These devices are already arousing the interest of the trade because retailers realize that many people who now own battery-operated sets are live prospects for them.

All of these developments combined make the retail outlook for the next year eminently satisfactory. In radio alone the retailer now has three markets. First, there is the market for the new all-electric sets. Second, the market for battery sets. Third, the sales field for the devices for converting battery sets into AC receivers. In addition, the coming months should witness an excellent demand for loud speakers, AC tubes and eliminators. Another factor that should react to the profit of the dealer is the growing tendency of people who own table sets to house them in the attractive console and highboy cabinets now being placed on the market by leading cabinet makers.

Because of these facts more than ever it is necessary for merchants to analyze their immediate markets. Buying the merchandise that can be sold quickly enough to give the retailer a profitable turnover will play an important part in the success of talking machine-radio merchants in the year to come—in fact, more so than at any other time in the history of the industry.

Certainly, the dealer has diversity of merchandise with a wide appeal. He has the goods and it only is necessary that he present them in a manner calculated to create the desire on the part of the public. More intensive sales promotion campaigns, wider in scope, to include all the products featured, is the answer to more frequent turnover in the various departments of the business. Consistent effort must be made by the merchant, not only because modern merchandising and competition demand it, but because only in this way can he profit to the fullest extent.

The Battle for Business

In every community there can be only so much business. There may actually be only enough radio business to give adequate profits to two or three stores. On the other hand six or seven stores may be fighting for sales, and the result is that the dealer who fights the hardest and most effectively is bound to profit most, and the more the individual gets above his quota by just so much more does some competitor fall down. The time is coming when the strongest, most intelligent dealers will be the survivors in the struggle for sales—an elimination that can only be of benefit to the trade.

Promises Don't Sell Radio

Quality Line Is Best Sales Builder

"THE best way to make a dissatisfied customer is to promise too much for a radio set when it is being sold," said W. F. McCarthy, manager of the radio department of Petersen's, Chicago. "We make a policy of promising much less for a radio receiving set than it is capable of accomplishing.

"When a customer asks how far a set will receive, we tell them we do not know, but that we guarantee the set will be entirely satisfactory, and if it isn't we will cheerfully refund the entire purchase price. We do not make a single claim for a set except that we guarantee it to give satisfaction. This guarantee has no strings to it whatsoever. We let the customer decide what we mean by 'satisfaction.' As a result, the customer tunes in his set the first night and more than likely receives a dozen or more different distant stations. He finds that his set will do much more than we had led him to expect, and consequently he is thoroughly satisfied with it. On the other hand if we promised all we knew the set would do, he would not feel that same sense of delighted satisfaction. Owing to our conservative statements many of our patrons believe firmly that they have the best set the manufacturer ever turned out."

Importance of Careful Selection of Line

Four years ago, when radio was first sweeping the country, Petersen's decided to take on radio as a new department. Other firms were jumping into the radio business haphazardly, and were selling the first radios on which they could get their hands. Many of the types of radio were almost worthless, but the public was ignorant and could be sold almost anything in the shape of a radio set. "We, however, did not want easy sales and easy profits," said Mr. McCarthy. "The store's motto is 'What Petersen Promises, Petersen Does' and we had no intention of making an exception of radio. We did not want to sell a single set that would make a dissatisfied customer, for we knew that satisfied patrons are the best advertising a man can have. We also felt that the first 100 sets sold by us would determine the future success of our radio department.

Petersen's, of Chicago, Have Won Confidence of Public Because Their Policy Is to Satisfy

By W. B. Stoddard

"To satisfy our old customers who were demanding radio from us we had a small two-tube set designed under our own specifications. This little set was remarkable for its simplicity and clearness, and it thoroughly satisfied all of the purchasers. We then made a thorough investigation of radio, to find a set that would fulfill all our requirements, which were: The set must give satisfaction with a minimum of service from us; it must give perfect reception; it must sell at a price suited to the bulk of our trade; and it must be manufactured by a well established, reliable manufacturer who would stand back of every set we purchased. We tested every set on the market that we thought would suit our requirements, and after a year's search we found one that satisfied us.

"When we had chosen our set and were ready to sell it, the customers who had bought the small set of our own design were ready for the new one. They were so well sold on their first set they wanted to buy their new set from us. Had we rushed into the radio business with the first set we could buy, and sold it to our customers with no thought of future business, the chances are we would never have developed a good radio business. But our customers knew we had refused to sell radio on a big scale until we had the proper set, so when we were ready to begin in a big way, our customers had confidence in us and the set we had chosen to sell.

Satisfying the Customer

"The only way you can have a satisfied customer is first, to sell good merchandise, and then render real service on every set sold. Our only charge is \$6.00 for installing the set when it is bought. All other service calls are rendered free. Many radio dealers say this is bad business. But we can afford to do it because the sale of accessories and renewal supplies, such as batteries and tubes, amply pays for

the service calls. And because we were careful to pick out sets that require a minimum of service, we have to make very few calls. Had we been content to sell any kind of a radio set, we could not render free service, as the repair work and 'trouble calls' would very seriously eat into our profits."

The success this firm has had with the sale of battery eliminators illustrates the importance of selling only the best equipment. When eliminators first came on the market the firm made as thorough an investigation of them as they had of radio sets. When they had finally chosen what they considered the best on the market they tested out their customers. The names of 100 of the best customers that had bought radios of them were selected, and Mr. McCarthy called each of them on the telephone and explained the battery eliminator. The customers were so satisfied with their sets that the great majority of them bought eliminators simply on his suggestion.

Features Three Lines of Radio

At present the radio department carries only three makes of radio sets. "It increases the merchandising problem to sell more than three types and there is no real advantage to be gained by stocking an indefinite number of lines. The three we carry cover every pocket-book, and each in its way is the best we were able to find," said Mr. McCarthy.

"We have also found that it does not pay to make trial demonstrations. When we first entered the radio field we sent out letters to 500 of our best customers asking permission to make trial demonstrations in their homes. We received very few requests, and in most cases had to take back the sets after the demonstration. We now refuse to give them at all. We know that as long as we sell good sets and render good service, we will have no trouble in selling our radio sets right off the floor."

The Taylor Music Co., Moberly, Mo., has been purchased by J. B. Ralston, formerly manager of the store, who will reorganize the business under the name of J. B. Ralston Music Co.

"NYACCO" Manufactured Products



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

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

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

Note New Address 64-68 Wooster Street, New York

Brunswick Announces *Electrical Reproduction at Lower Prices*

BRUNSWICK it was who first offered the world music electrically reproduced and thus opened up a new avenue of profit to the Brunswick dealer.

Brunswick now leads again with new low prices for 1928 on Brunswick Panatrope of both electrical and exponential types.

Coming at the outset of the year, these new prices will stimulate early-year sales. Obviously, they greatly broaden the market for Brunswick instruments. And that means more business for the Brunswick dealer!



Also reduced:
Brunswick Panatrope (exponential type)
Valencia Model
Former price \$225. Now \$175.



Brunswick Panatrope (electrical type), Model P-11. Former price \$700. Now \$550.
Another Brunswick Panatrope (electrical type) is also now offered at a lower price: Model P-14. Former price \$450. Now \$365.

Brunswick

Opportunity for Victor Dealers to Get Farm Trade

The American Farm Bureau Federation, with a membership of about 3,000,000, is circulating a six-reel film, entitled, "The Romance of Sleepy Valley" in which many effective means of making farm life congenial are presented. One section of the picture has been devoted to an interesting presentation of the pleasures of an Orthophonic Victrola. The film will be shown at hundreds of meetings. The Farm Bureau has consented to permit Victor dealers to take charge of the musical entertainment whenever the picture is shown, thus affording dealers with a great sales opportunity provided effective tie-ups are arranged.

The National Association of Music Merchants recently issued an interesting booklet to members and prospective members setting forth the history, achievements and aims of the organization.

Annual Pacific Radio Exposition August 18 to 25

The Fifth Annual Pacific Radio Exposition, conducted by the Pacific Radio Trade Association, will be held in the Civic Auditorium, San Francisco, August 18 to 25, inclusive. W. E. Darden has been appointed chairman of the 1928 Show Committee, the other members being Hal King, C. L. McWhorter and C. S. Sharrah. W. J. Aschenbrenner, secretary of the Association, was appointed manager of this year's exposition.

Long-Distance Reception

Broadcasts from Australia and Japan are received regularly on the Kolster radio receiver operated by E. F. Bauer of Nome, Alaska, according to reports reaching the headquarters of Federal-Brandes, Inc., Newark, N. J. Honolulu, Hawaii, is also listed as one of Mr. Bauer's regulars. Reception in Alaska is excellent.

Radio in Education Is Urged by A. Atwater Kent

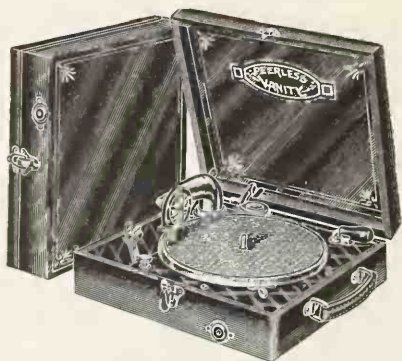
Definite organization for the general use of radio in schools and colleges may be effected in the near future, as the result of a suggestion made to the Federal Radio Commission by A. Atwater Kent, Philadelphia manufacturer and broadcaster. In a letter dealing with extension of the use of radio in education, Mr. Kent urges the Commission to bring together leaders in the radio and educational fields, for the purpose of working out a practical program. He also sounds a note of warning that the interests of education should be effectively considered before all the broadcasting hours are taken for entertainment.

Senator Arthur Capper and Representative Clyde Kelly recently introduced in the House and Senate at Washington the revised Fair Trade Bill to prevent misleading price manipulation and to bring about price maintenance.

Peerless Master-Phonic the Extraordinary Portable for 1928

The Ultimate in Portables at \$25.00 List

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



Peerless Vanity Portable

List Price \$12.00

In Attractive Colors
3½ inches high



Peerless Master-Phonic Portable

Appearance—Quality—Tone

Peerless Vanity - - - - \$12.00 List
Peerless Junior - - - - \$15.00 List
Peerless Master-Phonic - \$25.00 List
Peerless All Leather - - \$30.00 List

ALL LEADERS IN THEIR FIELD

Write for Samples and Prices

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album

Removable Pockets for Records

PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



Still the Big News In Music!

Brunswick's One-Price-for-All Policy on Records Gives New Impetus to Record Sales

FROM every section of the country continues to come dollars-and-cents approval of Brunswick's new policy on records, which has been widely advertised in the country's leading newspapers.

Some Brunswick dealers are realizing the opportunities of this new policy more than others. They are displaying and advertising such wonderful music values as Brunswick's New Hall of Fame Symphony Series.

Here is classic music by great symphony orchestras, under noted conductors, available at prices 50% less in many cases than similar music can be obtained for elsewhere.

Have you stopped to consider what this new Brunswick policy means to you in profits? The increased turnover in Gold and Purple Label Records, as well as the greater interest in popular records, makes Brunswick the most desirable line to promote.

Not only has this new policy induced a remarkable response in the sale of symphonic and other classical numbers, but it has also served to emphasize Brunswick's prestige in the field of Popular Music.

Are you, Mr. Brunswick Dealer, cashing in to the utmost on this new price policy? Remember, it is now Big News to the public. Get busy. Boost your sales of all Gold, Purple or Black Label Brunswick Records at the new prices.



Just a Few of the Rare Values Now Available on Brunswick Records

Symphony Album Sets

12-inch electrical recordings of symphony classics and other extended works played by State Opera, Berlin, and Berlin Philharmonic Orchestra; direction Richard Strauss, Willem Furtwaengler, etc. Formerly \$1.50 each. Now \$1 each. Demonstrate these to music lovers, music clubs, schools and other prospects!

* * *

New Hall of Fame

Electrical recordings by such

world-famous artists as Leopold Godowsky, Elisabeth Rethberg, Mario Chamlee, Edith Mason, New York Philharmonic Orchestra, Cleveland Orchestra, Minneapolis Symphony Orchestra and others, many of which formerly sold for \$2, are now only \$1 each (10-inch records, 75c). Certainly music's most amazing bargain.

* * *

Songs, Ballads, etc.

The pieces that never grow old—such as The Rosary, Schubert's Serenade, Traumerei, At Dawning, Lost Chord—and dozens of others are now available on Brunswick Electrical Records at only 75c each. Each sung or played by an artist of national renown!

* * *

There are many dollars' profit for the Brunswick dealer who points out the enormous savings now possible through Brunswick's new prices on Gold, Purple and Black Label Electrical Records.

10-inch Gold, Purple and Black Label Records, formerly \$1.50, \$1.25 and \$1, now 75c	} 75c
12-inch Gold, Purple and Black Label Records, formerly \$2, \$1.75, \$1.50 and \$1.25, now \$1	
	} \$1

Brunswick

Profit Winning Sales Wrinkles

Let the Non-Selling Staff Aid in Building Volume—Increasing the Record Sales Unit—Galperin Music Shop Builds Mail Order Record Business—Disposing of Radios Taken in Trade—Tell Passers-by What Record Is Being Played—Other Stunts

Although a man or woman may be employed as a bookkeeper or stenographer or doorman or delivery clerk, it does not follow that he or she has not the capabilities of a good salesman or saleswoman. Every employe of a music-radio store should be given an opportunity to become one of the selling staff in making either direct sales or furnishing prospects, and should be rewarded for his efforts. Occasionally dealers solicit the help of their employes outside of the regular staff by sponsoring competitions with extra awards to those who secure the greatest volume of sales. In the current issue of *The Voice of the Victor* such a competition, as developed and used by the J. W. Jenkins' Sons Music Co., of Kansas City, is described as follows: "This sales plan does not interfere with regular business. It is designed to employ the interest and ability of those in the store organization who do not regularly sell musical instruments. The piano and Victrola salesmen make sales as usual . . . but do not compete in the contest. Thus it is entirely fair . . . each employe has the same chance. The plan is run on a system of points. A sale amounting to between \$100 and \$200 counts 1 point; \$200 to \$500, 2 points; \$500 to \$1,000, 3 points; \$1,000 or over, 4 points. The awards, after the campaign has been in operation for twelve months, are as follows: First prize, baby grand piano; second prize, Victrola 8-30; third prize, Radiola." It might be interesting to note here that at the present time the leader in the contest is a member of the sheet music department and those occupying second and third places are both doormen.

Increasing Unit of Sales

Are your record salesmen or saleswomen really selling or are they content to fill the orders of customers entering the store because of advertising or a window display or because some friend has told them of a certain record? A short time ago Parham Werlein, president of the Philip Werlein Co., New Orleans, La., found that although the store was doing a good record business the average unit of sale seemed

to be low. Investigation showed that the average unit of sale had never been over \$2 per sales girl. He decided to keep a definite record of the average unit sales each week and inform the salespeople of the result. This was what happened in the first two weeks:

	First Week	Second Week	These are average unit sales.
Record Salesperson No. 1.....	\$2.50	\$3.03	
Record Salesperson No. 2.....	3.05	3.24	
Record Salesperson No. 3.....	3.06	4.04	
Record Salesperson No. 4.....	3.05	3.83	

These figures prove conclusively that the sales force was not selling to the best of its ability and that when real efforts were put into record selling a big improvement was noticed. Details, such as average unit sales in records or other small items, often escape the attention of the dealer, but careful supervision of all departments of the business, regardless of the price of the items of merchandise, is necessary if all possible profits are to be made.

Pushing Soundboxes

Many dealers are more or less actively promoting the sale of the new soundboxes designed to improve the tone of the old model phonographs. A New York dealer has secured excellent sales results by placing a small placard in each of the record demonstrating booths, reading as follows: "Tone! The new soundbox on your old Victrola will make a marvelous difference in the tone of it. Plays your old records better and gives that wonderful new tone to the Orthophonic recordings. Ask to hear it."

Sell Them by Mail

It will be conceded by most dealers that if talking machine owners could have the new record releases brought to their attention regularly without the necessity of making a visit to the store, they would buy more records. It sometimes happens that a record customer lives at an inconvenient distance from the dealer's quarters and by the time he or she is in the vicinity of the store several releases have gone by and many possible record sales lost. The

Galperin Music Shop, of Charleston, W. Va., has quite a number of these customers. In order that they continue as regular record buyers despite their inability to visit the store, or disinclination to do so at frequent intervals, the Galperin Music Shop has built up a mail order business through frequent advertisements. A list of record releases is published with the following order blank attached:

Out-of-town patrons may clip this ad, mark the numbers you want, mail to us with name and address, and we'll mail them to you—C. O. D. if you wish. (You save, however, by enclosing money order and adding 15c for post age.)

Name

Address

Dealers, especially in the smaller cities and towns, will find that mail delivery will more than pay for the time and money expended in increasing sales by this means.

Trade-in Bargains

What are you doing with radio receivers taken in trade? In most cases the out-of-date instruments, because of their age or design, have but little value, and have no place on your store floor with the new and up-to-date receivers, yet they have some value, and the dealer should realize whatever profit there is in each set. Why not set aside a corner of the store as a bargain counter and display the traded-in sets? Display the price prominently and many people who would not be interested in buying a regular new set will be attracted by the low price. Incidentally, accessories will be sold and the resale of the old set will offset whatever was given in the trade-in purchase. Should the number of sets so received reach a quantity it would be well every three or four months to advertise a sale of used receivers at low prices, for many would be attracted by the price who, having entered the store, might prove good prospects for the latest model receivers.

Letting Them Know

The Independent Radio & Electric Co., 2386 Broadway, New York City, Brunswick and Columbia dealer, depends to some extent upon attracting record customers by playing an instrument immediately inside the store-door. In warm weather this instrument is so placed that it is visible to passers-by and can be depended upon to stop a certain percentage who, attracted by the selection being played, enter and purchase the record or records. With the coming of cold weather, when it became necessary to keep the store-door closed, a new stunt was tried and has proved successful. This consists of an attractive hanger which is attached to the inside of the door and is plainly visible from the street and which reads: "Columbia (or Brunswick) record now being played" and in an insert the record is placed. In order to secure the maximum results from store-door playing listeners should be informed of the number to which they are listening. The idea being used by the Independent store is good, as is the one used by another New York dealer, consisting of displaying a copy of the sheet music of the selection being played on the phonograph.

Album Set Follow-ups

There is perhaps no better example of the benefits which can be received by an intelligent and aggressive follow-up of a customer than that of securing orders for new album record sets from those who have already purchased this class of merchandise. Record buyers who are interested in music of the better class and gratify this interest by buying sets of symphonic works will welcome a reminder from the dealer when a new album set is placed on the market. A metropolitan dealer who does a large record business, including many sales of Victor, Columbia and Brunswick album sets, makes it a point to drop a line to each of these customers upon the introduction of a new series of records and does, as a consequence, a large amount of repeat business. Special attention to sales promotion of these recordings is certain to be profitable.

Dulce-Tone

Radio Talking Machine Speaker

**Get In On These
RADIO PROFITS**

WITH radio almost universal, it's easy to include a Dulce-Tone in every talking machine sale—and you might as well get that extra profit. Or sell Dulce-Tone to former talking machine buyers.

Dulce-Tone makes an ideal loud speaker of any phonograph, and it fits any make and any radio set. Simply set the talking machine needle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

THE GENERAL INDUSTRIES CO.
Dulce-Tone Division
Formerly named
THE GENERAL PHONOGRAPH MFG. CO.,
Elyria, Ohio



\$10, Retail

Fully guaranteed
Fits any radio

The Distinguished Stromberg-Carlson



The Distinguished Service Medal of the United States. Awarded to those who have distinguished themselves by deeds of valor on the field.



Broadcasting that helps the dealer

Stromberg-Carlson broadcasting every Tuesday night at 8 o'clock over Stations of the Blue Network is definitely designed to aid the dealer in selling Stromberg-Carlson Receivers.

Tone Quality Sells it

The broadest appeal to the radio buyer and one to which most people respond, is the Quality of Tone which the receiver possesses.

As broadcast programs grow in splendor, Tone becomes more and more important. For true fidelity of tone only, can faithfully interpret these programs so that they may be fully appreciated to their fullest extent.

This is the reason why many buyers who want finer radio reception select the Stromberg-Carlson, and the growing demand among people of musical discrimination for these receivers is indisputable evidence of the tone quality every Stromberg-Carlson possesses.

(A. C. Stromberg-Carlsons range in price: East of Rockies, Radio Sets, equipped with phonograph input jack, \$295 to \$755; Radio and Phonograph Combined \$12.45; 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

Open and Lease Accounts in Phono.-Radio Stores

Increasing the Efficiency of the Credit Department—Collecting Past Due Accounts

By R. J. Cassell

R. J. Cassell, formerly collection manager of Grinnell Bros., Detroit, the author of this interesting article on handling of open accounts, is the author of "The Art of Collecting". Other articles by him on various phases of the music business will appear in forthcoming issues of The Talking Machine World.—*Editor.*

IN the radio and talking machine business we find two classes of accounts, namely, open accounts and lease accounts. The first of these, open accounts, is unsecured, while the second class is protected by a lien on the goods until fully paid. While the lease accounts will make up the bulk of the business, every dealer will find it necessary to open accounts with customers and extend the usual thirty days for payment.

As the open account part of the business is not the largest part it is apt to be neglected, and it is for this reason that it is worthy of careful consideration to the end that this branch of the work may be kept up to the standard.

When goods are sold in this manner they are sold without security, and a good rule when collecting from customers who may have both kinds of accounts is: Open accounts first, interest on contracts second, and lease accounts last. Many customers prefer to reverse this order, but if my advice is followed it will insure the collection of the unsecured accounts first, which is obviously the only safe method. See that your cashier and collector are so instructed.

Monthly Statements

It is the almost invariable rule to send the customer a statement on the first of the month following the purchase of the goods, and right here let me state that it is very important that these statements on open accounts be sent out so they reach the customer on the first day of each month to insure prompt payment. Many customers will pay the first bills that come in, and then, if they have used up all the available cash, they will put the other over until a future date. Let me therefore urge you to realize the importance of getting statements on open accounts out on the first of the month following purchase.

Second Statement

We will suppose that the first statement gives the terms as cash, which usually means that payment is due on the mailing of the first statement where credit has been extended. Some houses do not send out another statement until the first of the following month. It is to be noted that the particular customer and his general standing will influence the method by which the account is handled. Many customers will call or remit on receipt of the first statement. To those who do not pay by the 15th of the month a second statement is sent out. The second statement is not itemized but gives merely the amount "as per statement rendered," thus referring to the itemized first statement.

The fact that a good many houses do not send out a second statement will show the customer that you expect him to pay according to the terms under which he purchased the goods, but at the same time he cannot take exception, as you have said nothing that could be criticized. Try out the second statement on your open accounts.

Nature of the Follow-up

At this point, that is thirty days after sending out the first statement, put the account in the hands of your collector or write a personal let-

ter. Some houses follow the practice, which used to obtain quite generally, of placing the account in the hands of their collector soon after the first statement was sent out. The practice is, however, nearly obsolete, and as a rule is neither economical nor advisable. Many business men of the present day are accustomed to receive statements and remit in payment by mail, and as long as they pay up promptly they are inclined to resent personal collections.

Where collections can be made by mail, the economy is obvious. The letter—usually a form letter even though written to the individual, and signed—costs but a few cents to prepare and deliver to the recipient. A collection in person, on the other hand, requires the time of a collector, and in most cases, carfare, and save in the case of near-at-hand accounts, the expense is material. Nor are the results produced such as to justify the extra cost. Indeed, in many cases better results are produced by the use of letters.

Follow-up Letters

The nature and number of the letters sent to delinquent debtors will be governed by the condition of the particular account. Form letters are sometimes used for this purpose, with blank spaces left for the insertion of the name, amount due, and any other special data. Where, however, an account is material in amount, or the customer is a regular or important one, it is much better to have each letter written on the typewriter, even though the wording is taken from form letters, and to sign it either with the name of the collection manager or the name of the house. When this is done the letter becomes in fact a personal letter, and it will receive far more consideration than would be accorded a form letter, no matter how excellent.

Operation of the Follow-up

When the time for an active follow-up is reached, two statements have already been sent to the delinquent debtor; his account is, nominally at least, thirty days overdue; and the first of the month has been reached. On this day the first letter is sent to him, and if the follow-up is to be close, this is followed on the fifth and tenth of the month, or, in other words, the letters go out five days apart. The number of letters will depend on the nature of the account. The matter is then allowed to rest until the first of the following month. The debtor has now been given sixty days from the date of sending the first statement, and if neither payment nor any word of explanation has been received, the statement should be given to a collector with instructions to see the debtor and bring personal pressure to bear. The number of delinquents for the collector to look after will usually be small, as the statements, together with the follow-up letters, are effective with all but the most difficult cases.

The collector must use every effort to see the delinquent customer, and by direct request, argument, persuasion, and any other lawful methods, try to secure payment. If the customer succeeds in eluding the collector, or the conditions are such that the collector cannot see him, a special delivery or registered letter will generally impress him with the importance of settling up or explaining why he cannot settle, or, better still, induce him to call at the store and thus give an opportunity for a personal interview. The latter is most satisfactory.



R. J. Cassell

If the debtor can be influenced to call at the store, the collection manager has him on his own ground, and before he gets away, should be able to make some adjustment of his account. It is obvious that the debtor has some income at least, that this will be spent, and that some one is going to get it; and the question is whether that some one will be your collection manager. He should keep firmly in mind the fact that the money is due; that the debtor is unjustly keeping it from your house, and he should not allow the debtor to take an injured air or in any other way place him at a disadvantage. The collection manager has a strong advantage in his surroundings and the conditions, and he should make the best of it.

In any such case the debtor is almost sure to start out with the usual hard-luck story, which may or may not be true. Whether it is true or not, the collection manager should take an interest in it, and let the debtor feel that he is sympathetic and disposed to be friendly. This will frequently lead the debtor to tell more than he had originally intended and will thus give a better idea of the actual conditions, and show whether these really stand in the way of payment.

It is usually good policy to make no offers of compromise or adjustments, but to take it for granted that the debtor will pay the full amount. There is a moral effect in this, for the debtor, feeling that the entire amount is expected, will frequently of his own accord suggest payment of a part. In such case he should be allowed to state just what he can do, and then such action should be taken as the conditions seem to indicate.

Keeping in Touch With Delinquents

Another point to be impressed on the debtor is the importance of keeping the house fully informed of his exact address, street and number, as much valuable time is lost in tracing debtors who have moved and who—though perhaps with no intention of evading payment—have failed to send their new address. It is a good plan to stamp on receipts, letters, and statements the following notice:

IMPORTANT!

Please do not move without notifying us of your new address.

This suggestion may seem simple, but in practice it will be found a great aid in keeping in touch with small debtors of the "moving" class. You want all the business you can get but you must have the money for the goods sold; so see to it that your credit man is careful to whom he extends credit and that your collection department follows-up the open accounts consistently and without loss of time.

- A Radiotron
for every purpose**
- RADIOTRON UX-201-A**
Detector Amplifier
 - RADIOTRON 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-222**
Screen Grid Radio
Frequency Amplifier
 - RADIOTRON UX-112-A**
Power Amplifier
 - RADIOTRON UX-171**
Power Amplifier Last
Audio Stage Only
 - RADIOTRON UX-210**
Power Amplifier Oscillator
 - RADIOTRON UX-240**
Detector Amplifier for
Resistor-coupled
Amplification
 - RADIOTRON UX-213**
Full-Wave Rectifier
 - RADIOTRON UX-226**
A.C. Filament
 - RADIOTRON UX-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





Every Radiotron is tested and inspected in 41 different ways before it is approved in the laboratories and factories of RCA, General Electric and Westinghouse.

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-222
Screen Grid Radio
Frequency Amplifier

RADIOTRON UX-112-A
Power Amplifier

RADIOTRON UX-171
Power Amplifier Last
Audio Stage Only

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RADIOTRON UX-213
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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

RCA HOUR
Every Saturday Night

Through the following our
tube department, with the
RCA-HOUR Radio-Engineering
Committee

8:30 P. M. Eastern Time

WAB, Toledo W120
WAB, Toledo W121
WAB, Toledo W122
WAB, Toledo W123
WAB, Toledo W124
WAB, Toledo W125
WAB, Toledo W126
WAB, Toledo W127
WAB, Toledo W128
WAB, Toledo W129
WAB, Toledo W130
WAB, Toledo W131
WAB, Toledo W132
WAB, Toledo W133
WAB, Toledo W134
WAB, Toledo W135
WAB, Toledo W136
WAB, Toledo W137
WAB, Toledo W138
WAB, Toledo W139
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WAB, Toledo W189
WAB, Toledo W190
WAB, Toledo W191
WAB, Toledo W192
WAB, Toledo W193
WAB, Toledo W194
WAB, Toledo W195
WAB, Toledo W196
WAB, Toledo W197
WAB, Toledo W198
WAB, Toledo W199
WAB, Toledo W200

RCA Radiotron
MADE BY THE MAKERS OF THE RADIOLA

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

The better the tube the bigger your sales. That's why it is good business to offer your customers RCA Radiotrons. Manufacturers of quality receiving sets specify them for preliminary tests, for initial equipment and for replacement. And there is an RCA Radiotron for every purpose. It will pay you to carry the complete line.



RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

Announcing another great RCA achievement —The new RCA "B" Eliminator

It's fool-proof—

1. Requires no attention or replacements.
2. Mechanism sealed in steel containers.
3. Very rugged construction.
4. Very low operating cost—less than a cent a day under average load.
5. Very compact—6½ in. high, 7½ in. wide, 10¾ in. long.
6. Very long life.
7. Sufficient current for practically any type of radio receiver up to 8 tubes with a power tube in last audio stage.



This sign marks the leading dealer in every community

RCA "B" Eliminator. Socket Power Unit. Model AP-1080. 105 to 125 volts, 50 to 60 cycles. \$48 list.

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA "B" Eliminator

MADE BY THE MAKERS OF THE RADIOLA

The great advances in radio design are pioneered by RCA



**The Incomparable
SUPER-HETERODYNE
to be had only in
RCA RADIOLAS**

FOR the exacting requirements of congested broadcasting areas, the highly selective RCA Super-Heterodyne circuit is universally recognized as the latest achievement in radio design.

The Super-Heterodyne has been developed exclusively by the Radio Corporation of America and its associated companies, General Electric and Westinghouse, and only in RCA Radiolas is it possible to obtain it.

The incomparable Radiola Super-Heterodyne, when operated directly from your electric light current, is the most advanced development in radio.

A turn of the dial brings to your home—with amazing realism and rarer perfection—the music of great symphony orchestras, the songs of famous operatic stars, light opera divas from the metropolitan theatres, news of national events reported on the spot, the speeches of the great leaders of our time.

RADIO CORPORATION OF AMERICA
New York

*As mentioned in the RCA Radiola advertisement in the Talking Machine World, February, 1928.

RCA Radiola
New York, Chicago, San Francisco, London, Paris, Berlin, Rome, Moscow, Havana, Santiago de Cuba, Havana, Santiago de Cuba.

Price in Dollars

W11	W12
W13	W14
W15	W16
W17	W18
W19	W20
W21	W22
W23	W24
W25	W26
W27	W28
W29	W30
W31	W32
W33	W34
W35	W36
W37	W38
W39	W40
W41	W42
W43	W44
W45	W46
W47	W48
W49	W50
W51	W52
W53	W54
W55	W56
W57	W58
W59	W60
W61	W62
W63	W64
W65	W66
W67	W68
W69	W70
W71	W72
W73	W74
W75	W76
W77	W78
W79	W80
W81	W82
W83	W84
W85	W86
W87	W88
W89	W90
W91	W92
W93	W94
W95	W96
W97	W98
W99	W100



There are other RCA Radiolas ranging from \$10.00 to \$100.00. Check our list for the model you desire for you.

See and compare with the best.

RCA RADIOLA 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

The four great weeklies—Collier's, Liberty, Literary Digest and Saturday Evening Post—will carry page and double page RCA sales advertising through 1928.



This sign marks the leading dealer in every community



RCA RADIOLA 17 Equipped with Radiotrons \$157.50 LIST

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola


MADE BY THE MAKERS OF THE RADIOTRON

The reproducer
that is the
standard of
comparison in
the radio industry



RCA LOUDSPEAKER 100A. \$35 LIST.

This sign marks the leading  dealer in every community

RADIO CORPORATION OF AMERICA  NEW YORK CHICAGO SAN FRANCISCO

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Maria Kurenko and Toscha Seidel on Columbia Hour

Russian Coloratura Soprano and World-Famous Violinist, Exclusive Columbia Recording Artists, Heard in Company's Celebrity Hour

Maria Kurenko, the "Russian Nightingale," coloratura soprano, and Toscha Seidel, Russian-born violinist, both exclusive Columbia record artists, were the soloists in the Colum-



Maria Kurenko

bia Phonograph Co.'s Celebrity Hour on February 1 which was broadcast over the network of the Columbia Broadcasting System.

Mme. Kurenko, born at Omsk, Siberia, has been prima donna at the Moscow and Chicago operas, and is at present a favorite with a large following among concert-goers and is accepted



Toscha Seidel

as one of the leading sopranos before the American public to-day.

Toscha Seidel, world-famous violinist, was born at Odessa twenty-seven years ago and was brought to the United States by his teacher, the celebrated Auer. He achieved instant success and has since ranked as one of the foremost violinists on the concert platform. Mr. Seidel is now an American citizen.

The Russian artist hour was in line with the policy of the Columbia Phonograph Co. to maintain a cosmopolitan interest in its programs and to offer a diversity of entertainment to the army of listeners-in.

Music Store Has Advantages as Radio Outlet, Says Survey

LAWRENCE, KAN., February 7.—The Bureau of Business Research of the University of Kansas in its recent study of radio credit sales in Kansas summarizes the arguments favoring music and furniture stores as the main types of outlets for radio sets and accessories, saying:

"The receiving set is a drawing-room fixture and the expert advice of the furniture or music dealer as to the external appearance and models is necessary.

"The musical instrument dealers have shown success in handling high-priced quality products and have been trained by the manufacturers for the greatest efficiency in demonstrations."

Open Chicago Studio

The Chicago studios of the National Broadcasting Co. were opened recently as a pick-up point for the Blue Network of which WJZ, New York, is the key station. Engineering difficulties

delayed the opening of this studio since last November, according to M. H. Aylesworth, president of N. B. C.

The formal opening of the studios will mark the first utilization of the company's entire Blue Network facilities with a studio program originating in Chicago. The program will be sponsored by Montgomery Ward & Co., of Chicago.

Cashing in on St. Patrick's Day by Staging a Tie-Up

It goes without saying that music should be featured on St. Patrick's Day, or rather a week in advance, and an excellent sale of records for the phonograph can be achieved if appropriate selections are featured.

A good example of publicity along this line was the two-column ad of the Southern California Music Co., Los Angeles. It showed at the top a cut of an Irishman and his donkey, and also that of a Victrola. The ad was captioned: Old Irish Melodies. Songs that never grow old—Hear them now on your Victrola.

Then followed a list from which to make selections; the name, the composer, price and record number all being given: "Old Irish Mother of Mine," "Just Like a Gipsy," "My Wild Irish Rose," "In the Garden of My Heart," "Where the River Shannon Flows," "I'll Take You Home Again, Kathleen," "Kil-larney," "Kathleen Mavourneen," "Mother Marchree," "A Little Bit of Heaven," "Macushla," "Come Back to Erin," "The Low Back Car," and "Wearing o' the Green."

An Irish harp was the valued possession of an Irish colleen of the city, and she brought it to the store and gave two concerts on the Saturday preceding St. Patrick's Day. All of the selections rendered by her could be had in record form, and copies of same were hung on racks in the concert room for the inspection of all wishing to procure Irish music. The concert called anew attention to the haunting melodies, and many sales resulted therefrom.

Pay Tribute to Berlin

On January 18, the Columbia Phonograph Co. during its Radio Hour paid tribute to Irving Berlin. A brief sketch of the composer started the presentation and was followed by the playing and singing of famous Berlin numbers from "Alexander's Ragtime Band" up to the present song success, "The Song Is Ended."

Husk O'Hare to Record for the Vocalion Catalog

Jack Kapp, in Charge of Vocalion Division of Brunswick Co., Announces That Popular Leader Has Recorded "Hot" Numbers

CHICAGO, ILL., February 7.—Jack Kapp, in charge of the Vocalion department of the Brunswick-Balke-Collender Co., recently an-



Husk O'Hare

nounced that Husk O'Hare and His Stage Band, now playing at the Capitol Theatre in this city, have just recorded a number of "hot" records for early release on Vocalion records.

Husk O'Hare has been a popular favorite for the past eight years for his introduction of excellent music of the "hot" type, and the announcement of his engagement as a Vocalion artist is being well received by Vocalion jobbers and dealers throughout the country who anticipate a good demand for his records.

Engineers Visit Fada Plant

Members of the Institute of Radio Engineers, attending the third annual convention in New York, recently were guests of F. A. D. Andrea, Inc., at the Fada Radio plant in Long Island City. The visiting engineers were conducted through the factory in groups, and were interested in the evolution of Fada Radio from the raw material to the finished product.

The Silver Electro-plated Needle

THE HUMAN VOICE

Especially adapted for electrically recorded records

Attractive prices for jobbers

WALL-KANE NEEDLE MFG. CO., Inc.

3922—14th Avenue, Brooklyn, N. Y.

Wall-Kane, Jazz, Concert, Best Tone, and Petmecky Phonograph Needles.

Sonora Phonograph Co. Occupies Chicago Quarters

Sonora Organization and Acoustic Products Co.
Located in "Music Row" on East Jackson
Boulevard—Convenient to the Trade

A. J. Kendrick, vice-president and general sales manager of the Sonora Phonograph Co., Inc., announces that space in the splendidly located



New Home of Sonora Phonograph Co.

office building at 64 East Jackson boulevard, Chicago, widely known as the Lyon & Healy building, is now being occupied by the Sonora Phonograph Co. It is admittedly one of the most accessible business locations in the "Loop" and is especially convenient for the visiting trade as it is in the center of the district familiarly known as "Music Row."

The offices are on the seventh floor and are served by two batteries of passenger elevators as well as freight elevators. The reception hall of the office facing on Wabash avenue is paneled in white marble and furnished in walnut. Here Sonora products, both the present AC radio line and the mechanical phonograph line, are on display. Off this foyer are the Chicago offices of P. L. Deutsch, president of the Acoustic Products Co., Inc., and the Sonora Phonograph Co., Inc., the offices of Mr. Kendrick, vice-president and general sales manager of the Sonora Phono-

graph Co., Inc., and C. T. McKelvy, sales promotion manager. There will also be large, attractive demonstrating rooms where the new product which Sonora will soon announce can be seen and heard, as well as offices for the convenience of out-of-town customers.

Off the foyer will be quarters for the auditing department and general offices, and behind these the offices of the advertising and dealer service departments and the Midwest sales divisions. Other executives of the company, in addition to above, having offices on the floor are L. O. Coulter, assistant sales manager, having supervision of advertising; D. C. McKinnon, record sales manager; H. D. Bibbs, in charge of Midwest sales, and Ray Reilly, district sales manager.

Passing of Wm. E. Gilmore Is Regretted by the Trade

Members of the phonograph industry, particularly those associated with its pioneer days, learned with great regret of the death recently of Wm. E. Gilmore, who for many years was general manager of Thomas A. Edison, Inc., and who had also been president and general manager of the National Phonograph Co. Mr. Gilmore died on January 19, at St. Mary's Hospital, in Orange, N. J., after a two weeks' illness of pneumonia, aged sixty-five years. The funeral services were held at his home, 132 South Mountain avenue, Montclair, N. J. Mr. Gilmore is survived by his widow, a son, J. D. Gilmore, and two daughters. He was also a brother-in-law of Frank K. Dolbeer, at one time general sales manager of the Victor Talking Machine Co., Camden, N. J.

Mr. Gilmore entered the Edison Electric Light field when he was eighteen years of age and later graduated into the phonograph field, where for many years he was a vigorous figure in the upbuilding of the industry. When he retired from the Edison business he became president of the Essex Press, a well-known publishing concern.

Rigoletto Quartet and Lucia Sextette on Victor Record

The Victor Talking Machine Co. recently released to its dealers a coupling of the Rigoletto Quartet and the Sextette from Lucia on record No. 10012. The selections are sung by a group of the greatest Victor artists: Galli-Curci, Homer, Gigli, De Luca, Bada and Pinza.

The Victor Co. feels that the sales possibilities of this record, which lists at \$3.50, are enormous. It will be featured in the company's national magazine advertising, will be given special treatment in the March record supplement, and window posters featuring it will be supplied all dealers.

New Fada Distributor

The Southern New York Electrical Supply Corp., Binghamton, N. Y., with a branch at Elmira, N. Y., has been appointed a Fada radio distributor for certain portions of New York and Pennsylvania, according to an announcement by L. J. Chatten, general sales manager of F. A. D. Andrea, Inc. This jobbing house was established in 1873 and is one of the best-known organizations of its kind in the entire Eastern territory.

Mfg. Radio & Phonograph HARDWARE

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed

Star Mach. & Nov. Co.
Bloomfield, N. J.



J. Cameron Now General Manager of Freshman Co.

Announcement Made to Trade in Letter by
Charles Freshman—Company Did Largest
Volume of Business in Its History in 1927

The year 1927 brought to the Charles Freshman Co., Inc., the largest volume of business in its history, Charles Freshman, president, stated in a recent letter to the trade.

"We look for a busy and profitable year in 1928 and are strengthening every department of the company," Mr. Freshman's letter reads. "In this connection the executive and administrative division is augmented by James Cameron, of New York, as general manager. Mr. Cameron has been active in specialty merchandising for years and is a student of economics and finance. Other than the resignation of Mr. Myron Goldsoll as vice-president, there have been no further changes in our company. It will be the policy of the company to continue its efforts to serve you, to keep abreast with the achievements of the hour, and to pass on to you and through you to the public the results of such achievement."

Mr. Freshman also declared that the radio business, as viewed by the Freshman organization, will reach the stabilization period much earlier in its life than has been ordinarily characteristic of a new industry.

National Carbon Co. Host at "Radio Round Table"

Metropolitan Newspaper Radio Critics Attend
Dinner at Sherry-Netherland Hotel to Dis-
cuss the Bettering of Radio Programs

The National Carbon Co., sponsor of the Eveready Hour, which is broadcast each week over a wide network of stations, was the host to Metropolitan newspaper radio critics at a dinner held the latter part of last month at the Sherry-Netherland Hotel, New York. The event was styled a "Radio Round Table" and was devoted to a broadcast program discussion. George Furness, director of the Eveready Hour, presided and stated that a similar "Radio Round Table" would be held each year and that directors of other prominent broadcast programs would be invited for an interchange of opinion on the all-important subject of radio entertainment.

Mr. Furness spoke and sounded the keynote of the Eveready Hour idea for imparting a stimulus to the discussion of program contents. Other speakers included Douglas Coulter, program director of the Eveready Hour; Paul Huffard, vice-president and general manager of the National Carbon Co.; Orrin Dunlap, of the New York Times, and Eric Palmer, of the Brooklyn Times.

The consensus of opinion seemed to be that the radio program is most successful which does not strive to please all of its hearers at the same time. Specialized programs for specialized audiences, it was indicated, are the need of to-day.

RCA Dividend

At a meeting of the board of directors of the Radio Corp. of America, held on January 20, a dividend of 1 3/4 per cent for the first quarter of the year 1928 was declared. The dividend is payable April 1, 1928, to stockholders of record of the A preferred stock as of March 1, 1928.

ATTENTION JOBBERs and MANUFACTURERS

Large radio cabinet manufacturer is now open for quantity production orders for cabinets of special design for jobbers or radio set manufacturers.

SUPERIOR CABINET CORPORATION
of New York City
206 Broadway Manhattan

PHONOGRAPH MOTORS

A WIDE variety of
Motors made by
HERMANN THORENS,
Ste. Croix, Switzer-
land, Manufacturer
of Europe's most
celebrated phono-
graph motor.

High quality—rea-
sonably priced. In
different capacities,
playing up to 10
records.

THORENS, Inc.
Sole Distributors for U. S. A.

450 Fourth Ave. New York City

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

MADE COMPLETE UNDER ONE ROOF

EVERY Oro-Tone Product is distinctive. Distinctive in appearance — in character and grace of design — in high performance standards — superior tone quality — definition and volume.

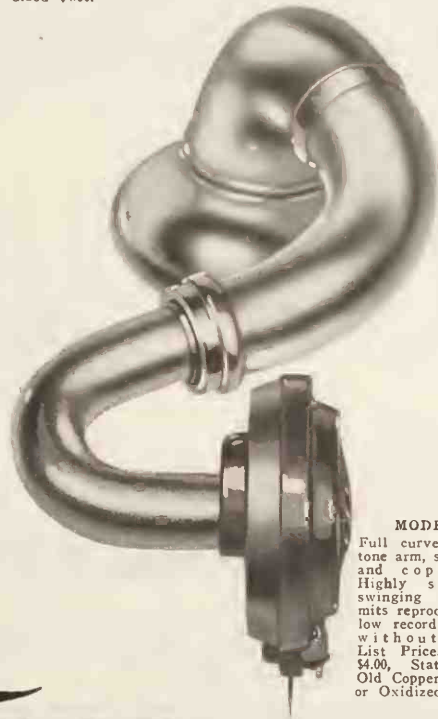
And every Oro-Tone unit is made in our own plant. From the fabrication of raw materials to the last testing, Oro-Tone products are made in one factory — under one roof — our own. This means undivided responsibility which is your insurance of quality.

By reason of manufacturing economies resulting from quantity production and by eliminating extra profits, Oro-Tone reproducers and tone arms offer greater value at no higher price than assembled products.

We cheerfully cater to manufacturers, jobbers, and selected dealers. Send now for complete free catalogue.



MODEL 101
Our newest reproducer, with all brass face guard, diaphragm of Duro-Aluminum specially processed. The Model 101 renders excellent volume, and finest tone quality. List Prices—Nickel \$3.50, Statuary \$4.00, Old Copper \$4.00, Gold or Oxidized \$4.50.



MODEL M-1
Full curved 8 1/2 inch tone arm, special brass and copper alloy. Highly sensitive swinging action permits reproducer to follow record grooves without resistance. List Prices—Nickel \$4.00, Statuary \$5.00, Old Copper \$5.00, Gold or Oxidized \$6.00.



Oro-Tone Factory—Home of World's Largest Exclusive Makers of Tone Arms, Reproducers, and Amplifiers.

The Oro-Tone Co.

1000-1010

QUALITY FIRST

GEORGE ST.

CHICAGO, ILL.

Specialize and Profit

Fulton Bowman's Merchandising Policy Has Made Him a Success

FULTON BOWMAN, of the F. Bowman & Sons' store, has won trade from a wide territory in eastern Pennsylvania because he has won his customers when they entered his store by judiciously placing his specialties, and developing them and he has become The Edison phonograph and radio man in this particular territory.

Fulton Bowman began by carrying many lines of musical instruments, together with a sideline of art mantels, but an analysis of his trade soon

By D. Allen DeLong

Bowman "Consequently, displays of phonographs and radios, I contend, are always well framed in such a background."

The full depth of the Bowman store is finished in a soft ivory color. To a height of eight feet from the floor are wood panels of the same color, one of the cleverest ideas in the store's layout. These panels act as perfect

Another noticeable feature is the absence of too many advertising placards and sales appeals. Mr. Bowman contends that a finely created instrument, such as a radio, or a phonograph, has enough sales appeal in itself if it is properly displayed.

To the rear of the neat display of cabinet models are the record and radio audition booths. Part of the booth space is occupied by the offices, so that the general decorative scheme is not interfered with.

Workroom in the Rear

There is a workroom in the extreme rear which customers do not see. Here are made the phonograph and radio repairs. Tubes and radio equipment are kept there. The Bowman store does replacement radio work for its customers, but does not make any particular effort to deal in accessories.

They have striven to make the establishment a friendly one, in which they can adequately and quickly handle the needs of their patrons. By devoting their space and time and effort to the sales and upkeep of the Radiola and Atwater Kent radio, and Pooley cabinets, and the Edison phonograph, they have made an outstanding success of it.



Attractive Interior of F. Bowman & Sons' Store in Allentown, Pa.

brought out the fact that the trend was mostly leading toward the phonograph and radio.

The store organization was re-aligned into a specialized group on the Edison phonograph and radio and upon that foundation has been built one of the outstandingly successful music businesses for a third-class city.

Artistic Interior as a Sales Aid

Bowman's operates under the salesman plan, as well as through its store at 938 Hamilton street, Allentown, Pa. It is the store, however, which commands attention for neatness, sales appeal and comfort. Customers come because they like to.

"Nothing brings out the striking beauty of a wonderful mahogany cabinet as does a light shade of wall, and particularly ivory," says Mr.

sounding boards for public demonstrations of talking machine and radio receiving sets.

Avoid Crowding Floor With Models

The F. Bowman establishment is noted for the fact that it makes much out of little. There is no crowding of models on the floor. The doorway leads into a display section, in which there is one group of phonographs to the right, and a small group of radio models to the left.

The center is left bare. With a soft rug underfoot, and a wicker table and chair set invitingly in the center, the effect of mass is nil, while there is a certain elegance about it that kindles a chord in every neat woman's heart. And women are, after all, the buyers of home furnishings, although Friend Husband pays for them.

Victor Announces the Orthophonic Model 4-20

The Victor Talking Machine Co. recently placed on the market a new attractive and compact Orthophonic Victrola, styled 4-20. The instrument is of Classical English design with blended antique mahogany finish, mahogany knobs, antique brass winding key and escutcheon with the inside finish in antique brass. It is thirty-six and one-half inches high, twenty-five and three-quarter inches wide and eighteen and a quarter inches deep.

The usual features found in all Orthophonic Victrolas are incorporated in this instrument, with a non-set automatic eccentric groove brake, a spiral drive, long running motor, and a twelve-inch turntable.

The formal opening of the Del Mar Music Shop, 5112 Market street, Hillyard, Wash., was held recently. A complete line of musical instruments, records and sheet music is carried. Marie Shellman and Howard Carr are the proprietors.

AN IMPROVED RECORD ALBUM

FOR the past few years little improvement has been made in the design of albums to hold talking machine records.

NOW A NEW LOOSE LEAF ALBUM that will lie absolutely flat when opened, that has an

all-metal back with protecting end pieces, making it more durable than any album heretofore made. It is handsome in appearance and will add to the beauty of any cabinet.

Made in durable cloth or in Dupont Fabrikoid binding with super-finish design.

PATENT APPLIED FOR

Write for detailed information regarding this new loose-leaf album and other 1928 designs.

NATIONAL PUBLISHING CO.

Factory and Main Office

239-245 S. American Street
Philadelphia, Pa.

Sales Room

225 Fifth Avenue
New York City

The Last Word in Acoustical

AUDACHROME

The Chromatic Reproducer

BUILT ON A NEW PRINCIPLE

This is the 1928

AUDAK

Line of Reproducers



AUDACHROME

to retail at \$10



POLYPHASE

to retail at \$8.⁵⁰



Also the

SINGLEPHASE

and our special low-priced

REVELATION



JUST as surely as results speak for themselves, so surely has the unprecedented volume of orders received from the trade for the wonderful new AUDACHROME Reproducer registered its unmistakable evidence—the revolutionary new AUDAK headliner has gone “over the top” with impetus beyond our most confident predictions.

It was a simple case of testing and proving, of listening, layman-like, to ordinary reproduction—then listening to AUDACHROME—and comparing the difference. AUDAK representatives took the new product direct to leading members of the retail and wholesale trade, and, without wasting time in extravagant description, got right down to a “brass tacks” demonstration, showing how even the wonderful new records are interpreted as never before by AUDACHROME. The effect was eye-opening. Veteran, dyed-in-the-wool talking



ACCEPT NO IMITATIONS

Every Audachrome and every other Audak instrument bears a protective tag like this—your guarantee!

*See another
AUDAK announcement
on page 41*

*The Demonstration with AUDACHROME
is the Final Argument—
Line Up with the Progressives for a
Bigger Volume and Profit in 1928*

The AUDAK

565 Fifth Avenue

Makers of Acoustical and Electrical

Reproduction

"Another
AUDAK
Achievement"
AUDACHROME

List Price

\$10



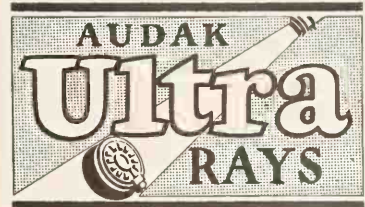
machine men expressed the liveliest praise of AUDACHROME—and followed through with quantity orders. Seldom has an acoustical improvement made its mark with the trade so swiftly, so completely, so convincingly as has AUDACHROME.

Now for the public! Wise jobbers are already booked for AUDACHROME. So are hundreds of wide-awake retailers. Aided by the illuminating consumer advertising prepared for this splendid new "interpreter of quality," dealers everywhere are beginning their drive on Mr. and Mrs. Public. Selling AUDACHROME will enable these dealers to sell more new electrical records. That means fuller appreciation of the best in modern music—which, gratifyingly, will lead to additional sales of new, scientific talking machines. Yes, there's a plot to it!

COMPANY

New York, N. Y.

Apparatus for More Than 10 Years



"One is a good sound box—the other is a wonderful *instrument*," said the head of one of the principal talking machine distributing companies, after comparing his previous equipment with AUDACHROME.

"Marvelous!" exclaimed the executive of a very large national organization. After this company saw what AUDACHROME has accomplished, they not only ordered a large number of units, but actually set about reorganizing their sales policy to include the basic principles on which AUDACHROME itself has been built!

Dealers, jobbers and manufacturers have handed up some mighty fine bouquets to AUDACHROME. Perhaps the most eloquent of all these spontaneous testimonials was that contributed by a prominent retailer in New England. After listening to a difficult orchestral selection played two different ways—the second time with AUDACHROME—he said simply: "Thanks! You Audak people have doubled my 1928 record business."

And thus we move on, from good to better—beating the best previous AUDAK accomplishments; employing almost unlimited engineering and inventive resources to advance the interests of the music industry. All the splendid success the trade has enjoyed with AUDAK Reproducers, acknowledged leaders in their field by sheer merit, is as nothing compared with the flood of increased business which AUDACHROME will bring you. Old talking machines will be brought down from musty attics in thousands; shining new electrically cut records will be sold by tens of thousands; new appreciation of talking machine entertainment will result in vastly stimulated sales of new, higher priced machines—thanks to the wonderful realism of AUDACHROME, "faithful to the echo."

To dealers, wholesalers and talking machine and record producers alike, AUDACHROME brings the big, inspiring message of 1928. Yours to profit—by simply relaying the message to Mr. and Mrs. Public.

We are helping with strong selling literature that aims at the average man and woman—tells them what good reproduction means—shows them why AUDACHROME is the instrument they have been waiting for—directs them to the trade for a demonstration.

As for your part—it is that of distributor—no more, no less. You make your money buying and selling ENTERTAINMENT. In AUDACHROME we have given you one of the mightiest single selling forces in the history of talking machines. All you have to do to CASH IN is to co-operate. The demonstration's the thing!

Maximilian Weif

Splitdorf Radio Corp. Issues Service Manual

First of Series of Articles on Servicing the All-Electric Set Lists Necessary Meters and Tools—Retail Dealers Instructed

The Splitdorf Radio Corp., of Newark, N. J., which has issued a service manual for the all-electric receiver, in the first of a series of articles dealing with the servicing of these sets lists the necessary meters and tools for the service kit, as follows:

Meters: Voltmeter 0-3 A. C., Voltmeter 0-10 A. C., Voltmeter 0-150 A. C., Ammeter 0-1 A. C., Milliammeter 0-25 D. C., Milliammeter 0-5 D. C. and Voltmeter 0-250 D. C. 800 to 1,000 ohms per volt; tools: 10-inch Yankee screwdriver, ¼ inch bit, 4-inch Yankee screwdriver, ⅛ inch bit, pair side cutting flat nose pliers, pair diagonal cutters, ⅛ inch tip soldering iron, bakelite tuning rod and wrench, screws, nuts, friction tape, amberoid, etc.

"In presenting the information, of which the list of tools and meters is but a part—the rest to follow in subsequent articles—we feel that Splitdorf is performing a service for dealers and service men everywhere," said Hal P. Shearer, general manager of Splitdorf Radio Corp.

"Occasions may arise when it is desirable to know the methods of servicing and maintaining the product, and for this reason we have made available the service information in complete form. Before the first of the new year we had sent ten men to various parts of the country to instruct dealers, jobbers and the service men employed by them in the proper method of servicing the new type of radio set—the all-electric. It was stated at the time, and we believe it to be true, that this is the first service school available for the new electric receivers."

The Columbia Music Shop, Buffalo, N. Y., was recently incorporated with a capital stock of \$25,000. The incorporators are Nathan Rovner, Buelah C. Clifford and Ralph N. Kendall.

Long Cord for Cone Speaker Enables Its Proper Placing

Ray H. Manson, Chief Engineer of the Stromberg-Carlson Tel. Mfg. Co., Discusses the Merits of a Long Cord on the Cone Speaker

"An unusually long cord on a cone speaker has many advantages that are at first not apparent," said Ray H. Manson, chief engineer Stromberg-Carlson Tel. Mfg. Co., of Rochester, N. Y. "Every purchaser of a radio receiver knows that the receiver cannot be placed at any point in a living room, either because of its lack of harmony with the other furnishings of a room in some locations, or because of the impossibility of bringing antenna and ground wires to that location. As a rule, the receiver must be placed where antenna and ground wires can be easily brought into the room, whereas the loud speaker is not dependent upon these limitations.

"Thus, a loud speaker that can be easily moved to whatever position produces the best entertainment is to be desired. Stromberg-Carlson engineers provide their loud speakers with thirty-foot cords for this purpose. Whether best acoustical reception comes from the corner of a room or when the loud speaker is placed in front of tapestries or window draperies, a thirty-foot cord allows the speaker to be placed in that location. In addition to this advantage, it is sometimes desirable to move the loud speaker out to the sun porch or to another room. A long cord enables this to be done.

"Not the least important of the arguments advanced by the engineers in favor of a separate loud speaker is the fact that a cone speaker can be more correctly designed when it is not embodied within the cabinet of the receiver. A cone speaker in order to reproduce faithfully all the tones of the musical scale should be at least twenty to twenty-two inches in diameter. Obviously, a speaker of such proportions would require too large a cabinet to inclose not only the speaker itself, but also the receiving mechanism and power equipment."

Announces Promotions at Buffalo Sales Conference

New Field Supervisors Named at Annual Mid-Winter Meeting of Federal Ortho-sonic Representatives at Factory in Buffalo

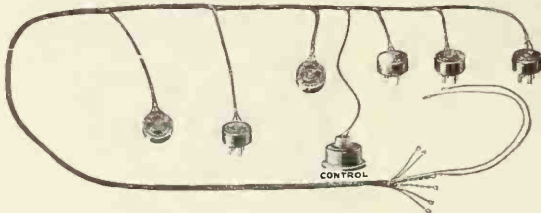
The annual mid-Winter conference of sales representatives of the Federal Radio Corp., Buffalo, N. Y., was held at the factory during the week between Christmas and New Year's day. The entire week was devoted to open discussions of field problems in meetings conducted by K. E. Reed, sales manager, and C. J. Jones, assistant sales manager.

At the close of the conference Mr. Reed announced the promotion of the following representatives to the position of Field Supervisor: R. H. Canning, R. F. Lovelee, E. C. Hill, P. J. Rundle, and W. R. McAllister. These men will undertake special missions for the Federal Radio Corp. in all parts of the United States and Canada, and will assist Federal wholesalers in solving unusual problems of sales and distribution.

Growth of Radio Industry

The amazing growth of the radio industry in the past seven years was the subject of an interesting address recently by J. L. Limes, assistant sales manager of the Crosley Radio Corp., to the Rotary Club at Covington, Kentucky. In seven years the radio business went from practically nothing to sixth position among industries of the United States, he said. In 1921 the total volume of business in the entire industry was \$2,000,000 and in 1927 the estimated volume was \$550,000,000, concrete evidence of the industry's development.

Here's the Simplest Way



To Change DC Receivers to AC

Absolutely No Rewiring Necessary On Standard Sets

The Eby AC Adaptor Harness can be used in practically any standard five or six tube set equipped with separate B battery and C bias feeders for the last AF stage without changing the wiring in any way.

EBY AC ADAPTOR HARNESS Cable Has Only Eight Leads

And six of them go to the transformer. It is as easy to hook up the Eby AC Adaptor Harness as it is to connect the set cable. The whole installation can be made in less than ten minutes.

Made in Two Universal Models—Only Two Stocks to Carry

The Eby AC Adaptor Harness is made in one universal five and one universal six tube model. The five tube model lists for nine dollars and the six tube model for ten dollars.

Designed for Use With Standard Tubes and Transformers

The Eby Harness is designed for use with R. C. A. Radiotrons UX 226, UY 227, UX 171 and UX 112-A or with tubes having the same characteristics. Standard filament supply transformers made by Acme, Bremer-Tully, Jefferson, Karas, Silver-Marshall, Thordarson, and other manufacturers can be used with the harness.

Improves Reception Without Changing Characteristics of Set

The harness automatically rewires the set for AC tubes without changing its characteristics in any way. The new tubes improve reception.

Complete, Simple Instructions Packed With Each Harness

Our instruction booklet gives complete directions and tells the whole story. Write for it.



The H. H. EB Y MFG. CO., Inc.

4710 Stenton Avenue

Philadelphia

Makers of EBY Binding Posts and Sockets



Columbia

Glance at the three pages following. Examine the wide range of selections and artists represented in Columbia's electrical recordings on Columbia New Process Records. Note the appeal made to every taste and every purse by the Viva-tonal Columbia Phonographs and the Columbia-Kolster Viva-tonal, The Electric Reproducing Phonograph, "like life itself."

Then you will understand some of the reasons why more and more of your customers and potential customers say "Columbia."



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Columbia Phonograph Co. N. Y. N. Y.
Columbia Phonograph Co. N. Y. N. Y.

Columbia

Phonographs and Records

Schubert Centennial - Organized by Columbia Phonograph Company



Columbia Leadership

*The Library of Masterworks**

Pioneering in the field of the world's greatest music, completely recorded and bound in albums,

THE COLUMBIA FINE ARTS LIBRARY OF MUSICAL MASTERWORKS

now comprises SEVENTY-FIVE albums, representing major compositions of the masters—from Bach, Mozart, Beethoven, Schubert, Wagner, to the greatest living Composers.

Columbia's nearest competitor in the field has a catalogue of TWENTY-THREE albums.

Columbia's second nearest competitor has a catalogue of SEVEN albums.

In scope, variety, and smoothness of recording the Columbia Library of Masterworks* records is also pre-eminent. Played on the marvelous new Columbia-Kolster Viva-tonal, The Electric Reproducing Phonograph, these reproductions are on a par with concert performances.

The Beethoven Celebration

Columbia Leadership is likewise evidenced through the sponsorship of the recent Beethoven Week—a community enterprise in more than five hundred cities—establishing contacts for the dealer, not otherwise possible.

And Now—Schubert Year

Again Columbia Leadership is shown in the sponsorship and organization of the SCHUBERT CENTENNIAL, centering in the United States, but extending its influence over twenty-six countries throughout the world, where committees have been formed, supplementing the American Advisory Body, of which Mr. Otto H. Kahn is Chairman.

Again the dealer plays the dominant role in bringing the best music to the buyer.

The program of Schubert Year will be carried out in one thousand American cities and has already contributed the greatest news item in the history of music—the International Composers Contest, organized by the Columbia Phonograph Company, for symphonic works that will capture the spirit of Schubert's Unfinished Symphony.

*Write for full details
educational material, and sales helps*

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



Columbia Records

Made the New Way—Electrically—Viva-tonal Recording—The Records without Scratch



Schubert Centennial—Organized by Columbia Phonograph Company

Leading Eastern Wholesalers Feature the Carryola Line

Regular Shipments of Portables and Pick-up
Devices Going Forward to Recently Ap-
pointed Distributors in Eastern Territory

The rapidly growing popularity of the Carryola line of portables is indicated by the fact that some of the leading jobbers of the East have recently taken on the complete line and are featuring it in a large way, according to A. F. Carter, Eastern sales representative of the Carryola Co. of America, Milwaukee, Wis.

Mr. Carter, who has been covering the entire Eastern district for some time, announced that the following wholesalers are now Carryola distributors: Columbia Wholesalers, Inc., of Baltimore, Md., who will cover the Virginia and North and South Carolina territory; Girard Phonograph Co., of Philadelphia, Pa., which has as its territory the City of Philadelphia, eastern Pennsylvania and southern New Jersey; Richmond Hardware Co., one of the largest distributing organizations of the South, which has twenty-one men in the field, will operate from the headquarters in Richmond, Va., covering Virginia, West Virginia, North and South Carolina and eastern Kentucky; Van Zandt & Leftwich, Huntington, W. Va., will cover the State of West Virginia; Iroquois Sales Co., Buffalo, N. Y., one of the best-known wholesalers in New York, will cover New York State, north and west of Albany; Drayton-Erisman Co., of Boston, Mass., has the New England territory.

All of these distributors have recently taken on the line and are now receiving regular shipments, according to Mr. Carter, and the extent to which they are featuring the Carryola line is indicated by the fact that an extensive tie-up is now under way with the national advertising of the Carryola Co. of America, in the Saturday Evening Post and Liberty Magazine of this month. Dealers are being circularized and the advantages of co-operative effort in this tie-up are being strongly emphasized.

The Carryola line, which consists of the Carryola Master Portable, the Carryola Lassie, Carryola Porto-Pick-up and the Carryola Electric Pick-up, has been enjoying tremendous sales throughout the Eastern territory, and reports from distributors and dealers point to a continuation of this excellent business during the remainder of the Winter and Spring seasons.

"What We Hear in Music" Issued by the Victor Co.

The Victor Talking Machine Co. recently announced to its dealers a completely revised edition of "What We Hear in Music," the book which is widely used in the teaching of Music Appreciation and Music History. Because of the many changes which have taken place it was necessary to make six additional lessons in each of the four parts of the book, bringing the size up to 640 pages with 984 selections on 714 Victor Orthophonic records, all annotated and analyzed. The book is printed on heavy paper and is bound in an attractive red cloth cover with gold lettering. It lists at \$2.75. Dealers are urged to bring the new edition before the authorities of High Schools, Colleges, Universities, Conservatories, club women and Red Seal customers.

Abox Co. Moves Service Dept.

The Abox Co., of Chicago, Ill., manufacturer of the Abox eliminator, recently moved its New York service station from 142 Liberty street to 109 Lafayette street. The new telephone number is Canal 3530. The station is under the supervision of M. J. Powers.



PERRYMAN RADIO TUBES

Distance Without Distortion

**If the
responsibility
is yours—
why not the
profit
too?**

Why not make a profit on radio tubes large enough to compensate for the responsibility of stocking them, selling them and making adjustments when necessary?

When a tube goes wrong, the customer doesn't take it back to the manufacturer. *He brings it to you.* You, in his mind, are the responsible party and *you* must make good if the tube doesn't.

Consequently if you tell the truth, you can sell just as many Perryman tubes as you can sell less profitable tubes. Just say to your customers, "This Perryman tube is as good as or better than any other tube you can buy anywhere else at any price. I stand squarely behind this tube and if it doesn't satisfy you in every respect, I will make good."

There are no better tubes than Perryman tubes. The guarantee you have is unlimited. And the extra profit for selling them is easily earned. Write in today for further information.

PERRYMAN ELECTRIC COMPANY, INC.

33 West 60th Street

New York, N. Y.

Plant: North Bergen, New Jersey

PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose

The Revelers
 N. Tibbett Phil Baker
 McWaring's Lauder Johnny John
 McCormack Duncanson Sisters
 Veritza Rachma Pennsylvanians
 Martinelli Two Black Jacks
 Nat Shilkret & Victor
 Gigli Galli-Curci
 Schipino Aileen Stanley
 Schipa Jack



VICTOR DEALERS *can*
world's most promi-

IN EVERY field of music, whether it be popular or classic, Victor admittedly has the artists. So consistently has this policy been followed, and so well has it been advertised, that the public has come to think of Victor Records and the world's greatest artists

as being almost one and the same. As a result, the Victor Record stock in your store has great drawing-power. People go to their Victor dealer whenever they want musical entertainment for the home. Many dealers have found the Victor

VICTOR TALKING MACHINE COMPANY

son Casals
 estro
 Jesse Crawford
 Chicago Symphony
 Geo. Pilsen & His Pader Music
 Kreisler
 Philadelphia Whitt Crumit
 Gene Coon Sanders
 Chalio Piteman Heifetz
 Austin Ponselle
 Smith

*offer their customers the
 best musical artists*

ready-made advertisements very profitable. Each new release of Victor Records has strong news-value. Another attention-getter is the giant Victor Record. Changeable labels for this big record permit you to feature each hit while it is still hot.

The fact that Victor Records are the world's best music in permanent form is a powerful magnet for your store. By bringing it to the attention of your customers in every way possible, you can make this sales-point pay big dividends.

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

Maintaining Sales Enthusiasm

Sales Manager Is Responsible for the Efficiency of the Organization

THE concern of the sales manager is not only to keep his organization intact, but also to keep each individual working at the highest point of efficiency. That, of course, is where the real worth of the sales manager is proved in a manner leaving no room for doubt.

To keep the enthusiasm of the organization up to the highest point of efficiency there should be a short, snappy, ten or fifteen minute sales meeting every morning. There should never be any deviation from this rule and attendance should be compulsory. You can help to create interest in these meetings by making them brief and by giving the organization at each one some new idea or selling argument. The sales manager should point out the outstanding programs on the air that evening so that the salesmen may go out and talk about these events to their prospects and create desire for radios or combinations. There should also be described and played at least a part of some outstanding record, so that the salesmen may become more familiar with the recorded music, and thus be in a better position to sell the record idea.

Getting the Salesmen Out Early

I believe that this early morning meeting is the most important part in the successful handling of a large organization—for if your men all report in a body at this meeting you are sure that they are ready to go to work—whereas if you do not require such a meeting oftentimes the less energetic salesman will be sleeping through the morning hours when he should be working. Of course, he may telephone to you at about 8.30 that he must go direct to a prospect's home before coming to the store. In many cases said salesman, after hanging up the telephone receiver, crawls right back into bed and finishes his sleep. I know these things to be so, because I, too, was a phonograph salesman for a number of years.

By Clarence H. Mansfield
Fitzgerald Music Co., Los Angeles

Of course, you will have a difficult time getting 100 per cent attendance on time at these morning meetings, particularly at first, but roll



C. H. Mansfield

should be called each morning and a record kept. Some reward should be held up for the salesmen who are punctual regularly to give them an incentive. In our organization we have four men on the floor each day—these floor days are valuable—so they are given to the salesmen each week who are highest in point of sales volume for the preceding week, the highest man getting first choice, next highest man

second choice, etc. However, if there are, out of the organization of 25 salesmen, only twelve or fourteen men who have accomplished business the preceding week, then the balance of floor positions are distributed or rather drawn for by the men who were "on time" at every morning meeting the previous week. Thus a salesman, who has earned a floor day through business consummated, has an opportunity of getting an additional day on the floor, provided he has been punctual every morning during the week and the man who has not been fortunate enough to consummate business also has an opportunity to win a floor day. Thus interest in punctuality is greatly increased.

Keeping up the Enthusiasm

Creating and keeping up enthusiasm among the salesmen is entirely up to the sales manager. He must continually praise and enthuse over the merchandise. At the morning meeting, especially, is the time to do this, when the minds of all are fresh. These meetings do more to eliminate turnover of salesmen than any other one thing. Salesmen realize they are actually part of an organization. They are made to feel a greater sense of responsibility and loyalty.

No meeting should last over fifteen minutes—otherwise it loses much of its effect. A long-drawn-out meeting takes too much of the salesman's valuable time and puts him in a bad humor. The importance of keeping him in a good humor is great. A disgruntled salesman never can sell as efficiently as when he is in good humor, so it is a matter of good business to keep him as happy as possible. Most men get up in the morning in a bad humor. By creating a cheerful atmosphere at the morning meeting—with a funny story—or the unbounded enthusiasm of the sales manager, or a pat on the back either actually or verbally—the salesman is put in the proper frame of mind. This all helps build up that valuable asset to an organization—"Esprit de corps."

Encouragement Helps

All men are more or less vain. All of us like applause. The average salesman is probably more that way than anyone else, in any other line of endeavor with the possible exception of actors. So when he puts over a good deal—when he accomplishes an unusual amount of business—or does anything else outstanding—compliment him in front of the entire organization. You'll be surprised to see how this will encourage him to do better work, and the desire for this appreciation and applause will also spur the other men to greater efforts.

Here is a suggested outline for the regular morning meeting as used in our organization.

- 8.15. Roll call.
- 8.17. Sales manager points out high lights of evening radio programs.
- 8.20. Sales manager plays and describes some outstanding record.
- 8.25. Honorable mention for those who consummated business day before.
- 8.28. Sales manager gives three-minute enthusiastic talk on merchandise and its advantages, or gives some selling idea or argument.
- 8.30. Adjourn.

Weekly General Meetings

In addition to morning meetings there should be held once a week, regularly, a general sales meeting lasting from one to one and a half hours. The merchandise, sales promotion plans,

(Continued on page 24)

Dealers!

Understand this—

The Hyatt Utility receiver is not competing with your line of larger receivers.

Your best prospects for Hyatts are those to whom you have sold larger sets.

A Hyatt six will provide—bed-time stories for children *in the nursery*—a lecture for father *in his study*—genuine entertainment for those confined by illness *in their bedrooms*.

Sell Hyatt on this basis to old customers and, when price or home conditions are a factor, sell Hyatts to new customers.



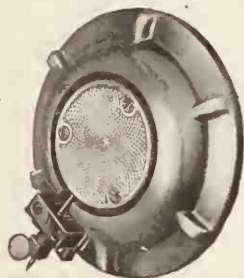
Model A



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

NICKEL
PLATED
\$10.00



GOLD
PLATED
\$12.00

LOW LOSS
Symphonic
PHONOGRAPH REPRODUCER

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

Symphonic
PHONOGRAPH REPRODUCER

Nickel Plated \$8.00
Gold Plated . . . 10.00



This is the \$8.00 number that
has been so popular with phono-
graph dealers everywhere. A
wonderful reproducer whose
performance is so unusual that
it sells immediately on demon-
stration.

Overture
PHONOGRAPH REPRODUCER

Nickel Plated \$5.00
Gold Plated . . . 7.00



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

Symphonic
RADIO REPRODUCER

. \$6.50



Try this on your Orthophonic
Victrola or other new type pho-
nograph, and you will be amazed.
Booming basses,—highest treb-
les,—marvelous detail

Bushings to fit SYMPHONIC RADIO REPRODUCER
to the old style Victrola, or to the Orthophonic Victrola.
List price, 50c.

(All prices slightly higher West of the Rockies.)

It is safer to BUY a stan-
dard product.

It is safer to SELL a stan-
dard product.

That is why the *Symphonic*
trade mark on a repro-
ducer is of more importance
than the price tag.

SYMPHONIC SALES CORPORATION

370 SEVENTH AVE.

Pioneers and Leaders in the
Independent Reproducer Industry

NEW YORK

L. H. White Made Managing Director Nipponophone Co.

Comptroller of Columbia Phonograph Co. and Supervisor of Seven Departments in Bridgeport Factories Promoted—Other Changes

Lester H. White, comptroller of the Columbia Phonograph Co., and supervisor of seven departments in Columbia's Bridgeport factories,



L. H. White

has been appointed managing director of the Nipponophone Co. of Japan, recently acquired by the Columbia interests. Mr. White left America in mid-January, for an ad interim absence in his new position, from which it is hoped he can be recalled to the American field after a year.

Mr. White, who is still in his mid-thirties, is one of Columbia's ablest executives, with a remarkable record for so young a man. A graduate of New York University, he was at first in the banking business, then with a leading firm of industrial engineers, and entered Columbia's service in 1919, since which time his activities in the interest of the company have been countless and highly valued.

As a testimonial of their regard and esteem the officers of the company and representatives of the various departments gave Mr. White a

farewell dinner in the State Apartment of the Waldorf Astoria.

J. W. Murray, treasurer of the Okeh Phonograph Corp., also owned by the Columbia interests, has been appointed assistant comptroller of Columbia, and has assumed charge of Mr. White's work at Bridgeport. Eli Oberstein, who has been connected with the treasurer's department of Columbia, succeeded Mr. Murray as treasurer of Okeh.

Clark Music Co. Sponsors Unusual Radio Program

Presentation of Syracuse Composers' Series by Large Central New York Music House Aroused Wide Interest Among Music Lovers

SYRACUSE, N. Y., February 6.—One of the most unique things which has been done in this city in recent months is the presentation of the Syracuse Composers' Series of programs, given via radio, and arranged and sponsored by the Clark Music Co., the largest music house in Central New York. The programs were presented each Tuesday evening at 7.30 p. m. direct from the Clark Music Co. studio, by remote control, through station WSYR on the Hotel Syracuse and have been given over a period of three months. The studio is a large room on the main floor of the Clark Music Bldg., which is the phonograph and radio department of the store, and friends and customers are invited in to witness the actual broadcasting programs and the store is generally open to guests on that evening.

In many instances the composers themselves actually took part in the presentation which made it possible for the radio audience to hear the true interpretation of their works. Also many of the selections presented were given from original manuscript and would never have been presented had it not been for this opportunity. Hundreds of fine comments have come to the Clark Music Co. about the Composers' Series, thus showing an unusual interest in the fine music presented, and no doubt the series has been to the listening audience an aid in understanding and appreciating better music, which was the real object of the plan. It is the idea of the Clark Music Co. to endorse and encourage at all times the study, appreciation and advancement of fine music and the Composers' Series was arranged in the hope that those who followed it would be much benefited by it. The Series was concluded on January 24.

Maintaining Sales Enthusiasm in Music Store

(Continued from page 22)

and actual selling methods should be discussed and intensively studied. I believe also that at every one of these sales meetings some salesman should be called upon to actually go through the demonstration and selling of one of the instruments. These demonstrations should be freely criticized by the rest of the organization. It is often a "bitter pill" for the salesman to get up in front of the entire organization and make such a demonstration, knowing that he is to be severely criticized. But, nothing will help him more—and the rest of the organization as well.

This, too, will do much to get all salesmen on the same selling track. It means that if this is done consistently one man will not be telling a prospect one thing and another salesman another thing. It makes for unity of selling and helps to eliminate objectionable remarks, mannerisms, etc., of which the salesman himself may not have been conscious. It aids the sales manager in determining the sales ability of each man. Of course, you cannot expect a salesman, under the circumstances, to give as good a sales talk or demonstration as he would alone in the room with the customer, and allowance at first must be made for that; but when the salesman learns to retain his poise and put over an effective demonstration in front of the organization, then he can certainly put over an even more effective one alone with the customer.

Exchanging Ideas

There should be a period set aside at the weekly meetings for open forum—where ideas and criticisms of operating and sales promotion methods are presented and discussed. Many fine ideas will come from this. For the benefit of those who may be timid about making criticisms or suggestions, a suggestion box should be installed in which written suggestions may be dropped, either signed or unsigned, and read in the meeting by the sales manager. This last plan will bring out many things that may not come to light otherwise.

Many sales managers say that one sales meeting a week is sufficient, but I contend that the short morning meeting, in addition to the long weekly sales meeting will give greater enthusiasm and better co-ordination of effort to the entire organization. A salesman can run down to a pretty low ebb of enthusiasm between the weekly meetings, but the morning meeting keeps him constantly pepped up to the highest point of efficiency. I liken the salesman to a battery—and the morning meeting to a trickle charger that keep him constantly charged to the highest point of enthusiasm.

Leo Reisman to Give Concert

Leo Reisman and His Orchestra, exclusive Columbia artists, will give their first concert of modern jazz compositions at Symphony Hall on Sunday evening, February 19. The orchestra will be augmented to forty musicians for the occasion. The program will be a varied one with special compositions, current hit numbers and a group of dance tunes recently recorded for the Columbia catalog.

Hazeltine Patent Suit

The Hazeltine Corp. announces that an order has been signed by Judge Henry W. Goddard, of the United States Southern District Court, to show cause why the Electric Service Engineering Corp. should not be enjoined pending final hearing from transferring or selling its rights in United States Patent No. 1,605,411. The patent covers certain inventions in radio receiving apparatus and the order was issued in an action brought by the Hazeltine Corp. against the Electric Service Engineering Corp. wherein plaintiff seeks to have it declared void.

IN WIDE DEMAND—



Model 489
1,000 ohms per volt

WHAT about instruments for B-Eliminator operated sets? D. C. set owners, using battery substitutes, today form a large part of your market. A voltmeter that will accurately check the output of the Eliminator is an absolutely essential requirement for the best performance of such sets.

Weston furnishes the ideal instrument for this service in the Model 489 Battery Eliminator Voltmeter. Its high internal resistance of 1,000 ohms per volt means that only 0.001 ampere is required for full scale deflection. Moderately priced for an instrument of such high quality and reliability, and in great demand everywhere.

WESTON ELECTRICAL INSTRUMENT CORPORATION
190 Frelinghuysen Ave.
Newark, N. J.

WESTON RADIO INSTRUMENTS





The illusion of actual presence is created when you listen through — not to — the new UTAH "No. X" SPEAKER. Its qualities of reproduction are expressed in the mystic spell of pleasure which they weave for you.

UTAH RADIO PRODUCTS CO.
1615 S. Michigan Ave., CHICAGO

*The only complete line—
ranging from \$10 to \$100*

Coordination of Policy Factor in Success of Edgar Music Co.

Tulsa, Okla., Dealer Has Built a Big Business on Principle That
Woolworth Front and Tiffany Merchandise Don't Go Together

By Ruel McDaniel

YOU can't put up a Woolworth front and expect to sell Tiffany merchandise; you can't behave in a manner befitting a Sweeney and expect to sell to Mrs. Van der Sniff, of wealth and discrimination.

That is the basic principle back of the rapid growth of the business of the Edgar Music Co., Tulsa, Okla. As the truth is applied in the firm, it is interpreted to mean that you can't expect to aim at one policy of merchandising, permit the employes to aim at another—or aim not at all—and hit the same spot. The firm has been built up around the owner's plan of hiring and handling his employes.

"If a chain is no stronger than its weakest link," says Tom Edgar, founder and head of the concern bearing his name, "then a musical merchandising organization is no better than the men who represent it to the public. Regardless of what our aims may be, the conduct of the men who come in contact with the public most frequently is taken as the standard of our worth. The employes of the firm are to the firm itself, from the viewpoint of the public, what the front of the store is to the store itself. Each creates the first and most lasting impression of the whole upon the prospective buyer."

Believing explicitly in the truthfulness of these ideas, Mr. Edgar has constantly borne them in mind in hiring and training the men and women who constitute the present force of eighteen employes. The favorable results from this care crop out in a number of ways.

Employes Aid in Direct Mail

For example, the company uses a personal letter now and then to send to a list of prospective customers; and Mr. Edgar believes that the reason that such letters generally have more than average pulling power is because they are prepared by the employes. The average such

letter is a composite of what each employe, and Mr. Edgar himself, considers his best selling letter and this plan has proved practical.

When Mr. Edgar is ready to send out a letter featuring a certain line of phonographs, or

There is much valuable merchandising information in the accompanying article. The Edgar Music Co. has achieved a marked success by reason of its sound policies, not the least important of which is the manner in which the firm gets the co-operation of its employes in planning sales campaigns that accomplish their object — to sell the carefully selected line of instruments featured. . . .

playing up the record department, he notifies every employe of the fact, outlines the general purpose of the advertising and asks each man and woman to write what he or she considers a good sales letter featuring the merchandise to be advertised.

As a result, a variety of letters are handed in. Some are bad, some are fair, and some are good. Even though none of them may be suitable for a letter as it is, including the one Mr. Edgar prepares and hands in with the rest of them, almost always each letter contains at least one good selling idea.

At a given time the employes meet with Mr. Edgar and each letter is read, certain sentences, paragraphs or selling arguments are marked, discussed, digested, and segregated. The letter Mr. Edgar prepares undergoes the same critical dissection as those of the employes.

How Ideas Are Utilized

"Out of this mass of data and the scores of selling points advanced, one composite letter is prepared that usually carries a full load of selling punch," says Mr. Edgar. "It is only natural that such a letter is usually more appropriate than one that any one man could prepare. Every person thinks primarily along certain well-defined lines. He thinks of good selling ideas in line with his type of thinking, but he overlooks entirely good ideas that are not in keeping with his line of thinking. Thus, in having all employes write a sales letter, we get all lines of thought developed. The mechanical-minded person dwells upon the mechanical superiority of the machine. The things he says are interesting to some prospects; but not to all. Some people don't know or care about the mechanical features of an instrument. They think of the beauty, tone or utility of the thing. So do some of our employes. Just as one thing appeals to one customer and something else entirely different catches the fancy of another, so runs the tone of the different letters written by employes.

"Obviously it is impossible to put in all the good points found in each letter. That would make the composite letter too heavy. But with all this selling material massed, it is possible to form a letter out of it that is not too long, not too heavy, and at the same time broad enough and convincing enough in its appeal to catch the fancy of a wide circle of prospects.

"But in order to induce employes to cooperate in this manner, it is necessary to convince them that their services are really appreciated and to work with them as one of them. I believe that one of the biggest factors in their willingness to help in the preparation of sales letters is my preparing a letter and making it go through the same process of critical slashing and bisecting as the rest of the letters. They have come to know that I do not want them to hesitate to criticize a letter just because it happens to be mine, through my continual insistence that they consider it in exactly the same light that they do those of the other employes."

Some of the best merchandising ideas used in the store to-day are those suggested by employes; and they make such suggestions because they were hired and trained to do so.

Training in Constructive Thinking

"The first stage in such training," declares Mr. Edgar, "is in breaking down the first timidity of the employe and inducing him to think independently, then to express his thoughts to us. But that is only a starter. We found it comparatively easy to get employes to make half-baked suggestions after we had conquered their timidity; but a suggestion for the adoption of a certain plan is of little value without a complete plan for its adoption.

"The average of our employes to-day does not come to us with a suggestion for the improvement of the business unless he also has with him a plan for adopting the suggestion. To-day

(Continued on page 27)

BEAUTY is selling radio today

THE Splitdorf line alone meets the requirements of the new market in radio which demands a radio receiver as good to look at as it is to listen to.

The new Splitdorf Receivers are designed from the most beautiful models of period furniture and are the only receivers offered today that combine decorative value with superlative radio performance.

Twelve models priced from
\$45 to \$800

Splitdorf Radio Corporation

Subsidiary of SPLITDORF-BETHLEHEM ELECTRICAL COMPANY

NEWARK,

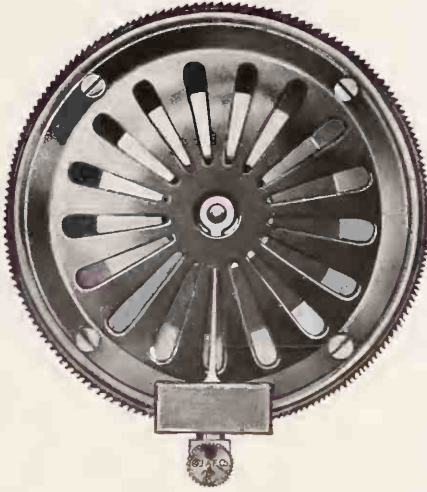


NEW JERSEY



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, \$350.

The Improved VAL-PHONIC Reproducer



DEMAND the Improved VAL-PHONIC Reproducer for any machine at all, and you hit the bull's eye! A safe and sure aim, with astoundingly pleasing results.

Since its evolution, the Improved VAL-PHONIC Reproducer has been very carefully watched, and every little improvement possible added. Result, the most perfect reproducer ever yet produced. Reasons can be listed endlessly, why this and none other should be featured, but all we ask is that you give this product its merited test, and you will soon vision it, praise it, push it, display it, sell it!

We are willing to convince you. Just afford us the opportunity

All the world knows a genuine VALLEY FORGE main spring. This is a branch of our line of which our organization is justly proud. Have you ordered your requirements of this non-jump, double polished, special wrapped, individually boxed product?



J.A. FISCHER COMPANY

PHILADELPHIA · U.S.A.



“Follow the Leaders”

The leading manufacturers, the leading dealers—and the leading distributor. Here’s a combination hard to beat.

Right here, in and about New York City, over 2,000 dealers, among them many of the leaders in the industry, are using the Blackman Distributing Company as a source of supply for their radio products and accessories, because they know that the manufacturers of the Blackman products are thoroughly reliable, that Blackman as a distributing organization is dependable.

The Blackman dealers are in practically every corner of the metropolitan district—in the tenement neighborhood, the apartment house localities and in the sections in which private homes of the better class abound,—dealers who find in the Blackman line the requirements of their individual localities their individual customers.

If you would be safe in establishing a source of supply for your business, follow the leaders.



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

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

“Follow the Leaders” is an excerpt from a very important mailing campaign we have just inaugurated. Are you on our mailing list?



Model 90-5
34" high—36" wide
21" deep

The
Player-Tone
IT'S SIMPLY GREAT



Model 110
35" wide—34" high
22" deep

Outstanding Value

makes them the greatest Phonograph "buy" on the market today.

QUALITY that can be sold at a PRICE! Positive turnover. Positive PROFIT!

15 POPULAR SELLING MODELS. Consoles, Consolettes, Uprights. Beautifully designed, splendidly finished.

The New Phonic principle of tone creation at its BEST. Every tone frequency marvelously reproduced.



Many models equipped with New Type UNITED MOTOR smooth running and noiseless; playing capacity 5 records

AGENTS WANTED for choice territory still available.

WRITE FOR BOOKLET AND PRICE LIST.



Model 75
36" high, 20" wide, 21" deep



Model 90
41" high, 21" wide, 21" deep

Player-Tone Talking Machine Company

Office and Sales Rooms: 632 Grant St.
PITTSBURGH, PA.

What Sells Portables? and What Keeps Them Sold?



Fine Appearance?

Pal has it!

Rugged Construction?

Pal has it!

Perfect Performance?

Pal has it!

Excellent Tone Quality?

Pal has it!

Exceptional Mechanism?

Pal has it!

Enviably Reputation?

Pal has it!

Most Important of All
Will it stand the "Gaff" after your customer takes it home and uses it—and uses it—and uses it? PAL WILL! That's why PALS are so popular and easy to sell! Eight years of severe test have proved it!

8 Models for You to Choose From

Ranging in price from the smallest real phonograph made, Pal Compact which retails at \$10.00, to Pal Supreme, the sensational new model which retails at \$30.00

Write for Complete Details
of Our New Line!

Plaza Music Co.

10 West 20th Street

New York, N. Y.

PRICE REDUCTION

Pal De Luxe — the popular model pictured here—has been reduced in price so as to retail at **\$25⁰⁰**

A De Luxe machine in every sense of the word—rich in appearance, with a tone quality that is unusually fine, due to the forty-inch tone chamber.

Factor in the Success of the Edgar Music Co.

(Continued from page 26)

a man comes to us with the assertion that he believes it would help if we would so-and-so. Then he tells exactly why he thinks it would be a good plan, and how he would put it into practice. Requiring the men to do that eliminates a lot of idle talk just to try to prove that the talker has the interest of the firm in mind, and it encourages really constructive thinking. Any average person can find flaws with a merchandising program; but it requires constructive thinking to find practical remedies for the flaws thus found."

Employees Taken From Other Fields

The reason that it is possible for the firm to have such an organization is because most of the men and women were employed from other fields of selling or endeavor and trained to function in line with the company's policy.

The assistant manager of the company was formerly a tool dresser in the oil fields. He liked musical instruments much better than wrenches and files and hack-saws. One day when Mr. Edgar mentioned to the young man's employer that he was looking for a man who could be developed into a good salesman, the employer recommended this chap. When he came in to see Mr. Edgar about the job they talked about nearly everything else but selling phonographs. Mr. Edgar liked the prospective salesman, but he was not certain whether or not he had as much determination as he wanted him to have. Finally he offered the young man a ridiculously low salary, to see what reaction it would create. The applicant considered the offer nothing less than an insult to his ability and intelligence, and he did not hesitate to say so. He got the job forthwith.

Another youngster who has turned out to be a good salesman formerly worked in an automotive jobbing house; but he liked musical merchandise and applied for a job. He got it because he seemed willing to learn the business.

Form of Compensation

The men work on salary, whether they sell on the floor, follow up leads, or do straight canvassing, as some of them do occasionally. They are offered no bonuses or commissions except occasionally when Mr. Edgar has a certain type of machine which he wishes to dispose of quickly; then he offers a special bonus to every man who sells one of the machines.

Reynold's Music House, 21 South Palafox street, Pensacola, Fla., which until recently carried the Victor line exclusively, has added leading makes of radio receivers and phonographs to its merchandise.

THE INSIDE BACK COVER

OF

This issue of The WORLD

has a very important message for phonograph manufacturers and dealers.

Read it Carefully

Crosley Station Celebrates Its Seventh Anniversary

Sixty-two Hours of Continuous Broadcasting Mark the Seventh Birthday Anniversary of Station WLW—Powel Crosley Speaks

CINCINNATI, O., February 6.—The seventh birthday anniversary of broadcasting station WLW, owned and operated by the Crosley Radio Corp., of this city, was fittingly celebrated by sixty-two hours of continuous broadcasting, which, it is believed, established a world's record. WLW went on the air on Friday, January 27, at 8 a. m. and there was no break in the broadcasting until Sunday, January 29, at 10 p. m.

More than 230 musicians and entertainers were heard from the studios of WLW during the celebration and 150 more were heard by remote control in chain programs. The Cincinnati Symphony Orchestra, under the direction of Fritz Reiner, was heard during the celebration program, as were representatives of all other of the city's musical institutions.

Powel Crosley, Jr., president of the Crosley Radio Corp., officially dedicated the birthday program after the station had been on the air for twelve hours. He made a brief address from his home where WLW first went on the air seven years ago as an experimental station. He also spoke during the Bandbox hour on Sunday, January 29, when he reviewed the history of WLW and of broadcasting.

Possible Reception Disturbances Are Listed by Fada

Fada Service Department Gives Five Possible Causes of Reception Disturbances From Farm Lighting and Isolated Stations

Five possible causes of reception disturbances from farm lighting and isolated gasoline electric generating stations are given by the service department of Fada Radio as follows: Spark at spark plug of engine; spark at distributor; sparks in relays and governing mechanisms; sparking at commutator of generator and motors or other appliances connected to the load. These disturbances affect the receiver by producing noises, and the proper methods of eliminating this sort of interference are explained in a bulletin which is available to all Fada dealers.

Gramophone Exhibit

One of the most interesting sections of the National Museum, Washington, D. C., is that devoted to an historical exhibit of His Master's Voice gramophones, invented, designed and presented by Emile Berliner, inventor of the first disc gramophone. The exhibit contains first records and first instruments complete from 1887 to 1904, each instrument and each record showing a distinct step forward in the talking machine art.

Enjoyed Vacation in South

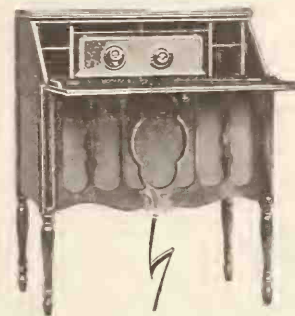
Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., accompanied by his family, is back in Chicago, following a two weeks' vacation in Florida. The Zenith Radio Corp. has enjoyed remarkable success under Mr. Klugh's direction, and this well-earned vacation, the first in three years, gave this popular and busy executive a much needed rest.

Suffered Fire Loss

The Conn-Portland Music Store, Portland, Ore., suffered recently from a fire that caused almost a complete loss of stock.



1928's Fastest Selling Radio Combination



Red Lion Cabinet

with

The New Atwater Kent Model 37 A. C.

Big sales of Red Lion-Atwater Kent combinations in 1927 proved the popularity of medium priced sets. And 1928 will be even better.

The unusual combination of a handsome, useful Red Lion Cabinet and a famous Atwater Kent A. C. Set makes a real business-getter.

Your Atwater Kent Distributor can supply you with Red Lion Cabinets in desk, console chest types for the new Atwater Kent Model 37 A.C. Radio.

But this will in no way interfere with the regular line of cabinets for Atwater Kent Models 35, 30, 33.

One of these ideal combinations is shown above—Red Lion Cabinet with Red Lion Built-in Speaker using the Atwater Kent Unit and an Atwater Kent Model 37 A.C. Set—retails for \$133.

Write for full particulars of our new models and our new merchandising program

RED LION CABINET COMPANY

Red Lion, Pa.

Money-Making Suggestions for Ambitious Merchants

Owners of Battery Sets Are Prospects for A.C. Receivers—Do Your Record Clerks Know What They Are Selling?—What One Dealer Suggests—Make Your Store a Community Center—Do You Co-operate With the Manufacturers You Represent?

There is much discussion in radio circles at the present time as to the future of the battery-operated radio receiver. There can be no doubt that sets operated from the lighting current are steadily winning more favor, and with new models of A.C. operated receivers being announced by the manufacturers almost daily, dealers are wondering what will happen to those sets requiring batteries which they have in stock. Reflection will show, however, that the market for battery units is far from being saturated. The same story was told some few years ago when the new-type phonograph was introduced and dealers put themselves to a lot of

useless worry. Nevertheless the instruments were disposed of. There are still many homes that are not wired for electricity. There are many homes the house current of which is D.C. and not A.C., and there are many people who will continue to buy battery sets for reasons of their own. Forget the pessimistic angle and look on the brighter side. Think of what the new power-operated sets will mean. Not only new customers but resales to those who now own battery sets. These customers know the appeal of radio; they will not be without one, and with them the dealer's problem is half solved. He does not have to picture the delights of radio; that they already know. He must simply point out the desirable features of the electric set and the job is done. Just remember: there will still be a demand for the battery sets and the electric sets will appeal to new customers and to the old. There is nothing dismal about the outlook, it is, instead, bright and shining for the aggressive dealer.

Know Your Record Stock

A leaflet was recently sent Victor dealers by the Victor Talking Machine Co., captioned "Is your head in the catalog or the catalog in your head?" The writer then went on to tell of two instances of record sales girls typifying the two classes, one who recognized musical titles and could supply the needs of a customer and the other who has immediate recourse to a catalog upon practically every request for a record. There can be no doubt but that the record salesman or saleswoman who has a knowledge of what he or she is selling has a decided advantage over the one who can merely fill an order. This does not mean that every record clerk must be a musician and have an exhaustive knowledge of the great composers, their lives and works. Everyone should, however, be able to classify the different types of music and if a customer asks for a certain record the clerk should be able to suggest other records of a similar nature; record clerks should also be familiar with the titles of classical and standard selections, and with the variations of the titles. A saleswoman who inquires if the customer wants anything else has the right intentions in trying to increase the sale, but how much better if instead she were able to suggest merchandise which would have an appeal. Clerks in other lines of trade do so at all times, why not the record clerk?

A Dealer Suggests

A prominent Western music dealer of many years' experience recently made some suggestions for his fellow dealers which are well-worth reproducing here. They are: "Limit your trade-in allowance on phonographs and radio from 5 per cent to 10 per cent of the marked price of the new instrument. Pay salesmen on a fair plan that rewards for good service and penalizes for mediocre or poor service. With present "overhead" dealers selling nationally priced phonographs and radios cannot afford to pay over 8 per cent commission for first class or "par sales." Each step below a par sale should cost the salesman 1 per cent, and where two salesmen work together on a sale it should be split fifty-fifty. A "par sale" is one closed by the salesman without assistance at regularly marked prices, for cash within thirty days, nothing to be taken in trade, no discounts, credits, premiums or expenses allowed, no outside commissions to be paid. A "below par sale" is one where (a) a time sale runs over thirty days, (b) over-time sales are those exceeding fifteen months on phonographs and combination units and ten months on radios, (c) trade-in or spe-

cial credit allowance sales, (d) over-trade-in or over-credit allowance sales are those where the amount allowed exceeds maximum trade-in percentages of 10 per cent for used phonographs, provided the allowance figure does not exceed one-half the resale price of the trade-in. The weekly drawing account of a salesman should be fair and liberal, but not exceed one-half to two-thirds of his probable earning capacity, because surplus earnings should always be payable the tenth of the month."

Service Pays

It will be readily admitted that the public appreciates service, so it naturally follows that the merchant who gives the best service will prosper the most through the public's appreciation. How does your store rate in the manner of giving service to the customers and prospective customers in your vicinity? Not service as regarded only with reference to caring for an instrument that has been sold, but service of all kinds. If two people are to meet in the vicinity of your store, will they select your establishment as a place of meeting? If a lecture or musical event is to take place does your store act as a ticket agency? If a customer desires some information regarding where to purchase an item of merchandise other than musical instruments, are your salespeople capable and willing to give the desired information? The music store, because of the very nature of the merchandise it sells, should be more than a mere establishment where goods are bought and sold. It should be a neighborhood center where the public is always welcome, whether the customer intends to purchase anything at the moment or not, for, rest assured, if the prospective buyer feels at home in your store he will come there when the need arises for purchasing anything musical.

Co-operate and Benefit

Practically every talking machine and radio dealer carries anywhere from six to a dozen products made by different manufacturers and, as a consequence, receives a large amount of mail matter, designed to inform him of new products, or of methods and means to help him sell the merchandise on his shelves. This material, if prepared by skilled experts—and the preparation of it costs many thousands of dollars—should merit the attention of the dealer for whom it is designed. That many dealers do not bother to read this material is well known, and proof of it is given in an item which recently appeared in the Voice of the Victor, the house organ of the Victor Talking Machine Co., which told how three organizations handling Victor products had returned consignments of a certain record to the factory with the protest that the records were defective. It seems that the portion of the record they thought defective was a novelty arrangement part of the selection and really heightens the record's effectiveness. The advance record bulletin and the regular record supplement both made special note of this effect. This is but one instance.

Tie-ups Bring Profits

Are you enjoying the maximum benefits from visits of recording artists to your local theatres? A glance at the news letters in The Talking Machine World each month usually shows that in more than one city live dealers are profiting from having vaudeville artists make personal appearances at their stores, autographing records and perhaps singing a selection or two that they recently recorded. How about your store? Have you arranged for any such personal appearances? When a popular artist appears at the theatre in your vicinity, do you send an announcement to your mailing list that the records of the artist are available at your store? Do you arrange your window display with a photograph of the artist and an announcement concerning his latest recordings? Opportunities such as these should be utilized by every dealer, for it is by taking advantage of every effective avenue for increasing sales that the volume reaches a satisfactory total.



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

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

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

Dubilier Condenser Corp.

4377 Bronx Blvd.

New York

Dubilier
LIGHT-SOCKET AERIAL

Radio is better with *Battery Power*

Why
pay for waste
space ?

Buy the
EVEREADY
LAYERBILT

- it's every inch a battery



This is the Eveready Layerbilt, the unique "B" battery that contains no waste spaces or materials between the cells; the longest lasting of all Evereadys.

IN DRY cell "B" batteries made up of cylindrical cells more than one-third of the space is wasted. That's inevitable. No matter how closely you pack a group of cylinders, there always will be spaces between them. Usually these spaces are filled in with pitch or other substances, to prevent movement of the cells during shipment and breakage of the wires connecting cell to cell.

Think of it—over a third of the space inside the ordinary battery is filled with inert packing material!

In the Eveready Layerbilt "B" Battery No. 486 there are no waste spaces between the cells and no useless materials. Instead of cylindrical cells, this extraordinary battery uses flat cells. It is built in layers and assembled under pressure into a solid block.

Electrical connection between cell and cell is automatic, by pressure of the entire side of each cell against its neighbor.

The most surprising thing about this construction is that it actually makes the active materials more efficient. A given weight of them produces more current, and lasts longer, than the same amount when put in the cylindrical cell form. This was the unexpected result of researches into methods of utilizing the hitherto waste spaces. Scientists now know that the flat shape is the most efficient form for the cells in

a "B" battery. No wonder the Layerbilt is the longest lasting and therefore most convenient and economical of all the Evereadys.

Only Eveready makes the Layerbilt. Its exclusive, patented construction is Eveready's greatest contribution to radio enjoyment, giving new economy and convenience to battery users. The Layerbilt, of course, provides Battery Power—silent, reliable, independent, guarantor of the best reception of which your receiver is capable. For modern sets, use the Eveready Layerbilt.

NATIONAL CARBON COMPANY, INC.
New York  San Francisco
Unit of Union Carbide and Carbon Corporation



Illustration cylindrical cell "B" battery construction. Note the waste space between the cells.

Tuesday night is Eveready Hour Night
East of the Rockies
9 P. M., Eastern Standard Time
Through WEAJ and associated N. B. C. stations
On the Pacific Coast
8 P. M., Pacific Standard Time
Through N. B. C. Pacific Coast network

EVEREADY
Radio Batteries
-they last longer

The air is full of things you shouldn't miss

This is the February consumer advertisement, appearing in *The Saturday Evening Post*, February 4th, and in many other national publications, to assist you in selling Eveready Radio Batteries.

William L. Jacoby Discusses Selection of Personnel for a Business Organization

President of the Kellogg Switchboard & Supply Co., of Chicago, Ill., Outlines Methods of Selecting Men in the Interests of Harmony and Efficiency of Operation

The selection of a personnel for an organization is, beyond a doubt, one of the most important factors in the success of a concern, whether retail, wholesale or manufacturing. The men who represent a product, whether they are in the production end, in the office or on the selling line, can to a great degree make



W. L. Jacoby

or break the merchandise they represent. It is important, then, that in selecting men, attention should be given to ascertaining whether or not the applicants possess the proper qualifications to make them valuable members of the organization.

William L. Jacoby, president of the Kellogg Switchboard & Supply Co., of Chicago, Ill., makers of Kellogg radio, has decided opinions on this important phase of business which he has put in effect in his organization. In an article entitled "Tests for Selecting Men," written by John L. Scott and appearing in a recent issue of Sales Management, Mr. Jacoby outlined his views.

"It has been one of my cardinal rules of business that harmony and co-operation between members of an organization are more to be

sought than individual brilliance," said Mr. Jacoby. "A company may have, as the heads of its various departments, men who are leaders in their respective fields, but unless they are working together for a common cause, they are less valuable than a closely knit organization of more mediocre men."

Mr. Jacoby then explained that in building an organization he sought men who regard the progress of a business above personal gain, men who would "mesh in" with other department heads and with members of their own departments. Because of this his judgment in selecting a man is affected by the other men in the department in which he is to work.

Character and force are the qualities, in addition to a desire to co-operate which Mr. Jacoby considers most important in selecting a man. Character, while a general term in this instance, means reliability and the keeping of one's word and countless other traits which, while not easily defined, leave a deep impression. By force, Mr. Jacoby means aggressiveness, directed in the right channels.

In his business career, Mr. Jacoby has been connected with eight different companies, seven of which he has served as president. These include the Inter-Ocean Steel Co., American District Telegraph Co. and seventy other subsidiaries of the Western Union Telegraph Co. and the Mitchell Motors Co. He has been directing head of the Kellogg organization for less than a year but the soundness of his policies has been concretely demonstrated.

Praise Unit Construction of Federal Ortho-sonic

The Federal Radio Corp., Buffalo, N. Y., has received many letters of commendation on the so-called "unit construction" method practiced in the manufacture of Federal Ortho-sonic receivers. In these sets each R. F., A. F., and input unit is assembled separately, complete except for the bus system, and they are individually tested.

It is therefore a simple matter, where any

one stage requires service, to replace it by another single-stage unit of similar characteristics, keeping the set in use while the defective stage is repaired. In addition, the liability of these sets to defects is greatly reduced by the fact that each stage is exhaustively tested before the complete chassis is assembled. After assembly the complete receiver is again tested, giving a double check on each unit. The resulting immunity of Federal Ortho-sonic radio to subsequent weaknesses has been praised by many well-known radio men. The following letter from Robert R. Nordstrom, service manager of Silas E. Pearsall Co., New York Federal wholesaler, is typical:

Gentlemen:

You will no doubt be pleased to know of the ease we are enjoying in our servicing of Federal Ortho-sonic receivers.

Although we are maintaining a surprisingly small force of service men, we have no difficulty in keeping the great number of Ortho-sonic receivers in our territory in good working order.

I must confess I was quite surprised to find the new Electric sets required service on less than 3 per cent of all those shipped.

Allow me to congratulate you on the good engineering, sturdy construction and excellent performance of the Ortho-sonic receivers.

Cliff Edwards Is Latest Exclusive Columbia Artist

The Columbia Phonograph Co. recently announced its newest exclusive artist in the person of Cliff Edwards, the "Ukulele Ike" of



Cliff Edwards

radio, record, vaudeville and musical comedy fame. Mr. Edwards, who was featured in the latest Ziegfeld "Follies," is now making a twenty-six-week tour of the Orpheum circuit on the Pacific Coast. He is unexcelled as a singer of novelty songs and ballads to his own clever ukulele accompaniment. His first Columbia releases are "After My Laughter Came Tears" and "I'm Cryin' 'Cause I Know I'm Losing You."

Testimonial Dinner Given to Col. Henry A. Bellows

MINNEAPOLIS, MINN., February 1.—A testimonial dinner in recognition of the work accomplished by Col. Henry A. Bellows as a former member of the Federal Radio Commission was given Tuesday, January 24, at the Nicollet Hotel by the Northwest Radio Trade Association. Three hundred members of the Association and friends of Mr. Bellows attended. Addresses were made by prominent citizens and public officials, and R. M. Laird presented a scroll from the Northwest Radio Trade Association.

G. P. Hough on Trip

G. P. Hough, official of the Allen-Hough Manufacturing Co., is now making an extensive trip into the Eastern territories. He will spend some time in the Lifton Manufacturing Co.'s plant, which is now used for the exclusive production of Allen portables. Mr. Hough will also visit the Eastern trade with the increasingly popular line of Allen portable phonographs.

We take pleasure in announcing that

FRANK V. GOODMAN

has joined our company as

General Sales Manager

Radio Division

For many years he has been associated with the Sonora Phonograph Co. as General Sales Manager and Director and has established a reputation for sound and well-organized merchandising methods.

We feel sure that this announcement will not only be welcome news to his friends in the industry but also an indication of our intentions to still further strengthen our mutually profitable relationship with the thousands of successful dealers already associated with Bosch Quality Radio Products.

AMERICAN BOSCH MAGNETO CORP.

Springfield, Mass. - New York, N. Y. - Chicago, Ill. - San Francisco, Cal. - Detroit, Mich.

Dealers - Let this Remarkable DISPLAY STAND SELL the NEW Electro-Phonic NEEDLES



Electro-Phonic Needles Made Especially for Playing New Electrical Records

"Electro-Phonic" needles are made of *special composition* to carry the tremendous volume of the new electrical recordings without the slightest suggestion of a blast or shiver.

"Electro-Phonic" needles produce a tone rich—full—carry the shrillest high notes, the deepest bass tones.

"Electro-Phonic" needles fill an overwhelming public demand for *new* needles for the *new* records. That's why "Electro-Phonic" needles are a sensation—the *fastest selling needle on the market!*

Beautiful Colored Metal Revolving Display Stand Sells Needles Fast

The Revolving "Electro-Phonic" Needle Display Stand keeps these new needles before the eyes of the public. It is a *permanent* sales stimulator—the finest needle display stand ever offered to the music trades. Revolves. Made of attractively colored heavy metal. Very compact—occupies only 5 inches of counter space. Measures 16 $\frac{3}{4}$ inches high, 4 $\frac{3}{4}$ inches wide, 4 $\frac{3}{4}$ inches deep. Each stand contains complete assortment of three tones. *Electro-Phonic* Needles are packed in envelopes (50 needles), each envelope in a separate box, differently colored for each tone.

Complete Stand Outfit

LOUD—EXTRA LOUD—MEDIUM

\$6.00
Retail Value
\$1.50



Refill Cartons of 100 Pkgs.
\$5.00 PER CARTON

JOBBER!

Write today for our Free Examination Offer. Line up with the fastest selling needle on the market.

DEALERS: Order from your Jobber!

ELECTRO-PHONIC NEEDLE COMPANY
506 SOUTH WABASH AVENUE CHICAGO, ILLINOIS

Carrying Charge Method of Financing Instalment Sales Adding to Dealers' Profits

THE carrying charge as a means of financing instalment sales on a profitable basis was introduced to the music trade several years ago but it was not until a year or so ago that the system was adopted by dealers generally. There are many dealers who oppose this method of having the customer pay a definite fixed charge for the privilege of buying on time, but it is significant that the dealers who have adopted the plan are enthusiastic over the results secured. The following statements from music dealers situated in leading cities in different parts of the country can be taken as typical of the manner in which the carrying charge is operated and of the results which followed the adoption of the plan.

Association's Carrying Charge Schedule

The talking machine and radio trade in San Francisco and Northern California generally is using the carrying charge, following a recommendation by the Music Trades Association of Northern California. The schedule drawn up by the Association reads:

Five per cent to be added to the balance of account after first payment is deducted if the contract is to run ten months or less.

Six per cent to be added to the balance of account after first payment is deducted if the contract is to run eleven or twelve months.

Seven per cent to be added to the balance of account after first payment is deducted if the contract is to run thirteen or fourteen months.

Eight per cent to be added to the balance if account after first payment is deducted if the contract is to run fifteen months.

Carrying charge to be canceled if account is paid up in full within sixty days from date of sale.

Interest at 8 per cent per annum to be charged from date of maturity of contract on any balance remaining unpaid at that time.

How the Plan Is Used

James J. Black, treasurer of the Wiley B. Allen Co., San Francisco, in speaking of how this company regards the success of the carrying charge said:

"We have discovered it works very satisfac-

torily, and the old argument which the salesmen were obliged to overcome when the word interest was mentioned has now become a thing of the past. The attitude of the public as a whole is now entirely different toward a small carrying charge when the instrument is bought

The accompanying article tells how dealers throughout the country utilize the carrying charge on instalment sales. The practice is rapidly becoming more popular with the retailers for the reason that this plan of charging for the privilege of making a purchase of an expensive instrument on the time-payment basis is giving the dealer the profit he should make on each sale.

on time from the public's attitude toward the salesman's statement, 'Yes, we charge interest at the rate of 8 per cent per annum.'

"People expect to pay more when they buy on time and have no objection whatever to a carrying charge. In fact, it seems to be understood and expected on the part of the purchaser. It simplifies the keeping of the instalment account and is more easily understood by the customers, who know exactly the amount each must pay, whereas the computing of the interest was something that many people did not understand.

"All houses selling household appliances on time add a carrying charge and the Music Trades Association of Northern California in adopting the carrying charge on talking ma-

chines and small goods has merely joined the rank and file of the progressive interests, handling and selling their merchandise on monthly instalments.

"The talking machine departments of northern California dealers who are using this method have the carrying charge computed and added to the balance of the account after a first payment is made, as a part of the contract. The monthly instalments are then divided into the number of months required to complete the contract. Should the contract not be completed within the specified number of months, interest at 8 per cent per annum is charged on any balance remaining."

The H. C. Hanson Music House has adopted the carrying charge method and gives it whole-hearted endorsement. W. M. Ringen, general manager of the H. C. Hanson Music House, said:

"We have been operating the carrying charge system since February, 1927. We are more than pleased with the results. Our office force likes it as it eliminates figuring interest. Our customers like it. Salesmen at first objected, particularly the men who had been in the business for many years.

"We charge 5 per cent of the full amount on band and string instruments for nine months and 1 per cent per month thereafter. For instance, a customer buys a saxophone for cash priced at \$100. The term price is: \$105 for nine months, \$106 for ten months, \$107 for eleven months, \$108 for twelve months, and so on to \$114 for eighteen months, plus one-half of 1 per cent on payments not made when due. We now mark our band and string instruments with the term price for nine months.

"In talking to the customer we say: 'That instrument will cost you \$105; no interest or extra charges, providing you make the payments as agreed.' It makes selling easier. For instance, one has a saxophone customer. First a salesman gives him the price of the saxophone, then sells him a case, and after that adds an interest charge, which means selling the same instrument over again to the customer and very often loses the deal. Carrying charge plan does not lose a customer. On radios, phonographs and pianos we charge one-half of 1 per cent per month after deducting the first payment and any trade-in.

"We have found that the carrying charge eliminates the old argument, which is that the customer (on the old plan), after he has received the first month's statement, calls at the store and says he was not informed that there was interest to be charged, that the salesman told him he had not to pay any interest. Then it becomes necessary for the salesman to explain the whole transaction."

Sherman, Clay & Co. also have found the carrying charge to be successful. George W. Bates, comptroller of the company, explained that a carrying charge was always made on instalment sales of band and orchestra instruments and that two years ago, a similar charge was made on instalment sales of radio and talking machines. He said: "We find that it works very well and we have practically no trouble."

Ohio Dealers Adopt Carrying Charge

The Ohio Music Merchants' Association some time ago recommended the adoption of a carrying charge by its members and scores of dealers throughout the State are using the method.

(Continued on page 34)

You Take Pride in Your Quality

But—What About That Shipping Case?

You have spared no expense or effort to make your goods the finest of their kind that the market affords. You do this from pride and for the business reason of making them so attractive to your customers that they will buy and continue to buy.

BUT—what about that important first impression on the buyer when he opens your shipping case?

We Take Pride in Our Quality

Birch and Maple plywood cases with Spruce cleats

carry your product to destination with complete protection. There is no weaving, all rough handling shocks are absorbed, and the smooth one piece panels protect your goods from chafing, dust and moisture. And in addition there is neatness in appearance and a distinct saving in weight.

Our excellent timber resources, new machinery equipment throughout and 18 years' experience in the manufacture of plywood cases enable us to produce a container of outstanding quality.

And these quality cases cost no more. A trial car will convince you.



Northern Maine Plywood Co.

Statler Building

Boston, Mass.

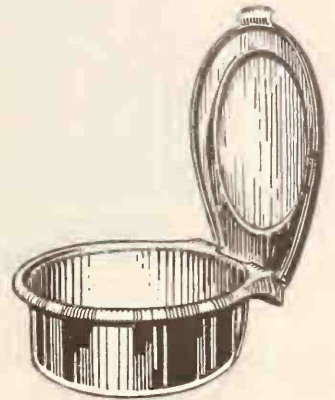
THE

NONSPILL NEEDLE CUP

Patent Pending



COVER SNAPS DOWN
—AND STAYS CLOSED



COVER SNAPS UP
—AND STAYS OPEN

is now going into even the lowest priced
PORTABLE PHONOGRAPHS

because

manufacturers, dealers and the buying public demand the best when the best can be had at the lowest price;

and because

they want a cup that *stays closed* and absolutely prevents spilling of needles when the portable's traveling, and when it's time to play, is ready for instant use—and *stays open*.

Then besides

they approve of its matchless, sturdy three-piece construction and simplicity of design, compact yet ample size, and its beautiful, durable nickel finish.

Finally

they know that a cup which meets the exacting requirements of such leaders as the Western Electric Co. and the Bell Telephone Laboratories *must be the best*.

Why shouldn't you offer the best, too, now that it is available at the lowest price?

H.K. Lorentzen

MFR. PHONOGRAPH HARDWARE

155 LEONARD ST.

NEW YORK, N. Y.

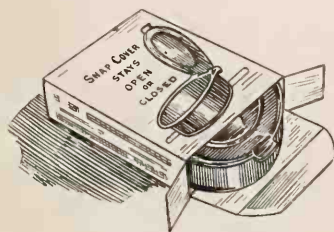
PHONOGRAPH DEALERS EVERYWHERE

are profiting by the large public demand for these cups for replacement in phonographs.

Packed in neat, individual boxes, and 24 of these to an attractive, self-demonstrating display container, NONSPILL Needle Cups sell on sight—at a popular price which nets you a long margin of profit. Get a display container for your counter.

EVERYBODY WANTS THIS BETTER CUP

Your jobber can supply you promptly



Order Assembled Cases



The Atlas Plywood Corporation maintains six assembling plants for the convenience of their customers who prefer truck deliveries of nailed-up cases as they need them.

You can be promptly serviced with assembled Atlas Plywood Cases from Camden, N. J.; Lawrence, Mass.; Lowell, Mass.; New Bedford, Mass.; Phillipsdale, R. I.;

North Adams, Mass., or with cases in shook form direct from any of five large plywood case manufacturers.

It is this unexcelled delivery service and the genuine economy effected by the use of Atlas Cases which have made them the standard shipping containers of so many phonograph and radio manufacturers.



1480

PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West BroadwayChicago Office
649 McCormick Building

Carrying Charge on Instalment Sales a Boon

(Continued from page 32)

Fred N. Goosman, president of the Goosman Piano Co., and a member of the committee which framed the carrying charge recommendations, outlined them as follows: a charge of approximately 1½ per cent a month, which on a \$300 sale would amount to \$45. This sum is added to the cost of the instrument when the contract is made out and applies to contracts which have thirty months to run. Another method is to add \$1 per month. The system suggested by the Ohio Association is in many respects similar to the plan used by automobile dealers. Auto dealers add all of the costs entering into the safeguarding of an auto during the lifetime of the contract, and the purchaser signs this agreement or note. People who have purchased an automobile are much easier to convert to the carrying charge than others who have not met this situation.

100 Per Cent for Carrying Charge

Seattle music dealers are practically 100 per cent standardized on the carrying charge system in selling phonographs and radio receivers on instalments. They report that the carrying charge is working out well, and they believe that the term itself is an asset and preferable to the word interest which seems to invoke distrust and argument. The financing of automobiles has had a great deal to do with teaching the public and they accept the charge as a necessary part of a contract. The big feature which seems to hold the greatest appeal for the average customer is that the carrying charge is a fixed rate, one-half of 1 per cent per month, and they accept the fact that it is an accommodation charge and pay it willingly.

Some dealers in Seattle write a flat 5 per cent carrying charge into the contract, doing away with the monthly charge as the charge is taken into consideration with the principal.

The method used by the Kansas City Power & Light Co., Kansas City, Mo., which handles radios and phonographs, is to require a certain per cent as a cash payment and then charge 6 per cent on the balance to be paid in twelve months. This is figured out for the customer on the basis of so much as a cash payment and so much a month for twelve months, this monthly amount including the interest charge. Thus there is no possibility of the customer misunderstanding just what he is to pay for his machine. For example, the price is quoted thus: the cash price is \$205; the time price is \$214.18; the down payment is \$52, and the monthly payment is \$13.52. In case the customer pays up before the end of the twelve months the firm refunds the interest for the months during which the account does not run.

According to H. A. Spokesfield, manager of the department, they have had great success with this method of handling time payments.

It leaves no doubt in the mind of the customer as to just what the price of his machine is going to be, and the firm believes it is the only satisfactory way of handling the situation. They encounter no objections to this method.

In the case of radios the Kansas City Power & Light Co. requires a 25 per cent cash payment. However, in selling Brunswicks, a line which it has added this Fall, it does not require as large a down payment and it lets the payments run for eighteen months in some cases. When the payments last a year and a half it charges on the basis of 6 per cent per year, which makes the charge 9 per cent for a year and a half. The customer is told that he is paying 9 per cent, and it is explained to him that it is 6 per cent for the first year and 3 per cent for the second six months.

This system is one devised by the Kansas City Power & Light Co. to meet the time payment problem, and it has found it especially satisfactory because it is definite and easy to explain.

Sound Business, Says Milwaukee Dealer

A majority of the leading dealers in Milwaukee are using the carrying charge although in a few instances there are some objections to its operation. Hugh M. Holmes, vice-president and sales manager of the J. B. Bradford Piano Co., which uses the system with success, says: "It is a sound business proposition and we cannot trace a single sale which was lost because of the carrying charge. We are well satisfied with the success of its operation and we have been enforcing it regularly.

"Our selling force is well instructed on the carrying charge, and we operate it according to the general plan, charging one-half of one per cent on the balance due. The great advantage of the carrying charge over the regular interest charge lies, to my mind, in the fact that paying only the regular interest charge, the customer is in no great hurry to get through with his payments before the appointed time, but with the carrying charge he sees that it is to his great advantage to clean up the account as soon as he can possibly do so and this brings in the money more quickly."

The Luebtow Music Co., Milwaukee, has a carrying charge of one-half of one per cent on the balance between the down payment and the cost of the instrument. The great advantage of the carrying charge over the interest charge, it was stated, is that if a person realizes that he is paying 10 to 12 per cent interest he will come in and want to settle up.

Henry M. Steussy, vice-president and general manager of the Kesselman-O'Driscoll Co., says: "There is no question of the success of the carrying charge, and if I had to be in business without it I'd quit business. The carrying charge can be sold to the public beyond any reasonable question of doubt, and in a successful and satisfactory manner if the customer is thoroughly posted and informed of its existence at the time of purchase.

Crosley Radio Corp. Makes the "Icyball" Refrigerator

Portable Hand-Operated Refrigerating Unit Placed on Market as Sideline of Crosley Organization—Lists for Very Low Price

CINCINNATI, O., February 6.—The Crosley Radio Corp., manufacturer of Crosley radio receivers and other radio products, recently placed on the market a new sideline, the "Icyball" refrigerator, which it is claimed, operates for two cents a day, keeps a refrigerator cold from 24 to 36 hours and provides ice cubes. "Icyball" is a portable, hand-operated refrigerating unit which was given a service test of nearly two years before being placed on the market.

The unit consists of two spheres, approximately ten inches in diameter, connected by a U-shaped tube. Once a day one sphere is heated over the stove, then the unit is placed in the icebox with the heated end projecting and the refrigerator is kept cool all day. A volatile liquefied gas is compressed within the spheres, and when the outside sphere is heated the liquid is gasefied and forced into the refrigerator sphere which has been placed in cold water; here it condenses into liquid again. It is this ball which chills the icebox.

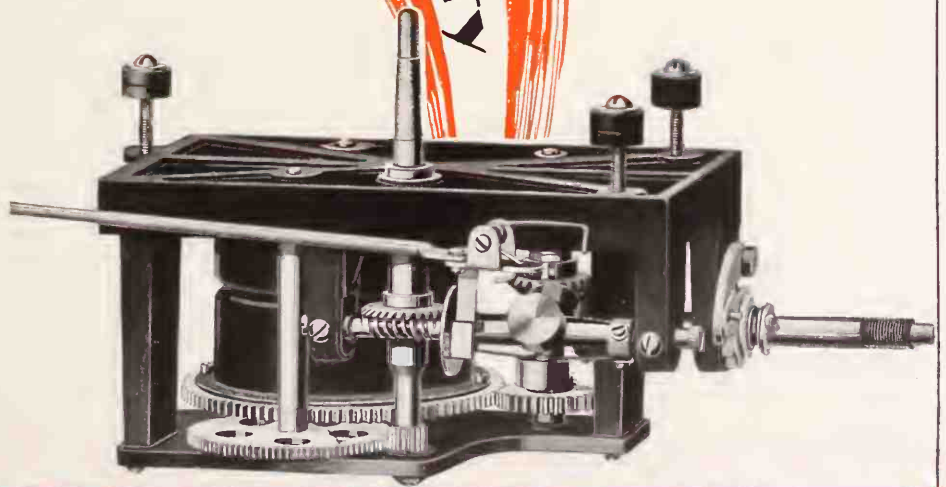
The Icyball unit, including an ice tray and a galvanized cooling tub, lists for \$40. A cabinet finished in white enamel and fully insulated with two wire shelves for food and with a capacity of more than four cubic feet of food space may be purchased for \$35.

Conditions in Sacramento Reported as Satisfactory

SACRAMENTO, CAL., February 3.—Music dealers of this section are looking forward to a year of prosperity, judging from the public's demand for musical instruments and radio receivers and from the statements of officials of financial institutions. Ellas Marx, of the music company bearing his name, gave some opinions on the outlook for the coming year from officials of the leading banks which bear out the opinions of the dealers. They read: Clarence E. Jarvis, of the Capital National Bank: "The West will show more activity than the East for 1928. Indications point toward a prosperous year for 1928. Sacramento and the Valley should prosper above normal for 1928." E. C. Peck, vice-president and manager of the United Bank & Trust Co.: "There is no reason why Sacramento's business and Sacramento farmers should not prosper in 1928. Plenty of rain and snow in the mountains. Banks have plenty of money to bolster up the needy merchants. In fact, they prefer the average merchants' paper to realty." George W. Peltier, president of the Farmers and Mechanics Bank: "Conditions in California are very satisfactory."

HEINEMAN MOTOR OF QUALITY

no. 77



A motor nation's reliance—Heineman Motor No. 77

Okeh Phonograph Corporation

Sole Sales Agents

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.



**THEY KNOW THEIR JAZZ
AND SO CHOOSE**

**a modernistic splash
in harmony and dance rhythm....**

40966 Frankie Trumbauer & His Orch.
"Crying All Day"—Fox Trot
"A Good Man Is Hard To Find"—Fox Trot

40972 Justin Ring's Okeh Orchestra
"The Sunrise"—Fox Trot
"My Ohio Home"—Fox Trot

40977 Sam Lanin & His Famous Players
"The Man I Love"—Fox Trot
"Let A Smile Be Your Umbrella"—Fox Trot

**Seger Ellis
sings...**

40952
"Among My Souvenirs"
"It Was Only A Sun-
Shower"

40974
"After We Kiss"
"Tomorrow"

LATEST **Okeh** **RECORDS**
10 INCH **ELECTRIC** 75c

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

Giuseppe Verdi



The Great Masters on

ODEON ELECTRIC RECORDS

3217
12 Inch
\$1.25

RIGOLETTO (Verdi) Selections, Part 1 and 2
Edith Lorand and Her Orchestra

5127
12 inch
\$1.50

AIDA (*Verdi*) 2nd Act, 2nd Scene:
"Gloria all' Egitto, ad Iside," Part 1
and 2. Berlin State Opera Chorus and
Orchestra, conducted by EDUARD
MOERIKE.
EMMY BETTENDORF, Leading Soprano

5134
12 inch
\$1.50

DANSE MACABRE, Dance of Death
(*C. Saint-Saëns*) Part 1 and 2,
EDUARD MOERIKE and the Orchestra of
the State Opera House. Berlin

5135
12 inch
\$1.50

DANSE MACABRE, Dance of Death
(*C. Saint-Saëns*) Part 3, Finale. EDUARD
MOERIKE and the Orchestra of the State
Opera House. Berlin
ALLEGRO APPASSIONATA (*C. Saint-
Saëns*) EMANUEL FEUERMANN. Cello
Solo with Piano accompaniment

3218
12 inch
\$1.25

MIKADO (*Gilbert & Sullivan*)
Selections Part 1 and 2.
DAJOS BELA and His Orchestra

3204
12 inch
\$1.25

LIGHT CAVALRY (*Suppe*)
Overture Part 1 and 2,
Grand Symphony Orchestra

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

POINTS

We have put to work the best
steel . . . the result is a
perfected needle . . . a
needle that keeps
faith with
music.

Okeh and Truetone Needles

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

Last-Minute News of the Trade

A. Stein, Jr., Production Mgr. of Acoustic Products Co.

New Executive Has Been Managing Engineer of Radio Department of General Electric Co.—Formerly With Marconi Co.

P. L. Deutsch, president of the Acoustic Products Co., Inc., controlling the Sonora Phonograph Co., announced this week the ap-



A. Stein, Jr.

pointment of A. Stein, Jr., as general production manager of the organization. Mr. Stein will be in complete charge of all production and all engineering activities in connection with the various products to be manufactured by the organizations identified with the Acoustic Products Co. and he is ideally qualified to fill adequately this very important executive post.

For the past eight years Mr. Stein has been identified with the General Electric Co. as managing engineer of its radio department, with headquarters at the company's mammoth plant in Schenectady, N. Y. He was in complete charge of all engineering and manufacturing in the General Electric Co.'s radio division and he is recognized nationally as one of the foremost radio engineers in the country. Prior to joining the General Electric organization, Mr. Stein was associated with the Marconi Co. as works manager and assistant chief engineer, contributing materially to the inventive and experimental activities of this company. The Sonora organization is to be congratulated upon securing Mr. Stein's services, for during the past twelve years he has been an important factor in the tremendous growth of radio along engineering and scientific lines. Mr. Stein is a member of the American Institute of Electrical Engineers and of the Institute of Radio Engineers.

Open Three New Brunswick Branches in Middle West

W. C. Hutchings, assistant general sales manager of the Panatrop Division of The Brunswick-Balke-Collender Co., has just completed a trip to the new Middle Western branch offices of the Brunswick Co., which have been opened in the territory formerly covered by the Chicago branch office. In the cities of Indianapolis, Milwaukee and Detroit Mr. Hutchings built new organizations and started these branches in operation. In all three cases the salesman who covered the particular territory for the Chicago branch has been made district manager of that branch and the various

branch organizations will be under these heads: Indianapolis, Ind.: J. P. Booker, branch manager; W. C. Mossbarger, district manager. Milwaukee, Wis.: T. I. Kidd, branch manager; Carl Lovejoy, district manager. Detroit, Mich.: B. Gostin, branch manager; H. P. Fitzpatrick, district manager.

Mr. Hutchings reports that all three branches have started operation under the most auspicious circumstances and give indication of much activity in the Middle West. The three district managers know the territories thoroughly, are conversant with local conditions and are in excellent position to direct the sales from the branch office.

Fred W. Piper Joins the United Radio Corp.

Is Now Sales Manager in Charge of Western District of United Radio Corp., of Rochester, N. Y., Maker of Peerless Radio Speakers

ROCHESTER, N. Y., February 7.—Arthur T. Haugh, general sales manager of the United Radio Corp., of this city, manufacturer of Peerless radio speaker products, has announced the appointment of Fred W. Piper as sales manager in charge of the Western district, with temporary headquarters at the Webster Hotel, in Chicago. Radio trade in the Middle West will be glad to know of Mr. Piper's connection with Peerless speakers, for he is well known throughout the radio industry and has worked in close co-operation with every factor of the trade in the Middle West.

In 1922 Mr. Piper joined the Amplion Corp. of America as sales engineer and in this post



Fred W. Piper

covered the entire country, being in charge of speaker installations and Amplion sales to radio receiver manufacturers. During the past year he has concentrated his activities in the Middle Western territory, where he will now sponsor the development of Peerless activities.

J. C. Hodge Appointed Okeh Sales Manager

Otto Heineman, president of the Okeh Phonograph Corp. of New York, stated this week that his company had appointed J. C. Hodge as sales manager of the company, devoting his time to the promotion of Okeh record sales in the field. Mr. Hodge was formerly associated with the Columbia Phonograph Co., where he was very successful in the Beethoven campaign, and he is now working in close co-operation with Okeh wholesalers and retailers.

Carl D. Boyd Now With the Metal Specialties Co.

Widely Known Executive in the Radio Industry Made Vice-President in Charge of Sales of Chicago Manufacturing Concern

Carl D. Boyd, for many years a prominent figure in the radio industry, has been appointed vice-president in charge of sales of the Metal



Carl D. Boyd

Specialties Co., 338 North Kedzie avenue, Chicago. Mr. Boyd was formerly vice-president and general sales manager of the United States Electric Corp., and tendered his resignation to that organization late in January, the resignation taking effect February 1. He is widely known in the radio field, where he was a director and officer of the Radio Manufacturers' Association, from which he has also resigned. For twenty years prior to his entering the radio industry Mr. Boyd was prominent in telephone and electrical goods merchandising.

The Metal Specialties Co. manufactures in its model plant automotive and electrical products, and Mr. Boyd has announced the intention of the company to make aeronautic parts and radio accessories and parts.

Peirce-Phelps, Inc., Now Fada Radio Distributor

Peirce-Phelps, Inc., one of the leading distributing houses of Philadelphia, located at 224 North Thirteenth street, has been appointed a distributor for Fada Radio, manufactured by F. A. D. Andrea, Inc., Long Island City.

Fifteen members of the Peirce-Phelps organization paid a visit to the Fada plant a short time ago and inspected the manufacturing processes involved in the production of Fada receivers and speakers. The delegation was headed by W. G. Peirce, Jr., president; J. T. Peirce, vice-president and general manager, and Charles M. Phelps, secretary and treasurer.

M. H. Glick Now Player-Tone Field Sales Manager

I. Goldsmith, president of the Player-Tone Talking Machine Co., Pittsburgh, Pa., announced this week the appointment of M. H. Glick as field sales manager. Mr. Goldsmith is now visiting the trade in the South, and, as a result of his first month's activities, a number of important Player-Tone accounts have been established in this territory.



(Registered in the U. S. Patent Office)

FEDERATED BUSINESS PUBLICATIONS, Inc.

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Long Distance Telephone—Number 1760 Lexington
Cable Address: "Elbill," New York

NEW YORK, FEBRUARY, 1928*Getting Refunds on Jewelry Tax*

ACCORDING to a report made by General Manager Smith, of the Music Industries Chamber of Commerce, the music merchants of the country are a generous lot. They are more or less quick to protest against the levying and collection of taxes that are deemed illegal, but when the Government officials agree with them, they hesitate about demanding the rebate of money that has been paid illegally and under duress.

This idea of the music merchant's generosity may be a little exaggerated, but the fact remains that many of them apparently are unaware of the results of the recent test case of C. G. Conn, Ltd., vs. the United States in the matter of a so-called jewelry tax as applied to band instruments decorated with precious metals where it was held that the collection of such taxes on musical instruments was unlawful and not in keeping with the intentions of the Revenue Act. It is understood that the same ruling will apply to taxes paid some years ago on various types of high class talking machines wherein the exposed metal parts were gold plated, although manufacturers and dealers in collaboration managed to have such instruments exempted from the jewelry tax after a hard fight.

As a result of the Conn decision it is held that some thousands of music merchants handling band instruments are entitled to a refund of taxes paid on such instruments under the jewelry clause of the Radio Act and they are urged by Mr. Smith to take immediate steps to have their attorneys act to the end of recovering such money. The Chamber of Commerce will be very glad to advise with the accountants or the attorneys of those who seek to make such tax recovery.

An All-Embracing Market

THE man who orders one of the \$1,000 or \$1,500 models of combined talking machine and radio instruments is likely to wait a week or two more for delivery, not that he may be impressed with the importance of the deal, but because the demand for such instruments is keeping up with the supply and in some cases a little bit ahead of it. At the same time one manufacturer

of portable phonographs is credited with having manufactured and sold over a quarter of a million of those instruments last year.

These facts are significant because they emphasize the widespread character of the present market for the modern phonographs of various types, wherein the dealer has the opportunity for developing a big unit business and rapid turnover.

The dealer who looks upon his talking machine business in the same light he did ten or even five years ago cannot have the proper conception of the opportunities that are his to-day. Then sales averaged something like \$100 or less, while to-day instruments ranging in retail price from \$500 to \$1,500 or more can be sold with surprising ease if the market is properly studied and suitable effort made. The public is evidently educated to paying substantial sums for what it really desires, and for those not in a position naturally to gratify their desires in \$500 or \$1,000 chunks there still remains the large assortment of models ranging above and below \$100.

The sale of the big units is in no sense automatic. It requires first, as a well-known sales manager puts it, the confidence of the dealer in the value of a product and in his ability to demonstrate it before the right people and to sell it. If he thinks in terms of \$50 and \$100 sales he is not going to force factory production on the \$1,000 models, but if he thinks in terms of \$500 or \$1,000 and devotes himself to the field that can absorb those instruments, he is going to be rewarded in like proportion.

Big unit sales represent the cream of the business, and there still remain the thousands and hundreds of thousands of sales of the more moderate priced models that appeal to the man on the street, so to speak. Never in the history of the industry has there been such an opportunity to get in for big money in the talking machine business, while still profiting in the general market.

Strengthening Public Confidence

THE move of the Engineering Division of the Radio Manufacturers' Association in defining the terms "socket power" and "electric" as applied to radio receivers for the information and protection of both the trade and the public, is distinctly in the right direction, for within the past year or so there has developed much general confusion relative to the actual meaning of these terms.

In defining what may be referred to as a "socket" power set or "electric" set the manufacturers have not only given the legitimate dealer a sound basis upon which to work, but have also opened the way for checking the activities of that element of the trade which is inclined to be a bit careless, to say the least, in advertised statements. The definitions offered by the engineers may be accepted as authoritative and final, and in the hands of the authorities should prove effective weapons in the prosecution of misleading advertisers. It represents another step in the development of public confidence in radio.

Specializing in Home Entertainment

THE announcement made recently by Sherman, Clay & Co., the prominent music house of the Pacific Coast, of the establishment of motion picture camera departments in all the stores of the company's extensive chain, is particularly significant, for the reason that the company explains the move as being logical from the standpoint that it is in the business of providing home entertainment, and that the motion picture camera and projector for the use of the amateur comes under that general head. In short, the new departments have not been installed to offset deficiencies in the music business, but rather as a means for extending the company's sphere of usefulness and service.

If the new policy is carried out by the music dealers generally, or even by a fair percentage of them, it should lead to the development of a new type of emporium handling all those things which have to do with entertainment in the home. We have seen the original piano store branch out and handle phonographs, with the majority of them going further and installing stocks of wind and stringed instruments and sheet music. Then came radio and a majority of the so-called general music stores began the retailing of radio apparatus, which at the present time represents the last word in musical entertainment in the home. The amateur motion picture outfit distinctly fits into the family circle as a means of enter-

tainment quite as much in a sense as a musical instrument, and there are likely to be found other products of similar character.

In expanding the scope of the music store it is much more logical and desirable to confine the new lines to those that may be classed as entertainment media in the home than to branch out into other fields, such as the handling of electric refrigerators, washing machines and vacuum cleaners, as has been advocated by certain individuals. There is a wide difference between the financial and selling problems connected with an establishment confined to the handling of home entertainment media and one that attempts to embrace a variety of home-furnishing items. One represents specialization in a definite field, the other represents generalization and the varied responsibilities that it entails.

Wisdom of Co-operative Effort

ALTHOUGH the radio industry is an infant comparatively, although a lusty one, forsooth, its members have seen the wisdom of co-operative effort to the extent that there exists an active and functioning national association of manufacturers and likewise a representative national federation of dealers, made up of representatives of numerous local dealer associations throughout the country. Yet we find the talking machine trade, although well past the quarter of a century mark in age, still without any national, and for that matter any sectional, organization.

It is unfortunate that there exists no association of talking machine manufacturers or of retailers to represent the industry in those matters where an organized opinion or protest carries weight, and to bring about a better understanding wherever possible on matters of trade practice and problems.

The time has arrived in American business when members of a specific industry, such as the talking machine trade, have as their competitors not men in the same line of business, but those in a hundred other lines of trade, all of them energetically seeking to get a share of the American dollar upon which there are at present so many demands.

The time that is often wasted in competition within an industry can be put to much better and more profitable use in developing ways and means for keeping that industry strongly before the public to the general advantage of all concerned.

The idea of a national association in the talking machine trade is not in any sense a new one. It has been advocated on numerous occasions and tentative but unsuccessful attempts have been made to organize. With the majority of the other industries presenting a united front to the country in the fight for business it seems that the time has arrived to give this matter of talking machine trade organizations further thought.

Regulation of Convention Exhibits

MEMBERS of the talking machine and radio industries who contemplate exhibiting at the Hotel Commodore for the conventions of the National Music Industries during the week of June 4, and who are not now affiliated with the Music Industries Chamber of Commerce, may well give heed to the restrictions that are placed against exhibits by non-members. It has been the practice in the past of some concerns to take membership in the Cham-

ber at the last moment in order to secure exhibit privileges and then to withdraw that membership shortly after the close of the convention, and in order to check this practice it was decreed at the mid-Winter meeting of the Board of Directors of the Chamber that only concerns who were members as of March 1, 1928, would be permitted to exhibit. It will be well for those who distribute through the music dealers and are desirous of displaying their wares at the June convention to take cognizance of the new regulations and govern themselves accordingly.

Double Tax on Instalment Sales

THE talking machine dealer who sells on instalments, and that may be taken to mean every dealer, is or should be vitally interested in the attempts that are being made in various quarters to have changed that provision of the new Revenue Bill, which as at present interpreted, is calculated to place a double tax upon income from instalment sales.

The Music Industries Chamber of Commerce has been active in the fight to have this provision either eliminated from the bill or at least so changed as to lift the burden from the shoulders of thousands of dealers throughout the country, and that organization urges that dealers, either individually or in co-operation with it, enter the fight to have the Senate Finance Committee change the reading of the law. It is a matter that represents millions of dollars to the music industry and to others, and organizations in various lines of trade have moved to place their protests before the Finance Committee of the Senate.

Protests were first made when the measure was under consideration by the House Committee, but owing to protests of the Treasury Department, it is said, the provisions covering double taxes on instalment sales returns were placed in the bill after having once been eliminated. Now the matter rests with the Senate, and strong pressure is being brought to bear on the Finance Committee of that body. Among the organizations lined up in opposition to the taxing of profits on instalment sales is the National Retail Drygoods Association with a national membership of some 3,000, and every branch of the music industry is vitally interested in the fight. The time is short for effective action, and those members not thoroughly familiar with the drastic provisions of the law should get in touch with the Music Industries Chamber of Commerce or some other authoritative body in order that they may participate in organized protests or be able to take up the matter intelligently with the Senators from their respective States.

Meeting Trade Problems Fairly

MUCH of practical value to the industry in the handling of its problems is expected to result from the two-day session of the Federated Radio Trade Association being held in Milwaukee as this issue of The World goes to press. Dealers who make up the organization are earnest in their efforts to help solve the trade problem, to improve the character of advertising and to develop closer relationship between the various branches of the industry, and there is no question but that much good must develop from any movement designed to that end, for the problems are of the industry and not of the individual.

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WE START THE NEW YEAR BY GIVING YOU
A BETTER QUALITY, IMPROVED RECORDING,
GREATER VOLUME AND CLARITY IN THE

BELL RECORDS

Let us assist you in merchandising these records and from
our long experience increase your selling

THE BELL RECORD CORPORATION
38 CLINTON STREET NEWARK, N. J.

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Last-Minute News of the Trade

Harry L. Spencer Now New England Manager of Sonora

Popular Executive Has Assumed New Duties as District Manager for the Sonora Phonograph Co., Inc.—Widely Known in the Trade

A. J. Kendrick, vice-president and general manager of the Sonora Phonograph Co., Inc., has announced the appointment of Harry L.



Harry L. Spencer

Spencer as New England district manager of the company. Mr. Spencer assumed his new duties this week and his appointment will be welcome news to Sonora dealers throughout New England, for he is one of the most popu-

lar members of the New England sales fraternity. The J. H. Burke Co., Sonora distributor, with headquarters in Boston, Mass., will continue to function in this capacity, as heretofore.

Harry L. Spencer has been identified with phonograph activities in New England for many years, having been one of the members of the firm of Kraft, Bates & Spencer, Brunswick jobbers, and, more recently, Brunswick branch manager at Boston, Mass. During his activities in the phonograph industry since 1909 Mr. Spencer has served as president of the New England Music Trades Association and has always taken an important part in the activities of this organization.

Prior to his departure from the Brunswick Co., in Boston, Mr. Spencer was the guest of honor at a dinner given to him by the members of his former organization, and during the course of the evening was presented with a very beautiful desk pen set as a token of esteem and affection.

Indiana Electric & Mfg. Co. Acquires New Plant

MARION, IND., February 7.—Arthur E. Case, president of the Indiana Electric & Mfg. Co., of this city, manufacturer of Case receiving sets, has acquired an efficient and up-to-date plant to replace the factory which was burned down recently. The new plant gives the company the same facilities as in the past and the manufacture of Case radio products was resumed without delay. The fire caused damage estimated at \$300,000, but Mr. Case lost no time in re-establishing manufacturing facilities.

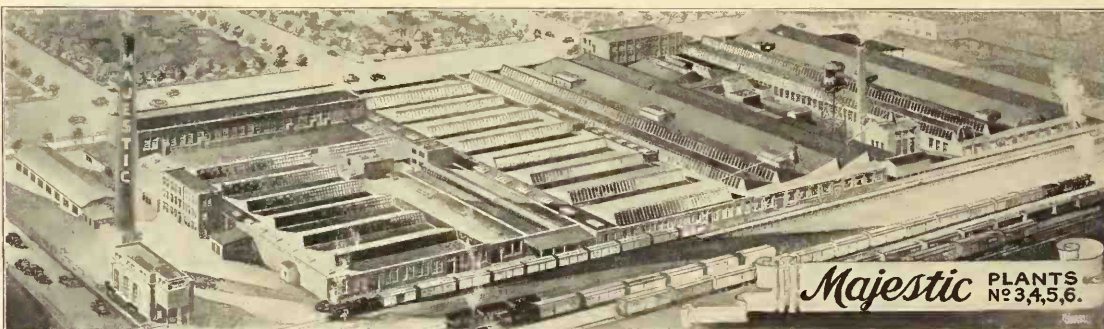
ing purposes now totals nearly a half-million square feet.

The accompanying photograph shows the Majestic plants Nos. 3, 4, 5 and 6, and gives a graphic idea of the tremendous facilities available for manufacturing purposes. These facilities, formerly occupied by the Yellow Coach organization, constitute an up-to-date property with every convenience and modern arrangement with which present-day factories are equipped. As will be noted, the plant stretches over many city blocks, all departments

Grigsby-Grunow-Hinds Co. Takes Over a Huge Plant

Addition of Large Plant of Yellow Truck & Coach Co. in Chicago Gives G.-G.-H. Co. Nearly Half-Million Square Feet of Space

With the acquisition, a short time ago, of the enormous plant of the Yellow Truck & Coach Mfg. Co., in Chicago, the Grigsby-Grunow-Hinds Co., maker of the famous Majes-



tic line of radio products, has automatically become one of the largest radio manufacturing institutions in the world.

A long-time lease on the Yellow Coach property has been taken by G.-G.-H. Co., the deal involving nearly a million dollars. The company has just completed an addition to its original plant at 4540 Armitage avenue, which doubles the facilities of this plant. The two Armitage avenue plants will be known as Plants Nos. 1 and 2, and the Yellow Coach plants will be known as Majestic Plants Nos. 3, 4, 5 and 6. The total floor space of the Majestic organization available for manufactur-

ing purposes now totals nearly a half-million square feet.

The acquisition of this immense new plant and the completion of the Armitage avenue addition tells far better than words the enormous popularity which Majestic radio products have enjoyed during the past several years. It also gives a hint as to the activities to be engaged in in the near future by G.-G.-H. Co.

being on one floor, so that speed and efficiency in operations are always possible.

The acquisition of this immense new plant and the completion of the Armitage avenue addition tells far better than words the enormous popularity which Majestic radio products have enjoyed during the past several years. It also gives a hint as to the activities to be engaged in in the near future by G.-G.-H. Co.

A. W. Fritzsche Resigns as Okeh Vice-President

Will Devote Entire Time to His Duties as Vice-President of General Phonograph Corp. and General Phonograph Mfg. Co.

Allan W. Fritzsche, one of the most popular executives in the phonograph industry, has resigned as vice-president of the Okeh Phonograph Corp. and will devote all of his activities in the future to his duties as vice-president of the General Phonograph Corp. and the General Phonograph Mfg. Co. Mr. Fritzsche's family and he personally have extensive financial interests in these two organizations and according to his present plans Mr. Fritzsche will concentrate his activities on the sale of Heineman motors and needles. He is well known throughout the trade, having spent considerable time in the field, and numbers among his friends manufacturers and wholesalers from coast to coast.

Acme Electric & Mfg. Co. Announces Price Reduction

CLEVELAND, O., February 8.—R. A. Lais, sales manager of the Acme Electric & Mfg. Co., of this city, manufacturer of Acme power unit products, has announced a reduction in price of the type A B C-5 converter from \$34.50 to \$32.50 and the harness for the six-tube set has been priced at \$7. The reduction in price of the A B C-5 converter was made after the company's advertisement for this issue of The Talking Machine World went to press.

Sonora Executive Headquarters Now in New York

Executive Offices to Be Transferred From Chicago to New Sonora Building at 50 West Fifty-seventh Street, New York City

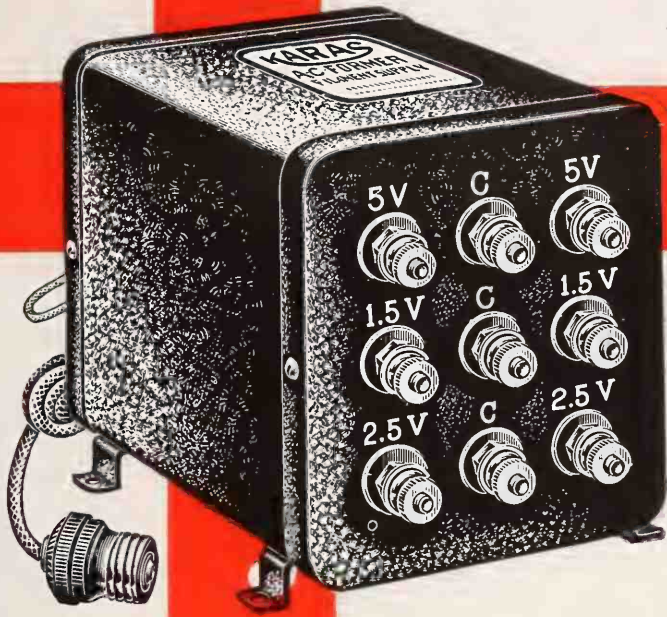
The executive headquarters of the Sonora Phonograph Co., Inc., which heretofore have been located at 64 East Jackson boulevard, Chicago, will in the future be established in New York City. The company is maintaining temporary headquarters at 16 East Fortieth street, New York, but within the next few weeks will move to the handsome Sonora Building, at 50 West Fifty-seventh street, New York, in the heart of the city's finest business section.

A. J. Kendrick, vice-president and general manager of the Sonora Phonograph Co., will make his headquarters in New York, while Harry Bibbs, whose appointment as a member of the Sonora organization is announced in the Chicago section of this issue of The Talking Machine World, will be in charge of the Sonora Chicago offices in the capacity of Middle West division sales manager. The Sonora Chicago offices will continue to be located at 64 East Jackson boulevard.

A new feature of The Talking Machine World each month is a section devoted to "The Newest in Radio," which appears on pages 89-90 in this issue. Latest products introduced by radio manufacturers are illustrated and described. This is a valuable directory for retail dealers.

Your Customers
are waiting for

AC!



Sell it
to them
and CASH IN

with

on 1928's Greatest Opportunity

KARAS A-C-FORMER

in conjunction with the Carter, Eby and
other Cable Harnesses

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and

**WATCH
SALES
BOOM!**

A
HUGE
VOLUME
OF ORDERS
HAS MADE
POSSIBLE
THIS NEW
LOW LIST
PRICE OF

\$8.75

for

TYPE 12

Supplies filament potential for 12 tubes, as follows: 8 1½ volt Type 226 or 326 tubes, 2 2½-volt type 227 or 327 tubes, and 2 5-volt Type 171 tubes.

TYPE 13

Supplies filament potential for 10 tubes, as follows: 5 Type 227 or 327, 2½ volt tubes, and 2 Type 171 5 volt tubes, or 2 Type 210 tubes.

\$13.50
List Price

The big news of the day is conversion of battery sets to AC operation! You can sell the sensational new Karas A-C-Former, together with cable harness and tubes to every man to whom you have ever sold a battery set—and many more besides! Folks don't want to sacrifice their pet sets to get AC operation—and they don't have to! Thousands of consumer inquiries which have filled our mail since our announcement of this new product, indicate the strong influence which it will have on radio throughout the year. The Karas A-C-Former will be backed by a strong, consistent advertising campaign in magazines and newspapers which will bring you quick, profitable sales!

GOOD BUSINESS ALL SPRING AND SUMMER!

A new source of business! No slump this summer for wide awake dealers who will carry a stock of Karas A-C-Formers to meet the tremendous demand! Don't delay another moment! Get in touch with your jobber at once, and write us to-day, using the coupon below to obtain further details.

KARAS ELECTRIC COMPANY

4040 N. Rockwell St., Dept. B, Chicago

The new Karas A-C-Former delivers the correct voltage for the new standard AC Tubes, types X-226 or CX-326 and Y-227 and CX-327. It does not permit the excessive voltage and current fluctuations which are ruinous to AC tubes, which is vitally important because the slightest variation in building or wiring, or any appreciable surge or overload in the AC supply line will cause trouble. The Karas A-C-Former protects AC tubes and insures long life—and there is not a hum in a trainload.

The A-C-Former needs no separate device for center tap. It has a convenient extra loop of wire for connection to the panel controlled switch. It is designed for mounting all connections beneath sub-panel or may be mounted on separable feet as shown above. It is sturdy, compact, powerful, silent, never heats up and always delivers an unvarying, absolutely correct filament voltage. It has plug-in connection for "B" eliminator.

Convert Your Battery Sets, Too!

There is no longer any reason to carry a dead stock of battery operated receivers when you can quickly convert them to AC operation with the Karas A-C-Former filament supply and a converting cable harness! Then watch them sell—and watch the profits roll in! No rewiring; harness connections are available for any 4, 5, 6, or 7 tube set. So simple, a boy can make the change.

Mail this Coupon!

KARAS ELECTRIC COMPANY,
4040 N. Rockwell Street, Dept. B.,
Chicago, Illinois.

Send me complete details and further information regarding the conversion of my customer's battery sets to AC operation with KARAS A-C-FORMER.

My Name

Address

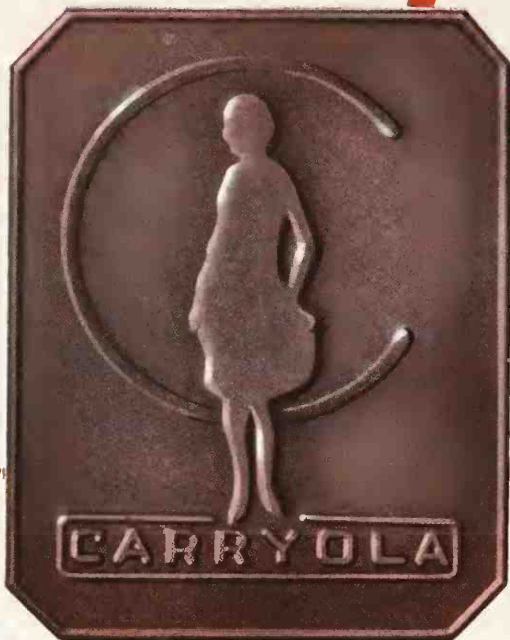
City

Jobber's Name

All orders will be shipped through your jobber.

This

Identifies the of Portables



Carryola Master

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

\$25.00 List
East of the Rockies



Carryola Lassie

Flat-type portable, furnished in black, blue or brown Fabrikoid. Both case and record album are embossed and air-brushed. Latest design 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.

\$15.00 List East of the Rockies



Carryola Porto Pick-Up

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

The pick-up or electric reproducer is attached to a curved, throw-back arm which makes it easy to change needles. Volume control conveniently located on motor board enables operator to regulate volume anywhere within limits of receiving set and speaker. Box is beautifully finished in neat, durable Fabrikoid with nickel-plated fittings. Made for use with either D. C. or A. C. radio sets.

\$23.50 List East of the Rockies



Carryola Electric Pick-Up

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

\$10.50 List East of the Rockies

WORLD'S LARGEST MAKERS



Trade Mark

Best and Fastest-Selling Line Ever Built



IT'S a new trade mark, but it represents the world's largest manufacturer of portable phonographs. It identifies a line of products that are fast-moving and highly profitable to you as a music or radio dealer.

See a Carryola Master or a Carryola Lassie. They *look* like real musical instruments. Hear them and you know they're even better than they look. Even the most casual inspection will prove to you that no portables in the price class can *compare* with these Carryolas.

Quick Sales to Radio Fans

Then see the new Carryola Porto Pick-Up. Try it out with any radio set. Play a record on it and see if you don't agree with us that every radio owner will want one of them on sight.

And the Carryola Electric Pick-Up—what a market there is for it! Thousands of music lovers have allowed radio to replace the phonograph in their homes although they still have their old phonographs. Show them how easily this electric pick-up enables them to use their phonograph to reproduce records electrically and the sale is practically made.

A World of New Record Business

We don't need to tell you the effect the Carryola line will have on your sales in the record department. Every time you sell an item bearing the Carryola name plate you have made a new customer for records. More sales. More profits.

National Advertising on a Big Scale

But we are not content merely to offer you a fast-selling, profitable line of merchandise and let it go at that. We help you sell it. We're backing you up with the biggest national advertising campaign the industry has ever seen. We're telling the world about Carryola portables and Carryola Pick-Ups. We're telling *your* customers to look for this Carryola trade mark and hear a Carryola Demonstration in the store that displays it. In short, we are doing everything possible to help you make more sales, quick sales, more profitable sales.

Get the Details Today

Learn the name of the nearest Carryola distributor and details of our selling plan. The sooner you get in touch with us, the sooner you'll be in line for big profits. Write or wire us today.

THE CARRYOLA COMPANY OF AMERICA
647 Clinton Street . . . Milwaukee, Wisconsin



O F P O R T A B L E P H O N O G R A P H S



ABOX

"A" BATTERY ELIMINATOR

Now Ready— The 4-Volt Model for Radiola Sets

*Replaces Dry Cells or
Storage Battery and Charger
Contains No Battery*

This new model for Radiola superheterodyne receivers and all sets using 4-volt tubes now makes it possible to do away with all batteries.

It accommodates itself perfectly to the special needs of this type of set with the utmost simplicity, efficiency and satisfaction—without change in wiring or tubes and at about one-half the cost of other methods of A. C. conversion.

Extremely compact. Ideal size for any Radiola battery compartment, including table models. Will not interfere with the operation of any set regardless of how close it may be placed to the integral working parts.

This newest ABOX development is the only one of its kind in this rich, virgin market. It deserves your unqualified endorsement and will prove to be one of the feature profit articles in your stock.

ABOX is a nationally advertised name and every ABOX dealer is given intensive merchandising cooperation. Send for display material and circulars free to ABOX dealers.

The ABOX Company

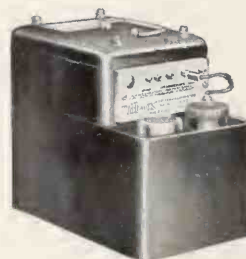
215 North Michigan Avenue
Chicago, Illinois



4-Volt ABOX Eliminator

A new model for sets using 4-volt tubes. Fits Radiola battery compartment. Size 8¾ inches long, 4 inches wide, 6¼ inches high. Output—.6 amperes, 4 volts D. C.

\$27⁵⁰



6-Volt ABOX Eliminator

This model will operate any set using eight or less standard 6-volt tubes. Not necessary to change set wiring. Over 100,000 of this type in use.

\$32⁵⁰

Roy S. Dunn Appointed to Important Splittorf Post

Popular Executive Is Now Western Sales Manager of Splittorf Radio Corp.—Hal P. Shearer Discusses the Business Outlook.

Hal P. Shearer, general manager of the Splittorf Radio Corp., Newark, N. J., has announced the appointment of Roy S. Dunn as Western



Roy S. Dunn

radio sales manager handling all radio sales for that company in the North Central States. Roy Dunn, as he is familiarly known, has been identified with the wholesale piano business for 18 years. During that period he gained a tremendous amount of goodwill and a wide circle of acquaintances in the Western territory.

For four years Mr. Dunn was with the Zenith Radio Corp. of Chicago where he se-

cured an extensive knowledge of radio merchandising. On January 1, 1927, he joined the Brinkerhoff Piano Co. of Chicago as sales manager, and it was from this organization that Mr. Dunn resigned to become associated with Splittorf.

The appointment of Roy Dunn to cover the Western division of Splittorf's activities is in line with Mr. Shearer's conviction that the music industry is going to "take up" radio on a scale hitherto undreamed of even by the most ardent advocates of the music store as the most logical outlet. Mr. Shearer has devoted himself to special analysis of the situation from a countrywide angle and states that the hour has struck for the music dealer to push radio to the limit.

"It is not my idea that just because we manufacturers want as many good outlets as possible to handle radio that I am primarily interested in the music store," said Mr. Shearer announcing Mr. Dunn's appointment. "Having been a piano man myself I realize fully the problems of the music store. The time has come when the music store can make real money out of radio."

Enterprise Mfg. Co. Starts Production of Radio Kits

PHILADELPHIA, Pa., February 6.—The Enterprise Mfg. Co., of this city, which recently was granted an RCA license, has engaged in the production of a complete kit of adapters, harness and transformers designed to convert battery radio sets to AC operation. The Enterprise Mfg. Co. is an old established hardware manufacturing house and has well equipped manufacturing facilities and an established sales organization.

The William R. Gallego Co., Canton, O., recently added the Atwater Kent line and is featuring Model 37 in a sales drive.

F. A. D. Andrea Comments on New Fada AC Models

States That New Sets Are the Result of Two Years Laboratory Work—Feels That Present Models Require a Minimum of Service

Commenting upon the three new models of Fada radio receivers using alternating current tubes, F. A. D. Andrea, president of F. A. D. Andrea, Inc., states that these new sets are the result of two years of laboratory work behind closed doors.

"The so-called electric receiver is by no means a novelty with Fada radio," said Mr. Andrea. "As far back as January, 1926, we had built a laboratory model for the now well-known Fada Eight, and that was an all-electric job. But we were not ready then, nor did we become ready until now to market apparatus of this type. The two-year period between the building of the first all-electric receiver by Fada engineers and the entering into production of our latest models has been occupied with much study, research, testing and development work to the end that the product might be, in trade vernacular, right. In announcing the Fada AC Seven table, the Fada AC Seven console, and the Fada AC Special, we believe we are offering receivers that not only require an absolute minimum of service, but live up fully to the standards set in our receivers through which harmonated reception was given to the world."

Alice Catherine Kester Born

E. H. Kester, statistician of the Atwater Kent Mfg. Co., Philadelphia, Pa., paused long enough from estimating Atwater Kent 1928 sales to receive the hearty congratulations of all his friends both in the Atwater Kent organization and in the trade upon the arrival on January 7 of a daughter, Alice Catherine Kester.

DECA-DISC

The Full Automatic With Electric Amplification



45" high, 23" wide, 22" deep.

The only automatic phonograph, fool-proof and satisfactory, for either home use or public entertainment.

By turning on the switch, it plays continuously. No reloading necessary.

Simple and compact, nothing to get out of order, and the cabinet is no larger than those playing only one record, contains a complete amplifying unit, loud speaker and electric pick-up.

The panel in front contains a volume control, reject button, stop and start switch, also a switch to predetermine a definite number of records and stop automatically, should you desire to use it.

Price practically the same as others playing only one record.

Jobbers and Dealers Should Write for Information

Manufactured by

Deca-Disc Phonograph Co.
Waynesboro, Pa.

3 things necessary to Successful Radio Merchandising in 1928

Increased production for 1928 enables us to offer real profit opportunities to distributors and dealers in new territories. Applications are now being considered



Full
Natural
Tone
Quality
of
"Concert"
Caliber

Music Store Steadily Gaining in Importance as Logical Outlet for Radio

Bond P. Geddes, Executive Vice-President of the RMA, Gives Some Thought-Provoking Facts Regarding Merchandising Radio Receiving Sets at Retail

The increasing recognition of the music merchant as the logical outlet for radio receiving sets by the radio manufacturer and the reasons for this attitude, which in some cases is a reversal of opinion, and the tendency on the part of dealers to devote their attention to radio as a staple item of merchandise, formed the basis of an interesting and instructive article by B. P. Geddes, executive vice-president of the RMA, in the RMA News under the caption "Selling Radio Through Music Merchants."

Radio is synonymous with music, at least in the public consciousness. While something more than a mere musical instrument, it has that classification in the mind of the buying public. This is a fundamental fact which neither the music merchant nor the radio manufacturer, jobber or dealer can ignore.

Therefore, in approaching a discussion of the question of music dealer merchandising of radio this primary consideration, so often lost sight of, both by the radio manufacturer and the music merchant, should be kept firmly in mind.

No oracular statements coming from the radio industry or, by the same token, from the music industry, can do more than accelerate a condition in both trades which, even the most casual analyst of the two industries must recognize, is now in progress. This is, that the radio manufacturer is availing himself more and more during each seasonal business cycle of the music merchant as an outlet for radio, and that the music merchant, in increasing numbers, is turning, either again or for the first time, to radio. This movement is more than perceptible. True, it has not taken on the proportions of a landslide, possibly, on either side of the fence, but

it is an economic development whose force is increasingly evident. The results, I believe, will be beneficial, as they should be, mutually.

Water which has gone over the dam carries much debris but still contains a potential source of power and profit if utilized down stream. Any discussion of the many reasons in the early stages of the radio industry which caused the music merchant to reject or discard the radio before or after taking, causing the manufacturer to place the music merchant on his "N. G." list as a merchandising outlet, and vice versa, is something of a post mortem process. Still the comparison of the past with the present and future of radio is not barren of enlightenment.

The radio industry of to-day is far different from that of yesterday or to-morrow. In the product itself, in the development of broadcasting, in merchandising methods, trade practices, and many other respects the music dealer of a few years ago who placed radio on his "N. G." list would do well to study the new day in radio. Undoubtedly, the music dealer anti-radio prejudice, developed to a considerable extent a few years ago, has not been altogether broken down. Neither has the manufacturer prejudice against the music merchant as a radio distributor. But it is well to remember that prejudices obscure vision; also they cost money. And the circumstances which kept the radio manufacturer and the music merchant at arm's length (or more) in the past have changed vastly.

In the early stages of radio distribution there were the attendant evils of uncertain price maintenance, of "gyp" merchandise and "gyp" competition. Also there was the serious ques-

tion of servicing the radio sets. The problem of service still remains, much less acute, however, while the worst evils, naturally attendant upon a new industry and which caused the music merchant to "lay off" the radio, have largely disappeared.

To-day, at least partially through the efforts of the Radio Manufacturers Association, the trade discounts and merchandising methods have been conservatively stabilized, as the whole industry has progressed to a position of permanency in stronger hands, and, therefore, with greater facilities for exercising responsibility. No longer is the radio industry one for the fly-by-night and get-rich-quick profiteer. That stage, fortunately, has passed almost entirely as to the manufacturer, and to a minimum point, is gradually growing smaller, in the retail trade.

The discounts of the radio manufacturer, smaller than usually enjoyed by the dealer in pianos and some other musical lines, also have become well stabilized. Many music merchants argue that they cannot show an adequate profit at the ruling discount rate of 40 per cent. On the other hand, it is certain that the manufacturers' profits, considering invested capital, and some of it in past costly experiments from which the radio public is now benefiting, are not creating a multitude of millionaires overnight. More music dealers are beginning to realize that the radio, with its quick turnover, can be made to show an adequate and sizable margin.

The question of service largely is responsible for the increase, among the ranks of music and other radio retailers, in profitable merchandising of radio receiving sets. Drains for service charges upon radio dealers in the earlier years of development no longer exist. Servicing does not constitute a danger to the music or other merchant in marketing receiving sets. These have been perfected to a point even called "fool-proof." Conceding, for the purpose of argument only, of course, that this term may carry a slight tinge of poetic license, it is

**Charm and
Distinction
as Furniture**

KELLOGG

A-C Radio

has them all!

It stays sold and sells others!

Kellogg Switchboard & Supply Co.

Dept. 25-92, Chicago

**True
A-C
Tube
Operation**

nevertheless undeniably true that the question of service should no longer deter the music merchant in placing the radio receiving set before his public. The receiver, complicated and delicately adjusted as it is, probably always will need some slight degree of servicing, but development has reached the stage where the service problem should not bar the radio from the music store. It is a problem with which the manufacturer has dealt and is dealing with as his primary responsibility. For the comparatively little servicing and gradually diminishing adjustment required of the radio receiving set of the new day, the music merchant can cope, with every reasonable assurance of avoiding the losses which it formerly caused. One practice widely advocated is that of engaging an outside company for the service work of the music merchant. This practice has been developed particularly among department stores.

The field of radio distribution also is narrowing as some retail agencies—unnatural and un-economic ones in many instances—are falling by the wayside. In the writer's opinion the future holds the promise that the exclusive radio dealer and the music merchant will be the big competitive forces in retail distribution. There is much foundation for the opinion widely held that the music merchant to-day could occupy the dominant position in the retailing of radio, certainly receiving sets, if the opportunity to preempt the radio field had been seized a few years ago. Possibly as widely held is the opinion that the radio manufacturer failed to utilize the music merchant, in the early stages of the industry, to the fullest advantage. Regardless of the responsibility and without useless recriminations about conditions in the past, it seems certain now that the exclusive radio dealer and the music merchant are entering upon a new era of dual leadership in the retail market. In this predicted competition and in spite of the exclusive radio dealer's evident advantage in having technical experience behind him and experts on his staff, the music mer-

chant has many natural offsetting advantages on his side in the distribution of receiving sets. Among these, as is well recognized, is his experience in selling tonal quality of musical instruments. No longer are receiving sets sold extensively by long-winded and technical dissertations on their interior mechanism, but instead there is increasingly persuasive sales appeal in tonal performance. Also the piano dealer is accustomed to meeting problems of acoustics in home installation, which have very parallel problems in radio installation. The piano dealer especially is backed furthermore by long experience in selling high-class merchandise which becomes a cherished furnishing of the home. In this respect, too, the radio is taking its place in the development of rich cabinet housings. Furthermore, the music merchant is accustomed to instalment selling, which is becoming more prevalent in the marketing of radio as the quality and price of receiving instruments are increasing to meet the public demand for beauty as well as utility in their family radio. The music merchant has an established and trained organization. He has a list of prospects in every customer of the past for a piano or other musical instrument—each one to-day being a prospect for the sale of a radio receiving set. The music merchant also has established credit lines and financing system. He, above all, is the musical merchandise mentor in his community.

It will be noticed that emphasis has been placed on the advantage which music merchants might find in the marketing of radio receiving sets. It seems to be the better opinion among radio manufacturers that the music merchant should confine himself to the handling of receiving sets. It seems to be the consensus of opinion that the handling of radio parts has too many complications. It entails the carrying of a considerable inventory of varied lines, requiring technical knowledge of radio circuits and apparatus, as well as calling for different methods of merchandising. Therefore, it appears that the music dealer should handle radio

accessories only in a limited way and to such an extent as will enable him to sell a complete equipment. An exception might be the handling of a line of tubes. This has been found by many music dealers to be a successful adjunct to a receiving set business. But in the distribution of complete sets with built-in reproducers and socket power equipment (which looms as the ultimate radio product) the music merchant is well equipped to function efficiently.

The development and improvement of broadcasting has not only established the radio industry but insures its future. Farsighted leaders among the manufacturers and broadcasters have laid well the foundation for a new and greater industry, which already is too big to be a mere adjunct of the electrical industry and also too vast for the marketing of its products under control of any one distribution agency or any one manufacturing group.

While the inevitable competition of radio with other musical instruments has caused realignments and readjustments in the music industry, the radio is not an element of injury to the music merchant—except to that music merchant who refuses to recognize the changed conditions in the radio industry.

Plaza Music Co. Aids Dealers With Advertising

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of "Pal" portable phonographs, is co-operating with dealers in planning advertising designed to build sales. Some of the advertising very cleverly ties up with important sectional events. For example, the newspaper ad for January 19 tied up with the birthday of Robert E. Lee, of Civil War fame. This ad is, of course, of particular interest in the South. This is the kind of co-operation that is aiding dealers who handle the "Pal" line to build up a profitable sales volume.

Each month *W. Braid White* will suggest methods of stimulating retail sales of high-class music

Creating a Record Demand for Finest Music

Intelligent promotion of good music means more substantial success for the retailer

By *W. Braid White*

A SHORT time ago, the Victor Talking Machine Co. announced that it was publishing a recording of the C minor Symphony of Johannes Brahms, by the world-famous Philadelphia Symphony Orchestra, whose conductor is Leopold Stokowski, known throughout the country as one of the most interesting and skilful orchestral directors of the day. In fact it is not too much to say that the Philadelphia Orchestra is at this moment the

finest body of players in the United States, quite probably equal to any similar body to be found anywhere. I shall not indulge in a lot of silly loose talk about "world's best," because nobody knows just which orchestra is entitled to that distinction. Nor does it matter. What does matter is that the Philadelphia Orchestra is today generally regarded as the best in the U. S. A., which means in comparison with the New York, Boston, Chicago and Cleveland orchestras, all of which are very fine.

What makes a symphony orchestra very fine? First, permanence; and second, a good conductor. It is not enough to get together a nucleus of players, whose numbers must be swelled for every unusual piece of work by the addition of outsiders hired for the occasion. The players must be hired by the year and held exclusively to this one work. Then also the conductor must be the same man year in and year out, at least so long as he can produce results. Conditions of this kind are not easily managed, and much money is called for if they are to be realized; but in Philadelphia, in Boston and in Chicago, as well as in New York, the ideal, to a greater or lesser extent, has been translated into fact. That is why these orchestras are so good.

Stokowski

What makes the Philadelphia the best of all is probably the personality and skill of the conductor, Leopold Stokowski, a man still young, of remarkable ability, who began life as a pianist and has become one of the small company of great orchestral conductors. Stokowski is of mixed English and Polish ancestry, combining fire and practical wisdom to an astonishing extent. When he took hold of the Philadelphia Orchestra, it ranked last among the great American bands. To-day it ranks first without a doubt.

I say all this in order to make readers understand that it is not a small or a simple thing which the Victor Talking Machine Co. has done in thus obtaining the co-operation of the greatest American Orchestra in order to record so stupendous a work as Brahms' First Symphony. So accustomed are we in these days to the marvelous that it is hard to awaken a sense of enthusiasm even for a really big achievement. But I think it easy to show that here is something worthy the enthusiasm of even the most blasé mind.

The Music Maker

Brahms died in 1897 at the age of 64. He had been composing since he was 17 years old, but he did not hasten to sound the trumpets and the drums. His first symphony was published and had its first performance only in 1876, when Brahms was already 43 years of age and had an European reputation. It is thus a quite mature work, in which Brahms may be said to have put everything which he felt, thought and knew. Accepted at first with much reserve, and even attacked in some quarters as unduly austere and obscure, it has steadily made its way into public favor and is now the favorite (or one of the few real favorite) war-horses of great virtuoso American conductors like Frederick Stock of Chicago, Walter Damrosch of New York and Leopold Stokowski of Philadelphia. Chicago is said to be a hard-boiled town, but the audiences who for years have thronged Orchestra Hall during the nearly one hundred orchestral concerts given each year under Stock's baton have learned to love this symphony so much that it

is usually impossible to buy a seat on a Brahms First Symphony night, unless one goes to the box office a day or two ahead.

Composer and Orchestra

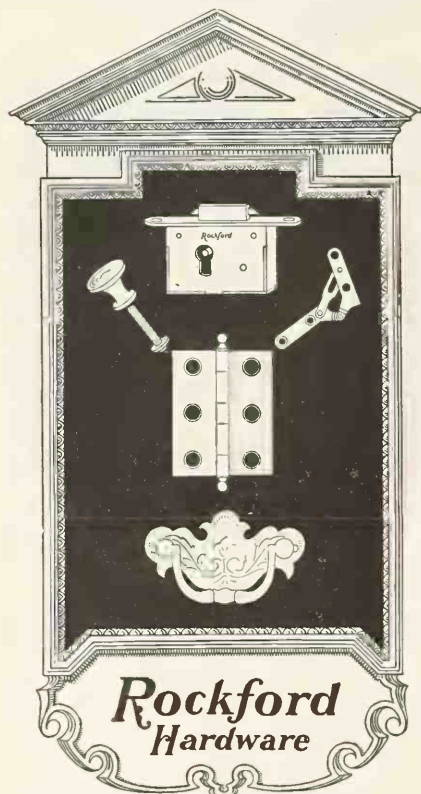
A great orchestral symphony represents an amount of thought, inspiration, labor and downright skill simply incredible to the outsider. Consider that the composer must first think out his musical thoughts, then rough them out on paper, then distribute the musical ideas among first violins, second violins, violas, cellos, contrabasses, flutes, piccolos, clarinets, oboes, English horns, bassoons, contra-bassoons, French horns, trumpets, trombones, tuba, kettle drums; and even, if he wishes, harps, cornets, bass drums, snare drums, celesta, tam-tam, bells and so on. Of course a composer, even a very modern young wild man of music, need not use every instrument named above. But in any case he will have his choir of four kinds of stringed instruments, his wood-winds, his brass, and his percussions. The task before him will be to distribute his musical sounds among these instruments so as to produce from moment to moment the precise desired effect of tone-color, tone volume, emphasis, suspense, or whatever it may be. This distributing of the parts among the instruments is comparable to the art of the orator, who has to clothe his thoughts in appropriate words. So, the restrained passion of Lincoln's Gettysburg address, compared with the purple patches of Bryan's Cross of Gold Speech is like the quiet but penetrating and soul-moving ardor of Brahms compared with the glittering verbosity of Berlioz. Brahms and Lincoln, the names fit into each other as one contemplates the two personalities. Each was slow to speak, and rough outwardly, but within was gentler than a woman. Each was gifted with that supreme power of expressing in the most direct and straightforward language the deepest and most moving thoughts. Each was sneered at as uncouth, and each has come to be an immortal. Lincoln used words, Brahms tones, but the analogy is extraordinarily close.

The Great Architect

Brahms was above all a musical architect. His music has all the perfection of design, all the exquisite beauty and the unbounded wealth of detail which we find in great masterpieces of building, such as the Cathedral of Chartres, or the Basilica of Santa Sophia as it once was. He can no more be comprehended at a single hearing than the west front of Rheims at a single glance. Knowing this, the Victor Talking Machine Co. hit upon the happy idea of providing upon a separate record a short talk by Mr. Stokowski, outlining the themes or melodies on which the symphony is built, and playing these upon the piano so that the hearer may have them "in his ear" when the symphony begins. Carrying on the same principle of explanation, they have provided a folder to go in the special record album, containing a short and clear description of the course of the music.

A symphony is architecture in tone. All music is this more or less; but music has the disadvantage of coming to the percipient bit by bit, like a stream flowing past. It is as if one had to look at a picture through a narrow slit moving across the field of vision. Music, then, must be heard over and over again, but that in turn has the enormous advantage of fastening it upon the memory so firmly that, if it be in truth the tonal expression of a great man's thoughts,

(Continued on page 40)



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.



D-40

D-40	\$175.00
D-40-60	260.00
D-40-25	260.00



D-10

D-10	\$ 75.00
D-10-60	160.00
D-10-25	160.00
D-5 Console	30.00

Federal Ortho-sonic line lengthened, strengthened and made more attractive than ever

Prices \$75⁰⁰ to \$1250⁰⁰

Federal Announces

— in effect at once, a longer price range —
prices from \$75 to \$1250 (higher in Canada)
— instead of \$100 to \$1250 as heretofore.

— a sharp price-reduction on the D-10 and D-40 sets as here illustrated and priced.

Here is fresh incentive for the designated Federal retailer to renew his efforts — and for the retailers not handling Federal to investigate the line.

A sales potential that has been greatly increased. A product that is exclusive — the only Ortho-sonic radio. A quality of *radio performance* that is absolutely non-competitive — with a price for every purse and satisfaction for every purchaser. The foundation for a flourishing retail trade and a permanently successful business . . . All this is offered —

But get the whole story. Find out about the good profit margin, the protection, the freedom from red tape, the many other features going with the Federal designation. You'll say there's nothing in the industry like it — that it's just what you want. Get details at once from your wholesaler. If you don't know him, write us.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.
(Division of the Federal Telephone Manufacturing Corp.)
Operating Broadcast Station WGR at Buffalo
Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.



The sign of the
Designated Federal Retailer

FEDERAL ORTHO-SONIC

Reg. U. S. Pat. Off.

Licensed under patents owned and/or controlled by Radio Corporation of America, and in Canada by Canadian Radio Patents, Ltd.

RADIO

BUILT TO EXCEED YOUR EXPECTATION

Creating a Demand for Finest Recorded Music

(Continued from page 38)

it will take possession of the sympathetic hearer with an authority and power hard to describe. Thus it is with a great piece of musical design and execution like the C minor Symphony of Brahms.

The Revolution in Recording

It is scarcely necessary to say again how much the electrical recording has altered phonograph music for the better. To-day it is not a condensed "little" orchestra that huddles round a horn. The full band of performers is placed in their ordinary concert position, and the sound waves emanating from it fall upon the microphonic receiver after they have had the full advantage of reverberation from the walls of the room. In consequence the music is reproduced, even on a small phonograph, with a sense of spaciousness, a volume of sound and an atmosphere of reality never before attainable.

The playing of the Philadelphia Orchestra throughout the Symphony is superb. Each tone-color comes out with astonishing fidelity and power, while the conductor plays upon his great instrument like Paderewski at his keyboard or Kreisler at his fiddle.

How to Do It

I hope, I hope very sincerely, that merchants will make a special sales effort on this wonderful Victor album. But one thing is sure: the way to sell music of this sort in album form, with all the profitable possibilities it holds, is by demonstration, on the large scale. I should put on a store concert, some evening, inviting the musicians of the town, and should present to them this great work, taking perhaps as counterweight the same Philadelphia Orchestra's recording of the showy and brilliant Second Hungarian Rhapsody of Liszt, which is also a Victor electrically recorded product. And if the thing were being done really right, I should

wish to complete the picture by putting in the middle the Brahms' piano Quintet, with Harold Bauer and the Flonzaley Quartet doing the playing. There would be a program, and a way of doing things.

And in that way or in some way like it such things will have to be done. For the high-class record will be the profit maker of the future.

Canadian and British Radio Men Visit Kolster Plant

Four representatives of Canadian and British radio interests were recently entertained at the Kolster Radio plant, in Newark, N. J. They were J. B. Byers, vice-president and general manager, and J. Bacon Brodie, sales manager, of Canadian Brandes, Ltd., Toronto; W. A. Bartlett, managing director, and S. Wilding Cole, director of sales, of Brandes, Ltd., of London. They reported a rapidly growing radio market in both countries.

New Columbia Artist

Richard Tauber, German tenor, will record exclusively for the Columbia Phonograph Co. catalog. Mr. Tauber is a member of the Berlin, Dresden and Vienna State operas and has sung throughout Europe with increasing success. In addition to his vocal capabilities, Mr. Tauber is an orchestral conductor and composer. His first coupling for Columbia is, "Ay-Ay-Ay! Mein Blond-Englein" and "Song of India."

A Real Loud Speaker

A demonstration of the latest developments in loud speakers was given last month when the Bell Telephone Co. sponsored a program in which the human voice was heard from Hoboken in New York.

Attractive Stromberg-Carlson Window at McCoy's

No. 744 Stromberg-Carlson Combination Is Shown in Homelike Setting in Display of McCoy's, Inc., Authorized Hartford Dealer

HARTFORD, CONN., February 6—Displaying the No. 744 Stromberg-Carlson combination instrument in a homelike setting in its window attracted considerable attention and brought a



How McCoy's Featured Stromberg-Carlson

large amount of business to McCoy's, Inc., authorized Stromberg-Carlson dealer of this city.

The instrument occupied the center back of the display with a ship model gracing its top. Two floor lamps flanked the sides and to one side in the foreground a comfortable chair was seen with a book resting on an end table at one side and an ash receiver at hand on the other side. Attractive draperies aided in giving a true atmosphere and permitted prospective customers to visualize the instrument as it would appear in their own homes.

M. C. Rypinski Discusses International Broadcasting

The big advance that should take place in radio in 1928 is in the establishment of international broadcasting on a definite, organized basis, according to M. C. Rypinski, vice-president of Federal-Brandes, Inc., and member of the board of governors of the National Electrical Manufacturers' Association. The new year should also see more complete recognition on the part of everyone that radio is as much a necessity in the home as the daily newspaper, in Mr. Rypinski's opinion.

Viva-Tonal Used in Act

Dale Wimbrow, Columbia recording artist, is using the Columbia Viva-tonal phonograph as a regular feature of his act, which is being played in the Keith Theatres throughout the country. The popular comedian, who is appearing with Blanche Franklin, song writer and singer, finds the Columbia instrument a welcome addition which is well received by audiences wherever he appears.

E. R. Johnson Offers Gift

Eldridge R. Johnson, former president of the Victor Talking Machine Co., recently offered the Camden, N. J., Park Commission substantial financial aid in creating a recreation center along the Cooper River. He also offered to pay the salary of a consulting engineer recently dropped for reasons of economy.

RCA Subsidiary Formed

The Radiomarine Corp. has been organized as a subsidiary of the Radio Corp. of America to handle the RCA wireless business with ships at sea and on the Great Lakes.

The TALK- BACK



Anyone can make
PHONOGRAPH
RECORDS

Makes Full-Volume, Permanent
Phonograph Records. Will
even record a whisper.

Records can be Made and
Played on any standard phono-
graph, including electrical re-
producing phonographs.

Here at last is a practical record-making outfit for home use. With a TALK-BACK, anyone can make full-volume, double-faced records that can be played indefinitely without losing original volume. The TALK-BACK can be attached to any standard or portable phonograph in two minutes, and, after recording, simply loosen thumbscrew and remove recording equipment, leaving phonograph ready for regular use. TALK-BACK Records are ready to play as soon as cut—they require no processing. Method of recording is scientifically correct. Users marvel at the simplicity of unit and especially the results obtained.

It's a HIT!—Everybody is Buying

The TALK-BACK is a Hit wherever introduced. Everybody wants one. With it, one can keep in permanent form "sound pictures" of themselves, members of the family, parties of friends, or any program broadcast over the radio. Artists, musicians, students, teachers and laymen everywhere are building extensive TALK-BACK Record libraries.

TALK-BACK

Complete

\$7.50
LIST

Blank Double-faced
Talk-Back

RECORDS

3 FOR \$1.00
LIST

Dealers—If your Jobber can't supply you, write factory. Jobbers—Write for our proposition.

TALK-BACK PHONOGRAPHIC RECORDER CO.
4703 East 50th Street
Los Angeles, Cal.

Science + Science . . . Quality + Quality

CARRYOLA
beyond this you buy furniture

+

AUDAK
REPRODUCER

"The Champion Combination of the Entire Field"



2 New Carryolas
(AUDAK-Equipped)

The two new Carryola models shown here are equipped with AUDAK Reproducers—for better, truer, more life-like rendition!

See 2-Page
AUDAK
Announcement
on
Pages 16 and 17
This Issue

When Carryola set forth on its new expansion program, determined to add new meaning to the term "portable talking machine," it was fitting that much thought should be given to Carryola's new reproducing unit. They wanted the best reproducer on the market—proven over a period of time to excel in acoustical merit and actual performance. They wanted a reproducer that would help lift Carryola out of the class of ordinary "portables." So Carryola experimented, in detail and at great length. Hundreds of tests were made, under all sorts of conditions. From several reproducers at first considered, the choice narrowed and narrowed. The testimony of the trade, also earnestly considered, was overwhelmingly in favor of AUDAK. And finally AUDAK, leader by sheer merit, won another sensational victory over the whole field! Carryola is now AUDAK-equipped! For this progressive company with a great portable and a vigorous new policy, only AUDAK Reproducers will do!

DEALERS

Your confidence in AUDAK is once more justified by the exhaustive investigations which Carryola prosecuted independently and impartially—resulting in their adoption of AUDAK for their tremendous output!

It Is Gratifying, Yet Only Fitting, That Carryola Portable Talking Machines Should Be Equipped With Audak Reproducers—the Best by Test

The AUDAK COMPANY, 565 Fifth Ave., New York, N. Y.

"Makers of Acoustical and Electrical Apparatus for more than 10 Years"

RMA Meetings Held in New York

Important Trade Matters Considered at Three-Day Sessions at the Hotel Pennsylvania, New York — Reports of the Committees

THE Radio Manufacturers' Association held a three-day series of meetings at the Hotel Pennsylvania on January 24, 25 and 26, for the consideration of various problems of the industry.

Discuss Patent Interchange

At the opening session 200 members of the Association attended and discussed important matters, including broadcasting, technical engineering problems and the radio patent situation. Chief among the matters discussed was that of plans for a patent interchange system among manufacturers. A J. Carter, of Chicago, chairman of the RMA Patent Interchange Committee, has been working with his fellow committeemen and C. C. Hanch, father of the patent-pooling plan so successful in the automotive industry, for several months toward solution of the patent problem. Most of the RMA membership have submitted confidential information regarding their patent holdings to the committee with a view to the ultimate presentation of some plan for the removal of the vexatious patent situation. Mr. Carter submitted his report regarding the progress made by the committee, and after discussion by the members it was announced that the plan would be ready for formal presentation to the industry, as represented by the RMA, at the annual convention in June.

Address Features Luncheon Meeting

The regular monthly RMA luncheon followed the morning session and O. H. Caldwell, a member of the Federal Radio Commission, was the speaker. He explained the Commission's policy and detailed how it had aided the millions of American listeners as well as the radio industry. He also sketched how the Commission's work in clearing broadcasting channels and the prospective development of short wave broadcasts opened wider markets and promised still greater benefits in the use of radio. Mr. Caldwell explained why the Commission had not summarily closed down many broadcasting stations, and also its opening of channels to chain broadcasting. He registered himself as being opposed to any taxes on radio receiving sets or apparatus as

unwise. The industry has developed, he said, because radio is free.

Committee Meetings

Tuesday afternoon and Wednesday were given over to meetings of various committees, including a number of gatherings of the Engineering Division, of which H. B. Richmond is chairman; the RMA Parts Committee and the RMA Merchandising Committee, of which L. E. Noble, of Buffalo, is chairman.

The Engineering Division, in order to aid the public in purchasing radio receiving sets, and to improve advertising and merchandising of radio products, prescribed definitions for "socket power" radio operation. The definitions for "socket power" and "electric" products are:

"Socket powered" as applied to a receiving set, includes any set operated from a light socket or an alternating current, a direct current, or with a self-charging battery compartment."

"The term 'electric set' to include only those sets operated from a light socket without the use of 'A' or 'B' batteries or wet cells of any description."

Merchandising Policies Considered

Important radio merchandising policies were considered by the Merchandising Committee. A survey of markets for all radio apparatus was approved by the Committee. Information from the Department of Commerce, the U. S. Chamber of Commerce and other organizations will be distributed, under the Committee's plan, to all RMA members to aid in the economic distribution of radio and the development of the wider markets opening.

Standardization of manufacturers' catalog sheets and a movement to insure orders given for radio products also were approved. Another merchandising problem, that of financing instalment sales of radio, was discussed and the committee took steps to develop a uniform, economic plan for the financing of instalment paper.

Board Plans Wider Activities

Measures to broaden the activities of the Association and greatly extend its service to the radio public were adopted at the meeting of

the RMA Board of Directors, presided over by President C. C. Colby on Thursday. A movement toward improved advertising of radio products, to prevent confusion on the part of the public and toward correction of trade practices was ordered by the board, in co-operation with the radio retailer and jobber through the Federated Radio Trades Association. The board directed the Engineering Division to present at the next meeting definitions of the various "socket power" types of sets for the guidance of the public, in advertising and merchandising. The engineering definitions were deemed by the board to need further definition to assist the purchaser.

The suggestion of the Merchandising Committee regarding a survey of markets and its plan for standard catalog sheets were adopted by the board. Other plans adopted included the establishment of a traffic bureau for RMA members, in charge of a traffic expert, with a view to lower freight and express rates, and the establishment throughout the country of vocational training courses in public, technical and other schools.

Report on June RMA Trade Show

Marked progress in plans for the Second Annual Trade Show and the Fourth Annual Convention of the RMA at Chicago next June was reported by Major H. H. Frost, Show Committee Chairman. The board of directors voted its full co-operation and support to Messrs. Hermann and Irwin, managers of the Trade Show and Annual Radio World's Fair. It was reported that more than half of the 30,000 square feet of available space at the Trade Show has already been taken by RMA members.

The directors voted to hold their next meeting at Buffalo, N. Y., early in March.

Fred W. Peabody, Inc., of Newburyport Incorporated

BOSTON, MASS., January 17.—Among the corporations registered at the State House within the past few days is that of Fred W. Peabody, Inc., of Newburyport, which plans to manufacture and import pianos and phonographs. The capital is \$20,000 and the incorporators William K. Peabody and Lena L. Peabody, both of Haverhill, and Percy J. Simmons of Amesbury. The name of Fred W. Peabody has been identified in an active way with the music business for a number of years.

United Labs. in New Home

United Scientific Laboratories, Inc., manufacturers of radio apparatus, recently moved into new quarters at 113-19 Fourth avenue, New York City, where they occupy the entire sixth floor. Their new home has a floor space of 13,500 square feet, about 2½ times the floor space occupied in their old place of business. This move to enlarged quarters was necessitated by increased demand for United Scientific and Pierce-Airo products.

Columbia Shop Chartered

The Columbia Music Shop, Buffalo, N. Y., has been incorporated by N. Rovner, to engage in a general music business with a capital stock of \$25,000.

The Flint & Brackett Co., Springfield, Mass., recently opened a music department, carrying a complete line of talking machines and other musical instruments.

Investigate the New ABC CONVERTER



Leads the World in Converting Receiver Sets that Operate from D. C. Power to A. C. Power.

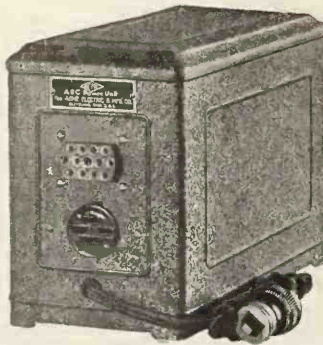
The Acme ABC Converter enables anyone to bring their D. C. set up-to-date and operate on ordinary House current. (A.C.) It's easy to do. Take out the present tubes, inserting the adapters on the Acme Harness. Insert the A.C. Tubes and you have the latest type receiver on the market.

The Acme ABC Converter is supplied in two models—Type ABC-5 for R. C. A. Tubes or Cunningham A. C. Tubes using a voltage of 1½–2½ and 5 volts, and Type ABC-15 for Arcturus Tubes which require 15 volts.

The "A" transformer windings of Type ABC-5 are designed to carry the required load. The "B" Unit delivers 40 milliamperes at 180 volts and the filter circuit employed is the double brute force type which gives maximum filtration with the lowest possible losses. A "C" voltage of 45 volts is furnished in this unit. If required, a converter cable or harness is supplied to make a quick and easy changeover.

Mounted in an attractive steel container, 7½" high, 11" long and 5" wide. Designed to operate on 50-60 cycles at 110 volts, any other frequency may be had upon request.

Order through your Jobber today and bring your Receiving Sets up-to-date



TYPE ABC-5

List Price.....\$34.50
List Price Tube (Additional)..... 5.00
Western Price Slightly Higher
Harness will be furnished if required.
This unit is for 226 and 227 Tubes.

TYPE ABC-15

List Price.....\$34.50
List Price Tube (Additional)..... 5.00
Western Price Slightly Higher
This unit is for Arcturus Tubes—no harness required.

THE ACME ELECTRIC and MANUFACTURING COMPANY.
1434 Hamilton Avenue Cleveland, Ohio

Interesting Events of the Trade in Pictures



Above—Emile Berliner, famous inventor of the disc talking machine, standing beside a collection showing the development of the gramophone, now housed in the National Museum at Washington, D. C., and loaned to the museum by Mr. Berliner.



Above—Ship model made by W. G. Cleary, Kolster radio production department. Is to be displayed in windows. Every detail of ship correct. Represents 500 hours of labor.

Left—Gloria Caruso, daughter of late Victor artist, cutting Rosa Ponselle's birthday cake at surprise party to this famous Victor artist.



Above—One of the weekly shipments of Atwater Kent radio to Newark, N. J., and New York City distributors. This shipment totaled over one-third of a million dollars' worth of AC sets, concrete illustration of the popularity of these models.



Above—This balanced window display was arranged by C. L. Ellison, manager, dealers' service department, Brunswick-Balke-Collender Co., Chicago, a service dealers are finding valuable in their sales promotion drives.



Right—Two Black Crows and Leo Reisman and His Orchestra share honors in broadcast. Left to right—Charles Mack, W. C. Fuhri, Columbia vice-president and general sales manager; A. W. Roos, Columbia manager of distribution; George Moran, Ben Selvin, director of Columbia Radio Hour, and Leo Reisman, who has achieved fame as an orchestra leader.



Left — Famous singers of the Metropolitan Opera Company, together with the Chorus of that organization, assembled in the new studios of the National Broadcasting Co. for a recent radio concert of the Victor Talking Machine Co. Standing, in the centre of the group (left to right) are Giulio Setti, conductor; Rosa Ponselle, soprano; Giannini Martinelli, tenor, and Ezio Pinza, basso.

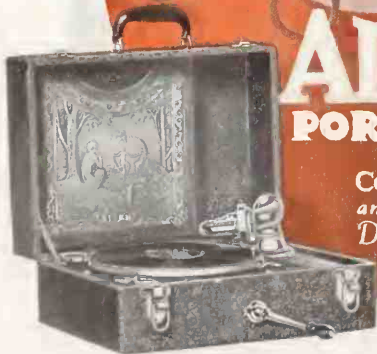
TELLING *the*

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 water-resistant Du Pont Fabricoid, colors blue, black or red. The greatest portable ever created. See and hear it—today!



Marvelous
NEW
Musical
Features



**ALLEN
PORTABLES**

Come in—
and hear the
Difference

Free Trade Service

Attractive *business-getting* Window Display, in seven colors, now being sent to Dealers. Be sure to get yours! Also, window posters, pamphlets for mail and counter distribution, free mat and electro service. If your supply hasn't arrived, write or wire your Jobber today!

WORLD

THERE'S no secret about Allen Portables. We're telling the world how good we had to make them in *building them to your measure.*

The ad shown here just appeared in The Saturday Evening Post and is the "Opening Gun" of a consistent campaign, which will go regularly each month into 3,000,000 homes, many of them located right near you, in your city or town.

Creating *actual demand* for Allen Portables in *your store.* Helping you sell! Bringing you *new business* and fine, big *additional profits!*

Just call the "Live Wire" jobber nearest you for samples, or write us for complete free catalog

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

ALLEN PORTABLES

THE
SNAPPIEST
MUSIC
You ever heard



When you want all the fun and joy of music in your home, you'll buy an Allen Portable. There's nothing like it for all 'round sport and entertainment. For Allen Portables alone have all the new musical features.

They play all records perfectly, and give you the snappiest music you've ever heard!

Allen Portables exactly fit your every need. They are beautiful enough to adorn any home, and just right to take along for weekends, school, or college. Three fine models in attractive colors from which to make your choice!

Own an Allen Portable and enjoy all the world's music, at trifling cost. Ask your dealer today for free demonstration, or write for catalog.

HEAR AND SEE
THE DIFFERENCE!

ALLEN
PORTABLES

ALLEN HOUGH MFG. CO.
MILWAUKEE, WIS.



Psychology

—over here and over there

It has been noted by expert observers of the talking machine trade abroad that when one of the new "His Master's Voice" instruments (Orthophonic Victrolas) is shown for the first time in England or on the Continent, great crowds gather as would gather here, for example, to see a new Ford automobile or to watch a visiting motion picture star enter a hotel.

As a result of this state of the public mind—and the determination of phonograph dealers abroad to make the most of it—the talking

machine business in Europe is far greater than ever in its history.

The same musical perfection and convenience in Victrola products that are holding Europe spellbound can make America marvel—if the dealer gives them the same fair chance.

The first appearance of every new Victor model and each new release of Victor records can be made to look like either an event or an accident.

It is up to you, Mr. Victor Dealer, to decide which it shall be.

C. BRUNO & SON, Inc.

Victor Distributors to the Dealer Only

351 FOURTH AVENUE

NEW YORK, N. Y.

1834—Almost a Century of Dependable Service to the Music Trade—1928

Albert A. Barnes, Pres. of Udell Works, Passes Away

Prominent in Woodworking Industry for 46 Years—Esteemed for Benefactions to Educational Institutions—A Leading Citizen of Indianapolis, Was Active in Civic Affairs

One of the veterans of the woodworking industry in America passed away on January 25 in the person of Albert A. Barnes, who had been president of the Udell Works, Indianapolis, Ind., for the past forty-six years. Mr. Barnes had been confined to his home for the past two years, having suffered a fractured hip in 1925, but this did not limit his interest in business and social affairs. Even in spite of his advanced years—having reached the patriarchal age of eighty-eight—his passing has come as a distinct shock to his many friends in Indianapolis and throughout the country.

Mr. Barnes, who was born in Stockbridge, Vt., on February 14, 1839, was a self-made man who gained a reputation in business circles for energy and resourcefulness and aided in the establishment of many institutions. He was always active in every movement that had to do with civic betterment and was always in the forefront in any charitable proposition that presented itself. He was a lifelong member of the First Baptist Church of Indianapolis and was a large giver of money and counsel to Franklin College, at Franklin, Ind., and was a leader in the organization of the Y. M. C. A. in his home city. His passing will be especially felt by his associates and employes at the Udell Works, which he had controlled since 1882. He knew the woodworking business from the lumber yard to the crate, and until the last few years was very active in the management of the business. While his passing is a distinct loss to the community, his memory will always be an inspiration to those who had the privilege of knowing him best.

The funeral services were held at his home on January 27, the Rev. F. E. Taylor, pastor of the First Baptist Church, officiating; the burial was in Crown Hill Cemetery. The following officers and employes of the Udell Works served as pallbearers: Howard Phillips, R. M. Madden, J. B. Peterseim, Samuel Doll, J. U. Myers, C. E. Stalnaker, C. A. Carl and H. T. Griffith. Honorary pallbearers were members of the board of trustees and deacons of the First Baptist Church and trustees of Franklin College.

W. L. Stensgaard Now With Montgomery Ward

W. L. Stensgaard, formerly director of the display division of the Stewart-Warner Speedometer Corp., Chicago, and also president of the International Association of Displaymen, resigned his position, effective January 15, to accept a post with the Montgomery Ward Co. as director of merchandise displays for their retail chain stores. This is viewed as a definite indication that the Montgomery Ward Co. intends to establish displays above those usually seen in chain store organizations. It is understood that the Montgomery Ward chain store organization is to see a rapid growth and that they will establish stores throughout the United States. Dan Hines will succeed Mr. Stensgaard as director of the display division for the Stewart-Warner organization.

A Valuable Bulletin

The Radio Dealer Bulletin issued monthly by Harringtons, Ltd., radio distributors of Australia and New Zealand, contains in each issue a wealth of information of value to the dealer. In a recent issue the leading article was an informative and well-written paper on the subject of "Advertising in Country Papers."

A Full House



of

Brilliantone Steel Needles

These quality needles, made by the largest and oldest manufacturers of steel needles in the world, should be in your store. When you stock this merchandise, every phonograph owner in your community is a possible customer.

You can have the nationally advertised brands—JUMBO—GILTEDGE—REFLEXO—BRILLIANTONE—or your own private brand at prices that leave room for worthwhile profits! In every size and tone now used.

Write to us TODAY for details,
prices and discounts

Brilliantone Steel Needle Co. of America, Inc.

370 Seventh
Avenue

New York
City

SUCC

Every morning's mail contains evidence that Kolster demand is growing stronger and stronger.

In the big cities the growth of Kolster popularity is unprecedented.

Reports from jobbers' salesmen indicate that authorized Kolster dealers are finding their protected Kolster franchises more valuable than ever before.

The evident fact is that the army of families who prefer Kolster performance to that of all other radios have started *talking*

KOLSTER

Enjoy the KOLSTER FAMOUS COMPOSERS HOUR
over the nation-wide Columbia Broadcasting System.

Every Wednesday 9 to 10 P. M. Eastern Time

Success!

... and the sounds they are making mean faster turnover for every dealer authorized to display the symbol of prosperity on the right!

Use the coupon.



KOLSTER

FEDERAL-BRANDES, Inc.

200 MT. PLEASANT AVENUE
NEWARK, N. J.

Please let me know if there is room for another Kolster dealer in my locality.

Name

Street

City State

Circus Methods Sell Radio Sets for C. D. Cheatham

Jamaica, N. Y., Dealer Arouses Interest of Public in Radio by Unusual Sales Plan

By Clarence J. O'Neil

WHEN the title of being a "big show man" is tacked on to an individual, we immediately think of P. T. Barnum and elephants and clowns. But when the residents of Jamaica, N. Y., hear of the big show man they immediately think of C. D. Cheatham and his annual radio show. He also tells the community of his coming radio exhibit through the same ballyhoo medium that Barnum made so

popular, posters—posters and more posters; eye-arresting, attention-getting publicity.

Posters "Tell The World"

Not a newspaper in the city carries an advertisement of Cheatham's, nor does he resort to circularizing through the mail. He is a firm believer in adding color to his appeal and therefore broadcasts through huge forty-two by thirty-six-inch, yellow and black posters pasted on every elevated station, building and fence within a radius of five miles. He pays dearly for his poster advertising hobby but he also gets a good refund through radio sales.

It is too soon to tabulate how much he will realize on his Second Annual Radio Show, held in January, but on the basis of last year's performances, and broadcasting it through the same advertising program, Cheatham expects to make it another success.

Cost of Poster Advertising

The one outstanding feature of his advertising is the seemingly expensive angle of it. The cost of posting the billboards alone averages twenty cents a poster. He estimates 1,000 posters will be sufficient to cover every available blank wall space for miles about his district. The posters are printed in black type with an elaborate yellow shade background. Cheatham's printing bill, exclusive of the \$200 for posting, amounted to \$60. The posters read:

L. D. Heater Co. Opens a Branch in Seattle, Wash.

PORTLAND, ORE., February 3.—The L. D. Heater Co., jobber of phonographs, records, radios and accessories, has opened a branch department in Seattle and has placed J. E. Brown in charge. Mr. Heater, who spent the past month in Seattle planning the opening, quietly purchased the \$12,500 bankrupt stock of the Harold Weeks Brunswick Shop and distributed it to the various dealers in that city. While there he also purchased the Arborphone stock of the Globe Electric Co., and has taken over the northwestern distribution.

At the Portland headquarters Al Cooney, who has been associated with Mr. Heater for many years, has been placed in charge of the Okeh and Odeon record department.

John N. Armfield has been placed in charge of the Victrola and radio department of Sherman, Clay & Co., Portland branch, and his wife in charge of the record department of the firm. Mr. Armfield takes the place occupied by R. W. Newhouse and Mrs. Armfield that of Miss Cora Richie, both of whom have been transferred to California houses of the firm.

C. B. Gilbert, of Seattle, and president of the

Northwestern Victor Distribution Co., met the Victor dealers and salesmen at a luncheon at the Hotel Portland, January 11, at which time he gave them an excellent sales talk and demonstrated for them for the first time the new model Victor Electrola No. 1215.

Elmer Hunt, in charge of the Portland branch of the Victor Distribution Co., announced that the J. K. Gill Co. has added the Victor line. When the department was opened the Brunswick and Columbia lines were installed.

Winton Balzell Drops Dead

Winton Balzell, musician, educator and author, of Brooklyn, N. Y., dropped dead from heart disease while visiting with a friend, H. L. Hunt, head of the instrument department of the Charles H. Ditson Co., at the company's quarters at 8 East Thirty-fourth street, New York.

Rappaport Files Schedule

A schedule in bankruptcy was recently filed by Morris Rappaport, proprietor of the M. Rappaport Music & Radio Shop, 880 Westchester avenue, New York City. Liabilities are listed at \$36,040 with assets at \$26,397.

C. D. Cheatham presents Jamaica's Second Annual Radio Show at 147-18-20 Jamaica avenue, Jamaica, N. Y.

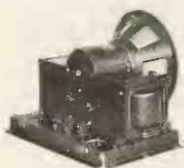
Mr. Cheatham allotted a full day for his squad of eight men to cover the posting area with four trucks.

Uses Barnum Tactics

Even the interior decorations of the "radio show" were done in Barnum fashion. Having two separate stores, adjoining each other, offering a combined floor space of fifty by one hundred feet, Mr. Cheatham arranged and decorated one store exclusively for his show. Yellow and black were the uniform colors, used throughout the store. The entire ceiling was elaborately decorated with streamers to match the windows, doors and wall finish. On entering, the visitor viewed an assortment of complete sets occupying the front half of the store. As he walked further back he saw an assorted array of accessories neatly stacked up on two shelves. Five salesmen under the supervision of E. Spero, manager, were ready to answer any questions asked by visitors.

Mr. Cheatham's final cost for staging his two weeks' show last year, including printing, posting and labor, was estimated at about \$500. His net result, however, was the sale of \$8,000 in radios and plenty of vacant space for a fresh stock of radio merchandise.

MAGNAVOX



R500 Unit Dynamic Power Speaker and power amplifier combination

THE wonderful Magnavox Dynamic Speaker, with a matched power unit, self-contained on steel frame, is ready for installation in any radio set or phonograph cabinet having space available of 14 in. wide and 12 in. high.

Power unit for 105-125 volts 60-cycle A. C. supply. Requires one 316B type rectifying tube and one 310 or 210 type amplifying tube. Can replace last audio tube of set or use all tubes of the set. For use with phonograph electrical pickup head two additional audio stages recommended between pickup and R500 unit.

Only the dynamic type of speaker can bring out the full qualities of reproduction demanded today. With this carefully matched power unit the combination is the highest grade of radio device. Price \$120 for complete unit less tubes. Write for speaker bulletin.



Lobby Cabinet

LOBBY MODEL
R500 Unit in handsome cabinet, finished in rich old English brown mahogany. \$165.00, less tubes.

The Magnavox Company
Oakland, California



PHONOGRAPH CASES RADIO CASES

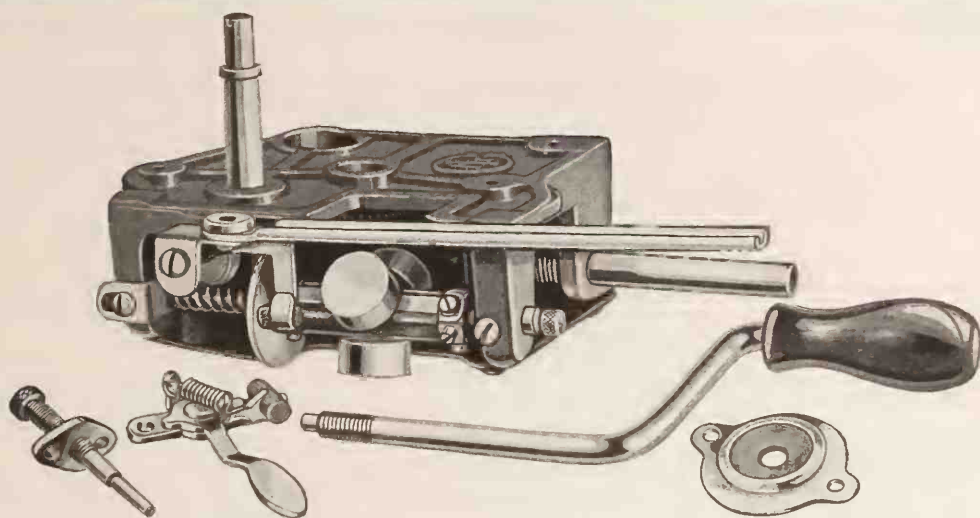
Reinforced 3-ply Veneer

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.



As Silent As a Fine Watch -and As Well Made

JUNIOR Motors are small editions of the famous J Flyer, with the same long life, dependability and freedom from noise that have made the Flyer the most popular and most widely used motor for portables.

The Junior has a frame of cast iron, spring of the finest steel, bearings of everlasting bronze, and specially-cut precision governors and gears. It is rigidly inspected at every stage of manufacture, and *cannot* come to you in a portable unless it is 100% perfect and ready to stand up under long years of hard use.

The greater part of all portables sold are equipped with Junior or Flyer Motors. Dealers insist on these better motors because they have found by experience that portables equipped with them are easier to sell, give greater satisfaction, and assure freedom from returns.

Demand portables powered by Junior or Flyer Motors—and play safe.

The **G**ENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century



A

Complete List

of



Distributors

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

THE ARTOPHONE CORPORATION
McCall Building
Memphis, Tennessee

THE ARTOPHONE CORPORATION
203 Central Exchange Building,
804 Grand Avenue, Kansas City, Mo.

CONSOLIDATED TALKING MA-
CHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MA-
CHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

CONSOLIDATED TALKING MA-
CHINE COMPANY
1424 Washington Ave. So.,
Minneapolis, Minn.

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

HAWAII MUSIC COMPANY
1021 Fort Street, Honolulu, Hawaii

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

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

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

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

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

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

JAMES K. POLK, INC.
217 Whitehall St., S. W., Atlanta, Ga.

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

JAMES K. POLK, INC.
803-05 West Broad St., Richmond, Va.

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

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



Satisfactory Trade Conditions Reported Throughout Entire Milwaukee Territory

New Panatrope-Radiola Combination Making a "Hit" With the Trade and Public, Brunswick Branch Reports—Value of Regular Attendance at Meetings of the Association

MILWAUKEE, Wis., February 7.—Carl Lovejoy, of the Brunswick-Balke-Collender Co., Brunswick agent here, reports that the concern is having exceptional success with the new Panatrope-Radiola combination. "Our concern is looking forward to a record business this year," said Mr. Lovejoy. "We are now handling everything in the way of shipments from our Milwaukee office, having made a district out of Milwaukee, and we are more than satisfied with the amount of business we have done during the month of January."

Harry Goldsmith, of the Badger Talking Machine Co., also reports that he is well satisfied with the conditions in the field at this time. "We are keeping up a good sales volume on the higher priced Victrolas," said Mr. Goldsmith, "and there is little doubt in my mind but that this condition will keep up."

At the Interstate Sales Co., agent for the Freed-Eisemann, Richard Zinke, manager, reports "a very fine, steady, consistent business."

The Allen-Hough Mfg. Co., at Racine, which is producing 600 portable phonographs, together with carriers each day, is finding business on portables extremely good. The company came to Racine about a year ago and began operations with a force of fifteen employees. To-day it is employing eighty-seven, and the plant is being operated night and day in an endeavor to fill orders.

"The music store is the logical place to get radios," said Henry M. Steussy, vice-president and general manager for the Kesselman-O'Driscoll Co. here. "When radio first came out every Tom, Dick and Harry in business was installing a radio department, but it is beginning to be realized now that radio business is not a sideline but a specialty, and that it requires real merchandising ability of a special kind to sell radios. That is why we find the large music houses and the exclusive radio shops prospering in radios—they have salesmen who are trained to sell the particular article.

"By attending meetings of the Wisconsin Radio Trade Association regularly, a dealer learns from the experiences of other men in the field," said Mr. Steussy. "Our Association has been active in combating merchandising evils which were prevalent in radio selling, and it behooves the individual merchant to take advantage of the opportunity to learn how to merchandise, how to sell with a carrying charge, and how to give proper service."

Among the radio retailers who are reporting an excellent demand for radios are J. B. Bradford Piano Co., Orth Music Co., Flanner-Hafsoos Music Shop, Inc., and the radio department of the Boston Store. The Flanner-Hafsoos Co. is having an exceptional demand for the Kellogg AC set.

The retailers are planning another "Ask 'Em to Listen" campaign, the idea back of which is to get the public interested in their home stations. Further plans with regard to the drive will be announced at a later date, as they are completed.

Record business in the city is keeping up at a good pitch. The Victor Herbert album is selling exceptionally well at the Badger Talking Machine Co., according to Miss Adele Holtz. "Another set of records that is especially popular right now is the Paul Whiteman's concert orchestra records," said Miss Holtz. "We are also beginning to notice a favorable reaction on records by Schubert, the 'Unfinished Symphony' being especially popular."

The Milwaukee Victor Record Girls' Club is continuing to meet each month and at their later meetings have been inviting girls from surrounding towns. At the next meeting of the association, to be held in February, it is planned

to have a famous Victor record artist present.

Thirty-five members of the sales force of the Reinhold Bros. Co., Minneapolis distributor of radio apparatus, attended the two-day convention of the French Battery Co., of Madison.

Plans for the construction of a ten-story building by the Music Arts Corp. are going forward here. This corporation has just completed extensive remodeling of the Kesselman Building. The property just West of this building has been acquired by the corporation on a ninety-nine year lease and it is here that the new building will be constructed.

The formal opening of a new radio shop at 4807 Center street, to go under the name of Merrill J. Page, Inc., Radio Studio, has been announced.

A new piano and radio store has been opened at the home of Henry Lorge at 406 South Cedar street, Marshfield, Wis.

A new idea in music rooms has been introduced by the Gitzel Music Shop, 961 Kinnickinnic avenue, Milwaukee. The company has a new Japanese room as an addition to the store.

Superior Cabinet Corp. Introduces New Models

Spanish Model 601 and Grecian 501 Adapted for Atwater Kent Model 37 and Other Popular Models—Expect to Triple Production

New models of radio cabinets are being introduced by the Superior Cabinet Corp., New York, earlier this year than usual because of enlarged manufacturing facilities, according to George Seiffert, sales manager of the company. The Spanish model 601 and the new Grecian model 501 are adapted for the new Atwater Kent model 37, the RCA model 17, Zenith and other popular receivers, the announcement states, and all of these cabinets are equipped with the RCA 100A cone speaker. Other new models will be announced shortly.

Mr. Seiffert states that the company expects to triple its production during 1928, and is now in position to take care of large quantity orders for cabinets of special design desired by jobbers, distributors or radio set manufacturers.

Atwater Kent AC Set and Pooley Line in Show Tie-Up

The Atwater Kent Mfg. Co., Philadelphia, Pa., established headquarters at the Commodore Hotel during the automobile show in New York City. The new AC receiving set No. 37 was the feature of the exhibit, together with the Model E speaker in its variety of new finishes. Vernon Collamore, sales manager; T. W. MacDowell, convention manager; P. A. Ware, merchandising manager, and other members of the Atwater Kent staff were on hand to demonstrate the new model and greet their many friends.

The Pooley Co., Philadelphia, maker of cabinets for Atwater Kent sets, had an exhibit in an adjoining room with Pooley executives, including B. R. Stauffer and Russell Hunting, Jr., in charge.

Maurice Landay Is Ill

Maurice Landay president of the Sonora distributing firm, the Greater City Phonograph Co., has been confined to his home in the Hotel Alden, New York, with intestinal trouble. Although his illness is in no way critical it is expected that some time will elapse before he will be able to return to his office.



REFINEMENT

THE far-sighted dealers who joined Sparton in pioneering the field of all-electric radio now reap this reward. As the entire industry swings to alternating current reception, Sparton's "richest of radio voices" sets the Sparton dealers in positions that are envied by the entire trade. There is still room for others who can meet reasonable requirements. Write

THE SPARKS-WITHINGTON CO., JACKSON, MICH.

Pioneers of Electric Radio without batteries of any kind (191)



Sparton Radio is made by the organization that for 27 years has maintained Sparton automobile warning signals as leaders in the fine car field.

SPARTON RADIO

"The Pathfinder of the Air"

Increased Business Creates Optimism Throughout the Kansas City Territory

Dealers and Wholesalers Report Satisfactory Business as the New Year Gets Under Way—
Combination and Higher-Priced Talking Machines and Radio Sets Lead the Demand

KANSAS CITY, Mo., February 7.—January closed here with the talking machine dealers reporting sales for the month ahead of January a year ago, and all dealers predict a good year for phonographs and radios during 1928. The past year was on the whole an improvement over 1926 in the experience of most of the retail houses in this city.

Paul's Music Shop has had a nice increase in sales of machines during January over January a year ago, and believes that the volume for the month will exceed January, 1927, by a good margin. Combination Orthophones and Radiolas are receiving the most attention at this time at Paul's. The new Victor Herbert record set is expected by Paul's to be the biggest thing of its kind of the year. They are already taking advance orders at \$7.50 for the complete set of five records.

O. D. Standke, of Standke's Music Shop, reports a fine Christmas business, with exceptional activity in the higher-priced Orthophones and combinations.

January has been a very good month with the Brunswick-Balke-Collender Co.'s branch here, according to T. H. Condon, head of the phonograph division. Although there is no large demand at this time, Mr. Condon looks for a fine year in the phonograph line during 1928. The new PR 17-8 with electric operation is being well received in this territory, as well as the new prices on the Valencia at \$175 and the P-11 at \$550. Record business since Christmas has kept up surprisingly well, according to H. H. Dickson, of the Brunswick branch.

Radios and Columbia phonographs are enjoying a brisk demand at this time, according

to the Sterling Radio Co. C. M. Willis, sales manager, stated the demand for radio is above normal for this season of the year, and they expect a good volume of business on radio until well into the Spring. The Columbia-Kolster combination is rapidly gaining ground in this territory, according to the experience of the Sterling Co., and they are stressing more than ever at this time the Columbia line, opening up several new dealer accounts. The Queen City Electric Co., of Sedalia, Mo.; Trenton Music Co., of Trenton, Mo., and the Maryville Drug Co., of Maryville, Mo., are three new Columbia accounts recently opened by the Sterling Co.

The Jones Store phonograph department reports a very good Christmas business, and brisk activity in talking machines and records since

Sherman, Clay & Co. Buy Allen Co. Northern Chain

Coast Music House Buys Wiley B. Allen Co.
Branches in San Francisco, Oakland, Sacramento, Stockton, Fresno and San Jose

SAN FRANCISCO, CAL., February 4.—The largest and most important deal ever made in the music trades on the Pacific Coast was completed on February 1, when Sherman, Clay & Co. took over the northern California interests of the Wiley B. Allen Co., in a purchase that involved approximately \$1,000,000. The stores which were transferred to Sherman, Clay & Co. include those in San Francisco, Oakland, Sacramento, Stockton, San Jose and Fresno. The properties were taken over with the organiza-

the holiday season. According to Miss J. M. Poynter, head of the department, they have enjoyed a fine demand for the new Columbia-Kolster combination instrument.

At the recent meeting of the Kolster Dealer Club H. H. Southgate, sales manager of the merchandising division of Federal Brandes, Inc., was the principal speaker, talking on the future of Kolster during 1928. W. E. Miller, of the Butler Music Co.; H. C. Bonfig, of Sterling Radio Co., and C. M. Willis, also of the Sterling Co., were speakers at the dinner meeting. More than 100 dealers from this territory were present.

The hook-up of the Columbia broadcasting chain with a Kansas City broadcasting station, KMBC, on February 1, is considered an outstanding radio event in this section.

An involuntary petition in bankruptcy was filed here in January against the American Auto & Radio Mfg. Co., which operates four stores in this city, under the name of the Big Radio Stores. E. L. Foutch, formerly of the B-R Electric Co., of this city, has been appointed receiver for the concern.

tions intact and are being run under the Sherman-Clay name.

Frank Anyrs, general manager of the Wiley B. Allen Co., stated regarding the company's withdrawal from the music business in central and northern California: "Our music business is to be merged with that of Sherman, Clay & Co." The Southern branches of the Allen Co. are not included in the sale. Sherman, Clay & Co. have branches in all the cities where they purchased Allen branches. Sherman, Clay & Co. will continue the Allen Co.'s store in San Francisco until the conclusion of the lease, the date of which has not been announced.

Many progressive retailers are resorting to outside selling to increase sales volume of radio receiving sets. Canvassing is proving a valuable business producer.

THE NEW VERAPHONIC VINCENNES PHONOGRAPHS

Instruments of rarest tonal quality, they incorporate the new Veraphonic principle and important amplifying discoveries of Vincennes engineers.

Employing its own individual reproducer, entirely developed in its own laboratories, the Veraphonic offers reproduction of music that cannot be approached by any other mechanical phonograph. The diaphragm used is specially constructed of three concentric layers of MICA, and will not crystallize under vibrations.



Valeria
Model No. 110 Console
FINISH: Mahogany or Walnut.
DIMENSIONS: Height 35"; Width 31 1/4"; Depth 19 3/8"
EQUIPMENT: Statuary Bronze, including automatic stop.

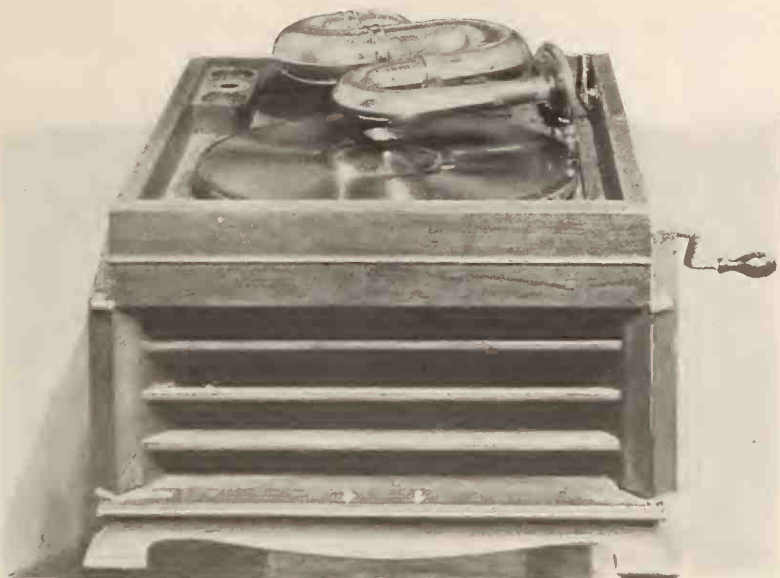
Housed in a new cabinet—first introduced to the trade by Vincennes—the Veraphonic model illustrated here renders lifelike reproduction and meets the most exacting requirements of music lovers.

The cabinet design is entirely new—the doors covering the tone chamber slide behind the decorative panels, overcoming the objections sometimes made to swinging doors.

The retail price of this Model is only \$95.00!

Vincennes Phonographs—the Rivoli and Veraphonic lines—retail from \$49.50 to \$485.00
NINE PEOPLE OUT OF TEN—BLINDFOLDED—CHOOSE THE VINCENNES!
THE VINCENNES PHONOGRAPH MANUFACTURING CO.
VINCENNES, INDIANA

Your territory may be open—write for attractive dealer proposition.



NEW — brand new!

A NEW revolutionary invention in the old style phonograph field is ready for you. It has many potential sales features.

Until now no device has been produced that makes the old machine the equal of the latest models in the desired volume and tone quality.

The performance of the

ASTRAL SERPENTINE TONE ARM \$12⁵⁰

is not only a superb achievement but a fundamental advance in full and exact phonograph music reproduction of surpassing beauty.

The "Serpentine" Tone Arm supplies a long felt want of 10,000,000 phonograph owners in the United States.

It has unique eye value in shape, quality of material and workmanship.

It is beautifully plated in colonial bronze with a black ball-bearing base, precisely machined and warranted not to bind.

It is indestructible in the ordinary course of usage.

It produces the heretofore much sought sound volume and faithfully and richly brings forth every note, high and low, on the phonograph record and over the radio, loud and clear.

It is unrivaled as a combination phonograph and radio attachment.

This Tone Arm, an elongated air column, approximately 27 in. in length, scientifically proportioned in Serpentine form, is at once adapted to radio with phonograph attachment. In effect, no radio loud speaker is comparable with the acoustics of a good, well seasoned tone chamber in a phonograph coupled to a Serpentine Tone Arm. Without it neither phonograph nor radio receivers are up to date.

The price, \$12.50, meets the requirements of being within reach of every pocketbook. Through an error this price was announced elsewhere as \$17.50. The correct price is \$12.50.

Serpentine Tone Arms can be shipped promptly in 8 in. and 9 in. lengths, in any quantity.

JOBBERs and DEALERS

Write or Wire for Prices

ASTRAL RADIO CORPORATION

1812 Chestnut Street

Philadelphia, Pa.

Brunswick Co. Cleveland Branch Has Attractive Studio for Panatrope Displays

Finished in Stucco With Stained Glass Windows and Artistic Lighting System—Cleveland Music Trades Association Holds Annual Banquet—Business Shows a Steady Gain

CLEVELAND, O., February 9.—With employment on the increase on account of growing production in the automobile industry, business has shown a fairly steady gain throughout the month and gives every indication of continuing, according to reports of dealers.

The annual banquet of the Cleveland Music Trades Association took place on February 8, and was well attended. This year the ladies were invited and the affair proved a very enjoyable one. A. L. Maresh presided and gave a short speech in which he thanked the members for the honor bestowed upon him of being elected to a third term of office. There were several other speakers and vocal and instrumental numbers to round out the evening.

Morris Mattlin, father of M. O. Mattlin, of the Knabe warerooms, and I. J. Mattlin, of the Reliable Music Co., passed away at his home after a short illness. He had recently returned from California where he had gone for his health. Others surviving him are his widow, and two daughters, who are the wives of Sam Mintz and M. Rosen, both in the music business.

The Cleveland branch of the Brunswick Co. has just completed a new Panatrope display studio which makes a beautiful setting for the various models. The studio is finished in stucco and has stained glass windows and a very artistic lighting system. Beautiful furnishings add to the attractiveness of the room. E. S. Germain, district manager, states that there has been an acute shortage of the new Panatrope-Radiola, combination model 17-8, and, as a result, quite a large number of back orders have accumulated. Brunswick record sales for January, 1928, were far beyond the expectations of Cleveland branch officials and show an increase

of over 100 per cent as compared to January, 1927, it is declared.

The management of the Euclid Music Co.'s Superior avenue store has been placed in the hands of Randall Miller, who came here from the East, where he was well known in talking machine trade circles.

The radio and phonograph credit exchange group of the Cleveland Retail Merchants' Board is holding a meeting every two weeks for the discussion of various retail accounts, with the result that help is being extended to those in need of it, and the chronic bad account is being forced to reform or discontinue business. There has been a very marked improvement in credit conditions since the formation of this group.

The Cleveland Talking Machine Co., distributor of the Victor line, reports a heavy run on Victor Herbert records since the National Broadcasting Co. has been featuring this composer's operettas. Dealers report a considerable number of sales of album sets of these records. The company is continuing its regular monthly meetings for dealers' sales ladies which are proving more popular than ever.

The Carro Accordion Co. has been incorporated to do business in Cleveland by Jules Eshener and others.

The George Worthington Co., distributor of Fada radio, has received the three new AC models and is receiving quite a number of orders from dealers throughout the territory.

The new Atwater Kent AC receiver has proved very popular in Cleveland and northern Ohio, and the distributor, the Cleveland Ignition Co., has had considerable difficulty in securing enough sets to take care of the demand for them.

The Metropolitan Grand Opera Company is to play a week's engagement here from April 30 to May 5, according to announcement made by Robert J. Bulkley, chairman of the Cleveland committee of the opera. The visit of the Metropolitan is invariably followed by a big increase in sales of operatic records, dealers featuring them in both window displays and newspaper advertising.

Neil D. Bell, who was general manager of the Wolfe Music Co., located at the Prospect entrance of the Taylor Arcade, has resigned and is spending a few months in Florida with Mrs. Bell on a vacation.

The Columbia branch has been busy filling orders for "Two Black Crows" records throughout the month. Moran and Mack, the originators of these dialogues, played a very successful engagement at the Ohio Theatre for two weeks. The William Taylor Co. has put on several special demonstrations of these records, and so great have been the crowds that the demonstrator and machine had to be moved into a specially prepared space on the side of the arcade so as to permit passageway.

A. L. Maresh is remodeling his store and putting in some demonstration booths.

Utah Radio Products Co. a Lektophone Licensee

The Utah Radio Products Co., Chicago, maker of Utah loud speakers, has acquired a Lektophone license, according to an announcement made a few weeks ago by Henry Forster, treasurer of the Utah organization. New models of the Utah loud speaker are now being introduced to the trade, and among the featured products are speakers equipped with both a cone and an exponential horn.

The Jackson Heights Battery & Radio Co., Long Island City, New York, was recently incorporated with a capital stock of 9,000 shares of common.

For America's Fastest Selling Sets

RCA Radiola 17



No. 933
for Radiola No. 17
With 100A Speaker
Finished to Match the Set

RCA 100-A
Speaker
Built Into
These
Solid Mahogany
Tables

Speakers are installed in scientifically designed compartments attached to the tables to effectively absorb all vibration.

Atwater Kent 37



No. 934
for Atwater Kent 37
With 100A Speaker
Beautiful Brown Mahogany

Already Stocked by Some of America's Greatest Stores

Watsonstown Table & Furniture Company

Watsonstown, Pennsylvania

Successful Furniture Manufacturers Since 1893

Milton L. Leve High Salesman in Fitzgerald Contest

Salesmanship and Sales Managerial Ability Both Tested in Contest Conducted by the Fitzgerald Music Co.—Winner Had Handicap

LOS ANGELES, CAL., February 4.—The Fitzgerald Music Co., one of the leading retail music houses on the Pacific Coast, conducted dur-



Milton L. Leve

ing 1927 a sales contest with the intention of giving its sales force an incentive and of keeping them up to their best efforts throughout the entire year.

C. H. Mansfield, manager of the phonograph

and radio departments of the Fitzgerald Co., tells of the reasons for the contest and its results, saying: "During the year 1927 we conducted a sales contest with our radio and phonograph sales organization, offering as first prize a handsome gold watch, suitably inscribed.

"Wishing to develop sales managerial ability, as well as sales ability, we operated the contest along the following lines: The two salesmen who were highest in point of volume in December, 1926, automatically became sales managers for the month of January, 1927. These two sales managers selected their own organization from our organization, choosing their teams as one would a football or baseball team.

"At the end of the month the sales manager whose team, as a whole, consummated the greatest amount of business was awarded a star. This same process was carried out the following month and each month thereafter, and the man having the greatest number of stars credited to him during the year is the man who wins the watch for the year, and the title of not only the outstanding salesman but the outstanding sales manager of the entire Fitzgerald Music Co.'s organization.

"The man to win the watch in 1927 was Milton L. Leve, who deserves the utmost commendation for his success, and all in the organization agree that Mr. Leve earned the prize with consistent, untiring effort.

"Without taking any glory away from Mr. Leve, in justice to Charles R. Bowen, who for five or six years has been high man in our phonograph and radio sales organization in point of volume, we want to say that Mr. Bowen, due to the fact that he occupies the position of assistant manager, was not allowed to enter the race. He still reigns supreme as the high man in point of sales.

"To get back to Mr. Leve, we wish to say that he deserves additional praise because of the fact that he was only with the Fitzgerald organization for ten months during 1927, yet with this handicap won the prize."

Whitsit Co. Appointed a Distributor for Kellogg

Prominent Distributor of Columbus, O., to Cover the Territory Consisting of Parts of Ohio, Kentucky and West Virginia

The Kellogg Switchboard & Supply Co., Chicago, recently announced the appointment of the Perry B. Whitsit Co., Columbus, O., as a Kellogg radio distributor for central and southern Ohio, eastern Kentucky and southeastern West Virginia.

The Whitsit Co. has been a distributor of Victor products for many years and is a pioneer in the music business in the Central West. It has a following of aggressive music merchants in Columbus and the adjacent territory and it is expected that Kellogg radio products will become even more popular under the direction of this well-known distributor. The territory allotted to the Whitsit Co. is considered one of the richest in the Middle West.

RCA Provides Dealers With Business Cards

The advertising department of the Radio Corp. of America has made arrangements whereby RCA authorized dealers may obtain business cards bearing the Radiola dealer sign in two colors and their own store name, address, telephone number, etc., at nominal cost. Inquiries should be addressed to the nearest RCA district office.

Stewart-Warner Prosperity

The Stewart-Warner Speedometer Corp. reports for 1927 a net income of \$5,201,053 after all charges and taxes, equivalent to \$8.67 a share on 599,990 shares of capital no par stock, against \$5,108,886 or \$8.51 a share in 1926.



ROLA TABLE CABINET, Model 20 . . . \$35



ROLA Reproducer

Manufacturers: The new Rola Cone Reproducer Unit can be obtained for installation in your cabinets. . . Write or wire for samples and particulars.

Rola Table Cabinet

ROLA has built a new and finer loud-speaker with a truly remarkable performance . . . a speaker specially engineered to handle the greatest power and tone-range of the new socket-power sets.

This new Rola speaker reproduces all musical tones, from the lowest to the highest, at full volume without trace of rattle or blasting . . . even when using "210" type power tubes with maximum plate voltage.

This instrument may be installed with any radio set with complete assurance of perfect and permanent satisfaction to your customer.

Write for the name of the nearest Rola jobber

THE ROLA COMPANY

612 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS
FORTY-FIFTH & HOLLIS STREETS, OAKLAND, CALIFORNIA

Normal Demand for All Lines Featured in Opening Month of the New Year in Toledo

Sales of Combination Instruments Lead at the Lion Store Music Rooms—Sparton Dealers Gather at Meeting Sponsored by Toledo Radio Co., Distributor—News of the Month

TOLEDO, O., February 7.—Radio and talking machine sales are going ahead in a normal manner here, according to reports.

At the Lion Store Music Rooms the sale of combinations has been the outstanding feature of the month. The Panatrope 17-8 and Victor 7-25 arc sold out and jobbers report the shortage will exist for a month, according to Lawson S. Talbert, manager. A colorful display booth featuring Columbia records, with the Ruth Etting selections as the center of attraction, has sold many numbers. The Victor Herbert album of records has been given a beautiful window setting and the several titles set out prominently through the use of separate cards.

In the radio section, Manager Talbert stated, sales are eclipsing all records. The demand is towards electric sets and power outfits. Sparton, RCA, Atwater Kent and Crosley units are featured by the house.

The J. W. Green Co. for January experienced an increase in talking machine sales; radio volume is considerably ahead and record sales are on the climb, according to Robt. C. Elwell, manager. The 10-70 and 12-15 Electrolas as well as the 37 Atwater Kent electric are leading sellers.

The Toledo Radio Co.'s Sparton meeting, held in the middle of January, brought about 100 Sparton dealers for the purpose of discussing the possibilities of extending the radio buying season. All agreed this could and should be done. E. R. Brower, assistant sales manager of the Sparks-Withington Co., Jackson, Mich., makers of Sparton radio sets, addressed the group, as did Mr. Schuster and Mr. Wilmont of the engineering department of the factory. The visitors were guests of the Toledo Co. at luncheon and dinner.

The Whitney-Blaine-Wildermuth Co., Brunswick and Victor retailer, and Columbia record dealer, experienced a normal January trade, according to Henry C. Wildermuth. Radio sales are leaning towards electric sets, he said. The Sun reproducer is a new item of merchandise added. Geo. Hull has joined forces with the Whitney-Blaine-Wildermuth Co.

At the Cable Co. Miss Nellie Striggow de-

clared that radio broadcasting is opening many new sales approaches for dealers. The house finds its connection with station WTAL, which features an Orthophonic hour, conducive to sales. Peter Averill, formerly of the Cleveland Talking Machine Co., is a new member of the sales staff. Roy Rosendaul has joined forces with the house.

At the United Music Store Panatrope and Orthophonic sales for the first month of the year recorded increases. Sparton, RCA and Atwater Kent radio sales are also ahead, Victor Basil stated. Miss Virginia Davis, of the record department, stated that radio broadcasting has popularized the taste for lonesome music to such an extent that everybody is now purchasing music of that type, whereas formerly merely a few persons bought it. Therefore the negro spirituals are selling in increased numbers.

The Grinnell Bros. force and guests, totaling about 100, were entertained by the management at dinner at the Hotel Secor the past week. This is an annual affair at which officials from the Detroit headquarters are present. Harry J. Reeves is now in charge of the Victrola and radio departments of the Toledo Grinnell store.

Chas. Hyde, of the Chicago Talking Machine Co., met with the sales staff of the Lion Store Music Rooms on Friday evening and went over with them the entire sales process of the Victrola.

W. W. Smith, president of the J. W. Greene Co., was elected a member of the executive board of the Toledo Retail Merchants Association. Mr. Smith is a leader in local activities.

The B. S. Porter Son Co., Lima, O., recently made a number of improvements in the Victrola department. The record section was rearranged and refinished, and conveniences installed for the better serving of customers. In the radio division Radiola, Atwater Kent and Sparton lines are featured. The house carries a general line of musical merchandise.

Clifford Carl has been named receiver for the John's Music House, Lima, O.

The J. W. Rowlands Co., Lima, O., furniture and music house, recently opened its enlarged and refinished store to the general public.

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

More than 5,000 persons visited the store from the opening of the doors at 2 p. m. until long after the scheduled closing time. The remodeling has given the firm one more floor and has increased facilities for display. The Victrola department is now located on the ground floor.

Allen-Hough Plant Doubles Its Output in Sixty Days

Increase of Orders Necessitated Gearing Plant for Large Scale Production—Test Instruments at Four Stages in Production

The Allen-Hough plant, at Racine, Wis., has achieved the impressive record of actually



North Section of the Portable Assembling Line, Allen-Hough Plant, Racine, Wis.

doubling its portable output within a period of sixty days, a record all the more notable because sixty days ago production was going along at what would ordinarily be considered a very satisfactory rate. But orders kept piling



East Section of Assembling Line at Allen-Hough Co.'s Plant in Racine, Wis.

in and it was found necessary to gear the plant for large scale production.

In the Allen-Hough plant the manufacture is done progressively. Cases come up from the box shop proceed into the gluing department, thence to the assembly line and finally through the final inspection department to the crating and shipping room.

Tests and inspection are made at each of the four stages in production, making it practically impossible for defective workmanship or materials to leave the plant, which is no doubt a considerable factor in the fine sales record Allen portables are now making.

New Kolster Display Card

A new window display card, executed in color, and describing the Kolster electric models, has been added to the line of dealer helps available to all Kolster retailers. A cut-out socket is provided into which the cable from the AC models is plugged. This visualizes to the observer the convenience of socket-power sets.

"Electrified"

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

Majestic



"A" and "B"
Electric Power Units

NO { Acids or Liquids
Concealed Batteries

Majestic Units
Improve Radio Reception

Write us for name of your nearest jobber.

Grigsby-Grunow-Hinds Co.

4540 Armitage Ave.

Chicago

An Avalanche of Enthusiastic Praise!

(A few of hundreds of letters received)



We take pleasure in informing you that our experience with this type of receiver has been exceptionally good and in fact, we are not a bit backward in placing it alongside of any other.



Empire Furniture Co.
Complete Home Outfitters
31. Paul, Wis.

Although this letter has not been solicited in any way we feel that we must write you expressing our genuine enthusiasm and satisfaction over your new Model No. 60 electric radio receiver. We have listened to hundreds of radios but know that we have never seen nor heard a radio until we listened to one of these. It is our intention to push the sales of this receiver to the utmost.



In our retail department we have demonstrated these models against receivers selling at double the price and we have never lost a sale yet. Our service has been cut down over fifty percent since we have decided to handle Freed-Eisemann radio exclusively.



The Model NR-60 is a "wow." We have already sold one and have wired our jobber for more. If this is possible without introduction through descriptive literature it is bound to be much more profitable to both of us after we tell the public about it through descriptive literature.



The universal comment has been the utmost in satisfaction from the standpoint of tone quality and selectivity and it being all in one unit has been one of the outstanding features to the average consumer. Some of the logs that some of the consumers have turned over to the dealers we would not hesitate in commenting to prospective dealers, as it has been quite astonishing what has been done with the set.



Grinnell Brothers
Victor Distributors
Detroit

We wish to advise that Model NR-60 has proven very satisfactory indeed to our trade, in fact, we believe it to be so good and at a price that appeals to the public that it will be practically impossible in the future to do any volume of business on D.C. Models.



Replying to your letter of Jan. 6th, wish to say that the Model 60 is one of the finest radio sets we have ever had to offer our dealers in this territory and the dealers are certainly not losing any time presenting it to the trade.



It is with pleasure that we tell you of our success with the Model 60 Freed-Eisemann radio. As you can tell by our records, we have sold a large number and they have thus far given perfect satisfaction. There is no hum, and seem much quieter than battery sets, and they are certainly station getters and deliver quiet and sweet toned programs.



The Model No. 60 Freed-Eisemann has been the most popular model that we have ever handled and all of our dealers are very enthusiastic regarding these sets.



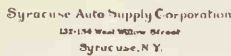
We have sold these sets to practically all of our dealers, and find that their reception has been entirely successful both to the dealers and to the consumer. We are sure that in this set you have the nearest approach to perfect radio, and we are of the opinion that you will be rewarded with a large volume of sales.



We think the Model No. 60 is superior to any electric set at anywhere near the price. We have had the Model No. 60 in competition with the field and while we have not always taken the dealer away from his other connection, we have at least made him admit that we have a better job.



We have found the Model No. 60 Freed-Eisemann radio set not only a good radio but it is almost human. The tone quality of the set by far outclasses any radio that we have ever heard. While the selectivity and volume can't be beat. The Freed-Eisemann franchise is a valuable one for any dealer likewise any jobber.



After two months of distributing and selling we are in a definite position to accurately give you the merits of this receiver, measured by performance and efficiency in our laboratory, together with the various compliments that have been received from the old dealers, new dealers and new owners. Briefly, in our opinion it is as fine as any receiver there is on the market.



We want to pass a few words of comment to you on the operation and performance of your Model No. 60 Freed-Eisemann Receiver. This is certainly one of the most wonderful receiving sets we have ever heard and our reports from all over our territory is that it far surpasses any other make of radio set regardless of price and we see no reason that with the continuance of such performance that we would lead them all before the next few months roll around.



We have had innumerable compliments on the operation of Model No. 60. In our estimation, its operation has been most satisfactory. The dealers and the customers have expressed their satisfaction in its operation, and we have been very successful with the receiver.



Our customers tell us that they never installed a radio that gave them so little trouble, in fact, it was rare if they did not work without any attention whatever excepting to put in the tubes and connect up as per instructions given with the set. We, here at the store certainly appreciate the handling of such quality merchandise and we cannot recommend it too highly.

FREED-EISEMANN RADIO CORPORATION

BROOKLYN

Licensed under patents of Latour, Hazeltine Radio Corp., General Electric, Westinghouse, American Telephone & Telegraph Cos.

NEW YORK

Active Sales Promotion Is the Road to Sales, Says Cincinnati Brunswick Manager

Direct the Sales Effort on Certain Models Toward People Who Can Afford Them and Get the Instrument in the Home—Appointed Carryola Distributor—C. J. Rist in New Post

CINCINNATI, O., February 8.—“The successful dealers are invariably those who take part in the manufacturer's advertising and sales-promotion projects,” commented H. H. Sellers, assistant manager of the local branch of the Brunswick-Balke-Collender Co. “For instance, those who have put their efforts behind the large combination models of the electrical Panatrope and Radiola have no complaint to make in regard to a dull market. The big thing, according to statements from successful dealers, is to direct the sales effort to people who can afford them. Get the instrument in such a home for demonstration, experience teaches, and almost invariably it will stay there.”

A Profitable Panatrope Market

Another outlet for fine instruments suggested by Mr. Sellers are restaurants. As an example of this he referred to two restaurants which have just installed Panatropes, one buying a PR-138-C and the other a P-13. In both of these places the music has increased the business 150 per cent, it was stated, and this surely makes the instruments a worth-while investment.

“We look for big things from our Panatrope Radiola 17-8, a medium-price combination that has just been brought out,” stated E. B. Daulton, local manager for the Brunswick-Balke-Collender Co. “This is electrically driven and has no batteries, and we are confident that the new model will prove to be very popular.” A Brunswick recording outfit was brought here the last of the past month, with experts from New York and Chicago, and it recorded for several days at the studio of WSAI, the numbers being furnished by Ray Miller's Orchestra and Ben Bedloe. Several prominent local musicians were present on this occasion, as well as several musicians from Indianapolis.

New Carryola Distributor

The M. W. Fantle Co. has just taken over the distribution of the Carryola Portable in the Ohio Valley district. “There has been an unusually large demand for portables through the Winter,” explained Morris Fantle, the head of the company, “and the indications are that this type of instrument will move very rapidly

in the Spring and Summer. January was a quiet month, but business is on the up-grade now. We expect a fine demand for the Carryola. It is a clean-cut franchise proposition, and the price on all models will be maintained. All models are new, and they are equipped with fine tone-reproducing units and first-class hardware.”

C. J. Rist Made Gross Co. Manager

Carl J. Rist, well known to the trade of this city, has been made manager for the George P. Gross Co., which handles all varieties of musical merchandise and which has a large talking machine and record department.

Files Bankruptcy Petition

Stanley A. Morsbach, radio dealer, doing business as the Stanley A. Morsbach Co., at 132 East Court street, filed a voluntary petition in bankruptcy in the United States District Court on January 17. His liabilities were scheduled at \$33,500 and assets are \$26,300.

Columbia-Kolster Popular

R. J. Miller, of Cleveland, district manager for the Columbia Phonograph Co., paid a visit to the local office early in the month, after which he went to Louisville, Ky., C. E. Kramer,

MICA DIAPHRAGMS
For Loud Speakers and Talking Machines
RADIO MICA
American Mica Works
47 West Street New York

of the local sales department accompanying him. Miss Rose Helberg, manager of the Cincinnati branch, went to Cleveland the early part of the month to attend the company's sales convention. “The Columbia-Kolster is moving in a fine way,” stated Miss Helberg, “and the demand for records is simply splendid.”

Plans to Expand

Ray Lammers, who recently moved his small goods business to the Gerke Building, on Sixth street, is making preparations to extend his line of talking machines and records.

New Victor Model Received

The Ohio Talking Machine Co. has just received the new Victor 4-20 model, and a fine demand for it is expected by A. H. Bates, secretary. A convenient feature of this model is a small compartment in the top, which will accommodate about twenty records, making it possible to have favorite selections easy of access. “The AC operated machines have become very popular,” explained Mr. North. “The market for the more expensive models is very large, and the dealers who are pushing these in the right way are doing a remarkable volume of business.”

Atlanta Brunswick Dealers Hold Series Sales Meetings

Seven Local Retail Sales Organizations Addressed by O. P. Harris of the Brunswick Co. on Modern Merchandising Methods

ATLANTA, GA., February 7.—A series of sales meetings, attended by the leading local Brunswick dealers, was held here recently under the auspices of Brunswick-Balke-Collender Co., arranged by R. Hooke, district manager of the Panatrope division of the company's local branch. O. P. Harris, representing the Chicago headquarters of the company, was the principal speaker and his talks outlined to the retail salesmen and department managers modern and effective methods of selling musical merchandise in general. Mr. Harris has just completed a trip covering practically all parts of the United

States and Canada and his discussions were full of practical sales helps, which he has gathered through contact with some of the largest music establishments in the country. The salesmen attending the Brunswick conference included Crew Piano Co., M. Rich & Bros. Co., Ludden, employes of the Cable Piano Co., Phillips & Bates, Southern Music House, Mather Bros., Robt. F. Brownlee Furniture Co., and the Atlanta Phonograph Co.

H. H. Southgate Visiting Kolster Radio Distributors


H. H. Southgate, Kolster Radio sales manager, is now on a six weeks' tour of the South and West, calling on distributors and taking part in sales meetings in various cities. His reports to the Federal-Brandes headquarters indicate that the trade expects a strong market for AC operated receivers between the months of January and June.

H. A. Hutchins, Jr., assistant general manager of the merchandising division, also left Newark recently for a trip around the New England territory, to be followed by a tour of the Northwest. He is attending meetings of distributors' organizations and outlining Kolster radio merchandising plans for the remainder of the year.

David Sarnoff Discusses the Future of Television

Radio is on the threshold of bringing television to the home, David Sarnoff, vice-president and general manager of the Radio Corp. of America, declared in a recent address delivered before the University Club of Boston. He expressed confidence that public interest in sight transmission would be as great eventually as it now is in sound broadcasting, but he pointed out that many technical broadcasting and service problems must be solved before the new art would become firmly established for the enjoyment of the public.

“Within the last few weeks,” Mr. Sarnoff said, “we have seen radio television emerging from the laboratory and preparing to enter the home. Its direction is sure and its progress is inevitable. The mission of television is to bring to the home the panorama of life of the great world outside.”



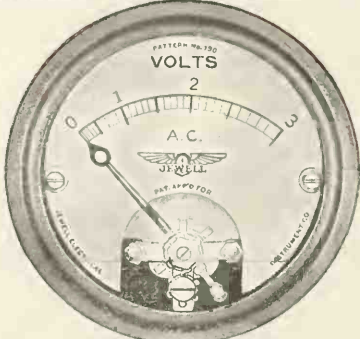
A. C. Filament Control Meter

The advent of vacuum tubes having filaments adaptable for excitation from alternating current creates the necessity for an absolute means of control other than the filament rheostat. Variation in house lighting voltage is often such that a permanent setting of the filament rheostat cannot be made with any assurance that it will be correct for more than a few minutes. Again the characteristics of the radio set are frequently found to be such that a particular setting of the filament rheostat is necessary to eliminate objectional hum.

Because of the reasons given above, the Jewell A. C. Filament Control Voltmeter, Pattern No. 190, is an instrument much demanded by set builders. It has a body diameter of 2 inches and it has an accurate movement of the moving vane type, designed for continuous service and with special modifications for the small-size case. The energy consumption is very small.

The instrument is available in ranges of 0-1.5, 0-3, 0-8, 0-10, 0-15 and 0-150 volts.

Write for Descriptive Circular No. 1145



Pattern No. 190
A. C. Filament Control Meter

Jewell Electrical Instrument Co.
1650 Walnut St. Chicago
“28 Years Making Good Instruments”

Your radio profit for the rest of the season must come from this accessory



Licensed under Andrew-Hammond patent

Balkite "A" Contains no battery. The same as Balkite "AB," but for the "A" circuit only. Not a battery and charger but a perfected light socket "A" power supply. One of the most remarkable developments in the entire radio field. Price \$35.



Balkite "B" One of the longest lived devices in radio. The accepted, tried and proved light socket "B" power supply. The first Balkite "B," after 5 years, is still rendering satisfactory service. Over 300,000 in use. Three models: "B"-W, 67-90 volts, \$22.50; "B"-135, * 135 volts, \$35. "B"-180, 180-volts, \$42.50. Balkite now costs no more than the ordinary "B" eliminator.



Balkite Chargers

Standard for "A" batteries. Noiseless. Can be used during reception. Prices drastically reduced. Model "J,"* rates 2.5 and .5 amperes, for both rapid and trickle charging, \$17.50. Model "N"* Trickle Charger, rate .5 and .8 amperes, \$9.50. Model "K" Trickle Charger, \$7.50.

* Special models for 25-40 cycles at slightly higher prices

Prices are higher West of the Rockies and in Canada

After the first of the year the best sellers in radio are accessories. Particularly radio power units.

This year, however, the market for radio power units has been greatly changed by the demand for AC sets. This demand has made most radio power units obsolete.

Most, but not all. The exception is Balkite Electric "AB." Containing no battery in any form, Balkite Electric "AB" converts any receiver into an AC set, without chargers, without "A" batteries, without "B" batteries, and operating only during reception. Instead of having been made obsolete by the demand for AC sets, it has been made more popular than ever before.

It is there-

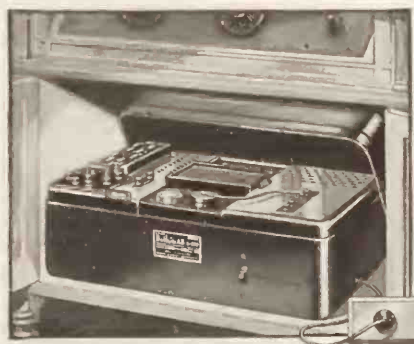
fore to Balkite Electric "AB" that you must look for your sales volume and profit for the rest of the season.

The demand for AC reception is so enormous that the volume of business Balkite Electric "AB" will bring you is entirely a question of how thoroughly you go after the market.

Every owner of a good battery set is a prospect. Get before him the story that Balkite Electric "AB" will make his set a modern, up-to-date AC receiver, equal in

performance to any receiver on the market. Work out a systematic method of getting in touch with set owners, and put it into effect at once. It will produce sales and profits for you.

Ask your jobber.



Licensed under Andrew-Hammond patent

Balkite "AB" Contains no battery

A complete unit, replacing both "A" and "B" batteries and supplying radio current directly from the light socket. Contains no battery in any form. Operates only while the set is in use. Two models: "AB" 6-135,* 135 volts "B" current, \$64.50; "AB" 6-180, 180 volts, \$74.50.

FANSTEEL PRODUCTS COMPANY, INC., NORTH CHICAGO, ILLINOIS

FANSTEEL
Balkite
Radio Power Units

Federal Radio Corp., Buffalo, N. Y., Awards Prizes in Window Display Drive

Photographs of Many Excellent Window Displays Received by the Company an Indication of the Interest Aroused by the Contest Among Designated Federal Retail Dealers

Prize winners in the recent window display contest for designated Federal retailers have just been announced by the Federal Radio Corp.,

third, \$50, C. W. Sowerwine, Huntington, Ind.; fourth, \$25, Radio Service Studio, Washington, D. C.; fifth, \$25, Whitney-Allison Co., Terre

lishers of New York City. Selections were based upon sales appeal, neatness of arrangement and general artistic excellence.

In addition to the cash prizes, high honorable mention was awarded to the following designated Federal retailers: Hanson & Emerson, Sauk Centre, Minn.; Kelm Radio Co., Long Beach, Cal.; Whitney Sporting Goods Co., Denver, Col.; Jarvis Tull & Co., Plainview, Tex.; Herbrick & Lawrence, Nashville, Tenn.; G. L. Sheppard Winooski, Vt.; Luke Furniture Co.,



Prize-Winning Window Displays in Campaign Sponsored by Federal Radio Corp.

(1) City Music Co., (2) James McCreery & Co., (3) C. W. Sowerwine, (4) Radio Service Studio, (5) Buffalo, N. Y. Six prizes in gold have been distributed by the judges as follows: First, \$100, City Music Co., Detroit; second, \$75, James McCreery & Co. New York City;

Whitney-Allison Co., (6) Ralph L. Franklin Haute, Ind., sixth, \$25, Ralph L. Franklin, Red Oak, Ia. These prizes have been awarded by three impartial judges, all of whom are well-known pub-

Oshawa, Ontario; Rensch Hardware Co., Madison, S. D.; Braddock Motor Supply Co., Braddock, Pa., and the Lighthouse Electric Co., of Gary, Ind.

Wolf Mfg. Industries Open Division Office in Dallas

Division Carries Stock for Immediate Deliveries and Emergency Orders—Cover Texas, Arkansas and Oklahoma Territories

The Wolf Mfg. Industries have opened a division office in Dallas, and are carrying some stock of cabinets for immediate deliveries and emergency orders. They have set out a division here under the direction of Elmon Armstrong, factory representative, embracing the territory of Texas, Arkansas and Oklahoma,

and are developing business throughout that territory from their Dallas headquarters. Of course they plan the bulk of their shipments from the factory at Kokomo, Ind. They are bringing out a number of new and improved designs that are proving of great interest.

Novel Columbia Broadcast

Another of the Columbia Phonograph Co.'s picturesque broadcasts went on the air on February 8 in an hour entitled "Musical Comedy Memories." Ben Selvin, program director, chose twenty-eight selections, running the gamut from "Erminie" to "The Firefly."

Fada Working Force Is Increased to Meet Demand

Additional workers are being added to the factory personnel of F. A. D. Andrea, Inc., Long Island City, as the result of the popularity of the three new Fada AC models which have just been announced to the trade. These models, which are in addition to the Fada line of receivers for light-socket operation with battery eliminators and for battery operation, have met with immediate favor in the trade and with the radio public, according to reports reaching the Fada headquarters.

THE LINE OF PROFIT

Excel

PHONOGRAPHS AND RADIO CABINETS

STYLE 21
Genuine Mahogany or Walnut only.



STYLE 17
Genuine Mahogany or Walnut Phonograph only.



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



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



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



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

Worth waiting for!

New A.C.

Electric Receivers Added to present Fada line

A. C. Special

Using latest type A. C. Tubes

6 tubes. 3 radio frequency stages. Detector. 2 audio amplification stages. Shielded. Equalized amplification. Mahogany cabinet.

\$160

Tubes Extra

A. C. Seven Table

Using latest type A. C. Tubes

7 tubes. 4 radio frequency stages. Detector. 2 audio amplification stages. Individual stage shielding. Disappearing loop antenna. Equalized amplification. Walnut cabinet.

\$250

Tubes Extra

A. C. Seven Console

Using latest type A. C. Tubes

7 tubes. 4 radio frequency stages. 2 audio amplification stages. Individual stage shielding. Equalized amplification. Loop or antenna operation. Movable loop on swinging bracket. Matched walnut panels.

\$350

Tubes Extra

Fada Cone Speakers

17" Table or Wall Type... **\$25**

22" Table or Wall Type... **35**

22" Pedestal Type... **50**

Free-floating conc. Permanent Parkerized magnet. Antique bronze-finished trifold or pedestal.



IN announcing the New A. C. Special, the New A. C. Seven Table and the New A. C. Seven Console, we fulfill a definite promise to the trade. We said all along that we would never offer an A. C. receiver until we KNEW it paralleled in radio quality and minimum servicing the record set by all Fada receivers.

Now Fada engineers, after two years of costly experiments and "life tests," have overcome every drawback which characterized so many of the premature types of A. C. receivers. They were rigidly held to the requirement that "there must be no sacrifice of Harmonated Reception tone for A. C. operation, in order to satisfy a popular demand."

They have added to the superiority of Fada radio performance the convenience and economy of 100% house current operation.

In this, as in all other cases, the Fada product has been proved *right* before being offered to you and to the public. The new additions to the Harmonated Reception family are unsurpassed in tone, selectivity and general dependability by any type of receivers at any price.

The present line of Fada receivers remains unchanged as to price, design and construction. And with the new A. C. Electric Receivers the Fada dealer offers a complete line of high class receivers for every possible home condition.

FADA Radio

Licensed under Hazeltine, Latour, R. C. A., Gen. Elec. Co., Westinghouse Elec. & Mfg. Co., Amer. Tel. & Tel. Co. patents only for Radio Amateur, Experimental and Broadcast Reception.

F. A. D. ANDREA, Inc.
Jackson Avenue, Orchard and Queens Street
Long Island City, New York

Kimball Co. Announces New Model Phonograph

Instrument Is Unusually Attractive—Cabinet Is of the Louis Sixteenth Period, Finished in Art Lacquer—An Art Product

The W. W. Kimball Co., Chicago, has added to its line of Kimball phonographs a model of unusual attractiveness and quality, known as



Kimball Louis XVI Period Model Phonograph Style 275. The cabinet is of the Louis Sixteenth period and is finished in art lacquer, blended and highlighted. The top of the cabinet is finished in matched butt walnut and the phonograph stands forty-four and one-quarter inches high, twenty-nine inches wide and twenty-two and one-half inches deep. The reproducer, tone arm and turntable are gold plated and the re-

producer, which contains a metal diaphragm of special metal composition, and the tone arm embody the latest developments.

A unique feature of Style 275 is a hidden compartment for used needles. The reproducer is swung to a position over a needle cup and the used needle disappears through a slot into the interior of the machine. The compartment for old needles is so large that it would never become entirely filled throughout the life of the phonograph.

At each side and just below the open grille are eight record albums. Another device which makes its appearance on Style 275 is a volume control, the control lever being situated near the motor crank. The principle used in this volume control is identically the same as is employed in the best pipe organ manufacture and is the result of the Kimball Co.'s many years' experience in the building of pipe organs.

The amplifying tone chamber, the tone arm and reproducer have been constructed with due regard for the exact relation of each to the other. The motor is of the double spring heavy duty type and the turntable is controlled by an automatic stop. Style 275, as well as Style 150 and Style 110 console phonographs, the last two named being well known and widely distributed products, are described and illustrated in an attractive booklet recently published by the Kimball Co. In this is found a new phonograph slogan adopted by the Kimball Co., "The best in music whenever you want it." The booklet has been translated into Spanish and it will be extensively distributed through South America, Mexico, Cuba, Porto Rico and other Spanish-speaking countries.

Buys B. H. Gade Store

B. H. Young has purchased the B. H. Gade Music & Book Store, 107-109 North Fourth street, Chickasha, Okla. Mr. Gade has been engaged in business here for the past fourteen years and has completed arrangements to retire.

Bringing the Panatrope to Atlantic City Visitors

Huge Electric Sign Brings Message, "Brunswick Panatrope," Before Thousands of Visitors to Famous Resort

The name, "Brunswick Panatrope," shines brilliantly over the Brunswick National Exhibit at Atlantic City through the medium of an enormous electric sign of the newest type, which silently but effectively keeps the name Brunswick before the visitors to Atlantic City. The Brunswick sign is one of the most brilliant and attractive in Atlantic City and stands out like the proverbial "sore thumb" as the welcome sign to the home of Brunswick.

I. H. Brooks, manager of the exhibit, tells



Panatrope Sign in Atlantic City

of hundreds of Panatrope sales directly traceable to the promotion work done there by himself and his capable crew of assistants. The Brunswick Building there has become one of the most popular showrooms of Atlantic City. Its strategic location and beautiful halls have made it the goal of many visitors to the famous Boardwalk City, where they might hear the Panatrope under auspicious circumstances.

Trade Activities in the Richmond, Va., Territory

RICHMOND, VA., February 8.—Louis Frederick Gruner, formerly manager of the Biggs Music Co., Brunswick and Columbia dealer, died recently, aged forty-seven, following a protracted illness. He retired from the business several months ago after a nervous breakdown.

New consolette models of Goldberg Bros. met with very favorable reception at the semi-annual furniture exposition at High Point, N. C., where they were exhibited along with other products of the firm, according to LeRoy Goldberg, who attended the show, together with Charles G. Newman and Adolphus Hutzler, two of the firm's salesmen.

Charles J. Rey, manager of the Richmond office of the James K. Polk Corp., distributor of Polk-Phones, also had an exhibit at the High Point exposition.

His branch office, which covers Virginia and North Carolina, experienced a substantial increase in business in January over the corresponding month of 1927, he says, and February gives promise of hitting equally as good a pace. C. C. Alexander, who formerly traveled Florida for the company, has been transferred to Virginia and is now traveling this territory out of Richmond. He succeeds Hugh L. Smith, recently promoted to manager of the new branch office at Memphis. T. J. Beutell, traveling out of Atlanta, is now looking after the Florida field, in addition to other States.

Fred Kessnich, wholesale manager for the Corley Co., reports that he is receiving many inquiries from the trade in regard to the two new styles of Victor phonographs which are just being put on the market. One, known as the 4-20 style, is to retail at \$135. The other is a combination instrument known as style 7-25, with spring and electric equipment, retailing at \$385. Efforts of this company to popularize grand opera in Richmond met with unqualified success when in co-operation with a Richmond newspaper it brought the San Carlos Opera Company here in January.

Radio Cabinets By UDELL



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.

A beautiful new 32-page catalog illustrating and describing the greatest line of Radio Cabinets in the country is ready.

Write for your
copy today

THE UDELL WORKS

28th St. at Barnes Ave.

Indianapolis, Ind.

The radio leadership of 1928

NOW
\$90

180 volts on the output tube plate/
Gigantic *UNDISTORTED* volume from the Bandbox!

Power! Power! POWER! A feature of the Crosley AC Bandbox that lifts it head and shoulders above competition!

170 to 185 volts on the plate of the power output tube!
Comparative checkings of competitive radios show interesting figures. Under identical testing conditions the Bandbox shows a full 170 to 185 volts on the plate of the 171 power output tube. Other radios show from 100 to 110 and 130 to 140 volts on the plate of output tube. The 171 power tube should have around 180 volts. This better than 40% superiority in one case and 25% in another is the difference between *today's* radio and yesterday's.



MUSICONE
Type-D
\$15

Crosley Musicones are famous for their value. This new style is no exception. Its low price of \$15 is in keeping with Crosley traditions. It instantly demonstrated its soundness by immediate and enormous sales.

602
Double Unit
AC BANDBOX
Single Unit
704

The Bandboxes are genuine Neutrodyne receivers. Totally and completely shielded, their acute sensitivity and sharp selectivity is amazing.

They have a single illuminated dial.

Contributing much to the success of this 1928 wonder radio is the Mershon Condenser in the power element of the set. Not being paper, the danger of its blowing out is entirely removed so that the desired *heavy voltage* can be used to produce the acoustic and volume results so greatly desired. **IT IS SELF HEALING.** It does not have to be replaced as is the case with paper condensers.

The capacity of smoothing condensers in Crosley power units is 30 mf. Other sets use only a fraction of that condenser capacity. Undersize condensers, transformers, etc., are used in order to build down to a price. Crosley builds up to a standard.

The AC Bandbox is purposely made in two models—the 602 in a double unit—the 704 self-contained. This is to provide maximum adaptability in all sorts of surroundings and uses.

The 602 double unit provides console cabinet installation in ALL kinds of consoles.

The 704 is for those who want the entire set in one cabinet. The two sets are identical in elements, design and performance. The physical difference is solely to meet the human differences of taste, necessity and price! The size of the 704 is 17 $\frac{3}{8}$ inches long by 12 $\frac{3}{4}$ inches wide and is 6 $\frac{1}{8}$ inches high.

Battery Type Bandbox \$55

This celebrated model needs no picture, for, in appearance it is identical to the 602 receiver pictured above. Its amazing performance has won the radio world this season and its value is as outstanding NOW as the day it was first presented!



New
401 Dry Cell Type
BANDBOX JUNIOR
\$35

A new dry cell receiver with all the features of the Bandbox—selectivity, sensitivity, volume and appearance. For places where AC current or storage battery service is not available or desired.



SELF CONTAINED
\$95

Approved Console Cabinets manufactured by Showers Brothers Co., of Bloomington, Ind., and Wolf Mfg. Industries, Kokomo, Ind., are sold to Crosley dealers by H. T. Roberts Co., 1340 S. Michigan Ave., Chicago, Sales Representatives.



Crosley is licensed only for Radio Amateur, Experimental and Broadcast Reception.

THE CROSLLEY RADIO CORPORATION
Powel Crosley, Jr., Pres. Cincinnati, Ohio
Montana, Wyoming, Colorado, New Mexico, and West, prices slightly higher

Write Dept. 26 for descriptive literature

"You're *there* with a Crosley"

CROSLLEY
RADIO

Recapitalization Plan of Crosley Corp. Arouses Widespread Interest in Trade

Corporation Has Issued 300,000 Shares of No Par Common Stock—48,000 Shares Placed on the Market—Powel Crosley, President and Founder, Retains Control

Presaging an era of even greater expansion in the radio industry, announcement of recapitalization of the Crosley Radio Corp., Cincinnati, O., has been received with widespread interest. Under the new plan the company has issued 300,000 shares of no par common stock, 48,000 shares having been placed on the market at \$25 each. The bulk of the stock is retained by Powel Crosley, Jr., founder and president of the corporation.

Starting modestly some five years ago, the Crosley Radio Corp. has experienced phenomenal growth, and to-day is one of the foremost radio manufacturing concerns of the country. During the past year its business totaled more than \$8,000,000.

During the peak of 1927 production, the corporation employed upwards of 3,000 men and women, and manufactured more than 4,000 radio sets daily. Its daily production of cone loud speakers was around 2,800.

The corporation operates three manufacturing plants in Cincinnati, the principal one being at Colerain avenue and Sassafras street. The floor space of the factories totals nearly a quarter million square feet.

The meteoric expansion of the corporation's business is credited largely to quality and price, Mr. Crosley standing firmly for the "best possible product at the lowest possible cost." With this principle uppermost in mind, various types of radios manufactured by the corporation have found an ever-increasing demand at prices within the range of everyone.

The Crosley Radio Corp. owns and operates three broadcasting transmitters, the major station being located at Harrison, O., twenty miles from Cincinnati. This station, known as WLW, uses power of 5,000 watts and is one of the most popular broadcasting transmitters.

The corporation is licensed to manufacture tuned radio frequency sets under patents owned and controlled by the Radio Corp. of America, the American Telegraph & Telephone Co., the General Electric Corp., the Westinghouse Electric & Manufacturing Co., also under patents and applications of the Radio Frequency Laboratories. It also acquired license under the complete list of patents owned by the Hazeltine Corp.

The selling force of the Crosley Radio Corp. comprises 166 distributors and nearly 20,000 dealers, covering every section of the United States and Canada.

Special Victor Herbert Album Issued by Victor Co.

Large Sale of Album Set Expected Due to Victor Herbert's Wide Popularity

The Victor Talking Machine Co. recently issued to the trade a new album of the works of Victor Herbert. It is expected that because of the interest and popularity of Herbert's compositions the sale of this album set will be large. Dealers are being provided with posters to display in their windows in conjunction with the albums. The recordings were made by Nathaniel Shilkret and include selections from "Naughty Marietta," "The Fortune Teller," "Babes in Toyland," "The Red Mill" and "Sweethearts." Other compositions included are: "Ah! Sweet Mystery of Life," "Kiss Me Again," "Badinage," "Aire De Ballet and Al Fresco" and "March of the Toys." The album contains five 12-inch Red Seal records and is listed at \$7.50.

Federal-Brandes, Inc., to Issue "The Kolster Dealer"

"The Kolster Dealer," a new house organ, which will be published monthly in the interests of the Kolster dealer organization by the

TYPE M RECORDING WAX

Developed for Electrical
Recording. Works at 70° or
Normal Room Temperature

F. W. MATTHEWS 126 Prospect Street
E. ORANGE, N. J.

merchandising division of Federal-Brandes, Inc., Newark, N. J., recently made its bow to the radio industry. It is attractively printed and illustrated, and is filled with news of Kolster dealer and distributor accomplishments, merchandising plans and personal items. The Kolster dealer and jobber organization is invited to contribute to all future issues.

Latest Talking Machine and Radio Patents Granted

COMBINED RADIO AND TALKING MACHINE AMPLIFIER. Alfred H. Haag, Baltimore, Md. Patent No. 1,654,804.

REPEATING AND STOPPING DEVICE FOR TALKING MACHINES AND THE LIKE. Frank B. Mitchell, Hove, Eng. Patent No. 1,654,824.

REPEATING AND STOPPING ATTACHMENT FOR PHONOGRAPHS. Frank H. Adams, Cleveland Heights, Ohio. Patent No. 1,655,081.

PHONOGRAPH. Gilbert J. Dietrich, Beaumont, Texas. Patent No. 1,655,360.

PHONOGRAPH. Berkey E. Cover, Chicago, Ill. Patent No. 1,656,424.

MULTICHANNEL RADIO SYSTEM. Emery Leon Chaffee, Belmont, Mass., assignor to Jolin Hays Hammond, Jr., Gloucester, Mass. Patent No. 1,654,920.

RADIO RECEIVING SYSTEM. Winfred T. Powell, Rochester, N. Y., assignor to the Stromberg-Carlson Telephone Mfg. Co., same place. Patent No. 1,655,160.

RADIO APPARATUS. Ambrose H. Rosenthal, Brooklyn, N. Y. Patent No. 1,655,243.

RADIO APPARATUS. Arthur Atwater Kent, Ardmore, Pa. Patent No. 1,655,372.

RADIO EQUIPMENT. Herman P. Pullwitt, Oak Park, Ill., assignor to John H. Newman, New York, N. Y. Patent No. 1,655,877.

RADIO LOUD SPEAKER. Leo A. Madson, Elk River, Minn. Patent No. 1,655,910.

RADIO AMPLIFIER UNIT. LeRoy King McMullin, St. Louis, Mo. Patent No. 1,656,009.

RADIO PHONOGRAPH. James S. Spainhour, Hempstead, N. Y. Patent No. 1,656,085.

RADIO APPARATUS. Dorsey F. Asbury, Broomes Island, Md. Patent No. 1,656,092.

RADIO SPEAKER OR HORN. Clarence E. Burk, Marion, O., assignor of one-half to the Van Atta Hardware Co., same place. Patent No. 1,656,140.

RADIO CONTROL MECHANISM. Antonio Di Stasio, New York, N. Y. Patent No. 1,656,178.

TRANSFORMER FOR RADIO CIRCUITS. Stanley D. Livingston, Freeport, N. Y. Patent No. 1,656,209.

SINGLE DIAL CONTROL FOR RADIO RECEIVING APPARATUS. Louis Mandel, Chicago, Ill. Patent No. 1,656,442.

FREQUENCY SEQUENCE SELECTOR OF FREQUENCY DETERMINING APPARATUS FOR RADIO CIRCUITS. Moses Jacobson, New York, N. Y., assignor of one-half to William A. Schacht, Brooklyn, N. Y. Patent No. 1,656,520.

DIAL MECHANISM FOR RADIO APPARATUS. William A. Ready, Brookline, Mass. Patent No. 1,656,532.

REPRODUCER. Harry H. Ide, La Grange, Ill., assignor to the Kellogg Switchboard & Supply Co., Chicago, Ill. Patent No. 1,657,124.

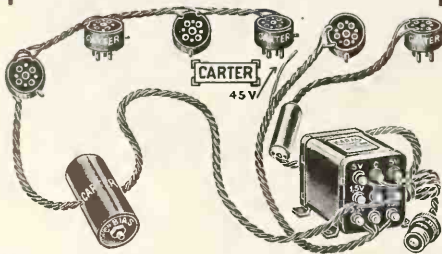
RECEIVER. Ernest A. Bohlman, Chicago, Ill., assignor to the Kellogg Switchboard & Supply Co., same place. Patent No. 1,657,145.

SOUND ELIMINATOR FOR RADIOTUBES. Abraham Halikman, New York, N. Y. Patent No. 1,657,390.

Columbia Scotch Catalog

The Columbia Phonograph Co. will release in the near future a special catalog devoted exclusively to Scotch record selections. The Scotch record lists carry an imposing and comprehensive array of favorites, old and new. Announcement of the catalog was broadcast during the company's radio hour on January 25, which marked the anniversary of the birthday of Robert Burns.

A New Sales Producer CARTER AC Adapter Harness



Practically every set owner will welcome the opportunity to change his set to A.C. tube operation. Here is your opportunity for new business from old customers, and prospects. A few minutes and the job is done. No structural change in the circuit; simply slip in the adapter harness. Not even a pair of pliers required.

Made for use with all standard A.C. Filament Transformers.

In Canada:
CARTER RADIO CO., LTD, Toronto
Offices in principal cities of the world.



MAIL THE COUPON

Please send illustrated folder to

Name

Address

Our Jobber

Address

The Demand for Quality Never Ceases

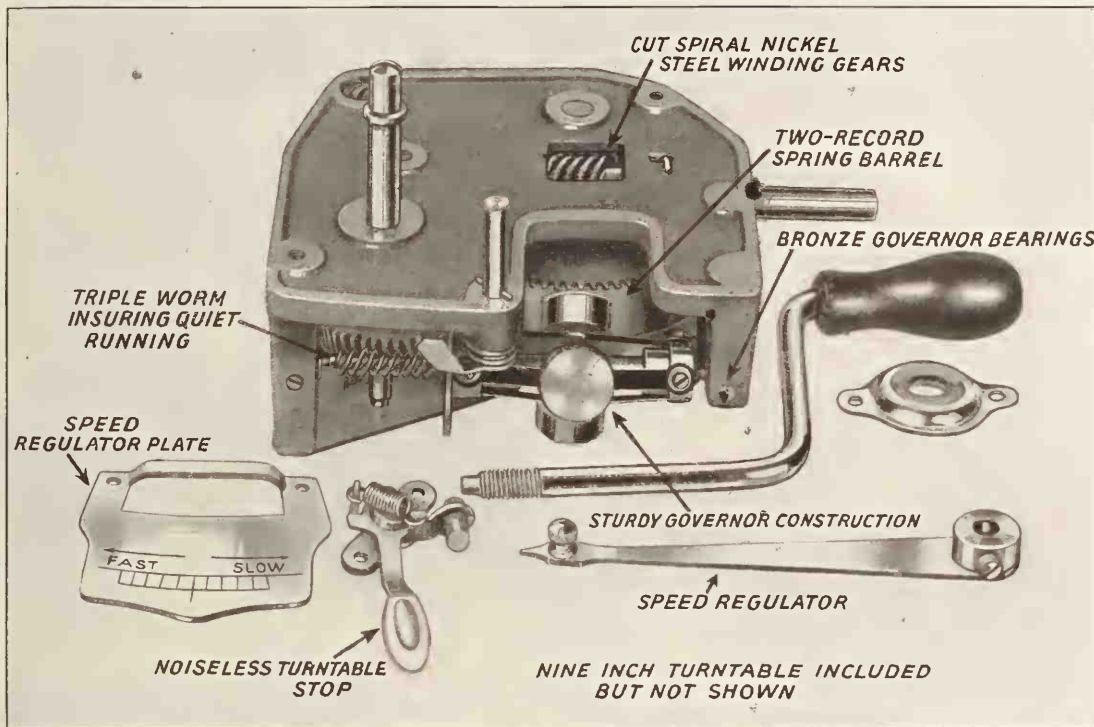
To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

For Your 1928 Portables

Be sure to USE the ONLY Motor with the Easy, Smooth, Noiseless WORM GEAR WIND



This year your product will meet in competition in the field a new and decidedly superior type of Portable Motor. It's the

New **UNITED** Portable

A demonstration quickly proves its greater value. The prospective purchaser will recognize instantly its smoother, easier, and more quiet wind. He will choose the United-equipped Motor, whenever he has an opportunity for comparison because there is

- No Leaning on Motor to Wind
- No Skinning of Knuckles on Table

The new cut spiral nickel steel winding gears glide into action noiselessly and with hardly more than a touch of the hand on the crank. The Winding Shaft is at top of the motor—giving plenty of winding room so the hand does not strike the table. In fact here is a Motor of the same high quality as the Famous United No. 5. It is worthy of the other improvements you have put into your 1928 product. Order one for testing today.

Phonograph Motor Division
UNITED AIR CLEANER CO.

9702 COTTAGE GROVE AVENUE

CHICAGO, ILL.

Distributors Covering the New England Field Report Increased Demand by Trade

Twenty Per Cent Gain Reported by Columbia Branch—Francis D. Pitts Looks for a Busy Year
 —Business Booming at the J. H. Burke Co.—Changes in the Steinert Co.

BOSTON, MASS., February 8.—The Columbia's New England business was one of those that made as good a showing as any, the increase for January being about 20 per cent over the corresponding month last year, says Manager Bill Parks. Moreover, he says, the prospects for February are very good. The company is still shipping out from this end the Columbia-Kolsters as fast as they are received.

Assistant Manager Flemming, of the Columbia Co., has been confined to his home in Milton for several days with a severe cold and, in fact, Manager Parks himself was somewhat under the weather the latter part of January.

Looks for a Good Year

"A very substantial year" is the way Francis D. Pitts, president of the F. D. Pitts Co., refers to the accomplishments of this company for 1927, and he further expressed himself by saying that the business was 25 per cent over 1926, and as for the actual increased profit he believed that, too, was considerably in excess of the year before, all this, of course, referring specifically to the Kellogg product, which the Pitts Co. is handling in so large a way. President Pitts during January paid a flying visit to the Kellogg factory in Chicago and was much impressed with the new goods that are to be put on the market this current season.

J. H. Burke Co. Busy

Business booming—that's what one learns from the J. H. Burke Co., which is making marked progress with the Atwater Kent line. The new 37 AC, one of the specially popular models, is completely wiped out and though two and sometimes three shipments a week are being received the demand continues to exceed the supply. Rather severe weather of late on the water has delayed the arrival of some of the boats, which has meant a delay in the receipt of goods, which is embarrassing because of the insistence of dealers.

A week or so ago Joe Burke and his brother, Tom, the company's sales manager, were in

Philadelphia, where they found the outlook for the Atwater Kent line excellent. A visitor to the Burke Co.'s headquarters here a few days ago was Al Araney, the New England field representative for the Atwater Kent Co., who stayed here the better part of a week.

Rearranging Its Quarters

Because of the rapid development of its radio business, as well as the expansion of its Victor output, the Eastern Talking Machine Co. is entirely rearranging its quarters at 85 Essex street. Manager Alan Steinert is having a new and enlarged private office in the front corner especially for quiet conferences and there are to be new display rooms, as well as new repair quarters and space for parts and accessories. The record racks have been more conveniently located and when the entire interior is completed it will take on an aspect of newness.

Regret Leaving of Harry L. Spencer

There is general regret in the trade that Harry L. Spencer is quitting Boston, where for a long time he has been the New England manager of the Brunswick Co. More official announcement of Harry's change of company and scene will be found in another part of this issue. Meanwhile there will be a welcome awaiting his successor when he arrives on the scene.

Official Changes at Steinert Co.

Because of the death of Albert M. Steinert, at Providence, a few weeks ago, there has been a rearrangement of officers in the house of M. Steinert & Sons Co., which has handled the Victor product for a long time. Robert S. Steinert, his nephew, and son of Alexander Steinert, becomes president, and Alan Steinert, another nephew and at present in charge of the business of the Eastern Talking Machine Co. here, becomes secretary.

Phonograph Society Concert

The second Winter's concert of the Music Lovers' Phonograph Society was held at the Fenway School Center a week ago and the

attendance numbered about fifty. Adolph Berwind presided and gave a talk on the old masters, as well as on some of the new ones; and appropriate selections were played on several makes of Victor, Columbia, Brunswick and other records. The next meeting is to be held at the same place and the date is Friday evening, February 17.

Mr. and Mrs. Steinert Sail

Alexander Steinert, of the M. Steinert Co., here, sailed a few days ago with Mrs. Steinert for a several months' visit abroad, a trip up the Nile being one of the features of the itinerary.

News Brieflets

The concern of Drayton, Erisman, Inc., at 126-128 Summer street, this city, dealers in radio and talking machine supplies, suffered a \$500 fire a few days ago.

Waring, himself, he of the Pennsylvanians, who are Victor recording artists, appeared last week at Keith's Theatre and entertained a large audience at the warerooms of the C. C. Harvey Co.

Winthrop A. Harvey, head of the C. C. Harvey Co., lately returned from a hunting trip into the Carolinas, is preparing for another getaway, this time to Sunny Africa, on which trip he will embark with friends about February 10.

Partly because of the illness of Secretary Billy Merrill, the annual meeting of the New England Music Trade Association has been postponed, but it is now likely to be held some time this month.

Message of Appreciation

The Plaza Music Co., New York City, manufacturer of Pal portable phonographs, Banner, Domino and Regal records, and other merchandise, and distributors of musical merchandise and radio, has mailed this month to the trade "An Appreciation" written in the staccato sentence style made popular by K. C. B. This appreciation calls attention to the fact that it is nineteen years since the Plaza Music Co. began to feature musical merchandise and began to grow. It voices appreciation of the co-operation of the music merchant which made this growth possible.



THE SEASON FOR VICTOR SALES IS OF THE DEALER'S OWN MAKING

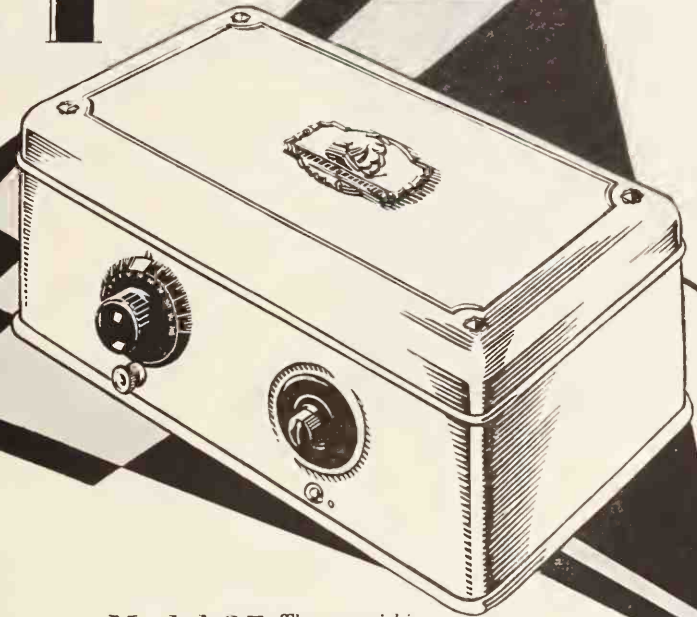
Every month of the twelve is one of opportunity for the dealer who has a representative stock of Orthophonic Victrolas, Records and Combinations, for public interest and demand is constantly on the increase.

Ditson Service Will Keep Your Stock Complete

Oliver Ditson Co.
 BOSTON

Chas. H. Ditson & Co.
 NEW YORK

ATWATER KENT RADIO



Making history

THE smashing radio hit of the year
—the new Atwater Kent A. C. Sets.

People who went without radio until A. C. operation could be perfected are flocking in to buy the new Atwater Kent.

People who tired of caring for batteries are buying it to replace old sets.

Sell them a *second* set

People who wanted a *second* set, for

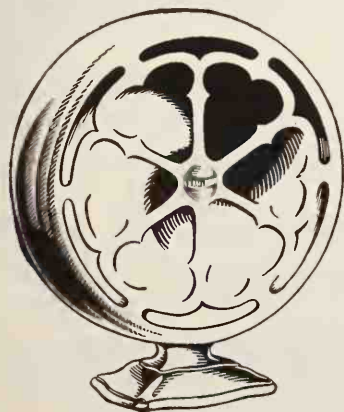
Model 37 *The astonishing price of the new, six-tube, FULL VISION Dial, self contained A. C. set includes everything except tubes and a speaker. No power accessories required—no batteries, no charger. For use only with 110-115 volt, 60-cycle, Alternating Current. Uses six A. C. tubes, and one rectifying tube.*

\$88
without tubes

another part of the house, so that different family groups could listen to different programs, are finding the new set exactly what they hoped for.

Here's a new market—the *second* set idea! It will pay Atwater Kent dealers everywhere to exploit it.

The price is so low that your customers can have two sets for what they may have expected to pay for one.



**Model E
Radio Speaker
\$24**

Radio's truest voice. All parts protected against moisture. Comes in a variety of beautiful color combinations.

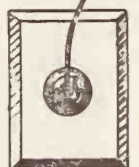
Atwater Kent Radio Hour every Sunday night on 23 associated stations

ONE Dial Receivers licensed under U. S. Patent 1,014,002
Prices slightly higher West of the Rockies

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President

4725 Wissahickon Ave.

Philadelphia, Pa.



Herbert H. Frost Is Now With Federal-Brandes, Inc.

Elected Vice-President in Charge of Merchandising—To Assume New Duties on March 1—Is a Leader in the Radio Industry

Herbert H. Frost, one of the outstanding executives in the radio industry, was elected vice-president in charge of merchandising of



Herbert H. Frost

Federal-Brandes, Inc., manufacturer of Kolster Radio, at a meeting of the board of directors held on January 23. Mr. Frost will assume his new responsibilities on March 1, his resignation as general sales manager of E. T. Cunningham, Inc., taking effect on the twenty-ninth of this month.

Mr. Frost has been one of the leaders in the radio industry since its inception, having served two terms as president of the Radio Manufacturers' Association. From 1921 to 1925 he was president of Herbert H. Frost, Inc., a successful radio manufacturer in Chicago. He resigned in 1925 to become general sales manager of E. T. Cunningham, Inc.

Under the leadership of Rudolph Spreckels, chairman of the board of directors, Federal-Brandes, Inc., has built up the sale of Kolster Radio until it is now one of the outstanding leaders in the industry and the acquisition of Mr. Frost in an executive capacity is another forward step in building the organization's merchandising activities.

Federal-Brandes, Inc., is also linked with the Mackay system through its subsidiary, Federal Telegraph Co., and is the manufacturer for the Columbia Phonograph Co. of the electrical equipment for the Columbia-Kolster phonograph, the combination that is proving so popular with the trade and public.

RCA Makes Available Direct Mail Campaign to Dealers

Comprises Six Mailings to Be Sent Out at the Rate of Two Each Month—Planned for the Purpose of Stimulating Business

An exceptionally effective direct-mail campaign designed to stimulate sales during what is usually considered the dull season is now available to all RCA authorized dealers. It comprises six mailings, sent out at the rate of two a month for a period of three months. Each piece of literature is imprinted with the dealer's name, sealed, stamped and addressed, all ready for the mails. They are sent in regular instalments to the dealer, so that he may mail from his own place of business, twice a month, to the list of possible radio buyers in his section furnished by him. The dealer can then follow up the mailings by salesman's calls. The Radio Corp. shares the cost of the campaign with the dealer on a fifty-fifty basis, the cost to the latter working out at thirty-five cents per name, postage included, for all six mailings.

A national advertising campaign covering magazines, newspapers and broadcasting, as well as other sales promotional activities, will also be undertaken by the advertising department of the Radio Corp. during 1928, under the direction of Pierre Boucheron, advertising manager.

Brunswick Dealer Gains Sales Through Displays

Woodrum's, of Charleston, W. Va., Brunswick dealers, are thoroughly convinced that attractive window displays are essential to the stimulation of business and have decided that the best window displays are those which attract by motion. Recently they used a miniature orchestra in action as the feature of one of their window displays, and in this manner attracted large crowds to their store. But Woodrum's goes further than attractive window displays. They have one of the most beautiful record departments in the country, and there, under conditions and circumstances cleverly designed to impart the home atmosphere to the customer, Brunswick instruments and records are played.

The actual results of the recent window display cannot be counted, but it served to develop an unusual amount of interest in Brunswick in this West Virginia town, and Woodrum's have traced many prospects and some sales directly to this interest.

The Hershey Music Store, Litchfield, Minn., has taken new quarters on the balcony of the Whalberg Variety store. This concern is enjoying an expanding business.

Takes Charge of Fansteel Offices in New York

Chester "Doc" Jones, Long Prominent in Chemical Field, to Look After Company's Interests in Eastern Territory

Chester H. ("Doc") Jones has been appointed to take charge of the New York offices of the Fansteel Products Co., Inc., North Chicago, Ill., metallurgists and radio manufacturers. Mr.



Chester Jones

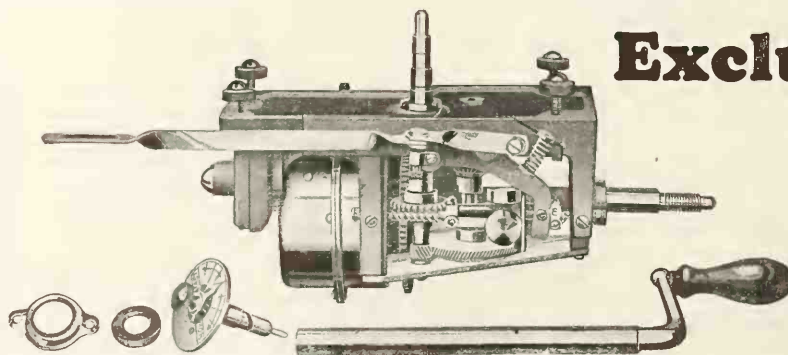
Jones will be in charge of both chemical, metallurgical and radio Balkite sales.

Mr. Jones brings the most varied practical experience to his position. He has been not only a chemical engineer but a salesman all his life. His experience includes two years in the Tellurite Gold Mine, two years with the mechanical and electrical department of the Santa Fe, five years with the General Electrical Co. developing their business with steam railways, one and one-half years with the Western Chemical Co. as superintendent of construction on their smelter plant, two years U. S. Army service at Fort Sheridan Training Camp; one year as a consulting engineer in New York, and six years with the McGraw Hill Co., in both advertising and editorial departments.

Mr. Jones joined the Fansteel Products Co. two years ago, in charge of development of technical sales of the company's rare metals—tungsten, tantalum, molybdenum, and caesium, a position requiring thorough knowledge of the chemical and electrical fields combined with sales ability. Under Mr. Jones, this department of the Fansteel Products Co. has flourished. His new address is Fansteel Products Co., Inc., 50 Church street, New York.

Pay Tribute to Schubert

Otto H. Kahn, chairman of the American committee which is sponsoring the celebration in observance of the Schubert centenary, sent a cable of felicitation to the Mayor of Vienna on the birthday of the composer on January 31.



Exclusive Features

which will increase the sales value of your phonographs are incorporated in the superior line of

KRASCO silent
MOTORS

Ask for a copy of catalog illustrating and describing motors with 1, 2, 3 and 4 springs, playing 2 to 10 records with one winding.

Krasco Phonograph Motor Co.
Elkhart, Indiana, U. S. A.

Great Things are on the Road for SONORA and SONORA Dealers

NEWs about Sonora is the high-spot of interest in every gathering of music merchants in the land.

The developments, it is true, are far reaching in their scope—they are fundamental—as to policies, as to product, as to people.

It is true that Sonora has a new product to be offered early in the Spring—far exceeding in performance any known recording device, either phonograph or radio.

It is true that Sonora has gathered new and most modern plants for the economical production of its new products.

It is true that new policies and new discounts made possible by new money and resources are planned to bring more profits to every Sonora dealer.

It is true that a wonderful new record is soon to be offered.

It is true that a wonderful aggregation of the most capable men in the industry will direct the destinies of Sonora, backed by ample capital, by new research and production brains, and by a wholly new selling policy.

BUT it is also true that Sonora's present radios — 7 great models — all modern A. C. products — give the dealer

the greatest line of high grade radios offered to the market today.


It is also true that Sonora's line of Tonic Phonographs gives him the highest grade of present day phonographs, set in the most beautiful cases ever offered.

The new plans . . . the new products . . . the new policies have fired the imagination of the music trades.

The new Sonora will most profoundly affect the business and the financial success of every dealer in the land. Your business will be affected. You cannot help that—neither can we.

TO all prospective dealers, we have at the moment, only one thing to say. Our old dealers will get every possible advantage when the revolutionary new products are ready for delivery.

To be on the preferred list of dealers and to get the new products when ready early this Spring, get aboard right now. Learn our methods. See how our new organization works together. Enjoy our new discounts. Get yourself ready for the greatest forward step ever made in the reproduction and merchandising of music.

Sonora 
CLEAR AS A BELL
RADIOS-PHONOGRAPHS

RCA and General Electric Co. Stage First Demonstration of Television Broadcasting

Moving Images and Voices Broadcast From the Laboratories of the General Electric Co. in Schenectady, N. Y.—First Television Receiving Set Made by Dr. E. F. W. Alexanderson

The first demonstration of television broadcasting, arranged by the Radio Corp. of America and the General Electric Co., was held re-



Dr. E. F. W. Alexanderson Seated Before Radio Television Apparatus

cently at Schenectady, N. Y. At three different points in the city, including the home of E. W. Allen, vice-president of the General Electric Co., groups of engineers, scientists and newspaper men standing before the first "home

television sets" ever to be demonstrated, saw the moving images and heard the voices of a man and a woman transmitted from the research laboratories of the General Electric Co. several miles away.

The first home television set is said to be of very simple construction, not unlike the familiar phonograph cabinet in size and exterior appearance. It was developed by Dr. E. F. W. Alexanderson, consulting engineer of the Radio Corp. and General Electric Co., and his assistants in the Schenectady laboratory.

"While this is a historical event comparable to the early experiments in sound broadcasting," declared David Sarnoff, vice-president and general manager of the RCA, "the greatest significance of this demonstration is in the fact that the radio art has bridged the gap between the laboratory and the home. With all that has been accomplished there are still many experimental stages to be traveled before a commercial television service can be established. The television receiver as at present developed, will supplement and not replace the modern radio receiving set in the home. Broadcasting of television will develop along parallel lines with broadcasting of sound, so that eventually not only sound but also sight through radio broadcasting will be available to every home throughout the country."

Important Activities Feature the Month Among Trade in Twin Cities Territory

Consistent Advertising Proved Effective in Stimulating the Demand for Brunswick Products—Victor Record Sales Gain 50 Per Cent—Crosley Dealer Meets Staged by Lucker Co.

ST. PAUL AND MINNEAPOLIS, MINN., February 7.—The Brunswick branch finished up 1927 very satisfactorily, considering the volume of business done in other lines. The record turnover was remarkable, passing the high marks of some former years, and this in spite of the heavy buying in radio. The Brunswick Co. carried on a consistent advertising campaign.

Eddie Dunstetter, the Northwest organist, has gone over in a manner unusual for a new artist, being among the ten "best sellers."

During the week of January 22 the Brunswick offices sent the organist on a tour through southern Minnesota in a series of personal appearances at the motion picture houses of the Ruben & Finkelstein Co. Record sales were greatly stimulated when the artist autographed records at the dealers' stores. Firms assisting on the tour were the Austin Furniture Co., Austin, Minn.; Hart Co., Winona, and the Bach

Piano Co., Rochester, all of whom cashed in.

Maestro Alberto Bimboni, composer and conductor, who directs the Philadelphia Civic Opera, has been in Minneapolis for a month working on the production "Winona." While here, Bimboni used the new Sonora instrument at his hotel rooms, and the Belmont Corp., Northwest distributor, carried a large ad with a cut of a letter from Maestro Bimboni commending the instrument.

R. C. Coleman, manager of the radio division of the Geo. C. Beckwith Co., has been East for two weeks, where he stopped at the Federal factory in Buffalo and other points of interest. The Concert Farrand speaker has been going wonderfully.

Wm. C. Fuhri, vice-president of the Columbia Phonograph Co., stopped in Minneapolis on his way to Seattle and the Coast. He visited the Kern O'Neill Co., Columbia distributor. Four

full pages of Columbia advertising appeared in the St. Paul, Minneapolis and Duluth papers on January 13. Supplemented by advertising in the University "Ski-U-Mah" and foreign-language papers, the effect was very impressive.

Victor headquarters find record sales splendid, being 50 per cent greater than last year. The new Automatic Orthophonic, with a unique coin box feature, for use in restaurants, etc., is proving a tremendous success.

January found the Lucker Sales Co. still oversold on some of their Sparton electric sets and speakers. The Crosley new Bandbox, Jr., selling at \$35, and the electric Bandbox at \$90, have made a tremendous hit with the trade and dealers are ordering enthusiastically from the samples. The Carryola pick-up machine is also a drawing card for order sheet. The Lucker Co. had two Crosley dealer meetings in January, one in St. Paul and one in Minneapolis. They were held at the St. Paul Hotel and the Radisson and were very well attended. New models were shown and new policies announced.

William A. Lucker recently returned from a Crosley conference where he gave one of the addresses at Cincinnati. A. L. Toepel, sales manager of the Lucker Co., addressed a gathering of Sparton dealers at Jackson, Mich.

R. O. Foster, of the firm of Foster & Waldo, has returned from a visit to New York and other Eastern cities where he visited the Charles Freshman Co. as well as various other plants.

Mr. Foster reports a good January with radio still the outstanding mover in merchandise. Following an ad the company sold out in one hour thirty-four of the style 17 RCA, Brunswick machines. One hundred sets of radio were sold that same day.

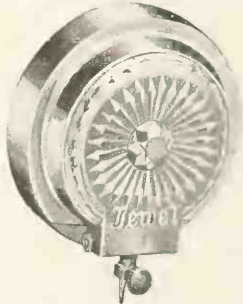
Plymouth Elec. Co. Now a Federal Ortho-sonic Jobber

The Federal Radio Corp., Buffalo, N. Y., announces the completion of wholesaling arrangements with the Plymouth Electric Co., 218 State street, New Haven, Conn. This wholesaler will operate in the New Haven marketing area, which comprises the States of Connecticut, western Massachusetts and a portion of Rhode Island.

The Plymouth Co. possesses the distinction of having been one of the pioneer radio wholesalers in southern New England, and since the early days of commercial radio has enjoyed an excellent reputation among retailers throughout the territory.

Radio Engineers Entertained

The Polymet Mfg. Corp., New York, recently entertained at the Polymet plant visiting members of the Institute of Radio Engineers who were in attendance at the third annual convention of the Institute.



No. 40 Reproducer is of rigid construction and will withstand abuse. It will be a popular seller, because of its performance, design and price. Enterprising dealers, on the alert to increase record sales, will carry the No. 40. A demonstration will sell it. Fits any standard tone arm.

Jewel Has This to Say—

The Jewel Reproducer No. 40 is a Cracker Jack on dance and other loud records when volume is desired.

We have never followed the policy of making exaggerated claims as to the merit of Jewel reproducers and tone arms, but Jewel products are time tried and proven, over a period of 12 years. They are designed and made by men of 30 years' experience in phonograph tone reproduction. The firms with whom we have dealt and supply today, stand as witnesses to their worth.

The thousands of dealers who have sold Jewel reproducers and tone arms for the past twelve years appreciate their quality appeal, and if you are not one of those dealers, you are missing a bet by not writing to us for information on the highest quality line of tone arms and reproducers in the industry.

JEWEL PHONOPARTS CO.

510 No. Dearborn St.

CHICAGO, ILL.

Here are 2 New Superior Cabinets

KEEPING abreast with the public demand for high class radio furniture, Superior has designed a variety of cabinets, tables, spinets and consoles in both walnut and decorative artistic models. Both models illustrated herewith are designed to accommodate any AC electric set.

There is a Superior cabinet for every purse. Each model represents the utmost in quality at the price.

The RCA 100-A loud speaker, one of the fastest selling radio instruments ever placed on the market, is standard equipment in all models of the Superior line. It is justly famous for its wide range and quality of tone, and the RCA national advertising campaign makes it an easy-selling feature of the Superior cabinet line.

Our enlarged production facilities enable us to make prompt deliveries on orders of any quantity.



Model 101
Height 32"; width 34 1/4"; depth 17". **\$50⁰⁰**
LIST



Model 201
Height 44 1/4"; width 34 1/4"; depth 17 1/8". Panel overall size 30" wide, 9" high. **\$75⁰⁰**
LIST

Equipped with
100-A
RCA Loudspeaker



Superior Cabinet Corporation

Executive Offices and Showrooms

206 Broadway New York City

Executive Board of National Ass'n Music Merchants Holds Its Mid-Winter Meeting

Important Matters Come Before Members at Meeting in the Hotel Commodore in New York—Music Advancement Discussed—Chamber Directors' Meeting—Convention Exhibits

The mid-Winter meeting of the executive board of the National Association of Music Merchants was held at the Hotel Commodore, New York, on Thursday, January 26, and by putting in a full day's work the members managed to handle all the matters coming before it in a single day. The principal discussion revolved around the question of selecting annual meeting places, considerable opposition having developed through the practice of alternating the annual conventions between New York and Chicago. The decision made at the last annual convention to select some other meeting places after the 1928 gathering in New York was reaffirmed and the committee, with Jay Grinnell, of Grinnell Bros., Detroit, as chairman, was appointed to study the matter and report back to the Association in June. It is believed that if the annual convention is held in different parts of the country and away from the big manufacturing centers it will serve to develop closer contact with dealers and build up the ranks of the Association.

Discuss Music Advancement Work

Considerable attention was devoted to a discussion of the activities of the National Bureau for the Advancement of Music, particularly with reference to group piano instruction in the schools, and other activities connected with the development of public interest in the piano. Tentative plans regarding the next annual convention were also discussed at considerable length, including the arrangements for the annual banquet, the big event of the meeting.

Between the morning and afternoon sessions of the Board of Control they attended a luncheon at the Commodore, where there was a sort of round-table discussion regarding trade problems, a number of other outside guests being present.

One of the speakers was Dr. Paul V. Winslow, who suggested the abandonment of the present-day alarm clock as calculated to shock the nerves by its sudden noise in the morning, and the adoption of some means for awakening American families with pleasing music. Another speaker was Alfred L. Smith, general manager of the Music Industries Chamber of Commerce,

who called attention to the clauses in the new Revenue Bill now before the Senate, which, if allowed to remain, would impose double taxation on dealers doing business on an instalment basis. He urged that members of the industry protest strongly to the Finance Committee of the Senate and to Senators in general to have the bill changed in a manner to grant relief.

In the evening following the sessions the members of the Board of Control of the Merchants' Association, together with the Board of Directors of the Music Industries Chamber of Commerce, were the guests of the local piano manufacturers and merchants' association at a dinner at the Commodore at which Theodore E. Steinway, president of Steinway & Sons, was the principal speaker.

Chamber of Commerce Directors Meet

On Friday, January 27, there was held the mid-Winter meeting of the Board of Directors of the Music Industries Chamber of Commerce at which definite plans were made for carrying on the work of the National Bureau for the Advancement of Music on its present scale through having the National Piano Manufacturers' Association and the National Association of Music Merchants guarantee to make up the anticipated deficit in the Chamber's revenue. The associations will make equal contributions to cover any deficit, which is not expected to exceed \$7,000 maximum. The Board of Directors also considered plans for the annual conventions of the national music industry at the Hotel Commodore, New York, during the week of June 4.

Regulations Covering Exhibits

In connection with the convention plans it was announced that the regulations covering exhibits would be considerably tightened and the practice of non-member manufacturers joining the Chamber at the last moment for the purpose of securing exhibit privileges, only to resign soon after the convention, would no longer be tolerated. Only those concerns who hold membership in the Chamber as of March 1, 1928, will be recognized as entitled to exhibit, although it will be possible in certain cases to submit applications within a reasonable time

after that date providing the necessary payments are made as of March 1.

The meeting, which was presided over by Hermann Irion, of Steinway & Sons, president of the Chamber, was one of the best attended in the history of the organization, among those present being Wm. J. Haussler, C. Bruno & Son, New York, Victor wholesalers; Walter W. Clark, of the Victor Talking Machine Co., and Raymond E. Durham, of Lyon & Healy, Chicago. Between the morning and afternoon sessions the directors were the guests of Steinway & Sons at a concert at the Steinway factory, given by an orchestra made up of employes of the company.

Other organizations whose executives held mid-Winter sessions in New York during the same week were the National Piano Manufacturers' Association and the Musical Supply Association.

Freed-Eisemann "9" and the "Radio Magnatone" Combined

The Freed-Eisemann "9" receiver has been adopted for the new "Radio Magnatone," a combination phonograph and radio instrument which is proving very popular in homes and in theatres in the British Isles, according to



The Radio Magnatone

reports received at the executive offices of the Freed-Eisemann Radio Corp., Brooklyn, N. Y.

The "Radio Magnatone," illustrated herewith, was recently installed on the S.S. "American Banker," and Miss Anne Donahue, of Philadelphia and London, a passenger, is shown watching Captain Haakon Pedersen tune in. The phonograph records are "picked up" by a magnetic device, patents for which have been applied for.

Gold Seal always keeps in front

Customers know they can count on Gold Seal—to get the finest results with the latest A. C. sets the answer is Gold Seal just as it has been with the older sets.

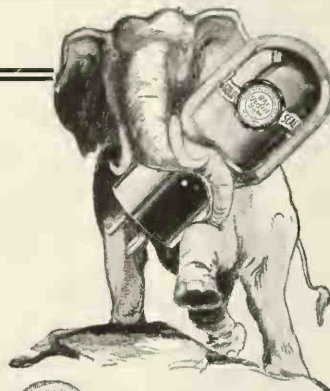
Gold Seal keeps abreast in *everything* that builds success for the jobber and dealer—with National and local Advertising, with the Gold Seal Square Deal Policy in all dealings, and with every up-to-date aid for retail selling.

It will pay you to write for particulars

GOLD SEAL ELECTRICAL CO.
250 Park Ave., New York

Gold Seal
Radio Tubes

All
Standard
Types



GSX 227
For detection and
amplifier heater
type
List Price, \$6.00



GSX 280
Full Wave
Rectifier
List Price, \$5.00

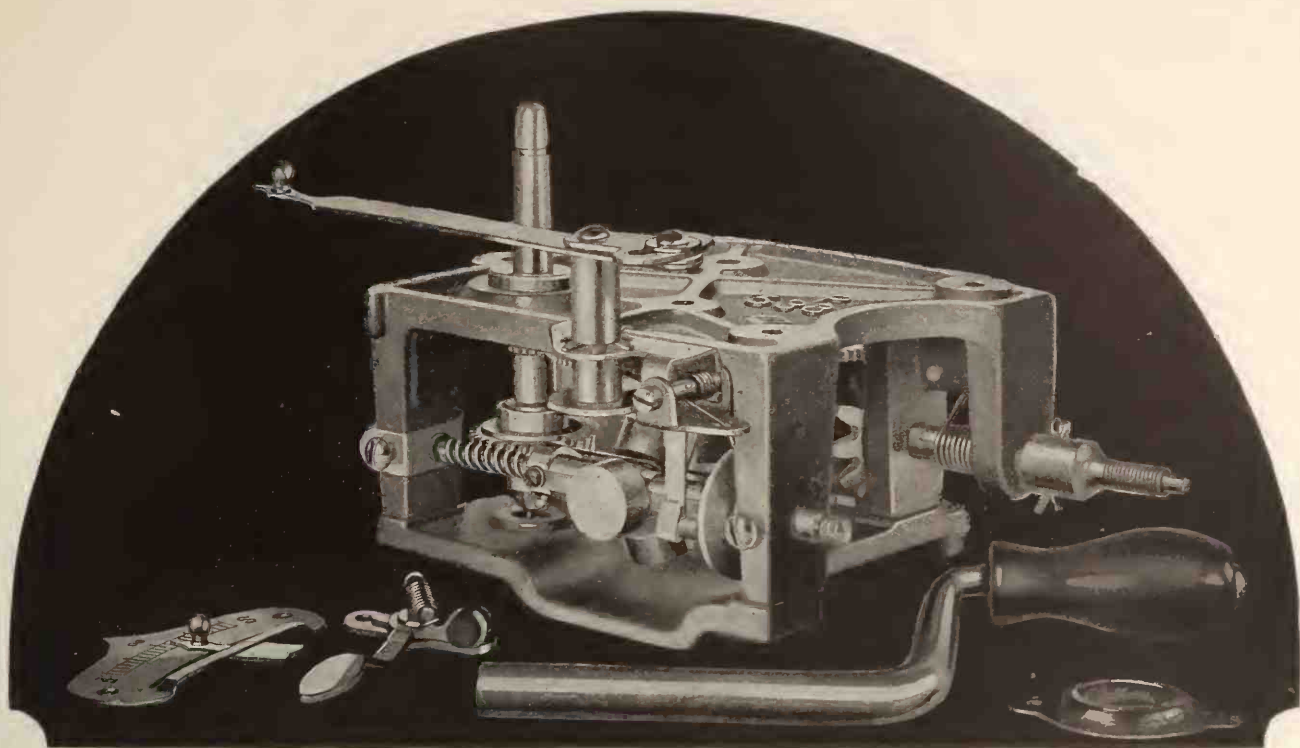
Plans to Import Phonographs and Records to Honduras

"La Perla," importing and exporting firm of San Pedro Sula, Honduras, Central America, owned by Miguel J. Canahuati, is planning to add phonographs and records to the general line of merchandise carried.

This firm was established in 1914 and imports from the United States, Europe and Japan.

Gulbransen Co. Elects

The Gulbransen Co., Chicago, held its annual election Tuesday, January 31, at a meeting of stockholders and directors. Officers elected were as follows: President, treasurer and general manager, A. G. Gulbransen; vice-president, C. Gulbransen; secretary, Edward B. Healy. Directors, A. G. Gulbransen, C. Gulbransen, Edward B. Healy, A. H. Boettcher, George A. McDermott, L. W. Peterson and C. H. Berggren. President A. G. Gulbransen, in his annual report to the stockholders, was able to present a favorable showing by the Gulbransen Co. The firm met all preferred stock and bond payments in 1927 and paid 6 per cent on its outstanding common stock.



If the Portable You Sell Has a Flyer Motor It's a Good Portable

A PORTABLE phonograph can be no better than its motor. A pretty case won't pacify a customer if the motor inside goes bad.

That's why it pays to handle Flyer-equipped portables. The Flyer is the motor with the tough athletic spring, cast iron frame, specially cut precision governors, gears and bearings, and with the fibre used in the fibre gear seasoned for over a year. The Flyer is the motor that must pass 77 inspections before it can be used. The Flyer is the motor that is noiseless, free from all vibration, and built to stand long years of hard use and abuse.

That is why the majority of all portables sold are equipped with Flyer Motors—manufacturers and dealers both know their business is safe and their profits sure with the dependable Flyer.

The
GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for 25 Years.

Increased Demand for All Lines Reported by the Trade in the Baltimore Territory

Columbia Business More Than Satisfactory, Says William H. Swartz, Vice-President of the Columbia Wholesalers, Inc.—Brunswick Record Sales Gain—C. F. Shaw Promoted

BALTIMORE, MD., February 8.—Columbia business in this territory has been more than satisfactory, according to a statement by William H. Swartz, vice-president of Columbia Wholesalers, Inc., who says:

"The new Columbia-Kolster model 900 has created a real sensation in this section. By playing this machine in the doorway dealers have greatly increased their record business. One dealer sold over 150 of a \$1.25 record, which he continually broadcast with this machine. Dealers elsewhere are demonstrating this machine at every possible public gathering and sales are piling in as a result. M. Budacz & Sons, located in the eastern section of Baltimore, and whose trade is chiefly a working class of people, sold fourteen of these \$475 Columbia machines within six weeks, just as a result of making demonstrations at dances, balls and concerts.

"Completed and adjusted figures for the year just past showed that Columbia Wholesalers, Inc., enjoyed a most spectacular increase in Columbia business over any previous year in their history. Final figures bring to light that the Columbia dealers in Maryland, District of Columbia, Virginia and part of North Carolina sold well over one million dollars' worth more Columbia phonographs and records than they did in the big year of 1926, which had set the previous sales record.

"This fine increase was equally distributed between both machines and records, although machine shortage the last part of the year permitted total record business to slightly exceed the year's machine sales.

"Columbia dealers are elated both over their fine business and also over the bonuses many of them are drawing down under Columbia's bonus plan. It is interesting to see how many dealers in small towns qualified for bonuses, several merchants in towns of less than 1,000 population earning bonuses whereas some dealers in big cities missed out. The ability of the dealer himself, his aggressiveness and consistent efforts seem to have been the big factor rather than either size of town or condition of local business.

"A great business stimulant was, of course, the 'Two Black Crows.' Dealers in this section have made a killing on these records. Heavy advertising has sold not only tremendous quantities of these particular records but thousands of other dance and song hits as well. Record sales in Baltimore and Washington were further aided by the personal appearances of Moran and Mack, who were the stars of the Vanities.

"Dealers' advertising on Columbia has been most spectacular not only in Baltimore but all over the territory, and on both machines and records. It is interesting to note that in the Baltimore papers, for instance, there was more advertising on Columbia records in December alone than on any other line for the whole year of 1927. Dealers inserted full page after full page, getting one or more page ads in every one of the nine local papers, including the race and foreign papers.

Brunswick record business continues to increase in this territory. Sales were greatly augmented by the special release of a comedy dialogue by William LeMaire and John Swor entitled, "Sweet William and Bad Bill in New York." Dealers are manifesting great interest in the new Brunswick Panatropo-Radiola 17-8. The first carload of these instruments was sold before its arrival in Baltimore. The appearance during the month of several Brunswick artists had the effect of greatly increasing sales of their records. Nick Lucas appeared in Washington, but unfortunately had to cancel his Baltimore engagement, due to a severe cold.

Charles F. Shaw, formerly district manager of the local branch, was recently appointed branch manager of the Brunswick headquarters in Boston. Before leaving he was presented with a handsome candelabra, the gift of the local branch employees.

Harry M. Wagner has been appointed sales representative of the branch's record department.

The radio section of the May Co., large department store, which formerly was operated by the R. B. Rose Co., is now under the direct supervision of the May officials, who have

added the Victor line, and are featuring Radiolas, Atwater Kent and Zenith receivers.

William Braiterman, of the Braiterman-Fedder Co., reports that the BrafcO catalog was so well received by dealers that a second edition is necessary and it is now being prepared. This catalog is sent upon request only. Mr. Braiterman states that Oriole portables and Mel-O-Art player rolls are continuing in big demand.

Columbia Releases First Wagner Festival Records

Columbia Phonograph Co. Issues Masterworks Set No. 79, Consisting of Eleven Double Discs of Music of Famous Bayreuth Festival

The long-awaited Columbia records of the Bayreuth Wagner Festival, the first records made in the Festival's history, are now an ac-



Siegfried Wagner

complished fact. Eleven double discs, forming Columbia's Masterworks Set No. 79, just released, constitute an achievement in the phonograph industry of a distinction beyond any factional pride, and of credit to the entire trade.

The Bayreuth Wagner Festival was founded in 1876 by Richard Wagner himself, at Bayreuth, Bavaria, to give performances of his own works under the most nearly ideal conditions he could devise. He built there his own auditorium, and directed the performances which since his death have continued under his son, Siegfried. At these performances, which have occurred now twenty-five times during Summer periods, the world's best players and singers have felt honored to be asked to assist.

Columbia's contract with Siegfried Wagner for exclusive recording of the Wagner Festival over a term of years is internationally regarded as the biggest feat in phonograph-record history. The cost of rights for Columbia's exclusive recording of the Wagner Festival is given as 10,000 pounds, sterling.

This is considered such an epoch-making event that Columbia is placing a special newspaper campaign, directed not only toward the enthusiastic Wagnerites, but also toward the larger audience of music lovers who can hear an authentic introduction to the Masterworks of Wagner through these Bayreuth recordings.

Prizes for Thos. A. Edison

Thomas A. Edison has become the champion cocoonut grower of Florida. At a personal exhibit at the South Florida Fair held last week in Tampa he was rewarded two first prizes, one for the best cocoonut in the State, and one for the largest cluster. Mr. Edison, whose Winter home is at Fort Myers, is keenly interested in fruit and plant culture, thanks to pointers received from the late Luther Burbank.

Hackett Featured on Radio

Charles Hackett, tenor of the Chicago Civic Opera Co., was the featured artist in the Atwater Kent Hour on Sunday, February 12. He was assisted by Nanette Guilford, of the Metropolitan Opera Co., and the Atwater Kent Orchestra, under the leadership of Robert Hood Bowers.



Another Break for Columbia Dealers

Not every month gives the Columbia dealers a "Two Black Crows" record, the demand for which swamps their stores with insistent customers. But month in and month out, the Columbia Phonograph Company supplies its dealers with merchandise that builds

steadily increasing consumer demand.

Such is the special release of Hawaiian Columbia New Process Records. These records are real business getters. An attractive folder tells the story to your patrons. Ask us about it.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W Camden St., Baltimore, Md.

"TALK-BACK"

Phonographic Recorder



Every
Phonograph Owner
a Prospect!

Endless Variety of Uses



Musicians
improve their
technique.

Favorite radio
programs can be
recorded.



Singers and
speakers will be
greatly helped.

Record the voices of
the family. Parents'
and children's voices
preserved for years.



Every phonograph owner can
make his own vocal, instrumental
and speaking records at home.

THAT real thrill — hearing one's own
voice or those of friends on the phono-
graph — is furnished by the TALK-BACK.
This sensational instrument is the essence
of simplicity — any child can set it up.
There is nothing to get out of order. Once
made, the records can be played over and
over again.

- List: Ready to Make Records.....\$7.50
- 3 Double Face Records..... 1.00
- Cost to Dealer: "TALK-BACK,"
- Complete Outfit..... 4.50
- Set of 3 Records..... .60

The "TALK-BACK"

The new musical sensation for easy home recording doubles the pleasure of owning a phonograph

Consolidated Talking Machine Co.

CONSOLIDATED BUILDING

227-229 W. Washington Blvd., Chicago

Minneapolis: 1424 Washington Ave. S.

Detroit: 2949 Gratiot Ave.

M. F. Burns to Become Cunningham Sales Manager

E. T. Cunningham Executive to Take Over New Post on March 1—At Present Is New York District Sales Manager of Firm

M. F. Burns, at the present time New York district sales manager of E. T. Cunningham, Inc., manufacturer of Cunningham tubes, will



M. F. Burns

become sales manager of the organization on March 1, according to an announcement by E. T. Cunningham, president. Mr. Burns succeeds Herbert H. Frost, who has tendered his resignation, effective February 29.

Mr. Burns is one of the best-known sales

executives in the radio and electrical industries. Though his principal activities have been in the East, he numbers his friends from coast to coast. His experience includes sales and merchandising with the Westinghouse Electric & Mfg. Co. and the Robbins Electric Co. of Pittsburgh. When E. T. Cunningham, Inc., opened its New York office in 1923 Mr. Burns was appointed Eastern district sales manager and has been successful in that capacity.

New Jewel Reproducers Introduced to the Trade

The new Jewel reproducers, No. 33 and No. 34, recently introduced by the Jewel Phonographs Co., Chicago, are practically the same in design and construction with one exception. The No. 34 Deluxe model is enhanced by a two-carat Saffo brilliant, cut and polished the same as a diamond, which adds an attractive touch to the reproducer. In mechanical construction the Jewel reproducer contains several outstanding features. The special aluminum diaphragm is hand-made by a secret process which gives it certain qualities which bring forth exceptional tone quality and volume. The diaphragm is the result of exhaustive experiments, and it is said to respond to all frequencies without exaggerating one more than another, producing as a result a solidity of tone and volume which music lovers appreciate.

The new No. 40 reproducer has been especially designed to produce volume for dance music. It is constructed in a rigid manner and, according to the manufacturer, will stand hard usage and abuse. Because of its performance, attractive price and neat design, the No. 40 is expected to be a popular product.

Robert N. Watkin, secretary of the Will A. Watkin Co., Dallas, Texas, has been re-elected a director of the Retail Merchants' Association of Dallas.

Stromberg-Carlson Set Installed in Sedan Car

Major M. K. Lee Has Receiver Built in Back of Front Seat for Entertainment While Touring—Speaker Mounted on Roof of Car

An interesting installation of a Stromberg-Carlson radio receiver was recently made in the back of the front seat of a \$13,000 Cunningham sedan, owned by Major M. K. Lee, of the United States Air Service, who makes his home in Baltimore and New York City.

The cone speaker has been mounted on the roof of the car, the antenna being built into



Unique Stromberg-Carlson Installation the top. The receiver runs off the storage battery of the car, utilizing dry cell "B" and "C" batteries. Major Lee possesses a Stromberg-Carlson receiver in his home in New York City, and is so satisfied that he chose a similar instrument for entertainment while touring.

Ad Men Plan Conclave

The annual convention of the International Advertising Association will be held at the Masonic Temple in Detroit, Mich., from July 8 to 12. Retail advertising and merchandising activities will occupy a prominent place on the convention program.

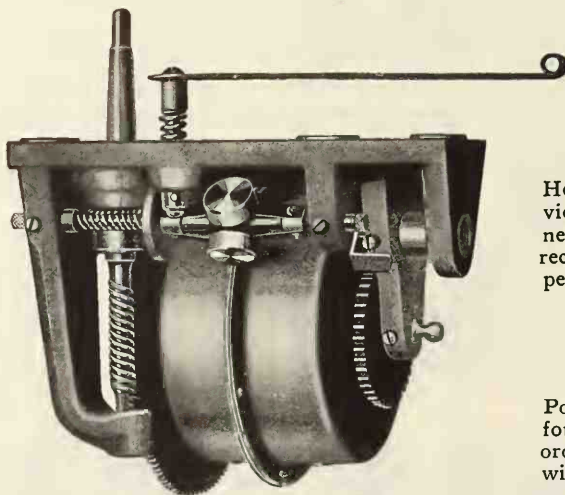


Helycon Motors Precision Built

The use of the Helycon Motor has proven profitable to makers of phonographs because of:

- ease of installation
- its few parts
- the interchangeability of parts
- absence of trouble when installed.

No dimension of any Helycon Motor has ever been changed. Helycon Motors are precision built to furnish smooth, silent, dependable power.



No. 102



Power!

Helycon Motor No. 102 provides ample power for the new electrically recorded records. Smooth, silent, dependable power.

Power!

Power to play from four to four and a half 10-inch records with unvarying speed with one winding.

Illustrated catalogue of Helycon Motors, Tone Arms and Reproducers sent on request

POLLOCK-WELKER, Limited

Kitchener, Ontario, Canada

Established 1907

Cable Address: Polwel, Kitchener.

Code: A.B.C., 5th Edition, Bentley's

Formal Opening of New Platt Building Drew Public

Event Marked by Great Campaign of Publicity Both in Newspapers and Over the Radio—Reception Committee of More Than Hundred

LOS ANGELES, January 25.—The Platt Music Co. which has occupied its new limit height building, 832 South Broadway, since the first of the year, staged its formal opening on Friday, January 27.

Great preparations were made to make this one of the most noteworthy events in Los Angeles. A complete section of twenty full-page advertisements were run in special sections of the daily newspapers, an advertising expenditure and effort without precedent by any mercantile concern in the West—the nearest approach being a sixteen-page special advertisement by the May Co.'s department store. The Platt Music Co. also was on the air over Radio Station KNX for three hours on the evening of Thursday preceding the opening of the store, at which time it gave a travelogue of the world similar to the one given by them four years ago over KHJ.

A reception was tendered to the public on a scale never attempted before with a special reception committee of a hundred or more.

W. M. Van Matre, chairman of the board of the Schumann Piano Co., left this week for the Hawaiian Islands. He will be away for a month and a half, which will give him a month's stay in the land of ukes and guitars.

Many of the leading music houses of Los Angeles have signed up for space for booths in the Pageant of Music, which will be held in Los Angeles June 18 to 30, representing several thousand dollars.

Trade Changes Feature Month in Akron-Canton

AKRON-CANTON, O., February 8.—Preliminary dismantling of the radio and phonograph departments of the M. O'Neil Co. store at Akron has been started, preparatory to moving to the new twelve-story department store building nearing completion in South Main street. The radio and phonograph departments in the new store will compare favorably with those maintained by the largest department stores in the East, it is said. Occupancy of the new building will be about March 1.

The D. W. Lerch Co., one of the oldest music houses in Canton, has concluded a very successful sale observing its thirty-three years in business. There was a large volume of talking machines of the higher-priced type sold, as well as a goodly number of radio sets. Demand for records also was heavy, executives of the store declared.

In its new location uptown the Livingston Co., home outfitters, Canton, will have a complete radio and phonograph department, according to officials of the company. This concern recently acquired the former home of the David Zollars & Sons Co., in the heart of the downtown district, and will occupy four floors and basement soon after March 1.

Robert Wolfe, Ravenna, who formerly operated a music store at Newton Falls for three years, has opened a new store in the new theatre building at Kent. Phonographs and records will have a large part of the floor space, according to Mr. Wolfe.

The Stowe Piano Co., Akron, which has been in temporary quarters for several months pending alterations to its building at 268 South Main street, has moved back into its remodeled home.

A. S. Street has been made manager of the Sioux City, Ia., branch of the Schmoller & Mueller Piano Co., and will be assisted by Andrew Condon, May Johnson, Margaret Nugent and Fred Schamp.

Sterling 4VOLTAC POWER-TEAM



They Operate as a Single Unit

the one satisfactory AC Power for Radiolas

STERLING was first to replace batteries in Radiolas with permanent power from the AC light line. Trickle charged wet batteries, unscientific substitutes have come and gone, but at no time has Sterling Power Team leadership been doubted.

Hundreds of Radiola dealers recommend Sterling as the ideal power supply for trouble-free AC operation for Radiolas 20-25-28, Victor and Brunswick combinations, Best supers and other 4-volt sets.

The Sterling Power Team consists of an "A" and a "B" power supply which plug together and operate as a single unit, controlled from the single filament switch. The units may be purchased separately if desired, and with connector cable, or without.

Built to Meet R. C. A. Standards

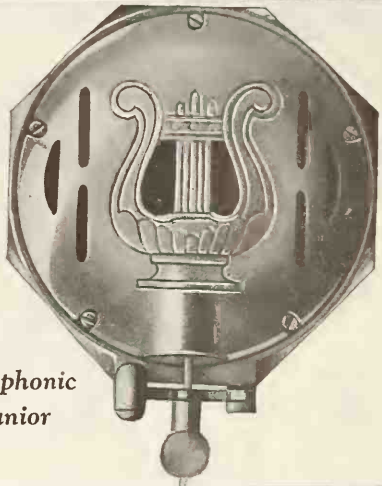
- for power regulation that is exactly suited to fine Radiola tone quality.
- for convenient single switch AC operation.
- for absence of service "grief."
- for 100% consumer satisfaction.

Turn Service worries into SALES PROFITS

Now is the time of year when batteries in Radiolas are playing out. Every service call is an opportunity to sell this never-ending power supply—power from the light socket—AC operation. Every owner is your prospect. Every set you Sterling equip will net you a handsome profit, and earn the gratitude of a delighted customer.

LIST PRICES	
R-94 4 volt "A" without bulb	\$28.00
0.6 Tungar Bulb	4.00
R-41 "B" without bulb	22.00
UX 213 tube (UX-280 tube may be used) or R-94 with	5.00
R-81 "B" without tube	24.00
Raytheon B. H. Tube	4.50
Special Connector Cables (for 25 or 28 as ordered)	2.50

THE STERLING MANUFACTURING CO.
2831 Prospect Avenue
Cleveland, Ohio



Lyrephonic Junior



SYMBOL OF QUALITY

Adaptable for
Portables and
Upright Machines



**Lyrephonic
Tone Arm No. 2**

LYREPHONIC PRODUCTS

Will provide increased profits for 1928

Write for full details

ANDREW P. FRANGIPANE & CO., Inc.

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

James E. Hahn Is Now a Director of Crosley Corp.

CINCINNATI, O., February 3.—The Crosley Radio Corp., of this city, has announced the appointment of James E. Hahn as a director. Major

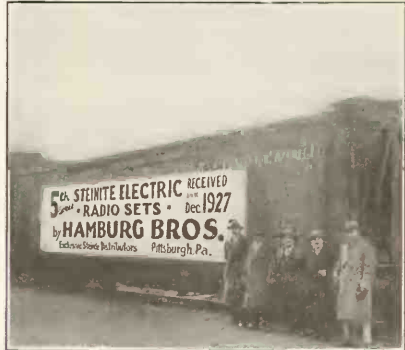


Major James E. Hahn

Hahn is president of the DeForest Crosley Corp. of Canada and president of the Amrad Corp. of Boston, Mass., of which Powel Crosley, Jr., is chairman of the board.

Huge Shipment of Steinite Electric Radio Receivers

The accompanying picture shows the fifth carload of Steinite electric radio receivers shipped to Hamburg Bros., exclusive dis-



Big Steinite Shipment

tributors of Steinite sets in the Pittsburgh, Pa., territory, during December, 1927.

Reading from left to right are Robert Gray, representative of the Baltimore & Ohio Railroad Co.; J. Harr, E. A. Hamburg and L. Ham-

burg, of Hamburg Bros., and W. J. Herlihy, of the William R. McElroy Co., district sales manager for the Steinite Laboratories Co. This attests to the popularity achieved by Steinite sets in the Pittsburgh territory and the industrial sales promotion work done by Hamburg Bros.

Death of Clifford K. Burton

Clifford K. Burton, general sales manager of the Carryola Co. of America, died Friday, January 13, as a result of complications arising from pneumonia which he contracted a year ago. Mr. Burton had been connected with the Carryola Co. since July, having been previously with the advertising firm of Klau, Van Pietersom, Dunlap, Younggreen, Inc., where he was an account executive. He was a member of the Milwaukee Advertising Club and the Alpha Delta Phi fraternity. He is survived by his widow and two children. While Mr. Burton had been active in the phonograph industry for only a short period of time he had made the acquaintance and gained the friendship of many people throughout the trade who were shocked to hear of his death.

H. E. Metcalf in New Post

Herbert E. Metcalf, chief engineer of the Magnavox Co. of Oakland, Cal., manufacturer of Electro-dynamic loud speakers, has resigned his position with that firm effective February 1, 1928, to become identified with the Wonderlite Co. of America, Inc., as president and chief engineer, with headquarters in Oakland, Cal.

Mr. Metcalf will continue his teaching of radio in the University of California extension division and will be available for consulting work in the field of radio, television, etc., in which fields he has had nearly forty patents granted and pending.

New Fada Distributors

F. A. D. Andrea, Inc., announces the appointment of four distributors in the West Indies, as follows: Cuba Electrical Supply Co., Havana; Dominican Trading Co., Santo Domingo, Dominican Republic; Compania d'Eclairage Electrique, Port au Prince, Haiti, and Gonzales Padin Co., Inc., San Juan, Porto Rico. J. W. deHaas, Fada export representative, reports considerable interest in radio in the West Indies following a recent trip in that section of the world.

Boom Artists for President

A columnist in the New York Evening Post has started a boom for Moran and Mack for President. The idea has won the support of many of the column's readers.

Finding Shamrock Line of Radio Receivers Popular

John D. Todd, vice-president and secretary of the Missouri Valley Electric Co., Kansas City, Mo., distributor of Shamrock receivers,



John D. Todd

is a versatile individual. Witness the illustration herewith. Mr. Todd has three hobbies, golf, motoring and selling Shamrock sets. According to reports received by Nate Hast, general sales manager of the Shamrock Mfg. Co., Newark, N. J., Mr. Todd's organization is enjoying a large measure of success with the Shamrock line throughout the Missouri Valley territory.

Louis Graveure Is Tenor

Louis Graveure, exclusive Columbia artist, admired for thirteen years as a concert baritone, appeared on Sunday, February 5, in Town Hall, New York City, as a tenor and won the unstinted praise of the press and public. He left shortly after to make his debut in grand opera in Berlin.

So wide is the fame of Moran and Mack, Columbia recordings stars, that a letter addressed to them as "comedians, New York City, the Two Black Crows," was promptly delivered to the Columbia Phonograph Co.

THAT IS WHY
YOU WILL SELL

tone
AND VOLUME
from long horns!



in 1928

Startling Portable News!—

You know that long horns or tone chambers produce fine music. After months of experimenting and considerable investment in special dies and machines, we are happy to announce four new portables for 1928 with tone columns varying in length from 26 inches to 44 inches! Listen to their performance and you will be amazed that such fine portables can be produced at such reasonable prices.



MODEL NO. 14, \$12.50
Compact model, weight only 8½ lbs.



MODEL NO. 828, \$15
New appearance and performance.



MODEL NO. 728, \$16.50
Suitcase shape with 26" tone column and throwback tonearm.



MODEL NO. 528, \$20
A distinctive model at a popular price.



MODEL NO. 228, \$25
Rich appearance and remarkable performance, 44" tone column



MODEL GRAND, \$35
A strictly deluxe portable

Two New Electrical Pickup Portables

Interest in electrical pickup portables is growing rapidly. We have produced two models that serve double purpose. Play them as regular portables or with the pickup through the detector tube on any good radio set!

MODEL NO. 30 \$30.00

MODEL NO. 42 \$42.50

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

Victor Business Shows Gratifying Expansion

Earnings of Victor Talking Machine Co. for 1927 Most Satisfactory, Thanks to Appreciation of Victor Orthophonic and Electric Instruments the World Over—Talk of Dividends on Common Stock of the Company

The Victor Talking Machine Co. operations in 1927 demonstrated return to a sound earnings basis after a period of reverses following first wave of popularity of the radio. The year 1926 also was profitable, but it was in that year that the company brought out its new Orthophonic and electric instruments and a longer period was required to establish their permanent position. The past year accomplished this in a convincing way.

Earnings for 1927 are expected to show about \$7 a share on 571,086 shares of no-par common after depreciation, Federal taxes and dividends on various classes of preferred and preference stocks. For nine months ended with September net was \$4,069,752, equal to \$4.26 a share on common. Final three months is always the best period of the year in the talking machine business, and last quarter of 1927 is expected to show around \$3 a share on common.

These figures do not take into account fully the equity in earnings of foreign subsidiaries. President Shumaker on return from Europe was very optimistic on the foreign outlook for Victor's business. The English subsidiary in 1927 had the best year on record, earnings exceeding the \$4,000,000 net of 1926. Good sales throughout 1928 are expected.

Victor's domestic business was good throughout 1927, increasing in volume as the holiday season approached. In earlier months, when sales of radio companies were at low ebb, there was no abatement in demand for Victor products, except the combination radio-talking machine instruments. In the final quarter Victor's plant was working at capacity, and demand for records and instruments was the largest in history of the company. In the final quarter also there was renewed buying of the combination machines.

The year just passed has been highly important for Victor, as in that year the permanency of the modern talking machine was put to a test. When these new instruments, with marked refinements over their predecessor which had held popular favor for a quarter of a century, were introduced early in 1926 there was a rush of buying orders that set the Victor plant into capacity operations. It required more than this first flush of buying, however, to re-establish Victor instruments in a sound trade position.

Except for such seasonal variations as are characteristic of the talking-machine industry demand for Victor products has gone ahead without interruption. They have again found a permanent place in the musical world and the threat held out a few years ago by radio appears to have been dissipated.

Recent sharp advance in Victor common reflects present strong position of the company and brings up the question of inauguration of dividends, according to a prominent financial writer in the New York Times. There has been no official intimation of the management's intention in this connection, but, in view of the satisfactory results in 1927 and present favorable prospects, there is a strong impression the question will be taken up for consideration early this year. Policy will be conservative, it is understood, and initial payment when made is expected to be at rate of about \$3 to \$4 a year.

The William Taylor Co., Cleveland, O., has opened a radio shop in its arcade for patrons who do not care to go upstairs in the main building where the music department is located. All nationally advertised sets and accessories are being carried.

Announces a New Automatic Phonograph for Use in Home

American Sales Co., of Chicago, Introduces New Product in Which Are Incorporated Many New and Distinctive Features

The American Sales Co., Chicago, for many years manufacturer of automatic, coin-operated phonographs, introduced several months ago an automatic phonograph for use in the home. Since this product, which was developed by W. H. Daily, of the American Sales Co., was first placed upon the market, many new developments have taken place which have been incorporated in the machine. The phonograph



Daily Automatic Phonograph is equipped with four turntables, and the tone arm, revolving in a complete arc, plays four records without attention from the user. While one record is being played the other records may be reversed. When one record is finished the turntable automatically lowers and the tone arm swings forward to the next turntable, which automatically rises within eight or nine seconds.

The Daily automatic phonograph is powered with an electric motor which may be removed from the machine in ten seconds without removing so much as a screw. The latest in tone arm and sound box equipment is used in the Daily automatic phonograph and Mr. Daily recently developed a new type of sound chamber, upon which patents are now pending. The firm is also planning to introduce a phonograph with one turntable, powered with either an electric or spring motor, using the same type walnut cabinet and the same sound chamber, and it is expected that more models will be released in the near future.

The coin-operated phonograph pictured herewith is enclosed in a glass case with a mirror in the rear panel. The interior is electrically lighted, and this instrument retails for \$550 complete. The firm reports that music dealers throughout the country have shown an eager response to the initial announcement of this product, and are wide awake to the possibilities of installing automatic phonographs in cafes, billiard parlors, soda fountains, drug stores and other institutions in their locality.

W. Curtis Busher and John F. McDermott recently purchased the interest of Harry I. Spayd in the Emerson Piano House of Decatur, Ill. Both of the new owners have been connected with the establishment for a number of years. The lines handled include Victor Orthophonic and records.

"You Can't Go Wrong
With Any FEIST
Song!"
Donaldson's Exquisite Waltz Song
"A SHADY TREE"
by WALTER DONALDSON

A Natural Melody Hit!
**"JUST ONCE
AGAIN"**
by WALTER DONALDSON
and PAUL ASH

The International Fox Trot Hit!
"HEAD OVER HEELS IN LOVE"
by DONOVAN PARSONS and PAT THAYER

Another
Donaldson Ballad HIT!
**"What Are You Waiting For
MARY?"**
by WALTER DONALDSON

The Theme Song Of The John Gilbert
Greta Garbo Picture "LOVE"
"THAT MELODY OF LOVE"
by WALTER DONALDSON and HOWARD DIETZ

That Irresistible
Fox Trot Tune!
**"WHAT'LL
YOU DO?"**
by NED MILLER and
CHESTER COHN

LEO. FEIST, INC.
231-5 W. 40TH ST.
NEW YORK, N.Y.

A NEW FARRAND SPEAKER

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



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

Farrand
CONCERT
S P E A K E R

The Trade in PHILADELPHIA and LOCALITY

Demand for Records Outstanding Feature of Sales in the Quaker City Territory

Distributors Report Heavy Reordering of Records—Retail Stocks Depleted—Miss Dorothy Martin, of the Victor Co., Scheduled to Address Record Sales Club

PHILADELPHIA, PA., February 6.—Though sales of talking machines have run true to form in the slower pace of January, there has been a widely distributed demand for the various records of the leading talking machine manufacturers throughout the past month and fairly well maintaining business for the newer electrical combination radios and talking machines. Those dealers featuring the newest of direct AC electrical radio combinations have been able to dispose of all sets that could be secured, there being a scarcity of these among the distributors of the leading manufacturers.

Records have been continuing their upward swing in sales and as the second month of the new year dawns the distributors have a long list of orders that are waiting to be filled to replace depleted shelves and counters. All the popular numbers continue to hold public favor. Supplies for the accessory and repair trade have been moving fairly well in view of the duller mid-Winter trend customary at this season.

Electrically operated radio, for the house current, continues to hold among the radio sets in popular favor and shortage of these types is the only bar to a prosperous season for the dealers handling the new inventions. Distributors are shipping out all available factory shipments just as soon as they are received at headquarters here in an effort to meet their customers' needs and to speed up deliveries.

Service for Victor Dealers

A special service has been arranged for the dealers who are linked with the Victor talking machine retail trade by the Philadelphia Victor Distributors, Inc., 835 Arch street, for the conversion of the Orthophonic-radio combination 7-10 into an AC set. This service has been

arranged under the direction of William Anderson, who now is prepared to accommodate the trade in the conversion of this model combination talking machine with radio into the latest popular electrical type that can be connected with the house current. President Louis Buehn, of the company, leaves in mid-February for a trip to Florida for a vacation. Dealers in the trade were able to tie up with the personal appearance of Paul Whiteman at the Stanley Theatre by broad publicity assured through window displays, streamers and floaters supplied to the retailers by the Philadelphia Victor Distributors, Inc., and the head of the record department, J. Raymond Boldt.

Other artists on the Victor list who were tied up with the various attractions appearing here in conjunction with the Sunday concerts at the Stanley Theatre and the Academy of Music were Feodor Chaliapin and Lawrence Tibbett. Publicity was given to the Victor dealers for tie-ups with their appearance and the sale of the recordings and Orthophonics.

With the transfer of Al Hughes, of the sales staff of the Philadelphia Victor Distributors, from his former territory through Pennsylvania to the central city department store section his duties have been assumed by James Robinson, until recently with the Cohen & Hughes Co., of Baltimore, Md. V. Moore, who has been covering this section for the Victor Co. in special work during the past year, now is connected with the Cohen & Hughes Co. and will cover the State trade formerly traveled by Mr. Robinson.

To Address Record Sales Club

Miss Dorothy Martin, engaged in special promotion work for the record department of the Victor Co., will address the Record Sales

Club meeting to be held in the Philadelphia Chamber of Commerce tomorrow.

Plan Victor Meeting

Under the plans for the promotion of sales for the Victor during the coming months the wholesale Victor department of H. A. Weymann & Son, in conjunction with the factory officials of the Victor Co., will hold a meeting at the end of the current month in a local hotel. While only tentative arrangements have been made, the date and place are to be designated within the coming week. Officials among the distributors and the Victor Co. will be the speakers who will outline the sales campaign for the Spring.

Aids Sales of Brunswick Products

Sydney Schwartz, who has been assigned to co-operate with the local branch officials of the Brunswick-Balke-Collender Co. in promoting the sales of the Panatrope and radio combinations, has been connected with the Philadelphia trade for the past month, aiding the dealers in the exploitation of the newest models. The Brunswick Co. just has released the 17-8 Panatrope combination with the Radiola No. 17 and the Electrola type of the Panatrope, this being the latest 1928 offering from the factory. Trade congratulations are extended to Manager George A. Lyons, of the Philadelphia branch, upon the advent of a new member to his family, Miss Elizabeth Alice, whose birth increased the family circle to three during the early days of January.

Co-operative Drive on A. K. AC Set

A vigorous campaign is being carried out by local Atwater Kent dealers on behalf of the new Atwater Kent AC model No. 37. Recently some fifty-five dealers, in conjunction with the Louis Buehn Co., had a full page advertisement in local newspapers, featuring the new model exclusively.

The Model No. 37 has also, during the past month, been the subject of a great number of attractive window displays. One of the most striking of these appeared in a window of the John Wanamaker store. This display has as its center piece the new Atwater Kent model. A bass viol was placed on one side and resting on a cushion was a piccolo. Some notes of music ranging from deep bass to high treble stood out against a dark background. On a small sign in the foreground the following message appeared: "... from the deepest mellow notes of the bass viol... to the high treble of the silvery piccolo... Atwater Kent, the new all in one! A touch of the switch starts the music."

Urge Victor Herbert Album Drive

The Philadelphia Victor Distributors, Inc., are urging dealers to put every possible sales effort behind the recently released "Victor Herbert Memorial Album," containing five records of the composer's outstanding compositions. The distributing organization points out that the Victor Co. in its series of radio broadcasts is giving great publicity to Herbert's works, and in addition the Stanley Theatre orchestra, of this city, has agreed to play an overture of Herbert's compositions for a long period. Photographs of Victor Herbert for window-display purposes can be procured by dealers at a nominal sum.

Columbia-Kolster Popular

A very popular talking machine and radio combination is that of the newest addition to the Columbia Phonograph Co. line—the Columbia Viva-tonal Kolster electric reproducing instrument, introduced here last month. The new type has been so popular that it has been

(Continued on page 80)

GUARANTEED

Guarantee Special

Furnished in

COBRA GRAIN BLACK
CROCODILE BROWN
SPANISH BLUE
SPANISH GREEN
SPANISH RED

Made to meet the popular demand

COSTS YOU \$8.00—RETAILS FOR \$15.00

GUARANTEE TALKING MACHINE SUPPLY CO.

35 N. NINTH STREET

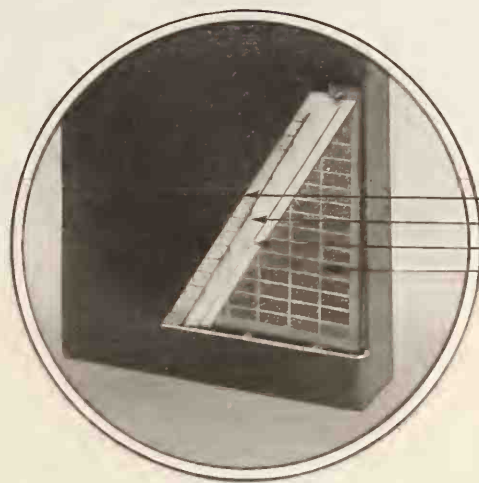
PHILADELPHIA, PA.



Write for our latest Main Spring Chart.

A Message to the dealer who says:

“Show me one ‘A’ Power Unit that
stands up in modern radio service!”



- 1. Kathanode Neg. Plate
- 2. Specially treated ribbed wood separator
- 3. Woven glass mat retainer
- 4. Special Kathanode Pos. Plate of high capacity and long life

THE Gould Kathanode Unipower is fundamentally different from any other automatic trickle charging “A” power device in the market. And in that difference lies the secret of a new record for reliability—long life—freedom from trouble.

Practically all of your “A” power grief in the past has come from one cause—rapid disintegration of the plates in the battery element of the unit. This is definitely eliminated by Gould Kathanode construction. That is why the new Gould Kathanode Unipower stays on the job day in and day out, beyond all previous expectations.

Out of the first 4000 Gould Kathanode Unipowers in use, only 4 have ever required ser-

KATHANODE CONSTRUCTION THE SECRET OF LONG BATTERY LIFE

Note how positive plates are inclosed between porous protective retainer walls of woven glass. This is the secret of remarkable durability and long life. First developed for Gould submarine batteries, this new protected plate construction has proved equally valuable in radio and other constant trickle charge service.

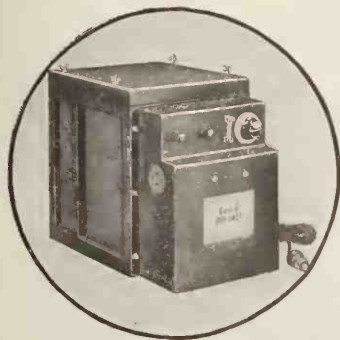
vice. And these 4 were due to minor mechanical defects—not one battery failure has been found.

This remarkable record is primarily due to Gould Kathanode battery construction. Patented glass retainer mats

protect the plates against the destructive effect of trickle charge operation.

See this new Unipower and judge for yourself. Your nearest Gould jobber will gladly show you one—at no cost and without obligation. If you have been having trouble with ordinary “A” power devices, write today for full information and descriptive literature.

Gould Storage Battery Co., Inc., Depew, N. Y.



The new Gould
KATHANODE

Unipower

IMPORTANT NOTE: Authorized Gould Unipower Service Stations located at strategic points are now equipped to repair the old type Gould Unipower with the new Kathanode elements at special reduced prices. Full details on request.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 78)

impossible for the local branch to keep stocks on hand, shipments being made to the Columbia dealers just as soon as they come from the factory. The Columbia has signed up Cliff Edwards, Ukulele Ike, as its exclusive artist. The newest of recordings on the Dempsey-Tunney fight, a comedy pianologue, played by Clarence Senna, is likely to prove a big seller because of its novelty.

H. Royer Smith Expands

H. Royer Smith, head of the firm bearing his name and general dealer in talking machines and supplies, has extended his business by the addition of another store adjoining his old-established quarters at Tenth and Walnut streets. The new store property will be given over entirely to display of Victors and other talking machines, while the old home will be devoted to records and supplies.

Q R S Co. Pushing Portables

With the announcement of the latest developments in portable talking machines to be distributed through the Philadelphia branch of the Q R S Roll Co., the Quaker City trade extended a rousing welcome to the new line of talking machines to be featured by that nationally known roll company. During the first three days of February, when the first stocks of portables in the Q R S line were shown here, several hundred of the four models were immediately disposed of to the few dealers who saw them on display at headquarters of the local distributive branch, 1017 Sansom street. They are made in three sizes and four colors of leather-finished Dupont Fabrikoid.

Add "Icyball" to Line

Trilling & Montague, distributors of Crosley, Zenith and Kolster radio, have added to their line "Icyball," the new refrigerator made by the Crosley Radio Corp., of Cincinnati, Ohio.

Gain in Okeh Record Sales

Okeh record distribution in the Philadelphia trade has increased 18 per cent since the Q R S Roll Co. took over the distribution here five months ago. There have been especially good sales of the organ recordings and since the introduction of the newest of artists to the Okeh, Billy Hayes, popular Quaker City song writer, who has been signed up exclusively by the company, further increases have been noted in the demand for his popular numbers. His first recordings which have been listed were



3 1/2 inches diameter
Patented 1922

Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

his own songs, "Marionette," and the recent release, "Rickety-Rackety Shack," along with "I'm Always Smiling."

Issues a New Catalog

Everybody's Talking Machine Co., 810 Arch street, with the first days of this month sent out the newest and most complete catalog ever published by the company for its line of Honest Quaker Main Springs supplies and equipment. The new 1928 catalog, known as the "Forty-sixth Catalog," includes every new item that has been added to parts within the year and the most modern of devices that have been developed for the improved type of talking machines and accessories.

A visitor to the Everybody's Co. during the month was O. H. Prime, president of the Carryola Co. of Chicago, who was entertained by the vice-president, treasurer and general manager of the Everybody's Talking Machine Co., Samuel Fingrudt, while in the city.

Charles Luedeke Transferred

Charles Luedeke, who has been manager of the Ludwig Piano Co. talking machine and radio departments in the Philadelphia store, has been transferred to the Burlington, N. J., house of the company as its manager. His successor in the Philadelphia store, at 1103 Chestnut street, is Miss Jane Kupisz, who is taking care of the Edison sales and the Victor department. She was formerly assistant to Manager Luedeke.

Recovered From Illness

Mrs. Margaret Macabee, proprietor of the Macabee Music Co., of Wilmington, Del., who has been confined to her home for several days with grippe, is now able to be at her duties. The Macabee store features the Columbia and other musical merchandise.

Trade associates who were participants in the annual frolic of the Poor Richard Club, the fraternity of advertising men of the Quaker City, during the 222nd anniversary of the birth of Benjamin Franklin, from January 16 to 19, and held at the Bellevue Stratford Hotel, were

B. J. Munchweiler, buyer of the piano and musical instruments and talking machine department of Lit Bros.' department store; Herbert W. Weymann, advertising manager and associate in the firm of H. A. Weymann & Sons, and George W. Whitney, advertising manager and secretary of the C. J. Heppel & Son Co. W. H. Marshal, of the Victor Talking Machine Co., also was among the members of the Poor Richard Club present.

Death of Mrs. Belle S. Bloomingdale

Trade sympathies were extended to Henry S. Bloomingdale, of the firm of the Scherzer Piano Co., 539 North Eighth street, upon the death during the month of his mother, Mrs. Belle S. Bloomingdale, head of the firm.

Has Added "Talkers" and Radios

The newly remodeled store of the Base Piano Co., dealer in piano and talking machines and radio, 1115 West Girard avenue, was opened to the public during the month. The firm renovated the front portion of its music store into a modern display room, while the window has been lowered so that a full view of the interior is to be had from the street and the instruments are visible to the passing public. The firm is extending its business to the radio branch of the industry and recently has become local representative of the well-known talking machines and radios. The head of the firm is Jacob Rosenfeld, who long has been linked with the music trade here and in Atlantic City and other Jersey points.

Phonograph Records in Library

For the purpose of providing the public with practical scores of the various classics and popular musical comedies of the past and present the Public Library of Philadelphia has included in its files 7,800 phonograph records that are open to the patrons in a specially prepared music department. Sir Harry Lauder has contributed sixty-eight of these records, while Sousa's Band is represented by thirty-one selections and Conway's Band by thirty-five. These recordings are filed in the Music Room and are lined with the literary files and books relating to the notables of the music world and their achievements in the world of artists. They are housed in the handsome library recently opened in Logan Square by the city.

Vacationed in Central America

David Jacob, head of the Knabe Warerooms and dealer in the Victor talking machines, 1020 Walnut street, spent the early days of January on a vacation tour of Central America and Cuba. Accompanied by his brother, J. Herman Jacob, of the firm of S. Jacob & Son, 820 Columbia avenue, also linked with the piano and talking machine trade there, spent the fortnight sight-seeing in the Canal Zone, returning by way of Havana and other Cuban resorts and Florida points later in the month.

Association Plans Convention

Talking machine dealers and music houses of the State will join in the annual convention of the Pennsylvania Music Merchants' Association, to be held this Spring in this city. President G. C. Ramsdell, of the Piano Dealers' Association of Philadelphia, is now co-operating with President A. E. Moore, of the State merchants' organization, in promoting the coming convention, scheduled for the month of May at a date not yet decided. During the early days of the current month President Ramsdell offered the president of the State Association the services of the local body for the successful conduct of the coming convention and its co-operation for the benefit of the

(Continued on page 82)

Distributors for Eastern Penna. and Southern New Jersey



"GROW WITH US"

is our slogan, and it expresses two things:

1. That our business is developed on the seeds of CONFIDENCE, planted by selling RELIABLE merchandise of nationally recognized manufacturers; and by giving our dealers a Service that leaves nothing to be desired.
2. That Trilling & Montague's dealers subscribe to the same business principles in their relationship with their customers in order to "grow with us."

TRILLING & MONTAGUE
WHOLESALE RADIO MERCHANDISERS

N W. COR. 7TH AND ARCH STREETS

PHILADELPHIA, PA.

"Grow With Us"

Sell General Electric Battery Chargers



For millions of battery-operated sets

The millions of sets which are battery-operated present a vast market for Tungars—the General Electric Battery Charger. You can give your customers freedom from all

battery-charging troubles.

And you can give yourself a generous profit. More than one million Tungars have been sold. You can sell them, too.



Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

Merchandise Department
General Electric Company
Bridgeport, Connecticut

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

New low prices
East of the Rockies

2-AMP. TUNGAR \$14

\$24 5-AMP. TUNGAR

TRICKLE TUNGAR \$10

GENERAL ELECTRIC

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 80)

industry. The head of the State organization is quartered in Lancaster, Pa., and the hospitality of the Quaker City industry was extended by special message from President Ramsdell in the opening days of February so that plans may be carried out in conformity with the arrangements of the State body at an early date, when announcement will be made of the details of the convention and displays held in conjunction with it.

Irish Records in Effective Tie-Up

The Orthophonic tied up with the Irish airs that were included in the musical program of the Fifty-first Annual Ball of the A. O. H., held during the month by the sons of Erin in the Elks Club. Zez Confrey and His Victor Orchestra were the features of the dance program, while the melodies of Ireland were shared between O'Connell's Orchestra and the Orthophonic recordings, as the 4,000 attendants joined in the entertainment of the evening. William Dunlevy, of H. B. Dunlevy Co., Victor dealer, supplied the Orthophonic from the talking machine department of his drug store at Fifty-eighth street and Willow avenue.

Atwater Kent Sets in Hotel

Through the achievements of V. C. Brown Hyatt, a local radio engineer, it has been possible for the Robert Morris Hotel, Sixteenth street near Arch, to supply all patrons in the hostelry with a choice of programs from three of the leading broadcasting stations of the nation at any time that they may desire to tune in. With this special engineering feat it is possible for the guest to obtain, by plugging a pair of headphones into one of the three receptacles in his rooms, a program from WJZ, WEAJ or WOR at any time of the day. The apparatus consists of three Atwater Kent radio receivers and a Western Electric amplifier, all operated on the Philco socket power equipment. There are several hundred guest rooms supplied with the radio service.

News Brieflets

Fire in an adjoining structure caused considerable damage to the store of Foster Bros., 4359 Main street, in the Manayunk district. The firm was devoted to the sale of Victor talking machines and supplies.

Having discontinued the sale of talking machines, the former business known as the Davidson Talking Machine Co., 4014 Haverford avenue, is now being devoted to the repairing



**PATHEX Cameras and
Projector
Radio Accessories**

Penn Phonograph Co.
913 Arch St. Philadelphia

of these instruments and pianos. The business, since the death of Arthur Davidson, a few months ago, has been conducted by J. W. Jones, who has disposed of the merchandise

Since the opening of the store earlier in the year the proprietor of the Music Box, 309 South Broad street, has within recent weeks added the Brunswick line and a sheet music department.

Keer & Sharpe, formerly conducting the two

stores at 59-61 Cheltenham avenue and at 2126 North Front street, have decided to discontinue the business at the Front street address. The business at the Germantown address will be continued under the name of Kenneth Keer. Mrs. Agnes Sharpe, who formerly was associated with the company and was manager of the Front street store, is retiring from the firm to return to the Wurlitzer Co. store on Chestnut street, where formerly she was employed.

Display Contest Sponsored by Pittsburgh Chamber Developed Great Dealer Interest

Many Dealers Participated in Drive for Better Windows—Display of F. C. Wampler & Son Awarded First Prize—Define "All-Electric" and "Electrified"—Others News

PITTSBURGH, PA., February 10.—Awards in the display contest sponsored by the Radio Council of the Pittsburgh Chamber of Commerce were made by Wallace Russell, of the Standard Talking Machine Co., Victor distributor. The first prize of \$50 was awarded to F. C. Wampler & Son, music and radio dealers, of McKeesport. The Wampplers featured an attractive display of Sparton and Atwater Kent radio receiving sets. The second prize of \$25 was awarded to the Immel Co., 5602 Penn avenue, East Liberty, who displayed in one of its show windows a No. 37 model Atwater Kent set and in the other window an RCA Radiola No. 17. The Mock Electric Co., of Foreland street, North Side, was given the third prize of \$15 for its window display, which featured the Arborphone radio receiving set, and the fourth cash prize of \$10 was handed to the Shadyside Electric Co. for their fine display

of Radiola No. 28 and the 104 loud speaker.

The Joseph Horne Co., O. J. Goettmann, East Ohio street, North Side, and J. Z. Yoest, of Liberty avenue, won, respectively, the first, second and third prizes, loving cups, offered by the three Pittsburgh newspapers. The presentations to the winners were made by Mr. Russell. Many radio dealers in the city and suburban district participated in the contest and some very fine window displays of radio receiving sets and accessories were shown to the public.

Representative dealers in radio sets and talking machines attended a meeting of the Chamber of Commerce, called at the instance of the Public Protective Bureau of Pennsylvania, at which action was taken to define the terms "All Electric" and "Electrified" in connection with radio advertising.

For advertising purposes it was decided that under "All Electric" should be included all sets now using the new AC tubes and also all sets manufactured as a unit by the manufacturers in which the necessary converter and power elements are built in the factory to operate the set direct from an electric socket.

Under the term "Electrified" should be included all battery-operated sets which are converted into electrically operated sets by the addition of A and B units.

Sales of talking machines here are featured by the demand for high-grade machines, such as the new Orthophonic Victrola, the Brunswick Panatropé, the Edison, the Columbia Viva-tonal and the Sonora. Most of the local dealers are looking forward with keen interest to Easter business and feel that with judicious advertising and the application of proper sales methods there is bound to be an improved sale of talking machines, records and radio sets the next two months.

I. Goldsmith, president of the Player-Tone Talking Machine Co., stated that the outlook for Spring business for the Player-Tone line was exceptionally good. He stated that the new model consoles, uprights and consolettes are meeting with a very favorable reception by the general public. The demand for these well-known products has been showing consistent gains.

Joseph Bumbera, for years engaged in the drug business in Pittsburgh and Swissvale, Pa., and one of the best-known Edison phonograph dealers, died suddenly at his home here a few days ago, aged thirty-eight years.

"Killing Two Birds With One Stone"

WHEN demonstrating Victrolas and Electrolas to prospective purchasers, play the records from Victor Herbert's Melodies and you will almost invariably close the sale and secure an order for the album set at the same time.

Wide awake dealers are showing and demonstrating Electrolas. Order at least one Model Twelve-Fifteen and Model Ten-Seventy Automatic. There is a profitable market for these instruments.

H.A. WEYMANN & SON, INC.
1108 Chestnut Street—Philadelphia, Pa.
Victor Wholesalers

New Recording Artists Announced by Victor Co.

The Victor Talking Machine Co., through Walter W. Clark, head of the Artist and Repertoire Department, announces the following new list of artists who have recently been signed to record for the company: Sigrid Onegin, contralto; Giacomo Lauri-Volpi, tenor of the Metropolitan Opera Co.; Fanny Brice; Jans and Whalen; Lemaire and Van; and Johnny Johnson and his Statler Pennsylvanians.

Contracts renewed by the Victor Co. during the past three months include those with Pablo Casals, violoncellist; Giuseppe De Luca, baritone of the Metropolitan Opera Co.; Renee Chemet, violinist; Giulio Setti, chorus master of the Metropolitan Opera Co.; Franklyn Baur; Jack Smith; Waring's Pennsylvanians; Arden and Ohman; and Charles R. Cronham, organist.

Message From Edison Broadcast in New Zealand

A particularly interesting feature of the international observance of the eighty-first birthday anniversary of Thos. A. Edison was the broadcasting of an "Edison Day" program by a New Zealand station when a personal message from the great inventor was sent out through the medium of a record on which Mr. Edison had recorded his message.

Audak Co. Reports Flood of Orders for the Audachrome

The detailed announcement and illustration of the Audachrome, a chromatic reproducer built on a new principle by the Audak Co., New York City, has resulted in a flood of inquiries and orders. This announcement was made on January 15 and since that time the factory has been working overtime to cope with the situation.

Maximilian Weil, president of the Audak Co., in referring to the great interest in his newest product, stated, "Tremendous interest is being manifested in sound reproduction. That the trade wants a reproducer that will bring out all the merits and hidden qualities in the new electrically recorded record is proved by the great demand for the Audachrome."

Two Black Crows Visit J. L. Hudson Co., Detroit

The visit to Detroit of Charles Mack and George Moran, "Two Black Crows," of record,



Moran and Mack and Mrs. E. Tippin radio and vaudeville fame, was responsible for a decided increase in record sales for all Columbia dealers. The J. L. Hudson Co. was particularly fortunate in having the artists visit the phonograph department and put their signatures to a great number of records. The accompanying photograph shows Moran and Mack and Mrs. E. Tippin, record buyer and head of the record department of the J. L. Hudson stores.

Fada Console Receiving Set Is Part of Furnishing the Worcester Model Home

A Fada 8 Console was chosen for the Sawyer Model Home in Worcester, Mass. A corner of

with. The model home is complete in every detail and is designed to be helpful to those



Fada Console in Sawyer Model Home, Worcester, Mass.

the living room showing the Fada 8 installation with Fada pedestal speaker is illustrated here-

about to build or buy a house. Radio is now considered essential in the complete home.

7,700 Statler Hotel Rooms Are All Radio Equipped

Each of the 7,700 rooms in the six Statler hotels are now equipped with radio receiving apparatus, so that the guests will have at their disposal all the comforts and facilities of home. Each of the suites is equipped with a loud speaker and the other rooms with headphones. A choice of two programs is given the listeners-in. The cost of installing the system is placed at \$1,000,000.

T. J. Clark Opens Store

T. J. Clark, formerly with the McDowell Music Co., has opened the T. J. Clark Music Co., at 119 West Maple street, Enid, Okla.

In Larger Quarters

Witham's Radio Service and Timmons' Music Shop recently moved to new and large quarters adjoining the First National Bank, Medford, Ore.

Holds Formal Opening

The Blout & Marbot Music Store, Sulphur Springs, Tex., had its formal opening the latter part of last month. The Victor and Starr lines are carried.

New Store in Wildwood

The Music Shoppe, carrying a full line of phonographs and other musical instruments, opened in Wildwood, N. J., on February 1.

New Brilliantone Display

The Brilliantone Steel Needle Co., New York City, has issued a new counter display card of Jumbo needles, which has met with much favor throughout the trade.

P. J. Murphy, Atwater Kent dealer of Niagara Falls, N. Y., recently opened an elaborately fitted demonstration parlor on the second floor of the building he occupies. The room is attractively decorated.

Appointed Ad Counselor for Stewart-Warner Co.

It was announced recently that the McJunkin Advertising Co., with headquarters at 228 North LaSalle street, Chicago, had been appointed advertising counselor for the Stewart-Warner Speedometer Corp., Chicago. This well-known agency will direct all of the Stewart-Warner advertising activities, including the radio and automotive divisions. The appointment of the McJunkin Advertising Co. as the Stewart-Warner advertising agency will be welcome news to Stewart-Warner dealers everywhere, for the McJunkin organization is one of the most efficient and successful in the advertising world. The appointment was effective February 1 and plans are now being made for a far-reaching and extensive advertising campaign on behalf of Stewart-Warner products.

New Use for Panatrope

The Brunswick Panatrope Model P-11 is here shown after having been the "barker" at the Steeplechase Pier, Atlantic City Boardwalk, in the interior of the Roller Skating Rink,



Panatrope in Steeplechase Skating Rink

where, with a special attachment including three external loud speakers, it plays the music for the skaters. There was some doubt at first as to the possibility of hearing the instrument over the din of many skates on the wooden floor, but the Panatrope performed nobly, and is now a part of the regular equipment

The Scott-Kurtzthalz Co., Ashland, Ky., which carries a complete line of Orthophonic Victrolas and records, has moved to new quarters in the Camayo Arcade.

Volume of Business Causes St. Louis Columbia Branch to Increase Personnel

Record Sales Continue to Be Consistently Good—Price Revision Acts as Boon to Brunswick Record Sales—Rhodes-Burford Co. Adds Columbia Line in Three Stores

St. Louis, Mo., February 7.—The volume of business transacted by the St. Louis-Kansas City branch of the Columbia Phonograph Co. was well ahead of the month of December, it was announced by H. A. Pope, assistant manager. He declared that the demand for Columbia products has been so great that the company has found it necessary to reappportion its large territory and to enhance its personnel. In this connection, it was announced, C. R. Salmon, who formerly was in charge of the city of St. Louis, southern Illinois, Kentucky and Indiana, has been given supervision over the city only, while C. C. Westervelt has been placed in charge of southern Illinois, Indiana and Kentucky.

The company's record business is maintain-

ing the high standard set during the previous months. Ed Lowry, master of ceremonies at the Ambassador Theatre here, who made his first Columbia recording recently, continues to score a "big hit" in St. Louis.

The Columbia Co. also announced the opening of several new accounts, including the Rhodes-Burford Co., Paducah, Ky.; Union City, Tenn., and Metropolis, Ill. The entire line has been installed in the three stores of the company.

Price Revision Boosts Sales

The new prices on model P-14 and Valencia phonographs and the readjustment of prices on records, coupled with the appearance in the city of artists, has acted as a boon to Brunswick business, the local branch reporting that

there has been a noticeable increase in sales of their products.

The Yacht Club Boys, Brunswick artists, appeared at the St. Louis Theatre here and added to the interest in Brunswick lines, which was accentuated by considerable advertising in the newspapers by the theatres and dealers.

Encouraging Demand at Artophone Corp.

January also has proved an outstanding month for the Artophone Corp., Edwin Schiele, president of the company, reporting that portable phonographs, cabinet models and band instruments are moving in encouraging volume.

The company also announced the appointment of J. C. Clinkenbeard as manager of the newly opened Kansas City branch, located at 203 Central Exchange Building, 804 Grand avenue. Miss Thelma Meredith has been placed in charge of the office and H. E. Fleming and H. F. Mutz have been assigned as salesmen to the territory. F. S. Brown has also been added to the personnel of the company's Memphis branch, in which the Okeh Company is recording. The new local portable plant which was recently installed in St. Louis has begun the production of portables.

Propose to License Servicemen

The Board of Estimate of this city is considering an ordinance providing for every radio serviceman being licensed and required to take an examination before a board of radio authorities and technicians who would decide on license qualifications. It seems this ordinance is favored more and more by the Safety Council and fire underwriters since the increased interest in AC sets. At the January meeting of the St. Louis Radio Trades Association a general discussion concerning the move was held with a number of members expressing opposition because the ordinance would tend to increase the cost of installation to the customer. It was decided to secure further information on the proposed ordinance before taking any action.

Report Satisfactory Conditions

Meanwhile the local branches of the Victor and Edison companies report that conditions are generally satisfactory and that prospects for the coming months are highly encouraging.

News Gleanings

An innovation in store display has been conceived in St. Louis by the Sampson Co., Inc., which has incorporated the atmosphere of a broadcasting station in its new branch store, located at 4909 Delmar Boulevard.

The local Radio Trade Association has gone on record as opposing direct advertising over the air.

Harold G. ("Hap") Vierheller, manager of the billiard department of the local branch of the Brunswick-Balke-Collender Co., died at his home here on January 28, after a brief illness from pneumonia. He was thirty-four years old and had been identified with the billiard department of the Brunswick Co. since the war.

Walter Damrosch Instructs Children by Broadcasts

Educating millions of children to musical appreciation and a knowledge of the fundamentals of music by radio is the plan of Walter Damrosch, who is giving a series of experimental broadcasts, sponsored by the National Broadcasting Co. and the Radio Corp. of America. The first two broadcasts were given on January 21 and February 10 and a third is to be given on February 17.

Big Victor Shipment From Camden to the Coast

The first shipment from the port of Camden, N. J., by the Victor Talking Machine Co. was made recently when four carloads of Victrolas and fifty tons of record compound were sent to Pacific Coast ports.

—for the new A-C harness



Here's a Better Unit
at a Low Price — and
With a Big Profit for You

The Scanlan A-C Filament Supply Transformer is just the thing for volume sales—along with the new A.C. conversion harnesses now available.

Supplies accurate A-C voltages for six type 226 tubes, one type 227 tubes and two type 171 tubes (or four type 171A tubes). Each secondary center-tapped. Positively no hum. Fully guaranteed. Only \$9.00 list.

Dealers and Jobbers: Write at once for our better profit proposition.

SCANLAN
ELECTRIC MANUFACTURING CO.
1117 N. Franklin St., Chicago, Ill.

The Romance of Wood

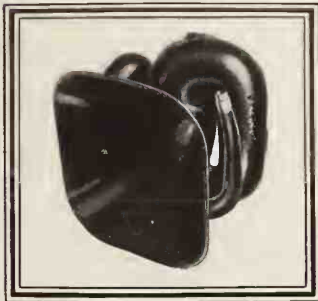
Since the dawn of the first day, the symphony of Life has been carved on the bark of trees . . . Wood is nature's chosen and unsurpassed method of expressing the universal language of music.



MOLDED WOOD TONE CHAMBERS



LIST \$7.00
Fidelity Speaker Unit
Will handle output of largest power amplifier.



LIST \$18.00
This is No 595—Tone Travel, 8 feet. Over all dimensions: 21 1/4" High 18" Wide 15" or 13" Deep.
No. 570 is identical in design. Tone Travel, 6 feet. Over all dimensions: 15" High, 12" Wide, 12" Deep.
LIST \$13.00
A full line of tone chambers for every style and size of cabinet. Ready mounted in sturdy box from which it is not removed. Simply place in cabinet, block, and the job is finished. Takes any standard size speaker unit.
Progressive dealers add to their profits and good will by installing Molded Wood Tone Chambers in new console cabinets and as replacements for old style cone and horn loud speakers.

THE responsibility of a radio cabinet manufacturer is at its height when he chooses for his product the voice by which it will be recognized.

Acoustic engineers agree that there is no substitute for wood in loud speaker construction. And molded wood is the most advanced method of utilizing this principle to best advantage.

Molded wood is non-vibrant, and in our exclusive form will reproduce a wider range of tonal frequencies, will handle a greater volume of sound without distortion—will respond to the weakest impulse, and is mechanically stronger and more compact than any tone chamber having an exponential eight feet or less in length.

This creation of molded wood speaks with an intensity and sympathy no other can produce. Its established reputation and its consistent ability to win the preference of the most critical professional ear, adds distinction and prestige to cabinets that house it.

Send for catalog and wire for full details.

MOLDED WOOD PRODUCTS, INC.
219 WEST CHICAGO AVE. CHICAGO, ILLINOIS

RMA Patent Exchange Plan Rapidly Nears Completion

Special Patent Committee Held Meeting at Buffalo to Perfect Interchange Draft—Automotive and Aero Pools Followed in Part

The Radio Manufacturers' Association is rapidly completing its plan for the cross-licensing of radio patents, according to Bond P. Geddes, executive vice-president of the association. Radio patents will be exchanged and made available equally to all manufacturers joining the RMA patent interchange plan. At a meeting of the special patent committee at Buffalo on February 6, the RMA patent interchange draft was perfected.

Broadening of radio patent cross-licensing to include future developments, such as television, is provided for in the RMA plan. Also it is proposed to include the new devices for reproduction of programs and pictures via electric light and telephone wires. Although it is not probable that television and other developments, now in the experimental stage, will be available soon to the public commercially, the RMA patent pool is being broadened to take in the radio future as five years' trial of the patent cross-license plan is contemplated under the RMA draft, with automatic extension.

As now being completed by the RMA Patent Committee, it is believed that the patent cross-licensing system proposed will be acceptable to the necessary majority of eligible manufacturers when it is presented to the RMA membership meeting next June. Immediate complete cross-licensing of all radio manufacturers is not expected to ensue, but gradual growth of the patent interchange operations is the aim.

At the Buffalo meeting of the RMA Patent Committee, presided over by Captain William Sparks of Jackson, Mich., in the absence of A. J. Carter, Chicago, committee chairman, C. C. Hanch, author of the automotive patent pool; C. C. Colby, Canton, Mass., president of the RMA; John W. Van Allen, Buffalo, and Frank D. Scott, RMA counsel, and other Association officers participated in drafting the patent interchange plan and also in re-drafting the RMA constitution and by-laws to extend the Association's activities.

The RMA Patent Committee will hold another meeting to complete the patent cross-licensing plan and present it to the RMA Board of Directors next month, and Mr. Hanch will discuss the patent plan at a meeting of Western RMA members on February 16 at Chicago.

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

RADIO SALES AGENTS

In key cities who have outlet and connections to place a well-known, nationally advertised speaker at a bargain price. Commission basis. Address reply to Box No. 1627, Talking Machine World, 420 Lexington avenue, New York.

Young man 36 years of age seeks position with a reliable manufacturer of phonographs or portable phonographs. I have built and designed machines. I also made reproducers, tone arms and motors from the raw material to the complete product. I can take charge of production and assembly, also develop new ideas. Have had 12 years' experience in this field. Address reply to Box No. 1628, Talking Machine World, 420 Lexington avenue, New York.

Phono and Radio Department manager wants to make connection with wide awake company. Satisfactory references. Now employed. V. F. K., 713 North Carroll avenue, Dallas, Texas.

Position Wanted, Buyer and sales manager. Repairman, 20 years' experience in phonographs, records, radios. Great knowledge of installment business, and office work, retail or wholesale. Best references. Irving J. Heigh, 402 Bushwick avenue, Brooklyn, N. Y.

Wanted—Expert phonograph repair man; also able to do some selling. Address Box No. 1629, Talking Machine World, 420 Lexington avenue, New York.

Chicago Brunswick Dealers Feature Jolson Record

Effect Tie-up With Vitaphone Production of "The Jazz Singer" Featuring Al Jolson—Photos of Jolson Used in Window Displays

CHICAGO, ILL., February 7.—Brunswick dealers in this city are taking full advantage of the appearance here of the Vitaphone production



Lyon & Healy Feature Jolson Records "The Jazz Singer," in which Al Jolson is featured. The motion picture with the Vitaphone presentation has proved to be one of the biggest box office attractions of the screen.

Dealers are dressing their windows with pictures of Jolson in various scenes from the play and are distributing consumer literature all tending to tie up the film with the latest Jolson Brunswick record release, "Mother of Mine, I Still Have You." This record is being played at store doors and is being amplified by loud speakers so that the passers-by are attracted to the stores.

The accompanying illustration shows one of the attractive "Jolson" window displays presented by Lyon & Healy Co., in the uptown Chicago shop.

Victor Dealers Urged to Push "Lucia" Recording

The Victor Talking Machine Co. is providing dealers with an unusual amount of material designed to aid them in the Victor Red Seal campaign. Posters and other display material together with consumer literature and a variety of miscellaneous sales helps. A recent communication to the trade was devoted exclusively to informing dealers of the tremendous sales possibilities of the record coupling of the Sextet from "Lucia" and the Quartet from "Rigoletto." The message contains an illustration of the sextet scene and a brief but comprehensive summary of the emotions which actuate the singers. The artists heard on this record are Galli-Curci, Gigli, Homer, Bada, De Luca and Pinza.

The Victor Co. urges dealers to make a special mailing regarding this record to reach the countless thousands of music lovers who regard these two famous arias as the most dramatic of all operatic selections.

Artone Line Going Over Big, Says E. R. Manning

E. R. Manning, sales manager of the Berg A. T. & S. Co., Long Island City, has just returned from a trip through the Middle West that proved to be particularly resultful, and reports that the new Artone line of portables for 1928 has gone over big. This new line represents a decided advancement over previous models through the new long air chambers, which in one instance, Model 228, is forty-four inches in length. This endows the new models with a voluminous tone value.

The Winberg Music Co., Grand Rapids, Minn., was recently purchased by William Robinson.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for December—General Increase Over the Year Previous

WASHINGTON, D. C., February 9.—In the summary of exports and imports of the commerce of the United States for the month of December, 1927, the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during December, 1927, amounted in value to \$47,679, as compared with \$44,184 worth which were imported during the same period of 1926. The twelve months' total ended December, 1927, showed importations valued at \$650,207; in the same period of 1926, \$640,915, a very substantial increase.

Talking machines to the number of 16,902, valued at \$587,109 were exported in December, 1927, as compared with 10,937 talking machines, valued at \$416,648, sent abroad in the same period of 1926. The twelve months' total showed that we exported 144,874 talking machines, valued at \$5,278,401, as against 103,759 talking machines, valued at \$3,280,632, in 1926.

The total exports of records and supplies for December, 1927, were valued at \$348,360, as compared with \$230,440 in December, 1926. The twelve months ending December, 1927, show records and accessories exported valued at \$3,106,078, as compared with \$2,222,890 in 1926.

The countries to which these machines were sent during December, and their values were as follows: Europe, \$12,631; Canada, \$17,182; Central America, \$33,554; Mexico, \$64,493; Cuba, \$59,328; Argentina, \$64,816; Brazil, \$53,818; Chile, \$53,890; Colombia, \$74,708; Peru, \$7,529; other South America, \$74,004; British India, \$1,184; China, Hong Kong and Kwantung, \$13,226; Philippine Islands, \$11,815; Australia, \$7,805; New Zealand, \$3,534; British South Africa, \$1,439; Other Countries, \$32,153.

Cohen & Hughes Appoint Two Sales Representatives

BALTIMORE, MD., February 10.—Cohen & Hughes, Victor distributors in this territory, recently announced the appointment of two new sales representatives. Victor E. Moore, formerly connected with the Victor Talking Machine Co., succeeds James Robinson and is covering the state of Pennsylvania, and J. T. Hutchisson will cover the Southern territory.

William Biel and M. P. Smith, general manager and assistant manager of the firm, have returned from a week's trip through a portion of the Pennsylvania area covered by Cohen & Hughes and report that dealers are enthusiastic over the prospects of a banner year.

Astral Radio Corp. Marketing "Serpentine" Tone Arm

PHILADELPHIA, PA., February 9.—The Astral Radio Corp., of this city, has placed on the market a new tone arm twenty-seven inches in length. This new arm has been aptly named the Serpentine. H. G. Carryl, president of the company, points out the improved tone that this new arm gives to the old type of phonograph and predicts a strong market among phonograph owners desiring to modernize the tone quality.

Addresses Atlanta Dealers

H. H. Murray, consulting engineer of the Victor Talking Machine Co. recently addressed the Victor dealers of Atlanta, Ga., and surrounding territory at a luncheon given by the Elyea Talking Machine Co., distributor.

For Sale

50,000 Standard, lateral cut, disc records 10"—double records—all languages	10c
10,000 Standard, lateral cut, disc records, 12"—all languages	15c
5,000 10" Hill & Dale disc records—foreign and domestic	10c
5,000 Cylinder records—vocal and instrumental	5c
Standard loud-tone needles, Per 1,000	20c
100 Portable Phonographs—wonderful value—black, green, brown - Each	5.50

HENRY KAGIN

3723—18th Ave. Brooklyn, N. Y.

New Toman Model E Tone Arm Introduced to Trade

E. Toman & Co., of Chicago, have just introduced to the market their latest product—the Model E tone arm. The new Model E retains all of the best features of the famous Toman Helical arm. In addition, every effort has



Toman Model E Tone Arm

been made toward producing an arm which would be second to none in beauty and grace of design. Its full exponential taper and full S curve combine to give the Model E a proportion and symmetry capable of adding much to the beauty of any machine.

Gold Seal Firms Had No Connection Before Recent Deal

In connection with the purchase by the Gold Seal Electrical Co., New York, manufacturer of Gold Seal radio tubes, of the entire assets and good will of the Gold Seal Electric Co., Cleveland, O., it has been announced that the close similarity of the names of these two companies is a coincidence, no connection or affiliation having existed prior to the recent deal. The New York company has created a wide demand for Gold Seal tubes through extensive advertising and merchandising and operates one of the largest factories in the country devoted exclusively to the making of radio tubes. The Cleveland company has built up a large business in household electric appliances and will continue production in Cleveland under the new management, with many refinements and some additions to the line.

The direction of the radio tube division of the combined enterprises will be conducted by James W. Duff, president, in New York. W. E. Duff has assumed charge of the appliance division and will make his headquarters in Cleveland.

Brings Out Tables for Two Popular Radio Sets

WATSONTOWN, PA., February 9.—The Watson-town Table & Furniture Co., which is an old-established house, manufacturing furniture since 1893, has achieved considerable success during the last few years with its line of radio tables and cabinets. Realizing the tremendous market for cabinets created by the large sales volumes of RCA and Atwater Kent electric sets, the Watontown Co. has presented two new models of tables for the Radiola 17 and Atwater Kent 37, the tables being equipped with the RCA 100-A speaker.

E. S. Riedel Joins the Utah Radio Products Co.

E. S. Riedel resigned his position as sales manager of the Raytheon Mfg. Co., Cambridge, Mass., February 1, to take charge of sales of the Utah Radio Products Co., Chicago, prominent loud speaker manufacturer. Mr. Riedel is a popular figure in the radio trade, and before joining the Raytheon organization he was director of sales for the Reichmann Mfg. Co., radio receiver and speaker maker of Chicago.

Victor Co. Distributes Victor Herbert Poster

Elsewhere in this issue of The Talking Machine World a detailed description of the special souvenir album of Victor Herbert music which has been placed on the market by the Victor Talking Machine Co. appears. In order to assist dealers in making sales of this album the Victor Co. has prepared and distributed an attractive poster for window and interior display purposes.

Series of Folders Describe the Kentone Attachments

W. S. File, sales manager of the F. C. Kent Co., of Irvington, N. J., has prepared a series of folders describing Kentone attachments. These folders include a price list and return post card. The first few mailings are reported to have engineered many responses.

Harold J. Power, Inc., Busy

MEDFORD, MASS., February 8.—The converting of battery sets to A C operation has resulted in a heavy rush of business at the factory of Harold J. Power, Inc., of this city. This socket power manufacturing concern is placing on the market "A C" tube adapters, cables and control boxes in special combinations for various standard makes of radio sets, the Power A, B & C "A C" Electrifier and "A C" tube kit packages for from four to seven tube receiving sets. Mr. Power also reports that his factory is doing quantity lots of rewiring work for distributors as well.

Evidence of the Long Life of Eveready Batteries

A set of Eveready Layerbilt "B" batteries have been in active use about two and one-half years, according to a letter received by the National Carbon Co., New York, from Don C. Wallace, of Long Beach, Cal. Mr. Wallace operates amateur station 9ZT.

Win Decision in Tube Suit

The contention of several independent radio tube manufacturers that the Radio Corp. of America had set up a \$10,000,000 monopoly in violation of the Clayton anti-trust law was recently sustained by Federal Judge Hugh Morris at Wilmington, Del., in a decision granting a preliminary injunction to the plaintiffs.

Judge Morris further denied the motion of the RCA for a dismissal of the bill of complaint filed by the plaintiffs, and issued a preliminary injunction enjoining the defendant from enforcing Section 9 of their licensing agreement with radio manufacturers.

It is understood that the Radio Corp. will appeal this decision.

Parties plaintiff in the action were the De-Forest Radio Co., Northern Mfg. Co., United Radio & Electric Corp., Sonatron Tube Corp. and Televocal Corp. Samuel E. Darby, Jr., was counsel for the plaintiffs.

New Deca-Disc Model

WAYNESBORO, PA., February 8.—The Deca-Disc Phonograph Co., of this city, has presented a new smaller model of its multiple record playing instrument to the trade, which retains the many refinements and characteristics of the larger cabinet.

Corley Co. to Build

The Corley Co., Victor jobber, is accepting bids for the erection of a new building to be located at 213 East Broad street and to extend through to East Grace street.

Scheiner & Son, Newark, N. J., Argus radio dealers, recently added the floor above to the space occupied by the store.

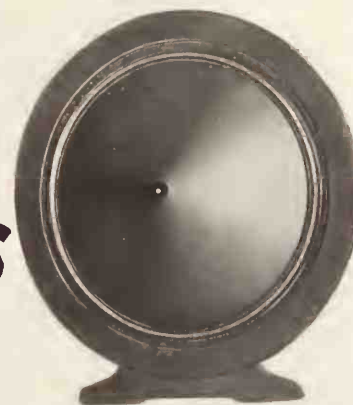
Stevens Speakers

have everything

Sturdy ability to perform brilliantly *always* because of exclusive scientific features.

Attractive beauty of design and finish.

Full line of models in a range of prices to meet the needs of every buying prospect.



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

Formal Opening of New Home of Platt Music Co. Observed on January 27

Thousands of Customers and Prospective Customers Attended Event—W. C. Fuhri Visits Local Trade—Southern California Radio Trades Association's Meeting Well Attended

LOS ANGELES, CAL., February 3.—The opening of the new store of the Platt Music Co. on Broadway, between Eighth and Ninth streets, was one of the most important events during the past month. The official opening took place on January 27 and was attended by thousands of people during the day and evening.

W. C. Fuhri, general sales manager of the Columbia Phonograph Co., arrived in Los Angeles on the last day of January, and with W. H. Lawton, local manager, he met a number of the members of the retail trade.

Irving J. Westphal, manager of the phonograph and Panatropé division of the Los Angeles branch of the Brunswick-Balke-Collender Co., returned this week from a trip to

the Imperial Valley, San Diego, Orange County and the "Kite" in company with Pat Murphy, traveling representative.

Henry E. Gardiner, Pacific Coast representative of the Sonora Phonograph Co., left Los Angeles for Chicago in the latter part of January.

W. H. Richardson, president of Richardson's, Inc., reports excellent phonograph business during the past month, including the sale of a number of the highest-priced phono-radio combination instruments.

The general meetings of the Radio Trades Association of Southern California which are held on the first Thursday of each month at 8 a. m. at the famous Breakfast Club, were well at-

tended both in January and in February. The former was under the chairmanship of H. E. Sherman, Jr., vice-president of the Leo J. Meyerberg Co., Radiola distributor, and a very attractive entertainment was provided for the members. The February meeting, which took place on the second instant, was also conducted by Mr. Sherman with a wonderful program provided by Carl Haverlin, famous announcer of KFI.

Glen Bros.-Roberts Piano Co. Has 20th Anniversary

Consolidated Music Co. Boosts Record and Sheet Music Sales by Having Orchestra Play in Window—Dealers Report Good Sales

SALT LAKE CITY, UTAH, February 6.—There is considerable activity in the record department at this time. The record business has been pushed rather strenuously during the past two or three weeks by the large music stores of the city, including Consolidated Music Co., Daynes-Beebe Music Co. and Glen Bros.-Roberts.

Wholesale phonograph men report business as good from their standpoint. The Brunswick Co. branch reports making deliveries on its new electrical model 17-18 Panatropé-Radiola.

The Consolidated Music Co. has been giving its record and sheet music departments quite a boost during the past week by broadcasting popular numbers from its window with a 10-piece orchestra.

Irving Beesley, in charge of the record department of the Beesley Music Co., has accepted a missionary call from the Mormon or Latter-day Saint Church of this city, and will go to Germany.

John Elliot Clark, of the John Elliot Clark Co., Victor distributor, has returned from Pocatello, Idaho, where he was present at a meeting of southern Idaho Victor dealers.

The Glen Bros.-Roberts Piano Co., operating stores in Salt Lake City, Ogden and Pocatello, Idaho, has just celebrated its twentieth anniversary.

Steinite Dealers' Banquet Is Held in Pittsburgh

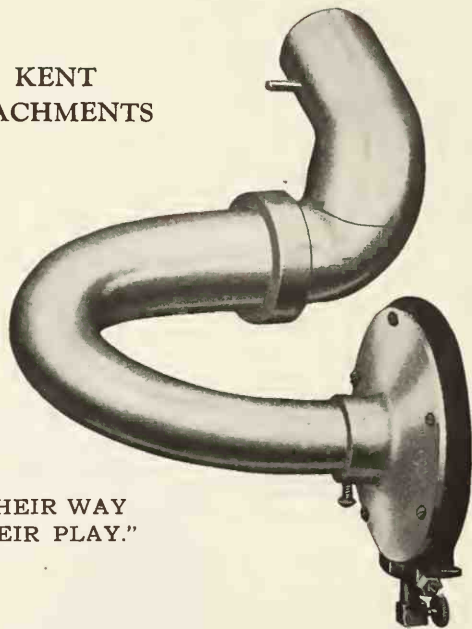
The second annual Steinite dealers' banquet was held at the Fort Pitt Hotel, Pittsburgh, Pa., with two hundred and eight radio dealers as guests of Hamburg Bros., distributors of Steinite radio receivers in western Pennsylvania and northern West Virginia. The banquet was opened with an address of welcome by Elmer Hamburg, of Hamburg Bros., who thanked the dealers for their co-operation and efforts in behalf of the Steinite products during the past two years.

James Simpson, of the Pittsburgh Radio Show Association, addressed the dealers on the subject of merchandising, as did J. H. Phillips, a local dealer, who has been one of the most aggressive Steinite retailers during the past two years. The principal speakers of the evening were Fred W. Stein, head of the Steinite Labs., Atchison, Kans., and Oscar Getz, sales manager of the Steinite organization. Mr. Stein predicted that the demand in 1928 would be for electrically operated radio receivers to be sold at a price which would suit the average consumer's pocketbook, and that radio manufacturers would give more attention to furniture models during the coming year than ever in the past. Mr. Getz outlined the sales policies of the company and the Steinite campaign for the coming year. The new Model 990 Steinite receiver, retailing at \$85, was shown for the first time at the banquet and was received very favorably by the dealers. All other models of Steinite receivers were on display in the banquet hall as well as photographs of the interior of the Steinite factory.



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 Newest in Radio

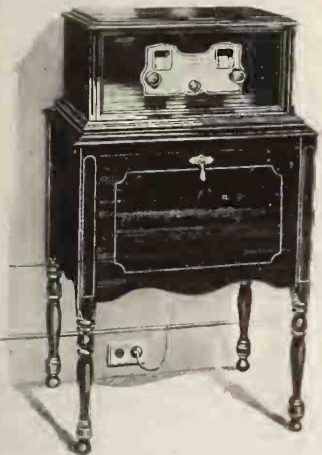
AC Ballast

Daven Radio Corp., Newark, N. J. Daven AC 26 Ballast and Daven AC 27 Ballast designed to prolong life of alternating current tubes. They compensate for any voltage or current fluctuations due to inaccuracy in transformer windings, line surge or overload. Used with any standard filament transformer the Daven AC 27 Ballast, operating with a twenty-volt line variation, gives total variation of .17 (17/100) of a volt. The minimum is 2.2225 volts and the maximum 2.4 volts. The AC 26 Ballast, operating from a transformer normally delivering two volts and with a twenty-volt line overhead gives a total variation of .16 (16/100) of a volt on type 226 tubes. The minimum is 1.3 and the maximum 1.46 volts.



AC Receivers

F. A. D. Andrea, Inc., Long Island City, N. Y. Three new models of AC radio receivers, known as the Fada AC Seven console model, with seven tubes, listing at \$350, less tubes; Fada AC Seven table model, seven tubes, listing at \$250, less tubes and floor



cabinet, and Fada AC Special table model, six tubes, listing at \$160, less tubes and floor cabinet. The UX-227 or C-327 type tubes are used in all sockets except the power-tube socket in which the UX-171A or CX-371A tube is used. All of the AC receivers have



in the electric unit a toggle switch permitting the use on lines as low as 90 to 110 volts in one position and 110 to 130 volts in the other position, making it a receiver to be used in any locality. The new models have a condenser across the power line for draining the line of interference and objectionable noises. Other features include: All transformers and chokes sealed to prevent moisture attack and mechanical vibration; automatic grid voltage control.



"ABC" Unit

Acme Electric & Mfg. Co., Cleveland, O. "ABC" unit, furnished either to set manufacturer in kit form or to jobber and dealer mounted in steel container. Built in two models—one to operate with Arcturus tubes and one to be used with new Radiotrons or Cunningham AC tubes. The "A" supply when used with the Arcturus tubes delivers 15 volts and for RCA tubes a voltage of 1½, 2½ and 5 volts is furnished. The "B" eliminator taps may be varied if the requirements of the set are not met with. A "C" voltage of 45 volts is furnished, existing between the center tap of the five-volt winding and the negative "B" eliminator terminal. Unit has six taps, uses the UX-280 full-wave filament type tube on the "B" side and will deliver 40 milliamperes at 150 volts.



Tone Clarifier

Dubilier Condenser Corp., New York City. Tone clarifier containing a special choke coil and a 4 mfd. condenser of 400 volt rating. Is employed as an output filter or loud speaker filter coupler and can also be used as an external filter section for additional filtering for the detector plate circuit.



"Tri-Power" Unit

Sterling Mfg. Co., Cleveland, O. "Tri-Power" unit supplies "A," "B" and "C" voltages to six-volt DC sets and converts them to use AC tubes. Is quickly connected to set in place of batteries or battery eliminators; new AC tubes are inserted and the receiver becomes a strictly AC set, obtaining its power direct from the electric light socket. Is applicable to practically all popular makes of five, six and seven-tube sets. Special

adapters are furnished to specification for sets which vary from the standard circuit layouts. Single switch operation is made automatic by connection to receiver filament switch, or by external switch, depending upon receiver design.



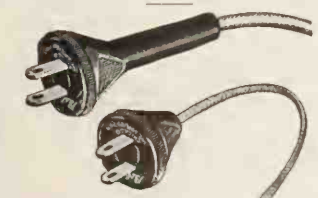
Receiving Set

Radio Corp. of America, Radiola 16, with desk cabinet that harmonizes with the receiving set. Operates with batteries or with lighting socket-power devices. Three radio-frequency coils are mounted at right angles to each other, preventing interaction and adding to selectivity and stability. Radiotron 1X-112 is used in last audio stage. List price, complete with Radiotrons, \$99.50.



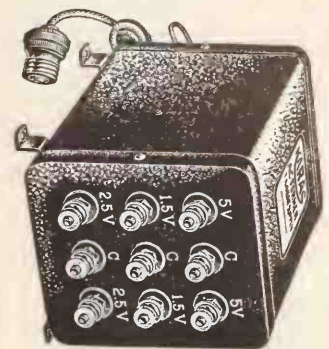
Cone Speaker

Farrand Mfg. Co., Long Island City, N. Y. Concert speaker of cone type enclosed in frame finished in walnut with richly enameled corner panels. Height, over all, 22 inches. Is said to reproduce the bass tones perfectly while retaining all of the treble notes. Able to accept utmost volume without distortion and built to withstand all necessary high voltage. List price, \$35.



Rubber Plug

Belden Mfg. Co., Chicago, Ill. Soft rubber plug furnished attached to different varieties of cords in 10, 20 and 50-foot lengths. Plug is rigidly constructed of solid soft rubber. Is shaped to form a convenient grip for the fingers when plugging-in or pulling out.



AC-Former

Karas Electric Co., Chicago, Ill. AC-Former designed to furnish an even, unfluctuating current of the correct voltage to the new AC tubes, and in conjunction with any of the standard cable harnesses on the market. Said to offer an easy method of converting any battery set to AC tube operation.



AC Receiver

Zenith Radio Corp., Chicago, Ill. Model 18 E. AC six-tube electric receiver, single-dial control, electric-lighted dial. Dial is calibrated in both meters and kilocycles. Receiver operates on 110-volt alternating current of 60 cycles. Cabinet of selected walnut veneers, door panels of figured maple. Built-in reproducer gives unusual tone quality and volume. Price, less tubes, \$272.



Console Speaker

Temple, Inc., Chicago, Ill. Console model No. 85, cabinet loud speaker, contains same 76-inch air column as No. 15 Senior speaker. Contains compartment for "A" and "B" batteries or power-unit equipment. Cabinet finished in walnut, Spanish design, 36 inches high, 25 inches wide, 15 inches deep. Priced at \$85; West of the Rockies, \$95.

The Newest in Radio

Transformer

Silver-Marshall, Inc., Chicago, Ill. Filament transformer, Type 247, for use with adaptor harness for converting battery-operated radio receivers to AC operation. Equipment needed includes transformer, harness, power tubes type 112 or 171, one UY-227 AC detector tube and as many UX-226



AC amplifier tubes as are needed. The filament transformer is silent, dry and compact and can be placed inside practically any receiver. List price, \$5. In addition this firm manufactures the S-M 652A, ABC power kit, \$36.50 retail, for replacing all "A," "B" and "C" batteries.

Cone Speaker

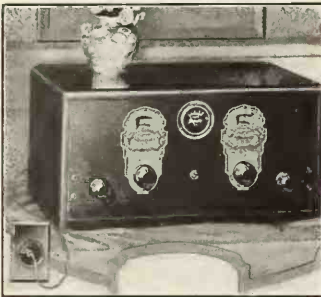
Crosley Radio Corp., Cincinnati, O. Musicone speaker, type D, incorporating baffleboard principle in metal frame and grill work enclosing the cone. Finished in frosted crystalline brown and cone is of rich orange tint. New driving motor is utilized and model is adapted particularly for use

with 180 and 210 type vacuum tubes. Speaker slightly more than twelve inches high.

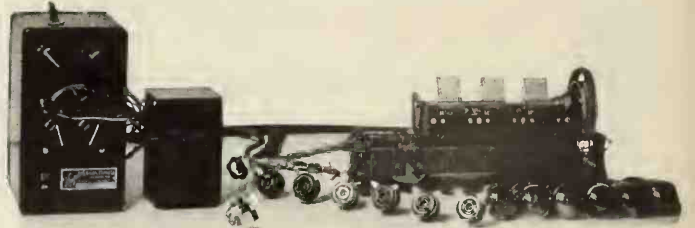


Electric Receiver

Steinite Radio Co., Chicago, Ill. Model 990, electric set with illuminated



two-dial control. Has three tuned stages of radio frequency using four



Radiola AC Kit

Kingston Products Co., Kokomo, Ind. Kingston Radiola AC kit, designed to convert a Radiola model 16 DC radio receiver into an efficient AC outfit, using regular AC tubes. By means of special adapters AC tubes replace the regular five-volt DC valves.

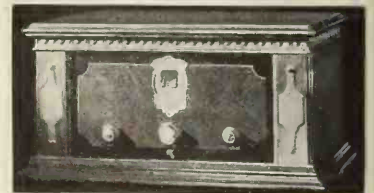
The power supply, wiring changes, etc., are all previously taken care of in the kit itself, so that the actual installation is simple. The AC kit is comprised of the following assembly, sold complete, ready to install: Kingston type 2B current supply unit, special AC transformer and C bias supply, adapters, volume control rheostat and cable and approved AC switch.

individual condensers ganged together by positive-drive metal belts. Receiver housed in solid Philippine mahogany cabinet, Duco finished. Set is built around Steinite series-flament circuit, permitting use of regular direct current tubes.

the equivalent Cunningham numbers. Receiver is entirely self-contained with all power units compactly built in. A new type of volume control is used, which is adjustable to variations in house current voltage. Push-pull

Condenser

Aerovox Wireless Corp., Brooklyn, N. Y. Moulded paper condensers, type 250, are non-inductively wound and are sealed in genuine bakelite containers. Designed to operate at continuous voltages up to 200 D. C. For use as by-pass condenser, coupling condenser or any purpose where a compact unit is required. List prices from 70 cents to \$1.25.



AC Receiving Set

Arborphone Division, Consolidated Radio Corp., Ann Arbor, Mich. AC Model 37 Series, using seven Radiotron or Cunningham AC tubes and rectifier tube, four UX-226, one UY-227, two UX-171, and one UX-280, or

amplification is used in the output and the circuit is the Loftin-White constant coupling, with a non-reactive plate circuit. Retail price, with AC power unit built in, is \$185, without tubes.

Vita-Phonic Products Corp. in Larger Quarters

The Vita-Phonic Products Corp., formerly located at 83 Greene street, announces its removal to new and more desirable quarters in New York City at 43 West Sixteenth street, which affords larger manufacturing space and increased facilities for service to distributors, dealers and manufacturers handling Vita-Phonic tone arms, reproducers and accessories.

Under the direction of Joseph E. Rudell, president, the Vita-Phonic Products Corp. has grown considerably since its inception and new plans and products for 1928 will shortly be announced to the trade.

Amrad Corp. Invests Over \$50,000 in New Machinery

MEDFORD HILLSIDE, MASS., February 7.—The Amrad Corp. has announced the immediate

addition of over \$50,000 worth of new and improved machinery to its Mershon condenser department. As sole owners of exclusive manufacturing rights in the United States for Mershon condensers, Amrad first offered these condensers to the trade less than a year ago. At that time it was looked upon largely as an auxiliary device of rather limited demand. This opinion rapidly proved erroneous, as the Mershon jumped into popularity almost from the start. The Amrad Corp. stated over 100,000 Mershons were delivered on contract during 1927, with only a single condenser having been returned for electrical defect. The Mershon condenser department is operated entirely independently, but benefits by the production economies achieved by the Amrad Corp.

L. J. Chatten Gives Details of Fada AC Radio Sets

In a recent bulletin to the trade L. J. Chatten, general sales manager of Fada Radio, gave full details on the new AC receivers, which are adapted for operation on line service from fifty cycles to sixty cycles, and announced that certain models are adapted for operation from twenty-five cycles to forty-nine cycles. Deliveries on twenty-five-cycle apparatus will be available between February 15 and March 1, according to this bulletin, which points out that the Fada line is now complete in every respect.

Has Opened More Than Fifty New Accounts Since Jan. 1

More than fifty new accounts have been opened in the metropolitan territory since the beginning of the year by the Auto Hardware & Equipment Co., wholesale distributors of New York City. The organization's sales force has been enlarged, according to a recent announcement, and a contest which is now under way has resulted in boosting sales records.



Get That Profit



With every passing month, thousands upon thousands of new customers are going into dealers' stores asking for Columbia products.

They know Columbia. They know Columbia's "Two Black Crows." They know Columbia's long list of instrumental, dance and vocal artists. They know Columbia's Fine Art Series of Musical Masterworks, the world's greatest library of recorded music.

Columbia dealers everywhere are cashing in on Columbia's popularity, on Columbia's liberal merchandising policies. Write us for details.

Get That Profit

Lincoln Fixture and Supply Company

828-834 P Street, Lincoln, Neb.

Is America going color mad? Is America going salesmanship mad?

J Aladdin himself never dreamed anything like it. The rising tide of color in merchandise is causing remarkable transformations—people want color.

Today there is no question whatever that we are in a distinctly new era of business and that selling must be modernized to the same degree that production has been modernized.

It seems that American business has gone "salesmanship-mad" in the last ten years, due to increasing economic pressure and narrowing net profits.

A great horde of salesmen are overrunning the country, trained to the last notch of slick salesmanship.

The cost of personal selling has in the meanwhile mounted, and the results per unit of effort have declined.

A great many business men have not yet understood that we must apply to selling the same principles of economy of effort and cost that we have so successfully applied to production.

Are Your Salesmen Keeping Pace With the High Cost of Traveling?

Write for Illustrated Letter—"How Did He Ever Get in There"

The SCHILLING PRESS, Inc.

Direct Mail
Headquarters

Printers of Quality

137-139 E. 25th St.
New York City

Cable Piano Co. Features Allen Portables in Display

Prominent Atlanta Music House Profits From Intensive Sales Drive on Portable Instruments—Window Display Aids Sales

ATLANTA, GA., February 7.—The Cable Piano Co., one of the leading music stores of the South, recently put on an intensive sales drive

Specialty Co., Southeastern distributor for the Allen-Hough Mfg. Co., manufacturer of the Allen portable, states that many dealers in the territory covered by his company are taking advantage of the attractive display material supplied by the manufacturer.

Chicago Firm Changes Name to Stewart Industries, Inc.

The Stewart Battery Co., Chicago manufacturer of automobile and radio batteries and radio power units, will henceforth be known as Stewart Industries, Inc. This change in firm name became effective early in February and the capital stock of the company has been increased from \$50,000 and 500 shares no par value to \$120,000 and 10,000 shares no par value. The number of directors of the company has been increased from three to five. According to advices from the Stewart Industries headquarters, the firm will be ready to announce in the near future new models of the Stewart Electric "A" power units, "B" power units and combination "A-B" power supplies, as well as a new "A" battery eliminator kit.

Edison Posters Arouse Interest in Recordings

The sales promotion department of Thos. A. Edison, Inc., has prepared and distributed to Edison dealers special window streamers 14 inches by 36 inches in size showing on the upper poster life-size pictures of the "Two Dark Knights," and on the lower poster life-sized views of their enormous feet. These artists have made several records for the Edison phonograph which have proved distinctly successful, and dealers report that the display of the feet particularly has served to arouse much interest and attract business.

Trade Leaders to Speak at Federated Ass'n Conclave

Two-Day Convention Under Way at Schroeder Hotel in Milwaukee—Comprehensive Program Being Presented to the Delegates

As this issue of The Talking Machine World is mailed to the trade the Federated Radio Trade Association is meeting in a two-day convention in Milwaukee, Wis., with headquarters at the new Schroeder Hotel. The dates for the Milwaukee Convention are Tuesday and Wednesday, February 14 and 15, and among the speakers scheduled to address the dealers are C. C. Colby, Bond P. Geddes and Martin F. Flanagan, of the R. M. A.; Sam Pickard, of the Federal Radio Commission, and Richard M. McClure, prominent trade association man of Chicago; Louis B. Roycroft, vice-president of the NEMA; Paul B. Klugh, L. S. Baker, of the National Broadcasters' Association.

Entertainment features for visiting dealers and distributors include a dinner and theatre party on Tuesday evening and on Wednesday evening a stag dinner.

The Federated Radio Trade Association is a national organization of dealers and distributors, and numbers among its members local associations in practically one-third of the cities in the country. The Association was organized three years ago, and works in close co-operation with the Radio Manufacturers' Association and the National Broadcasters' Association for the betterment of the industry.

Winschiff Co. Chartered

The Winschiff Piano Co., 1528 West Chicago avenue, Chicago, Ill. was recently incorporated to deal in musical instruments with a capital stock of \$25,000.



How Cable Co. Featured Allen Portables on Allen portables. E. W. Dahlberg, manager of the phonograph department, expressed himself as being highly satisfied with the results of the campaign and stated that the window display, a photograph of which is reproduced herewith, was an important factor in attracting customers to the store. The window in which the display was placed faces on one of the most prominent streets in the city in the shopping center. It is interesting to note that the Allen portable is the only instrument of its type to which an entire window display has been devoted exclusively in this store.

C. M. Jones, manager of the Aluminum

Metropolitan Trade Activities

A. Gibbons Made Manager of Loeser Music Sections

Has Had Many Years' Experience in the Music-Radio Trade—Formerly Connected With Landay Bros., Ludwig Baumann and Others

A. Gibbons assumed the management of the talking machine, radio, musical merchandise and sheet music departments of Fred. Loeser & Co., Brooklyn, N. Y., recently, succeeding A. R. Filante. Mr. Gibbons has for the past two years been connected with Landay Bros. as merchandise man and has had a wide and varied experience which fits him for his new position as manager of the music sections of the large Brooklyn department store.

Prior to his connection with the Landay organization Mr. Gibbons was buyer for the Ludwig Baumann radio departments, having introduced radio merchandise into that organization. He remained with the Ludwig Baumann Co. for two and a half years. For eight years previous he was connected with the talking machine section of the Abraham & Straus department store, Brooklyn.

Mr. Gibbons is enthusiastic over the possibilities for a large volume of sales for the coming year. Having lived in Brooklyn all his life he is well acquainted with the position which this establishment holds and the prestige which it enjoys in the metropolitan area.

Sol Lazarus Retires from Metropolitan Music Trade

Sol Lazarus, one of the best known talking machine and radio dealers in the metropolitan territory, retired from the music-radio trade last month to devote his time to a real estate business at 2147 Sixty-eighth street, Brooklyn, N. Y. The music store at 216 East Fifty-ninth street has been taken over by Louis Seidman and his son Al who will continue the business.

Mr. Lazarus entered the music field by way of the bicycle business in which he was engaged since 1895. In 1900 upon the occasion of his opening a new store at 1058 First avenue, he added a line of Edison phonographs and in 1904 he took on the Victor line which he has carried ever since. Mr. Lazarus has been most active in association work and has held a number of offices in the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut.

Radio Engineers Visit the Plant of the Aerovox Co.

Delegates to the 1928 convention of the Institute of Radio Engineers enjoyed a trip through the plant of the Aerovox Mfg. Co., Brooklyn, N. Y. All equipment in the Aerovox plant was

in motion while the visiting engineers were being conducted through, and the actual process of manufacturing various radio parts was on display. Following the plant inspection the guests were entertained at luncheon by Aerovox executives.

Stromberg-Carlson Window Display at Gimbel Bros.

Three Models of "Treasure Chest" Receivers Featured With a Background of Panels Furnished by Stromberg-Carlson Co.

An extremely attractive window display devoted exclusively to a showing of Stromberg-Carlson radio receivers and loud speakers recently occupied a show window at Gimbel



Gimbel Stromberg-Carlson Window

Bros. Music Store on West Thirty-second street. Two cabinet models and a table model were shown with a loud speaker occupying the forefront of the display.

The background of the window consisted of three panels furnished by the Stromberg-Carlson Telephone Manufacturing Co., informing those gazing at the display that "Stromberg-Carlson guarantees not to reduce its prices." The center panel bears the inscription "Treasure Chests." These panels are being circulated among Stromberg-Carlson dealers by the company and they are being widely used.

Isaac Davega Left \$162,639

Isaac Davega, who founded the Knickerbocker Talking Machine Co., former Victor distributor in the metropolitan territory, upon his death in 1921 left a gross estate of \$427,372 but only \$162,639 net, as shown by an appraisal filed recently. The estate was left to his widow, Louise Davega, and his children, Abram Davega and Mrs. Marie Forster.

E. S. Hilber With Fada

E. S. Hilber, formerly with the Federal Radio Corp. of Buffalo, is now connected with the sales department of F. A. D. Andrea, Inc. Mr. Hilber is covering a section of the metropolitan district of New York in the interest of Fada Radio.

Warren F. Scanlan Addresses Talking Machine Men, Inc.

The regular monthly meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, was held on Wednesday, February 8, and was featured by an interesting talk by Warren F. Scanlan, radio engineer, who spoke of the "Trend of AC Radio and its Application to Existing Battery Equipped Sets."

A. D. Geissler, head of the Standard Home Utilities, Inc., spoke briefly and displayed and demonstrated the Crosley Icyball refrigerator.

Irwin Kurtz, president of the association, reported that he and Al Galuchie, treasurer, would represent the organization at the annual convention of the Federated Radio Trades Association which is being held in Milwaukee on February 14 and 15.

Ray L. Speicher, advertising manager of Freed-Eisemann Radio Corp., who is working with the entertainment committee in preparing the Association's annual journal, which is to be distributed at the banquet at the Hotel Commodore, New York, on April 23, reported that satisfactory progress is being made.

The members were entertained by representatives of Irving Berlin, Inc., who sang Irving Berlin's latest "hit" "Sunshine," and other big sellers, including "Golden Gate" and "At Dawning." The next meeting will be held on March 7.

Sailed for England

K. L. Allardyce-Arnott, managing director of Freed-Eisemann Radio, Ltd., of Great Britain, recently sailed for home after spending three weeks in conference with executives at the main offices of the Freed-Eisemann Radio Corp. in Brooklyn, N. Y. Mr. Allardyce-Arnott expressed great enthusiasm over the prospect for continued success of the Freed-Eisemann radio products in the British Isles.

Recovering From Illness

Charles Freshman, president of the Charles Freshman Co., Inc., who has been ill for several weeks with a severe attack of pleurisy, is now well on the road to a complete recovery. Mr. Freshman's office in New York announced that he expects to be back at his desk early in February.

Extend Schubert Contest Date

The closing date for entries in the \$20,000 International Prize Contest for the Schubert Centennial, celebrated this year, has been advanced from March 31, 1928, to April 30, 1928, in response to a number of requests from American composers. This contest is being sponsored by the Columbia Phonograph Co.

Suffers Fire Loss

The Horton-Gallo-Creamer building on State street, New Haven, Conn., occupied by the Victor distributing firm of that name, was destroyed by a fire which did a total damage of at least \$150,000.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N.J.

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.
201-6-8-10 CLAY ST., BALTIMORE MD.

Brunswick Branch Managers Make Survey of the Trade

Optimism Regarding the Outlook for the Year Is Keynote of Symposium of Expressions of Managers From Coast to Coast

An interesting survey of conditions throughout the country was recently compiled by the Brunswick-Balke-Collender Co., from the expressions of its branch managers. Ralph Hooke, manager of the Atlanta branch, which serves South Carolina, Alabama, Georgia and Florida, states that in the first three states, business for 1927 was most satisfactory and with farmers prospering from exceptionally good cotton and tobacco crops 1928 is most promising. Because of the unfortunate conditions in Florida this state did not show an increase in 1927 but conditions there are gradually being adjusted. R. J. Howell, manager of the Baltimore branch, reports a sixty-five per cent increase for 1927 in the Panatrop and record division and anticipates a substantial increase in 1928.

L. E. Germain, Cleveland branch manager, feels that the production plans announced by the automotive industry, affecting his district as it does, will assure a most prosperous 1928. The operation of a broadcasting station has stimulated the sale of Brunswick instruments and records in the Cincinnati territory, states E. B. Daulton, and with the unemployment situation being bettered, conditions for 1928 are regarded as being bright. The results of a personal survey made by W. H. Humphries, manager of the Dallas, Tex., branch, point to a good year.

W. A. Haeflinger, Denver branch manager, feels that the market is bigger and better than ever but the dealer must be on the alert to secure his share of the business. T. H. Condon, Kansas City, Mo., manager, states that unseasonable weather and low crop prices retarded business in 1927 but conditions for 1928 are much brighter. I. J. Westphal, newly appointed manager of the Los Angeles branch, has made a searching survey of the territory, and says: "We will have the biggest and best year in history in 1928." Sellman C. Schultz, Minneapolis manager, after summing up conditions affecting the Northwest, says: "Should agricultural conditions be at all favorable in 1928 we will not be far wrong in saying now that next year will bring about a greater music year."

C. C. Spratt, of Salt Lake City, reports that due to the fact that farmers did not receive cash for products now being held in storage, and with the mining industry not in the best condition business for 1927 was not as good as it might be. The outlook for 1928 is good, depending, however, on the conditions referred to. C. P. MacGregor, of the San Francisco branch, states that conditions in Northern California look brighter for the coming year than in any year of the branch's history, with high-priced instruments in greatest demand.

After reviewing general business conditions as they affect the Northwestern section of the country, A. S. Cobb, manager of the Seattle branch, states that the general outlook for 1928 is gratifying. J. H. Bennett, of the St. Louis branch, states that business conditions in the Mississippi Valley point to a most prosperous business for some time to come. George A. Lyons, Philadelphia branch manager, feels that 1928 will be even better than the good year enjoyed in 1927 because of new policies of the Brunswick Co., particularly that regarding revision of record prices. E. C. Nelson, of the Boston headquarters, in discussing the outlook for 1928, says that too much stress cannot be placed on the fact that the present type instruments have passed the experimental stage and are now standard. He feels that the dealer in 1928 will sell more high-priced units than ever.

The Okeh Phonograph Co., wholesale offices, New York, has added the Talk-Back recorder.

Zenith Dealer Features Reception Quality of Line

"Come in and enjoy the music from the Pacific Coast," is the effective advertising slogan adopted by Nace Hopple, Zenith dealer located at Forty-seventh and Cedar avenue, Philadelphia. Mr. Hopple has been particularly successful in bringing in station KFI, Los Angeles, nightly on a Zenith model 16 EP. His invitation to listen in with him has resulted in sales.

Diamond Electric Corp.'s Lively Little House Organ

The Diary of Diamond Dick is a lively little house organ being published monthly by the Diamond Electric Corp., Newark, N. J., in the interest of Diamond batteries. It is filled with timely sales and merchandising suggestions, window displays and other material which are proving to be very popular with Diamond dealers.

*It speeds the sale
to say "Cabinet work
by Adler-Royal"*

ADLER-ROYAL

RADIO
CABINETS



No. 100 Open. Showing Atwater Kent 37 installed



No. 102 Closed. Showing burl walnut panels and maple overlay. Write to-day for the complete Adler-Royal A. C. line.

for ATWATER KENT 37 and other A. C. Sets

You will gain in sales and prestige every day with these and other fast-selling Adler-Royal cabinets on your display floor. Designed specially to accommodate A.C. Sets. Radio preference crystallizes remarkably fast — These are **SELLING NOW!** Write or wire today for particulars.

ADLER

Manufacturing Co.
Incorporated
LOUISVILLE  KENTUCKY

Write us for the name of your nearest distributor

Jack Kapp, Vocalion Sales and Recording Director, Inaugurates New Policies

Newly Appointed Executive Makes Complete Change in Development of Vocalion Line—Records to Be Merchandised in Specific Classes Which Will Be Released Separately

J. E. Henderson, record sales manager of the Brunswick-Balke-Collender Co., recently announced that Jack Kapp has been placed in complete charge of the sales and recording of



Jack Kapp

Vocalion records. Mr. Kapp is known throughout the industry and is one of the most enthusiastic and energetic young executives in the business to-day. He is thoroughly conversant with the record business from every angle and his appointment to this responsible position is the logical result of the unusual success he has had with the Vocalion line since he became associated with the Brunswick Co. some time ago.

One of the first moves made by Mr. Kapp since his appointment has been the inauguration of a complete change in the development of the Vocalion line. The new plan is original with Mr. Kapp and is designed to meet existing conditions in the record industry. Vocalion records will be merchandised in specific classes. For example, he will separate the race records, the old-time tunes and the popular records into individual classes. These records will be released separately and special dealer helps and merchandising literature will be prepared for each individual class. In that way the dealer whose business is concentrated on any one or two of these classes can devote his activity to the type of records which he finds to be in greatest demand. Mr. Kapp is also developing new talent for the Vocalion catalog, among them, the "Tear Voiced Tenor from the South" Elmo Tanner, and Dick Powell, another tenor who is very popular in Indiana.

Mr. Kapp's new plan of having but one monthly release of individual groups of records

has already been announced to the trade and has met with enthusiastic reception, and his new artists have been immediately accepted. One of the "finds" of Mr. Kapp has been "The Original Kansas City Jim Jackson," whose first record of the "Kansas City Blues" has been one of the quickest and biggest selling "blues" records released in years. Another popular Vocalion record has been the well-known "When the Roses Bloom Again" by McFarland & Gardner, of which one Chicago State street dealer sold over 20,000.

Mr. Kapp, in addition to his qualification as a record executive, has a full knowledge of music, so that he is able to direct and arrange the routine for an orchestra in a manner that will appeal to his trade. He is responsible for the enormous popularity of "Someday Sweetheart," which he discovered and arranged, after the tune had been definitely consigned to the scrap heap, and through Mr. Kapp's arrangement, as it was recorded, "Someday Sweetheart" became a national hit. One of the biggest-selling record dance organizations in the country to-day, Red Nichols and His Five Pennies, was brought to Brunswick by Mr. Kapp.

Mr. Kapp will direct the supervision of releasing, development of talent, directing of recording, merchandising of records and the planning of sales campaigns. Associated with him in this work is Charles Biesel, who was appointed some time ago to maintain contact with the jobbers. In contrast to Brunswick's method of distributing records through branches, Vocalion will be handled exclusively through jobbers. Thus far, under Mr. Kapp's direction, an imposing list of jobbers has already been developed and he is confident that before very long this list will have increased to a much greater length. The present Vocalion jobber organization includes the Cleveland Phonograph Co., Cleveland, O.; Davitt & Hanser Music Co., Cincinnati, O.; Elion Bros. Furniture Co., El Paso, Tex.; Hassler Texas Co., Dallas, Tex.; Harbison Mfg. Co., Kansas City, Mo.; Heeb Co., Dubuque, Ia.; Northwestern Phonograph Supply Co., St. Paul, Minn.; Stewart Sales Co., Indianapolis, Ind.; Jas. K. Polk Co., Memphis, Tenn.; Forbes Piano Co., Birmingham, Ala.; Phonograph Repair & Accessory Co., St. Louis, Mo.; Sterchi Bros., Bristol, Tenn.; Sterchi Bros., Knoxville, Tenn.; Sterchi Furniture & Carpet Co., Atlanta, Ga., and Sterchi Bros., Jacksonville, Fla.

A photograph was broadcast from Kearny, N. J., to New York City recently, in four minutes, by means of the Cooley Rayfoto System, which was inaugurated at Station WOR.

Radio Cabinet for Manufacturers and Distributors

In connection with a new line of high-class radio furniture which has just been announced to the trade, the Superior Cabinet Corp., New



Superior Cabinet Model 401

York, has designed a special model, illustrated herewith, for manufacturers and distributors only. This is model 401, in maple overlays on genuine butt walnut. The dimensions are, height 43 $\frac{3}{4}$ inches, width 30 $\frac{3}{4}$ inches, depth 17 $\frac{1}{2}$ inches, panel overall size 25 $\frac{3}{4}$ inches wide, 10 $\frac{1}{2}$ inches high. It is equipped with the RCA 100A loud speaker, and is on exhibition at the Superior Cabinet Corp.'s New York showrooms.

The general Superior line includes a variety of cabinets, tables, spinets and consoles in both walnut and decorative artistic models, designed to accommodate any AC electric set. The RCA 100A loud speaker is standard equipment in all Superior models.

The Superior factory and production facilities were recently enlarged, according to B. J. Greenbaum, executive head of the organization, who states that prompt deliveries can be made on orders of any quantity.

Hartzell Sales Co. Main Offices Are Now in Chicago

The Hartzell Sales Co., through its president, C. C. Hartzell, recently announced that the principal office of the company is now located at 508 South Dearborn street, Chicago, Ill. The Hartzell organization has for the past several years maintained its headquarters in New York with a branch office in Chicago and sales representatives in twenty-one cities throughout the country.

Montgomery Ward & Co. to Extend Chain Stores

CHICAGO, ILL., February 10.—Plans for one of the largest retail chain store developments ever undertaken were announced recently by Montgomery Ward & Co., mail order house of this city. The stores will carry radio receivers, furniture, house furnishings, and other lines. The Montgomery Ward organization has been experimenting in the chain store field for the past eighteen months and now operates fifty stores. It expects to have 150 by the end of 1928. President George B. Everitt states that the company plans to establish stores in the 1500 towns above 5,000 population in the United States.

B.M.S. Home Broadcaster



The new idea for a Radio party

Everybody likes the idea of fooling a group of friends that have gathered for the purpose of listening in to a special program. Just the thought of putting over an imitation program undetected sells them! List price \$7.50 complete.

BROOKLYN METAL STAMPING CORP.,
720 Atlantic Ave., --:-- Brooklyn, N. Y.

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—February 16, New York, N. Y.; February 18, Brooklyn, N. Y.; February 19, New York, N. Y.; February 21, Ithaca, N. Y.; February 23, Detroit, Mich.; February 24, Detroit, Mich.; February 28, Chicago, Ill.; March 6, San Francisco, Cal.; March 8, Palo Alto, Cal.; March 9, Pomona, Cal.; March 13, Riverside, Cal.; March 15, Los Angeles, Cal.

PABLO CASALS—February 16, Boston, Mass.; February 17, South Hadley, Mass.; February 21, Orange, N. J.; February 24, Montclair, N. J.; February 26, New York, N. Y.

FEODOR CHALIAPIN—February 20, Detroit, Mich.; February 23, Ann Arbor, Mich.; February 26, Indianapolis, Ind.; February 28, Des Moines, Iowa; March 1, Madison, Wis.; March 4, Chicago, Ill.; March 7, New York, N. Y.; March 11, Boston, Mass.

RICHARD CROOKS—February 19, New York, N. Y.

GALLI-CURCI—February 15, Clarksburg, W. Va.; February 17, Charleston, W. Va.; February 19, Indianapolis, Ind.; February 22, Appleton, Wis.; February 24, St. Paul, Minn.; February 27, Eau Claire, Wis.; February 29, Peoria, Ill.

JASCHA HEIFETZ—March 4, Miami Beach, Fla.; March 9, Atlanta, Ga.; March 14, San Antonio, Tex.

MARIA JERITZA—February 19, Boston, Mass.; February 25, Charlotte, N. C.; February 28, Richmond, Va.; March 1, Brooklyn, N. Y.; March 3, New Haven, Conn.; March 5, Baltimore, Md.; March 7, Washington, D. C.

FRITZ KREISLER—February 15, Lexington, Ky.; February 16, Huntington, W. Va.; February 20, Baltimore, Md.; February 21, Washington, D. C.; February 22, Norfolk, Va.; February 23, Lynchburg, Va.; February 26, Boston, Mass.; March 2, Milwaukee, Wis.; March 4, Chicago, Ill.; March 8, Sheboygan, Wis.

MARY LEWIS—February 19, Miami Beach, Fla.; February 16, Huntington, W. Va.; February 20, Baltimore, Md.; February 21, Augusta, Ga.; February 23, Greenville, N. C.; February 25, Danbury, Conn.; March 8, Waterbury, Conn.

JOHN MCCORMACK—February 16, Houston, Tex.; February 19, New Orleans, La.; February 21, Birmingham, Ala.; February 24, Nashville, Tenn.; February 29, Pine Bluff, Ark.

PADEREWSKI—February 17, St. Louis, Mo.; February 20, Kansas City, Mo.; February 21, Wichita, Kans.; February 23, Pittsburg, Kans.; February 27, Des Moines, Iowa; February 29, Minneapolis, Minn.; March 4, Milwaukee, Wis.; March 6, Green Bay, Wis.; March 8, Madison, Wis.; March 11, Chicago, Ill.; March 12, Detroit, Mich.; March 14, Lansing, Mich.

ROSA PONSELLE—February 16, Schenectady, N. Y.; February 18, New York, N. Y.; February 19, Hartford,

Conn.; February 21, Williamsport, Pa.; February 24, Baltimore, Md.; February 26, Waterbury, Conn.; February 28, Akron, Ohio; March 2, Toledo, Ohio; March 9, Duluth, Minn.; March 14, Warrensburg, Mo.

RACHMANINOFF—February 15, Buffalo, N. Y.; February 16, Northampton, Mass.; February 18, New York, N. Y.; February 27, Brooklyn, N. Y.; February 29, Philadelphia, Pa.; March 2, Washington, D. C.; March 5, Palm Beach, Fla.; March 7, St. Petersburg, Fla.; March 9, Sanford, Fla.; March 12, Tampa, Fla.; March 15, Miami, Fla.

TITO SCHIPA—February 20, Evanston, Ill.; February 22, Youngstown, Ohio; February 24, Cleveland, Ohio; February 26, New York, N. Y.

MADAME SCHUMANN-HEINK—February 17, San Jose, Cal.; February 19, San Francisco, Cal.; February 21, Sacramento, Cal.; February 24, Los Angeles, Cal.; February 27, Ventura, Cal.; March 5, Denver, Colo.; March 7, Amarillo, Tex.; March 9, Wichita, Kans.; March 11, Kansas City, Kans.; March 15, Bowling Green, Ky.

LAWRENCE TIBBETT—February 16, New York, N. Y.

REINOLD WERRENWARTH—March 3, Atlantic City, N. J.; March 6, Chicago, Ill.

COLUMBIA ARTISTS

ELSA ALSEN—February 16, Washington, D. C.; February 23, Washington, D. C.; March 9, St. Louis, Mo.; March 10, St. Louis, Mo.

SOPHIE BRASLAW—February 19, Philadelphia, Pa.; February 21, Chicago, Ill.; February 25, Detroit, Mich.; March 11, New York City, N. Y.

FRASER GANGE—February 17, Philadelphia, Pa.; February 18, Philadelphia, Pa.

PERCY GRAINGER—February 16, Corning, N. Y.; February 17, Albany, N. Y.; February 20, New London, Conn.; February 21, Montclair, N. J.; February 22, Lancaster, Pa.; February 28, Lincoln, Neb.

LONDON STRING QUARTET—February 19, Philadelphia, Pa.; February 28, Milwaukee, Wis.; March 4, Chicago, Ill.; March 5, Springfield, Ill.

MUSICAL ART QUARTET—February 17, Baltimore, Md.; February 19, New York City, N. Y.; February 23, Potsdam, N. Y.; February 24, Clinton, N. Y.; February 26, New York City, N. Y.

NEW YORK SYMPHONY ORCHESTRA—February 24, Poughkeepsie, N. Y.

FELIX SALMOND—March 11, New York City, N. Y.

BRUNSWICK ARTISTS

NEW YORK STRING QUARTET—February 14, Bluefield, W. Va.; February 17, Westfield, N. J.; February 19, New York City, N. Y.; February 23, Peoria, Ill.; February 25, Lake Forest, Ill.; February 24, Racine, Wis.; February 26, Dixon, Ill.; February 27, Aurora, Ill.; February 28, Keokuk, Iowa; March 1, St. Paul, Minn.; March 2, Rochester, Minn.; March 5, Kenosha, Wis.; March 6, Ann Arbor, Mich.; March 7, Ashabula, Ohio; March 8, Painesville, Ohio; March 9, East Liverpool, Ohio; March 11, Boston, Mass.; March 13, Hartford, Conn.

SIGRID ONEGIN—February 17, Washington, D. C.; February 21, Atlanta, Ga.; February 29, Redlands, Cal.; March 2, Sacramento, Cal.; March 5, San Francisco, Cal.; March 7, Oakland, Cal.; March 9, Fresno, Cal.; March 12, Tucson, Ariz.; March 14, San Diego, Cal.

MAX ROSEN—February 16, Arlington, Tex.; February 17, Waco, Texas.

ALBERT SPALDING—February 27, New Orleans, La.

Frank V. Goodman Bosch Radio Sales Manager

Connected With the Sonora Phonograph Co. for Nine Years, Occupying Executive Posts—Has Had Wide Advertising Experience

Frank V. Goodman, for the past nine years associated with the Sonora Phonograph Co. and for the past several years vice-president and Eastern sales manager of that organiza-



Frank V. Goodman

tion, has been appointed general sales manager of the radio division of the American Bosch Magneto Corp., Springfield, Mass. Mr. Goodman assumed his new duties on February 6 and is now becoming acquainted with the Bosch sales and factory executives in the different parts of the country.

Bosch wholesalers and retailers have evinced the keenest pleasure in the appointment of Mr. Goodman as radio general sales manager, for he is recognized as one of the foremost merchandising executives in the phonograph and radio industries. During his nine years with the Sonora Co. he earned and retained the respect and esteem of wholesalers and dealers throughout the country because of his intimate familiarity with their sales problems and his practical experience in every phase of selling.

In addition to his general sales knowledge, Mr. Goodman has the advantage of being a keen student of advertising in all its ramifications, having been associated with O. J. Gude in outdoor work, the Frank A. Munsey publications and with several prominent advertising agencies.

The American Bosch Magneto Co. is making plans for a very interesting sales and merchandising campaign the coming year and Mr. Goodman's many years of experience in sales activities will undoubtedly be reflected in the success of this campaign. In addition to his recognition as a sales executive, Mr. Goodman has won a host of personal friends in the radio and phonograph industries, who have sent him letters and telegrams of congratulation upon his new activities.

Tentative Show Dates Named

The directors of the St. Louis Radio Trades Association recently voted to tentatively set the dates for the Fourth Annual Southwest National Radio Show for September 17 to 22 in this city. The final decision on these dates will be made by the 1928 directorate, who will take office on March 1.

The Hyde Music Co., Jersey City, N. J., was recently incorporated at Trenton with a capital stock of \$125,000.

Portland Columbia Dealers and Staffs Entertained by Cole McElroy Orchestra

Celebrate Release of Orchestra's First Columbia Recordings by Holding "Columbia Nite" in Ballroom—Oregon Music Trades Association Holds Meeting—Other News of the Trade

PORTLAND, ORE., February 4.—After a protracted period of inactivity the Oregon Music Trades Association met January 27 at the Elks Club. Members present decided to hold the annual meeting in the near future for the election of officers. A resolution was passed to send in a petition to the manufacturers of phonographs and radios for a better trade discount.

E. Avery, of Los Angeles, in charge of the Brunswick recording laboratories and in charge of the Los Angeles Brunswick record factory, stopped off in Portland several days on his return from Seattle, where he made a group of recordings of the Herb Wiedoeft Orchestra.

The recent Victor release of the new concert series, consisting of the better-known popular selections of Victor Herbert, are meeting with the approval of the dealers, according to the Portland Victor headquarters of the Pacific Northwest Distributing Co.

"Columbia Nite" was a feature of the Cole McElroy Spanish Ballroom, when Columbia dealers and Columbia sales people of Portland were entertained by the Cole McElroy Spanish Ballroom Orchestra, Columbia artists, in honor of the release of the new Columbia records of this orchestra.

The room was decorated with Columbia records, Columbia window trims and other Columbia material, making the whole a very attractive setting for the famous Columbia recording organization. One of the big features

of the evening and which brought forth a great deal of comment was the playing of the new Cole McElroy recording on the Columbia-Kolster.

Herman Kenin's Multnomah Hotel Band, probably the best-known dance band in the West, Victor recording artists, and very popular in Portland, will appear as a regular feature Monday nights at the Broadway Theatre, according to announcement of the Broadway management.

The Northwestern Victor Distribution Co. entertained the Victor dealers and salesmen of Portland and vicinity at a luncheon held at the Hotel Portland January 11, at which time they were addressed by C. B. Gilbert, of Seattle, and president of the Northwestern Co. The new model Victor-Electrola No. 1215 was demonstrated to them for the first time.

Elmer Hunt, in charge of the Portland office, announced that they had added the J. K. Gill Co. to their agencies.

Harold L. LaFount, Pacific Coast representative of the Federal Radio Commission, who was recently appointed by the president to succeed the late Colonel John Dillon, was a visitor to Portland last month, and spent two days in conference with the local broadcasting people.

L. D. Heater, Portland jobber of phonographs, records and radios, was visited recently by Bill Ockonden, who was recently appointed Pacific Coast representative for Okeh records.

THE **Okeh** RECORDS

ELECTRIC

Do YOU Dream?

"Your ship will never come in" . . . until you send one to sea. You may dream on and on of your argosy of wealth coming true.

But . . .

If you are a dealer in records, it is clear-headed planning that will carry you straight to the goal of more profits and still more profits!

Miss no opportunity . . .

It may be you do not carry Okeh Records. If so, that is missing an opportunity! There is such music on Okeh Records that other companies envy and try to copy . . . for instance—

Music by:

Frankie Trumbauer and His Orchestra

Miff Mole and His Little Molers

Boyd Senter Ed Lang Joe Venuti

Consolidated Talking Machine Co.

227 West Washington Street

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich.

1424 Washington Ave., So., Minneapolis, Minn.

LEONARD P. CANTY

Home Entertainment Products Enjoying Good Demand in Middle Western Area

Radio Sales During January and Early February Were Gratifying—Portable Demand Heavy and Cabinet Phonographs Selling Well—Record Sales Continue Consistently Good

CHICAGO, ILL., February 9.—The music-radio trade throughout the Middle West is experiencing good business in home-entertainment products. Record sales continue to be good, and one of the reasons advanced for this condition is the fact that there are now on the market so many songs and ballads of the popular type, "which one may whistle," instead of the jazz composition with little or no melody. A dozen songs have caught the popular fancy in a way which has not been witnessed for a long period, and as a result the recordings are in heavy demand. Heavy portable phonograph sales are another underlying cause, for the sale of a portable machine means, in nine cases out of ten, an enthusiastic record buyer of dance and popular selections.

The demand for cabinet phonographs is fair in the larger centers with greater interest in the smaller communities and farming sections. The interest in electrical reproducing instruments is increasing, and it is predicted that in 1928 there will be a far greater number of combination radio-phonographs on the market bidding for public favor.

Radio sales during January and the early part of February were very gratifying at a season when excessive dumping and a sharp decrease in business have been experienced in the past. Many radio manufacturers, whose plants ceased producing late in December, experienced heavy demands from the trade for radio receivers early in January, with the result that their factories are again operating. The demand for AC receivers continues, with a shortage of several popular makes, and in the smaller and unwired communities battery-operated sets continue in good demand. A development of interest to distributors and dealers during the last few weeks was the introduction of transformers and power packs, which, when used with an adaptor harness, convert the battery-operated set to AC operation. This device has opened up new avenues of sales for converting the sets now in stock and furnishing a new product to sell old customers having battery operated sets in their homes.

Becker Bros. Pushing Kellogg Radio

Becker Bros. Electrical Corp., Chicago, exclusive Kellogg radio distributors in northern Illinois and northern Indiana, report that the company is in the midst of a very successful radio season. B. F. Wallace, secretary of the company, and W. F. Becker, president and treasurer, after checking over results for 1927 have reported a very satisfactory year from the profit standpoint. Under the leadership of W. L. Neil, sales manager of the company, Becker Bros. have organized a very efficient sales force which covers the territory very effectively.

W. C. Fuhri a Visitor

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., spent a few days at the Chicago office of the Columbia organization late in January on his way to the Pacific Coast.

The Chicago branch office of the Columbia Phonograph Co. reports that record sales in this territory for the month of January were greater than in any January for the past six or seven years. The three releases of "The Two

Black Crows" recordings were given added impetus with the opening at the Illinois Theatre of Earl Carroll's "Vanities." A few days after the show opened the Chicago Evening American carried a page of Columbia tie-up advertise-

ing. Several feature stories dealt with George Moran and Charles Mack, the "Two Black Crows," and among the Chicago establishments which co-operated in the advertisement were the W. W. Kimball Co., Columbia record distributor, Adam Schaaf, the Broadway Sheridan Radio Music Co., the Rialto Music House and about fifteen other Columbia dealers.

Unusual Exhibit of Atwater Kent Radio

The process of manufacture of Atwater Kent alternating current radio receivers was recently on exhibition in Chicago. Beginning January

(Continued on page 98)

KIMBALL Phonographs

The Latest
Announcement

New 1928
Model 275

An Outstanding
Value



STYLE 275 WALNUT

Beautifully Blended High-light Finish.
41¼ in. High—29 in. Wide—22½ in. Deep.

IF YOU CAN SELL PHONOGRAPHS
THIS WILL INTEREST YOU

"The Best in Music Whenever You Want It"

Write or wire for particulars

W. W. KIMBALL COMPANY

Established 1857

306 So. Wabash Ave.

Kimball Bldg., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 97)

16, Marshall Electric Utilities, Inc., staged one of the most unusual exhibits of an exclusive line of radio sets and speakers ever held in the industry.

The entire sixth floor of Mandel Bros. department store, totaling over 20,000 square feet of floor space, located at State and Madison streets, Chicago, was devoted to displaying the new Atwater Kent all-in-one AC set and the Model "E" speakers with their variety of color combinations. Process of assembly of these sets conveyed at least a faint idea of how mass production combined with accuracy is carried on in the fifteen-and-one-half-acre factory at Philadelphia.

George Jaud, territory manager of the Atwater Kent Mfg. Co., together with H. B. Wolper, of Marshall Electric Utilities, Inc., and the Sampson Electric Co., Chicago distributor, were responsible for this interesting and colorful exhibit.

P. A. Ware, merchandising manager of the Atwater Kent organization, provided a series of motion picture and slide films of considerable news value which were shown during the exhibition.

Temple Representative Entertained

Harold Moynelo, of Borden & Moynelo, New York and Washington, Eastern Central representative; Irving Schubot, Detroit; Franklin McDermott, St. Louis; J. L. Leban, Cleveland representative, and Frank Guppy, Minneapolis representative, were recent guests of Addison Brown, sales manager of Temple, Inc., at the company's new factory in Chicago.

These gentlemen, who are all experienced radio men, complimented Fred Temple, vice-president and general superintendent of Temple, Inc., on the new factory which was recently completed and into which Temple, Inc., moved late in 1927. Mr. Temple has built into the Temple plant a most up-to-date experimental and testing laboratory and made special tests and demonstrations that were of considerable interest to all present.

Growing Sales of Steinite AC Sets

The Campbell Iron Co., St. Louis, Mo., which took over the distribution of Steinite electric sets in the St. Louis territory November 1, up to January 1 had disposed of over 1,200 sets in that territory, according to reports from the Steinite headquarters in Chicago. The Steinite Laboratories recently announced the

appointment of H. J. Gorke, Syracuse, N. Y., and the Crescent Electric Supply Co., Dubuque, Ia., as exclusive distributors of Steinite receivers. H. J. Gorke will cover the entire central New York State territory for the Steinite Laboratories.

Opens Chicago Sales Office

The Julian M. White Mfg. Co., power unit manufacturer, of Sioux City, Ia., recently opened a Chicago sales office in the Burnham Building, 160 North LaSalle street. N. D. Patti, sales manager of the company, makes his headquarters at the Chicago office, and the firm is maintaining a close contact with manufacturers of AC radio receivers, for which the White organization supplies an AC-B power pack, built to manufacturers' specifications.

Chicago Dealers Visit A. K. Plant

The Sampson Electric Co., Atwater Kent distributor of Chicago, recently brought fifty chosen dealers for a two-day visit to the Atwater Kent plant in Philadelphia. The dealers



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.

a contract with the National Broadcasting Co. for radio broadcasting over the entire "Blue Network" of 18 stations on a scale never before attempted by any merchandising organization. It is estimated that fully 75 per cent of the entire population of the United States, east of the Rocky Mountains, lives within the areas



Chicago Dealers of Sampson Electric Co., Who Visited Atwater Kent Plant

were welcomed to the factory by A. Atwater Kent, who gave a short address after which a tour of inspection was taken. The Bellevue Stratford Hotel was the headquarters, and the dealers were entertained there during the afternoon and evening. Boxing matches at the Arena were part of the entertainment program. On Tuesday the Chicago visitors took a sight-seeing trip and left for Chicago at 3.05 p. m.

To Broadcast Over "Blue Network"

As further evidence of the increasing popularity of nationwide broadcasting of select musical programs, Montgomery Ward & Co., America's oldest mail-order house, with distributing branches covering the entire country, has closed

covered by all the stations included in the Ward broadcasting schedule.

At 8 o'clock p. m., Central Standard time, every Monday, the Ward program, known as the "Riverside Hour," a name suggested by the firm's well-known line of tires and automotive equipment, goes on the air. A special Ward orchestra, known as the "Riverside Trail Blazers," and directed by Jules Herbubeaux, director of the world-famous Brunswick recording dance orchestras, who has made an extensive study of the presentation of popular music by radio, provides the music.

Lazar & Son Open Radio Departments

Lazar & Son, proprietors of three prominent music-radio stores on the northwest side of Chicago, recently opened radio departments in the stores of the Amber Furniture Co., at 3108 Lincoln avenue, 1620 West Chicago avenue and 2036 Milwaukee avenue. In both the Lazar & Son music stores and the Amber Furniture establishments Radiola, Atwater Kent, Freshman and Zenith receivers are handled, and in the music stores proper, in addition to the radio products, Columbia phonographs and records are featured.


Battery Manufacturers to Meet

The Winter meeting of the National Battery Manufacturers' Association will be held February 23 and 24 at the Edgewater Beach Hotel, Chicago. Alvin E. Dodd, of the United States Chamber of Commerce, Washington, D. C.; E. L. Green, of the National Better Business Bureau of New York, and George Woodruff, vice-chairman of the National Bank of the Republic, Chicago, will deliver addresses during the convention. The rest of the program will be devoted to general and technical subjects pertaining to the battery industry.

R. D. Mowry, of the Universal Battery Co., Chicago, is chairman of the entertainment committee, whose plans include a dinner party at the Rainbow Gardens and a banquet at the Edgewater Beach Hotel. D. H. Kelly, of the U. S. L. Battery Corp. is president of the Association, and W. J. Parker was recently appointed commissioner.

Wiswell Co. Sponsors Sparton Meeting

A sales and service meeting for Sparton radio



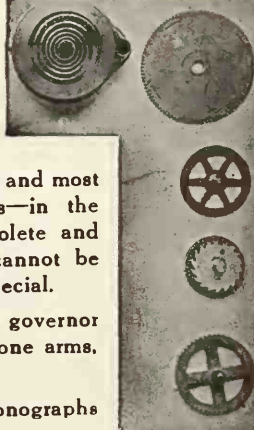
Repair Parts


For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.





SUCCESSIONS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. © Hill-James Co. America Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

TRADE MARK "CONSOLA" CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.

dealers, held by the Wiswell Radio Co., Chicago distributor, on January 26 and 27, was attended by one hundred forty-four retailers from this territory. On Thursday service problems were discussed and on Friday a sales meeting was held. The two-day session was climaxed by a banquet on Friday evening at the Stevens Hotel, a most enjoyable affair.

Leslie C. Wiswell, head of the firm which bears his name; Harry Sparks, sales manager of the Sparks-Withington Co., Jackson, Mich., manufacturer of Sparton radio receivers; Earl Brower, assistant to Mr. Sparks; W. L. Krause, central manager, and other representatives of the Sparton organization addressed the gathering. Frank Justin, of Justin Bros., Sparton dealers of this city, outlined for the benefit of his fellow merchants the plan of merchandising which had developed so many Sparton sales for his store, and J. T. Bristol, of the Bristol Finance Co., discussed the problem of financing dealer sales. Representatives of national magazines also addressed the dealers on the subject of advertising.

L. C. Wiswell on Vacation

Leslie C. Wiswell, head of the Wiswell Radio Co., Chicago, Sparton distributor, accompanied by Mrs. Wiswell, left Chicago February 11 on a three weeks' cruise to the West Indies. They sailed from New York City on the White Star liner "Megantic."

H. D. Schoenwald in New Post

Harry D. Schoenwald, a well-known figure in Middle West music-radio circles, and a past-president of the Chicago Piano Club, was appointed a few weeks ago as record sales promotion manager of the Consolidated Talking Machine Co., Chicago, distributor of Okel-Odeon records, and manufacturer of the Swanson portable phonograph.

Karas Sales Manager Urges Dealers to Convert Sets

Robert Egalston States That Dealers Will Find Conversion of Battery-Operated Sets to AC Operation Will Bring Profits

CHICAGO, ILL., February 7.—Robert Egalston, sales manager of the Karas Electric Co., 4040 North Rockwell street, this city, in discussing the new Karas AC-Former which offers an

easy method of converting any battery set to AC-tube operation said: "Conversion is the keynote to good business throughout Spring and Summer as well as the regular Fall season. Dealers who have been accustomed to taking a poor Summer for granted will find in conversion the key to prosperity.

"Since our first announcement of the AC-Former we have been flooded with thousands upon thousands of inquiries. Orders piled up so fast that we have been able in a short time

to cut our list price on our Type 12 from \$13.50 to \$8.75. We plan an aggressive newspaper and magazine campaign to take the news of our product to the public.

"In building our product we have recognized the importance of protecting the AC tubes so as to assure them long life. Surges and overloads are not transmitted to the tubes to ruin them prematurely. A smooth, steady flow is supplied and safeguarded by our methods of manufacture."

Harry Bibb Appointed Mid-West Sales Manager of Sonora Phonograph Co., Inc.

Territory Extends From Ohio to Colorado and From Canada to the Gulf—Will Make Headquarters at Chicago—Has Had Many Years of Experience in Phonograph Field

Harry Bibb's host of friends throughout the country will welcome the news of his appointment to the important post of sales manager



Harry Bibb

of the mid-West division of the Sonora Phonograph Co., Inc., with territory reaching from Ohio to Colorado, inclusive, and from Canada to the Gulf, and headquarters at the general sales offices of the company, 64 East Jackson Boulevard, Chicago.

The Sonora Phonograph Co. is presenting

new plans to music dealers, and is in the midst of a comprehensive program for rebuilding the Sonora dealer organization. The new policy of appointing dealers will be directed toward the representative and more aggressive type of music merchant.

Mr. Bibb is president of the Piano Club of Chicago, and is an active figure in all organization work in the promotion of music. One of the veterans of the phonograph trade, he brings to his new position a wealth of experience and the benefit of many years of close contact with the trade.

Brunswick Co. Broadcasts Polish Hours of Music

E. J. Ackerman and M. Ritter, of Brunswick Chicago Office, Supervising Weekly Broadcasts of Brunswick Polish Hour of Music

Something new in radio programs was prepared by E. J. Ackerman and M. Ritter, of the Chicago office of the Brunswick-Balke-Collender Co., who are supervising the broadcast of the Brunswick Polish Hour of Music over radio station WCFL of the Chicago Federation of Labor, and the Brunswick recording studios.

This hour is broadcast every Friday night between the hours of eight and nine, central standard time, and constitutes mainly a program of artists who have recorded for Brunswick in their Polish record catalog, and other prominent Polish singers, musicians of the city of Chicago and surrounding territory.

From the time of the very first Brunswick Polish Hour, Mr. Ackerman has been receiving numerous commendatory letters from Polish people who are now having regular radio parties every week, to hear this hour, and most important of all, from the commercial angle, the sale of Polish records in Chicago has increased enormously since the inauguration of these broadcasts, and as it is announced that the records can be procured from any Brunswick dealer, it has created a very definite demand for Brunswick Polish records in Chicago, and consequently has caused the opening of several new accounts.

The announcements for this hour are made both in English and in Polish. The singing, of course, is entirely in Polish and naturally the vast Polish population of the Chicago territory tunes in every week for the concert. The programs are sponsored by the Polish Daily News, which is the most influential Polish newspaper in that locality.

Enters Field in Chicago

The Kapp Music Co., Inc., 2308 West Madison street, Chicago, has been incorporated with a capital stock of \$30,000 to engage locally in the manufacture and sale of all kinds of musical instruments. The incorporators are Jacob Kapp, Frieda, Ruth and David Kapp.

Model R17DD

FOR Radiola 17 Receiver AND 100A Speaker



R17DD—\$42.50 List

Model K37

FOR Atwater Kent 37 Receiver AND New Cone Speaker



K37—\$30.00 List

All models built of walnut veneer and cabinet hardwoods beautifully finished

Other models for other receivers

PLYMOUTH FURNITURE CO.

25 East Juneau Ave.

Milwaukee, Wis.

Brunswick Hour of Music Features Company's Records in Weekly Broadcasts

Latest Record Releases to Be Broadcast Every Wednesday From Station WGN, Chicago—Brunswick Hour Orchestra Engaged—Series of Programs Started on February 8

Vincent Lopez, Ben Bernie, Nick Lucas, Al Jolson, Lee Sims, and other popular recording artists, will be featured through Brunswick records, on the Brunswick Hour of Music to be broadcast over station WGN, Chicago, every Wednesday night beginning February 8, at 8.00 o'clock, Central Standard time.

That this program will be popular with radio listeners is obvious, for with the musical wealth of the Brunswick record catalog at their disposal, the program directors will be able to maintain an unusually high standard of entertainment. The programs will be essentially diversified and will bring to the radio audience the absolute latest things in music as they are played or sung by the recognized stars of the entertainment world.

Another interesting feature of the program is that, because Brunswick records are released each Thursday of the week, the broadcast program on the preceding night will feature the next day's release. In this way record fans will be able to hear all the newest records in advance, and at the same time the listeners are assured of a program that is up to the latest minute.

Even though the records alone could form an unusually interesting program, the Brunswick-Balke-Collender Co., sponsors of the Brunswick

Hour, have engaged an orchestra to be directed by Mr. Sellinger, WGN musical director, to play various numbers during the introduction, the finale, and at intervals during the hour. Whenever possible, Brunswick artists who are available will be featured as guest artists.

The record broadcast is an innovation for Chicago, and is expected to become one of the most popular hours on the WGN programs. The first week's program is a criterion of the high standard of entertainment that will feature this Brunswick Hour of Music each week. The program follows:

Introduction—Merry Widow Waltz—Brunswick Hour Orchestra. Under direction of Mr. Sellinger.

Mine, All Mine—Ben Bernie and his Orchestra.

Fascination—Ben Bernie and his Orchestra.

Memory Lane—Brunswick Hour Orchestra. Under direction of Mr. Sellinger.

Milenberg Joys—Rodney Rogers' Red Peppers.

O Sole Mio—Galla-Rini—accordionist.

Funiculi-Funicula—Galla-Rini—accordionist

Tin Pan Parade—Vaughn De Leath—contralto.

Selection—Brunswick Hour Orchestra. Under direction of Mr. Sellinger.

Say It With a Red Red Rose—Bernie Cummins and his Orchestra.

Diane—Blackstone Trio.

Mother of Mine, I Still Have You—Al Jolson.

Blue River—Al Jolson.

Kiss Me Again—Brunswick Hour Orchestra—under direction of Mr. Sellinger.

Keep Sweeping the Cobwebs Off the Moon—Abe Lyman and his Orchestra.

Lovey Lee—The Original Memphis Five.

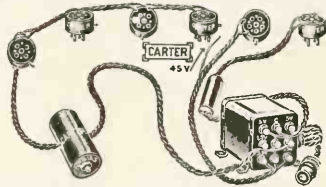
The Song is Ended—Lee Sims—pianist.

Some of These Days—Lee Sims—pianist.

Efficient Device to Convert DC Sets Into AC Receivers

Carter AC Harness and Karas "A-C-Former" for Converting Battery-Operated Sets Is Now Available for the Retail Trade

Any set originally designed for standard 201-A DC tubes can be converted into an AC set in a few minutes, without a single change of wiring in the set or any technical knowledge of



Carter AC Harness

radio by the use of the new Carter AC Harness and the Karas "A-C-Former."

The Carter AC Harness consists of a series of adapters that are inserted in the tube sockets of the radio set and into which, in turn, are inserted the AC tubes. They are attached to one another by the filament leads which are an integral part of the Harness, and through which the alternating current is conducted, supplying the filament voltages of the new AC tubes.

The Carter AC Harness is also equipped with the necessary resistances to create the required grid voltages or biases for the AC tubes as well as for whatever power tube or tubes are used, of the 112 or 171 type, either of which can be illuminated with alternating current.

The Karas "A-C-Former" supplies the necessary voltages for AC tubes in conjunction with the harness, direct from the light socket. It will operate eight 226 or 227 type AC tubes and two power tubes of the 112 or 171 types. No extra connections or center taps are required and it is said to be absolutely silent, with no hum.

This is accomplished by scientific transformer construction based upon extensive experience and knowledge of the requirements for a device of this kind. It is small and compact, and sturdily built. The terminals are conveniently located to attach to any AC set and particularly the Carter AC Harness.

These two units and a set of AC tubes are

absolutely the only equipment necessary to convert any tuned radio frequency set to an AC receiver. The process of conversion is simply to remove the 201-A tubes, disconnect and discard the "A" supply, insert the Carter adapters, into which in turn are inserted the AC tubes, connect all former C negative leads to A negative or C positive terminal, attach the Carter Harness to the Karas "A-C-Former" and plug in the light socket. The "B" eliminator or "B" powerpack is left connected exactly as before. The tuning of the set may be slightly altered, although the dials will log just as accurately as before. An efficient DC set by this conversion is made into an efficient AC set.

Thorens, Inc., of New York in More Commodious Home

The large and constantly growing business of Thorens, Inc., distributor in the United States for the well-known musical products firm of Hermann Thorens, Ste. Croix, Switzerland, has made necessary its removal to more commodious quarters at 450 Fourth avenue, New York City. The organization now occupies an entire floor at that address, which has been attractively and efficiently remodeled to provide the best facilities for service to Thorens customers.

R. K. Kind, general manager, under whose direction the Thorens products are enjoying a steadily increasing volume of business in this country, states that the Excelda Gramophone, a camera-shaped portable which was introduced in 1927, has become very popular. Thorens, Inc., handle a wide variety of specialties manufactured at the Ste. Croix, Switzerland, plant, including cigar lighters, musical novelties, etc.

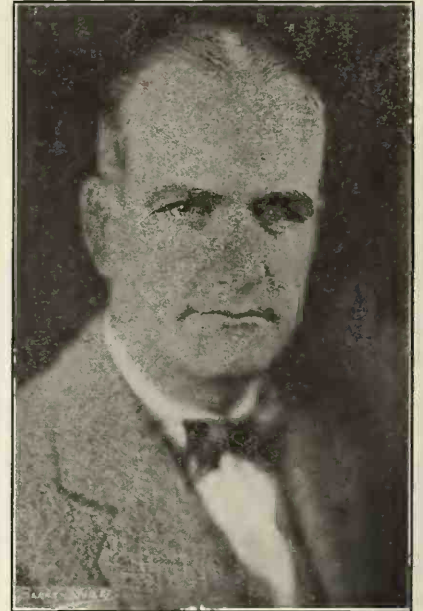
Frederic Hermann Thorens, son of Hermann Thorens and an executive at headquarters in Ste. Croix, is planning a visit to the United States in April, according to Mr. Kind.

Since the death of Joseph Feinblum, founder of the Feinblum Music Co., 71 Windsor street, Hartford, Conn., the business has been carried on under the management of Jack Kravitz, who has had a wide experience in talking machine trade circles.

Ellery W. Stone to Make Home in New York City

President of Federal-Brandes and Federal Telegraph Co. of California Arrives in East—Move Made Because of Kolster Demand

Lieutenant Commander Ellery W. Stone, president of Federal-Brandes, Inc., and of Federal Telegraph Co. of California, recently closed his residence in Oakland, Calif., and has arrived in the East with Mrs. Stone and their



Ellery W. Stone

infant daughter, Patricia. They will make their home in New York City.

Commander Stone is one of the most prominent figures in the radio industry, well known as a radio engineer, executive and author of radio text books. His move to New York was occasioned by the increased activities of Kolster Radio products, manufactured in Newark, N. J., by Federal-Brandes, Inc. He will keep in touch with the manufacturing operations of Federal Telegraph Co., at Palo Alto, Cal., where Marine radio equipment and Kolster radio compasses are manufactured, and with the radio communication system now joined with Postal Telegraph, through Augustus Taylor, secretary of the company, who is in charge of the Western office.

Commander Stone studied radio engineering at the University of California, and in 1914 was appointed U. S. supervisor of radio of the sixth radio district. Three years later, at the outbreak of war, he was commissioned in the Navy and served as district communication superintendent. He was in command of the U. S. Naval Station at San Diego, Calif., built by the company which later made him its president. After the war he became general manager of the Moorhead Laboratories in San Francisco, made a survey of the radio situation in Southern China and returned to San Francisco to become manager of the radio department of the Pacific States Electric Co. In June, 1924, he became president of Federal Telegraph Co., and when Federal merged with Brandes Products Corp. he was also made president of the new company. With Rudolph Spreckels, chairman of the board, he played an important part in negotiations which linked the radio communication system of Federal Telegraph with the Mackay Postal Telegraph System.

Commander Stone is the author of two books on radio and is a Fellow of the Institute of Radio Engineers and of the Royal Society of Arts of England.

The Southern Music Publishing Co. has been incorporated at Albany, N. Y., by J. P. Brush, 115 Broadway, New York City.

IN THE MUSICAL MERCHANDISE FIELD

The Discount Hound Is Ever Present— How One Manager Handled Such a Request

Professional Musicians Who Request an Instrument for Nothing and Promise to Advertise It or Who Ask a Big "Cut" Are Regular Problems—E. J. Delano Answers One

One of the situations which every musical merchandise and band instrument dealer must face at some time or another is the proposition from the professional musician who wishes to secure one of the instruments which you are selling, but who, instead of paying for it, makes the offer to reimburse by giving the instrument and your store advertising through playing in public places and by passing the good word along of how wonderful he finds the instrument. Some of the more timid professionals do not ask for an outright gift, they would be satisfied with a good discount.

Most dealers have encountered this situation so often that they have devised their own methods of handling the matter, but the following letter, which was written by E. J. Delano, manager of the retail band instrument department of Sherman, Clay & Co., San Francisco, Cal., to a traveling musician who made such a proposition in answering an advertisement, covers the matter so well that it is well worth printing. It reads:

"Dear Sir:—

"Our ad in.....sure was a success. It got us four bonafide cash sales of the new guitar from the benighted individuals who still believe that a good article is worth a fair price and have not become sophisticated enough to

attempt to chisel us out of our property in return for a greater or less amount of problematical advertising. In addition to these bonafide sales, we had, by actual count, thirty-one propositions similar to yours, all offering to 'advertise' the new guitar.

"Now this guitar is being well advertised by Henry Santry and his orchestra, who bought and paid real money for the instrument; also by Sol Hoopii and his Hawaiians, Columbia record artists, who also bought 'his'n'; and by Dave Kane and his Hawaiians, Victor recording artists. And I want to assure you that the writer personally separated David from the full amount nominated in the bond, \$125.

"I don't know whether we shall give away any of these silver guitars for advertising. Certainly it is not necessary at the present time, since we have difficulty in getting enough of them to sell. However, I don't say I won't do it, and in order to be perfectly fair with you I hereby give you No. 32 in line, same as in a barber shop, and promise you the thirty-second steel guitar that we decide to give out for advertising purposes.

"However, it is likely to be about three years before we get around to you. Meanwhile, don't you think it would be a wonderful thing for

you and your work to possess one of these instruments, even if we had to talk about such sordid details as money in connection with it? Pleasantries aside, and I assure you that no bitterness or sarcasm is meant by my preceding preliminary remarks, your purchase of one of these new steel guitars would result in the following pleasant sensations and your enjoyment:

"No. 1—You would have the warm, comfortable feeling around the heart of having purchased a good article from a reliable firm and paid them in the same kind of money they use to pay their clerks, department managers and other low-grade help.

"2—You would have pride of possession, and I believe you would be so cheery and pleased with yourself that you actually paid out real money for the instrument that you would find your money's worth in explaining to people that you had to do it, because the instrument is such a good one.

"3—Having provided yourself with the latest things in tools, your work, which is now good, would become immediately outstanding and superlatively good, so that theatres, radio stations, concert halls, political conventions and all other bodies that call people together and entertain them with music would bid for your services, and your daily or weekly stipend, salary or honorarium would mount as high as you care to put it without blushing.

"Now, if you would like to try one of these instruments, please disconnect from your roll, which I know is an ample one, one small, unlucky, pitiful \$2 bill, and send it to us. We

(Continued on page 102)

Protecting Your Profit—

SELLING musical merchandise demands time and energy. The dealer must go out and create business. He invests many dollars in developing prospects.

Are you getting a full and fair return on your selling effort?

The King Exclusive Franchise dealer receives absolute protection. Every inquiry is referred to him. He knows that he will get full profit on every sale in his territory.

The complete protection of the King plan and the high quality of King instruments make a good combination. Sales are easier and profits more certain.

Full information is yours for the asking. There are enough rich territories still open to make your immediate inquiry well worth while.

Write for our booklet on "The Advantages of Becoming a 'King' Dealer."

THE H. N. WHITE CO.
5215-96 Superior Avenue, Cleveland, Ohio

Manufacturers of **"KING"** BAND INSTRUMENTS



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 101)

How Manager Handled the Discount Seeker

(Continued from page 101)

will then send the instrument to you with instruction for the expressman to accept from you the balance of the purchase price, plus the small express charges, and allow you five days to make up your mind as to whether you would rather have the money back or the guitar. In this instance we are betting on rather a sure thing, as we have not had any return where the artist had tried them.

"Thanking you kindly for your proposition, and regretting that we cannot snap at it, owing to circumstances over which we have no control, we are,

"Yours very kindly and sincerely,

"E. J. DELANO,

"Manager, Retail Band Instrument Dept.,
Sherman, Clay & Co."

Loeser Small Goods Manager Heard in Radio Broadcast

William A. Rider, manager of the musical merchandise department of Frederick Loeser & Co., Brooklyn, N. Y., presented a half-hour of entertainment over station WLTH, Brooklyn, N. Y., on Sunday, February 5. Known as "Ukulele" Bill Rider, he and his singing trio, with whom he generally appears, have become popular entertainers throughout the metropolitan district. Mr. Rider naturally brings his talent as a ukulele artist to the Loeser small goods department every day, which is in great part responsible for the splendid sales volume done by his department in these instruments.

Interesting Issue of H. N. White Co. House Organ

The Winter number of "The White Way," recently issued by the H. N. White Co., Cleveland, O., manufacturer of King band instruments, contains a number of interesting and instructive articles. The opening story is captioned "The Illusion of the Near" and stresses the fact that although an observer can readily

tell the difference between two articles, one made fifty years ago and the other of the present day, yet the same observer will be unable to detect at a glance the improvements in models made within a few years of each other. Yet, it points out, improvements have been made and the H. N. White Co. prides itself upon the part it has had in leading in the development of musical instruments. The article concludes: "The musician who allows the 'illusion of the near' to deprive him of the newer and better means to musical expression is burdening himself with a useless handicap."

Another interesting article is: "The Progress of Music," in which is discussed the tremendous musical development that is going on, particularly in the field of self-created music. The tendency to consider music as an educational necessity and the growth of school bands and orchestras are also treated in this article. In "Thirty-six Years of Progress" is traced the growth of the White organization from the time H. N. White built his first trombone, touching on the policies and ideals which actuate the organization.

"Forget Your Saxophone," "Goldman Is on the Air," "Exhaustus Labium" and "Building Eye Appeal" are all written in interesting fashion and contain material of great interest and value to both the dealer and musician. Editorial and news notes together with illustrations of King products with an opportunity column of situations wanted.

M. M. Manufacturers and New York Dealers Meet

The Musical Merchandise Manufacturers' Association (Eastern Zone) and the Associated Musical Instrument Dealers of New York held a joint meeting at the Fifth Avenue Hotel, New York, the latter part of last month and a number of plans for closer co-operation between the manufacturers and dealers were discussed, particularly those along promotional lines. One of the features of the meeting was an address by Kenneth Clark, of the Civic Music Division of the National Bureau for the Advancement of Music, who stressed the importance and advantages of fretted musical instruments in the development of musical ap-

B & D
"Silver Bell"
BANJO ARTISTS
MONTANA
 Cowboy Banjoist
ROY SMECK
 Wizard of the Strings
FRANK REINO
 Banjoist, Ben Black's Orchestra
 Paramount Theatre, N. Y. City
STEVE FRANGIPANE
 Banjoist, Levittow's Commodore
 Hotel Grill Orchestra
SLEEPY HALL
 With His Orchestra at
 Castillian Royal Pelham Parkway
 New 1927-28 Illustrated 48 Page
 Curbed Catalog and Silver
 News—Free.
THE BACON BANJO CO., Inc.
 Groton, Connecticut

preciation throughout the country.

The Associated Musical Instrument Dealers also held their annual election of officers at the meeting. Arthur J. Neumann, of the New York Band Instrument Co., who has served for two years as vice-president, was elected president, with L. H. McQueston, of Landay Bros., vice-president; Fred Gretsche, of the Fred Gretsche Manufacturing Co., treasurer, and Harry L. Hunt, of Chas. H. Ditson & Co., secretary. Messrs. Gretsche and Hunt were re-elected.

A Young Rooter for the Bacon in Pittsburgh

PITTSBURGH, PA., February 6.—One of the youngest Pittsburgh rooters for Bacon banjos is little Fritz Goerner, Jr., son of Fritz Goerner, Sr., 'cellist and banjoist with Dan's Theatre Orchestra, Pittsburgh, Pa. The youngster can not help but make splendid progress under his instructor, M. J. Scheidmeier, who is the local agent for the Bacon Banjo Co., Groton, Conn.

H. N. White Co. Announces New Silvertone Trombones

CLEVELAND, O., February 6.—The H. N. White Co., manufacturer of King band instruments, recently announced the new King Silvertone trombone, made in three models, covering every playing taste and need. Among the features of the new instrument, as described by the H. N. White Co., are "a new bell of purest sterling silver, a new proportion in slide bore that eliminates any chance of wolfy notes and makes tones in the upper register exceptionally easy to get, a mouthpiece to give an easier attack and quicker response, a bell branch and bell design to give absolute exponential taper throughout, a slide design and bell brace giving a more comfortable grip and greater ease in holding, a proportioning of weight giving a more accurate balance, a design in mouthpiece that permits deeper seating of the mouthpiece, a design in the outer sleeve that prevents splashing of oil, a design in pistons that gives greater riding surface and easier action and a new principle of double grinding to give absolute precision and sureness in slide action."

The models are styled "Artist," "Utility" and "Symphony" Silvertone trombones. Each model is distinctly different from the others in bore, bell size and slide width.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

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

Arkansas

Paris—The Parrot Music Co., formerly of Van Buren, has moved to new quarters in the Commercial Hotel Building, this city.

California

Durango—The M. & M. Music Shop, formerly located in the Hunter Piano Co. Building, has taken new quarters in the Maytag Building, this city.

Sau Francisco—Waters & Ross have moved their music business from 19 Stockton street to new, larger quarters at 1155 Market street.

Willowbrook—A. F. Zimmerman has opened a new music store, featuring small goods, in the Theatre Building, this city.

San Francisco—Irene Norton has taken over the music and furniture business of Charles W. Thomas, and has opened for business at 177 Post street.

San Francisco—The Rainbow Music Co. has been incorporated with a capital stock of \$20,000 to engage in a general music business here.

Illinois

Chicago—The branch store of Lyon & Healy at 1569 Milwaukee avenue has suffered a severe fire loss, and has taken temporary quarters a few doors from the old address.

Chicago—The Woodlawn branch of Lyon & Healy, located in the South Side of the city, has moved to new quarters and has installed a new musical merchandise department.

Park Ridge—George & Edward Hill have taken over the business formerly known as the Music Shop, at 51 Summit avenue, this city, and will conduct same in the future.

Chicago—The Knapp Music Co., Inc., 2308 West Madison street, has been incorporated with a capital stock of \$30,000 to engage in a general music business.

Freeport—A new music department, handling a full stock of instruments, has been opened in the Stukenberg & Berbers department store here.

Indiana

Washington—The Johnson Music Store, formerly located on Main street, has moved to new quarters here.

Massachusetts

North Adams—Wood Bros., dealing in musical instruments in the Richmond Hotel Building, have taken new quarters in Martin block on Bank street.

Plymouth—Maurice Feldman, formerly manager of the local branch of the United Music Co., has resumed the position and will also supervise the Taunton branch.

Springfield—The Flint & Brickett Co. has opened a music salon, handling pianos, phonographs and accessories, which is under the management of A. E. Flint.

Michigan

Detroit—The Michigan Music Corp., 10050 Aurora avenue, has been incorporated with a capital stock of \$30,000 and 20,000 shares, no par, to conduct a general musical instrument and repair business.

Benton Harbor—The L. B. Gorton Music Store, operating stores here and in Paw Paw, has discontinued the latter branch, moving all the merchandise to the Benton Harbor store.

Minnesota

Wells—The C. M. Rentz music department has suffered considerable damage in a recent fire.

Missouri

Merberly—The Taylor Music Co., of this city, has been purchased by J. B. Ralston, former manager of the store, who has reorganized the business under the name of the J. B. Ralston Music Co.

St. Louis—As a result of its disastrous fire, the Aeolian Co. of Missouri has established temporary quarters at 1117-19 Locust street, until its warehouses at 1004 Olive street are renovated.

Montana

Butte—Louis Dreibelis, proprietor of the Dreibelis Music Co., 77 West Park street, has announced plans for moving his music store to the Baltimore Block on West Park street, which he has purchased.

Nebraska

Omaha—Clarence E. Weissner has been appointed manager of the musical merchandise department of the Schmoller & Mueller Piano Co.

Grand Island—The Jones Music Co. has opened elaborate, new warehouses here, handling the Kimball line of pianos and other instruments.

New Jersey

Jersey City—The retail store of Wissner & Sons, this city, has moved to new quarters at 2071 New-

ark avenue, and will retain William A. Lawton as manager, assisted by Jack McGovern.

Palisades—The Dragner Music Shop, Inc., has been incorporated with a capital stock of \$25,000 to engage in a general music business; the officers are: Henry, Philip A. and May V. Dragner.

Plainfield—W. Ernest Robinson has been appointed manager of the Matushek Piano Co. store at 218 West Front street.

New York

Buffalo—The Columbia Music Shop, this city, has been incorporated by N. Rovner to engage in a general music business with a capital stock of \$25,000.

Brooklyn—The Silver Music Shop has filed an amendment to its charter, increasing its capital stock from \$1,000 to \$10,000.

Patchogue—The Smith & Lull Corp., of this city and Bay Shore, has purchased the business of Lindenger-Smith, Inc., local music house, and the two firms have consolidated their showrooms here.

Buffalo—Evans & Eiss, this city, have been incorporated with a capital stock of \$25,000 to deal in musical instruments.

New York City—The Interallied Musical Corp. has been incorporated to engage in a general music business with a capital stock of 600 shares of common, no par value.

Ohio

Columbus—Otto B. Heaton has acquired the interest of C. Wert Heaton in Heaton's Music Store, this city, and will operate the business as sole proprietor.

Cleveland—The Muehlhauser Bros. Co. has opened a radio department as a result of the insistent demand of its patrons and will handle the Stromberg-Carlson line.

Cleveland—A. L. Maresh has assumed control of the Maresh Piano Co. again after an absence of nearly a year, and will operate the business assisted by his brother, Charles Maresh.

Alliance—Schochs Studio, well-known local music house, has closed out its musical merchandise department and will increase its other departments.

Kent—Robert Wolfe, who operated a music store in Newton Falls for three years, has opened a new general music store here in the New Theatre Building.

Dayton—The Meredith Music Store, 109 South Ludlow street, has suffered a severe fire loss, when musical merchandise valued at more than \$1,500 was destroyed.

Dayton—The Anderson-Soward Co. has opened a branch music store in the new Riverdale Theatre Building on North Main street, handling pianos, phonographs and radio.

Oklahoma

Chickasha—B. H. Young has purchased the B. H. Gade Music & Book Store, 107-109 North Fourth street, this city, with Mr. Gade's retirement from active business.

Oregon

Portland—S. J. McCormick, one of the oldest music merchants here, has moved the McCormick Music Co. business to new quarters.

Portland—Louis Mack, who operated a sheet music department in the McCormick store, has moved his stock to 363 Morrison street, where he occupies the entire store.

Portland—A voluntary petition in bankruptcy has been filed by H. H. Barbour on behalf of the Portland Music Co., 227 Sixth street, this city.

Pennsylvania

Philadelphia—Joseph Weinberg, who operates music stores at 830 South street and 1307 Point Breeze avenue, has acquired a third store at 2166 Ridge avenue with Joseph Friedman in charge.

Philadelphia—Louis Dubrow, who conducts a general music store at 420 South street, has opened a new branch store at 635 South street with Miss D. Dubrow as manager.

Harrisburg—The Chas. M. Stieff, Inc., retail store here, of which I. L. Chilcoat was manager, has been closed.

Lebanon—Oscar Booker has taken over the business of the Reifsnnyder Music & Furniture Store and is now located on Market Square.

Tennessee

Knoxville—Gus' Phonograph & Radio Shop, 616 South Gay street, has been incorporated with a capital stock of \$15,000.

Lebanon—R. E. Johnson's Music & Radio Shoppe has consolidated with the H. Baird Radio Shop of this city.

Texas

Plainview—Jesse Jones and his son, Maxwell, have opened a new music store here, called the Plainview Music Co., handling Starr pianos, phonographs and musical merchandise.

Washington

Seattle—C. H. Rose, who operated a music store here some years ago, has opened a new establishment, called the Rose Music Co., at 404 Union street.

West Virginia

Huntington—The two music stores of the Kenney Music Co., here, have been consolidated into one large store at 319 Ninth street, where three large floors will be devoted to the display of pianos, phonographs and other instruments.

Wisconsin

Milwaukee—The Gitzel Music Shop has completed enlargement of its quarters at 961 Kinnlekinle avenue and now has a new Japanese display room.

Marshfield—Henry Lorge has opened a new music business, handling pianos, phonographs and radios in his home at 406 South Cedar street.

J. O. Smith, of RCA, Talks on Causes of Interference

The principal cause of inductive interference, or so-called man-made static, is the electrical equipment owned and operated by industrial concerns and by the average household, according to J. O. Smith, of the Radio Corp. of America, who recently addressed the Iowa section of the National Electric Light Association at Cedar Rapids, Ia. Mr. Smith told of the nation-wide campaign to suppress inductive interference, in co-operation with local organizations and individuals. He stated that the Radio Corp. of America has for a number of years employed a highly trained staff of men for the purpose of studying and correcting causes of broadcast interference in collaboration with power companies, railways, telephone and telegraph companies, radio clubs, broadcast associations and others, and the extent of the campaign may be judged by the fact that during 1927 some five hundred investigations of reported cases of interference were conducted.

Radio Jobbers Ask for Rebate Information

At the monthly meeting of the Radio Jobbers' Division of the St. Louis Radio Trades Association the matter of RCA licensed manufacturers being rebated on changing tube prices by tube manufacturers, yet refusing to rebate the jobbers of the sets, was discussed. It was resolved that the matter be referred to the R. M. A. through the Federated Radio Trades Association merchandising committee.

Senate Passes Radio Bill

The Senate on February 6 passed the Watson Bill (S. 2317), extending the administrative life of the Radio Commission until March 16, 1929, when, thereafter, commissioners must be reappointed. It is also provided in this Bill that no broadcasting license, or license renewal, shall be issued by the Commission for a period of more than six months until 1930. Other licenses may be issued up to one year. Coincident with the passing of this Bill a favorable report was made confirming O. H. Caldwell, Sam Pickard and H. A. Lafont as members of the Federal Radio Commission.

OUR SONG HITS

DID YOU MEAN IT?

The country's biggest hit — Whistled everywhere

I SCREAM—YOU SCREAM—WE ALL SCREAM FOR ICE CREAM

A great new novelty that is sweeping the country

AFTER MY LAUGHTER CAME TEARS

Wonder ballad — By the writers of "Just Another Day Wasted Away"

AWAY DOWN SOUTH IN HEAVEN

A Southern ballad with the deep touch of the Spiritual

Two big hits from Messrs. Shubert's success "Lovely Lady"

LOVELY LADY

**MAKE BELIEVE
YOU'RE HAPPY**

WOB-A-LY WALK

New novelty dance by the writers of "I Love My Baby"

MOONLIGHT LANE

Our wonder waltz

MISSISSIPPI MUD

Great hot novelty

WHERE IN THE WORLD (Is There Someone for Me)

A beautiful waltz ballad

I'VE GOT NOTHIN'—YOU'VE GOT NOTHIN' WE AIN'T GOT NOTHIN' TO LOSE

A new song of the same type as our "Side by Side"

HERE COMES THE SHOW BOAT

Fast novelty song — A sure winner

Published by

SHAPIRO, BERNSTEIN & CO. Inc.

Music Publishers

Cor. Broadway and 47th St.

NEW YORK CITY

GLEANINGS *from the* WORLD *of* MUSIC

Artists, Theatres, Radio Stations and Dealer Tie Up With Irving Berlin Week

"Together We Two" and "The Song Is Ended (But the Melody Lingers On)" Featured During Week From Coast to Coast—Dealers Feature Numbers in Window Displays

The week of January 14 to 21 was designated by Irving Berlin, Inc., as its special Irving Berlin Week, and every factor and every avenue

of exploitation was used during that period to bring before the public the products of the Berlin organization with Mr. Berlin's two latest songs, "Together We Two" and "The Song Is Ended (But the Melody Lingers on)" as the numbers especially featured.

During the week a tie-up was effected with practically every leading theatre, motion picture house, dance orchestra, singer, vaudeville act and radio station from coast to coast, and the Berlin hits were played and sung by almost every possible combination.

Talking machine record companies took advantage of the unusual tie-up to prepare and supply their dealers with window display material stressing the two Berlin numbers, and that the dealers were only too willing and anxious to co-operate was evidenced by the large number of photographs which have been received at the Berlin headquarters in New York. The Columbia Phonograph Co. paid especial tribute to Irving Berlin by broadcasting during the Columbia Hour on January 20 a solid sixty minutes of compositions by Mr. Berlin. This hour of music was broadcast from station WOR, Newark, N. J., and linked up with this station were the other sixteen stations which comprise the nation-wide network of the Columbia Broadcasting System. The program started with an instrumental presenta-

tion of "Alexander's Ragtime Band" and included all of the biggest Berlin hits, such as "Oh, How I Hate to Get Up in the Morning," "Everybody Step," "Say It With Music," "Blue Skies" and many others, concluding with the late compositions, "Together We Two" and "The Song Is Ended (But the Melody Lingers on)."



H. A. Weymann Window Display

Use your window displays every day. Change them frequently. Tie up with visiting artists. Put photographs of visiting musicians in your windows and when featuring records either in your windows or by playing them on a demonstrating talking machine at your store-door feature the sheet music of the recorded selection.



How McCrory's Featured Hits

The results of the week's campaign in sales of sheet music should bring home to every dealer the benefits which can be secured from steady consistent efforts and individual tie-ups



Silver's Special Berlin Display

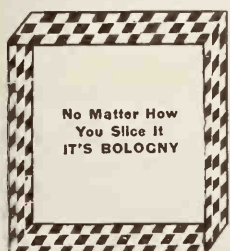
Weymann & Sons and Silver's. In each instance "The Song Is Ended (But the Melody Lingers on)" and "Together We Two" are shown with copies of the sheet music pictured in attractive settings. In practically every instance the dealers used talking machine records of the two featured numbers to add to the effectiveness of their displays.

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Triangle Music Co. Hits on Recent Record Releases

During the past few weeks a number of the leading recording companies have released records of selections from the catalog of the Triangle Music Co. Among them are: Victor records, "Dallas Blues" and "Mean Old Bed Bug Blues"; Okeh records, "Ev'rybody Does It Now" and "Alligator Blues"; Columbia records by Art Gillham, the "Whispering Pianist," "You'd Rather Forget Than Forgive," "In My Sweetheart's Arms" and "I'm Just a Rollin' Stone." Joe Davis, head of the Triangle Music Co., recently recorded the new ballad which he wrote in collaboration with Howard Johnson, "You'd Rather Forget Than Forgive," for the Harmony catalog.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

Leo Feist, Inc., Publishes Sketch of Walter Donaldson

Wherever popular music is played there is one writer and composer sure to be represented, and wherever the subject of writing "hits" is discussed this same young man is certain to be one of the topics of conversation. He is Walter Donaldson, who has had an almost unbelievable success in producing numbers that "click" with the public. During the past year "At Sundown" and "My Blue Heaven" were among the most popular of the great number of songs that were placed on the market and both were from the pen of this prolific writer.

Recently Leo Feist, Inc., published a brief sketch of the career of Walter Donaldson, listing his outstanding successes. In part, this interesting article reads:

"He was born and bred in Brooklyn and still makes his home there. His first job was in a broker's office, marking up the stock quotations from the ticker on a big blackboard, but a prosaic job of this kind to a boy whose head was full of tunes held no charms, and before long he was engaged as a pianist in a music publishing establishment. Once in the atmosphere of song writing, his rise, while not sensational, has been a steady one, and a span of seventeen years has brought him from the ranks of an ordinary pianist to the peak of popularity in popular music writing.

"The recent sensational success of Mr. Donaldson's 'My Blue Heaven' has started his friends reminiscing over some of his past hits and in addition to his famous 'Mammy' song he has to his credit some of the outstanding hits of recent years. Among them are 'My Buddy,' 'She's the Daughter of Rosie O'Grady,' 'How Are You Gonna Keep 'Em Down on the Farm?' 'Carolina in the Morning,' 'Beside a Babbling Brook,' 'Yes Sir, That's My Baby,' 'That Certain Party,' 'After I Say I'm Sorry,' 'Let's Talk About My Sweetie,' 'It Made You Happy When You Made Me Cry,' 'Where'd You Get Those Eyes?' 'In the Middle of the Night,' 'Sam, the Old Accordion Man,' 'At Sundown' and dozens of others, which have been sung and played all over the country.

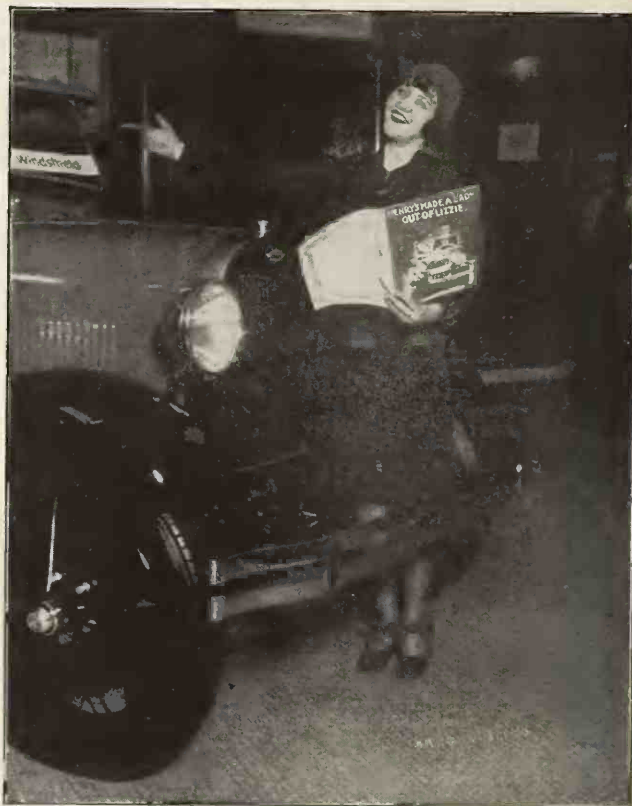
"From the above titles it is apparent that versatility is one of his astounding qualities. He writes 'hot' numbers, novelties and ballads with equal facility, and far from being 'written out,' he seems to be just now getting his stride, and his melodies are fresher than ever. Among his new songs are 'A Shady Tree,' 'That Melody of Love,' 'What Are You Waiting for, Mary?' 'Changes,' 'My Ohio Home' and 'There Must Be a Silver Lining,' all in the present Feist catalog."

Plays "Nola" on His Teeth

"Poley" McClintock, drummer, with Waring's Pennsylvanians, is offering something new to vaudeville audiences. He plays "Nola" on his teeth. How he does it is a mystery, but it is perfect and is going over very big on the present tour of Waring's Pennsylvanians over the Keith circuit.

Stage Star Sings Ford Song in Auto Showrooms

The novelty song, "Henry's Made a Lady Out of Lizzie," published by De Sylva, Brown & Henderson, Inc., has proven popular not only with the public at large but with the Ford organization and the composition has been used by various Ford agencies throughout the



Zelma O'Neill Singing Ford Song in Ford Showrooms country to attract the public into the display rooms.

A unique piece of publicity was recently enacted at the Ford Motor Co. showrooms at 1710 Broadway, New York City, when Zelma O'Neill, one of the stars of the musical comedy, "Good News," entertained a gathering of Ford prospects by singing the new Ford song. She received an enthusiastic reception and hundreds of passers-by were attracted into the showroom. Attention was drawn not only to the models of Ford cars but to the song as well.

A general order is rumored to have issued recently from the headquarters of Henry Ford, himself, calling on the various agencies to introduce musical entertainment in their warehouses, and most of the leading Ford dealers have secured radios and phonographs. This is said to have been suggested by the Ford song as being a suitable means of entertaining the hundreds standing in line to get a view of the new car. In the meantime, the song is being sung and played by leading acts and orchestras, among them Harry Rose at the Paramount in New York, Walt Roesner and his orchestra in their second week at the Capitol Theatre, and a special slide version at Loew's.

Triangle Has Three Hits

Joe Davis, head of the Triangle Music Co., reports that three of the numbers in his catalog are going over in a most satisfactory fashion. They are "My Blue Ridge Mountain Home," "I Ain't Got Nobody and Nobody Cares for Me" and "My Carolina Home." The new waltz ballad, "You'd Rather Forget Than Forgive," is another Triangle number that gives great promise. "Serenata," by Rube Bloom, and the "Valse Jewel," a saxophone solo by Eugene Stanley, are also doing nicely.

Sam Fox Hits
Are
Broadway Sensations

Polly

The Assured
Successor To
The World-famed
"NOLA"

HUMORESKIMO

The
Eskimo Novelty Song Hit

Wings

THE OUTSTANDING
THEME FROM THE
GREATEST FILM
SUCCESS OF THE DAY

FASCINATIN' VAMP

A VAMPING EPISODE

Chopinata

A Fox Trot Fantasy
On The Motifs
of Chopin

STARLIGHT
AND TULIPS

THE SWEET IRRESISTIBLE
MELODY SONG HIT

Blueberry
Sane

THAT CATCHY
AND PEPPY
POPULAR SONG

The Dealers' Jobber
Middle West Music Jobbers
 228 So. Wabash Ave., Chicago
 Service With Right Prices
 Everything Published in Sheet Music

Victor Revelers Introduce Song Version of "Nola"

What can be termed musical history is being written with the introduction of the song version of the already internationally famous instrumental "Nola." The opening shot of re-



"The Revelers"

awakened interest in this musical masterpiece was set on the date of the special release of the Victor record of the song.

The equally famous nationally known radio entertainers and exclusive Victor record artists, "The Revelers," introduce "Nola" as a song. This action in itself stamps the vocal version as most worthy of its instrumental twin. Indeed, it may be said that such recognized artists would not so eagerly present this offering if its wide acceptance were not assured.

"Nola" won its first response as a piano silhouette, later to duplicate and add to its favor as a fox-trot and feature for pianists. Now, under the plans for "Nola," the song, we see a composition setting a new record for popularity over a long period.

Walter Donaldson Denies He Is Leaving Leo Feist

In the January 11 issue of "Variety" a story was printed to the effect that Walter Donaldson was to go into business for himself as a part of a new organization being formed by Walter Douglas, formerly general manager of Waterson, Berlin & Snyder. Leo Feist, Inc., for and in behalf of Walter Donaldson, denied the story, and Donaldson himself repudiated the rumor in the next issue of Variety. He stated that he has never been happier or more contented than he is at the present time and expects to continue indefinitely his present relations with Leo Feist, Inc.

Robbins Printing Scores for Feature Moving Pictures

As successors to the numerous scores which Robbins Music Corp. has put out at various times, it now is printing the complete scores of "The King of Kings" and "Uncle Tom's Cabin." These two feature photoplays are among the very biggest of the season. "The King of Kings" ran for over six months at the Gaiety Theatre, New York, and "Uncle Tom's Cabin" is now in the midst of a protracted run at the Central Theatre, New York.

The scores to both of these films were compiled by Hugo Riesenfeld, and all the important themes in both scores are individual numbers from the catalog of the Robbins Music Corp.

Orchestra Leaders Acclaim Fox Hit "Humoreskimo"

The enlarged popular song department of the Sam Fox Publishing Co., of New York and Cleveland, O., has received over fifty favorable and enthusiastic comments from orchestra leaders in New York on the release of its new song fox-trot "Humoreskimo."

The signatures of these best-known orchestra leaders were gathered together and used in an advertisement in one of the orchestra papers, substantiating the Fox caption, "New York Acclaims 'Humoreskimo,'" the sub-title going further in saying, "Biggest Leaders Predict Quick Nation-Wide Success for Outstanding Fox-Trot Novelty."

Besides "Humoreskimo," which is well on its way to great popularity, the popular department of the Sam Fox organization is also energetically behind three other new numbers. These are "Starlight and Tulips," "Blueberry Lane" and "Fascinatin' Vamp."

Such songs as "Wings," the theme song of the Paramount photoplay of the same name; "Polly," the instrumental successor to "Nola," and the renewed activity of "Neapolitan Nights," now issued in popular edition, and the old favorite, "Rosita," are all included in the early year Fox activities.

Jascha Gurewicz Pleases in Saxophone Recital

Jascha Gurewicz, the saxophone virtuoso, in his recital Sunday evening, January 29, at the John Golden Theatre, New York, introduced for the first time his "Saxophone Sonata." The "Sonata" was easily the most interesting feature of his varied program, due partly to the fact that it was the first time any such composition has been exclusively prepared for this instrument. It was in four movements, namely, Allegro Moderato, Romanza, Scherzo and Rondo.

The balance of the Gurewicz program was made up of Brahms, Bizet, Rimsky-Korsakoff, the rendition of his new "Ilona" (Hungarian Dance) and several popular offerings, "Jazzima," "One Minute Waltz," and "Italian Serenade."

The critics, as usual, were not only favorable but enthusiastic in reporting Mr. Gurewicz's performance. The Morning World said: "When all was said and done, an opinion endured that the saxophone has a melancholy dignity which seems to have been misunderstood. Mr. Gurewicz proved at least that this errant instrument is worthy of art in its highest sense."

The Tribune said: "Gurewicz was, as before, successful in showing that the saxophone need not be necessarily associated with jazz."

Mr. Gurewicz's "Saxophone Sonata" is published by the Sam Fox Publishing Co., also publisher of his popular solos, "Jazzima" and "Twilight Romance," and a large number of saxophone transcriptions.

Five New Publications Listed in Feist Class "A"

Leo Feist, Inc., in a recent announcement to the trade listed five new publications in class "A" which, up until February 29, 1928, will be available at twenty cents per copy. On and after March 1 they are listed as Class "B" or twenty-two cents per copy. The new songs are: "My Ohio Home," by Walter Donaldson and Gus Kahn; "When You're With Somebody Else," featured by Ruth Etting; "Romona," a beautiful waltz ballad by the writer of "In a Little Spanish Town," "If I Can't Have You" (I Want to Be Lonesome—I Want to Be Blue) and "There Must Be a Silver Lining," Walter Donaldson's successor to "My Blue Heaven," with lyrics by Dolly Morse.

You Can't Go Wrong
 With Any 'FEIST'
 Song"

The New Fox Trot HIT!
 "IF I CAN'T HAVE YOU"
 (I WANT TO BE LONESOME—I WANT TO BE BLUE)
 by Walter Donaldson

As Hot
 As They Come!
 "CHANGES"
 A Donaldson
 Novelty!

Another "Sleepy Time Gal"
 "KISS and MAKE UP"
 by NED MILLER, AL BOGATE & CARL HOEFLE

The
 Sensation!
 "MY BLUE
 HEAVEN"
 by Walter Donaldson
 & George Whiting

"Brilliant Melody Song!"
 The "SUNRISE"
 (Will Bring Another Day For You)
 by Lester Santly & Cliff Friend

A Real
 Ballad Hit!
 "MY OHIO
 HOME"
 by Walter Donaldson
 & Gus Kahn

LEO. FEIST, INC.
 231 W. 40th St.,
 NEW YORK, N. Y.

A Line or Two—of a Song or Two—of a Publisher or Two

Irving Berlin, Inc., recently published a new song by Benny Davis entitled "Mary Ann" and predicts that it will sweep the country. The song is of the type of Benny Davis' previous successes, "Margie," "Dearest" and "Here or There." Another song in the Berlin catalog which is showing up well is "Havin' My Ups and Downs," a follow-up song of the recent hit, "Miss Annabelle Lee."

Several of the numbers published by the A. J. Stasny Music Co., Inc., are proving popular with radio entertainers and are being heard many times nightly. Among them are "Danger, Look Out for That Gal," "I'm Always Smiling," "Sweetheart Lane," "What'll I Do If the Mississippi Goes Dry?" and "I Wonder If You Miss Me To-night." Among the artists who are featuring these songs are Nat Martin and His Orchestra, Wright and Wrong and Billy Hays and His Orchestra.

A check of the number of requests for repeat performances from listeners-in to the Maxwell House Coffee Radio Hours revealed the fact that "Down South," published by the Edward B. Marks Music Co., was second on the list, having been requested 1,792 times.

"There Must Be a Silver Lining," one of Walter Donaldson's latest hits, published by Leo Feist, Inc., was first introduced by the composer himself, who sang it over a wide radio network during the Broadway Night of the Maxwell House Hour last month.

The first two editions of "Piano Recreations," published by the Irving Berlin Standard Music Corp. have been entirely sold out and the third is now in work. This edition contains all classes of music for motion picture and concert use.

The first production on this side of the Atlantic of Paul Lincke's operetta, "Gri Gri," took place on January 26 at the Yorkville Theatre, New York. The Edward B. Marks Music Co., publisher of Lincke's compositions, expects

that several of the hits of the production will win wide and enduring popularity.

"Out of a Clear Blue Sky," the latest composition from the pen of Harry Von Tilzer, was recently placed on music counters and was accorded a hearty welcome by both dealers and the public.

"Sunshine," Irving Berlin's latest song, which he sang over the radio recently while in California, is now the No. 1 song of the Berlin catalog. This song was featured at the Roxy Theatre, New York, for the first time on any stage and was given an elaborate presentation.

"With Flags Aloft," used as the theme of the Metro-Goldwyn film, "West Point," is from the catalog of the Edward B. Marks Music Co. This stirring march tune is the work of Herman Heller and Joseph B. Strauss.

"Together," by De Sylva, Brown & Henderson, is the latest offering of the publishing house of the same name, and in the opinion of Danny Winkler, sales manager of the firm, will prove as great a success as the present-day big "hit," "Among My Souvenirs," which is also published by De Sylva, Brown & Henderson. The song is being made two or three ways on all mechanicals.

The Irving Berlin Standard Music Corp. announces that the No. 4 Tenor Banjo folio of popular hits and the No. 3 Saxophone folio of popular hits are now off the press. Orders will be filled as received.

Harry Von Tilzer reports that recordings of several of his former hits are being made by leading record companies. Among the old-time favorites to be released in new form with new arrangements are "Cubanola Glide," "When the Harvest Moon Is Shining" and "Last Night Was the End of the World."

The Edward B. Marks Music Co. has chosen two typical Chicago songs for plug numbers.

SONGS THAT HIT THE MARK!

- TOGETHER (New)
 - AMONG MY SOUVENIRS
 - ONE MORE NIGHT
 - WITHOUT YOU SWEETHEART
 - HERE AM I—BROKEN HEARTED
 - TIN PAN PARADE
 - PLENTY OF SUNSHINE
 - THERE'S ONE LITTLE GIRL WHO LOVES ME
 - GEE! I'M GLAD I'M HOME
 - CHURCH BELLS ARE RINGING FOR MARY
 - THERE AIN'T NO SWEET MAN WORTH THE SALT OF MY TEARS
 - SWEETHEART MEMORIES
 - BABY FEET GO PITTER PATER
 - DIDN'T I TELL YOU?
- Song Hits from the Collegiate Musical Comedy
- "GOOD NEWS"
- GOOD NEWS
 - THE VARSITY DRAG
 - LUCKY IN LOVE
 - THE BEST THINGS IN LIFE ARE FREE
- 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
 DE SYLVA, BROWN AND HENDERSON BUILDING 745 SEVENTH AVENUE, NEW YORK

They are "To-morrow's To-morrow, To-day Is To-day," written by Bernie Grossman, Paul Ash and Sam Kaufman, and "I'm Playing Hide and Go Seek" (Wondering Where You Are), by Bernie Grossman, Billy Moll and Arthur Sizemore.

The popularity of "Just Whisper," Bobbie Shoemaker's latest fox-trot song, is spreading rapidly, according to Miller & Shoemaker, Inc., New York, publishers of the number, who have just released a special orchestra arrangement of it.

Feist Features Its Hits on Unusual Order Blank

An unusual and attractive order blank was recently sent dealers by Leo Feist, Inc. Under the caption, "There's Some 'Good Pickin's on This 'Shady Tree,'" appeared a reproduction of a large shade tree with eleven current Feist hits hanging from it in the form of luscious fruit. The numbers listed were: "A Shady Tree," "My Blue Heaven," "I Fell Head Over Heels in Love," "Baby Your Mother," "What'll You Do?" "What Are You Waiting For, Mary?" "Kiss and Make Up," "Go Home and Tell Your Mother," "That Melody of Love," "My Ohio Home" and "Are You Thinking of Me To-night?"

Robbins Music Corp. Has "When Love Comes Stealing"

One of the biggest finds of the year has recently been made by the Robbins Music Corp. in "When Love Comes Stealing," a song which they have acquired from Erno Rapee and Lew Pollack, the writers of "Charmaine" and "Diane." This number bears every indication of attaining as great popularity as its forerunners.

Robbins Music Corp. is going after the song in a big way. Every avenue of exploitation is being used and the song is fast getting into its stride. It was lately staged at the Roxy Theatre in a very spectacular way and made an instantaneous hit with the audience which accorded it a hearty welcome.

More Profits in Your Sheet Music Department

Buy your music where you can get the utmost in selection and service at the lowest possible prices!

BIG HITS OF THE DAY IN SHEET MUSIC

Everything published in sheet music—or rather everything that sells is on hand here. Your mail orders will receive the same conscientious attention as though you were here in person selecting your numbers yourself.

Quick Delivery—the same day as your order is received—and a fully itemized memo accompanies each shipment so that you know at once what each selection costs you.

Send for our new Sheet music bulletin and see for yourself the extensive variety of offerings—and the new prices!

PLAZA MUSIC COMPANY
 10 West 20th St. New York

Finds E. B. Marks' Hits Popular in Cuban Capital

Returning the middle of January from a wedding trip to Havana, Herbert E. Marks, of the Edward B. Marks Music Co., expressed himself as well pleased with the showing made in the Cuban capital by his firm's numbers. Wherever he went he heard the Marks' feature songs, "Down South" and "A Kiss Before the Dawn," played constantly, while "Slow River" was one of several other older tunes that had been riding the crest of Cuban popularity for some time.

The most prominent Havana orchestra leaders, including Naddi of the Jockey Club and Simon of the Plaza, enthusiastically praised the firm's catalog to Mr. Marks and declared that Marks music was always among their most popular requests.

Mr. Marks was interviewed by the Havana Post, the leading English newspaper, which stressed the fact that his father, E. B. Marks, is the publisher of the world-famous "Hot Time in the Old Town To-night," the marching song of the Spanish-American War and a number that is naturally of paramount interest to all Cubans and Americans living there. The article also brought out the information that both Mr. and Mrs. Marks were delighted with the native music, and particularly the Danzon, a national Cuban dance, which is not only a graceful step but also utilizes the most entrancing and unique melodies.

As a result of this interview Mr. Marks was swamped by invitations from Cuban composers to listen to their music with an eye toward American publication. While some of it is not particularly commercial, according to Mr. Marks, a good percentage of it has excellent potentialities.

Robbins Music Corp. Issues Song to Tie-up With Film

The Harold Lloyd Corp., which is releasing Harold Lloyd's new picture, "Speedy," has sent the following news release to all motion picture papers:

"With the release of Harold Lloyd's new comedy production, 'Speedy,' by Paramount, exhibitors will be offered a song tie-up with the Lloyd picture as a part of their exploitation campaign.

"Coincident with the release of the picture, Robbins Music Corp., which maintains an international reputation in the music world, is publishing a song called 'Speedy Boy,' based on the story of 'Speedy' and the character portrayed by Lloyd. The song will have a distribution throughout the country, not only in music stores but in department stores, drug stores and other establishments handling songs as a sideline. The publisher has representatives in several of the large cities in the United States, who will be glad to co-operate with exhibitors of 'Speedy' in regard to window displays and other hook-ups.

"Incidentally, the 'Speedy' song will be the third to be published on a Harold Lloyd production by the Robbins Music Corp. Its number 'Freshie,' which was published in conjunction with 'The Freshman,' proved one of the leading song hits of the 1925 season. The Robbins Music Corp. has the exclusive rights to all Paul Whiteman publications."

F. A. D. Andrea on Vacation

Frank A. D. Andrea, president of Fada Radio, with Mrs. Andrea and a party of friends, are on a three weeks' trip in the West Indies. While it is primarily a pleasure jaunt, Mr. Andrea will make a personal inquiry into radio conditions in that section, Fada having recently established new distributing connections in several cities to be visited.

R. F. Schelling Elected President of Radio Listeners of Western New York

Business in Talking Machines and Radio Fully Up to Expectations—Buffalo Radio Association Elects New Directors—2,000 Compete in Federal Ortho-sonic Slogan Contest

BUFFALO, N. Y., February 8.—Business in both talking machines and radio has been fully up to expectations of the local trade during the first six weeks of the new year. This is true alike from the wholesale and retail standpoint, judging from interviews with representative members of each line.

R. F. Schelling was elected president of the Radio Listeners' League of Western New York at its annual meeting held here. Other new officers for 1928 are J. J. Johnson, vice-president; John R. Breim, secretary, and E. J. Johnston, treasurer.

The Buffalo Radio Trades Association held a smoker and social in connection with its recent annual meeting. The following directors were elected for two-year terms: Edward Young, Elmer Metzger and Benjamin Neal. The retiring directors, Edward T. Ball, Emil Sommer and Thomas A. White, were given a vote of thanks for their successful administrations.

H. G. Erstrom, executive secretary of the Federated Radio Trade Association, held a conference with directors of the Rochester Radio Trades, Inc., in that city. He congratulated the group on its plan to draw up a code of ethics and set of standards which all radio dealers in that city will be asked to endorse.

Charles F. Stewart, one of the most widely known men of the talking machine industry in this part of the State, died in his home in Ken-

more, a Buffalo suburb, after an illness of only a few days. Pneumonia caused his death at the age of forty-two.

Two thousand replies were received in the Federal Ortho-sonic slogan contest held during the holiday season to obtain a sales slogan for the radio sets of this Buffalo company. Russell J. Stone, of Niagara Falls, finally was adjudged the winner after the judges had waded through the hundreds of replies. The winning slogan, "Built to Exceed Your Expectations," will be used in Federal advertising. A \$600 Federal set was the major prize given to Mr. Stone.

The Laurens Enos Co. has just opened a new talking machine and radio department under the direction of Charles King. Talking machines and Federal receiving sets are featured.

Frank A. Arnold, director of development of the National Broadcasting Co., was the speaker at a meeting of the Greater Buffalo Advertising Club on January 31.

R. J. Murphy, 515 Erie avenue, Niagara Falls, has just opened an especially attractive Atwater Kent department in his music store.

Buffalo newspaper proprietors and other prominent citizens were guests of E. C. Green, manager of the Hotel Statler, prior to the first reception of radio in the Statler Hotel in this city. The guests were given a demonstration of the new apparatus and were warm in its praises.

Personal Appearance of Moran and Mack Stimulates Detroit Columbia Business

Stars of "Vanities" Autograph "Two Black Crows" Records at Local Stores—Grinnell Bros. Branch Managers Hold Five-Day Convention—Sam Lind Enters Retail Music-Radio Field

DETROIT, MICH., February 9.—The personal appearance in town of Moran and Mack, in connection with the Earl Carroll Vanities at a local playhouse, certainly stimulated the sale of their records for Columbia dealers. In fact, the local wholesale branch had prepared for the anticipated rush, but even then it was necessary to phone to Cleveland to send more records to supply the demand. While in the city Moran and Mack appeared in person at the stores of the People's Outfitting Co. and the talking machine department of Crowley, Milner Co. Every buyer of one of their records went away with the personal autographs of Moran and Mack on the records.

Thomas Devise, manager of the Detroit branch of the Columbia Phonograph Co., smiles all over when you ask him about business. "We certainly cannot complain," he remarked. "Last year was a very splendid one for us in the State of Michigan. We added many new accounts and found a steady increase in the demand for both our new phonographs, as well as our New Process records."

Talking machine business from the retail sales viewpoint was discussed at the annual convention of Grinnell Bros. branch managers, held in Detroit during the month of January. The convention lasted five days and considerable time was given to discussing the various methods of increasing talking machine sales, advertising, window displays, etc.

Sam Lind, at one time manager of the Columbia Phonograph Co. wholesale branch in Detroit, a position he held for many years, and later in business for himself in the wholesale end, is now in the retail business for himself at 9660 Grand River avenue, where he is enjoying a very good trade, handling talking machines and radios and jewelry.

There is considerable talk that when the new additions to the J. L. Hudson Co.'s main build-

ing are completed, covering the entire square block between Gratiot and Grand River avenues, the talking machine and radio departments will be moved to the new building, where both departments will have more space for displays.

Grinnell Bros., with retail stores in forty cities in Michigan, Ohio and Canada, started on Sunday, February 5, to broadcast an elaborate musical program over Station WJR. This is to be a weekly event from now on, covering the hour from 5:30 to 6:30.

Local dealers handling the Atwater Kent radio line report that the new AC \$88 model is the best seller they have ever had. Not only are retailers pushing this new model, but the local and national advertising is helping immensely to popularize it.

The J. L. Hudson Music Store, through its manager, E. K. Andrew, reports that the high-priced combination outfits selling around \$1,100 are extremely popular with the elite of the city, while in the lower-priced models the Credenza, is the most popular.

Benjamin Gross Talks on Radio Sales and Publicity

At a luncheon meeting of the Radio Trade Group Division, in the Advertising Club, 23 Park avenue, recently, Benjamin Gross, president of Gross-Brennan, Inc., Stromberg-Carlson radio representatives in New York and New England, speaking on "Radio Merchandising and Advertising," urged his hearers to co-operate with manufacturers and jobbers in making radio advertising "clean." He expressed the opinion that the sales volume could be increased 100 per cent. through proper co-operation. Stephen Czukur, general manager of WRNY, presided.

The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR FEBRUARY 3

21149 Chloe (A Song of the Swamp)—Fox-trot, All Star Orch. 10
Tin Pan Parade—Fox-trot, The Troubadours 10
21154 What Are We Waiting For?—Fox-trot, Edwin J. McEnelly's Orch. 10
Who Gives You All Your Kisses?—Fox-trot, The Troubadours 10
21148 Mine—All Mine—Fox-trot, Coon-Sanders Orch. 10
Is She My Girl Friend?—Fox-trot, Coon-Sanders Orch. 10
21153 Keep Sweeping the Cobwebs Off the Moon, Johnny Marvin 10
Is She My Girl Friend?—Johnny Marvin 10
21116 Did You Mean It?—Marion Harris 10
The Man I Love—Marion Harris 10

LIST FOR FEBRUARY 10

10012 Lucia—Sextette, Galli-Curci, Homer, Gigli, De Luca, Pinza, Bada Rigoletto—Quartet, Galli-Curci, Homer, Gigli, De Luca 12
21164 Away Down South in Heaven—Tom Waring 10
A Shady Tree—Tom Waring 10
21168 My Man (Mon Homme)—Fannie Brice 10
The Song of the Sewing Machine—Fannie Brice 10
21165 Keep Sweeping the Cobwebs Off the Moon—Fox-trot, Waring's Pennsylvanians 10
Four Walls—Fox-trot, Waring's Pennsylvanians 10
21166 My Ohio Home—Fox-trot, Jean Goldkette and His Orch. 10
Here Comes the Show Boat—Fox-trot, Jean Goldkette and His Orch. 10

LIST FOR FEBRUARY 17

21171 Mary (What Are You Waiting For?), Jesse Crawford 10
Dancing Tambourine, Jesse Crawford 10
21151 By the Waters of Minnetonka—Fox-trot, Eddie South and His Alabamians 10
La Rosita—Fox-trot, Eddie South and His Alabamians 10
21173 Kiss and Make Up—Fox-trot, Jack Crawford and His Orch. 10
Everybody Loves My Girl—Fox-trot, Ted Weems and His Orch. 10
21172 After My Laughter Came Tears, Johnny Marvin-Ed Smalle 10
Rain—Johnny Marvin-Ed Smalle 10
21174 Henry's Made a Lady Out of Lizzy, The Happiness Boys 10
It's in the Bag—The Happiness Boys 10

LIST FOR FEBRUARY 24

VOCAL AND INSTRUMENTAL

21152 Marilyn—Waltz, Rudy Wiedoeft 10
Saxema, Rudy Wiedoeft 10
21169 Oh! Susanna, Vernon Dalhart-Carson Robison-Adelyne Hood 10
When the Sun Goes Down Again, Vernon Dalhart-Carson Robison 10
21121 Aloha Oe (Farewell to Thee), Edwin H. Lemare 10
Chant de Bonheur (Song of Happiness), Edwin H. Lemare 10
35878 Songs of Ireland, Victor Mixed Chorus 12
Songs of Scotland, Victor Mixed Chorus 12
35879 Traviata—Prelude, Victor Symphony Orch. 12
Sylvia Ballet—Cortege de Bacchus (March and Procession of Bacchus), Victor Symphony Orch. 12

DANCE RECORDS

21119 Whiteman Stomp, Paul Whiteman and His Orch. 10
Sensation Stomp, Paul Whiteman and His Orch. 10
21167 To-morrow—Waltz, Johnny Hamp's Kentucky Serenaders 10
Where in the World (Is There Someone for Me)—Waltz, B. F. Goodrich Silvertown Cord Orch. 10
21150 So Tired—Fox-trot, Jean Goldkette and His Orch. 10
Just a Little Kiss From a Little Miss—Fox-trot, Jean Goldkette and His Orch. 10
21170 The Whip (From "Golden Dawn")—Fox-trot, Nat Shilkret and the Victor Orch. 10
We'll Have a New Home (From "Take the Air")—Fox-trot, Nat Shilkret and the Victor Orch. 10
21120 Honolulu Stomp (Pilipo), Honolulu Serenaders 10
Mele de Hawaii (Noble-Pilipo), Honolulu Serenaders 10
21068 I'm Drifting Back to Dreamland—Waltz, Blue Steele and His Orch. 10
Let's Forgive and Forget—Waltz, Blue Steele and His Orch. 10

RED SEAL

6783 Song of the Flea (Moussorgsky), Feodor Chaliapin 12
Barbiere di Siviglia—La Calunnia (Slander's Whisper) (Rossini), Feodor Chaliapin 12
1302 Serenade (Pierle), Renee Chemet 10
Serenade (Pierle), Renee Chemet 10
6784 Proch's Air and Variations, Amelita Galli-Curci 12
Zemire et Azor—La Fauvette (The Warbler), Amelita Galli-Curci 12
1303 Bird Songs at Eventide, John McCormack 10
The Little Silver Ring, John McCormack 10
4028 Pagliacci—Son qua! (Opening Chorus—They're Here), Metropolitan Opera Chorus 10

Pagliacci—Andiam! (Bell Chorus), Metropolitan Opera Chorus 10
6753 Largo (Handel), Tito Schipa 12
Ave Maria (Hail, Mary!) (Mascagni), Tito Schipa 12
9160 Meistersinger—Kirchenchor (Church Scene), State Opera Chorus and Orchestra, Berlin 12
Meistersinger—Wach' auf! es nahet gen den tag (Awake! the Dawn of Day Draws Near), State Opera Chorus and Orchestra, Berlin 12

MUSICAL MASTERPIECES

Concerto in A Minor (Grieg), Op. 16, Arthur de Greef Piano and the Royal Albert Hall Orch. 12
Complete on 4 Double-Faced Victor Records in Album M-24 (Numbers 9151 to 9154) with Descriptive Folder
Symphony No. 5, in E Minor (Tchaikowsky, Op. 64) Frederick Stock and the Chicago Symphony Orchestra 12
Complete on 6 Double-Faced Victor Records in Album M-25 (Numbers 6777 to 6782) with Explanatory Folder
6773 The Fire Bird—Part 1 (Introduction—Dance of the Fire-Bird) (Strawinsky), Leopold Stokowski-Philadelphia Symphony Orch. 12
The Fire-Bird—Part 2 (Dance of the Princesses) (Strawinsky), Leopold Stokowski-Philadelphia Symphony Orch. 12
6774 The Fire-Bird—Part 3 (Dance of the Princesses—Concluded) (Dance of King Kaschei) (Strawinsky), Leopold Stokowski-Philadelphia Symphony Orch. 12
The Fire-Bird—Part 4 (Dance of King Kaschei—Concluded) (Berceuse—Lullaby) (Strawinsky), Leopold Stokowski-Philadelphia Symphony Orch. 12
6775 The Fire-Bird—Part 5 (Berceuse—Lullaby—Concluded) (Finale) (Strawinsky), Leopold Stokowski-Philadelphia Symphony Orch. 12
Khowantchina—Entr'acte (Moussorgsky), Leopold Stokowski-Philadelphia Symphony Orch. 12

Vocal Chorus, Max Fisher and His California Orch. 10
1252-D Waiting for the Rainbow—Fox-trot, with Vocal Chorus by Lewis James, The Knickerbockers 10
Back Where the Daisies Grow—Fox-trot, with Vocal Chorus by Robert Benjamin, The Knickerbockers 10
1214-D Rose of Monterey—Fox-trot, with Vocal Chorus by Billy Day, The Columbians 10
Maybe You'll Be the One—Fox-trot, with Vocal Chorus by Vaughn de Leath, The Columbians 10
1225-D Where in the World (Is There Someone for Me)—Waltz, with Vocal Chorus by Seger Ellis, The Cavaliers (Waltz Artists) 10
Worryin'—Waltz, with Vocal Chorus by Norman Clark, Don Voorhes and His Orch. 10

VOCAL NUMBERS

1254-D After My Laughter Came Tears—Vocal, Ukulele Ike (Cliff Edwards) 10
(I'm Cryin' 'Cause I Know I'm) Losing You—Vocal, Ukulele Ike (Cliff Edwards) 10
1276-D Keep Sweeping the Cobwebs Off the Moon—Vocal, Lee Morse and Her Southern Serenaders 10
Give Me a Good Night Kiss—Vocal, Lee Morse and Her Southern Serenaders 10
1253-D Now I Won't Be Blue—Vocal, Art Gillham and His Southland Syncopators 10
What a Wonderful Night This Would Be—Vocal, The Whispering Pianist (Art Gillham) 10
1238-D Among My Souvenirs—Vocal, James Melton 10
Dear, On a Night Like This—Vocal, James Melton 10
1237-D The Varsity Drag (From "Good News")—Vocal, Ruth Etting 10
Good News (From "Good News")—Male Quintet, The Singing Sophomores 10
1239-D Girl of My Dreams—Vocal, Seger Ellis 10
I'll Think of You—Vocal, Seger Ellis 10
1240-D Tin Pan Parade—Vocal Duet, Ford-Glenn 10
I Told Them All About You—Vocal Duet, Ford-Glenn 10
1231-D Cobble-Stones—Vocal, Ed Lowry 10
Waiting for the Rainbow—Vocal, Ed Lowry 10
1236-D Up in the Clouds (From "The Five O'Clock Girl")—Vocal Duet, Vaughn de Leath-Franklyn Baur 10
Thinking of You (From "The Five O'Clock Girl")—Vocal Duet, Vaughn de Leath-Franklyn Baur 10
1245-D Poor Lizzie—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
I Love to Catch Brass Rings on a Merry-Go-Round—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
1232-D The Minstrel Boy—Tenor Solo, William A. Kennedy 10
The Harp That Once Through Tara's Halls—Tenor Solo, William A. Kennedy 10
1233-D Little Mother of Mine—Tenor Solo, William A. Kennedy 10
That Tumble-Down Shack in Athlone—Tenor Solo, William A. Kennedy 10

Columbia Phono. Co., Inc.

CELEBRITY SERIES

9034-M Manon: Le reve (The Dream) (Massenet)—Tenor Solo, Charles Hackett 12
Elisir D'Amore: Una furtiva lagrima (A Furtive Tear) (Donizetti)—Tenor Solo, Charles Hackett 12
7143-M Eili, Eili (Traditional Jewish Stralato Solo), Sophie Braslau 12
Romance (La Nuit) (Night) (Rubinstein; Op. 44, No. 1)—Contralto Solo, Sophie Braslau 12
2057-M Molly on the Shore (Irish Reel) (Grainger)—Piano Solo, Percy Grainger 10
Cradle Song (Brahms-Grainger)—Piano Solo, Percy Grainger 10
5074-M Polonaise (Chopin; Op. 40, No. 1)—Piano Solo, Ethel Leginska 12
Prelude (Chopin; Op. 28, No. 15)—Piano Solo, Ethel Leginska 12
7144-M Tambourin Chinois (Kreisler)—Violin Solo, Joseph Szigeti 12
Slavonic Dance No. 1, in G Minor (Dvorak-Kreisler)—Violin Solo, Joseph Szigeti 12
7145-M Lucia: Sextet—Chi raffrena il mio furor (Why Do I My Arm Restrain?) (Donizetti)—Vocal, M. Gentile, D. Borgioli, G. Vanelli, S. Bacchiotti, G. Nesi, M. Annarilli and Chorus 12
Sonnambula: D'un pensiero (No Thought but for Thee) (Bellini)—Vocal, M. Gentile, D. Borgioli, I. Mannarini, G. Pedroni and Chorus 12

SACRED MUSIC

1224-D Holy, Holy, Holy—Columbia Mixed Chorus 10
Abide With Me—Columbia Mixed Chorus 10
1223-D (a) From the Land of the Sky-Blue Water; (b) At Dawning—Pipe Organ, Milton Charles 10
Love's Old Sweet Song—Pipe Organ, Milton Charles 10
50055-D March of the Bojaren (Halvorsen), Columbia Symphony Orch. (R.H. Bowers, Dir.) 12
Bridal Procession (Grieg; Op. 19, No. 2) Columbia Symphony Orch. (R.H. Bowers, Dir.) 12
1234-D Mignon: Gavotte (Thomas), J. H. Squire's Octette 10
Poeme (Fibich), J. H. Squire's Octette 10
1246-D My Blue Heaven—The Artist Ensemble 10
The Song Is Ended (But the Melody Lives On)—The Artist Ensemble 10

DANCE MUSIC

1242-D Keep Sweeping the Cobwebs Off the Moon—Fox-trot, Ted Lewis and His Band, with Ruth Etting 10
Away Down South in Heaven—Fox-trot, with Incidental Singing, Ted Lewis and His Band 10
1241-D For My Baby—Fox-trot, with Vocal Chorus, Leo Reisman and His Orch. 10
The Man I Love (From "Strike Up the Band")—Fox-trot, with Vaughn de Leath, Fred Rich and His Orch. 10
1243-D I've Been Longing for a Girl Like You—Fox-trot, with Vocal Chorus by Frank Harris, Paul Ash and His Orch. 10
Everywhere You Go—Fox-trot, with Vocal Chorus by Seger Ellis, Paul Ash and His Orch. 10
1274-D We'll Have a New Home (In the Mornin') (From "Take the Air")—Fox-trot, with Vocal Chorus by Crescent Trio, Ben Selvin and His Orch. 10
When You're With Somebody Else—Fox-trot, with Vocal Chorus by Lewis James, Ben Selvin and His Orch. 10
1244-D I Scream—You Scream—We All Scream for Ice Cream—Fox-trot, with Vocal Chorus, Harry Reser's Syncopators 10
When the Robert E. Lee Comes to Town—Fox-trot, with Vocal Chorus, Harry Reser's Syncopators 10
1275-D Mine—All Mine—Fox-trot, with Vocal Trio, Changes—Fox-trot, with Vocal Trio, California Ramblers 10
1273-D Let a Smile Be Your Umbrella on a Rainy Day—Fox-trot, with Vocal Chorus, Paul Specht and His Orch. 10
The Grass Grows Greener (Way Down Home)—Fox-trot, with Vocal Chorus, Paul Specht and His Orch. 10
1235-D I Fell Head Over Heels in Love—Fox-trot, with Vocal Chorus by Harold Lambert, Fred Rich and His Hotel Astor Orch. 10
Is She My Girl Friend?—Fox-trot, with

Vocal Chorus, Max Fisher and His California Orch. 10
1252-D Waiting for the Rainbow—Fox-trot, with Vocal Chorus by Lewis James, The Knickerbockers 10
Back Where the Daisies Grow—Fox-trot, with Vocal Chorus by Robert Benjamin, The Knickerbockers 10
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The Harp That Once Through Tara's Halls—Tenor Solo, William A. Kennedy 10
1233-D Little Mother of Mine—Tenor Solo, William A. Kennedy 10
That Tumble-Down Shack in Athlone—Tenor Solo, William A. Kennedy 10

NOVELTY NUMBERS

1230-D I Thought I'd Die—Parts 1 and 2 Comedy Monologue, Al Herman 10
1277-D The Dempsey-Tunney Fight—Comedy Pianologue, Clarence Senna 10
How to Write a Popular Song—Comedy Pianologue, Clarence Senna 10

HAWAIIAN MUSIC

1248-D Kaala Medley Waltz, Royal Palolo Hawaiians 10
Hawaiian Love Waltz, Royal Palolo Hawaiians 10
1247-D That's What the Lei Said to Me—Waltz, with Vocal Chorus, South Sea Islanders 10
The Call of Aloha—Waltz, with Vocal Chorus, South Sea Islanders 10
1166-D Honolulu Blues—Fox-trot, with Vocal Chorus, Cole McElroy's Spanish Ball Room Band 10
Lonely Nights in Hawaii—Waltz, with Vocal Chorus by Jimmie Davis, Cole McElroy's Spanish Ball Room Band 10
1249-D Tropical Hulas—Medley Fox-trot, with Incidental Singing, South Sea Islanders 10
On the Dreamy Moana Shore—Waltz, with Incidental Singing, South Sea Islanders 10
1251-D Aloha Oe Blues—Fox-trot, with Vocal Chorus by Vaughn de Leath, Moana Orch. 10
On the Shores of Honolulu—Waltz, with Vocal Chorus by Lew James, Moana Orch. 10
1250-D Melanea E—Incidental Singing, Sol Hoopii's Novelty Trio 10
Sweet Lei Lehua—Incidental Singing; A Slow Hula, Sol Hoopii's Novelty Trio 10

FAMILIAR TUNES—OLD AND NEW

15216-D My Blue Ridge Mountain Queen—Vocal Duet, Bob Nichols-Riley Puckett 10
In the Shade of the Old Apple Tree—Vocal Duet, Bob Nichols-Riley Puckett 10
15213-D A Bull Fight in Mexico—Talking, Chris Bouchillon 10
Chris Visits the Barber Shop—Talking, Chris Bouchillon 10
15212-D Birmingham Jail—Vocal Duet, Darby-Tarlton 10
Columbus Stockade Blues—Vocal Duet, Darby-Tarlton 10
15217-D Please Do Not Get Offended—Vocal, Gid Tanner-Fate Norris 10
Everyday Will Be Sunday Bye and Bye—Vocal, Gid Tanner-Fate Norris 10
15218-D Little Marian Parker—Vocal, Al Craver 10
Where Is My Mama?—Vocal, Al Craver-Charlie Wells 10
15211-D Uncle Joe—Vocal, Macon Quartet 10
Yodel—Vocal, Macon Quartet 10
15219-D Are You From Dixie?, Young Brothers' Tennessee Band 10
Bill Bailey, When You Please, Come Home?, Young Brothers' Tennessee Band 10
15215-D If I Lose, I Don't Care—Vocal, Charlie Poole, with the North Carolina Ramblers 10
Ceon From Tennessee—Vocal, Charlie Poole, with the North Carolina Ramblers 10
15214-D He's Coming Again—Sacred Music, The Deal Family 10
Beautiful Home Somewhere—Sacred Music, The Deal Family 10

IRISH RECORDS

33224-F The Suit of Corduroy—Jib, Sullivan's Shamrock Band 10
Irish Mary—Reel; Violin Solo, Martin Mullin 10
33225-F The Fields o' Ballyclare—Baritone Solo, Michael Ahern 10



THE LATEST RECORD BULLETINS—(Continued from page 110)

- Old Ireland Shall Be Free—Baritone Solo, Michael Ahern 10
33226-F United Ireland—Song...Shaun O'Nolan 10
33227-F Irish Washerwoman Medley—Jig Set, Flanagan Brothers 10
The Old School Master—Rec...Flanagan Brothers 10
33228-F The Irishman—Baritone Solo, Walter McNally 10
Come to the Fair—Baritone Solo, Walter McNally 10
33229-F The Cluckin' Hen and Duck—Song, Frank Quinn-Joe Maguire 10
The Mist on the Mountain—Jug; Violin Duet, Frank Quinn-Joe Maguire 10

Edison Disc Records

SPECIALS

- 52165 Mother, I Still Have You (Clarke-Jolson-Silver) J. Donald Parker 10
The Hours I Spent With You (Lewis-Young-Little) J. Donald Parker 10
52160 Nobody Knows the Trouble I've Seen, Elks' Male Quartet No. 863
I'm a Soldier of the Cross, Elks' Male Quartet No. 863
80885 Quintet in E Flat Major, Part 1 (First Movement), Allegro brillante (Schumann, Op. 44), E. R. Schmitz, with Philharmonic String Quartet
Quintet in E Flat Major, Part 2 (Second Movement), in modo d'una Marcia (Schumann, Op. 44), E. R. Schmitz, with Philharmonic String Quartet
80886 Quintet in E Flat Major, Part 3 (Third Movement), Scherzo molto vivace (Schumann, Op. 44), E. R. Schmitz, with Philharmonic String Quartet
Quintet in E Flat Major, Part 4 (Finale), Allegro ma non troppo (Schumann, Op. 44), E. R. Schmitz, with Philharmonic String Quartet
52171 Chlze (Song of the Swamp) (Kahn-Moret) Baritone Ernest Hare
Away Down South in Heaven (Green-Warren) Baritone Ernest Hare
52173 Four Walls (Jolson-Rose-Dreyer)—Tenor, Donald Parker
I'm Making Believe That I Don't Care (Dubin-Raskin-Marr)—Tenor J. Donald Parker
52174 O! Dem Golden Slippers (Bland), Vernon Dalhart and Company
My Carolina Home (Clayton-McMichen-Layne-Stokes), Vernon Dalhart and Company
52178 Carry Thy Burden to Jesus (King-Bowers), Homer Rodeheaver and Chorus
You Can Smile (Ackley), Homer Rodeheaver and Chorus
52179 Why Adam Sinned (Rogers)—Male Voices, The American Singers
When the Little Ones Say "Good-Night" (Parks)—Male Voices The American Singers
52177 There's Always a Way to Remember (But I Can't Find a Way to Forget) (Fain-Pollack), Jack Parker-Will Donaldson
Mamma's Little Baby (Schuster-Tucker), Jack Parker-Will Donaldson
52183 Flaminga Ruth (Lyn-Bryan-Axt-Mendoza), Arthur Fields
Wait a Little Longer, Love Bird (Dixon-Greer), The Rollickers
52185 Me Neenyah (My Little One) (Brown-Spencer)—Violin, Hawaiian Guitar and Piano, Von Hallberg Trio
Hawaiian Airs—Medley Waltz—Violin, Hawaiian Guitar and Piano Von Hallberg Trio
52182 In a Shady Nook by a Babbling Brook (Pease-Nelson), Helen Clark-Charles Harrison
Wife of Mine (Winthrop), Charles Harrison
52192 My Blue Heaven (Withing-Donaldson), Vaughn de Leath (The Radio Girl) and Her Buddies
Keep Sweeping the Cobwebs Off the Moon (Lewis-Young-Levant), Vaughn de Leath (The Radio Girl) and Her Buddies
80887 Serenade (Toselli, Op. 6)—Violin Solo, Adie Birkenholz
Tango (Albeniz-Elman)—Violin Solo, Arcadie Birkenholz
52193 Soldiers' Chorus (From Faust) (Gounod)—Male Voices Edison Male Chorus
Pilgrim's Chorus (From Tannhauser) (Wagner)—Male Voices Edison Male Chorus
52195 March of the Marionettes (Savino-DeRose), Murray Kellner's Dinner Music Ensemble
Melody of Love (Engelmann), Murray Kellner's Dinner Music Ensemble
52189 Honolulu Moon (Lawrence), Waikiki Hawaiian Orch.
Puna Waltz (Ferera-Paaluh), Waikiki Hawaiian Orch.

FLASHES

- 52167 Someday Sweetheart (Spikes)—Fox-trot, Piccadilly Players and Singers (Dir. M. Morris)
I'm Walkin' on Air (Tracey-Dougherty)—Fox-trot, with Vocal Chorus by Happy Jack, Oreste and His Queensland Orch.
52168 When the Robert E. Lee Comes to Town (Kenn), Fox-trot, with Vocal Chorus, H.A. Rolfe, Trumpet Virtuoso, and Palais d'Or Orch.
Moon of Japan (McKeuna-Haid)—Fox-trot, Irwin Abrams, with His Orch. and the Manger Musical Messenger
52169 She Don't Wanna (Yellen-Ager)—Fox-trot, Piccadilly Players and Singers (Dir. M. Morris)
When the Morning Glories Wake Up in the Morning (Then I'll Kiss Your Two Lips Good-Night) (Rose-Fisher)—Fox-trot, with Vocal Chorus by Happy Jack, Oreste and His Queensland Orch.
52170 Up in the Clouds from "The Five O'Clock Girl" (Kalmat-Ruby)—Fox-trot, with Vocal Chorus by Billy Jones, Dave Kaplan, with His Happiness Orch.
Lady of Havana (Bernie-Van Loan)—Fox-trot, with Vocal Chorus by Billy Jones, Dave Kaplan, with His Happiness Orch.
52175 Ah! Sweet Mystery of Life—Intro. To the Land of My Own Romance (Herbert)—Waltz, with Vocal Refrain by Victor Hall, Jack Stillman's Orch.
"N" You (Schafer-Wayne-Kitekmain)—Waltz, with Vocal Chorus by Theo. Alban, Jack Stillman's Orch., Intro. by The Singsters, Ken and Vic
52176 Normandy (Price-Silver)—Fox-trot, with Vocal Chorus by Theo. Alban, Louis Lilienfeld, with His Hotel Biltmore Orch.
Dear, on a Night Like This (Caesar-Conrad)—Fox-trot, with Vocal Chorus by Theo. Alban, Louis Lilienfeld, with His Hotel Biltmore Orch.
52180 Plenty of Sunshine (DeSylva-Brown-Henderson)—Fox-trot...Arthur Fields and His Assassinator

- Look in the Mirror (And See Just Who I Love) (Goetz-Step)—Fox-trot, Arthur Fields and His Assassinator
52181 Mine—All Mine (Ruby-Cowan-Step)—Fox-trot, Golden Gate Orch.
The Pay Off (Quicksell)—Fox-trot, Golden Gate Orch.
52184 Highways Are Happy Ways (When They Lead the Way to Home) (Harris-Malie-Shay)—Fox-trot, with Singing...Harry Reser's Rounders
Our Bungalow of Dreams (Malie-Newman-Verges)—Fox-trot, with Vocal Chorus, Harry Reser's Rounders
52191 An Old Guitar and an Old Refrain (Kahn-Black-Moret)—Fox-trot, with Vocal Duet, Ernie Golden and His Hotel McAlpin Orch.
Hooray—Hooray It's Ray Ray Raining (Johns-Tobias-Sherman)—Fox-trot, with Duet Chorus, Ernie Golden and His Hotel McAlpin Orch.
52190 He Loves and She Loves (From "Funny Face") (Gershwin-Gershwin)—Fox-trot, with Incidental Singing by The Rollickers, Al Friedman and His "Yoeng's" Orch.
Four Walls (Jolson-Rose-Dreyer)—Fox-trot, with Incidental Singing by The Rollickers, Al Friedman and His "Yoeng's" Orch.

LONG-PLAYING RECORDS

- 3004 Tannhauser Overture: Lohengrin, Introduction to the Third Act; Die Meistersinger Overture (Wagner) American Symphony Orch.
Casse-Noisette Suite (Nut Cracker Suite); Overture Miniature; Danse Chinoise; Danse de la Fee Dragee; Danse des Mirlitons; Danse Arabe; Danse Russe (Trepak); Valse des Fleurs (Tchaikowsky). American Symphony Orch.
Bell Records
580 Kiss and Make Up—Vocal Solo...Chris Patterson
Life Without You Is Just a Bubble—Vocal Solo Arthur Fields
579 For My Baby—Vocal Solo...Horace Winters
I Know We'll Meet Again—Vocal Solo, Arthur Fields
578 Everybody Loves My Girl—Fox-trot, Imperial Dance Orch.
Sueno China—Fox-trot Imperial Dance Orch.
577 Lady of Havana—Fox-trot, Imperial Dance Orch.
Carnival—Fox-trot Arlington Garden Orch.
576 Down South—Fox-trot...Dick Burton and His Orch.
Mother of the Volga—Fox-trot, Dick Burton and His Orch.
575 Cobble-Stones—Fox-trot...Club Folly Orch.
When We're Together—Fox-trot...Club Folly Orch.
574 Among My Souvenirs—Fox-trot...Club Folly Orch.
One Golden Hour—Fox-trot...Hill Top Inn Orch.
573 The Hours I Spent With You—Fox-trot, Dick Burton and His Orch.
I Dream About You—Fox-trot, Dick Burton and His Orch.
572 The Song Is Ended—Waltz...Dick Burton and His Orch.
Sweet Violets—Fox-trot...Dick Burton and His Orch.
571 My Blue Heaven—Specialty Solo...Chris Patterson
In Mountains High—Specialty Solo...Chris Patterson
570 Magnolia—Specialty Solo...Chris Patterson
Here We Are Again, Boys—Duet...Carol Grady
569 Rain—Fox-trot...Bruce Bray's Orch.
Sweetheart of Signa 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

Brunswick Records

- LIST FOR FEBRUARY 2
3725 Did You Mean It? (Baker-Silver-Lyman)—Tenor, with Orch...Eddy Thomas
Are You Thinking of Me To-night? (Davis-Akst-Gilbert)—Tenor, with Orch...Eddy Thomas
3747 Mine—All Mine (Ruby-Cowan-Step)—Fox-trot, with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch.
Fascination (Mills-Bernie)—Fox-trot, with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch.
3720 My Heart Stood Still (From "A Connecticut Yankee") (Hart-Rodgers)—Fox-trot, with Vocal Effects...Harry Archer and His Orch.
I Feel at Home With You (From "A Connecticut Yankee") (Hart-Rodgers)—Fox-trot, with Vocal Effects...Harry Archer and His Orch.
3744 Millenberg Joys (Mayers-Rappolo-Morton)—Fox-trot, with Vocal Chorus, Rodney Rogers' Red Peppers
Chili Blues (Rogers)—Fox-trot, with Vocal Chorus...Rodney Rogers' Red Peppers
3742 Old Plantation Melody (Hall)—Vocal Duet, with Whistling, Fiddles and Guitar, Vernon Dalhart-Carson Robison
When the Sun Goes Down Again (Robison)—Vocal Duet, with Whistling, Fiddles and Guitar...Vernon Dalhart-Carson Robison
3710 Sweet William and Bad Bill in New York (LeMaire)—Dialog Comedy, Sweet William-Bad Bill (W. LeMaire-John Swor)
Sweet William and Bad Bill Still in New York (LeMaire)—Dialog Comedy, Sweet William-Bad Bill (W. LeMaire-John Swor)
3731 Diane (I'm in Heaven When I See You Smile) (Rape-Pollack)—Popular Concert, Blackstone Trio
Dawn of To-morrow (Gravelle-Green)—Popular Concert, Blackstone Trio
150 On the Hills Over the Valley (Vaughan)—Male Voices with Violin, Guitar and Piano, Blue Ridge Gospel Singers

- 'Twill Be Glory Bye and Bye—Male Voices, with Violin, Guitar and Piano, Blue Ridge Gospel Singers
172 What a Friend We Have in Jesus (Bonar-Converse)—Male Voices, with Organ, Old Southern Sacred Singers
The Home Over There (Huntington-O'Kane)—Male Voices, with Organ, Old Southern Sacred Singers

LIST FOR FEBRUARY 9

- 3758 The Song Is Ended (But the Melody Lingers On) (Berlin)—Piano Solo...Lee Sims
Among My Souvenirs (Leslie-Nicholls)—Piano Solo...Lee Sims
3733 Say It With a Red, Red Rose (Rose-Greer)—Fox-trot, with Vocal Trio, Bernie Cummins and His Orch.
In a Shady Nook by a Babbling Brook (Pease-Nelson)—Fox-trot, with Vocal Chorus, Bernie Cummins and His Orch.
3630 Lovely Lee (Signorelli-Napoleon)—Fox-trot, The Original Memphis Five
How Come You Do Me The Original Memphis Five (Bergere)—Fox-trot...The Original Memphis Five
3546 Down in the Old Neighborhood (McKenna)—Male Quartet, with Piano...Ritz Quartet
That's What I Call a Pal (Pease-Johnson-Nelson)—Male Quartet, with Piano by Will Virges...Ritz Quartet
3735 Out of the Dusk to You (Lamb-Lee)—Popular Concert, Brunswick Hour Orch. (Dir. W. F. Virges)
Moonlight and Roses (Bring Mem'ries of You) (Black-Moret)—Popular Concert, Brunswick Hour Orch. (Dir. W. F. Virges)
3645 O Sole Mio (My Sun) (DiCapua)—Accordion Solo...Galla-Rini
Funiculi—Funicula (Denza)—Accordion Solo, Galla-Rini

LIST FOR FEBRUARY 16

- 3753 Among My Souvenirs (Leslie-Nicholls)—Fox-trot, with Vocal Chorus, Abe Lyman's California Orch.
Keep Sweeping the Cobwebs Off the Moon (Lewis-Young-Ahler)—Fox-trot, with Vocal Chorus...Abe Lyman's California Orch.
3677 I Ain't Got Nobody (And Nobody Cares for Me) (Graham-Williams)—Fox-trot, with Vocal Chorus...Ray Miller and His Gibson Hotel Orch.
Weary Blues (Matthews)—Fox-trot, Ray Miller and His Hotel Gibson Orch.
3748 The Man I Love (Gershwin-Gershwin)—Comedienne, with Orch...Vaughn de Leath
Linger Longer Lane (Lyons)—Comedienne, with Orch...Vaughn de Leath
20058 Rhapsody in Blue (Gershwin)—Parts 1 and 2—Popular Concert, with Piano Solo by Oscar Levant...Frank Black and His Orch.
15155 The Blind Ploughman (Radcliffe-Hall-Clarke)—Contralto, with Orch...Sigrid Onegin
The Fairy Pipers (Weatherly-Brewer)—Contralto, with Orch...Sigrid Onegin
15166 My Message (Gade-Hardelot)—Baritone, with Orch...John Charles Thomas
Nocturne (Curran)—Baritone, with Orch...John Charles Thomas
50118 Would God I Were the Tender Apple Blossom (County Derry Air) (Hinkson-Fisher)—Soprano, with Orch...Elisabeth Rethberg
Snowy-Breasted Pearl (Old Irish Air) (DeVere)—Soprano, with Orch...Elisabeth Rethberg
160 I Will Sing of My Redeemer—Vocal Duet, with Mandolin and Guitar, Lester McFarland-Robert A. Gardner
When Our Lord Shall Come Again—Vocal Duet, with Mandolin and Guitar, Lester McFarland-Robert A. Gardner
184 Down to the Club, Al Hopkins and His Buckle Busters
The Feller That Looked Like Me, Al Hopkins and His Buckle Busters
179 Whoa, Mule—Ukulele by John Hopkins, Al Hopkins and His Buckle Busters
Johnson Boys—Banjos by Charles Bowman and Jack Reedy...Al Hopkins and His Buckle Busters

LIST FOR FEBRUARY 23

- 3756 Away Down South in Heaven (Green-Warren)—Fox-trot, with Vocal Chorus, Frank Black and His Orch.
There's a Ricketty, Racketty Shack (By a Ricketty, Racketty Road) (Tobias-Turk)—Fox-trot, with Vocal Chorus...Frank Black and His Orch.
3761 Let's Mishehave (Porter)—Fox-trot, with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch.
Changes (Donaldson)—Fox-trot, with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch.
3721 To-morrow (Hirsch-Spitalny-Whitite)—Waltz, with Vocal Chorus...Colonial Club Orch.
I'm Making Believe That I Don't Care (Dubin-Raskin-Marr)—Waltz, with Vocal Chorus, Colonial Club Orch.
3752 Mine—All Mine (Ruby-Cowan-Step)—Comedienne, with Orch...Peggy English
What'll You Do (Miller-Cohn)—Comedienne, with Orch...Peggy English
3764 Some of These Days (Brooks)—Piano Solo, with Incidental Trumpet...Lee Sims
Meditation (Sims)—Piano Solo, with Incidental Violin...Lee Sims

Okeh Records

- LIST FOR JANUARY 25
DANCE RECORDS
40959 We Two (From "Golden Dawn") (Harbach-Hammerstein-Kalman-Stothart)—Fox-trot, with Vocal Refrain, Mike Markels and His Society Orch.
Dawn (From "Golden Dawn") (Harbach-Hammerstein-Stolz-Stothart)—Fox-trot, with Vocal Refrain...Mike Markels and His Society Orch.
40960 I Fell Head Over Heels in Love (Parsons-Thayer)—Fox-trot, with Vocal Refrain, The Okeh Melodians
Who Knows? (Dixon-Woods)—The Okeh Melodians
Vocal Refrain...The Okeh Melodians
40961 For My Baby (Kahal-Wheeler-Snyder)—Fox-trot, with Vocal Duet Refrain, Ted Wallace and His Orch.
Changes (Donaldson)—Fox-trot, with Vocal Duet Refrain...Ted Wallace and His Orch.
40962 St. Louis Blues (Handy)—Vocal Accomp. by the Goofus Five...Al Bernard (The Boy From Dixie)
Hesitation Blues (Oh! Baby Must I Hesitate?) (Smythe-Middleton-Gillham)—Vocal Accomp. by the Goofus Five, Al Bernard (The Boy From Dixie)

(Continued on page 112)

THE LATEST RECORD BULLETINS—(Continued from page 111)

40964 Lindy Lou (By the Watermelon Vine) (Allen) —Vocal, with Instrumental Accomp....Lee White Kentucky Babe (Buck Geibely)—Vocal, with Instrumental Accomp.Lee White

INSTRUMENTAL RECORD

40963 Kiss Me Again (From "Mlle. Modiste") (Herbert)—Instrumental Trio, Major Bowes' Capitol Theatre Trio (Dr. Eugene Ormandy, Dir.) The Rosary (Nevin)—Instrumental Trio, Major Bowes' Capitol Theatre Trio (Dr. Eugene Ormandy, Dir.)

OLD TIME TUNE RECORDS

45179 Deadheads and Suckers—Vocal, with Instrumental...Crockett Ward and His Boys Sugar Hill—Instrumental, with Vocal Refrain, Crockett Ward and His Boys 45180 Gather the Golden Sheaves (Jenkins)—Vocal, with Piano...The Jenkins Family God Will Take Care of You (Martin-Martin)—Vocal, with Piano...The Jenkins Family 45181 Swing Your Partner—Instrumental, with Calls, Four Virginians New Coon in Town—Instrumental, with Calls, Four Virginians

RACE RECORDS

8534 Black Spider Blues (Weaver)—Vocal, with Guitar...Sylvester Weaver Devil Blues (Williams)—Vocal, with Guitars, Sylvester Weaver 8535 Hotter Than That (Hardin)—Fox-trot, Louis Armstrong and His Hot Five Savoy Blues (Ory)—Fox-trot, Louis Armstrong and His Hot Five 8536 My Blue Heaven (Whiting-Donaldson)—Vocal with Guitar and Clarinet...Lillie Delk Christian Who's Wonderful? Who's Marvelous? Miss Annabelle Lee (Clare-Pollack)—Vocal, with Guitar and Clarinet...Lillie Delk Christian

EUROPEAN RECORDINGS

(ODEON LABEL) 3216 Fruelingsstimmen Waltz, Parts 1 and 2 (Voices of Spring) (Strauss)—Piano Solo...Karol Szreter 3217 Rigoletto—Selections Parts 1 and 2 (Verdi)—Orchestra...Edith Lorand and Her Orchestra 5133 Mondnacht—Moonlight (Schumann)—Soprano, with Instrumental Accomp.; Sung in German, Emmy Bettendorf Der Lindenbaum—The Lindentree (Schubert)—Soprano, with Instrumental Accomp.; Sung in German...Emmy Bettendorf

LIST FOR FEBRUARY 5

DANCE RECORDS

40965 Mary (What Are You Waiting For?) (Donaldson)—Fox-trot, with Vocal Refrain, The New York Syncopators Cobble-Stones (Clare-Pollack)—Fox-trot, with Vocal Refrain...The New York Syncopators 40966 Crying All Day (Trumbauer-Morehouse)—Fox-trot...Frankie Trumbauer and His Orch. A Good Man Is Hard to Find (Green)—Fox-trot...Frankie Trumbauer and His Orch. 40967 Lonely Melody (Coslow-Microff-Dyson)—Fox-trot, with Vocal Refrain by Seger Ellis, Benny Meroff and His Orch. When You're With Somebody Else (Gilbert-etting-Baer)—Fox-trot, with Vocal Refrain, Benny Meroff and His Orch.

VOCAL RECORDS

40968 Poor Lizzie (Silver-Neskill)—Vocal Duet, with Piano...The Happiness Boys I Scream—You Scream—We All Scream for Ice Cream (Johnson-Moll-King)—Vocal Duet, with Piano...The Happiness Boys 40969 Wait a Little Longer, Love Bird (Dixon-Greer)—Vocal, with Instrumental Accomp....Les Reis Without You, Sweetheart (DeSylva-Brown-Henderson)—Vocal, with Piano and Saxophone Accomp....Les Reis

INSTRUMENTAL RECORDS

40970 Among My Souvenirs (Nicholls)—Piano Solo, Seger Ellis Poppin' 'Em Out (Ellis)—Piano Solo...Seger Ellis

OLD TIME TUNE RECORDS

45182 He Lives on High—Singing, with Fiddles and Guitar...Avoca Quartet My Precious Mother—Singing, with Fiddles and Guitar...Avoca Quartet 45183 Old Grey Mare Kicking Out of the Wilderness—Instrumental, with Singing, Earl Johnson and His Clodhoppers I Get My Whiskey From Rockingham—Instrumental, with Singing, Earl Johnson and His Clodhoppers 45184 Blue Ridge Mountain Blues—Singing, with Guitar...Charlie Newman Sleep, Baby, Sleep—Singing, with Yodel and Guitar...Charlie Newman

RACE RECORDS

8537 Kansas City Blues, Part 1—Vocal, with Guitar and Piano...Lonnie Johnson Kansas City Blues, Part 2—Vocal, with Guitar and Piano...Lonnie Johnson 8538 Sneakin' Lizzard Blues (Smith)—Vocal, with Guitar and Piano...Blue Belle Boa Constrictor Blues (Smith)—Vocal, with Violin and Piano...Blue Belle 8530 Crawley Clarinet Moan (Crawley)—Clarinet, with Singing, Piano and Banjo Accomp...Wilton Crawley Love Will Drive Me Crazy (Crawley)—Clarinet, with Singing, Instrumental Accomp...Wilton Crawley

Regal Records

DANCE RECORDS

8476 Mary Ann—Fox-trot...Sam Lanin's Dance Orch. One More Night—Fox-trot, Nathan Glantz and His Orch. 8477 Havin' My Ups and Downs—Fox-trot, Sam Lanin's Dance Orch. In the Sing Song Sycamore Tree—Fox-trot, Missouri Jazz Band 8478 My Ohio Home—Fox-trot...Missouri Jazz Band Beautiful—Fox-trot...Pelham Inn Society Orch. 8479 Four Walls—Fox-trot...Sam Lanin's Dance Orch. Everywhere You Go—Fox-trot, Hollywood Dance Orch. 8480 Keep Sweeping the Cobwebs Off the Moon—Fox-trot...Missouri Jazz Band Whether It Rains, Whether It Shines—Fox-trot, Nathan Glantz and His Orch. 8481 That Melody of Love—Waltz, Pelham Inn Society Orch. A Kiss Before Dawn—Waltz, Adrian Schubert's Salon Orch.

8482 There Must Be a Silver Lining—Fox-trot, Pelham Inn Society Orch. Stay Out of the South—Fox-trot, Imperial Dance Orch. 8483 Steppin' It Off—Fox-trot, Jack Pettis and His Band Once Over Lightly—Fox-trot, Jack Pettis and His Band

VOCAL RECORDS

8484 Dream Kisses—Male Duet, with Orch. Accomp, Lewis-Clark Is She My Girl Friend?—Male Duet, with Orch. Accomp...Lewis-Clark 8485 Let a Smile Be Your Umbrella—Male Duet, with Novelty Accomp...Radio Ed-Bobby Dixon Without You, Sweetheart—Baritone Solo, with Orch. Accomp...Rodman Lewis 8486 After My Laughter Came Tears—Tenor Solo, with Orch. Accomp...Irving Kaufman Rain—Tenor Solo, with Orch. Accomp...Irving Kaufman

NOVELTY RECORDS

8487 My Blue Ridge Mountain Queen—Hawaiian Guitars, with Vocal Refrain, Frank Ferera's Hawaiians Somewhere in Hawaii—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians 8488 I'll Meet Her When the Sun Goes Down—Tenor Solo, with Novelty Accomp...Vernon Dalhart Shine On, Harvest Moon—Male Duet, with Novelty Accomp...Dalhart-Robison 8489 Where Is My Mama?—Male Duet, with Novelty Accomp...Dalhart-Robison Old Plantation Melody—Trio, with Novelty Accomp...Dalhart-Robison-Hood

COMEDY RECORD

8494 Two Wise Owls—"Pullman Porters"—Cook-Fleming Two Wise Owls—"All at Sea"—Cook-Fleming

IRISH RECORDS

8490 Varsovienna—Irish Folk Dance, Jim McGrath's Orch. Harry Donnelly's Dublin Hornpipe—Hornpipe, with Orch. Accomp...Harry Donnelly 8491 The Felons of Our Land—Tenor Solo, with Orch. Accomp...Matthew Haskins Shall My Soul Pass Through Ireland—Tenor Solo, with Orch. Accomp...Matthew Haskins 8492 Rights of Man—Hornpipe, with Orch. Accomp, Jim McGrath's Orch. Maloney's Christening—Irish Comic, Matthew and Harry Haskins

RACE RECORD

8493 When You Get Tired of Your New Sweetie—Comedienne, with Piano Accomp...Lizzie Miles If You Can't Control Your Man—Comedienne, with Piano Accomp...Lizzie Miles

Harmony Records

DANCE SELECTIONS

578-H Golden Gate—Fox-trot, with Vocal Chorus, Ernest Golden's Orch. (I've Got Nothin'—You've Got Nothin') We Ain't Got Nothin' to Lose—Fox-trot, with Vocal Chorus...Ernest Golden's Orch. 579-H There Must Be a Silver Lining (That's Shining for Me)—Fox-trot, with Vocal Chorus, Newport Society Orch. In the Sing Song Sycamore Tree—Fox-trot, with Vocal Chorus, Newport Society Orch. 572-H Four Walls—Fox-trot, with Vocal Chorus, The Harmonians There's Somebody New—Fox-trot, with Vocal Chorus...The Harmonians 576-H My Blue Ridge Mountain Queen—Waltz, with Incidental Singing by Mack Allen, The Harmonians My Blue Ridge Mountain Home—Fox-trot, with Incidental Singing by Mack Allen, The Harmonians 574-H After My Laughter Came Tears—Fox-trot, with Vocal Refrain, Andy Sannella and His All Star Trio My Melancholy Baby—Fox-trot, with Vocal Refrain, Andy Sannella and His All Star Trio 577-H Sweet Mama (Papa's Getting Mad)—Fox-trot, with Vocal Chorus...The Washingtonians Bugle Call Rag—Fox-trot, The Washingtonians 571-H 'S Wonderful (From "Funny Face")—Fox-trot, with Vocal Duet, Victor Irwin and His Orch. Lady of Havana—Fox-trot, with Vocal Duet, Victor Irwin and His Orch. 564-H My Ohio Home—Fox-trot, with Vocal Chorus, Broadway Bell Hops Let a Smile Be Your Umbrella on a Rainy Day—Fox-trot, with Vocal Chorus, Broadway Bell Hops 563-H You Can Tell Her Anything Under the Sun (When You Get Her Under the Moon)—Fox-trot, with Vocal Chorus...The Harmonians What a Wonderful Wedding That Will Be—Fox-trot, with Vocal Chorus, Low Gold and His Orch. 573-H The Grass Grows Greener (Way Down Home)—Fox-trot, with Vocal Chorus...The Night Club Orch. Is Everybody Happy Now?—Fox-trot, with Vocal Chorus...The Night Club Orch. 565-H Mine—All Mine—Fox-trot, with Vocal Chorus, The University Six When You're With Somebody Else—Fox-trot, with Vocal Chorus...The University Six 570-H Our Bungalow of Dreams—Fox-trot, with Vocal Chorus...The Westerners Under the Clover Moon—Fox-trot, with Vocal Chorus...University Six

VOCAL RECORDS

575-H Without You Sweetheart—Vocal, Irving Kaufman There's One Little Girl Who Loves Me (One Little Girl Who Don't)—Vocal, Irving Kaufman 581-H Let a Smile Be Your Umbrella on a Rainy Day—Vocal, Dolly Kay The Grass Grows Greener (Way Down Home)—Vocal, with Accomp. by the University Six...Dolly Kay 562-H Four Walls—Vocal...Irving Kaufman My Ohio Home—Vocal...Irving Kaufman 569-H Back in Your Own Back Yard—Vocal, Harold Rodman In the Sing Song Sycamore Tree—Vocal, Harold Rodman 568-H Henry's Made a Lady Out of Lizzie—Vocal, Jack Kaufman There Ought to Be a Law Against That—

Vocal...Jack Kaufman 10 566-H Hear Dem Bells—Trio Singing...Mack Allen 10 Sing On, Brother, Sing—Trio Singing, Mack Allen 10 INSTRUMENTALS 580-H Black Cat Blues—Clarinet Solo...Bob Fuller 10 Too Bad Jim (Blues)—Clarinet Solo...Bob Fuller 10 567-H Isle of Paradise Novelty Hawaiian Music, Ferera-Franchini Green 10 Susquehanna Shore—Novelty Hawaiian Music, Ferera and Franchini 10

Domino Records

DANCE RECORDS

4088 Four Walls—Fox-trot...Sam Lanin's Dance Orch. Everywhere You Go—Fox-trot, Hollywood Dance Orch. 4089 Keep Sweeping the Cobwebs Off the Moon—Fox-trot...Missouri Jazz Band Whether It Rains, Whether It Shines—Fox-trot, Nathan Glantz and His Band 4090 My Ohio Home—Fox-trot...Missouri Jazz Band Beautiful—Fox-trot...Pelham Inn Society Orch. 4091 There Must Be a Silver Lining—Fox-trot, Pelham Inn Society Orch. Stay Out of the South—Fox-trot, Imperial Dance Orch. 4092 Havin' My Ups and Downs—Fox-trot, Sam Lanin's Dance Orch. In the Sing Song Sycamore Tree—Fox-trot, Missouri Jazz Band 4093 Mary Ann—Fox-trot...Sam Lanin's Dance Orch. One More Night—Fox-trot, Nathan Glantz and His Orch. 4094 Steppin' It Off—Fox-trot, Jack Pettis and His Band Once Over Lightly—Fox-trot, Jack Pettis and His Band 4095 That Melody of Love—Waltz, Pelham Inn Society Orch. A Kiss Before Dawn—Waltz, Adrian Schubert's Salon Orch.

VOCAL RECORDS

4096 After My Laughter Came Tears—Tenor Solo, with Orch. Accomp...Irving Kaufman Rain—Tenor Solo, with Orch. Accomp...Irving Kaufman 4097 Let a Smile Be Your Umbrella—Male Duet, with Novelty Accomp...Radio Ed-Bobby Dixon Without You, Sweetheart—Baritone Solo, with Orch. Accomp...Rodman Lewis 4098 Dream Kisses—Male Duet, with Orch. Accomp, Lewis-Clark Is She My Girl Friend?—Male Duet, with Orch. Accomp...Lewis-Clark

NOVELTY RECORDS

0212 Where Is My Mama?—Male Duet, with Novelty Accomp...Vernon Dalhart Old Plantation Melody—Male Trio, with Novelty Accomp...Dalhart-Robison-Hood 0213 I'll Meet Her When the Sun Goes Down—Tenor Solo, with Novelty Accomp...Vernon Dalhart Shine on Harvest Moon—Male Duet, with Novelty Accomp...Dalhart-Robison 0214 My Blue Ridge Mountain Queen—Hawaiian Guitars, with Vocal Refrain, Frank Ferera's Hawaiians Somewhere in Hawaii—Hawaiian Guitars, with Vocal Refrain...Frank Ferera's Hawaiians 0219 Two Wise Owls—"Pullman Porters"—Comedy Dialogue, Cook-Fleming Two Wise Owls—"All at Sea"—Comedy Dialogue, Cook-Fleming

IRISH RECORDS

0215 Varsovienna—Irish Folk Dance, Jim McGrath's Orch. Harry Donnelly's Dublin Hornpipe—Hornpipe, with Orch. Accomp...Harry Donnelly 0217 The Felons of Our Land—Tenor Solo, with Orch. Accomp...Matthew Haskins Shall My Soul Pass Through Ireland—Tenor Solo, with Orch. Accomp...Matthew Haskins 0218 Rights of Man—Hornpipe, with Orch. Accomp, Jim McGrath's Orch. Maloney's Christening—Irish Comic, Matthew and Henry Haskins

RACE RECORD

4099 When You Get Tired of Your New Sweetie—Comedienne, with Piano Accomp...Lizzie Miles If You Can't Control Your Man—Comedienne, with Piano Accomp...Lizzie Miles

Banner Records

DANCE RECORDS

7001 My Ohio Home—Fox-trot, Sam Lanin's Dance Orch. Once Over Lightly—Fox-trot, Al Goering's Dance Orch. 7002 Havin' My Ups and Downs—Fox-trot, Missouri Jazz Band Jut a Little West of West Virginia—Fox-trot, Six Black Diamonds 7003 Mary Ann—Fox-trot...Missouri Jazz Band I Found You Among the Daisies—Fox-trot, Imperial Dance Orch. 7004 In the Sing Song Sycamore Tree—Fox-trot, Sam Lanin's Dance Orch. Candied Sweets—Fox-trot, Al Goering's Dance Orch. 7005 There Must Be a Silver Lining—Fox-trot, Imperial Dance Orch. Steppin' It Off—Fox-trot, Al Goering's Dance Orch. 7006 Keep Sweeping the Cobwebs Off the Moon—Fox-trot...San Lanin's Dance Orch. Under the Old Apple Tree—Fox-trot, Imperial Dance Orch. 7007 Four Walls—Fox-trot...Missouri Jazz Band In the Moonlight—Fox-trot, Hollywood Dance Orch. 7008 One More Night—Fox-trot...Majestic Dance Orch. Stay Out of the South—Fox-trot, Six Black Diamonds 7009 Whether It Rains, Whether It Shines—Fox-trot, Majestic Dance Orch. A Kiss Before Dawn—Waltz, Imperial Dance Orch. 7010 An Old Guitar and an Old Refrain—Fox-trot, Continental Dance Orch. Oh! How Happy We Will Be—Fox-trot, Hollywood Dance Orch. 7011 Everywhere You Go—Fox-trot, Majestic Dance Orch. Will We Ever Meet Again—Fox-trot, Majestic Dance Orch. 7012 That Melody of Love—Waltz, Hollywood Dance Orch. Mississippi Sweetheart—Waltz, Hollywood Dance Orch. 7013 Beautiful—Fox-trot...Continental Dance Orch. When I Think of You—Fox-trot, Imperial Dance Orch.

VOCAL RECORDS

- 7014 Is She My Girl Friend?—Male Duet, with Piano Accomp. Melody Twins
Bluebird—Tenor Solo, with Orch. Accomp., Frank Hollis
 - 7015 After My Laughter Came Tears—Tenor Solo, with Orch. Accomp. Irving Kaufman
If You Love Mary (As I Love Mary)—Baritone Solo, with Orch. Accomp. Glenn Roberts
 - 7016 Rain—Tenor Solo, with Orch. Accomp., Irving Kaufman
So Tired—Baritone Solo, with Orch. Accomp., Ralph Haines
 - 7017 Without You Sweetheart—Baritone Solo, with Orch. Accomp. Ralph Haines
Constantly—Baritone Solo, with Orch. Accomp., Ralph Haines
 - 7018 Dream Kisses—Male Duet, with Piano Accomp., Melody Twins
I've Got the Blue Grass Blues—Tenor Solo, with Orch. Accomp. Irving Kaufman
 - 7019 Let a Smile Be Your Umbrella—Male Duet, with Novelty Accomp. Radio Ed-Bob Dixon
Swanee Sue—Baritone Solo, with Orch. Accomp., Glenn Roberts
- NOVELTY RECORDS
- 7020 I'll Meet Her When the Sun Goes Down—Tenor Solo, with Novelty Accomp. Vernon Dalhart
Where Is My Mama?—Male Duet, with Novelty Accomp. Dalhart-Robison
 - 7021 My Blue Ridge Mountain Queen—Hawaiian Guitars, with Vocal Refrain, Frank Ferera's Hawaiians
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- 7025 Don't Let Your Love Come Down—Comedienne, with Piano Accomp. Lizzie Miles
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New Exclusive Steinite Distributors Appointed

Lamb & Love Electric Co. Will Cover Central West Virginia and Part of Ohio—Smith-Wadsworth Co. to Cover Carolinas

PITTSBURGH, PA., February 7.—The William R. McElroy Co., district sales representative for the Steinite Radio Co., recently announced the appointment of the Smith-Wadsworth Co., Charlotte, N. C., and the Lamb & Love Electric Co., Huntington, W. Va., as exclusive distributors of Steinite electric receivers. The Smith-Wadsworth Co. will cover the States of North and South Carolina, and the Lamb & Love organization will serve dealers in central West Virginia and southeastern Ohio.

Kellogg AC Set Tunes in on London, England

Fishing for distance isn't so much of a hobby as it used to be. Nowadays most people are satisfied to sit down and listen straight through a good program. Fingering of the dials has lost some of its fascination. More and more radio music is being used as a background for reading, conversation, or bridge playing and, in many homes, radio sets furnish dinner music.

"However, unusual distance-getting records are still interesting to a great many fans for whom DX is still a passion," writes Mac Harlan, advertising manager of the Kellogg Switchboard & Supply Co. "Many instances of the distance-getting power of the new Kellogg seven-tube AC set have been brought to the attention of the Kellogg Co. this year. Recently an unusual DX achievement was recorded by a Kellogg owner in central Michigan. Not long ago this owner reported the reception of a London station on a Kellogg Model 510."

Commenting on this London reception the Kellogg owner said, "We heard the King's Orchestra playing a group of popular dance numbers. The announcer stated that the program was given by the London Free Press at Masonic Temple. The clearness of speech and music was beyond telling."

A branch store of the Anderson-Soward Music Co. was opened recently at 1925 North Main street, Dayton, O. A complete line of Brunswick Panatropes, Kolster, Zenith and RCA radios is carried.

Amrad Corp. Announces the Appointment of Wholesalers

MEDFORD HILLSIDE, MASS., February 7.—W. H. Lyon, general sales manager of the Amrad Corp., has announced the appointment of the following well-known wholesale organizations as regional distributors for Amrad radio receiving sets: Motor Parts Co., Philadelphia, Pa.; Southland Electric Co., Louisville, Ky.; South-eastern Electric Co., Chattanooga, Tenn.; Southeastern Electric Co., Knoxville, Tenn.; Bond Rider Jackson Co., Charleston, W. Va., and E. Garnich & Son Hardware Co., Ashland, Wis.

James Nolan, who for the past five years has been manager of the radio department of the Hub Cycle & Auto Supply Co., Boston, has joined the Mershon Division of the Amrad Corp. in the capacity of Mershon sales engineer. Mr. Nolan's past experience in the radio business, together with his large acquaintance throughout the trade, will prove of great value to him in his new connection with the Amrad Corp. Mr. Nolan will work with the manufacturers and distributors in the East, furthering the sale of Mershon Condensers.

The National Better Business Bureau in its annual report stated that there has been a steady improvement in radio advertising with less extravagant claims for performance and ambiguity in price statements.

Freed-Eisemann Licensed Under English Patents

A license with full protection under English wireless patents has been granted to the Freed-Eisemann Radio Corp., Brooklyn, N. Y., by Canadian Radio Patents, Ltd., according to a recent announcement. The Freed-Eisemann organization already has licenses to manufacture under the patents of the Radio Corp. of America and affiliated companies, the Hazeltine Corp. and the Latour Corp.

Columbia Foreign Hour

"International Hour" is the title of the Columbia Phonograph Co.'s broadcast of February 15. It will feature Russian, Ukrainian, Hungarian, German and Spanish selections by unusual artists listed in Columbia's foreign catalogs, Gypsy dances and Spanish tangos will alternate with songs by a Russian bass and a Hungarian male soprano.

H. C. Prange Dead

SHEBOYGAN, WIS., February 1.—H. C. Prange, president and founder of the H. C. Prange Co., large department store with a complete music goods department, died in St. Augustine, Fla., on January 25. Mr. Prange's death was sudden, pneumonia setting in after a severe cold. Funeral services were held on January 30.

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Empire's New Products

In the March issue of the Talking Machine World, Empire will announce a series of new and thoroughly tested Sound Boxes and Tone Arms. These new products have been developed to meet the present-day requirements of manufacturers and are offered to the trade as a perfected and dependable line—not as experiments or laboratory ideas.

Empire Stands for Reliability

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

Our new products will be worthy of careful attention and adequate trial. Look for them in the March issue.

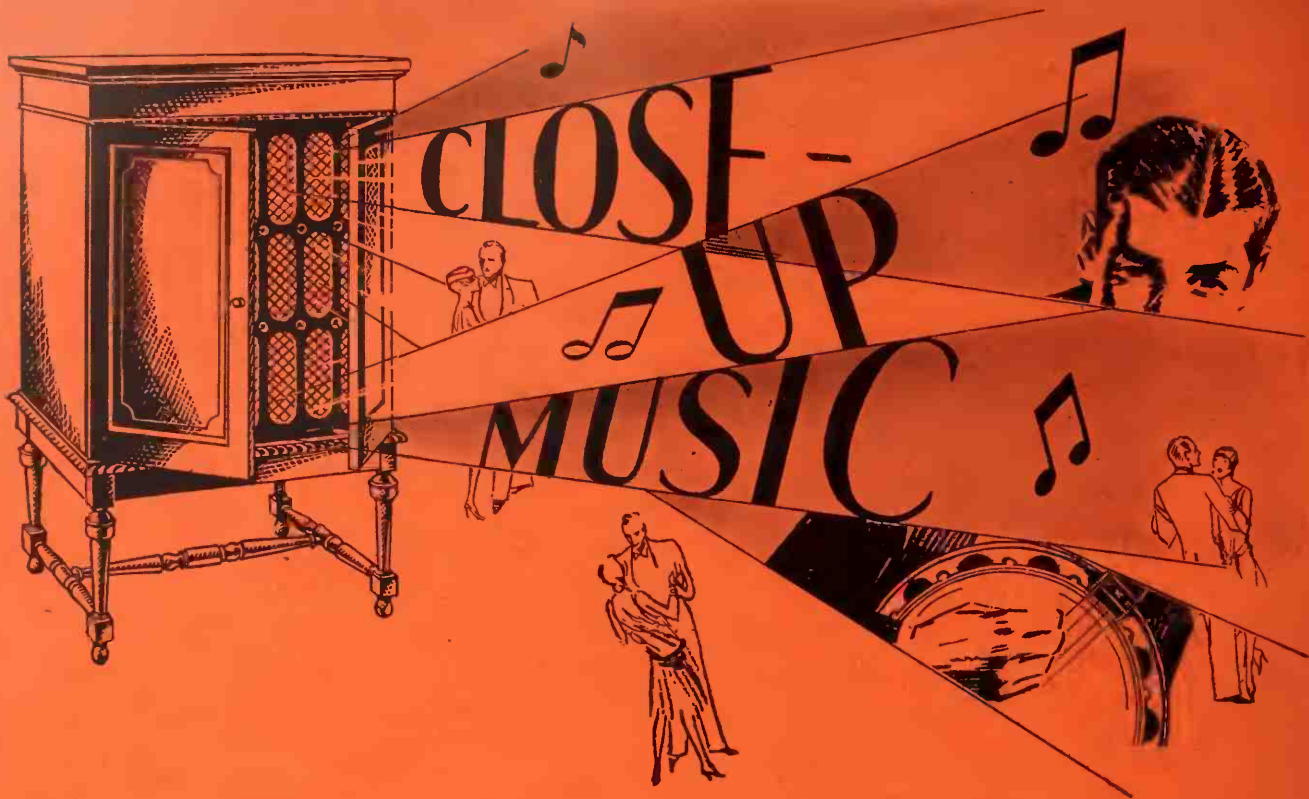
The Empire Phono Parts Co.

(Established in 1914)

WM. J. McNAMARA, President

10316 Madison Avenue

Cleveland, Ohio



Dealers who have taken on the agency for the New Edison are daily reporting enthusiastic approval of this astounding instrument. They find that true music-lovers are quick to appreciate "close-up" music; while everyone with an eye for beauty values the decorative appeal of the Edison Cabinets; and marvels at the prices—so low that they

seem positively disproportionate. If you haven't yet investigated the facts about the New Edison, you are letting a golden opportunity slip by. Think what it means to represent the phonograph backed by the greatest name in any industry, made in the world-famous Edison laboratories; the phonograph that brings music "close-up"—and gives it a new dimension!

THOMAS A. EDISON, Inc.
ORANGE, N. J.

The EDISONIC

TRADE MARK
Thomas A. Edison

ADDRESS THE DISTRIBUTOR NEAREST YOU:

EDISON PHONOGRAPH DISTRIBUTING CO., Orange, N. J.; 155 So. Forsyth St., Atlanta, Ga.; 185 State St., Boston, Mass.; 3130 So. Michigan Ave., Chicago, Ill.; 500 Elm St., Dallas, Tex.; 1636 Lawrence St., Denver, Colo.; 1215 McGee St., Kansas City,

Mo.; 608 First Ave., No., Minneapolis, Minn.; 126 Chartres St., New Orleans, La.; 909 Penn Ave., Pittsburgh, Pa.; 1267 Mission St., San Francisco, Calif.; St. Thomas, Ont., Canada; W. A. Meyers, 761 W. Edwin St., Williamsport, Pa.; B. W. Smith, Inc., 2019

Euclid Ave., Cleveland, Ohio; Proudft Sporting Goods Co., 2327 Grant Ave., Ogden, Utah; Girard Phonograph Co., Broad and Wallace Sts., Philadelphia, Pa.; C. B. Haynes Co., Inc., 19 W. Broad St., Richmond, Va.; Silvertone Music Co., 1114 Olive St., St. Louis, Mo.