

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Avenue, New York, January 15, 1927



Sensation of '26

Triumph of '27

The Brunswick Panatrope
and Panatrope & Radiola

Brunswick



The Prelude
\$95

The Quality
Phonograph
that sounds
new depths in
reproduction &
scales new heights
in sales. v v v

The New Reproducing
Sonora
CLEAR AS A BELL 

TS 2301
P3A6
R55

The Talking Machine World

Vol. 23. No. 1

New York, January 15, 1927

Price Twenty-five Cents

Edward E. Shumaker Elected President of the Victor Talking Machine Company

Other Officers and Directors Widely Known Throughout the Industry Through Their Association
With the Victor Co.—Details of the New Financial Plan Which Provides for
an Increase in the Authorized Capital of the Company

CAMDEN, N. J., January 6.—At a meeting of the board of directors of the Victor Talking Machine Co., held at the headquarters of the company here to-day, Edward E. Shumaker, formerly vice-president of the company and who has been associated with it since 1904, was elected president to succeed Eldridge R. Johnson, founder of the company, and formally took over the management of the great institution.

In addition to Mr. Shumaker, the other officers of the Victor Co. are Belford G. Royal, chairman of the Board; Eldridge R. F. Johnson, vice-president; Walter J. Staats, vice-president in charge of foreign business; Elmer C. Grimley, treasurer, and Edward K. MacEwan, secretary. The directors are Albert W. Atkinson, Calvin B. Child, Alfred Clark, Levi L. Rue, DeWitt Millhauser, John C. Jay, and Messrs. Shumaker, Royal, Johnson and Staats.

At this meeting control of the Victor Talking Machine Co. passed to Speyer & Co. and J. & W. Seligman & Co. when the bankers purchased from Eldridge R. Johnson, founder of the business, his holdings of Victor stock. Immediately following formal transfer of control, the directors met and approved a recapitalization plan which provides for an increase in the authorized capital of the company from \$35,500,000 to \$49,730,000 and a complete reclassification of the company's common stock. As part of the plan the directors also voted a dividend of \$8 a share on the common stock now outstanding, payable January 17 to stockholders of record January 13.

The total authorized capitalization of the company under the terms of the plan as outlined to stockholders by Edward E. Shumaker, newly elected president, will be as follows: 209,340 shares of 7 per cent cumulative preference stock of \$100 par value; 122,115 shares of \$6 cumulative convertible preferred stock without par value; and 819,915 shares of common stock of no par value. There also will be outstanding 69 shares of preferred stock of \$100 par value.

It is proposed that all authorized stock shall presently be issued with the exception of 244,230 shares of the common stock which will be reserved for conversion of the cumulative convertible preferred stock at the rate of two shares of common for each share of convertible preferred.

An unusual feature of the plan is the provision that all classes of stock shall have voting power. This is believed to be the first time that, in rearranging the capital structure of a large industrial corporation in anticipation of a public distribution of its securities, such a provision has been made.

The present common stock of the company is to be reclassified so that each ten shares of common will be changed into six shares of 7 per cent cumulative prior preference stock of \$100 par value; three and one-half shares of \$6 cumulative convertible preferred stock of no par value; and sixteen and one-half shares of common stock of no par value.

The 69 shares of preferred stock of \$100 par value, included in the total capitalization, represent holdings of the original issue of Victor preferred which have not come in under the plan for retirement of this issue presented by the company some time ago.

An offer by the bankers to purchase common stock at \$115 a share, as provided for in the

purchase agreement with Mr. Johnson, accompanied the call sent out by Mr. Shumaker for the stockholders' meeting, which was held on



Edward E. Shumaker

January 13, and at which the recapitalization plans were ratified.

The consolidated balance sheet of the Victor Talking Machine Co. and its subsidiaries, as of September 30, 1926, after giving effect to the proposed recapitalization plan and to the appraisal of certain of the real estate, plant and equipment, but without reflecting the dividend declared yesterday on earnings for the last quarter of 1926, shows total assets of \$54,161,062. Of this aggregate \$25,129,913 represents current assets, including \$12,971,138 cash and marketable securities, whereas current liabilities are shown as only \$2,817,249. Patents and territorial rights are carried at \$1 while no value is assigned to good-will.

E. E. Shumaker, the newly elected president of the Victor Co., was elected to the board of directors in 1920 and is the official who conducted the negotiations with the Western Electric Co. and the Bell Telephone Laboratories which resulted in the perfection of the

Powel Crosley, Jr., Takes Over Management and Presidency of De Forest Co.

President of Crosley Radio Corp., Cincinnati, O., to Have a Free Hand in Operations of
New Jersey Concern—Dr. Lee De Forest Elected Vice-President and Consulting Engineer

One of the most important happenings in radio circles during the month was the announcement that Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, O., had taken over the management of the De Forest Radio Co., Jersey City, N. J., which was placed in the hands of trustees in bankruptcy last Summer. Mr. Crosley advanced \$300,000, which was necessary for the operation of the company. In return Mr. Crosley received 39,000 shares of the 211,000 shares of treasury stock of the company and will have a free hand in the management of the concern with power to appoint new members of the board of trustees. The court order affirming the agreement was

Orthophonic talking machine, and its production by the Victor Co. He also negotiated with the Radio Corporation of America for the electrical amplifying talking machine being produced by the Victor Co., and the radio equipment being built into the combination Victor instruments.

As vice-president in charge of sales, Mr. Shumaker is credited with having played an important part in the heavy volume of business developed in 1926, one of the largest years in total production in the company's history. His election to the presidency is regarded as a recognition of his activities in bringing about radical improvements in products, and in marketing those products. He is also a director of the Victor Talking Machine Co., of Canada, Ltd.

Belford G. Royal, who was associated with Mr. Johnson in the early days of the development of the Victor instruments, is elected chairman of the board of directors. He has been a member of the board since 1910 and at one time was superintendent of the Gramophone Co., Ltd., of England.

E. R. Fenimore Johnson, son of the founder of the company and a director since 1923, continues as vice-president, an office he has held since 1925.

Walter J. Staats, who has been treasurer and member of the board of directors in charge of exports and foreign trade activities, is now elevated to the vice-presidency. He is also chairman of the board of directors of the Victor Talking Machine Co., Ltd., of Canada, and a director of the Gramophone Co., Ltd.

Elmer C. Grimley, formerly comptroller, becomes treasurer and Edward K. MacEwan continues as secretary.

DeWitt Millhauser and John C. Jay are the only new members of the board. The former is a member of the banking firm of Speyer & Co., of New York, and the latter is a member of J. & W. Seligman & Co., New York investment bankers. Albert W. Atkinson was one of the earliest associates of Mr. Johnson and Calvin B. Child was the biggest single factor in the development of the Victor Co.'s "red seal" record catalog. Alfred Clark is also managing director of the Gramophone Co., Ltd., while Levi L. Rue is a prominent Philadelphia banker and financier.

The selection of officers for the Victor Co. carried out the declared intention of the bankers to perpetuate the management and policies of the company and will unquestionably do much to maintain and strengthen the confidence of the trade in the future of that institution.

signed by Vice-Chancellor Vivian M. Lewis, in Paterson, N. J., on December 30.

In pursuance of this agreement a new board of directors and officers of the De Forest Radio Co. were elected in New York on Wednesday, January 5. Powel Crosley, Jr., was elected president and Dr. Lee De Forest was elected vice-president and consulting engineer. The board of directors consists of Mr. Crosley, Dr. De Forest, Lewis M. Crosley, Charles Sawyer and R. E. Field, of Cincinnati; James I. Bush and Arthur D. Lord, of New York.

"I have been familiar for a long time with the affairs and business and difficulties of the
(Continued on page 18)

DCN 6/14/40

The profits in retail talking machine selling in 1927 will be in proportion to sales promotion

Prosperity in 1927 Rests With the Retailer

By Robert L. Kent

New conditions with which the trade is faced demand that retailers improve selling methods

With the new year but a few weeks "old" the time is ripe for reflection, especially for the retail trade. The dealer who looks at his problem intelligently and analyzes conditions from every angle will learn some truths that may prove startling. The first thing every retail merchant should ask himself is not whether the talking machine will ever become as easy to sell as it was five years ago, when, indeed, the public bought and the merchant was not required to really sell, but he should ask himself, "Am I going ahead?"

If the retailer has not changed his sales methods in five years; if he is still playing a watchful waiting game; if his attitude toward the talking machine business is the same, and if his window, store and mind are obscured by "cobwebs" then, surely, he has not only failed to go ahead but he has actually retrogressed.

Better business methods (revised methods) or failure—that is what the retailer is up against. The change that has been brought about in the talking machine trade makes this statement a fact that no man who has invested his money in a business enterprise can afford to overlook. Not the gyp business, not other competition, but evolution of the talking machine business has brought about the need for new ways of merchandising. To-day the talking machine dealer must practice sales promotion on its highest plane to get sales volume. The merchandiser and the salesman will assume a more commanding position in the industry during the next year than at any other time in the history of the business.

Who Wins the Race?

During the past year I have covered several thousands of miles and talked to hundreds of dealers in large cities, small towns and in isolated places, and observation brought to light the fact that in most communities where there are two or more talking machine stores there is one leader. In some small cities where four or five talking machine stores existed, often with one exception "dull business" was reported. The exception usually reported business booming. Why? Was that one dealer hiding the real

facts? His books proved that he told the truth. Business was exceptionally good for him.

If this had happened once one might be inclined to believe that this particular merchant simply was favored in some way—location, or mere luck—but a similar condition was found to exist in many cities. Now, there is a reason for this, as talks with dealers of both types proved. Here is what the proprietor of one of the most successful stores in the State of Pennsylvania said: "Business is what you make it. When the normal demand of the public shows a tendency to slow down we get busy. Summer-time is one of our busiest seasons, although I have heard many merchants complain about slack times during the hot weather. When sales are too few and far between—when business falls below the mark we have set—we make a supreme effort to liven things. Advertising is the best method we have found to get sales volume. We are spending \$2,000 a month right now in advertising. We have printed 5,000 special circulars that have been broadcast during the last month. Besides this we send out record circulars regularly, as well as booklets of manufacturers showing the instruments. We are staging daily demonstrations of the new instruments. We spend more time in securing effective window displays and change the displays more frequently. We send salesmen out to interview live prospects with the idea of closing a sale on the spot or getting the prospect into the store to hear a demonstration. It costs money to get business during hard times, but it costs more to sit back and wait for business that will not materialize."

Living in the Past

There is another dealer whose store has been in existence in a city not far from New York for the past twenty years. This dealer has reached the point where he is trying to live on his reputation. He thinks every one in the city knows of his store, losing sight of the fact that the city is growing and each year there is a big shift in the population. Recently a live music concern opened a branch in that city. This store is busy from morning until evening; ac-

ording to the report of the long-established dealer things are not as good this year as they might be. It is significant that the new store advertises in large space in the leading local newspaper, while the old store's advertising consists mainly of a few "for sale" announcements in the classified section. There are other dealers in this community who are "saving money(?)" by not advertising.

The Dealer Is Responsible

When investigation in any section of the country shows that the public is enjoying prosperity and the talking machine dealer is living a hand-to-mouth existence the fault usually lies with the dealer. The trouble may be wrong location; it may be lack of capital to carry on a paying business, but usually it is largely lack of business ability on the part of the merchant, or misdirected efforts.

This is the day of the merchandiser and salesman and as the new year progresses the dealers who are able to report satisfactory sales volume will be the ones best able to bring their products to the attention of the public and then by sheer sales ability get the name on the dotted line. This is not a bad state of affairs, except to the unfit—the type of dealer who under no circumstances ever will amount to much as a merchant. On the contrary it is a healthy condition; one that will keep progressive men and women of the retail trade on their toes; a condition that will mean a larger prosperity and one resting on a firmer foundation.

The talking machine dealer has every reason to look forward to a year of prosperity, provided he does his share. He has a type of merchandise that is infinitely superior to anything he even dreamed of a few years ago. He has a variety to please the poorest and richest and the most and least discriminating. But he must sell—sell his merchandise, sell himself and sell his store. Therefore he must advertise, consistently, extensively—through newspapers, window displays, demonstrations direct mail, any and every form of contact. He must be a real merchandiser. The day of the storekeeper is gone. This is the recipe for prosperity in 1927.

Jobber's Attention!

Under Your Own Name

SELL

Popular Priced Portable Phonographs

Why not

Boost Your Own Brand

Lessen Competition

Enlarge Your Profits

Our large Manufacturing Facilities will enable you to buy good portable phonographs at low prices. We can conform to any special requirement for colors or covering materials. Estimate your needs for 1927 and we will be pleased to quote you prices that will be interesting.

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

23-25 Lispenard Street

NEW YORK

Full-Page Ads in Color for 1927



*In The Saturday Evening Post, Liberty, American Magazine
and Good Housekeeping*

Total circulation over seven million monthly

WITH 1926 furnishing overwhelming proof of the public's desire for the Brunswick Panatropes, Brunswick's New Musical Instrument, and Brunswick Records by the "Light-Ray" electrical method (musical photography), the Brunswick Company is pleased to announce for 1927 one of the most comprehensive programs of color advertising in leading magazines ever given any

musical merchandise. This advertising is in addition to Brunswick's consistent newspaper advertising and Brunswick's colorful window-display service.

With such a program of advertising effort, Brunswick dealers have the greatest sales opportunity in their history. For never has any music dealer had finer merchandise than Brunswick dealers have at present.

Brunswick

Panatropes Phonographs Radiolas Records

Deutsche Gramophone Co. to Market Brunswick Line

Negotiations Completed Between Brunswick Co. and Deutsche Gramophone Co. Provide for Representation Throughout Europe

As announced in the December issue of The Talking Machine World, P. L. Deutsch, vice-president of the Brunswick-Balke-Collender Co. and general manager of the Brunswick music-radio division, closed, recently, in Europe, a very important expansion program for Brunswick products. The Deutsche Gramophone Co.,



Bruno Borchardt at His Desk

at Berlin, was a factor in these negotiations and Bruno Borchardt, managing director of this famous organization, returned with Mr. Deutsch to New York, making his headquarters at the Brunswick New York offices and also visiting the executive offices at Chicago.

While in New York, Mr. Borchardt, in a chat with The World, stated that not only had the arrangements between the two companies been consummated, as outlined in Mr. Deutsch's statement several weeks ago, but that further important negotiations had been completed recently.

The Deutsche Gramophone Co. will, by the terms of these new arrangements, manufacture and market the complete line of Brunswick products, including Panatropes, phonographs and records, throughout Europe with the exception of England, France and Italy. The company maintains immense factories at Vienna, Hanover and Leipsig and is a tremendous factor in the distribution of phonograph products. Mr. Borchardt, who sailed for Germany on the S. S. "Columbia," expressed a keen appreciation of the sales possibilities of Brunswick products in Europe, stating that the Panatropes gives every indication of achieving world-wide fame, and that the new Brunswick phonographs embody constructional features and tone quality far beyond his highest anticipations.

T. G. Rockwell Now With the Okeh Recording Labs.

Honored by Well-known Record Artists at Farewell Banquet in Chicago Prior to Departure to Take Up Duties in New York

T. G. Rockwell, formerly supervisor of record sales in the Chicago office of the Columbia Phonograph Co., Inc., is now associated with the recording laboratories of the Okeh Record Corp., New York City, affiliated with the Columbia Co. Eighteen months ago, Mr. Rockwell left the Munson-Raynor Co., San Francisco, to join the Chicago Columbia organization and rapidly distinguished himself as a discoverer of recording talent. As an indication of the esteem in which he is held by Columbia artists with whom he has been closely associated, a banquet in his honor was held by Paul Ash, Ruth Etting, Milton Watson and others in the Windy City shortly before his departure for New York. The artists presented him with a platinum wrist watch as a memento of their friendship and in recognition of his admirable work in record talent development.

Extensive Trade Promotion Work by T. A. Edison, Inc.

In Addition to Well-manned Department at Orange Headquarters Promotion Travelers Have Been Assigned to Wholesale Branches

Thos. A. Edison, Inc., in connection with the energetic advertising and sales campaign on the new long-playing Edison phonographs and records that has been instituted, has established a sales promotion department that, in addition to operating direct from Orange headquarters, provides for a direct sales promotion service for the various wholesale branches.

In Orange members of the sales promotion department include Alfred Hand, J. B. Gowdey, R. Bolan and E. P. Hayes, who will keep in direct touch with Edison dealers throughout the country, and lend their assistance to distributors whenever needed. A further development of this service has been the appointment of a number of travelers representing the sales promotion department, who will be attached to the various wholesale branches and be under the direction of the local manager. These include T. J. Fallon, attached to the San Francisco branch; H. H. Stanley and L. C. Schooler to the Kansas City branch; A. E. Bell to the Chicago branch and J. B. Burrows, Atlanta branch.

It is believed that with these men actively in the field and with their services and experience at the command of the dealers, the development of the Edison phonograph business will be stimulated materially.

Important Stewart-Warner Executive Change Announced

George M. McCulloch Resigns as Advertising Manager to Join Charles H. Touzalin Agency—Succeeded by Allan B. Dicus

According to an announcement made several days ago at the headquarters of the Stewart-Warner Speedometer Corp., Chicago, George M. McCulloch has resigned from the position of advertising manager to become associated with the Charles H. Touzalin Agency, Chicago, advertising counsel of the corporation. Allan B. Dicus, formerly manager of the Stewart-Warner sales quota department, was appointed to succeed Mr. McCulloch as advertising manager.

Mr. McCulloch started his business career with the Continental & Commercial Savings Bank in Chicago and in 1917 joined the Stewart-Warner advertising department. He enlisted in the signal corps division of the Army in that year, and spent fifteen months with the American Expeditionary forces. In 1919 he resumed his duties with the Stewart-Warner organization and was appointed advertising manager in 1920, a position which he held until two weeks ago. Under his management the work of the advertising department was greatly enlarged and in the Spring of 1925, when the firm began to manufacture radio receiving equipment, radio advertising was also assumed by his division. In his new position with the Charles H. Touzalin Agency he will devote most of his time to Stewart-Warner advertising copy and campaign plans.

Mr. Dicus, a graduate of Knox College, Galesburg, Ill., first became associated with the Stewart-Warner Speedometer Corp. in 1922, in the advertising department. In the Spring of 1925 he was placed in charge of the sales quota department, a division of the firm which compiles statistics regarding territorial wealth and buying power and sets quotas for the various Stewart-Warner service stations throughout the United States and Canada.

J. Kelly Smith is assistant advertising manager in charge of broadcasting and the Stewart-Warner Air Theatre, WBBM. Under the supervision of the advertising department is the publications department, and the display division headed by W. L. Stensgaard.



Greater
Selectivity
Makes CASE Radios
Easiest to Sell

One of the strongest arguments today in selling any radio set is selectivity. You know that—and so does everybody else. That's where CASE dealers are "sitting pretty." In spite of the present jumbled condition of broadcasting—nearly 700 stations, with many changing back and forth on wave length and sending time—CASE Radio pulls in enough stations clearly at all times to satisfy any reasonable person.

ALL Good Features—At Low Prices!

CASE Radios have the reception and precision qualities of high-priced sets—but at popular prices. There's a model for every purse and taste—all built around a standard circuit; six tubes; dial or vernier control; remarkable power and clearness as well as selectivity. No wonder CASE has been forging steadily ahead for five successive years! You can profit by tying to this proven line of fast sellers now.

Write today for complete literature and information

INDIANA MFG. & ELECTRIC CO.
MARION, INDIANA

CASE
RADIO PRODUCTS



6 Tubes, 2 Controls \$75.00
No. 60C, \$125



No. 60C, \$125

New Cabinets

Above is shown one of the several new cabinets we just introduced. Better—more attractive—than ever before.

More "Light-Ray" Business for 1927

A few outstanding "Light-Ray"
electrical recordings
now on sale.

"The Two of Us" . . . "Hugs and Kisses"—
(from Earl Carroll's *Vanities*). Sung by Vir-
ginia Rea, soprano, and Frank Munn, tenor.
With orchestra. 3329

* * *

"Hello, Bluebird" . . . "I'm On My Way
Home"—fox trots. Vocal trio by Keller
Sisters & Lynch. Vincent Lopez and His
Casa Lopez Orchestra. 3368

* * *

"I've Grown So Lonesome THINKING OF
YOU" . . . "Take In the Sun, Hang Out the
Moon"—fox trots with vocal chorus. The
Clevelanders. 3375

* * *

"I'm Tellin' the Birds, Tellin' the Bees, How
I Love You" . . . "If I'd Only Believed In
You"—fox trots with vocal duet. Ben Bernie
and His Hotel Roosevelt Orchestra. 3394



Electrically recorded

ON every hand is evidence of increasing public interest in the music of the new electrically-recorded "Light-Ray" records. The Brunswick dealer . . . able to offer the music the public wants . . . out while it's new . . . played and sung by the most popular artists . . . and recorded by an EXCLUSIVE method . . . has an advantage too great to be overlooked. Start out the year with the determination to make your Brunswick "Light-Ray" electrical record sales this year measure up to the possibilities which this marvelous discovery offers. We'll help you!

Brunswick
PANATROPES · PHONOGRAPHS · RADIOLAS · RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: 623-633 SOUTH WABASH AVE., CHICAGO

George Gershwin, Composer, Recording for Columbia Co.

Composer of "Rhapsody in Blue" and Other Jazz Masterpieces Makes Piano Recordings of Popular Hits From Broadway Shows

George Gershwin, noted young composer of "jazz" music, has recorded several of his latest hits for the Columbia Phonograph Co. These recordings include "Clap Yo' Hands" and "Do-



George Gershwin

Do-Do," the outstanding number from "Oh, Kay!"; Gershwin's own brilliant musical show which is going over big on Broadway.

George Gershwin is but twenty-seven years old, and knew nothing about music until he was thirteen. It was not until he left high school that he became tied up in his musical work. At that time he began to play accompaniments for vaudeville acts and in cafes and night clubs. The first song hit that Gershwin composed was "When I Was So Young and You Were So Beautiful," sung in "Good Morning, Judge," in 1917. Since then the scores of many musical comedies have been written by him, including

"La La Lucille," "Tip Toes" and "Lady Be Good."

The work which brought George Gershwin most prominently into the public eye was his "Rhapsody in Blue," a composition which is even more remarkable when it is recalled that it was written in ten days. In 1925, Gershwin played his "Concerto in D" with the New York Symphony, Walter Damrosch conducting, at Carnegie Hall.

Although his compositions are classed as "jazz" they show clearly the marks of genius. Even now it is being predicted that George Gershwin will one day take his place beside the great Debussy.

Beethoven Centennial to Have Wide Observance

The week of March 20 has been set aside as Beethoven Week to observe the 100th anniversary of the death of Beethoven, and to give the American people a better understanding of the composer and his works. The Beethoven Centennial Committee, composed of college presidents and educators, religious leaders, civic leaders, publicists and representatives of the different arts, has arranged, in co-operation with the Columbia Phonograph Co., under whose sponsorship the program is being arranged, radio concerts, educational lectures and the showing of motion pictures of the high lights of the composer's career. The Columbia Phonograph Co. will make available to schools and civic organizations its Masterworks Series of recordings of the major works of Beethoven.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Collender Co., Chicago, Ill., authorized a dividend of 1 3/4 per cent on the outstanding preferred stock of the company paid on January 1 to holders of record as of December 20.

Federated Ass'n to Elect at Meeting in St. Louis

Coronado Hotel Selected as Headquarters for Annual Meeting and Election of Officers of Radio Association on February 14 and 15

The Federated Radio Trade Association, consisting of a large group of State and territorial radio trade associations, has selected the Coronado Hotel, at St. Louis, Mo., as the headquarters for its annual meeting and election of officers February 14 and 15.

This will be the second annual convention of this group of associations and is expected to be largely attended by the trade from all sections of the United States, both because of its central location and of the interest of trade associations in this national body.

A detailed program of matters to come before this national body, covering a wide variety of problems confronting the industry, is being arranged. The officers of the association are Harold J. Wrape, president of the St. Louis Radio Trade Association, president; A. M. Edwards, secretary of the Michigan Radio Trade Association, vice-president, and H. H. Cory, of the Northwest Radio Trade Association, secretary and treasurer.

Bent's Music Store Opened

LA SALLE, ILL., January 5.—The formal opening of the new quarters of Bent's Music Store, 633 Second street, took place last month with fitting ceremonies. The store had been completely remodeled and redecorated before occupancy and a full line of Brunswick and Victor instruments, Kolster radio receivers and pianos, including the Gulbransen line, are carried. Guy Hawkins, for the last six years manager of the music department of Gushard's, Decatur, Ill., is manager of the Bent establishment, which is among the finest in this territory.



PEERLESS ALBUMS

All Peerless Albums are quality albums. From the finest Art Mission Album produced for individual 10 and 12 inch records or in combination to the smallest album for a portable machine these products are all of the Peerless high standard. Send for a sample of the Art Mission Album in the size you can use and note the attractive binding, gold embossing and the popular price. Also send for catalog of our entire line of albums, record holders and record carrying cases.



Peerless Portables

A genuine leather covered portable made to retail at \$25 is the leader in the Peerless line of small instruments. This machine has an unusual tone quality, a sturdy motor and a record holder of album type of sufficient size to hold an entire evening's program. A display of these portables attracts attention and a demonstration assures sales.

**Genuine Leather Covered
in Black, Brown and Blue**

Retails \$25⁰⁰

Write for Sample of the above and ask about our wonderful value in the Peerless \$15.00 Portable

PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK





No. 502 Receiver, Art Console. Price, less accessories but including external Cone Speaker, East of Rockies \$325; Rockies and West \$355; Canada \$380.



No. 602 Universal Receiver, Art Console. Price, without accessories but including external Cone Speaker, East of Rockies \$365; Rockies and West \$400; Canada \$475.

Receivers that SELL and STAY SOLD

Stromberg-Carlson Receivers Sell, because~

They have been associated in the public mind for three years as Receivers of outstanding excellence. They possess striking beauty, the result of masterly cabinet designing. They have the impetus of an intensive, well-organized advertising campaign.

Stromberg-Carlson Receivers Stay Sold, because~

In Tone, Volume, Range and Selectivity the performance fulfills the expectations of the most exacting buyer.

Stromberg-Carlson Dealers are Assured Good Profit, because~

The use of high grade materials, carefully assembled, and rigidly inspected, protects the dealer from profit-eating service calls. The guarantee which only an Authorized Dealer can issue, makes it advantageous for purchases to be made only from such a dealer. The factory guarantees not to reduce prices.

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

Stromberg-Carlson

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



Analysis of the Radio Service Problems of Talking Machine Dealers

Nation-wide Survey of Radio Servicing Methods of Talking Machine Dealers Shows How Lack of Knowledge of Cost of Operating the Service Department and Other Factors Are Eating Into Profits Resulting From Sales of Receiving Sets — The Remedy

Inefficient and costly methods in the radio service departments of retail talking machine stores are consuming profits, in many cases; in other instances serious inroads on profits are resulting, although a few dealers have organized their service work so that this department is costing practically nothing and in rare instances showing a profit, according to a national survey just completed by The Talking Machine World. Information regarding radio servicing methods received from retailers in large and small cities and towns throughout the country indicates that a lamentable condition exists. There seems to be a general lack of knowledge regarding costs; many dealers stated frankly that they had "never figured it out," and many more merely guessed at the cost of servicing radio. That the situation can be remedied so that dealers handling radio will profit from giving service is borne out by the fact that merchants in widely scattered sections of the country have reduced costs in this department to the point where this satisfactory condition has been achieved.

What Price Radio Service

Answers given to the question "What is the percentage of cost of service in comparison to total overhead of the radio department?" are interesting chiefly because they show the wide variance existing in service department overhead in proportion to general overhead. Percentage of service expense starts at 1 per cent and in a number of instances as high as 50 per cent of the department overhead was reported. A few dealers declared the cost of service to be 2, 3, 4, 5 and 6 per cent of the total overhead of the radio department. The majority of merchants figured 10 per cent as being about right. Comparatively few dealers stated that the cost ranged between 10 per cent and 45 per cent. On the other hand, many estimated that 50 per cent of every dollar spent in the operation of the radio department went for maintenance of the service department. Forty per cent of the dealers answering the questionnaire did not know what service was costing them, while a few answered that service paid its way.

Influence on Service of Lines Handled

That the number of radio lines handled and the type of sets featured has a marked effect on service seems to be the general opinion of

the trade. There is a striking unanimity of opinion among retail talking machine dealers who have merchandised radio over long periods of time that selection of the lines to be handled is all-important, quality in the sets being an essential factor in reducing the demands for service. Standard lines of proved worth are favored for several sound reasons, the most important

Operation of the radio service department on lines that will eliminate profit-consuming overhead is a vital need of the trade. It is one of the most important problems with which dealers are faced for the reason that upon its solution depends the prosperity of the merchant. This is the first of a series of articles in the Talking Machine World that will discuss in detail the radio service situation and the remedy for excessive costs.

being that the manufacturers of these sets are willing to make good on defective merchandise, thus relieving the dealer of this responsibility and expense and at the same time creating customer satisfaction. The questionnaire disclosed a wide divergence of opinion as to the effect of the number of lines handled on the service problem, the main point brought out being that a diversity of lines is most profitable because the chance of making a sale to a customer is greatly increased when several different makes of instruments are available for demonstration, although some dealers feel that a greater number of lines makes the problem of the service man more difficult because he is required to know the technical details of all sets handled in order to work efficiently. On the other hand, many dealers stated that it is the service man's business to study all sets so that he can intelligently

service them, nullifying the arguments in favor of restriction of lines.

Free or Paid Service?

Expense in the service department is in direct proportion to the amount of free service given by dealers, the survey indicates. Free service ranges from installation only up to one year, many dealers allowing thirty, sixty and ninety-day free service and others giving the customer two or three free service calls. On the other hand, a number of retail merchants have abolished free service altogether on the ground that it has no effect on good will or sales and that customers are willing enough to pay a fair charge. In some cases a charge for installation is made, the average prices being \$2 for installing a set operated with indoor aerial and \$10 where an outside antenna must be erected. Free service is given apparently in order to meet the competition of other dealers who have adopted that policy or to more successfully compete against retailers who do not give service. Opinion is divided as to whether free service does or does not aid sales, build good will and keep customers satisfied.

Can Service Men Sell?

Trained service men can do much to decrease the deficit in the service department if their abilities and opportunities are properly utilized, is the consensus of opinion as set forth in the survey, especially in the direction of creating business for replacement of parts, the purchase of new and improved speakers and other accessories and digging up prospects for new sets. One dealer states: "Service men should make better salesmen than men who do not possess practical knowledge and, besides, they have opportunities of making contact with radio enthusiasts that the ordinary salesman does not have."

The service problem, from the standpoint of eliminating excessive cost, resolves itself down to selection of high-grade merchandise, experienced service men who have the ability to sell and adequate charge for all installation and service work. Articles in forthcoming issues of The World will discuss each phase of service in detail, with a view to helping dealers place this department of the retailer's business on a profitable basis.

339 Metropolitan Dealers Listed in Symphonic Ad.

Names and Addresses of Dealers in New York and Vicinity Given in Attractive Full-Page Advertisement of Symphonic Sales Corp.

In line with its policy of giving its dealers wholehearted support through widespread advertising and sales promotion aids, the Symphonic Sales Corp., maker of the Symphonic phonograph reproducer, inserted a full-page advertisement in colors on the last page of the magazine section of the New York Evening Journal the early part of last month, describing through word pictures and illustrations, the desirability of this unit and its functions in adding immeasurably to the entertainment value of the old type phonograph. In addition to giving the buying public a full, clear idea of the Symphonic reproducer and its merits, the advertisement listed the names of dealers in New

York and nearby cities and towns where the reproducer could be purchased. This list, which included 339 names and addresses of Symphonic dealers, was sub-divided into sections so that anyone interested could immediately select the name of the dealer located nearest to his home or place of business.

Northwest Radio Trade Ass'n Activities Planned

MINNEAPOLIS, MINN., January 5.—The Northwest Radio Trade Association has planned for 1927 a number of new activities not heretofore included in the Association's works. One of the most important of these is that instead of the annual trade tour of the leading cities of the Northwest, there will be held a convention of dealers before the opening of the radio season. An exposition of new models will be held at the same time.

Other activities planned include the formation

of listeners' clubs in every important city in the Northwest; the formation of a corps of experts to investigate interference to reception and find ways of overcoming such interference and working out of a merchandising service for dealers which will consider every phase of the retail radio business, from the renting of the store and the purchasing of goods through the setting up of his books, planning advertising and selling campaigns to figuring of profits.

Watch Costs, Says Tregoe

"Pay less attention to volume and more to overhead," is the New Year's resolution suggested to business men by J. H. Tregoe, executive manager of the National Association of Credit Men.

Hygrade Radio Products, Newark, N. J., has been incorporated with a capital stock of 500 shares of no par value. The incorporators are G. Harrison, V. W. Bennett and A. M. Bennett.

This ad is one of the brilliant color-pages running every month all the year 'round in a long list of the most important national magazines. Can you afford to be without the one heavily advertised vacuum tube, when customers demand it?



HEATING METAL INSIDE OF GLASS

EVERYONE knows that glass melts easily, and metal requires a high temperature. Yet, at the Radiotron laboratories, the experimenters can put a Radiotron in the coil of a "high frequency furnace" and melt the metal inside it without melting the glass. This is done by an electric current that is induced inside the glass bulb, right through the glass.

This extraordinary furnace is not only used for experiment. In manufacture, every single Radiotron goes for a moment through such a furnace, just after the air has been exhausted out of it. The inside metal is heated red hot in the vacuum, and the tiny air bubbles boil right out of the metal and the glass, and are pumped away. Never before could such an exhaust be obtained.

This means real performance when the Radiotron gets into your set. And it adds another reason for insisting on a genuine RCA Radiotron with the RCA mark on the base and the glass. There are Radiotrons for every purpose.

more distance on the same set

Want more stations on that storage battery set of yours? Want the far-away ones you get now to come in more easily and regularly? The Radiotron laboratories have developed a super-detector that slips right into the socket where you have a Radiotron UX-201-A now. Just change that one to a Radiotron UX-200-A.

It makes your set sensitive to fainter signals—reaches out to farther stations—picks up weaker ones you couldn't get before. It makes a big change for a very small cost!

Bring your storage battery set up-to-date with a power RADIOTRON UX-191 or UX-112 and RADIOTRONS UX-201-A for all-round quality.

Bring your dry battery set up-to-date with a power RADIOTRON UX-120 and RADIOTRONS UX-109 for all-round quality.

RCA Radiotron

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

MADE BY THE MAKERS OF THE RADIOLA

RADIOOTRON UX-201-A	Detector Amplifier
RADIOOTRON UX-199	Detector Amplifier
RADIOOTRON UX-199	Detector Amplifier
RADIOOTRON WG-11	Detector Amplifier
RADIOOTRON WX-12	Detector Amplifier
RADIOOTRON UX-200	Detector Only
RADIOOTRON UX-200-A	Detector Only
RADIOOTRON UX-120	Power Amplifier Last Audio Stage Only
RADIOOTRON UX-112	Power Amplifier
RADIOOTRON UX-171	Power Amplifier Last Audio Stage Only
RADIOOTRON UX-210	Power Amplifier Oscillator
RADIOOTRON UX-213	Full-Wave Rectifier
RADIOOTRON UX-216-B	Half-Wave Rectifier
RADIOOTRON UX-874	Voltage Regulator Tube
RADIOOTRON UX-876	Ballast Tube
RADIOOTRON UX-886	Ballast Tube
RADIOOTRON UX-877	Protective Tube

If you are not handling RCA Radiotrons you are missing a source of steady, never-failing all-year profit ~ ~ ~



RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

Gay, blue seas of the south... rippling jazz rhythms from far-away orchestras... don't travel this winter without a Radiola!



Great at home or on the open seas - this double purpose Radiola

Resting under the palms—touring the sunny states—sailing the seas on two sides of the equator . . . take along a portable Radiola. Or up where the snows are thick and the bob sleds fly—where the ice is glassy and the skaters call for music—swinging, rhythmic, waltzy music . . . take along a portable Radiola. One of those cleverly planned and remarkably capable super-heterodynes fitted into the smartest portable case. Pick it up—carry it off—take your music with you!

Radiola 26 has proved its sturdiness on mule-back trails up roughest mountains. It has proved its dependability in balloon races, helping the winning ship to victory. It has capped the climax of every sort of in or outdoor sport in every sort of season.

Smartly attractive at home—completely portable out-o'-doors—always a fine performer



Radiola 26 is a double-purpose six-tube super-heterodyne. Completely and compactly portable. But with a fine looking walnut battery box, for home use, with space for larger batteries, and an antenna coupler for hooking up an extra antenna, if you wish it. Or loop may be fastened on the back. With 6 Radiotrons. . . \$225

For out-o'-doors, Radiola 26 leaves its regular batteries at home in their walnut cabinet. Just neat—complete—compact—it hides its loudspeaker inside—its loop in the cover—and smaller portable batteries inside the back. Then, home again after a gay trip, it slips inconspicuously back into place in the smartest corner of the living room—attractive in its finely grained walnut cabinet—pleasing to look at—great to listen to!

It is not just a portable radio set, but a real six-tube super-heterodyne with the fine tone and the *proved* quality for which the Radiola is famous. And it adds to its desirability the compactness of a portable, too!

Buy with confidence  where you see this sign.

RADIO CORPORATION OF AMERICA

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

NEW YORK · CHICAGO
SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

This advertisement is scheduled to appear in full color in the following list of magazines: Vogue, Vanity Fair, House and Garden, Country Life, Spur, and Asia, and in two colors in Time Magazine and in black and white in Quality Group list.

Sell performance — at a price



Radiola 20, list, \$115

Radiola 20. Challenging the tone quality and performance of its bigger and higher priced competitors! Twenty times as selective as the average antenna set, and therefore replacing thousands of other sets in the congested broadcast areas. One of the finest values in radio today!

Sell *now* to the traveler



Radiola 26, list, \$225

Radiola 26. A double-purpose set. Portable—easy to carry—completely self-contained—for the winter vacationist going south. And a very attractive home set finished in walnut that is richly grained. For the living room now—and out-o'-doors next summer, for those who are spending the winter at home.

Sell *battery* or "*light socket*" operation



Radiola 28,
list, \$260

This sign marks
the leading dealer
in every commu-
nity.



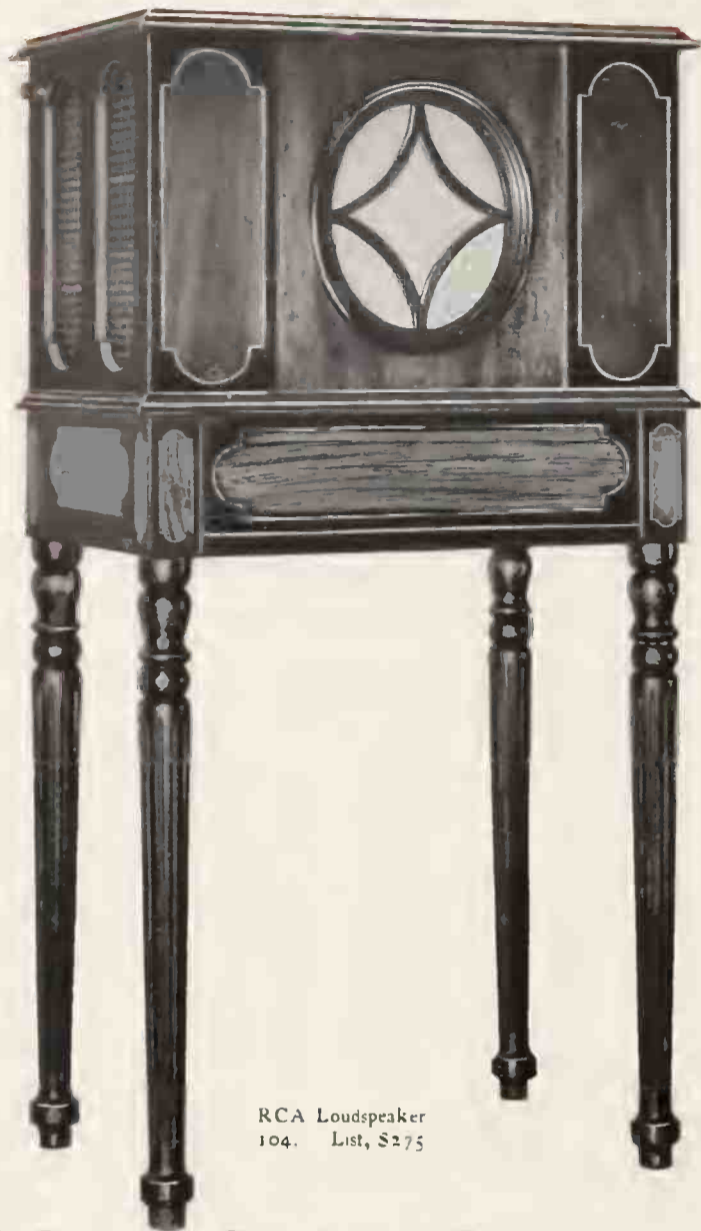
Radiola 28. Eight tube super-heterodyne—known for the finest performance in radio. For battery operation. Or for complete A.C. operation, as when it is combined with RCA Loudspeaker 104.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiola

MADE · BY · THE · MAKERS · OF · THE · RADIOTRON

RCA Loudspeaker 104



RCA Loudspeaker 104. List, \$275

LOUDSPEAKER

with battery eliminator



The greatest *musical* achievement of radio
..the greatest *electrical* achievement of radio
...and a profitable instrument that greatly repays selling effort.

A home demonstration usually results in an immediate sale.



RCA Loudspeaker 100—clear at any volume a set can give it. List, \$35.



RCA Loudspeaker 102—with a power amplifier, A. C. operated. List, \$140

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Profit Winning Sales Wrinkles

How Wittich Turns Over Records—One Demonstration Sold Nine Radio Receivers—Schafer's Clever Publicity—Radio Salesmen Demonstrate Sets in Their Own Homes—Uses Telephone to Hold Record Customers—Other Unusual Stunts

One of the greatest problems of the retail talking machine dealer to-day is to promote record sales to the point where turnover will enable him to show a profit. The record department is assuming greater importance in the talking machine store each year and for that reason the dealer who fails to get behind records is automatically limiting his profits. A one or two-time turnover per year is not sufficient. The dealer must constantly analyze the desires of his customers and potential customers and buy records accordingly. With the merchandise in hand the next step is to dispose of it as quickly as possible. This means that the dealer must find some way of interesting the public in records. Sending out the supplements regularly is the first step. The second step is window and store display as well as other forms of advertising. Wittich's, The Musical Shop, of Reading, Pa., has found an inexpensive way of moving records. This consists of a postal card which bears the title "Specially Released This Morning." The card contains the titles of a specially selected record and beneath this is the following message: "The demand for this record will possibly be without precedent, because it is the first record in which Jesse Crawford—organist—is featured with a dance orchestra. Phone your order if you cannot come in." These cards have been responsible for the sale of many records at the Wittich store. It is the type of record promotion that means extra sales for the dealer.

A Worth-while Demonstration

Demonstrations, whether they are given to groups or individuals, are admittedly the means by which radio receivers are sold and when it proves difficult to induce prospective customers to come into the store the foresighted dealer will find some means of bringing his products to the attention of the buying public. The following two incidents might serve as illustrations. Bill Agnew, R C A dealer of Hempstead, L. I., recently received a call from a customer who stated that she would like to have the batteries in her set changed as she was giving a bridge-party and wanted the set to be in perfect working condition. The dealer, knowing the customer's set to be two years old, placed a new Radiola and speaker in his car and persuaded the lady to allow him to leave them in the house as the old set would probably need a thorough overhauling. The customer consented and that afternoon sixteen ladies listened to the Radiola 20 and the Model 100 loudspeaker. The following morning the customer phoned to say she would keep the set and speaker then in her

home and within the next ten days eight of the ladies present at the bridge party had purchased Radiola 20s from Mr. Agnew. A demonstration of a different type was given some time ago by the M. P. Moller Co., Radiola dealer of Hagerstown, Md., in which six loudspeakers were set on electric light poles along the block on which the store is located and rendered a program of dance music for the benefit of a street carnival dance. Hundreds attended and many expressions of indorsement of the set and speakers were heard.

Explains Store's Policy

"Give More Thought to Music" is the title of a very clever business card distributed by Schafer's Music House, Batavia, N. Y. Schafer's is an exclusive music store and has taken this means of impressing the people of the community with the fact. The message on the card reads: "This store is an exact indication of its purpose, which is to serve you as a trustworthy and convenient guide and help in all matters pertaining to music and musical merchandise." On the other side of the card is a picture of the store. This is excellent and inexpensive publicity.

No Home Demonstrations

The Bryant & Thaxton Furniture Co., of Decatur, Ga., has increased net profits and decreased the cost of selling radio in an unusual manner. The company has eliminated home demonstrations of radio and has made arrangements whereby salesmen are enabled to demonstrate radio sets to prospects in their own homes. The salesman invites the radio prospect to his home where the demonstration can be made most effective. By this means the store has eliminated entirely the cost of delivering sets to homes of prospects and then taking them out again in the event that no sale is made. This method of demonstration is feasible because the Bryant & Thaxton Co. handles only one make of receiver, which comes with or without a cabinet

Finds Phone Profitable

The telephone as a means of informing record customers of new releases has been used many times with success by dealers all over the country, but its use has never become widespread, many dealers feeling that the record or two sold to a customer did not merit the use of the telephone. However, with the unit sales of records with the album sets reaching figures of \$10 or \$12, this method is being used by several enterprising dealers with gratifying results. Miss Dorothy Schwinger, manager of the record department of G. F. Ackert, 118 West

Forty-fourth street, New York, is one who has found the telephone of inestimable value in bringing up the sales volume of Columbia Masterworks recordings. Whenever a new Masterwork album record is released Miss Schwinger spends the greater part of the day in calling up former purchasers of album sets, telling them of the new release and inviting them to the store to hear the records. Although a leaflet or circular letter announcing the new release would conveniently bring the matter to the individual's attention, he would be apt to buy the records at any dealer's store. The telephone method of announcement, Miss Schwinger finds, best serves to hold her old customers.

School Book Advertising

The Radio Shop, Radiola dealer of Sherman, Tex., uses a clever method of bringing the products of the store to the attention of the prospective buyers in their homes. The proprietor had an advertisement of the store and its products printed on slip covers for school books and had the printer deliver 5,000 of the covers to the superintendent of schools to be given to pupils as they needed them. Naturally the pictures of the radio receiver were constantly before the eyes of the children and of their parents also with the result that in addition to what sales resulted, the name of the Radio Shop and Radiolas became connected in the minds of thousands with radio products.

Gives Record Concerts

Weekly record concerts at which the latest record releases are played for an audience which averages between fifty and sixty have proved a most successful sales stimulator for the Boulder Music Co., Boulder, Colo., of which Otto Cattell is proprietor. These concerts have become an established factor in the musical lives of many of the town's people and every Wednesday evening they gather to hear the latest in recorded music. Chairs are placed in the front part of the store, Mr. Cattell and his salesmen meet the guests and printed programs of the selections to be rendered are distributed. The numbers are confined almost entirely to the classical and semi-classical with a few popular numbers played as encores. Another method of bringing people to the store is a circulating, rental library which keeps booklovers coming in at regular intervals and, as some new record is being played constantly, they usually depart with records as well as with the book for which they originally entered. Quite naturally, the talking machine record department is one of the most successful of all the store's departments and the other sections of the establishment benefit through the frequent dropping-in of prospects who are oftentimes sold other new products.

A certain New York dealer does a very large foreign language record business. In quiet moments he plays over and acquaints himself with these records. That's the answer!



National Record Albums

Made of the best materials and finished by experienced workmen

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

Albums for Export Our Specialty

Write for list of 1927 styles and prices

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

New Methods Are Needed to Build Sales of Talking Machines and Recordings

Improved products and changed sales appeal bring the dealer face to face with many important problems in connection with promotion of sales.

The phonograph has come back, and the retail industry may consider itself fortunate. The new recording system and the new machines have put the phonograph upon an entirely new basis, from which an expansion may take place, the like of which could not have been even imagined a few years ago. What will interest the merchant now of course will be the bearing of these facts upon his selling methods.

If we look back over the past twenty years, we find that talking machine manufacturers one by one found themselves compelled to build demand for their products by the most elaborate methods. These began with the gradual collection of recordings of great operatic voices. A sort of contract war to obtain the greatest number of well-known operatic names as those of exclusive recording artists was waged with varying success for several years. This foundation of names was then built upon by ingenious and extensive national advertising. The talking machine became popular and much wanted, because it gave to every home the ability to hear Caruso and Gadschi, Sembrich and Bispham, and a host of others as well known, at any time, and in consideration of a relatively small outlay for machine and discs.

Creating Its Own Troubles

The later slump was not brought about by the incursion of radiotelephony, as was at first hastily assumed. The latter merely crystallized a public dissatisfaction which had been growing and for which the dealers had at least one-half of the responsibility. The talking machine industry had become rapidly and deservedly prosperous, by bringing to hundreds of thousands of homes, previously musicless, a taste and hunger for music, which for some years it was able wholly to satisfy. The very taste which the talking machine created, however, fed upon itself, until it demanded something which the talking machine in its older form could not adequately supply. The talking machine industry, in fact, itself created the cause of the troubles which some foolish people supposed marked its end and its death.

Such, indeed, is the history of every pioneer industry. Nor has ours failed to save itself in time. The electrical system of recording has opened up a vista of possibilities that almost stuns the imagination. It is evident that the new principles are capable of almost infinite adaptation and expansion, as regards both reproduction and recording. We may look for constant improvement in records and machines, for the electrical principles are dynamic and there is no assignable end to their possibilities.

New Salesmanship Called For

Evidently the methods of salesmanship will have to undergo a parallel reconstruction. In

fact, it is safe to say that the future of the talking machine industry rests upon the shoulders of the retail trade to-day as it never did before in past days under older conditions.

It may be asked why this should be, when it has been said that the new recording and reproducing methods are so appealing and so superior? The answer is that the talking ma-

The accompanying article emphasizes several factors that influence retail sales and suggests how progressive dealers may secure more profitable sales volume than ever before by developing business through more effective promotion methods. The need for more intensive salesmanship in talking machine stores is apparent and the form it should take is suggested.

chine has educated the public to demand much, and that this demand is now vastly increased by the wide opportunities to hear good music of every kind which the art of radiotelephony has brought, as well as by the sometimes overlooked fact that orchestras, choral societies, school work in music and many other agencies have been steadily at work, not only in a few great cities but all over the land.

In other words, the merchant must realize that public taste has changed. The main support of the industry is hereafter to be found in those who can appreciate the musical beauties of the new recordings and the new reproductions. In other words, there is to-day, waiting to be convinced, an enormous mass of more or less musically educated minds, which have never believed that phonographic reproduction could ever be what we know it now to be, and on which the phonograph merchant can work with the utmost and with certain success.

The Old Machine and Its Problem

Moreover, there are the millions who have bought talking machines and records of the older types. Those who have the finer among the old machines may be willing for long to put up with them, in spite of their now obvious inferiority; but in that case there is the whole new and wonderful world of electrical recording to which they have not yet been introduced and which makes even old-type machines sound quite different and better in every way. On

the other hand, those who have older machines and records, but who become convinced of the immense superiority of the latest instruments, will not long delay in purchasing one. It will be entirely a matter of good salesmanship, of demonstration; in fact, of education.

It should be emphasized that most of this work must be done by each merchant in his own community. Mainly, indeed, it will be a matter of following upon the leads supplied by the national advertising done by the manufacturers; but the point to be noted is that the local merchant, the man in the neighborhood, is the man who must carry the burden of building up the existing static interest into a dynamic interest, leading to desire and demand.

Nor, after all, need it be at all difficult. The job should be both easy, in fact, and pleasant. The real difficulty, if there be any, will be in getting a new grasp on the subject. We have got to educate our public to an appreciation of the beauties of the modern machine and of the new records. That means demonstration, first, last and all the time. It means talking, thinking, and selling music, day in and day out. It means turning one's store into a veritable house of music. It means giving the entire community a knowledge of what music in the home may and should be. It means, in a word, real salesmanship of music.

"Peg Leg" Howell Is Exclusive Columbia Star

Fortune wasn't smiling much the day that "Peg Leg" Howell got too intimate with a shell, but when he found that even the loss of a leg failed to dismay this happy singer, things began to brighten up.

"Peg Leg" Howell is another notable addition to the Columbia Phonograph Co.'s brilliant constellation of Race stars. He has but one leg, one guitar and one voice, but he certainly makes music enough for a regiment. He's strong for "blues," but he only sings 'em, he never has 'em.

J. H. Tregoe Optimistic

With a firm credit situation and with properly controlled business, there need be no fear of depression this year, according to J. H. Tregoe, secretary of the National Association of Credit Men.

The Dependable Music Store, Inc., South Bend, Ind., has filed a certificate of final dissolution, according to an announcement that has just been made.

STARR PIANOS STARR PHONOGRAPHS

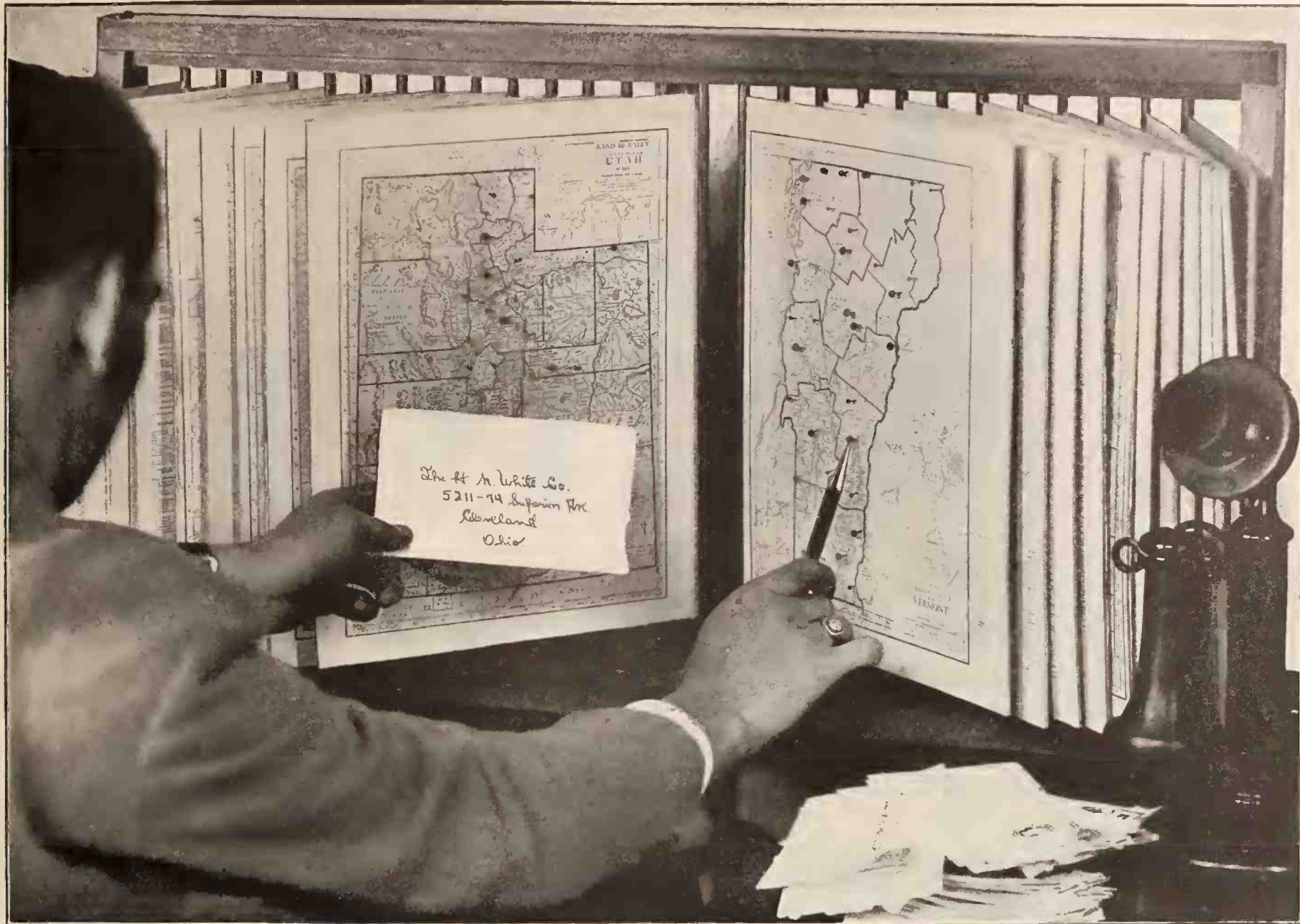
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



For Your Protection!

KING Dealers Get Every Inquiry

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

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

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

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

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

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

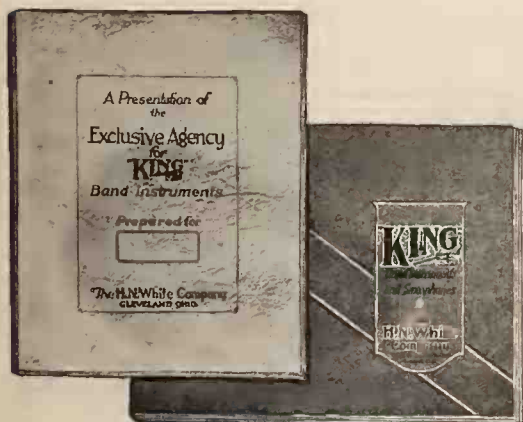
Many good territories are still open. Each week makes that number less. Our mutual profit suggests a discussion of your territory now. *May we have that opportunity?*

THE H. N. WHITE CO.

5215-83 Superior Avenue
CLEVELAND, OHIO

Makers of

KING
BAND INSTRUMENTS



THE H. N. WHITE CO., Makers of King Band Instruments
5215-83 Superior Ave., Cleveland, Ohio

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

Also send information about your plan for financing sales.

Name of Firm.....

Individual.....

Address.....

City..... State.....

Head

HERE they are—the foremost artists in the popular field! And they all make records for Victor *exclusively!*

Victor's headliners make it possible for you to build a bigger business!



Liners

Famous instrumental soloists and organizations

	Frank Banta	Jesse Crawford	
Goldman's Band	Arthur Pryor's Band		Sousa's Band

Dance orchestras

Paul Whiteman and His Orchestra	Roger Wolfe Kahn and His Orchestra
Aaronson and His Commanders	Art Landry and His Orchestra
Coon-Sanders Orchestra	George Olsen and His Music
Jan Garber and His Orchestra	Russo & Fiorito and the Oriole Orchestra
Jean Goldkette and His Orchestra	Philip Spitalny and His Orchestra
Goodrich Silvertown Cord Orchestra	Waring's Pennsylvanians
Johnny Hamp's Kentucky Serenaders	Ted Weems and His Orchestra

Musical comedy, vaudeville and radio headliners

Will Rogers	Jane Green	Miller and Farrell
Gene Austin	Maurice Gunsby	The Revelers
Brox Sisters	Walter E. Kelly	Sam 'n' Henry
Correll and Gosden	(The Virginian Judge)	Silver Masked Tenor
Frank Crumit	Sir Harry Lauder	Jack Smith
Duncan Sisters	Gertrude Lawrence	Aileen Stanley
The Eight Popular Victor Artists	Beatrice Lillie	Tom Waring

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

Canvassing Won Quick Success for Farling

Harrisburg, Pa., Retailer Started in Business With a Dangerously Small Capital But "Doorbell Ringing" Eliminated Handicaps

When Farling started in business in Harrisburg, Pa., seven years ago he had \$2,000, most of which was promptly spent for stock and fixtures, leaving him practically no working capital. This was a dangerous position and Farling realized that he would have to get turnover immediately if his business career was to continue. He decided that the only way to surmount the obstacle of small capital was to build quick sales volume and that canvassing was the one certain way of achieving this without costly sales promotion expense, which was out of the question because he could not afford it.

Farling's Music Store is now seven years old

and from the day the proprietor purchased a truck and started canvassing until the present time outside selling has resulted in the bulk of talking machine sales. To-day the accounts on the books of this enterprising dealer are valued at \$60,000. Some time of each day is given over to canvassing, especially in the outlying districts within a radius of fifteen miles of the store.

How Farling Canvasses

Here is how Farling goes after business on the outside. From two to four talking machines are loaded on the truck, which is then driven to a likely section of the city or its suburbs. Each house in the district is visited and deals and deliveries are made on the spot. Often the truck drives to the store late in the afternoon empty, all the instruments and records having been disposed of.

Canvassing in this manner is the best way to get rid of trade-ins, according to Farling, who during the past year has moved in the neighborhood of 100 old machines in this way. A similar number of new Orthophonics has been sold by the same route.

Selling Trade-ins

Usually when the truck is loaded with trade-ins \$10 or \$15 worth of records are taken along for each instrument. The sale of a machine also includes these records, the down payment covering the cost of the records. It is interesting to note that the records also are the old ones; thus Farling not only easily disposes of all old machines at a fair profit, but he keeps his record shelves clear of slow-moving and dead stock. Two thousand old records have been sold from the truck during the last twelve months.

Caution Reduces Credit Risk

Of course, extreme care must be exercised in granting credit, especially when many sales are made in poorer sections. Farling has learned to judge the credit standing of prospective customers by their answers to judiciously put questions. He seldom makes a mistake, as is testified by the fact that he never has lost an instrument, although he has been compelled to repossess a number of them.

In order to facilitate payments each customer is supplied with a folder, the two inside pages of which are divided into spaces representing months of the year. Four light-ruled lines divide each month into weeks. Above this are name and address of the customer, the type of instrument purchased, date, amount of payment and whether the customer has agreed to make payments on a weekly or monthly basis. A card similarly ruled is made out at the time of the sale and this is used when making collections. If a customer for some reason or another falls behind, Farling knows it without going through his books. These cards are filed in a box according to the date when payment is due. If no payment is made the card remains in the cubbyhole of the box and next day Farling is advised of the delinquency and proceeds to collect or find out why the customer was unable to pay.

On the back of this card is jotted down information that might be found useful in collecting. This data consists mainly of the occupation of the head of the house, when paid, and other pertinent facts that are considered of importance by the credit department of the store.

Why Canvassing Pays

Canvassing pays in spite of the increased cost of selling, according to Farling, because if the proper methods are employed sales volume is increased sufficiently to overcome the cost of the campaign. Second, the dealer is thus able to

move merchandise in which he has an investment tied up and that might remain on the floor of his store for a long period of time. Third, during slack times canvassing keeps salesmen busy when ordinarily they would not be making sales. Obviously the percentage of overhead expense increases as business decreases, therefore, if a dealer stages a canvassing drive during a season when things are slow the cost of the outside selling is minimized by increased revenue.

Star of "Honeymoon Lane" Is New Columbia Artist

Kate Smith, Newcomer to Broadway Ranks, Has Proved One of the "Finds" of the Year —Is Now Exclusive Columbia Star

Kate Smith, one of the latest additions to the Columbia Phonograph Co.'s list of exclusive artists, is one of the brightest of the stars in "Honeymoon Lane."

Miss Smith was "found" by Eddie Dowling, entertaining at private affairs in Washington,



Kate Smith

D. C. He was so attracted by her performance that she was immediately signed for "Honeymoon Lane," the play now running to capacity houses in New York. Every performance finds this young star out in front, "stopping the show" with her clever singing and dancing.

F. B. Connelly Co. Wins Success With Carryolas

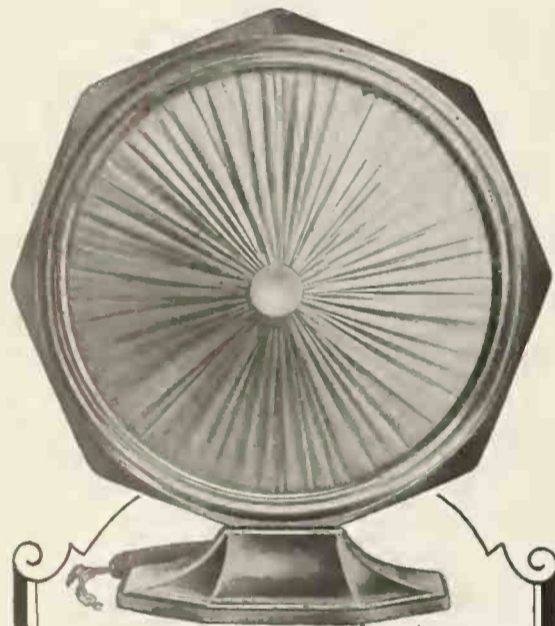
In Less Than Two Months Montana Carryola Distributor Has Opened More Than One Hundred Accounts and Secured Big Volume

BILLINGS, MONT., January 4.—Just sixty days ago the F. B. Connelly Co., of this city and Great Falls, Mont., was appointed a Carryola jobber for this section.

In that short period this firm has developed a portable business that is indeed remarkable. Starting from scratch, it has interested more than one hundred live retail accounts.

Don Leopold, sales-promotion manager of the Carryola Co., with whom the F. B. Connelly Co. originally contracted, is extravagant in his praise for this distributor. He states that the Connelly Co. is one of the most aggressive and dynamic concerns that he has known in his seven years of contact in this industry. K. A. Connelly is the guiding genius of the operation and he is a merchandiser of the most practical type. His company has been established for many years, first in the automotive business and then in the capacity of radio wholesalers. The success of the Connelly Co. may well be attributed to its constructive policy of dealer development.

The new SONOCHORDE CONE



\$25.00

For Quality Receivers

Manufacturers of the highest quality radio receivers recommend Sonochorde as the reproducer that best exemplifies the performing capabilities of their sets. Both in appearance and performance Sonochorde delights the most critical.

Sonochorde superiority is due to its patented reproducing unit, employing four super-powered, angularly spaced magnets capable of lifting 10 pounds. It is the original speaker with the silk-covered cone. Just compare it!

BOUDETTE MFG. CO.

CHELSEA MASS.

HASTINGS ELECTRIC SALES CO.

Factory Sales Agents

42 Binford St. S. Boston, Mass.

BACK VIEW

FLOOR MODEL

WALL MODEL



Note how the back of every Sonochorde is protected against possible injury.

Equipped with heavy cord and decorative tassels. Price \$27

A design of unusual distinction. Price with cord \$35

Reproduction of this ad will appear in over 50 Metropolitan Newspapers

\$1000.00 Cash for a Name



You are Eligible for this Generous Prize.
SIMPLY SEND A SUGGESTION FOR A NEW NAME AND
SLOGAN FOR THE MAJESTIC "B" CURRENT SUPPLY.



Contestants are to suggest an improvement for the words:

"B-Current Supply"

retaining the name "Majestic," together with a slogan and a short letter telling why the name and slogan offered are regarded as appropriate.

Characteristics of Majestic "B" Current Supply (helpful in originating a name):

- Present Slogan** "Delivers pure direct current from your light socket."
- Better Radio Reception . . .** No hum. Superior to any source of radio power.
- Dependability . . .** Maximum and unvarying power always available.
- Flexibility** Voltage adjustable to meet varying conditions on any radio set.
- Durability** No acids or liquids.
- Economy** Low cost and best form of "B" power.

Contestants will find radio dealers ready and willing to aid in originating a name and slogan by showing the MAJESTIC "B" Current Supply and giving a demonstration

In case of a tie, each of the tying contestants will receive \$1000—the full amount of the prize. Contest closes at midnight January 29, 1927. Award of judges will be published in this paper about February 15. Address all letters to Contest Manager


GRIGSBY-GRUNOW-HINDS-CO.

4584 ARMITAGE AVE.
CHICAGO, ILL.

.....
 ■ CONTEST MANAGER, care of (Use this form or one similar)
 ■ Grigsby-Grunow-Hinds Co., 4584 Armitage Ave., Chicago, Ill.
 ■ I submit for name MAJESTIC _____
 ■ For slogan _____
 ■ My name _____
 ■ Address _____
 (If desired, attach explanatory letter)

Distributors of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



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

The Artophone Corporation,
1622 Pine Street,
St. Louis, Mo.

Baltimore Phono. Dist. Co.,
422 N. Howard Street,
Baltimore, Md.

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

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

Doerr, Andrews & Doerr,
Minneapolis, Minn.

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

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

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

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

McPhillben-Keator, Inc.,
68 Thirty-fourth Street,
Brooklyn, N. Y.

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

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

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

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

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

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

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

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

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

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

Announce the Electrobeam Gennett Recording Process

Starr Piano Co., Richmond, Ind., Makes Public
Process of Recording That Is Based on Entirely
New Principle of Recording

The Starr Piano Co., Richmond, Ind., has just announced to the trade a new process of recording which will be designated as the Electrobeam Gennett. This new process embodies several distinctive characteristics in connection with electrical development, and was perfected by a staff of experienced electrical experts working in conjunction with the engineers of the General Electric Co.'s laboratories. It is stated that the Electrobeam Gennett is based on a new recording principle.

Charles Beisel, controller of sales for the record division of the Starr Piano Co., during a recent visit to New York commented as follows upon the new recordings: "We feel that in our Electrobeam Gennett we are producing a record whose approach to perfection is an outstanding achievement of this industry. The most striking characteristics of this new principle of recording are the exceptional volume secured without a trace of blast or harshness and the rich quality of tone, combined with a bell-like resonance. The secret of this lies in a process of tonal modulation, which our engineers have perfected after more than a year's research. We are also using the finest quality of stock that can be secured.

"In conjunction with our new Electrobeam Gennett recordings, we have inaugurated a new sales plan, which will be announced in detail shortly by Fred D. Wiggins, directing head of the record division. This plan will enable distributors to do away with the bugaboo of dead stock and at the same time realize a wider margin of profit through certain arrangements which we will set forth in detail in the near future. We have always contended that, in line with the tremendous development of sound production, there should be a method of sales distribution which would enable the distributor to have a large enough margin of profit for the exploitation of his industry along lucrative and permanently profitable lines."

Powel Crosley, Jr., Heads the De Forest Radio Co.

(Continued from page 3)

De Forest Radio Co.," said Mr. Crosley while in New York. "I have always believed that the name De Forest and certain other rights of the company could be made of great value.

"After giving considerable study to the matter, and at the request of a large number of stockholders, I have entered into an agreement for the operation and management of the company, with the intent to develop its business and to enable it to occupy the position in the radio field to which its name and other rights entitle it."

The De Forest Company will still maintain its name, according to Mr. Crosley, and not change or submerge its identity in any way.

As compensation for his work and for the money advanced, Mr. Crosley will receive 3 per cent of commission on the first \$3,000,000 of annual net sales and 1½ per cent on the net annual sales over that amount. The 39,000 shares of treasury stock which Mr. Crosley received will be placed in escrow in a Cincinnati bank until the stock earns \$1.50 per share, when they will become his property.

The De Forest Radio Co. is one of the pioneers of the radio industry and the name De Forest is known wherever wireless has penetrated. Mr. Crosley purchased the Canadian De Forest company and also, during the past year, purchased the American Radio & Research Co., of Medford Hills, Mass., better known as the Amrad plant and broadcasting station. Future plans for the De Forest Radio Co. have not yet been announced by Mr. Crosley.

Blackman Distributing Co., Inc., New Name of Firm

Famous New York Wholesaler Changed Name
From Blackman Talking Machine Co. on
January 1—Factor in Trade Development

In keeping with the diversification of its present line of distribution, the Blackman Talking Machine Co., Inc., New York, one of the foremost wholesalers in the country, changed its name, on January 1, 1927, to the Blackman Distributing Co., Inc. J. Newcomb Blackman, president of the company and for many years a foremost factor in all constructive develop-



J. Newcomb Blackman

ments pertaining to the music industry, announced the change in name, advising the trade at the same time that the new corporate title involved no change in ownership or management. The company's sales policy will continue unaltered except as its increased business will make for improved service.

The Blackman Distributing Co., Inc., is one of the pioneer Victor distributors of the country and has attained phenomenal success in the distribution of Victor merchandise. About two years ago the company became a distributor of radio products and during this brief period has won recognition as one of the outstanding successes in the wholesale radio industry. The radio lines distributed by the Blackman Distributing Co., Inc., include several well-known and popular radio receivers; a complete line of radio accessories and RCA Radiotrons. Among the other products distributed by the company are Eveready flashlights and Pathex cameras and projectors.

J. Newcomb Blackman, president and treasurer of the company, has not only been active for over twenty years in the music industry, but has been a leader in many civic and industrial organizations. Claude L. Johnston, vice-president and general manager of the company, has won the esteem and friendship of Blackman dealers everywhere through his exceptional merchandising knowledge and his untiring efforts to co-operate with the dealers in their sales activities.

"The Radiotrons" on the Air

A new radio broadcast feature, "The Radiotrons," was recently introduced to the audience of the air from Station WJZ, New York, and three stations of the National Broadcasting Co.'s "Blue" network, WBZ, KDKA and KYW. This will be a regular weekly broadcast on Thursday evenings from the stations mentioned. The Radiotrons comprise a group of popular air entertainers, including the well-known Shannon Quartet. A wide range of vocal and instrumental solo and ensemble entertainment is included in RCA's plans for this new broadcast feature.

Columbia

Announces

**The fourth of a series
of advertisements /**

*2 pages facing
in color
in*

**THE SATURDAY
EVENING POST**

This Advertisement Appears in *THE*

Two things every



Which is the best of the new and entirely different reproducing instruments that have succeeded the phonograph? Which is best in tone, in range, in volume, in beauty of design, in perfection of finish? Find out! Hear them! Compare! Make sure!

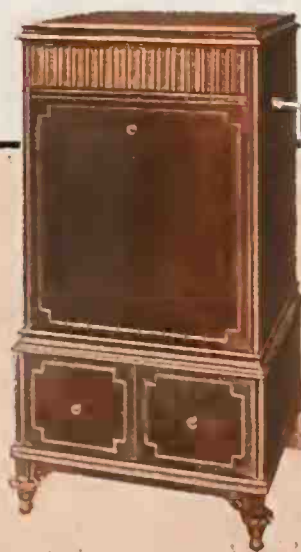
Viva-tonal Columbia
Model 810 . . . \$300
(Decorated Brown Mahogany.)
Model 800 . . . \$275
(Two-Tone Walnut.)

Columbia

The true successor to the Phonograph is the new Viva-tonal Columbia

No other reproduced music has been or can be just like that which may be yours through the possession of a Viva-tonal Columbia. Examine it as a piece of fine cabinet workmanship in mahogany or walnut. Then hear it! Hear it as a marvel of modern invention, ready as if by magic to summon at your bidding, in full-throated tone, in undistorted naturalness from the highest soprano down to the deepest bass, in hitherto unimagined color, brilliance and clarity, all the beauty of all the music of all the world—

Like life itself



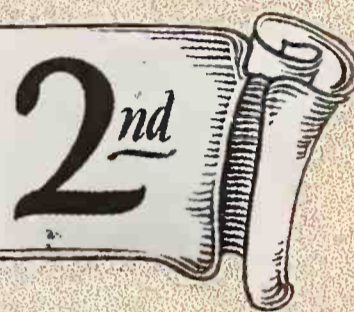
Viva-tonal Columbia Model 650—\$150. (Rich Brown Walnut.)

Viva-tonal Columbia Model 611—\$115. (Decorated Walnut.) Model 601—\$90. (Two-Tone Brown Mahogany.)

ALL THE BEAUTY OF ALL THE

body wants to know!

Which are the best records, recorded the new way—electrically?—best in richness and naturalness of vocal and instrumental tone reproduction, best in smooth, scratchless surface, best in volume, clarity, brilliance? Find out! Hear them! Compare!



Columbia

The one greatest advance in the recording art in twenty years has been achieved in

Electrical Process

Columbia New Process Records (Viva-tonal Recording)

The epoch-making electrical process of recording used in Columbia New Process Records is offered to the public by the Columbia Phonograph Company through arrangement with the

Western Electric Company

Would you like to add regularly to your permanent record library, to be played as often as you like, the immortal works of such great composers as Beethoven, Schubert, César Franck, Tschaiikowsky, Berlioz and others? Columbia offers complete album Masterworks sets by the London Symphony Orchestra, the New Queen's Hall Orchestra and others. Also vocal and instrumental records by such Celebrity soloists as Hackett, Kurenko, Alsen, Stracciari, Lindi, Mardones, Graveure, Grainger, Friedman, Seidel, Salmond, and many others.

Columbia New Process Records bring you the earliest releases of dance and vocal hits, many recorded exclusively for Columbia by such orchestras as those of Ted Lewis, Paul Ash, Leo Reisman, Harry Reser, Fred Rich, Paul Specht, Art Kahn, Clicquot Club Eskimos, Ipana Troubadours and many others. Also instrumentals and vocals by such artists as the Whispering Pianist (Art Gillham), The Singing Sophomores, Kitty O'Connor (The Girl Baritone), Ford & Glenn, Rudy Wiedoeft (Saxophonist), Ruth Etting, and others.

Ask your dealer or send direct for complete monthly catalog-list of recent Columbia records

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



Viva-tonal Columbia Model 710—\$175. (Decorated Brown Mahogany.) Model 700—\$160 (Two-Tone Walnut.)



MUSIC OF ALL THE WORLD



COLUMBIA

IT is evident, from all indications, that 1927 will be the banner year for the phonograph and record trade—still better, even, than 1926.

This upward swing towards renewed trade activity finds Columbia fully ready.

The dealer who makes the Vivaltonal Columbia and Columbia New Process Records his outstanding features, offers his customers musical merchandise whose quality is immediately recognized. For many it will be a great Columbia year. Will you share it, too?

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York



"Reg. U. S. Pat. Off. M. R. M. Ind. Rights
Nos. 16823 & 16826 de 6 de Agosto 1920.
Marca Industrial Registrada Mayo No. 1096"

Crosley Foreign Sales Show Material Increase

Sales Made Through Export Department Have Increased Five Times Within One Year—Japan and Australia Are the Biggest Buyers

CINCINNATI, O., January 6.—An indication of the increasing interest in radio in foreign countries is given by statistics compiled by C. J. Hopkins, export manager of the Crosley Radio Corp. Within one year sales of radio sets through the export department have increased five times. While this may be accounted for to some extent by intensive sales effort, Mr. Hopkins believes it to be conclusive evidence of the spread of radio enthusiasm in far-away lands.

He lists forty-seven countries as active markets for radio products manufactured in the United States. Of these, he finds Japan and Australia to be the biggest buyers. Sales to several countries, such as England, were curtailed by patent conditions or local legal restrictions imposed on the use of radio equipment. In general, however, the best radio markets were found to correspond closely to the best markets for musical instruments and automobiles.

Even the far corners of the earth have their radio fans. A number of sets were shipped to such far-away places as Greenland and South Africa. Other out-of-the-way places which purchased their share of radio equipment were Burmah, Alaska, Hawaii, Philippine Islands, Cape Verde Islands and Salvador.

F. A. D. Andrea Employes Share in Holiday Bonus

Fifteen Hundred Employes Share in Prosperity of Neutrodyne Radio Manufacturer

Fifteen hundred employes of F. A. D. Andrea, Inc., and allied companies shared in the prosperity of Fada radio at Christmas. Frank A. D. Andrea, president of the Fada organization, distributed a special bonus to all employes based on production figures, which were admitted to be the highest in the history of Fada radio. Fada representatives in many foreign countries participated in this holiday bonus for the third successive year.

"Nothing has given me more pleasure than the sharing of our earnings with those who have worked with me," said Mr. Andrea. "In radio the real successes are those companies that did not try to swallow the earth in a single gulp. We are proud of having started out in a small way and of having grown upon the solid foundation of quality apparatus, sound production and merchandising methods, and discounted bills."

Pacific Radio Trade Ass'n Holds Enthusiastic Meeting

SAN FRANCISCO, CAL., January 4.—"Loose credit, that is, small down payments and long-term credit in any form of merchandising, results in loss to the dealer and the finance company," said H. E. Clark, vice-president of the Mercantile Trust Co., of San Francisco, in an address on the subject of "Installment Selling," given before the last meeting of the Pacific Radio Trade Association.

The meeting, one of the best attended and most enthusiastic meetings yet held by the association, was attended by radio dealers, agents and jobbers of San Francisco, northern and central California.

Continuing, Mr. Clark, who is a recognized authority on credits, said, "Credit extension is not insurance even though many business men seem to think so. Experience has taught us that credit to individuals, unlike insurance, cannot be based on the law of averages." In clos-

ing, he pointed out the danger of contracts in which the period of time is too long, and the down payment too small, and urged the dealer to take ample precautions as to his customer's financial standing before extending credit.

Ernest Ingold, president, outlined some of the plans which the Association has under way. Foremost among these is the campaign to eliminate interference.

Harry Reser and Eskimos Renew Columbia Contract

Harry Reser and His Cliquot Club Eskimos have renewed their contract with the Columbia Phonograph Co. and will continue to make records exclusively for that company. This dance orchestra, which broadcasts over the WEAJ chain and also plays at the Knickerbocker Grill, has become one of the most popular organizations in the country. Reser's records have been well up among the best sellers for some time, according to reports.

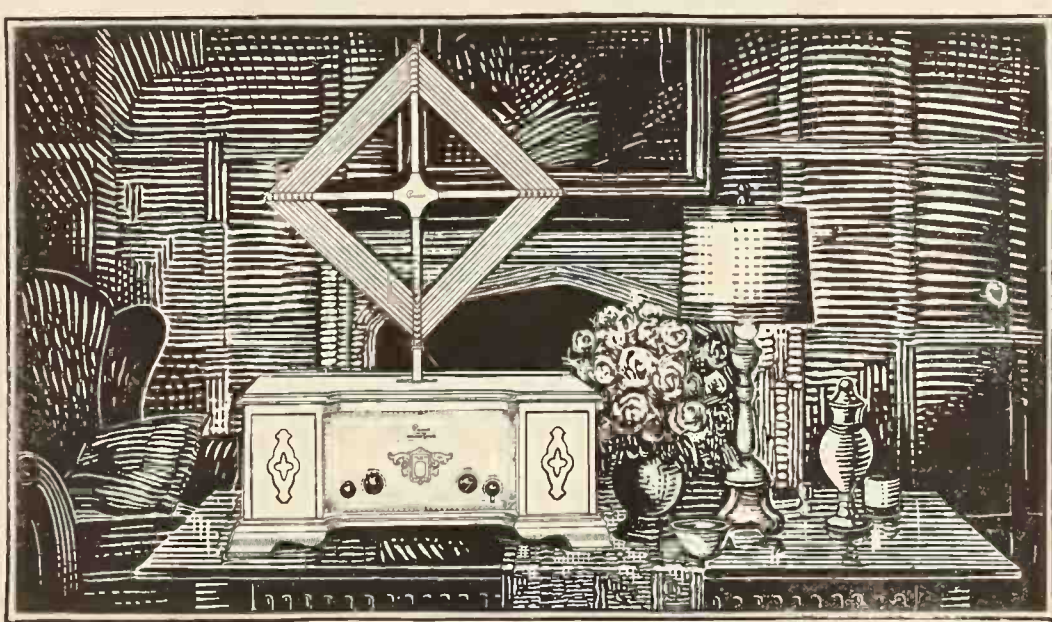
Carryola Executives Make Important Trade Trip

Don T. Allen and H. D. Leopold, Officials of the Carryola Co. of America, Hold Conferences With Eastern Representatives

MILWAUKEE, Wis., January 3.—Don T. Allen, vice-president of the Carryola Co. of America, and H. D. Leopold, advertising and sales-promotion manager of the company, have just returned to Milwaukee after a very strenuous and important business trip to the East.

During the time they spent in New York and Philadelphia conferences were held with all other Eastern representatives and supply sources in this part of the country. A number of excellent 1927 arrangements were developed, it is said, which will be announced later.

One interesting sidelight announced is the fact that Carryola plans for the East have been broadened in such a way that a volume of business in this section, at least 60 per cent in excess of the 1926 figure, is expected.



PRIESS STRAIGHT NINE
List Price without accessories \$195.00

Write for name of our distributor in your territory

[We have a most unusual opportunity for the right man]

SOME very desirable territory is still open. We give exclusive representation and a dealer franchise.

Our line includes a sufficiently wide price range to meet all requirements of a high-class dealer.

Priess Straight Nine, giving great sensitivity and distance on loop alone. List Price, in handsome figure mahogany cabinet, without accessories **\$195**

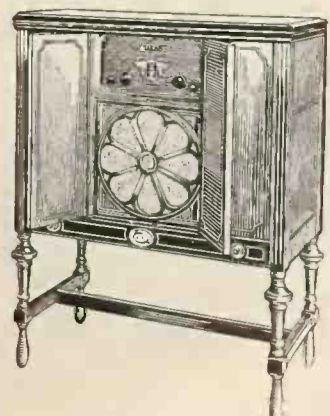
Priess Straight Eight, especially adapted for rural localities (the sensation of last season) will continue to be made to comply with dealer demand. List Price, with accessories **\$175**

Priess

TRADE MARK

STRAIGHT 9 NINE

Priess Radios are nationally advertised. Full information on request.



PRIESS RADIO CORPORATION
693 BROADWAY NEW YORK

Console Model, \$335

Money-Making Suggestions for Ambitious Merchants

Tie-up With Better-Class Radio Concerts to Sell Sets and Records—Co-operate With Schools to Sell Instruments—Has the Customer A-C or D-C Current?—Other Suggestions

With a new series of Victor radio concerts in progress, the first one having been heard by many thousands on January 1, Victor dealers throughout the country should avail themselves of the opportunity of making a dual tie-up and utilizing these concerts to stimulate both the radio and record departments. In order to effect a tie-up with the first of the concerts Landay Hall, New York, had an attractive sign in the window, stating that a radio purchased within a certain period would be delivered and installed in time for the purchaser to listen to the Victor concert, at which the following artists would sing. Then followed a list of the artists who would participate. On the floor of the window grouped about the sign were framed photographs of John McCormack, tenor; Rosa Ponselle, soprano; Alfred Cortot, pianist, and Mischa Elman, violinist, the featured artists of the first of the new series of Victor concerts. Dealers might give a thought to this and all other concerts of merit and use them as arguments for the purchase of a radio receiver, for after all it is the entertainment that is received rather than the set which governs the purchase, and with the quality of radio programs on the upgrade, more emphasis can be placed on them by dealers, to their ultimate profit.

\$ \$ \$ \$ \$ \$ \$

The public schools as prospective customers for the new talking machines and records should prove profitable to the dealer who is willing to co-operate with the school authorities. It often happens that the principal of a school is more than willing to purchase an instrument and a large stock of records for the education and entertainment of pupils, but the necessary funds are lacking and the budget prepared by the civic authorities provides for no such outlay of money. There are a number of methods by which the money can be raised and the enterprising dealer will find that the necessary co-operation will in most cases be forthcoming from those interested. A Brooklyn, N. Y., talking machine dealer has for years past been working in close harmony with the principals and music supervisors of several schools in his vicinity and has profited greatly thereby through the sale of several Orthophonic Victrolas, a number of portables and a large number of records. This dealer has raised

the money through which the schools made their purchases by working with Mothers' Clubs, which are organized in some schools and conduct social events such as card parties and cake sales at intervals, to which a small admission is charged, the money going toward the purchase of the instrument. In other cases, where no such organization exists, an entertainment is prepared with the assistance of the principal and an hour or so of the school time is given over to the event. The children pay an admission fee of about twenty-five cents, and as a great part of the entertainment consists of selections played by the Orthophonic, together with songs and recitations by talented pupils and volunteer entertainers, the entire proceeds go to the purchase of the instrument. Another feature of this type of sale is that repeat sales of records are steady and large, and good will toward the dealer's establishment is built with the teachers and pupils of the schools.

\$ \$ \$ \$ \$ \$ \$

With the general tendency of radio buyers and radio owners toward the electrification of receivers it would be well for dealers who are located in a city or section where residences are equipped with both alternating and direct current to ascertain, insofar as it is possible, which sections have houses wired with alternating current and which with direct. In some cases homes within a block of each other have different currents. Should it be impossible for the dealer to learn with certainty which of the currents a residence is supplied with, he should at least have the telephone and extension numbers of the utility companies where the information can be secured, and assist the customer in this way to discover whether to purchase a battery-equipped set or one which will operate from the light socket without the addition of costly accessories.

\$ \$ \$ \$ \$ \$ \$

An interesting variation of the usual method of employing testimonials as aids in stimulating sales was recently made by D. I. Drucker, of the sales staff of the Day-Fan Electric Co., of Dayton, O. Briefly summed up, it is this: Get a number of sheets of paper—about three feet high and a couple of feet wide, and hang them on the wall of the store or on an easel.

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone 536 PHILADELPHIA, PA. Cable Filadelp, Phila.

When a satisfied customer comes into the store and speaks words of praise concerning the set he purchased, give him a piece of crayon and have him write his praise on the sheet of paper and sign his name. You can go over to the testimonial sheets and say to a prospect: "Look these over. Here are some of the things the people right here in town have to say concerning the set you intend purchasing." The sheets can also be used as window displays and it is safe to say that passersby will flock to see what their neighbors are saying regarding their radio receivers.

\$ \$ \$ \$ \$ \$ \$

The manager of the record department in a New York music store, which carries the Columbia line of Viva-tonal phonographs and New Process records, some months ago visited the record managers of several nearby stores which did not carry the Columbia line and arranged with them to refer to her all inquiries for Columbia recordings should the inquirer be insistent upon securing the Columbia rendition of a selection. She in turn promised to refer inquiries at her department for makes of records which she did not handle to those who performed the service for her. By checking up this enterprising young lady found that several hundred dollars' worth of record sales have been made through this method.

\$ \$ \$ \$ \$ \$ \$

Some time ago at a meeting of talking machine dealers a distributor's representative spoke on the advisability of dealers studying the musical tastes of their record customers and sending them notice of the releases in which they would most probably be interested, rather than listings of all types of recordings. That this thought has merit is proved by the experience of a New York dealer, who has gone a step further than that advocated by the speaker and keeps a card file of the purchasers of album sets of records, particularly the Columbia series of Masterworks recordings, and upon the issuance of each new set sends to his customers a personal letter telling of the new records, with a brief description of the artists who make the records and the composition which is recorded. The result of this service is a repeat business of nice proportions, as the personal touch tends to keep the customers coming to the same store, rather than buying the desired records at any other establishment.

\$ \$ \$ \$ \$ \$ \$

One of the most effective aids to a display of band instruments is the proper use of spotlights in wall cases in interior store displays. The polished metals of the various instruments are in themselves eye-arresting, but the full value and eye-appeal of the various instruments are not shown at their best when the showcase is located in a position which has not the full advantage of natural light, and in cases where artificial lights are employed spotlights will bring forth the full beauty of the line being shown. Anything the dealer can do to attract attention to the lines he handles, of course, is certain to have a favorable effect on sales and the intelligent use of spotlights on instruments makes them stand out sharply and brings them more forcibly to the attention of prospective customers.



**Without
Question
America's
Finest
RADIO
CABINETS**

**New Catalog
for Season
1926-1927
Just Off Press
Write Today**

Unless You Have a Few of These High-Grade, Quality Cabinets on Your Sales Floor You Cannot Serve Your Good Customers.

Cabinets for Every Purpose—Three Complete Lines

THE PIERSON COMPANY, 836 Cedar Street, ROCKFORD, ILL.



The New Balkite Charger

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



Balkite Trickle Charger

MODEL K. For those who require a charger of limited capacity only. Can be left on continuous or trickle charge, thus automatically keeping the battery at full power. Converts the "A" battery into a light socket "A" power supply. Charging rate about .5 ampere. Over 300,000 in use. Price \$10. West of Rockies \$10.50. (In Canada, \$15.)



Three New Balkite "B's"

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



Balkite Combination

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

All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles. The new Balkite Charger is also made in a special model for 25-40 cycles.

Now push the line that sells after January 1st

*Balkite sales during the
1925-26 season were 15% greater
after than before January 1st*

You know from your own experience in past seasons that most radio lines do not sell as well after January 1st as before. You also know that to maintain the greatest possible volume of sales during the coming months you must push the lines that sell after January 1st.

Balkite is one of those lines. You have the proof in this fact: *The sales of Balkite Radio Power Units during the 1925-26 season were 15% greater after January 1st than they were up to January 1st.*

Such a record is to be expected. Every sale of a radio set creates a new Balkite prospect. In many cases a Balkite sale is made at the same time. But in many more the sale follows a month or two later. That is why Balkite sales continue to mount after the peak of the selling season for sets is over. That is why Balkite is one of the lines you ought to push now. Jobbers and dealers who concentrated their efforts last year on a few live lines secured a much larger volume of sales than those who scattered their efforts on many items, most of which were practically unsaleable at this time of year.

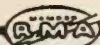
When you push Balkite you profit by Balkite broadcasting and by one of the greatest advertising campaigns in radio. This campaign goes right on after January 1st. It is behind you when it can do you the most good.

This is the greatest of all seasons for light socket radio power devices. Make the maximum profit out of this demand by pushing Balkite, the standard line in the field.

FANSTEEL PRODUCTS COMPANY, INC., North Chicago, Ill.

FANSTEEL

Balkite Radio Power Units



There Is a Big Market in Portables for Kiddies' Use

By V. S. Martin

No, I never sold a record or a talking machine. But may I not have a bright idea, just the same? I have bought a great many records, you know, not to mention a large Victrola and a small model for the twins. And it is about the twins and the instrument I bought for them I want to tell you.

Just now there is so much ado in the educational world about the "neglected age," the pre-school age, the two-to-schooltime age, that the spotlight is now turned as never before on ways to educate and amuse at the same time the wee ones who stay at home. My twins are barely three. But they have been amused and educated surprisingly by the use, unsupervised, of their \$17.50 model, a keep-on-the-floor talking machine.

They began to play it before they could talk. To date, in two years, they have never broken a large record (one did, during his toddling age, lay six of the ten-cent variety under the living room rug and Daddy carefully stepped on every one before it occurred to him to lift the rug. But—they would put everything under the rug. Eggs, anything. I did have to watch that!)

They are normal children—not prodigies. What they can do any youngster can do. And so, why not have an educational campaign during that between-season lull with the idea of selling the parents of the pre-school-age children on the economy of the small talking machine for children. I use the word economy advisedly, too, for we thought long before we invested in one!

We wanted something that would give the boys the most enjoyment for our money and at the same time teach them and amuse them. At the time I expected to have to play it for them for a long time. Figured I could sew between records, or put the thing on my kitchen table while I washed dishes and prepared meals. I did operate it. But it was not long before they were demanding eagerly to run it for themselves. I began by letting them put toys on the disc, but I removed sound box first out of the way of bumps. They put pieces of paper on and

watched them revolve. I gave them colored discs of paper with holes in (educational, too, as well as amusing). They piled their blocks on the table and started it revolving and shrieked delightedly when the blocks fell off. They put tiny autos on the turntable and had races. The things they themselves thought of

It is good for retailers to get the viewpoint of consumers relative to the products they sell. Many times the consumer can give the dealer information that uncovers a new field that may prove worth exploiting. The accompanying article is of this character, and, in addition to pointing the way to increased sales of small instruments by indicating a new market, it gives valuable sales tips.

to do with that revolving turntable surprised even me.

But they wanted to "play it." I tried them out on ten or fifteen-cent records. To date they have never broken the regular records that I have had in the home for ten years . . . and very, very few have "nicks" in. (I have done that now and then myself, haven't you? One can forgive a child for doing what we ourselves do accidentally at times!) Not one record has become annoying, however, for any damage that way. And, of course, if they do fool with the regulator it is instantly apparent and takes but a few moments to adjust again to the seventy-eight revolutions suggested.

Let me tell you the records they favor. Do you wonder how they tell them apart? For peace and freedom to do my work (after they

learned to operate it unsupervised) I began to paste on the record near the hole little pictures that would suggest that record to the child. The "Mother Goose" rhymes were easy. I drew a key for "The Key of C" (which they love!) I clipped Toreador's head for that record. A sailor marks "Nancy Lee." A rose marks "Roses and Memories." A sheep marks "Shepherd Show Me." A bluebird marks that exquisite group of songs by classical composers, which they have memorized by constant repetition. A madonna marks "Sing Me to Sleep," because they think it a lullaby. A darkie's head marks the negro spirituals (and how the wee lads do love those simple spirituals. They know them by heart.) I might go on indefinitely. But the idea is enough. Each mother would find ways to mark the records in her collection.

And now a word about jazz. I have a few instrumental records only. They readily distinguish and like very much the saxophone and the rhythm of jazz. But—I do not want to make this year's popular words permanent in the hearts of children who are at their most impressionable age. So, "Yes, Sir, She's My Baby" and similar ones are eliminated from our collection—not because we object to them in their place but because we could not keep them in their place when the boys, three years of age, have free access to the cabinet of records.

It is a daily pleasure to me to hear them singing the best in musical poetry as they play, and to see how thoroughly they respond to the best. There is time enough later for the words of the frequently reiterated jazz songs to be beaten into their minds. So when there are words in a record they are always words I am glad for them to remember through life.

They enjoy the Victrola. And I enjoy it as I never enjoyed it in the days when I wished it could be heard without my "winding" it. It is played hours and hours daily and suggests many games and plays to the little chaps as well as lifting my own thought above "dishes" and vegetable-preparing and many of the less-liked household duties.

Why not teach some children in your circle the way to use a machine properly and then let them demonstrate in your window or in the store? They would think it fun. A child loves to "help", to be needed, to be important. And let's try to put more small talking machines into homes—not for the sole desire of selling but partly for the joy of broadening the lives of the little ones.

Launch Ad Campaign on Eckharmonic Radio Line

The first shot in a campaign conducted by the Eckhardt Corp. of Philadelphia, Pa., in the metropolitan territory was fired in December through the appearance of practically a full-page ad in the New York Times on the Eckharmonic radio set. The advertisement was of the co-operative type and in addition to an interesting presentation of the merits of the set over the signature of the Eckhardt Corp. of Philadelphia and its local representatives, Studner Cummings Co., Inc., New York City, contained a list of the Eckharmonic dealers in the metropolitan territory, as well as a number of advertisements of local dealers. Metropolitan dealers were introduced to the new Eckharmonic radio at a banquet at the Hotel Astor which was reported a month or so ago. Walter L. Eckhardt, president of the company, reports that the Eckharmonic is proving very popular in the metropolitan territory.

For Profits and Radio Results

with

WESTON

Instruments

TRY THEM YOURSELF



Weston Model 506 "Convertible"
Pin-Jack Voltmeter

A "PIN-JACK" Voltmeter as shown at right but with the additional unique feature—a High Range Stand—which allows you to remove the voltmeter from the set, plug it into the High Range Stand to get accurate information on battery voltages or for making circuit tests, or locating grounds and faults.



Weston Model 506 "Pin-Jack"
Voltmeter

PLUGS directly into filament "Pin-jacks" now provided on Radiola, Victor, Brunswick-Balke and Bosch sets. All other sets can be so equipped by installing pin-jacks which accompany each instrument. Gives longer tube life, best possible reproduction and eliminates 90% of the troubles of radio reception.

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



The
SILENT MOTOR
FAMILY

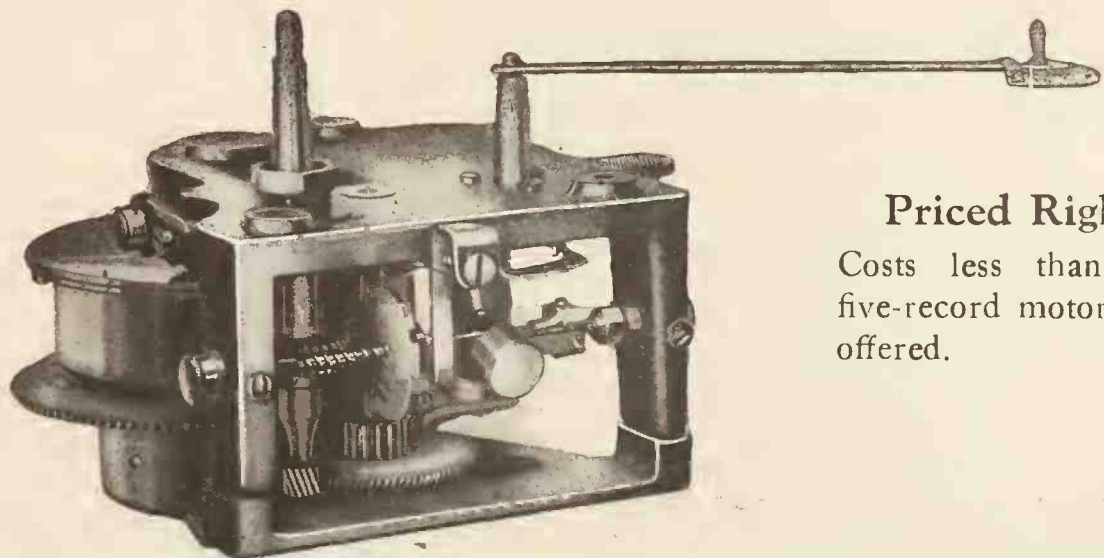
MOTORS TONE ARMS REPRODUCERS

Made Right and Offered at Astonishing Prices

A well-known and famous name guarantees the quality of Silent products.

A proven record of manufacturing service protects the selling plans of our customers.

A New Motor
 Plays 5 full records,
 has all of the famous
 Silent features.



MODEL DS

Priced Right
 Costs less than any
 five-record motor ever
 offered.

The single spring Silent motor has long been used as standard equipment in the famous Carryola Master.

Now located in our new home

Silent Motor Corporation

HERMAN SEGAL, President

317-323 East 34th St.

New York City



(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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

RAYMOND BILL, Editor

B. B. WILSON, BRAID WHITE, Associate Editors

C. R. TIGHE, Managing Editor

LEE ROBINSON, Business Manager

FRANK L. AVERY, Circulation Manager

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

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

Boston: JOHN H. WILSON, 324 Washington Street.

London, Eng., Office: 2 Gresham Building, Basinghall St. W. LIONEL STURDY, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 383 Madison Ave., New York

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

ADVERTISEMENTS: \$6.50 per inch, single column, per insertion. On yearly contracts for display space a special discount is allowed. Advertising pages, \$172.00.

REMITTANCES should be made payable to The Talking Machine World by check or Post Office Money Order.

NOTICE TO ADVERTISERS—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 2642-3-4-5-6-7-8 Vanderbilt
Cable Address: "Elbill," New York

NEW YORK, JANUARY 15, 1927

J. B. SPILLANE, who for the past eleven years has been editor of *The Talking Machine World*, and prior to that managing editor, has been elected Chairman of the Board of Directors of Edward Lyman Bill, Inc., and Chairman of the Editorial Board, composed of all the editors of the various Edward Lyman Bill, Inc., publications.

Mr. Spillane has been connected with the Edward Lyman Bill publications for the past thirty-three years, having originally joined the organization as managing editor of *The Music Trade Review*. Upon the death of the founder of the business, Col. Edward Lyman Bill, in 1916, he became editor of *The Music Trade Review* and *The Talking Machine World*, and when the present corporation was formed about a year later he was elected director and senior vice-president.

Mr. Spillane is succeeded as editor of *The Talking Machine World* by Raymond Bill, who on the passing of the late Col. Bill became an official of the company, serving in both editorial and advertising capacities. At the formation of the present company he was elected a director and second vice-president, and became associate editor of *The Talking Machine World* and *The Music Trade Review*. Four years ago he was elected treasurer of the company. He also is a director and officer in all the divisional companies. During the past year he has been editor of *Building Investment and Maintenance*.

Charles R. Tighe, who has been assistant editor of *The Talking Machine World*, has been made Managing Editor of this publication. Mr. Tighe joined the organization some six years ago, and was formerly associated with the editorial department of *Power*, one of the McGraw-Hill publications.

EDWARD LYMAN BILL, INC.

Business Outlook for Nineteen Twenty-seven

THE New Year is now with us, although it has not progressed far enough to give any accurate indication as to what it holds for the talking machine and radio industries in the matter of business. Of course we find the confirmed pessimist who sees nothing but trouble in the offing, and opposed to him is the overzealous optimist who sees the industry arriving at its peak with each succeeding year. The balance is struck by the men who, being more or less close students of the business situation and what it portends, are content to keep to the middle road and confine their prophecies regarding the trade outlook for the coming months to the facts as they see them.

Taking it all in all, 1927 appears to hold much promise for the business man generally. The prosperity of the country continues undisturbed; money is plentiful and so is employment. These conditions in themselves are calculated to breed confidence, for, although one industry or another may during the year suffer a temporary slump, general business will be such as to encourage renewed efforts to regain lost ground and to build up a satisfactory average for the twelve months as a whole.

Where the purchasing power of the masses is maintained at a high level, as it is in the United States at present, there is bound to be a satisfactory volume of business, and it rests largely upon the individual members of the industry as to just how much of that prospective business they are able to capture for themselves.

Elsewhere in *The World* there are presented the views of various prominent figures in the talking machine and radio trades relative to the problems that are likely to face the retailer during 1927. It is the consensus of these opinions that although there is every reason for optimism, and although the retailers will have highly developed and improved mechanisms and greatly improved means for the utilization of those mechanisms to offer the public, there will still be a real need for intensive salesmanship. It will not be simply a question of telling the public how good this talking machine or that radio really is, but rather of convincing prospects that they need that particular instrument in their homes far more than they need some other article of home equipment or adornment. The competition will not be within the trade itself so much as it will be outside the industry, with thousands of new products of various kinds seeking to capture the public's dollars.

Several trade authorities are earnest in their belief that greater thought should be given to the training of salesmen in the fields they serve so that they may be better equipped to meet readily such situations as are likely to develop. The ordertaker finds no more place in the retail music field than he did before the new developments in phonographs and radio came to reawaken public interest. The well-trained salesman will not only be able to handle the business that is offered freely, but will be in an excellent position to fight for business when that becomes necessary.

Strong selling will put the business on a new plane this year and if the dealer can so conduct his campaign that the question will be one of getting stock rather than moving it, he will have that much less cause for worry when things slacken up a bit. The business that is done to-day is certain. That which may be done a month or year from now is prospective in every sense of the word and of little value as a bank asset.

Nation-wide Survey of Radio Servicing Methods

IT is no unusual thing to meet a dealer who has made considerable money in the talking machine business and who by proper use of his talents has also been able to build up a very substantial volume of radio business, but who nevertheless will declare that he has been disappointed in the profits realized on the latter because of service costs.

In the face of improved radio apparatus that to all intents and purposes is fool-proof and of the support given by manufacturers through the medium of service information and suggestions there still are retailers who find that, at the end of a given period, their radio service costs have dug deeply into the profits on sales and in some cases have eliminated profits entirely.

The truth of the matter is that all too few dealers have any accurate knowledge as to the cost of servicing radio, or how that cost can be kept within reasonable bounds, despite the fact that

there are at present the experiences of several years in radio merchandising on which to draw.

The Talking Machine World recently made a nation-wide survey of radio servicing methods as followed by talking machine dealers, and the returns were surprising, to say the least. A very large proportion of the dealers interviewed were frank to say that they had never figured out servicing costs, but had taken care of installations and of adjustments and repairs as required, without giving thought to whether the work was done economically or whether they or the customer should stand the expense.

The situation is particularly disturbing for the reason that there is little or no excuse for it, inasmuch as dealers in many sections have taken their service costs as they figure other business totals and have succeeded by the adoption of various methods either in reducing service costs to a minimum, or in some cases making the service department pay for itself and actually show a slight profit.

If the retailer can be brought to a realization of the fact that every time the service man makes a visit, no matter how trivial the cause, nor how short the time consumed, it means just that much actual money taken from the profits—for everything that is added to the selling cost of the instrument must be taken from the profits—then he can set about remedying the situation and he need not work in the dark in bringing about reforms.

In this issue of The Talking Machine World, and for several succeeding months, there will be found articles of an authoritative nature dealing directly with the radio servicing problem. These articles are based upon the actual experiences of dealers and will outline a variety of methods that have proved successful in cutting service costs to a minimum and saving the profits of the business. With properly selected lines of standard merchandise and a determination to make money on radio despite competitors' methods, there is little need for free service beyond the original installation. Dealers have found that paid service is possible if the customer is properly educated at the outset. To the dealer who finds the service problem to be a millstone about his neck, The World survey should prove invaluable.

Reaching Common Ground on Radio Legislation

WORD comes from Washington to the effect that the conference committee of Congress has been giving earnest thought to the drafting of a new radio bill that will iron out the differences between the House and Senate as to the ideal measure and serve to clear up a situation that is so embarrassing to broadcasters, the radio industry generally and the public. Although the work of the committee is being held more or less secret, it is hinted that there is a leaning toward the White Bill, which is designed to place power for regulating radio broadcasting in the hands of the Secretary of Commerce. On the other hand, there are those who still hold out for various provisions of the Senate's Dill Bill, but it is reported on good authority that both sides show an inclination to talk compromise and that there is a strong likelihood of some satisfactory measure being decided upon.

The news that Congress is really considering radio during the present short session is encouraging to the industry, but this fact should only serve to spur on the efforts that have been made and

are being made to insure some form of legislation that will clear up the broadcast situation and grant the necessary relief. At its short session Congress must naturally discard much proposed legislation in favor of measures that are essential to the running of the Government and with only six weeks left in which to secure action on a radio measure, the members of the trade should increase their efforts to secure the passage of necessary legislation. After administration matters are taken care of, it is likely to be the legislation that shows the most pressure behind it that will receive consideration at this short session of Congress.

A Sales Practice That Hurts Retail Trade

DURING the past few months legitimate radio retailers in several localities have been aroused by the tactics of salesmen, representing companies or individuals, in offering to the employes of various manufacturers in non-competitive lines, or to industrial groups in such lines, the opportunity of buying complete radio receiving outfits at prices far below those that must be asked by the regular dealer.

The practice has been for the salesman to figure the cost of the necessary accessories, including tubes, batteries and speakers, cutting out much of the normal profit that would go to the wholesaler and retailer in the ordinary course of business, and then offering the fully equipped outfits to various groups at a special price with the proviso that a definite number of sales be guaranteed, the number running from two to five hundred.

The bad effect of this practice is readily apparent, for in one city alone, Toledo, it is stated that some seven hundred outfits were sold to the employes of an automobile manufacturer, killing just that many sales for the retailers of the city, and proving of very little benefit to the manufacturer, for although he disposed of that many outfits at a slight advance over his usual wholesale price, he antagonized the trade and probably killed much more future business.

If the manufacturer or his wholesaler is in such a position that he sees fit to dump his products that is one thing, but if he intends to stay in business and depend upon the retailer for the bulk of his distribution then he is taking a very serious business risk for a comparatively slight reward. One such instance serves to shake the confidence of the dealers not only in the offending party but in other manufacturers in the same line. It replaces confidence with a sense of insecurity.

Growth of Musical Appreciation

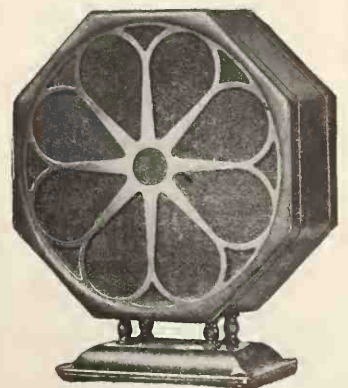
MEMBERS of the talking machine trade and of the music industry generally should acclaim with enthusiasm the recent statement issued by the Chamber of Commerce of Rochester, N. Y., to the effect that music should have a definite place in the family budget. The attitude of the press and public towards the necessity of music in the home has been radically revised within the past few years, for as the musical appreciation of the nation has developed, has come the realization that a musical instrument is not simply a piece of furniture, but has a distinct value of its own, both from the educational and entertainment standpoints.

OCTA ~~PAUSIN~~ COONE

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

\$ 19⁵⁰
List

*Slightly higher
west of the Rockies*



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

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

Radio Service Builds Profits for Schott

Charge for Installation of Radio Sets Brings in \$500 Revenue Monthly—Sixteen Men Are Kept Busy by Live New York Retailer

Success in the retail radio business is the reward for intelligently planning the sales promotion campaign and handling the right lines, according to S. L. Schott, who about a year ago opened the talking machine-radio department in the store of A. H. Hearn & Son, in the Fourteenth street district of New York City. Mr. Schott points to his own \$500,000 business of his first year in business at that location as proof that the above statement is based on facts.

Profit or Loss From Service

"The first step in reducing the overhead of the retail radio department to the point where there will be a profit, after sales volume has been secured, of course," said Mr. Schott, "is to find ways and means of cutting service cost. Of primary importance, therefore, are the lines handled. The dealer who handles a standard and meritorious product, as we do, has taken the first step to making his service department an asset instead of a liability. Second, indefinite free service is so costly that no retailer can afford to promise it to his customers and then live up to the letter of his promise. Third, we have found that in order to make a profit we must make a charge for installation of all sets. We give six months' free service on radio sets purchased from us.

\$500 Per Month From Installations

"The revenue of the service department from installations of sets averages a little over \$500 per month. In addition, there is an income from other service work, an important item of which is sales of accessories to owners of radio sets.

"We have found that it pays to make service calls. In the first place it is important to keep customers satisfied. The loss of the trade of the individual customer would not be so bad, but the adverse advertising resulting from customer dissatisfaction is something which no dealer can fight. Then, too, if the right kind of service men are employed considerable business in replacements should accrue from service calls. And I do not mean by this that the service men should make a strong effort to sell. They must merely explain to the customer the need of a new battery or tubes and the natural thing for the customer to do is to ask that the store send along the necessary items at the first opportunity.

Educating the Customer

"Our service men are experienced in radio engineering. When they examine and repair a set they know what they are doing. Also at the time the set is installed in the home of a customer the service man is given strict orders not to leave the house until the set has been completely installed and at least four broad-

casting stations have been logged. The service man gives the customer from fifteen to twenty minutes instruction in the operation of the set before he leaves the house. This, alone, has

advisable by use of the set. These instructions reduce the need for service because men are called out many times only to find the set in perfect condition and the trouble in rundown

Form 1: IN ADDITION TO THE FOREGOING STATEMENT

I HEREBY AGREE THAT I AM OVERTHEFTING TO YOU BY AND BY BALANCE IS _____ WEEKLY MONTHLY _____ TO THE SET BY MY KNOWLEDGE OF POSITION IN PERMANENT BY PAYING CHANGE IS _____ BY OTHERS NAME IN _____ OTHER RELATION _____

OTHERS _____

1

Form 2: SERVICE ORDER

Name _____ Address _____ City _____ Near _____ Telephone _____

NATURE OF WORK

Installation Batteries Set Ground Tubes Speaker Aerial "B" Battery Reading

Repairman _____ Date _____

Material Taken _____

C. O. D. How much? \$ _____ Started Work _____ Finished Work _____

Above work has been done to my entire satisfaction.

Promised for _____ Customer's Signature _____

4

(1) Form That Gives S. L. Schott a Line on Credit Risk of Instalment Buyers. (2) Supplementary Credit Data. (3) Radio Service Man's Report. (4) Radio Service Order.

been a tremendous factor in making satisfied customers and in reducing the necessity for service. If people know how to operate their sets and what the set will and will not do they will not tinker with it. They will not blame the receiver and the dealer as soon as something does go wrong.

Life of Batteries

"We are careful to advise radio customers of the probable life of the batteries, and where storage batteries are part of the installation we explain that the battery is not fully charged and after a week of normal use a 48-hour charge is necessary; then at intervals of two weeks for a short period it is advisable to recharge and after that charge only when necessary, as made

batteries. Trouble is seldom traced to the sets. Sixteen Men Kept Busy

"We make a profit on service. Sixteen experienced service men and a manager comprise the department. In addition we have here in the store as complete a testing laboratory as can be found in any retail store in the city. Our general charge for service consists of a minimum charge of \$2.00 for the call and 40 cents an hour for working time.

"As a result of our service policy we have built up a surprising amount of good will in a year. We have made sales that prove this conclusively. In some cases as many as three radio sets have been sold to members of a
(Continued on page 27)

The perfected Single Dial Set!

Shamrock condensers are synchronized to a hair's breadth and no model is equipped with this condenser until it is subjected to exhausting tests in special devices built and owned exclusively by Shamrock.

As a result the Shamrock Radio possesses a degree of selectivity enjoyed by few—even the most expensive models.

Ask for our "fair-play" dealers' plan.



Model A
De Luxe Table Type
Perfected Single Dial Control
Price \$95

Slightly higher West of the Rockies

A handsome cabinet of duotone Satin finish French Walnut exquisitely designed with space for double duty batteries. Can be operated from "house" current with any standard equipment.

SHAMROCK RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS

SHAMROCK MANUFACTURING COMPANY

Main Office and Factory: 196 Waverly Ave., Newark, N. J.

100%—And No Compromise



The VAL PHONIC Reproducer is constructed with a hand hammered metal diaphragm—thin as a hair.

Every detail of the new electric recordings is brought out with life-like fidelity.

Every record buyer is a prospect.

Send for a Sample

The Val Phonic is produced by the makers of Valley Forge Non-Jump main springs. Send for latest chart.

VAL PHONICS are 100%—and no compromise. A rich deep tone—plenty of volume—no blast. That's our idea of a *good* reproducer. And there's no embarrassing moments when they are demonstrated. That's why dealers prefer them—too, why customers buy them. The profits are big—investigate!



Radio Service Builds Profits for S. L. Schott

(Continued from page 26)

single family. Many times people come into the store and ask for a set similar to one we had sold to a friend and which was giving perfect satisfaction.

"In this competitive market sales are made on two counts: quality merchandise and service. On the other hand, sales are lost because of the lack of these two and for many other reasons. There is the technical-minded salesman who talks himself into a sale and then kills all prospect of getting the name on the dotted line by not knowing when to stop talking, especially along technical lines. Radio is no mystery and the salesman who makes a mystery out of it and confuses the customer should not be on the floor."

Standard Radio Corp. to Market New One-Tube Set

New Product Employs Two Dials and Operates on Dry Cell and "B" Batteries—Company Has Added Materially to Factory Floor Space

WORCESTER, MASS., January 5.—The Standard Radio Corp., of this city, through its vice-president and general manager, Ben W. Fink, has announced that it will manufacture and market this season an innovation in radio receivers—a one-tube set employing the recently patented Multi-Valve tube. The Standard Radio Corp. is known as the manufacturer of the six-tube Standardyne receiver and has entered into an agreement with R. E. Emerson, of the Radval Co., maker of the Multi-Valve tube, whereby the Standard Radio Corp. has acquired exclusive manufacturing and distributing rights. This new one-tube set will employ two dials and a new hookup and operates on four small dry cell batteries and a "B" battery.

In order to take care of the demands for this new set, the Standard Radio Corp. has taken over the third floor in its factory building. Mr. Fink reports several department stores have taken on the new set with exceptional results, among them being the Snellenburg Store in Philadelphia, which reports phenomenal sales. It is also announced that the Campbell Steel & Iron Co., of St. Louis, has been appointed a distributor for the Standard Radio Corp. receiving sets.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Phonograph Motors

Great selection, playing up to ten records.

Superior quality at moderate prices

Sole Distributors for the U. S. A.

THORENS, Inc.
450 Fourth Ave., New York

Jobber Reports Large Increase in Portable Sales

Aluminum Specialty Co., Carryola Distributor, States That Sales for 1926 Show Increase of More Than 60 Per Cent Over Other Years

DALLAS, TEX., January 4.—Alfred Lemaitre, sales manager of the Aluminum Specialty Co., Carryola distributor here, has developed a remarkable sales volume for 1926. His record of accomplishment shows an increase in sales of more than 60 per cent over any previous year. This excellent showing is astonishing in view of the slight depression which came to his territory during the latter part of the year, when cotton prices slumped.

However, Mr. Lemaitre stated that the Texas trade situation is rapidly assuming a much more favorable color. Business in the State during the twelve months passed has shown an increase far in excess of 1925, and every indication points toward a rapid trade movement during the early part of the new year.

Mr. Lemaitre is one of the most aggressive executives in the music industry, and he has surrounded himself with an organization of thoroughly trained and capable sales representatives. His constructive plans have meant much to the splendid development of portable business in the South.

"Lincoln Program" to Be Broadcast February 8

The Eveready Hour's "Lincoln Program," with Edgar White Burrill in the role of narrator, will again be broadcast on the evening of February 8, according to an announcement by the National Carbon Co., New York, sponsors of the famous Eveready Hour.

For two years this program has been a Lincoln's Birthday feature of the Eveready Hour. Each time it has met with tremendous favor among radio listeners, according to the directors of the Eveready Hour, and numerous requests have been sent in for its repetition.

Ellen O'Byrne De Witt Dies

Ellen O'Byrne De Witt, head of the music stores conducted in New York and Boston under the name of E. O'Byrne De Witt & Sons, died on Monday, December 21, after an illness of several months. She was buried from her home on Friday, December 24. The two music stores, which specialize in Irish records, will be continued by the sons of the deceased, James and Justice De Witt.

Victor Record Posters

Victor talking machine dealers recently received from the Victor Co. a series of three attractive window and store posters printed in colors and devoted to calling the public's attention to "Victor's Second Musical Sensation," the new Orthophonic Victor record.

Exclusive Columbia Artists

McMichens' Melody Men, famous in the mountains of the South for their dance music, have just been signed up exclusively by the Columbia Phonograph Co., Inc. Their first record couples "Let Me Call You Sweetheart" and "Sweet Bunch of Daisies."

New York Firm Chartered

Koenig & Koch, Glendale, N. Y., were recently incorporated at Albany to deal in radio apparatus with a capital stock of \$5,000. The incorporators are C. and M. Koch and A. Koenig.



A Complete List of



Distributors

WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.

WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.

PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada

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

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

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

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

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

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

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

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

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

IDEAL PHONO-PARTS CO.
1231 Superior Ave., Cleveland, Ohio

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

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

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

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



Creating Proper Atmosphere in Store Eliminates Evil of Home Demonstrations

Conkey Co. Brings "Home" Effect Into the Store and Does Away With the Necessity of Leaving Sets in Prospects' Homes—Big Percentage of Sales on Cash Basis

Many radio prospects seem thoroughly "sold" on the idea that they cannot accurately judge the reproducing qualities of a radio set unless it is demonstrated right in their homes, with the home atmosphere, and the home environment. All of which means more trouble, more expense and more worry for the radio dealer. He feels that he must not overlook any bets, and since so many people demand home demonstrations, and a lot of them expect to have a set left on trial, for days, perhaps, it keeps the majority of dealers in a quandary as to how to meet the situation.

Complexity is added to the problem by the fact that Jones and Smith, radio dealers, cater to the whims of the buying public by either giving home demonstrations, or leaving sets for trial use. And so Brown and Green, the other dealers, while feeling the weakness of such a policy, are sometimes practically driven to doing the same thing by the other dealers, who are already doing it.

The Conkey Co., of Kansas City, radio dealer, handling three of the best known makes of radio sets, has faced this problem, and has solved it to a great extent by converting the store into a home, in a sense of the word.

Perhaps one reason why the Conkey store seems almost like a room in a real home, and has the genuine home atmosphere, is because Mrs. Conkey works here as a radio sales woman, and it is her deft touch which has converted the store into a home sort of place, without subtracting any of its business-like characteristics. To enhance the home effect, comfortable divans and rocking chairs are placed here and there among the displays of radio sets, and here women customers, or men too, for that matter, may be seated in the same calm and leisurely fashion as in their own living rooms, and listen to demonstrations for a half day, if they please, and feel as much at ease as if actually at home.

"As far as possible, I have brought the home effect right into the store," said Mrs. Conkey. "Our problem is just exactly that of all radio dealers, and we have practically solved it in this manner. We no longer, under any circumstances, leave a set for "experimental" purposes.

in the home of a prospect. The greatest length to which we go, in this matter, is an occasional brief demonstration in a home, say an hour or so. We have our own truck, and if the set is not sold, back it comes right into this store, and no argument.

"By creating a place of business where customers, especially women, can enjoy demonstrations, without limit as to time, we have brought business to a point where practically every receiver is sold right from the floor. It makes no difference to us if a prospect wishes to listen all afternoon, he or she is welcome, and it is preferable to taking the set out to the home.

"The method has succeeded so well that we have extended our experiments to another angle, that having to do with the matter of payments. Many radio customers have grown to

Tunes in on Japan and Makes Records of Program

San Francisco Owner of Neutrodyne Set Gets 4,500-Mile Distant Station So Strong He Is Enabled to Make Records

Oliver J. Williams, a resident of San Francisco, recently had the unique experience of recording upon phonograph discs a number of Japanese songs seventeen hours before they were sung in Tokio. This seeming paradox was occasioned by the vagaries of international time.

It was at three o'clock in the morning of November 7 that Mr. Williams was toying with the dials of his radio set, a five-tube neutrodyne, when suddenly he heard voices in a strange language. This was followed by music that he did not recognize. The volume was so strong that he immediately placed his loudspeaker before the phonograph recording device that he had in his room and took the whole program on the discs.

He suspected that the music was coming from a Japanese station, although he could not understand the language. The following day he got into communication with Torao Kawasaki, T. Kancko, attaches of the Japanese

expect time payments extending for a year or eighteen months. That's another evil which has grown up about the radio industry, and we are eliminating that from our particular business, as well as the other.

"Our plan is to sell for cash, whenever possible, and I am glad to say that most of our sales are getting to be cash sales, since we can show the customer there's a genuine advantage in paying cash in this radio store. How?

"Simply by showing them that credit costs more than cash. Only six months' time is allowed on credit purchases, one-fourth to be the down payment. Then we charge the customer 8 per cent interest on the balance. When customers see the point, that is, that we must pay interest on money tied up, and that they, too, must, in turn, pay us the interest, they can readily see that it is to their advantage to pay cash, whenever possible.

"All our goods are nationally advertised products, and we fill our windows with reproductions of page ads in the Saturday Evening Post, Liberty, Country Gentleman, and other national publications. These window displays bring us more business than straight displays of radio sets, we find."

Consulate, and T. Mihar, a newspaper correspondent. These three gentlemen came to his home and then listened to the music as it was reproduced on the phonograph. They immediately recognized it and stated that the program had been broadcast from station JOAK, of Tokio.

Immediately upon getting this confirmation Mr. Williams communicated with the station at Tokio and has just received final confirmation from that station of the program, which was broadcast at 8 o'clock on the evening of November 7, seventeen hours ahead of San Francisco time.

Mr. Williams was able to hold station JOAK on his electrically operated five-tube neutrodyne receiver long enough to completely fill three phonograph records. The airline distance between Tokio and San Francisco is approximately 4,500 miles.

Royal Roumanian Artists Make Brunswick Records

The Brunswick Co., manufacturer of Brunswick Panatropes, phonographs and records, recently released phonograph records made by Gica and Constantine Jonsescu, violinist-director and pianist composer of the Roumanian Royal Concert Orchestra, which, under the auspices of Queen Marie, toured the European capitals, playing exclusively in the royal courts. The orchestra has the unusual distinction of being appointed "Orchestra to Her Majesty."

The Brunswick records of the brothers Jonsescu include "Dream of Roses," "Eyes of Sin," "Russian Gypsy Romance" and "My Thoughts," unusual gypsy arias and themes of vivid appeal.

Ceco Tube Dealer Aid

PROVIDENCE, R. I., January 5.—A new dealer sales aid has been originated by the C. E. Mfg. Co., of this city, maker of Ceco tubes. It is a cut-out counter display stand and is attractively lithographed in colors. It provides for the display of two tubes. Hitherto radio tubes have generally been placed on the shelf and little attempt has been made to display them. It is believed that this display card will prove a decided sales stimulant for tubes.

Suffers Fire Loss

The Harry C. Grove Co., Inc., Victor dealer, suffered losses when fire destroyed the three-story building at 1210 G street, Washington, D. C., in which his store is located, causing damage of about \$65,000.

MAGNAVOX Cone
Speaker Units and
Circuit Chasses enable you to easily
produce sets of prestige, value and ready
saleability - - Write
for full information.

MAGNAVOX
CONE SPEAKER UNITS
AND CIRCUIT CHASSES

Made by THE MAGNAVOX CO., Oakland, California
Chicago Sales Office: 1315 South Michigan Avenue



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

The Layerbilt patented construction revealed. Each layer is an electrical cell, making automatic contact with its neighbors, and filling all available space inside the battery case.

This is the most satisfactory and profitable "B" battery to sell, because it is the most economical in use

IN DAILY use in the home, Eveready Layerbilt "B" Battery No. 486 has fulfilled all the promises ever made for it. You can tell your customers that it is beyond all doubt the most economical "B" battery ever built; that it will serve them longer, and thus cost less to use. All loud-speaker sets require Heavy-Duty batteries, and the Eveready Layerbilt is absolutely the best of all.

To those who are now using the smaller Light-Duty batteries on such sets, the Layerbilts will give twice the service though they do not cost anything like twice as much. Unless your customers are using Eveready Layerbilts, they are spending more on "B" batteries than they should, and sooner or later they will find it out. Forestall their

dissatisfaction by selling them Layerbilts.

Eveready Layerbilt's unequalled service is due to its unique construction. All other dry cell "B" batteries are assembled of cylindrical cells, with many soldered connections and much waste space. The Layerbilt is built up in layers of flat current-producing elements that make connection with each other automatically and that fill all available space inside the battery case. This battery has more active materials than any other "B" battery, and the Layerbilt construction makes those materials more efficient current producers.

During 1927 this story is being told the public in smashing, convincing advertisements in leading national magazines and radio papers. Double-page

spreads in two colors in *The Saturday Evening Post* form the keystone of the biggest advertising program ever planned for Eveready Radio Batteries. For "B" battery profits, put your sales effort on the Layerbilt.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
 New York San Francisco
 Atlanta Chicago Kansas City
 Canadian National Carbon Co., Limited, Toronto, Ontario

Tuesday night is Eveready Hour Night—9 P. M., Eastern Standard Time, through the following stations:

- | | |
|------------------|--------------------|
| WEAF—New York | WTAM—Cleveland |
| WJAR—Providence | WWJ—Detroit |
| WEEL—Boston | WGN—Chicago |
| WTAG—Worcester | WOC—Davenport |
| WFI—Philadelphia | WCCO { Minneapolis |
| WGR—Buffalo | { St. Paul |
| WCAE—Pittsburgh | KSD—St. Louis |
| WSAI—Cincinnati | WRC—Washington |

How Consistent Advertising Has Built Big Sales Volume for Bloomingdale's

Approximate Volume of Phonograph and Combination Sales During Past Year Was in Neighborhood of \$500,000—William Schneider Gives Reasons for Success

Taking stock at the close of the business day a month or two ago, William Schneider, manager of the talking machine department of Bloomingdale's, New York, discovered that eighty instruments had been sold during the hours that the store was open. Naturally upon hearing of a volume of sales of this magnitude, one asks Mr. Schneider to what agency he attributes his sales and learns that it is the constant, consistent advertising of phonographs and phonograph-radio combinations that has kept this department busy throughout the entire year and has resulted in a volume of sales of phonographs and phonograph-radio combinations during the year amounting in value to approximately \$500,000.

The phonograph department of this store is

different from most establishments in that talking machines and talking machine-radio combinations are carried in one department under one manager and with a sales staff of its own, absolutely separated from the straight radio department and the total referred to above represents sales of talking machines only. On the day in question, when eighty instruments were sold, the greater percentage of sales could be traced directly to an advertisement that appeared the day before in the leading metropolitan newspapers.

Mr. Schneider assumed the management of the phonograph department in January of last year. Under his direction sales have shown a material increase each month, over the same periods of preceding years and, as a matter of fact, in February of 1926, the shortest business month of the year, the sales volume was one of the greatest ever enjoyed by Bloomingdale's. In short 500 phonographs were sold during the month of February.

Mr. Schneider gives a few reasons for the success which the department has achieved under his direction. He points out that there is at all times a complete stock of instruments on hand and the public is constantly being told of these instruments through advertisements that appear regularly throughout the year, three times a week, in fact, in the largest metropolitan newspapers.

During the past year a branch music store was opened in Brooklyn, N. Y., carrying the full line as in the main store and in addition, straight radio sets also are sold. Although this establishment has been in existence for but five or six months it is doing about three times the volume that was expected and, basing estimates on the sales of each month, the business of the

department is expected to gross in the neighborhood of \$250,000 annually.

In the newspaper advertisements Mr. Schneider devotes a great deal of space to presenting the phonograph-radio combinations and finds that these units have a strong appeal—about 40 per cent of the total sales at the main store are of the combined instruments. Record sales, he also reports, have been consistently good, with the demand for the better type of music steadily increasing. To customers who



William Schneider

purchased talking machines from the store and who are found to be good credit risks, the opportunity of purchasing records on a time basis is offered and this helps build up the record sales.

in on a station he has simply to turn the dial to the cat, or the dog, or the particular animal that he has learned stands for the broadcasting station desired.

Equity Receivers Appointed for David Grimes, Inc.

In the matter of David Grimes, Inc., radio products, 1571 Broadway, Frank E. Burdette and Robert P. Levis were appointed, under \$15,000 bond, by Judge Bondy upon the petition of T. M. Miller Co., a creditor for \$10,034, and the consent of the debtor corporation, which was organized in 1924 to engage in the manufacture of radio devices and electrical equipment. In October, 1925, the company became involved in financial difficulties and turned the business over to the creditors under a trust agreement. Under the arrangement a bond issue of \$1,100,000 was floated and the creditors accepted bonds in payment of their claims. Since that time additional liabilities of over \$200,000 are said to have been incurred. The company operates a plant at Jersey City, which is subject to a mortgage of \$170,000, and has additional assets consisting mainly of stock and materials valued at over \$400,000.

Musical Terms in Radio

Musical terms are entering more and more into discussions of radio performances, according to L. C. Lincoln, advertising manager of F. A. D. Andrea, Inc., New York. One of the latest Fada radio posters available to retail dealers is based on "timbre." The tone colors in loud-speaker radio reproduction are the subject matter of the poster, with the Fada Nentrollette and the Fada cone speaker strongly featured.

Now!!

The KENT Attachment
with the
KENTONE
SENSITIZED REPRODUCER



Here is the new KENTONE SENSITIZED REPRODUCER on the Kent attachment No. 1 for playing lateral-cut records on the Edison Disc Phonograph.



The KENTONE Attachment has been a successful and standard product for over twelve years. With the new KENTONE SENSITIZED REPRODUCER these two products in combination now are available at reasonable prices.

Write for catalog of complete line of tone arms and sound boxes

F. C. KENT CO.
Irvington, N. J.

Mid-West States Possess Greatest Number of Sets

Report of Department of Commerce Shows Percentage of Radio Sets in Use in Various Districts—New York Leader of Individual States

Using the points of origin of "broadcast applause mail" as a basis the Department of Commerce, Electrical Division, reports that the north central section of States, including Illinois, Ohio, Michigan, Indiana and Wisconsin, leads in the number of radio receiving sets in use in the United States. The report places 27 per cent of the country's sets in those States, and gives 19 per cent each to the Middle Atlantic States, composed of New York, New Jersey and Pennsylvania, and the group made up of Minnesota, Iowa, Missouri, North and South Dakota, Nebraska and Kansas.

New York leads the individual States with a percentage of 9.3 and Illinois has 8.3 per cent, Ohio 7.5 per cent and Pennsylvania 6.8 per cent. These lead all other States by far, the ratios being in a general way reflected by the density of population.

Crosley Animal Cracker Radio Dial Sent Dealers

CINCINNATI, O., January 5.—In order that children, who cannot read figures, may tune in on their favorite stations, an "animal cracker" tuning dial has been designed by the Crosley Radio Corp. This new dial, which consists of a logging strip for drum-type station selectors on which is printed a series of animals to correspond to the numbers on an ordinary dial, is being supplied by the Crosley Corp. to all of its dealers. When the child wishes to tune



There's **POWER** behind the **Gold Seal Line**

Get the benefit of the powerful selling factors that aid Gold Seal dealers—

- quality product, finest of materials, design and workmanship
- backed without quibbling by a strong company whose success is based on a square deal policy to all
- national advertising which makes customers and satisfied dealers
- dealer cooperation of every type

And there are many other reasons why Gold Seal dealers are enthusiastic about this fast selling line.

Better get full particulars now—mail coupon today

GOLD SEAL ELECTRICAL CO.
INCORPORATED
250 PARK AVE., NEW YORK

Gold Seal Radio Tubes

Jobbers—A few attractive territories still open—write for details at once.

All Standard Types



Type GSX-112
High power tubes for use in last stage of audio amplification give increased volume.
List price \$4.50

Types GSX-201a and Gs-201a

The popular general purpose type, for amplifier or detector. Long life and high efficiency.
List price \$2.00



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



Type GXS-200A
For use as detector only, giving superior strength on weak signals—especially desirable for distance.
List price \$4.00

COUPON I.M.W. 1-27

GOLD SEAL ELECTRICAL CO., Inc.
250 Park Avenue, New York, N. Y.

Gentlemen:—

Please send me full particulars of the Gold Seal line and your attractive proposition

Name _____

Address _____

City _____

Interesting Proposals Regarding Broadcasting Legislation Made by C. R. Smith

President of the Stewart-Warner Speedometer Corp. Suggests Legislation Limiting the Number of Radio Broadcasting Stations With Idea of Providing Better Public Service

Radical proposals are contained in a statement advocating immediate radio legislation made recently by C. R. Smith, president of the Stewart-Warner Speedometer Corp., Chicago. Mr. Smith speaks as head of one of the largest plants in the world manufacturing radio sets, and lessee of station WBBM, which broadcasts programs of the Stewart-Warner Air Theatre.

He suggests, among other things, that Congress provide legislation that will reduce the number of broadcasting stations in the country even below the number that were in existence prior to the decision of the Attorney General, which held that Secretary Hoover did not have the power to license broadcasters. His statement, in part, is as follows: "Radio fans of the United States are demanding radio legislation. President Coolidge, in his message just given to Congress, has asked for such legislation. The radio industry of this country will suffer material damage ultimately unless relief is forthcoming and this in turn will deprive broadcast listeners of enjoyment and entertainment to which they are entitled.

"I believe Congress should incorporate in its legislation the following ideas: Stop chaotic interference by reducing the number of broadcasting stations below the number that was in existence prior to the decision of the Attorney General which held that the Secretary of Commerce had no power to regulate radio broadcasting; license only such stations as have shown by their records in the past that it is their real desire to be of genuine service to the public, and have not adopted the purely commercialistic attitude; provide that the licenses of such stations as may be licensed may be revoked if these stations do not give to the people the high standard of entertainment that will be demanded.

"I see no reason why we should have more than 80 to 90 high-powered stations in this country. With only that number each one could broadcast without interference with the other and all could be heard in all parts of the United States without interference. In addition, a small number of very low-powered stations could be licensed on wave lengths that would not inter-

ferre materially with the high-powered stations. For instance, a high-powered station in New York City, on a wave length of 350 meters, would not be interfered with in California if there were several low-powered stations in that State on a wave length comparatively close to 350 meters. Of course, I realize that the conditions are new and that Congress will have to put itself in a position of pathfinder. Nevertheless, I do believe that regulation should be passed by the present Congress just as soon as it possibly can."

C. E. Jacobs Launches Campaign on "B" Units

Chicago Manufacturer Has Arranged to Make Complete Units to Be Sold by Dealers and Used as Standard Equipment on Sets

An aggressive sales drive is being placed behind the two Molliformer "B" units manufactured by C. E. Jacobs, Chicago. The products are known as Model FW4, designed for average requirements of no more than ninety volts and listing at \$22, and Model D4, for sets drawing a heavier plate current and using power tubes, retailing at \$27.50. Model FW4 was introduced two years ago and Model D4 was first placed on the market in kit form about six months ago.

An improved electrolytic rectifier takes the place of the usual rectifying tubes, the manufacturer stating that it gives reliable service for 1,500 to 2,000 hours without attention, and that its replacement cost is less than \$1 per year.

C. E. Jacobs has had extensive experience in the field of "B" unit manufacture, having made "B" eliminator kits for the past three years, and thousands of his products are now in use, having been built by amateur users and radio receiver manufacturers from parts and plans



C. E. Jacobs Model D4

which he has supplied. Mr. Jacobs recently arranged to manufacture complete units which may be stocked and sold in complete form by the dealer and used as standard equipment by set manufacturers. All parts are designed to withstand the heavy demands imposed upon them by the new power tubes even on loud sustained signals, free from hum and power noises, according to the manufacturer.

Radio Manufacturers Hear Address by Dr. E. W. Engle

Chief Engineer of the Fansteel Products Co. Discussed the "Trend of Radio" and Made a Number of Helpful Suggestions

A decidedly successful and interesting meeting was held by the Radio Manufacturers Association, December 14, at the Electric Club, in Chicago. More than fifty members of the Midwest radio trade gathered together for luncheon, after which they heard Dr. E. W. Engle, chief engineer of the Fansteel Products Co., North Chicago, Ill., discuss the "Trend of Radio."

Dr. Engle's address presented a very careful study of conditions that have prevailed and are likely to be met with in radio production and distribution, and he presented a number of helpful suggestions to his listeners. T. K. Webster, Jr., of the Ekko Co., Chicago, a director of the R. M. A., presided at the meeting and discussed several matters pertaining to the activities of the Association and its value to members and the industry as a whole in an interesting and instructive address.

Launch Drive on Pierce-Airo Single Dial Receiver

An energetic sales and advertising campaign by the United Scientific Laboratories, Inc., on the Pierce-Airo single-dial receivers is now under way. It is a six-tube model with two stages of tuned radio frequency, detector and three stages of resistance coupled audio frequency. Its single-dial control affords simplicity of operation. The Pierce-Airo is sold in chassis form, and David Wald, president of the organization, states that there is a splendid demand for this type of receiver.

Display Super-Ball Antenna

SACRAMENTO, CAL., January 5.—The Kimball-Upson Co., radio distributor, has had unusual success with the Super-Ball antennas, distributed nationally by Yahr-Lange, Inc., of Milwaukee. A major portion of the credit for the success of the Kimball-Upson Co. is given to the manner in which the product is exhibited in the display rooms. The Super-Ball is shown mounted on a pole exactly as it appears on the roof of the user's home and two of the Super-Ball antennas form a gateway to one of the sections of the display rooms.

New Fada Distributor

The appointment of Alexander Seewald Co., of Atlanta, as State distributor of Fada radio in Georgia, has been announced by Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc., New York. W. D. Alexander is president of the company and D. C. Alexander is manager of the radio department.

Market New Rudell Unit

A new radio loud speaker unit is being offered to the trade by J. E. Rudell, New York, manufacturer of Vitaphonic reproducers and tone arms. Mr. Rudell states that the new unit has been well received, and production plans are well under way.

**Why
BIRNBACH
PRODUCTS
Sell!**

because ---

They Are Quality Products

Easy for the Dealer to Handle

Attractively Packaged

Nationally Advertised

and

Accepted as the Best by the Radio Trade

Protect your set /

BIRNBACH BATTERY CABLE

Simplifies the connecting of Radio Batteries
SEPARATE COLORED WIRES

5 Conductor Cable with Soldered Terminals 50¢

Also made in 6-7-8 WIRE CABLES for the NEW POWER TUBES

Improve your reception

by placing Your Loud Speaker any distance from your Receiver

BIRNBACH 20ft. Extension Cord with Connector \$1.00

And 30-40-50-100 foot units
Write for Catalog

BIRNBACH RADIO CO.
370 SEVENTH AVE. NEW YORK CITY

CROSLLEY

BETTER... COSTS LESS

RADIO



CROSLLEY RADIO INSTRUMENTS
Each item the utmost in radio at its price. All prices slightly higher west of the Rocky Mountains. Prices without accessories.



THE "PUP" \$9.75
This little double-circuit one-tube set has brought happiness to thousands and made records for long distance receiving.



THE "4-29" \$29
A 4-tube receiver of amazing efficiency, Crescendon equipped! Everywhere considered marvelous at its price.



THE "PORTABLE" \$33.00
The 4-29 in portable form, handy, compact, efficient.



THE "5-38" \$38
A five-tube tuned radio frequency set, with two stages of non-oscillating radio frequency amplification, Crescendon controlled, two stages of audio frequency amplification.



"RFL-75" \$65
5-tubes. True cascade amplification, non-oscillating, non-radiating even under any mis-handling. Its perfect balancing achieved by Wheatstone bridge in each stage of amplification. Exceptional selectivity and tone.

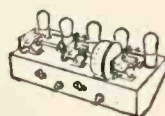


THE "MUSICONE" \$32.00
Embodies the Musicone in a beautiful console of two-tone mahogany finish and provides room for batteries and accessories; 24 1/2 inches long inside.



6-TUBE "RFL-90" CONSOLE \$90
Introducing the double drum station selector! Includes Musicone in exquisite console. Room for batteries and all accessories; 40 inches high by 30 1/2 inches wide.

CROSLLEY 1927 FEATURES
Many exclusive—others found only in highest priced radios.



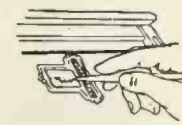
ALL-METAL SHIELDED CHASSIS
This truly great radio achievement, found in several Crosley sets, furnishes a substantial frame for mounting elements, produces excellent alignment of condensers, shields the units from each other, prevents interstage, improves the stability of the circuit, increases selectivity and saves costs by standardizing this phase of manufacture.



"THE ACUMINATORS"
Crosley Acuminators permit tuning in—loud and clear—weak stations passed over and entirely missed by ordinary single dial radios. In tuning high powered and local stations they are not used. They are an exclusive Crosley feature.



THE "CRESCENDON"
When, on ordinary radios ears must strain to catch a station miles away, a turn of the Crescendon on Crosley radios instantly swells reception to room-filling volume. An exclusive Crosley feature.



THE SINGLE-DIAL STATION SELECTOR
Nothing in radio equals the joy or the convenience of single dial control. Crosley single drum control enables you to find the stations sought without log book or "tuning"



POWER TUBES
Power tube adaptability marks the Crosley "5-50", "5-75" and "RFL" sets. This feature typifies Crosley provision for best radio reception at moderate cost.

Amazing single dial control and reproduction

THE 5-50

Such a success! Enthusiastic owners report amazing performance—a drum dial delivering stations loud, clear, sharp; each an almost imperceptible turn of the drum apart. Write station letters on the drum; return to them at will. This marvelous receiver containing these advanced ideas in radio (some of them exclusive to Crosley), including metal shielding and power tube adaptability indicates Powel Crosley, Jr.'s genius in lowering prices by mass production methods.

\$50.

THE SUPERMUSICONE

Listen to this wonder reproducer of broadcasting! Then you'll understand why it is the biggest selling loud speaker on the market EVERYWHERE, and the most imitated. Its shape, however, is NOT the secret of its wonderful performance. Its delightful tone and the fidelity of its reproduction is achieved solely through the Crosley patented actuating unit. Avoid imitations. There is only one genuine MUSICONE. Smaller model, 12-inch cone, \$12.50.

\$14.75

THE 5-75 CONSOLE

This set includes ideas for radio reception perfection NOT found in any other radio. Marvelous exclusive Crosley "Crescendon" and "Acuminators" increase volume on distant stations and bring in programs entirely passed by and missed on ordinary one dial control radios. Console is 40 inches high with ample room for batteries and a genuine Crosley Musicone is built in. Radio chassis same as in the 5-50 receiver. Beautifully finished two-tone mahogany cabinet, rose gold fittings.

\$75.

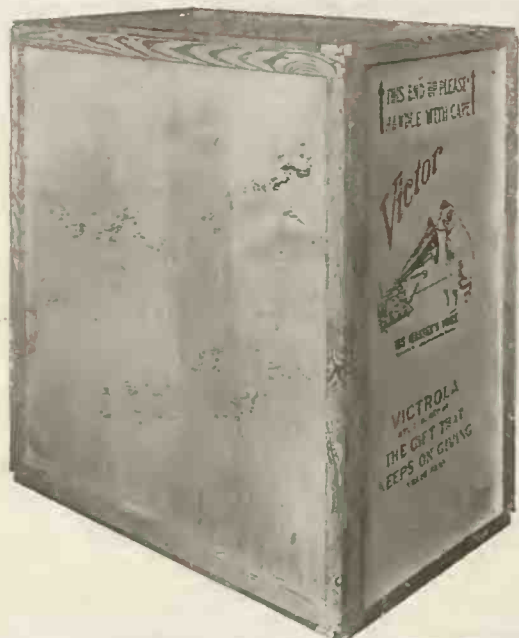
Prices slightly higher west of the Rocky Mountains

Write Department 26, for Illustrative Literature

Crosley manufactures radio receiving sets, which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending.

THE CROSLLEY RADIO CORPORATION

CINCINNATI, OHIO. POWEL CROSLLEY, Jr., President



Traveling Advertisements

Leading phonograph manufacturers have long recognized the advertising value of Atlas Plywood Packing Cases. Printed trademarks on the smooth sides of Atlas Cases take the eye of hundreds before phonographs or radios reach their destination. The cases themselves attract a world of attention—they are so handsome and sturdy looking. And they are just as strong and protective as they look.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

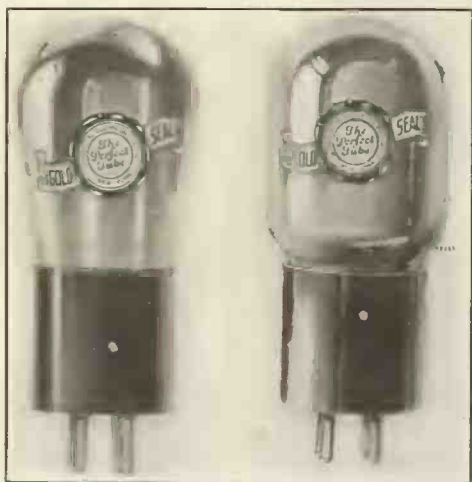
Chicago Office
649 McCormick Building

501

Using New Power Tubes in Old Type Radio Sets

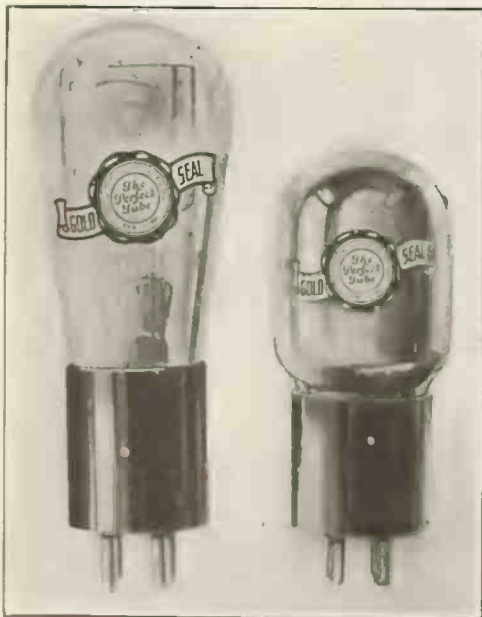
W. J. Bowles, Technical Engineer of Gold Seal Elec. Co., Inc., Gives Some Pertinent Facts Regarding New Tubes for Radio Sets

The question with which dealers are frequently confronted, "Can I use the new power tubes in my old set?", has been answered by W.



Gold Seal Tubes—GSX-201A—GSX-171

J. Bowles, technical engineer of the Gold Seal Electric Co., Inc., New York, in the affirmative. Mr. Bowles points out that these tubes can be used to advantage in the old type sets with negligible exceptions, and the dealer may explain to the inquiring customer that their in-



GSX-200A and GSX-20 Hy-Mu

stallation presents no difficulties that the average radio owner cannot overcome easily.

The demand for better reception and reproduction, following the simplification of radio receivers, resulted in the introduction of so-called power tubes, which might better be termed "special purpose tubes," according to Mr. Bowles. The newer types of speakers need more power to operate them and when it was

found that the 201A type of tube could not handle this increased power, the first of the power tubes were designed, of which the GSX-112 is typical.

Mr. Bowles points out that it is necessary for dealers to explain to their patrons that this type of tube is not designed to furnish more power or volume, but merely to handle more power, which is supplied by the B batteries and the additional volume provided by the speaker. In other words, the real function of power tubes is to furnish undistorted volume.

Several tubes of this character have been introduced by Gold Seal since the GSX-112. Type GSX-171 is specially adapted for cone speakers. GSX-210 is said to be the largest power tube made commercially. GSX-120 is designed for sets using dry cell batteries. The GSX-20 or Hy-Mu is designed for new model receivers with resistance coupled amplification, and is not suitable for older type sets. GSX-200A is a super-sensitive detector and GSX-216B is a rectifier tube used in B battery eliminators.

Manufacturers Inspect the Federal Brandes Factory

The Newark Safety Council, comprising 100 prominent manufacturers and merchants of Newark, N. J., recently inspected the Federal-Brandes factories at Newark, N. J., where Kolster receiving sets and Brandes speakers are manufactured. The visitors were escorted through the plants by Federal-Brandes engineers and witnessed the numerous processes involved in radio manufacture. The guests expressed astonishment at the large number of separate jobs necessary to build even a seemingly simple coil or transformer to scientific precision. The Brandes acoustical laboratory, with its soundproof and magnetically shielded room where loudspeakers are tested, was a popular point of interest on the trip.

Predicts a Record Year Ahead for Radio Industry

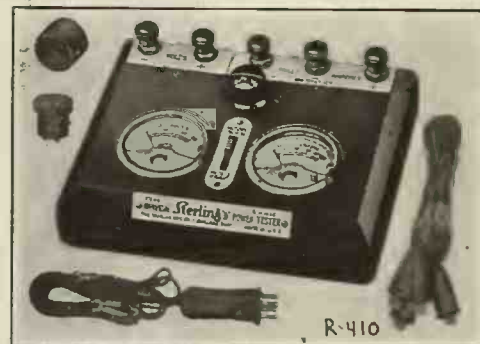
Secretary of Agriculture William M. Jardine, largest user of radio broadcasting, believes that the new high records established for radio in 1926 will not only be equaled but will be outdistanced in 1927. As a broadcaster, Secretary Jardine sponsors twenty-two weekly programs, broadcast through more than 100 stations. These programs cover a greater variety of material and fill a greater number of hours on the air than the combined offerings of any other half-dozen radio broadcasters. "Radio," says Secretary Jardine, "has definitely proved its effectiveness in spreading information and education."

C. A. Hord, operating the Hord Music Co., has moved his establishment from Middleboro, Ky., to Appalachia, Va.

Sterling Mfg. Co. Markets Two New Type Testers

Tester for "B" Eliminators and Tube Tester Placed on Market—Designed Especially for Radio Dealers and Service Experts

CLEVELAND, O., January 5.—The Sterling Mfg. Co., maker of automotive and electrical specialties and radio apparatus has placed on the market a Universal tester for "B" eliminators and a Universal tube tester that will take care of the new power tubes. The "B" power tester, which is known as R-410, has been especially designed to promote store sales and to reduce the cost of service work. With this product the



"B" Power Tester R-410

radio dealer is in a position to demonstrate suitable "B" power units to prove what they will do on a set he proposes to sell or show their adaptability to the receiver the customer already has. The tester will also protect the dealer from carrying in stock any "B" power unit which is below standard. The service expert will find that the power tester has been designed with ample forethought to cover any of the plate current tests which come up in his daily work.

The Universal tube tester and set servicer, No. R-408, is built essentially for testing in milliamperes the plate current of vacuum tubes. It is by this test that the amplification value of



Tube Tester and Set Servicer R-408

a tube is immediately determined. A socket plug and suitable adapters are furnished so that all tests can be made directly in the tube sockets without disconnecting any wires.

The Radio Builders Co., New York, has been incorporated with a capital stock of \$5,000. The incorporators are G. A. Turley, L. M. Corcoran and T. F. Tormey.



PAL

PORTABLE PHONOGRAPH

5th year

With 1927 comes the 5th Year of PAL, the oldest and best known Portable Phonograph in the country.

Just as the original PAL represented the utmost in value at the time it was introduced, each succeeding season has found PAL constantly improved—leading in the wonderful progress of portable phonographs to their present state of perfection.

\$25.00
retail!

WEST AND FAR
SOUTH ADD 10%



The Greatest Line of Portables Ever Offered to the Trade

KOMPACT

\$12.50

(For West and South add 10%)
(Canada, \$17.50)



Regal

\$15.00

(For West and South add 10%)
(Canada, \$25.00)



PAL DeLuxe

(For West and South add 10%)
(Canada \$35.00)

\$25.00 Retail!

Now—you can get prompt shipments of Plaza Portables from these leading jobbers

Atlanta, Ga.
Atlanta Sales Company
39 Cone Street

Atlanta, Ga.
James K. Polk, Inc.
181 Whitehall Street

Boston, Mass.
Drayton-Erisman, Inc.
34 Avery Street

Birmingham, Ala.
E. E. Forbes Piano Company
1922 Third Avenue

Butte, Montana
Montana Electric Co.

Baltimore, Md.
Columbia Wholesalers, Inc.
205 West Camden Street

Chicago, Ill.
Chicago Musical Instrument Co.
214 South Wabash Avenue

Cincinnati, Ohio
Arthur Brand & Company
1618 Vine Street

Cleveland, Ohio
Cleveland Phonograph Co.
5300 Harvard Avenue

Cincinnati, Ohio
M. W. Fantle Company
119 West 4th Street

Dallas, Texas
James K. Polk, Inc.
1315 Young Street

Denver, Colo.
Moore-Bird Company
1720 Wazee Avenue

Des Moines, Iowa
Harger & Blish
112 Eleventh Street

Detroit, Mich.
Wm. A. Carroll, Inc.
16487 Woodward Avenue

Elmira, New York
Amusement Novelty Supply Co.
Carroll Street

Ft. Worth, Texas
Novelty Sales Company
512 Dan Waggoner Bldg.

Louisville, Ky.
Belknap Hardware Co.
111 East Main Street

Milwaukee, Wis.
Music Arts Corporation
517 Grand Avenue

Montreal, Canada
Standard Phono. Acc. & Supply Co.
1270 St. Lawrence Blvd.

Louisville, Ky.
Stratton & Terstegge Co.

New Orleans, La.
Diamond Music Company
341 Baronne Street

Minneapolis, Minn.
Superior Sales Company
500 Kasota Building

New Orleans, La.
Junius Hart Piano House
123 Carondelet Street

Providence, R. I.
George Gerber & Co.
84 Weybosset Street

Oklahoma City, Okla.
Lattin Phonograph Co.
408 Main Street

Philadelphia, Pa.
Everybody's Talk. Mach. Co.
810 Arch Street

Philadelphia, Pa.
M. D. Swisher
115 South 10th Street

Portland, Ore.
Seiberling-Lucas Music Co.
151 Fourth Street

Richmond, Va.
C. B. Haynes Company
19 West Broad Street

Richmond, Va.
James K. Polk, Inc.
811 West Broad Street

Salt Lake City, Utah
Columbia Stores
221 South West Temple

St. Louis, Mo.
Shapleigh Hardware Co.
4th & Washington Avenue

Spokane, Wash.
Washington Elec. Supply Co.

Vancouver, Canada
H. V. MacKinnon & Son
Seattle, Wash.
Seattle Hardware Co.

San Francisco, Cal.
Frederick H. Thompson
1131 Mission Street
Salt Lake City, Utah
Strevell-Patterson Hdw. Co.

Toronto, 2, Canada
The Sun Record Company
210 Adelaide Street, West

Los Angeles, Cal.
Yale Radio Electric Co.
1111 Wall Street

Knoxville, Tenn.
Sterchi Brothers
418 Gay Street

Tampa, Florida
Tampa Hardware Company

DEPENDABILITY



\$25.⁰⁰
retail!

*West and Far South
add 10%*

Designed and built by the pioneer independent manufacturers of Portable Phonographs in the country, PAL for the past five years has been the biggest and easiest selling Portable in the field.

Its remarkable value, pleasing appearance, wonderful tone, and sturdy construction are but a few of the many outstanding features which have made PAL the undisputed favorite both with the dealer and the buying public.

By concentrating on PAL you will be assured of REAL profits

PLAZA MUSIC COMPANY, NEW YORK, N. Y.

This MICRO-PHONIC Outfit actually changes an old style phonograph into a DEEP RICH TONE Instrument

This is the BIGGEST thing in a
phonograph accessory ever offered

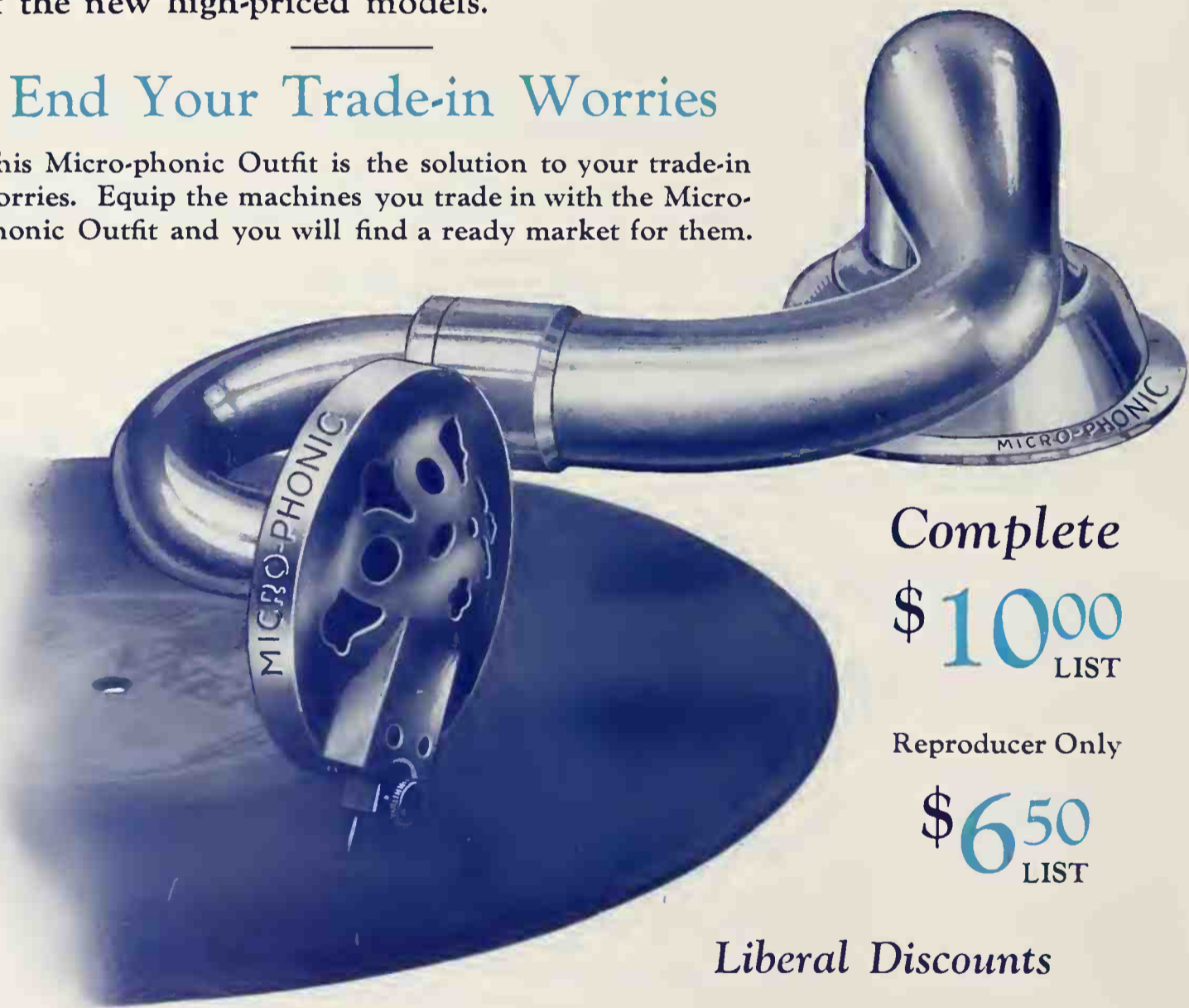
Every owner of an old style phonograph will readily buy one of these Micro-phonic Outfits. By merely substituting it on their own phonographs, they can get that deep rich tone of the new high-priced models.

End Your Trade-in Worries

This Micro-phonic Outfit is the solution to your trade-in worries. Equip the machines you trade in with the Micro-phonic Outfit and you will find a ready market for them.

DISTRIBUTORS

Wide Awake jobbers can cash in on the big demand for these Micro-phonic Outfits. Write today.



Complete
\$ 10⁰⁰
LIST

Reproducer Only

\$ 6⁵⁰
LIST

Liberal Discounts

ADVERTISING HELPS—An attractive display card together with a complete advertising service of window strips, circulars, newspaper mats, etc., is supplied free to all Micro-phonic dealers.

Plaza Music Company, New York, N. Y.

Music Should Be Basis of Phonograph and Record Merchandising, Says G. C. Jell

Executive in Charge of the Masterworks Series of Recording for the Columbia Phonograph Co. Emphasizes the Fact That Phonograph and Record Business Is a Musical Business

[George C. Jell, in charge of the Masterworks Series of recordings for the Columbia Phonograph Co., Inc., has been connected with the phonograph industry since its early days. He has specialized in the production of records of the better class and is well known in musical circles throughout the country.—Editor's Note.]

The Columbia Musical Masterworks Series is a modern paraphrase (applied to music) of Shakespeare's famous dictum "The Play's the Thing." In this series the music is the thing—first, last and always. For the interpretation of the music get the best that is available, but above all things have the music as the composer wrote it, adding and taking away nothing, subordinating all sensational features of the interpreter to the music as the great composers—and all composers in Columbia Masterworks are great—set it down.

It is not too much to say that until very recently musical compositions, in their larger and complete sense, were not thought of as really associated with sound records in this country. The musical idea was subordinate to, and frequently lost in, considerations that had in reality little to do with music as an art. Some of these considerations were: the reputation of the artist executing the music, sensational mannerisms or peculiarities affecting the popularity of the performer, the length and other physical restrictions of the record, temporary popularity or prominence given by public performance to some particular composition. The Columbia Masterworks Series is a reversal of all considerations of this sort. Its idea above all things else is music—as well interpreted and recorded as we can make it, but music without abridgment, just as the composer wrote it.

There can be little surprise that the dealer, faced with an untried departure from all previous standards should look askance at any venture of this sort. The dealer is a merchant, seldom a musician. There was no reason why, up to that time, he should have known much about what was meant by a concerto, a sonata or a tone-poem. These things were not contemplated except in the most fragmentary way within the bounds of a record catalog. Such few as were represented in the way of short excerpts were, in most cases, simply the vehicle for the execution of some noted performer. That very definite minority of the public who knew and appreciated the great works of musical genius in their entirety either accepted with more or less protest such fragments as were offered them or stayed away.

With the first few issues of the Masterworks Series available, however, the musical public became articulate. It clamored for more. The dealers, in very many localities discovered that "high brow" music has commercial value.

This is only the beginning of what we are going to find out about these things. To adopt the old, classic cliché, "the surface has not been scratched." It is strange but true that with all the advertising the Columbia Co. has done there are found constantly alert and prominent persons interested in music asking for the Beethoven Choral Symphony who are not aware that this work was recorded complete and issued six months ago.

People of definite musical culture who wish complete recordings of the classic and modern masterpieces abound everywhere, all supposed indications and assertions to the contrary notwithstanding. They are not confined to any class of society or any stratum of wealth. They do not form clubs or otherwise flock away in a crowd where they can be conveniently rounded up. They are simply individuals who know what is good and who buy it when they know where to get it. I know personally of instances where individual music-lovers have denied themselves other things reckoned as real necessities of life

in order to buy certain coveted issues of the Columbia Masterworks.

To say nothing of those who already know just what they want, through appreciation bred of knowledge and training, there is a vast army of people who, through the various cultural agencies at present at work in the country, are



George C. Jell

absorbing a real taste for these things. That the established symphony orchestras in the United States have increased in number from six, in 1915, to twenty-eight at the present time is only one indication of this trend.

As to the supposed taint of high-brow music, these works are not affected. Personally I doubt if there is, properly speaking, such a thing as high-brow music, excepting possibly a few consciously futuristic ebullitions of the past ten years,—but with these we are not concerned. There is music that has an obvious ease and simplicity of melody, that is easily followed—that charms at a first hearing—that is, in other words, "whistleable." We all know the Tales of Hoffmann Barcarolle, the Thais Meditation, the

Faust Soldiers' Chorus, the Plantation Melodies of Stephen Foster and other folk songs, Silver Threads Among the Gold, and Home, Sweet Home. Any one would be foolish to disparage the attractiveness, musical worth and commercial value of these and scores of similar pieces. Equally, one would be foolish to deny that for a great many people such numbers as these with time begin to pall. They demand something a little more substantial, and the basis of all such desire is familiarity, either accidental or designedly cultivated, with the more substantial things.

And those who are willing to look into the substantial things in music—what do they find? They find in many instances melodies as simple, as easily followed, and as homelike, as those they sang around the piano at home as children. Let any who question this hear the Largo from Haydn's D Major Quartet, the second movement of Mozart's Symphony in D, the Largo from the Dvorak New World Symphony (played by every hotel and movie orchestra in the world); many of the themes in Beethoven's Seventh Symphony could be danced to. Among the great works are innumerable scherzos (scherzo, Italian for "joke") as light and gay as Yankee Doodle. It is quite true that not all of a symphony or sonata is of melody either mellifluous or gay; neither is all of a dinner ice cream. Chopin, Tschaiakowsky and Wagner have furnished more than one Broadway tune that was a million-copy hit—the tune a little jazzed up perhaps but still there.

No great composer ever deliberately set out to be high-brow. The composers who set out that way never became great. The great composer's idea was to make music—to make it according to the genius that was in him and the urge for expression that gave his genius life.

In March of the coming year the whole civilized world will unite, on the hundredth anniversary of his death, to honor the memory of a great man—Ludwig van Beethoven. No man becomes great either to his contemporaries or to posterity without reason. The reason for Beethoven's greatness in our eyes is too obvious to need any detailing by me. While I am about it, however, I can tell at least one thing that is not the reason—and the reason was not that he wrote high-brow music.

Just what has all this to do with the phonograph and record business? It has a great deal to do with it, and is having more to do with it every day of the world. The phonograph and record business is a musical business.

Televocal QUALITY TUBES

Dependable and a Technical Triumph



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

DEALERS AND JOBBERS

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

elevocal Corp'n.
6 A FIFTH AVE. — NEW YORK

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

W. F. Barrett Elected to an Important Post

Made Vice-President of Union Carbide & Carbon Corp.—Is a Director of National Carbon Co. and Active in Other Subsidiaries—G. W. Mead Elected a Director

The election of W. F. Barrett to a vice-presidency and G. W. Mead to membership on the board was recently announced by the board of directors of the Union Carbide & Carbon Corp.

Mr. Barrett began his association with the subsidiary companies of the corporation in August,



W. F. Barrett

1913. He is now president of the Prest-O-Lite Co., Inc., and a director of the National Carbon Co., Inc., manufacturer of Eveready batteries, as well as a director of many other subsidiaries of the Union Carbide & Carbon Corp.

During the World War Mr. Barrett was a member of several war-work and advisory committees and put in the greater part of his time at Washington, assisting the Government in an advisory capacity on gases. He had charge of design, construction and operation of the U. S. Government Helium-producing plant for Army and Navy dirigible and balloon work at Fort Worth, Tex. In recognition of this work the University of Pittsburgh conferred the honorary degree of Doctor of Science

on Mr. Barrett in February, 1925. He is a member of many technical societies and clubs.

Mr. Mead has been identified with subsidiaries of the Union Carbide & Carbon Corp. since 1906, when he was elected the first secretary of the Union Carbide Co. In 1912 he became president of the Linde Air Products Co., in which position he served until he was succeeded by Mr. Barrett in 1925. In this company Mr. Mead then became chairman of the board of directors, which position he still holds. From 1917 to 1923 he was also treasurer and vice-president of the Union Carbide & Carbon Corp. Mr. Mead is now a director of the National Carbon Co., Inc., and the Prest-O-Lite Co., Inc., as well as an officer and director of many other subsidiaries of the Union Carbide & Carbon Corp.

Edison Slovakian Records

In the General Group of records issued by Thos. A. Edison, Inc., for February are to be found fourteen Slovakian numbers on double records. Two of them are instrumental numbers, played by Aladar Sio, a Slovakian orchestra, and there are ten folksongs, sung in Slovak by Andrew Pelak, tenor. There are also included in the group two double-disc Mexican dance numbers, played by the Gonzalez Orchestra.

Another Gulbransen Dividend

CHICAGO, ILL., January 4.—The Gulbransen Co., manufacturer of Gulbransen registering pianos, declared a dividend of 2 per cent on common stock, payable December 27, to stockholders of record. This is the fourth dividend of 2 per cent paid on common stock during the year 1926. The action was taken at a meeting of directors held Friday, December 24, at the headquarters of the company in this city.

Phonographs Test Telephones

Phonographs are used in the testing of telephone transmitters before the transmitters are considered fit for service. The transmitters are placed in racks and a phonograph placed in front of them playing a series of numbers for a protracted period and under this test the apparatus is subjected to usage that would require much longer time under ordinary conditions.

Elsa Alsen, Columbia Star Wins Acclaim in Chicago

Wagnerian Prima Donna of Chicago Opera Co., and Exclusive Columbia Artist, Has Host of Followers in This Country and Continent

Elsa Alsen, exclusive Columbia Phonograph Co. artist, is enjoying one of the most successful seasons of her career, as Wagnerian Prima Donna of the Chicago Opera Company.

This famous dramatic soprano was born in Russian Poland of a Norwegian father and French mother. Her prodigious musical talent was evident early in life, for in school she sang soprano, contralto and tenor parts as needed. When seventeen years of age she began her musical studies at Breslau, making her debut some twenty months later.

Mme. Alsen began her career as a church and concert singer. Her beautiful contralto



Elsa Alsen

voice, enormous range and great volume led friends to advise that she devote herself to dramatic art. After a few years, however, Mme. Alsen's voice developed into a marvelous dramatic soprano and on the advice of such distinguished conductors as Nikish, Weingartner and Mottl she abandoned contralto for soprano parts.

After becoming a dramatic soprano, Mme. Alsen made her debut in a role new to her, Leonora in Fidelio. The success attendant upon that performance was so complete that engagements were made for her appearance in fourteen cities at concerts commemorating Beethoven's 150th anniversary.

Now Mme. Alsen, as dramatic soprano of the Chicago Opera Co., is repeating the great successes won on the Continent. The strikingly effective manner in which she impersonates Isolde, Brunnhilde and other Wagnerian roles will not soon be forgotten by those who have been privileged to witness them.

Powel Crosley, Jr., Donates Christmas Gift Program

CINCINNATI, O., January 4.—An organ recital by Adolph H. Stadlerman, Lillian Plogstedt and Johanna Grosse was broadcast from station WLW, this city, and a network of seventeen stations of the National Broadcasting Co. The program was the Christmas gift of Powel Crosley, Jr., president of the Crosley Radio Corp., to the radio audience of America. The program was given from 3.00 to 4.00 p. m. Eastern Standard time and was of a varied nature, beginning with favorite Christmas carols and continuing with many well-known melodies with some of the most popular hits of the past year interspersed.

Particular People Who Insist on the BEST Are Asking for



The New

MU-RAD

SUPER-SIX RECEIVER

Embodying the most efficient features of Radio as it is known today. Assembled with care and precision and inspected with the utmost pains. A set that has proven itself popular with customers who appreciate radio's real prowess. Mu-Rad will bring to your store prestige and additional sales and to yourself a real margin of profit. Investigate these profits today!

Write for Proposition!

ONE DIAL CONTROL
MU-RAD
Radio Corporation
Dept. W Asbury Park, N. J.

The
WORLD'S
LARGEST
SERVICE
INSTITUTION

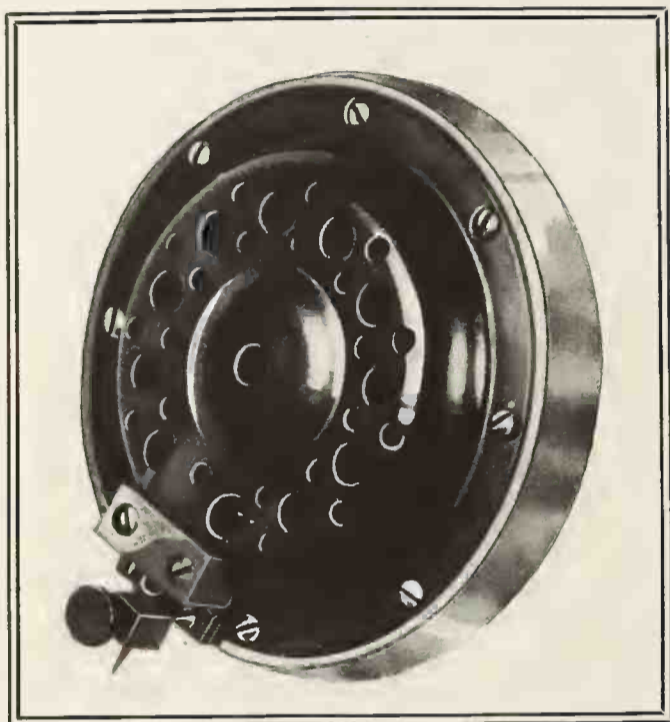


Everybody's
TALKING MACHINE CO. INC.

810 ARCH ST.
PHILADELPHIA, PA.

Makers of *Honest Quaker* Products

The Time is Equip those 'Trade-in' Reap Big



ENTIRELY DIFFERENT
from ordinary reproducers, in reality
the **SUPER-REPRODUCER**. Rigidly
constructed. Specially treated and
tempered **ALUMINUM-ALLOY DIA-**
PHRAGM. Models to fit tone arms
of every type. Nickel and gold-plate
finishes. Instantly attached. Victor
type model, \$8.

RIGHT now—*today*—instead of weeks or months
from now—you can cash in easily and quickly on
the keen interest the new type machines have roused.
Hundreds of dealers are doing so—by selling the new
Symphonic Reproducer.

They make two profits—first, on the Symphonic
itself; second, on the increase in record sales that the
Symphonic creates.

You know what a hit the new-type electrically cut
records are. You already feel new life in your record
business. But, while the business in the records is here,
you realize that you must wait a little for a big business
in the machines.

Today is the time **YOU** must count on. You can
sell a Symphonic to practically every customer who
owns an old type machine. And you can dispose of
your "trade-ins" quickly and profitably by equipping
them with Symphonics.

Because the Symphonic Reproducer brings out

Symphonic PHONOGRAPH REPRODUCER

The Original Aluminum-Alloy Diaphragm Sound-box

Ripe NOW to Phonographs—and Profits!

clearly *everything* that is in the new records—detail, sweetness, *volume*, it will—

1. Sell more new records for you.
2. It will pave the way for the sale of new type machines.

And its margin is highly satisfying.

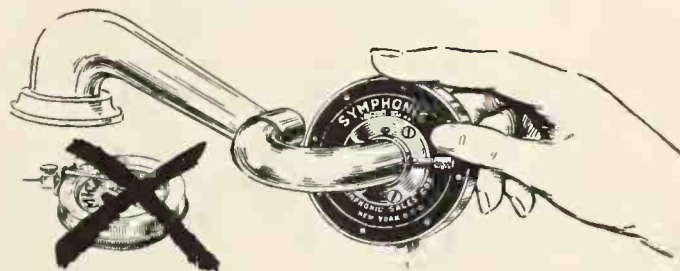
TURN "TRADE-INS" TO QUICK ASSETS

The Symphonic Reproducer alone will create prospects for your "trade-in" instruments. The addition of a Symphonic Tone Arm will transform and modernize the old instruments' appearance, besides further improving the tone. In combination, these two Symphonic devices will turn to genuine assets what may have seemed liabilities.

The acoustically perfected channel of this tone arm prevents distortion in carrying the sound to the amplifying chamber.

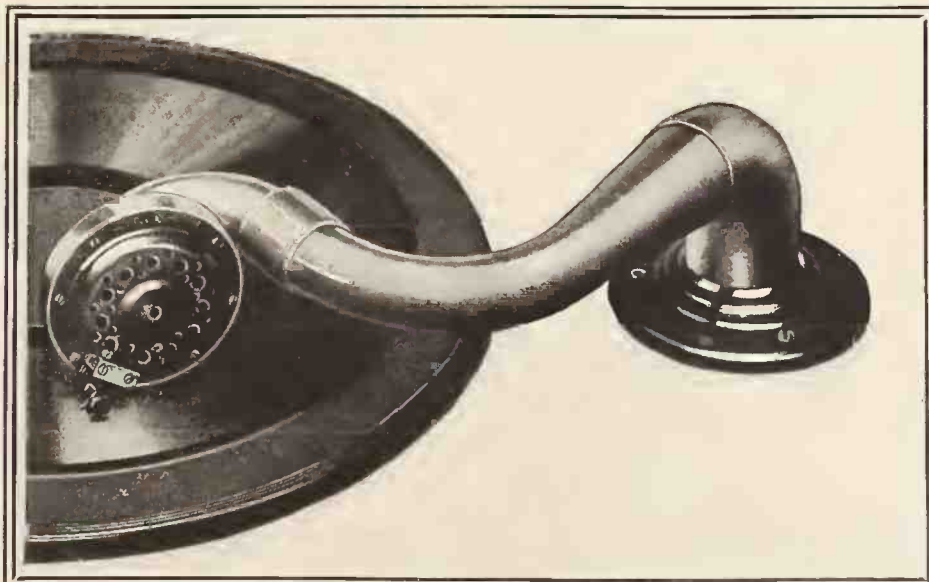
Because now IS the time to get these profits, now is the time to send for the Symphonic Dealer Profit-Plan. Write today.

"Slips on in a Jiffy"



Symphonic TONE ARM

The Symphonic Tone-Arm comes in two sizes, 8½ inches and 9½ inches. Only three screws to be inserted, making replacement hardly a five-minute job. Heavily nickel or gold plated. Hinge permits reproducer to rest against arm when not playing.



AVENUE . . NEW YORK

Christmas Gift Buying Brings Up Sales Volumes of Retailers in Kansas City

Talking Machines, Combination Instruments and Radio All Enjoyed Good Demand—T. H. Condon, Brunswick District Manager, Predicts a Busy Year Ahead—Other Trade Activities

KANSAS CITY, Mo., January 7.—Although Christmas activity in talking machines on the retail market here was somewhat slower in starting than usual, a last-minute pick-up resulted in a large volume of holiday business. Phonographs at all prices moved readily, with all dealers remarking the activity of the higher-priced machines. This has been a feature of the talking machine business throughout the season up to date, and with the advent of Christmas buying was especially true. Combination machines received a large share of attention from holiday buyers, and radio figured in a big way in the music items on the Christmas lists of gift seekers.

It has been interesting to note that the department stores and sporting goods houses have found toy phonographs a very popular item for children's gifts. These small machines, in painted and decorated styles, sold in large quantities here, which shows the universality of the appeal of music. Records were more popular than usual as gifts, according to the record departments of the retail stores here.

Predicts Big Brunswick Year Ahead

T. H. Condon, district manager of the local Brunswick Co. branch, predicts a great year in the Kansas City territory. "All owners of old style instruments are in the market or will be in the market for our new line," he remarked, "together with thousands of other prospects who have never before considered the purchase of such reproducing instruments."

"We base our optimism for a great year in 1927 not only on the above facts but because conditions in our territory are sound and normal. We will have a record flour production this year and wheat, which has been holding to a good price, has offset corn production, which was quite disappointing. Good returns have come to stockmen, dairymen, potato growers and winter wheat farmers, and there has been a better movement of agricultural products to the markets. From all our soils we are drawing millions that will create a broad basis of purchasing power, a power not everywhere equal this year, but not disturbed in total because of

fortunate diversification of our resources. Our territory is sound, so we are predicting a very large market for our new musical instruments in 1927."

Expensive Instruments Moved Briskly

The Paul Record Shop reported its Christmas business far ahead of last year with Orthophonics in the larger models ranging in price from \$400 to \$1000 receiving the greatest share of attention. These were all cleaned out by Christmas, according to M. M. Paul. Records figured to a larger extent in the holiday buying at Paul's than ever before, with special activity in popular numbers.

Strong Holiday Demand

Burton J. Pierce, sales manager of the Orthophonic department of the J. W. Jenkins Sons Music Co., reports that business in Orthophonics for Christmas delivery was eminently satisfac-

"Stewart-Warner Matched Unit Radio" Is Registered

The phrase "Stewart-Warner Matched Unit Radio" as applied to radio receiving apparatus is now officially registered at Washington, D. C. A certificate of U. S. Patent Registration has been issued to the Stewart-Warner Speedometer Corp., Chicago, under date of October 26, 1926, No. 9222. As a result the phrase "Reg. U. S. Pat. Off." may now be used in all Stewart-Warner radio advertising.

On 7,000 Mile Trade Tour

H. H. Southgate, central sales manager for Federal-Brandes, Inc., is now visiting distributors for Kolster radio and Brandes speakers in his territory. The trip will cover approximately 7,000 miles, ranging from Cleveland to Denver and from Oklahoma City to Houston. H. A. Hutchins, Jr., Eastern sales manager, is also making an inspection tour of New England and Southern States from Maine to Florida. Both Mr. Southgate and Mr. Hutchins will be absent from their desks for about two months.

tory. The new line of Radiolas, carried in the department since early this Fall, has received splendid demand. Mr. Pierce says that the higher-priced machines, especially the combinations, have been in most active demand.

C. V. Bissell, of the Starr Piano wholesale branch here and head of the Bissell Piano Co., retail, is handling the Starr phonograph and reports that, although his line is new here, he has received a satisfactory response on it. The Bissell Co. is featuring Champion records with great success.

Biggest Holiday Season in History

The Christmas season in the Jones Store phonograph department was the biggest in a number of years, according to Miss J. M. Poynter, in charge. Carrying a large variety of lines, she finds that there has been a big demand for all machines, with portables receiving considerable attention as well. The Edison 40-minute playing record has been an active item in the record sales with Jones.

Orthophonics for Christmas gifts moved very satisfactorily with the Wurlitzer store here during the pre-Christmas season. The new radio department, recently installed, has had a good share of the attention of customers.

Huge Shipment of Bosch Radio for New York City

Single Shipment From American Bosch Magneto Corp to Weber-Rance Corp. Is Valued at Quarter Million Dollars

A single shipment of a quarter million dollars of Bosch radio, needed to meet the demand of New York Christmas shoppers, was made by



Quarter Million Dollar Radio Shipment from the American Bosch Magneto Corp. from its factory at Springfield, Mass., to the Weber-Rance Corp., Bosch radio wholesaler in New York. A unique feature of this record shipment was the use of a fleet of seven large trucks employed to rush the Bosch receivers, reproducers and power units. A part of the caravan of trucks is illustrated herewith, photographed just before leaving Springfield. John Weber, Jr., president of the Weber-Rance Corp., states that this is the largest single emergency road shipment of radio ever made.

Peggy Bernier With Columbia


Peggy Bernier, favorite with audiences from Chicago to the Coast, has recorded her fine voice for the Columbia Phonograph Co. Miss Bernier made her first record for Columbia out in San Francisco, but the personality and appeal injected into the disc have won admirers all over the country. She has a voice admirably suited to the type of melody blues which she chooses to sing.

F. A. D. Andrea a Father


Congratulations from friends and business associates are being received by F. A. D. Andrea, president of F. A. D. Andrea, Inc., upon the arrival of a new baby boy in the Andrea household. It was announced that Frank A. D. Andrea, Jr., had been appointed vice-president of the organization by the Board of Directors, to take effect when he attains his majority.

FULL LINE of HARDWARE


For Radios and Phonographs



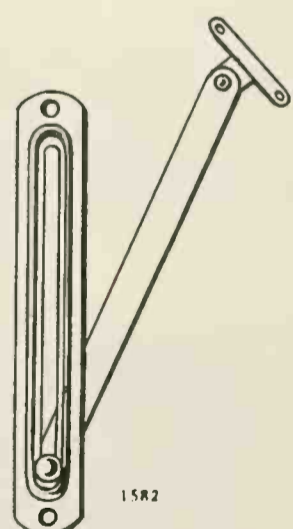
1400




1557




626-4 1/2"
624-6"




1582




1566
Portable
Needle Cup



Piano Hinge—any length



Invisible Hinge



H. A. GUDEN CO., Inc.

87 WALKER STREETNEW YORK, N. Y.

STEWART-WARNER

Enters 1927 with

Record of Achievement

THE YEAR 1926 has again proven conclusively to the makers of the Stewart-Warner Matched-Unit Radio that reliable merchandise manufactured by a concern of good reputation and distributed on a clean-cut basis is the one certain means of obtaining success in present day marketing.

Into the ranks of Stewart-Warner Blue Ribbon Dealers have come concerns who have wished to identify themselves with a manufacturer on whom they could depend—large music and furniture dealers, department stores, public utility companies and many others.

One big reason why these houses have shown preference for the Stewart-Warner line is the distributing organization. Stewart-Warner Products Service Stations handle Stewart-Warner products exclusively. Their activities are directed by the factory to a large extent. They have at all times lived up to Stewart-Warner policies and

standards, always maintaining list prices and establishing dealers with territorial rights. They have not attempted to obtain distribution at every street corner; Stewart-Warner Blue Ribbon Dealers are given an opportunity to build a successful business on Stewart-Warner Matched-Unit Radio in their respective localities because of our protective franchise.

If you, too, wish a radio dealership that will be successful and permanent, if you wish to have back of you a manufacturer with twenty years of experience, with the facilities for large production and prompt delivery, then we suggest you investigate our proposition.

Stewart-Warner welcomes as a dealer representative any concern of financial responsibility that will honestly and actively engage in the merchandising of Stewart-Warner Matched-Unit Radio. The success of other Stewart-Warner Blue Ribbon Dealers can be your success.

STEWART-WARNER SPEEDOMETER CORPORATION
1824 DIVERSEY PARKWAY, CHICAGO, U. S. A.

I Stewart-Warner manufactures a complete line of cabinet and console models ranging from \$50 to \$400, somewhat higher west of the Rockies. **I**

The Stewart-Warner Air Theatre is conducted over WBBM [226 meters], for your entertainment, and for demonstrating purposes, every afternoon and evening.

Advertising Department
STEWART-WARNER SPEEDOMETER COR'N
1824 Diversey Parkway, Chicago, U. S. A.

Please request your nearest representative to get in touch with us about _____ (give date)

Your firm name _____

Address _____

Town _____

AMPLION

Distribution Is Country-wide

Distributors are especially enthusiastic about the two Amplion innovations for this season, the Amplion Cone and the Amplion Patrician.

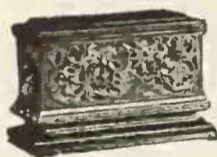
Important Announcement to the Trade

The Amplion Patrician new list price is **\$50.00**

The Patrician assembles an Amplion unit and a 48-in. air-column in a handsome hand-carved mahogany cabinet 18 in. x 12 in. x 9 in. Do not fail to see this new model.

The secret of the fine performance of every Amplion model lies, of course, in the matchless Amplion unit.

Whatever type of reproducer your customers prefer, whether it be horn, air-column, cone or phonograph attachment, the Amplion unit, which is the heart of all Amplion reproducers, will help any set to give its best performance.



Amplion Patrician
AA-18—\$50

Amplion Cone
AC12—\$30



The
Amplion Corporation
of America

Suite C

280 Madison Avenue
New York City

The Amplion Corporation of Canada Ltd.,
Toronto

AMPLION

United Mfg. & Dist. Co. Is Now United Air Cleaner Co.

Well-known Chicago Firm, Manufacturing Phonograph Motors, Radio Sets and Air Cleaners, Has Changed Name

In an announcement issued to the trade a short time ago the executives of the United Mfg. & Distributing Co., Chicago, stated that the organization would be known henceforth as the United Air Cleaner Co. The firm, incorporated in 1913, is well known as a manufacturer of United phonograph motors, radio receiving sets and air cleaners for use in automobiles and for industrial purposes. The old firm name has long been considered a misnomer by the officials of the United Air Cleaner Co., for the firm has never acted as a distributor of any product, as the name might seem to indicate. The air cleaner division of the firm has grown during the past few years to a point where the business developed forms an important part of the activities of the entire company, and according to a recent report, the United Air Cleaner Co. is now enjoying its largest demand for talking machine motors in several years.

New Distance Records Being Made With Kolster Sets

Pacific Coast Radio Fans Hear Tokyo and Others Report Cross-Country Reception on Indoor Aerials—Five Models in Line

New records in distance reception for small sets are being made by the Kolster six-tube table models this Winter, according to reports received by Federal-Brandes, Inc., New York. Two Pacific Coast radio fans state that they hear Tokyo, Japan, regularly, and others report cross-country reception on indoor aerials.

The Kolster radio line includes five models this year, with six or eight tubes. One knob in the center of the panel lends simplicity of control. Three models operate on indoor or outdoor antenna and two on loop aerials. All tubes are lighted by one control switch, doing away with filament rheostat adjustment. Cone speakers designed by Brandes acoustical experts are either built into the Kolster sets or recommended for their use to match impedance and pitch. Engineers are attracted by the sturdy construction of the new Kolster models. It is said that a man can stand on the chassis without injuring it in any way. All connections are soldered and all tubes are completely cushioned.

Introduces New Tube

The Strongson radio tube, self-shielded and copper-plated, is a new accessory being offered to the trade by the Moulded Products Corp., New York City. It is claimed that this new tube isolates the microphonic noises originating in it and prevents electrical and magnetic inter-action between tube stages by drawing off this interference through a ground to the negative A battery terminal. Officials of the company state that this results in keener selectivity and better tone reproduction of voice or music without disturbing noises.

New Columbia Artists

A most noteworthy addition was made to the Columbia Phonograph Co.'s fold when the Seven-Day Adventists' Choir became exclusive Columbia artists. These talented singers are from Atlanta, Ga., where their singing of spirituals has won wide acclaim.

The Jordan-Marsh Co., Boston, Mass., has had unusual success with the Stromberg-Carlson line, due largely to a strong advertising and window display campaign.

A. D. Silva Is Valuable Addition to Farrand Staff

Well-known Engineer Has Had Unusual Experience in the Radio Field and Is Well Qualified for Assumption of New Duties

The Farrand Mfg. Co., Thompson avenue at Court street, Long Island City, N. Y., manufacturer of Farrand cone speakers and Farrand battery eliminators, has been receiving congratulations from many members of the trade



A. D. Silva

following its recent appointment of A. D. Silva as vice-president in charge of engineering. Mr. Silva is one of the best-known engineers in the trade and the acquisition of his services by the Farrand Co. is considered particularly fortunate.

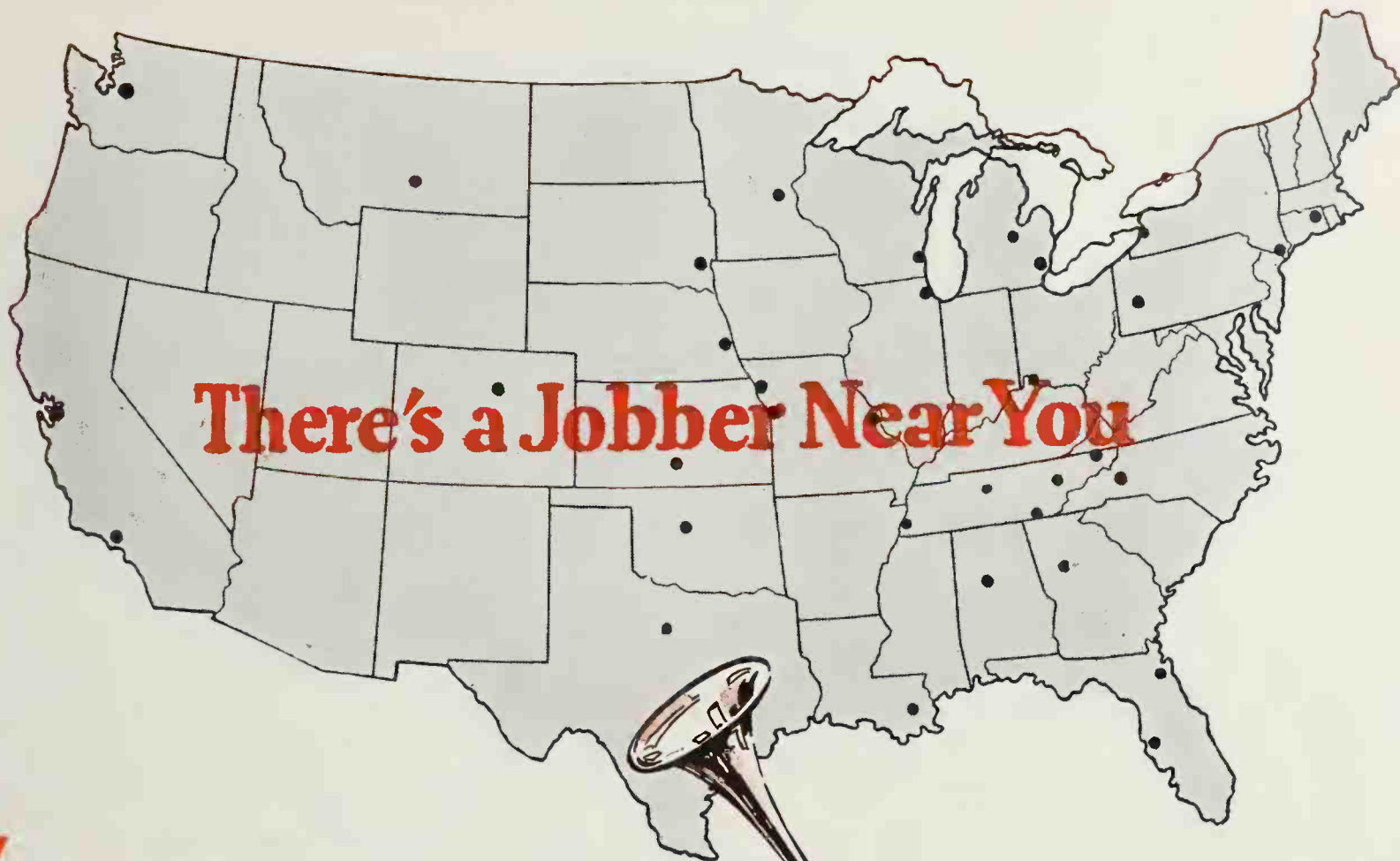
Mr. Silva has unusual radio experience and a wide range of engineering knowledge. He was for some years chief engineer of the Atwater Kent Mfg. Co., which, of course, operated one of the most extensive laboratories in the radio field. For some years Mr. Silva was transformer engineer of the General Electric Co. and during the war he was a captain in the Signal Corps, stationed in the research laboratories in Paris, following which he was retained in important Government service as chief engineer of the Signal Corps at Camp Vail.

C. L. Farrand, president of the Farrand Co., and responsible for past development of Farrand products, has felt the need for some time of an associate engineer able to shoulder some of the labors of the laboratory work. The Farrand Co. is carrying on extensive experiments relating to further development of cone type speakers and is giving particular attention to simplification of the manufacturing of battery eliminators, which, heretofore, due to their intricate mechanism, has required low-speed production.

"Pal Junior" Portable Is Added to Plaza Co.'s Line

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of Pal and Regal portables and other musical products, has just announced that the Regal design portable can now be obtained under the brand name "Pal Junior." The large model Pal and the Regal portable will continue as part of the Plaza line, with the same amount of advertising and exploitation as heretofore. The inclusion of a "Pal Junior" model has been made at the suggestion of a number of Plaza Music Co. distributors and dealers. For the past five years the Pal portable has been energetically presented and it is to take advantage of the name value that the "Pal Junior" was conceived.

World's Largest Maker of Portable Phonographs



There's a Jobber Near You

to Music Merchants

TO thousands of Dealer and Jobber friends, we express our sincere appreciation. For 1926 was the biggest Carryola year in history; and consequently the most successful portable selling year.

And now comes a New Year, ushering in a new Carryola line. Added refinements, more sales appeal, greater eye-value than ever before.

Just turn this page!



CARRYOLA COMPANY of AMERICA
647 Clinton Street Milwaukee, Wisconsin

The Largest Makers of Portable



The
CARRYOLA MASTER

THE new "Master" has all the features of the old, and new ones too. A new curved tone-arm of the latest accepted type, producing greater volume and even fuller tone. A new exclusive style of Du Pont Fabrikoid covering (looks just like leather), lending a new personality to the world's foremost portable.

The Master is available in five beautiful colors besides black, with embossed art cover and record album, artistically air-brushed. Double nickeled hardware throughout. Strongly built of three-ply veneer. Light, compact, and easy to carry.

CARRYOLA COMPANY of AMERICA
647 Clinton Street *Milwaukee, Wisconsin*

Phonographs in the World!

The CARRYOLA CUB



The CARRYOLA FLAPPER

Completing the New Line

THE "Cub" and "Flapper" complete the new line. The Carryola Cub retails at a list price much lower than the "Master" or "Flapper," and makes it possible for the Carryola Dealer to compete successfully when price is a factor.

This new portable is a real performer, with splendid volume, excellent tone, and sturdy construction. Strong, thoroughly-tested motor, standard tone-arm, and reproducer.

Attractively covered with genuine Du Pont Fabrikoid of

distinctive new design. Three colors—blue, black, or brown. Plenty of eye-value and sales appeal!

The New Carryola Flapper is a musical instrument of special appeal. It has all the features of the "Flapper" you are selling today, and now comes to you in an even more attractive form. We have simply changed it to conform with the new vogue in "hat-box" designs.

1927 will be the biggest portable selling year in history! It's a clean cash business!! Let us help you make your plans now!!!

CARRYOLA COMPANY of AMERICA
647 Clinton Street Milwaukee, Wisconsin

CARRYOLA

PORTABLES

FEATURING CARRYOLA PORTABLES

EVER since Carryola Portables were first put on the market we have featured them. Because they are the best portables made, the fastest selling and the most profitable.

Other portables come and go but Carryolas go on forever. We expect to be selling them ten years from now—and longer.

Our dealers find that Carryolas "take" because of the very high quality of their tone, the bigness of their volume, and their excellent eye-value.

ALUMINUM SPECIALTY COMPANY

45 Trinity Avenue

ATLANTA

GEORGIA

COMPLETE STOCK OF CARRYOLA MODELS

DEALERS never catch us out of stock on the Carryola Models. We carry an ample supply at all times of these popular portables. We like to. And we have to. Our customers demand it.

Those dealers who insist upon a profitable, fast-selling, ACCEPTED line of portables are today featuring Carryolas. It is the only portable nationally advertised and nationally popular. Our dealers sell them the year 'round. And we give them immediate service.

ALUMINUM SPECIALTY COMPANY

330 N. Ervay Street

DALLAS

TEXAS

A COMPLETE LINE OF PORTABLES— CARRYOLAS

THERE'S the Master for steady sales, the Flapper for the gift appeal, the Cub for the lower priced trade. It's a line that any dealer can sell. It practically sells itself. With it you can satisfy the entire portable demand.

If there's another line of portables that offers as much for the price, we've yet to know of it.

Dealers can increase their business by taking on this nationally advertised line. Complete and ample stocks carried by us at all times.

F. B. CONNELLY CO.

BILLINGS

MONTANA

GREAT FALLS

MONTANA



CARRYOLAS SELL THE WHOLE YEAR 'ROUND

THERE is a steady year 'round demand for Carryola Portables. They fill a musical want. Just as definite a want as exists for the larger, more expensive instruments.

When a Carryola is wanted nothing else will do. No other portable offers as much in tone, volume, eye-value and endurance.

Dealers find that they sell readily and build a clean, quick-moving, cash business. The profit margin is RIGHT. Put your power behind Carryolas and make more money.

FRANK R. WITMAN

PHONOGRAPH SUPPLY CO.

PUTNAM

CONN.

NEW ENGLAND DISTRIBUTOR OF CARRYOLAS

The Carryola Master

CARRYOLA PORTABLES

ATTENTION! ROCKY MOUNTAIN MUSIC MERCHANTS

WE are exclusive wholesale distributors in the Rocky Mountain territory for the well-known Carryola Portables. We have handled this line for years.

Carryolas sell far faster than any other portable. They offer the largest value. And when they're sold they stay sold.

Carryolas mean new cash business, record business, and needle business. There's a good profit and they are astonishingly easy to sell.

We carry a complete line of Carryolas at all times. Order a supply now.

GRAY BROTHERS COMPANY

Wholesale Exclusively
1453-1455 Court Place

DENVER

COLORADO

CARRYOLA SALES ARE CLEAN, QUICK, CASH BUSINESS

A GREAT many Carryolas are sold for cash. It's quick turn-over, and with a liberal margin of profit for the dealer, Carryola business is the cleanest sort.

The dealer who hasn't tried out this line, who thinks it is just another line of portables, is making the mistake of his life. In tone, volume, eye-value, and wearing qualities, Carryolas are superior to all other portables.

Our motto is—Immediate Service!

HALPERIN DISTRIBUTING CO.

30 West 15th Street

NEW YORK

NEW YORK

THE FASTEST SELLING LINE OF PORTABLES IN THE WORLD

THE Carryola people have worked more real worth into their line of portables than any other we know of. That's the main reason they sell so well. Superior tone, superior volume, superior eye-value, superior wearing qualities.

Another reason is that it pays dealers to push Carryolas. They're nationally advertised. They sell faster and with less effort. And there's a big profit margin to make it worth while.

Twenty-four-hour service! That's us!!

ILLINOIS MUSICAL SUPPLY Co.

615-617 So. Wabash Ave.

CHICAGO

ILLINOIS



PROFIT BY SELLING THE CUB

PRACTICALLY all of our dealers enjoy an excellent steady business with the entire Carryola line.

Many of them use the Carryola Cub as their leader. It's attractively priced, well constructed, has good tone quality, and produces full volume.

Selling Carryolas is profitable business. The product is right, and it "stays sold." Our immediate service system is well known to the trade.

OKEH PHONOGRAPH CORP.

15 West 18th Street

NEW YORK

NEW YORK

The Carryola Master

CARRYOLA PORTABLES

CARRYOLA SERVICE FOR SOUTHERN DEALERS

DEALERS who appreciate the profit possibilities of a fast-selling, cash-bringing line are selling Carryolas.

We serve a large group of these satisfied dealers in the South. It is our business to keep them happy. And we do so, easily, with the Carryola line. The profit margin is generous and they sell quickly. **THEY OFFER MORE FOR THE PRICE**—in tone, volume and appearance.

Many of our dealers find it to be the most profitable line they handle.

SOUTHERN ALUMINUM COMPANY
Incorporated
513 CONTI STREET
NEW ORLEANS LOUISIANA

ANY GOOD DEALER CAN INCREASE HIS SALES WITH CARRYOLAS

KEEP your Carryolas on display. Sell them on their merits as first-rate musical instruments. And you'll increase your sales—quick profitable business.

The performance of the Carryola Master is more like the new, larger musical instruments than a portable. Then too, it has wonderful eye-value.

They sell on sight and on performance—good, clean, cash business. A fast-selling line. We specialize in giving real service!

STERCHI BROTHERS

Atlanta, Ga.
Jacksonville, Fla.
Bristol, Tenn.

Nashville, Tenn.
Chattanooga, Tenn.
Asheville, N. C.

418 GAY ST. KNOXVILLE, TENN.

ANTICIPATING OUR BIGGEST CARRYOLA YEAR

WE expect 1927 to be our biggest Carryola year.

Thinking dealers know that Carryola business is quick, profitable, cash business. That Carryolas have been perfected to the point where they offer the tone and volume of the new, larger and more expensive musical instruments. That they are nationally advertised. And that they are good to look upon.

Our complete stock insures you prompt service.

STERCHI FURNITURE
and CARPET COMPANY
ATLANTA GEORGIA



WHY WE ARE CARRYOLA DISTRIBUTORS

BECAUSE we have found from experience that no other line of portables can touch the Carryola Line. Because it's the only line of portables we know of that is good enough, on merit, to sell as a major musical instrument.

It has the tone and volume of the new, larger, and more expensive musical instruments. It's always modern and distinctive in design and color. It's nationally advertised. It's easy to sell.

And every sale is profitable. There's a good margin for dealers—and Carryolas "stay sold."

WALTER S. GRAY CO.

Jobbers

1054 MISSION ST. SAN FRANCISCO
926 Midway Pl., LOS ANGELES
1241 Railroad Ave., SO. SEATTLE

The Carryola Master

CARRYOLA PORTABLES

**MUSIC DEALERS!
HERE'S A LINE
THAT SELLS!**

IF we didn't know that Carryola Portables sold as does no other line, we wouldn't have taken them on.

After looking them all over, we can understand Carryola success. Their tone is beautiful, there's plenty of volume, and good looks to spare.

They **SELL!** Just keep them in sight and they'll move. Every sale carries a good profit for you.

We guarantee prompt service from our constantly replenished stocks.

WILLIAMS MUSIC HOUSE

Everything in Music

BIRMINGHAM

ALABAMA

**CARRYOLAS
ARE THE FASTEST
SELLING PORTABLES**

WITH all the portables at our disposal we selected the Carryola. Because it is the fastest selling line of portables in the world.

Dealers like them because they out-step competitive lines, give better tone, bigger volume, look better, last longer. They sell more easily, sell faster, and build repeat business.

They push them because people want them, and ask for them by name. And because it pays. There's a good margin in every sale. Our service is complete!

YAHR-LANGE, Inc.

442 E. Lafayette Ave.

DETROIT

207-15 E. Water St.

MILWAUKEE



CARRYOLA USES QUALITY PLYWOOD

They Think in Terms of Production

WHEN buying Plywood, it is as essential that your craftsmen receive quality stock to enable them to do better and more effective work as it is to have modern machinery.

Your Plywood requirements for the manufacture of phonograph cabinets, piano cases, radio cabinets, table tops, in various woods and thicknesses, can be supplied promptly from our stock, or made to your order.

GEORGE L. WAETJEN & CO.

713-723 PARK STREET

MILWAUKEE

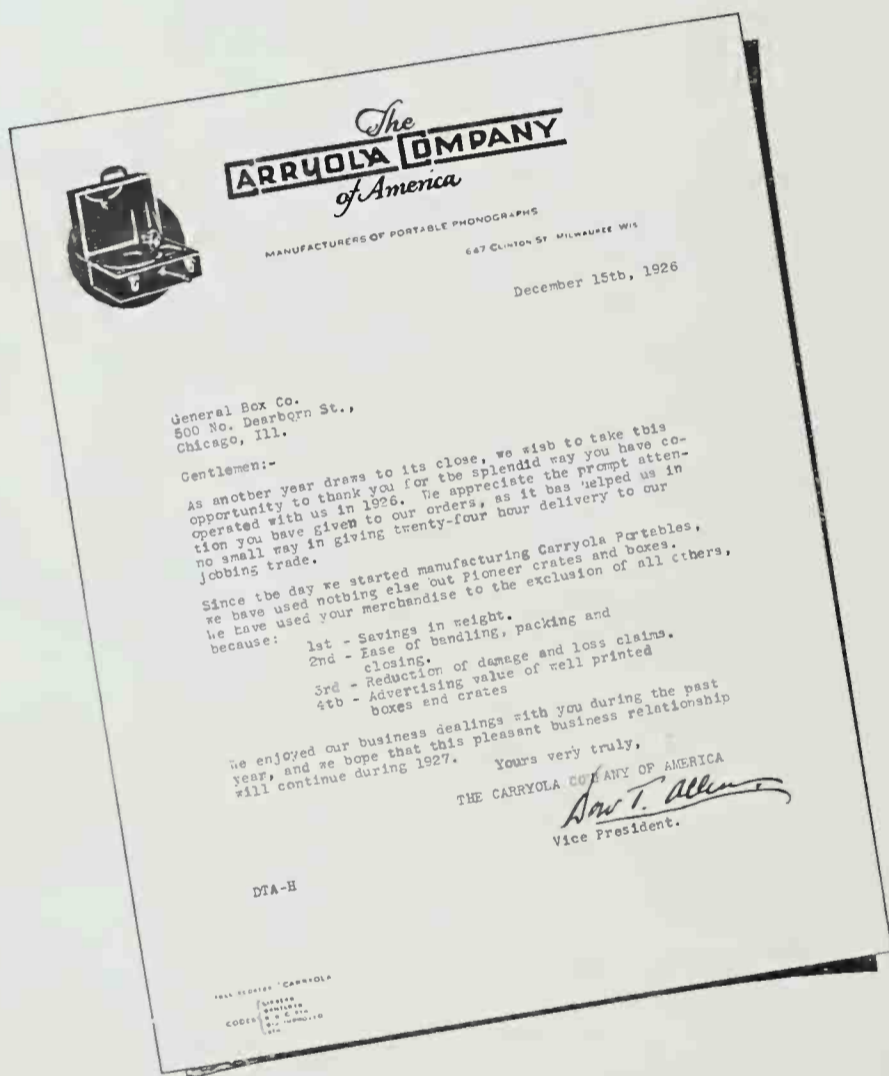
WISCONSIN

The **Carryola Master**

CARRYOLA PORTABLES

GENERAL BOX COMPANY

with fifteen plants, and a corps of box engineers, is in a superior position to render unfailing service and the most economical of box and crate designs.



GENERAL BOX COMPANY, HOME OFFICE

500 NORTH DEARBORN ST.

CHICAGO, ILL.

Sales Offices and Factories in Most of the Large Cities

The Carryola Master

CARRYOLA PORTABLES

THE WORLD'S MOST FAMOUS MOTOR MAKER

YEARS of experimenting, years of sincere effort, years of successful experience in motor building, have brought an acknowledged record of accomplishment which is recognized throughout the industry.

We manufacture every type of phonograph motor, for every purpose. Quality products all, thoroughly tested by the one real test—experience.

Among the manufacturers we serve is The Carryola Company of America, famous Portable makers.

THE GENERAL INDUSTRIES CO.

Formerly Named The General Phonograph Mfg. Co.

ELYRIA

OHIO

Makers of Precision Products for a Quarter of a Century

The Carryola Master

CARRYOLA PORTABLES

STAMPING and DESIGNING for both GENUINE and ARTIFICIAL LEATHER

THE excellent stamping and decorative work that has so long distinguished Heinn Loose-Leaf Catalog Binders for salesmen and for the general trade has developed an enviable business in designing and stamping other products. Our facilities for both are unexcelled.

The Heinn Company has been selected by the Carryola Company of America, makers of the world-known Carryola Master and other models, to supply the designs and do the stamping for the covers and albums of their instruments.

THE HEINN COMPANY

Originators of the Loose-Leaf System of Cataloging

340 FLORIDA STREET

MILWAUKEE

WISCONSIN

The Carryola Master

CARRYOLA PORTABLES

EMPIRE
UNIVERSAL TONE-ARMS
and
REPRODUCERS

IT is an acknowledged fact that the tone-arm and reproducer are the most vitally important parts of a phonograph. We specialize in the production of perfected tone-arms and reproducers. For clear, full, round, pleasing tone, EMPIRE equipment stands in a class by itself.

EMPIRE tone-arms have been endorsed and used, for years, by The Carryola Company of America, world famous portable manufacturers. The superior quality, excellent workmanship, and attractive design of our equipment have merited this endorsement.

No. 75 TONE-ARM and
EMPIRONIC REPRODUCER

This latest EMPIRE product gives you a new idea of the best electrically-recorded records. The quality of tone is magnificent!

The tone-arm is an all brass, continuous taper, all curve arm, equipped with full ball-bearing base.

EMPIRONIC REPRODUCERS need only to be shown to be sold. Write for particulars.

THE EMPIRE PHONO-PARTS CO.

(Est. 1914)

WM. J. McNAMARA, President

10316 Madison Avenue

CLEVELAND

OHIO

The Carryola Master

CARRYOLA PORTABLES

WILBUR PRODUCTS COMPANY, INC.

Exclusive American Representatives

of

Maestrophone Societe Anonyme

STE. CROIX

SWITZERLAND

WE represent the world's foremost manufacturers of motors, tone-arms, sound boxes, etc. We specialize in creating and producing to manufacturer's own individual specifications and requirements.

Among our patrons is the Carryola Company of America, famous portable manufacturers.

WILBUR PRODUCTS COMPANY

INCORPORATED

LANCASTER PENNSYLVANIA, U. S. A

New York Representative, H. L. COOMBS, Fisk Bldg.
250 W. 57th Street Phone, Columbus 0874

The Carryola Master

Abe Lyman's Orchestra on West Coast Circuit

Popular Brunswick Recording Aggregation Receiving \$85,000 for Engagement of Twenty Weeks in Leading West Coast Theatres

CHICAGO, ILL., January 5.—Abe Lyman's California Orchestra, exclusive Brunswick recording artists, has just closed a contract with the West Coast theatre circuit which calls for a salary of \$85,000 for a twenty-week engagement.



The Brunswick Co. is behind Lyman with a strong publicity and advertising campaign. The orchestra opened Christmas Eve at the Uptown theatre, Los Angeles, at which time Lyman and his boys gave a Christmas eve party, distributing Brunswick records, autographed by Lyman, to each patron.

Windsor Furniture Co. Markets New Cone Speaker

Model No. 200 Has Twenty-two-Inch Cone and Is Enclosed in Handsome Console Cabinet With Room for Batteries and Eliminator

CHICAGO, ILL., January 3.—The Windsor Furniture Co. has placed on the market a new twenty-two-inch cone speaker enclosed in a handsome console cabinet and the product has received an enthusiastic reception from both the trade and the public.

Although the console is handsome and artistic in every sense of the words, it is built with a



New Windsor Cone Speaker

full sympathy for every radio requirement and has in the rear a large compartment with room for batteries, charger and eliminator. Although these accessories are entirely concealed from view, ample ventilation is allowed for batteries. The product is known as Windsor Model 200.

Talking machine records were put to a new use recently when S. W. Dittenhofer, president of the Golden Rule Store, St. Paul, Minn., personally recorded an announcement of a big ten-day sales drive that was to be held by the store. The records were distributed to every member of the organization.

W. Rautenstrauch President of Splitdorf-Bethlehem Co.

Former President of the Fred F. French Co. Elected to Post Vacated by the Retirement From Business of M. W. Bartlett

Announcement of the election of Walter Rautenstrauch, president of the Fred F. French Co., to the presidency of the Splitdorf-Bethlehem Electrical Co. was made recently, following a meeting of the company's board of directors. Mr. Rautenstrauch's election will fill the post recently vacated by the retirement from the business of M. W. Bartlett, and which has been temporarily filled by E. H. Schwab, chairman of the board of directors and brother of Charles M. Schwab, a member of the board of directors.

Mr. Rautenstrauch will assume his new duties January 1, when his resignation from the Fred F. French Co. will take effect. In addition to being president of the Fred F. French Co. of engineers and builders, he is also treasurer of the Fred F. French Investing Co., large and prominent concerns.

The Splitdorf-Bethlehem Electrical Co., with headquarters and main plant at 392 High street, Newark, N. J., represents the merged interests of two of the pioneers in the electrical and automotive manufacturing industries—the Splitdorf Electrical Co., founded in 1858, and the Bethlehem Sparkplug Co., of Bethlehem, Pa. The company produces radio receiving sets, sparkplugs, magnetos and allied lines.

Mr. Rautenstrauch is a member of the engineering faculty of Columbia University, a director of the Hudson Insurance Co. and a member of the American Society of Mechanical Engineers, American Society of Refrigerating Engineers, National Research Council and a Fellow of the New York Academy of Science. Prior to his association with the Fred F. French companies he was vice-president of the J. G. White Management Corp. and president and general manager of the Liberty Yeast Corp. He is recognized as an authority on industrial problems in the fields of finance and economics.

Election of Mr. Rautenstrauch as president, following the recent appointment of Robert W. Porter as general sales manager and Fred W. Upton and George W. Lang as vice-presidents of the subsidiary, Splitdorf Electrical Co., in charge, respectively, of engineering research and production, is regarded as completing the final step in the plans of the merged concern's financial management to make Splitdorf-Bethlehem Co. an increasingly important factor in the electrical, radio and automotive industries.

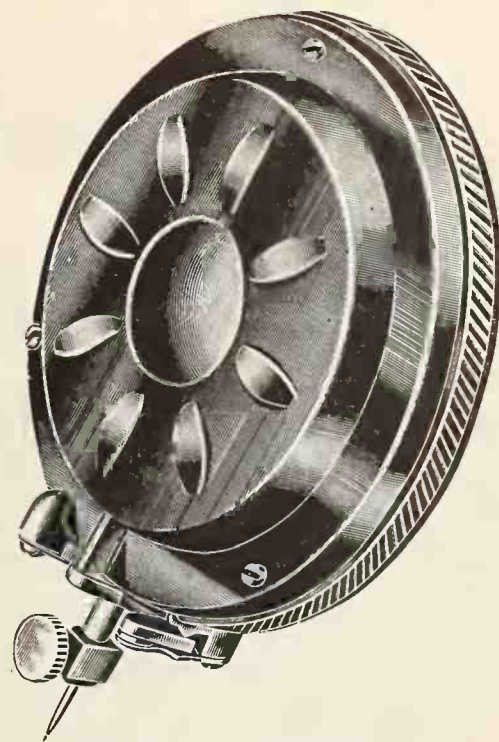
Zenith Enjoys Record Prosperity Says Paul B. Klugh

In an open letter addressed to members of the trade press, distributors and dealers several weeks ago, Paul B. Klugh, vice-president and general manager of Zenith Radio Corp., Chicago, stated that rumors had been circulated regarding the financial condition of the Zenith Corp., for the purpose of injuring the firm's standing. In his message he branded the reports as untrue and fortifies his statement with a financial report, showing the Zenith Radio Corp. to be in a healthy and prosperous condition. Mr. Klugh's letter, in part, follows:

"Our attention has been called to some malig-



Vita-Phonic Products



J. E. RUDELL
83 Greene Street
New York City

nant rumors being circulated for the purpose of injuring this company. None of these rumors is based on fact. It is embarrassing to us, to say the least, to be compelled to defend ourselves against such sinister, evil influence. So that there will be no misunderstanding, we make the following plainly worded statement:

"The Zenith Radio Corp. has never been in a more prosperous condition. Our gross sales and net profits so far this year, July 1 to December 1, are the largest in our history. We have \$406,221.08 cash in the bank and discount our bills. Our ratio of assets to liabilities is, in our opinion, equalled by few radio manufacturers.

"If anyone will lend us aid by giving a usable affidavit containing the name or names of these scandal mongers, together with their statements, we shall immediately institute court proceedings against the offenders and expose their rascality to public disapproval. Men capable of perpetrating mischief of this kind should be brought to justice without delay, not only for our own sake, but for the good of the trade and the community as a whole."

CONSTANTLY INCREASING SALES
are testifying to the superior quality of our
COTTON FLOCKS FOR PHONOGRAPH RECORDS
STEP INTO LINE WITH THE BUYERS OF "QUALITY"
CLAREMONT WASTE MFG. CO., Claremont, N. H.

REMIN SUPER-H PORT

RIVALING IN TONE THE



The Remington Super-Harmonic Sound Box is new in construction—made entirely of brass—there are no screws, loose parts or springs to get out of adjustment. We claim greater volume of tone without blasts—equip the old type phonographs with this sound box and you will be astounded at the character of its tone.

Finished in nickel and oxidized..... \$8.00
Gold plate \$10.00

TONE!! high and low notes—the new broad tones—and that super clarity and definition—the entire range of musical sound held in perfect balance—solo or ensemble, the reproduction is of the utmost fidelity.

THIS tone is due to the refinement of the new principles of sound amplification perfected by an acoustical engineer who stands among the leaders in this field of science. These important features have been brought to the highest state of perfection, synchronizing perfectly with the new electrically recorded records and the result is a tone of great volume, warmth and beauty.

THE Remington Super-Harmonic in point of size, compactness and weight, is ideal and it sells at a price no higher than the present portables.

JOBBERS—DEALERS—Write for samples, discounts and territory now—shipments will be made on the 15th of February, 1927

Remington Manufacturing Corp.

BRIDGETON, N. J.

No connection with any other firm bearing this name

G T O N

ARMONIC

A B L E

LARGE PHONOGRAPHS

Retails **\$25⁰⁰**

Slightly higher in the Far West and Canada

A powerful motor—a specially designed, all-brass, throw-back tone arm in ball-bearing base—hardware of the best—covered with Du Pont fabrikoid in the latest grains and colors and the weight only 16 pounds, this in spite of the exclusive elaborate amplifying system, which remains unseen, and the Super-Harmonic Sound Box are a few of the many outstanding features of the Remington Super-Harmonic Portable.



Finished in black, green, blue, gray and maroon.



REMINGTON MFG. CORP., Bridgeton, N. J.

Gentlemen:
 Kindly send me C. O. D. subject to unconditional refund, one
 Super-Harmonic portable, allowing me the liberal 10% disk
 trade-in discount. My nearest dealer is.....
 Street.....
 Yours very truly,

Improved Line of Portables Is Being Introduced to Trade by Carryola Co.

Important Additions and Improvements Made in Line. According to Don T. Allen, Vice-President of Company—Extensive Advertising Schedule for 1927 Outlined by H. D. Leopold

Don T. Allen, vice-president of the Carryola Co. of America, has just announced to the trade an attractive new line for the current year. The feature instrument is the Carryola Master, which is well known everywhere in the music trades. The new Master maintains all of the essential features which have brought popularity to the old, and includes a number of important additions which are now being introduced. For instance, a new type curved tone arm is being used, and several improvements in design are

and musical reproduction—an attractive model.

At the close of the biggest year in its history, the Carryola Co. of America has completed its budget for 1927 advertising. During the year just passed, this aggressive company consistently reached the public through the Saturday Evening Post, Liberty and many other nationally known publications. The schedule for 1927, as announced by H. D. Leopold, advertising and sales promotion manager, is by far the most ambitious ever launched for portable



Left to Right: New Carryola Cub, Carryola Master and Carryola Flapper

to be noted. This new Carryola Master is covered in genuine Du Pont Fabrikoid, colors blue, black, brown, green, red, gray, of an exclusive design and pattern. The finish is almost identical in appearance to genuine leather, and has a two-toned effect which lends much to its attractiveness.

The Carryola Cub, a popular portable somewhat lower in price than the Master, contains for 1927 a number of distinct improvements. It has a new type sound chamber, and is covered attractively in an exclusive futurist pattern of genuine Du Pont Fabrikoid.

The new Carryola Flapper has followed the vogue of designs in hat box styles. It is completely equipped with a self-contained record album, and embodies a number of important additions, both from the standpoint of eye-appeal

and musical reproduction—an attractive model. The 1927 plan includes consistent appearance of copy in the Saturday Evening Post, Liberty, the American Weekly, True Stories and other publications.

In addition to the 1927 space commitments, the Carryola Co. has just announced to its dealers a most attractive and complete window display. The new display makes it very easy for the music dealer to feature his portables, and accordingly to command the attention of those who pass his windows. Further, a highly decorative counter display card, lithographed in striking colors, has just been distributed to the Carryola trade.

Mr. Leopold states that during 1927 the Carryola Co. will offer an advertising service to its dealers that is complete in every detail. This will include not only the national advertising to



H. D. Leopold

the consumer, and the display materials referred to above, but as well a full line of prepared dealer advertisements, selling helps, and attractive pamphlets for distribution by mail.

This new appropriation is based upon the anticipated volume of the company for 1927. During the year just passed the volume was 70 per cent in excess of any previous figure in Carryola history, and the Carryola forecast for 1927, although an ambitious one, gives every indication of reaching maximum fulfillment.

Radio Over-Production Is Becoming Regulated

Overproduction and overstocking in the radio industry are rapidly becoming regulated to the extent found in older, well established industries, according to D. S. Spector, general manager of the Kolster-Brandes merchandising division. Pointing out that competition has become less keen from unreliable manufacturers and keener among the well-established firms. Mr. Spector stated that sales are depending more and more upon the actual performance of the receiving set.

F. A. D. Andrea Pays Largest Royalty Check

The largest royalty check in the history of Fada radio is being paid to the Hazeltine Corp., owner of the Neutrodyne patents. In making this announcement, R. M. Klein, general manager of Fada radio, stated that this record payment is due to the tremendous volume of business done during the last quarter of 1926 under the Fada license from the Independent Radio Manufacturers, Inc., to build Neutrodyne receivers.

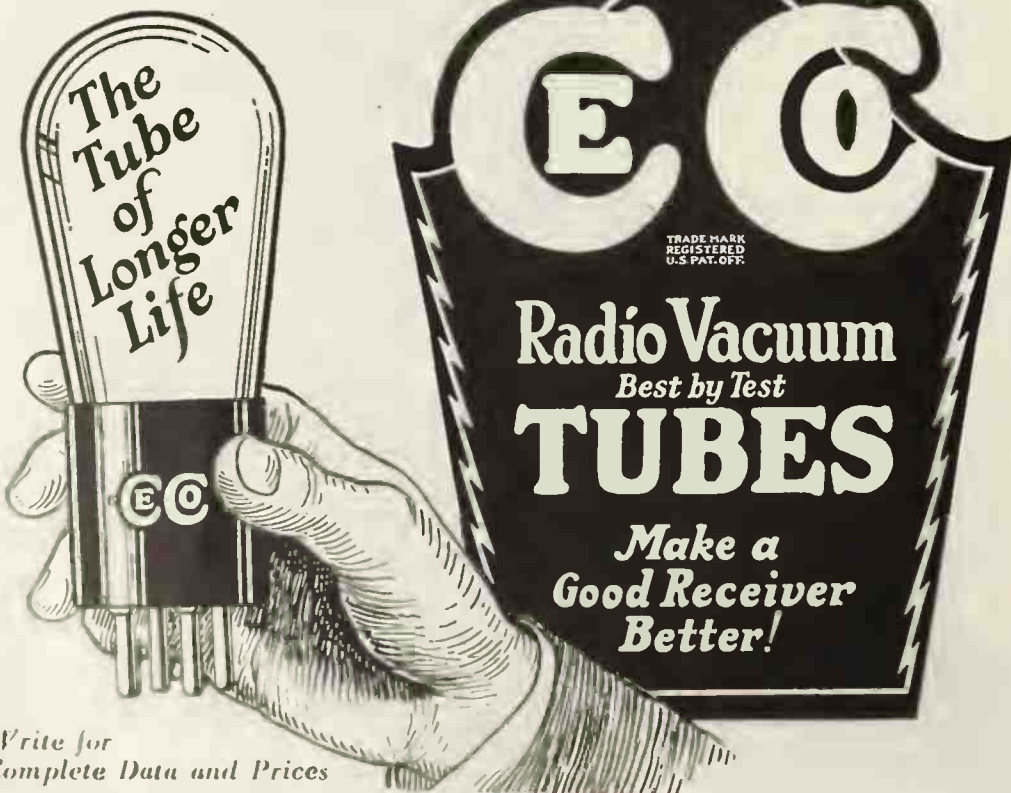
Feature Panatropé Radiola

MINNEAPOLIS, MINN., January 4.—Foster & Waldo, well-known music house of this city, featured the Brunswick Panatropé Radiola last month in full-page advertisements and by attractive window and store displays. The newspaper advertisement stressed the electrification of the instrument, thus eliminating batteries, also mentioning that no outside aerial was required for its operation.

Louis Sterling Abroad

Louis Sterling, chairman of the Board of Directors of the Columbia Phonograph Co., Inc., New York, sailed for Europe last month and expects to return to this country the early part of February.

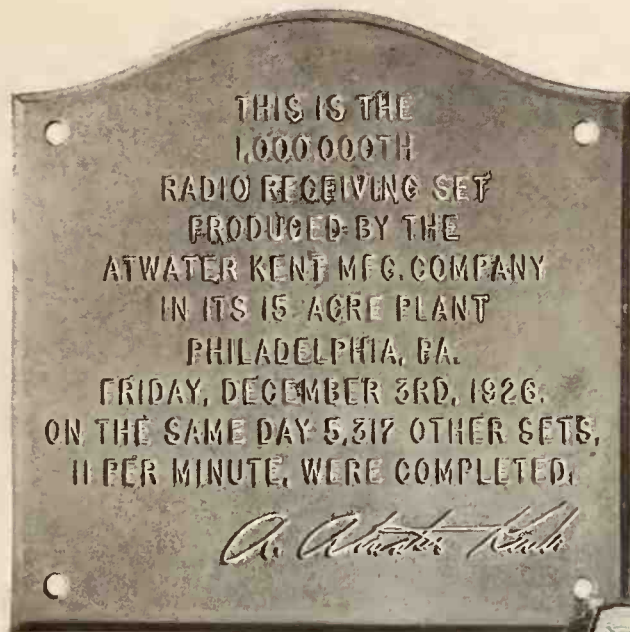
Endorsed by Prominent
Radio Authorities—



Write for
Complete Data and Prices

C. E. MFG. CO., INC., Providence, R. I. Largest Plant in World Making Tubes Exclusively

ATWATER KENT RADIO



MODEL 35, illustrated, 6-tube ONE
Dial Receiver, less tubes and batteries,
but with battery cable attached, \$70.
Other ONE Dial Receivers, \$85 to
\$140



Radio
Speakers
\$16 to \$23

The first receiving set sold by the Atwater Kent Manufacturing Company was shipped from the factory November, 1922.

Figures for the intervening years, showing the increasing demand for Atwater Kent Sets, are:

1922-1923 . . . 6,628	1925-1926 . . . 331,208
1923-1924 . . . 58,927	PRODUCTION OF SETS FOR:
1924-1925 . . . 175,461	1926-1927 . . . 600,000

EVERY SUNDAY EVENING:
The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's finest program. Hear it at 9:15 Eastern Time, 8:15 Central Time, through:

- WEAF New York
- WEEI Boston
- WRC Washington
- WSAI Cincinnati
- WTAM Cleveland
- WGN Chicago
- WFI Philadelphia
- WCAE Pittsburgh
- WGR Buffalo
- WOC Davenport
- KSD St. Louis
- WWJ Detroit
- WCCO Minneapolis-St. Paul
- WGY Schenectady
- WSB Atlanta
- WSN Nashville
- WMC Memphis
- WHAF Louisville

Write for illustrated booklet of
Atwater Kent Radio
Prices slightly higher from
the Rockies west, and in Canada

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
4725 Wissahickon Avenue, Philadelphia, Pa.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the sixty-fourth of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

Convince the Music Lovers

A couple of weeks ago a group of enthusiasts, lovers of the phonograph and of recorded music, met in the concert hall of Lyon & Healy's great Chicago store and organized the Chicago Gramophone Society. A few days later another group of men and women, animated by precisely similar desires, met privately and formed the Phonograph Art Society of Chicago.

In the city of Boston there is a Phonograph Society, in the city of Philadelphia there is one and in Minneapolis another. It is evident that a movement is beginning, spontaneously and without any common external pressure, which is destined to exert a very powerful influence upon the policy and the methods of the phonograph industry in the United States.

Societies of amateur lovers of recorded music have been known for some five or six years in Great Britain, and now they are spreading to the United States. A little consideration must show dealers that there is some reason for any movement of this sort. These things do not happen without cause. Moreover, when they begin to happen it is usually quite safe to assume that the reason for their coming into existence has become compelling, so acute that it can no longer be put aside.

With or Without Us

And I think it fair to say that just such a state of affairs has come to exist in this country. While we have all been wondering about the phonograph coming back, the thing has been happening, silently and under our very noses. While we have all been wondering whether the new electrical recordings of the finest and best music would really sell (and mostly deciding that they would not) music lovers who want

that music have been getting it, with our aid or without it, mostly without. They have been going to vast trouble to back up the courageous manufacturers who have put on the market such wonderful sets of records as those which are known by the name of Columbia Masterworks; and they have done this in face of a very considerable and quite lamentable apathy on the part of the dealers. When men and women not only ask for Columbia Masterworks or for similar recorded music, and, rather than do without, get it themselves at long distance because local dealers will not take an interest in it, then we may be fairly sure that something very interesting is happening. It is pretty nearly time, I think, for dealers to wake up.

Why We Speak

Now the cardinal principle of musical merchandise selling lies in recognizing that the heart of the whole problem is contained in the word "musical." To sell musical merchandise one must like music, feel a sympathy for others who like it, one must know it, one must be able to talk the same language as is talked by those others. To attempt to sell good records, high-class records, records of fine orchestral, solo or ensemble music, without knowing what it is all about, is to attempt the impossible.

Fascinating Possibilities

To-day, as never before, the musical possibilities of the talking machine fascinate the imagination. A fillip has been given to the game by the invention of the new processes of recording. To-day we can look forward to the future and say with confidence that there is absolutely no limit to the musical possibilities of recording and of reproduction. The latest machines are wonderful; but does any one suppose that those of next year and of the year after next, or at least those of five years from now, will not be much more wonderful? The records of to-day are wonderful; but the day is coming when records of a whole orchestral program, a whole opera, a whole solo recital will be on sale within a few days of its original

performance at a low price. The day is coming when the library of great performances will be as common as the library of books; but the phonograph dealers must wake up and take a great deal more interest than they are now taking if this prophecy is to be more than a glittering dream.

It seems to me that the opportunity for realizing on the musical possibilities of the talking machine is greater to-day than ever. I have often urged in these columns that dealers would be well advised to go in for phonograph recitals, for constant demonstration of the very best in music, no matter whether the community around them be small, no matter whether the interest in good music may seem to be slight. For these things grow. Indifference yields to interest and interest to enthusiasm. Popular music, said Theodore Thomas many years ago, is simply familiar music. And when he said that, he said very much in few words.

Where We Can Learn

But if these things are to be done at all they must be done right. Here the reproducing piano people can give us cards and spades. Long ago they learned that there is a public willing and able to pay the high prices demanded for these instruments when once they have been convinced that the claims made for them are really substantial and can actually be made good. The reproducing piano people have been wise enough to do their recital work under the best auspices. They have got in touch with eminent musicians, they have sought out the best talent to help them in demonstrating their pianos, and they have emphasized always that their recorded music is the work of the greatest pianists. We must learn to do the same thing.

The phonograph societies springing up here and there are as straws showing the direction of the wind. The future of the phonograph industry is along artistic lines.

Greeting to The World From the Symphonic Sales Corp.

The season's greetings were conveyed to The Talking Machine World from the Symphonic Sales Corp., maker of the Symphonic phonograph reproducer, of which Lambert Friedl is president, in a most unusual form that merits mention. On an attractive tinted stock the following message was printed in colors:

It Is the Wish of
SYMPHONIC SALES CORPORATION

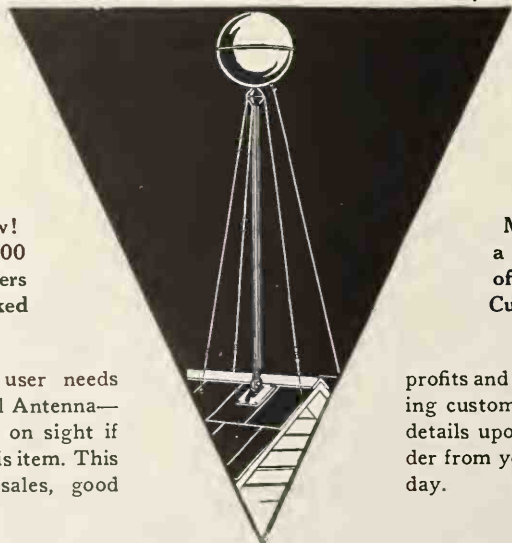
to
THE TALKING MACHINE WORLD

That You Promise Yourselves:

- To be so strong that nothing can disturb your peace of mind.
- To talk health, happiness and prosperity to every person you meet.
- To make all your friends feel that there is something in them.
- To look on the sunny side of everything and make your optimism come true.
- To think only of the best, to work only for the best, and to expect only the best.
- To be just as enthusiastic about the success of others as you are about your own.
- To forget the mistakes of the past and press on to the greater achievements of the future.
- To wear a cheerful countenance at all times and to have a smile ready for every living creature you meet.
- To give so much time to the improvement of yourselves that you have no time to criticize others.
- To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.
- To think well of yourselves and to proclaim this fact to the world—not in loud words, but in great deeds.
- To live in the faith that the world is on your side so long as you are true to the best that is in you.

The Newman Stern Co., Cleveland, O., authorized Stromberg-Carlson dealer, is presenting the line in an attractive setting.

"Super Ball" Antenna Now Sold Internationally



Now!
15,000
Dealers
Stocked

Makes
a Friend
of Every
Customer

Every radio user needs the Super-Ball Antenna—they will buy on sight if you display this item. This means easy sales, good

profits and satisfied, boosting customers. Complete details upon request. Order from your jobber—today.

YAHRLANGE

MILWAUKEE, WIS. INCORPORATED DETROIT, MICH.

VESTA

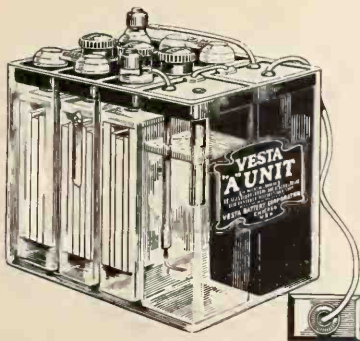
Quality Radio Units

Meeting a Wide Spread Popular Demand



Vesta Trickle Charger
\$10—Pacific Coast \$10.50

Because of the millions of radios using batteries, this is, perhaps, the largest selling radio unit today. Owners may buy the Radio "A" Unit when the time comes to replace their old battery but while their present battery is efficient they can just as well use the trickle charger.



Vesta Radio Light Socket "A" Unit

Three-in-one — "A" Battery, Trickle Charger and Built-in-Hydrometer.

The very height of efficiency in Radio "A" Power. All in a clear glass case—condition of battery and trickle charger always in plain view.

2 Capacities:
25 Amp. \$25.00. 50 Amp. \$27.50.
Pacific Coast Add \$1.50.

THE remarkable opportunity offered in the Complete Line of Vesta Radio Products is without a parallel in the industry.

- 1—They are of the utmost quality.
- 2—They are the products of an organization of 30 years' experience in electrical units.
- 3—The line embraces the essentials for complete radio satisfaction in reception and service.
- 4—The nation-wide distributor organization perfected by Vesta gives the dealer a near-by source of supply. Join the Vesta organization and enjoy a prosperous 1927!

There's a Vesta Central Near You

Eastern
Albany Motor Specialty Corp., 421 Orange St.
J. H. McCullough & Son, 1042 Hamilton St.
Guaranty Distributing Co., 682 Beacon St.
Battery & Electric Service Co., 1412 Park Ave.
Automotive Electric Shop, 23 W. Mt. Royal Ave.
J. Roy Stains, Inc., 1210 Main St.
J. H. Berkman, % The Benzer Corp., Myrtle and Cooper Ave.
J. H. McCullough & Son, 19 N. Cameron
Essex Storage Battery & Supply Co., Inc., 40-44 William St.
P. J. Durham Company, Inc., 244 W. 49th St.
Arwell Equipment Co., 240 Second Ave.
J. H. McCullough & Son, 257 N. Broad St.
J. H. McCullough & Son, 109 N. 9th St.
Leeth Brothers, 1307 L St., N. W.

Southern
Southern Motor Equipment Co., 216 Spring St.
The Schoellkopf Co.
Orgill Brothers Co.
"75" Tire Co., Depot and Williams St.
O. D. Tucker IV & Co., 209 W. Third St.
Louisville Auto Supply Co., 751 S. First St.
Orgill Brothers Co., 32 West Calhoun St.
J. T. Blair Co.
Wather Battery & Equip. Co., 722 Howard Ave.
J. B. Burwell Supply Co., 323 N. Broadway
Benton-Bailey Co.
Southern Equipment Co.

Middle West
Vesta Battery Corp., Factory, 2100 Indiana Ave.
The Fisher-Aeschbach Co., 217 E. Second St.
Vesta Battery Sales Co., 1801 E. 21st St.
Schaefer Bros. Auto Supply Co., 139 L. Gay St.
Fred Campbell Auto Supply Co., 332 E. Main St.
Radio Distributing Co. [Radio Products] 5, Seiden Ave.
Radio Distributing Co. [Radio Products] 5 Pearl St.
Auto Electric & Service Corp. [Auto Products] 91 Seiden Ave.
Auto Electric & Service Corp. [Auto Products] 65 Pearl St.
The Faeth Company, 1117 W. 8th St.
Uptown Store, 1617-19 Grand Ave.
Reinhard Brothers Co., Inc., 11-17 S. 9th S.
W. J. Powers Co., 2212 Harney St.
Fred Campbell Auto Supply Co., 2806 Locust Blvd.
Fred Campbell Auto Supply Co., 656-8 Walnut St.
The Fort Meigs Electric Co., Detroit & Norwood Sts.

Rocky Mountain and Pacific Coast
DENVER, Colo. The Equipment Service Co., 13th and Lincoln
LOS ANGELES, Calif. McGlelland-Felthouse Corp., 1358 S. Figueroa St.
PORTLAND, Ore. James F. Morrell & Co., Inc., 88-90 N. Eighth St.
SALT LAKE CITY, Utah The Salt Lake Hardware Co.
SAN FRANCISCO, Calif. McGlelland-Felthouse Corp., 515-517 Eddy St.
SPOKANE, Wash. Spokane Battery & Ignition Co., 1201 W. Sprague Ave.

VESTA BATTERY CORPORATION
2100 INDIANA AVENUE, CHICAGO



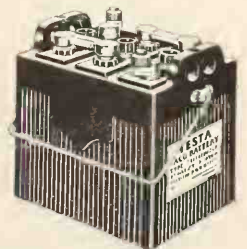
VESTA X-201-A \$2.00
VESTA 199 \$2.25

Vesta Quality Tubes

A remarkable improvement in Tube Construction. A quality that cannot be questioned.



Vesta Radio "A" Battery
The Highest Quality for Radio



Vesta-Vaco Radio "A" Battery
Conforms to Vesta high standards of material and construction at lowest prevailing prices. 80, 100 and 120 amp. hour sizes.



Tune in Vesta Broadcasting Station—WFKB—on 217.3 Meters—Chicago—7:00 to 8 and 9 to 11:00 every weekday evening—EXCEPT MONDAY. Sundays 2:30 to 4:00 P.M. (Central Standard Time).

Send This Coupon to the Nearest Vesta Central or to VESTA BATTERY CORP., 2100 Indiana Ave., Chicago, Ill. Please have your Central Distributor near me present the Vesta Radio Line.

Name _____
Address _____
City _____ State _____

Makers of Vesta Automobile Batteries — Quality Products for Over 29 Years

Consensus of Cincinnati Trade Is That 1927 Will Be Banner Year in All Lines

Heavy Christmas Season Buying Almost Exhausted Stocks of Merchandise—Buying Activity Continued Into New Year—How Dealers Sum Up 1926 and Anticipate the Coming Year

CINCINNATI, O., January 7.—After the usual post-holiday lull, the demand for talking machines and records is again getting back to normal and the dealers are having an increased number of customers each day. The very heavy Christmas demand almost exhausted stocks of instruments and records, and for this reason a good volume of orders are going to manufacturers and wholesalers for replenishments. Taking the year 1926 as a whole, and taking the trade as a whole, sales of instruments and records showed a considerable gain over the previous year. The common prediction is that a still greater gain will be made in 1927.

Commencing the first of the year the Brunswick Shop, of which Louis H. Ahaus is pro-

prietor, enlarged the scope of its business by adding pianos and radio to its stock of merchandise. The Gulbransen piano is now being offered to customers, as well as the Stewart-Warner radio. The holiday demand for the highest-priced Brunswick models was astonishingly large and the entire line moved well, according to Mr. Ahaus. General business conditions are good and things are on the up-grade, and I expect 1927 to be a good year."

"We had a splendid holiday trade and I am well satisfied with our volume of sales," stated Morris Fantle, of the M. A. Fantle Co. "There was a splendid demand for the more expensive talking machines, and, going to the other extreme, there was a big demand for portables."

"We had a most gratifying holiday demand for our new models, from all parts of our territory," said Miss Rose Helberg, the charming manager of the local branch of the Columbia Co. "As to records, we could hardly keep up with the orders that came in. It looks to me as though 1927 is going to be a fine year."

J. E. Henderson, manager, Cincinnati Brunswick branch, said, regarding business: "Summarizing conditions, I am very optimistic over the prospects for 1927. It would seem that the proper advertising and sales promotion work by the manufacturer to enthruse the dealer to take advantage of his present opportunity would give us one of the best years we have ever experienced. I certainly am preparing for the largest business we have ever enjoyed. Dealers have been hungry for phonograph business for the past two years and they are willing to advertise and push while the 'iron is hot.' I look for more activity among the dealers during 1927 than ever before and all of my salesmen are very enthused over future prospects."

"In our talking machine section the holiday sales were excellent, a surprisingly large part of the demand being for the more expensive instruments," said George Gross, of the Geo. P. Gross Co. "We have made a satisfactory gain in the past year and we expect to make a further gain in the coming year."

At the Baldwin Victrola Shop a satisfactory volume of holiday trade was reported by Frank Le Fevre, manager, who stated: "January has started out in an encouraging way and it looks as though 1927 is going to be a good year."

"Our talking machine line did well the last few months of 1926, especially during the holiday season," said E. M. Abbott, of the E. M. Abbott Piano Co. "With us 1926 has been a better year than 1925, and we expect a further improvement in 1927."

"We had a fine holiday demand for talking machines of the better grades, and we are very well satisfied with the way this year is starting out," said Walter Canfield, proprietor of the Canfield Piano Co.

At the store of the Starr Piano Co. it was stated by W. M. Purnell that the talking machine section had a fine holiday business and that after the usual lull business is beginning to pick up rapidly. E. I. Pauling, vice-president of the company, who had been operated on for appendicitis five weeks previously, was able to be removed from the hospital to his home on December 30, and it is expected that he will be back to business by the middle of January.

"Talking machines were in fine demand during the holidays and our business in that line was very satisfactory, with an unexpectedly large demand for the more expensive models," stated Frank Graul, of the William R. Graul Piano Co. "We made a gain in the past year and the outlook for the coming year seems to be very bright."

"The new year is starting out well, and prospects for 1927 seem bright," stated Howard L. Chubb, of the Chubb-Steinberg Music Shop.

"We had a fine holiday business in our talking machine section, showing a gain over the same period of last year," said Fred C. Grau, of the Otto Grau Piano Co. "There was an astonishing demand for the very expensive instruments, and many of our sales ran into four figures."

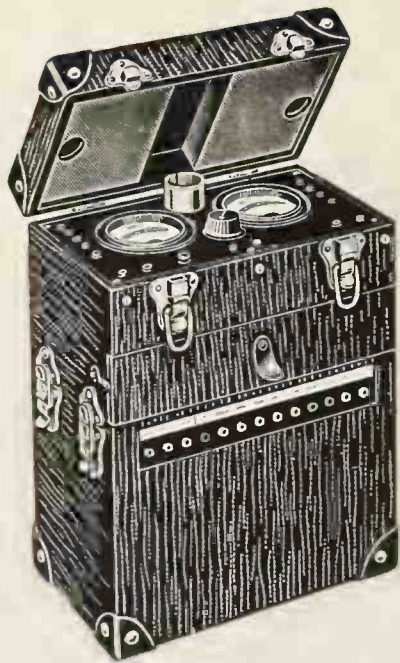
Walter Grau, of the company's Norwood store, is to be married soon to Miss Dorothy Jackson, a charming young woman of this city.

Coming Balkite Programs

The Fansteel Products Co., Inc., during the Balkite hour of radio broadcasting on Saturday, January 22, will present the New York Symphony Orchestra, under Walter Damrosch in a varied program of the works of Mendelssohn, Casella, Tschaiikowsky, Bach and Saint-Saens. One week later, during the Balkite hour, the program will be composed exclusively of music by the world-famous French composer, Camille Saint-Saens.



SATISFIED CUSTOMERS— *build business for you*



Pattern
No. 117
Radio Service
Set

A
Quality
Product
That
Solves Your
Radio Service
Problem

Your service men, equipped with Jewell Radio Service Sets, are prepared for locating any radio set, or accessory, trouble and for correcting it in the shortest possible time.

IT TESTS—Batteries, Charging Rates, Circuits, Transformers (audio, radio and power), Tubes, B-eliminators, Condensers, Resistances, A-eliminators; in fact, it will make any test required by a radio set or its accessories.

IT CONTAINS—A high resistance (800 ohms per volt) four-scale (0-7-70-140-280) B-eliminator type voltmeter, a three-scale (0-14-70 milliamperes and 0-7 amperes) milliammeter, a Universal type tube tester with tube adapter, a compartment for complete set of A, B and C test batteries, a complete set of phone-tipped test leads, a drawer for tools, spare parts, etc.—all in a handy two-part carrying case.

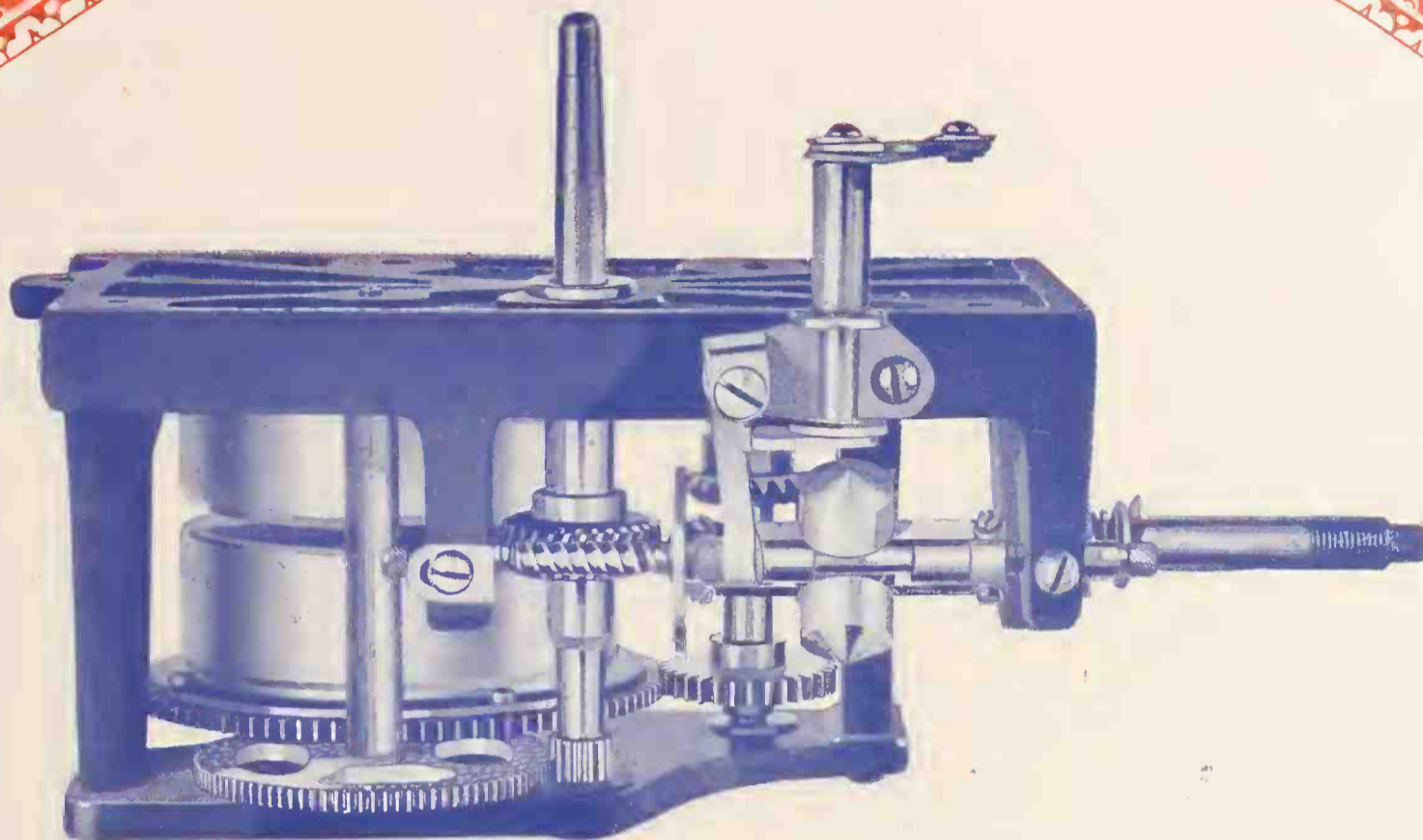
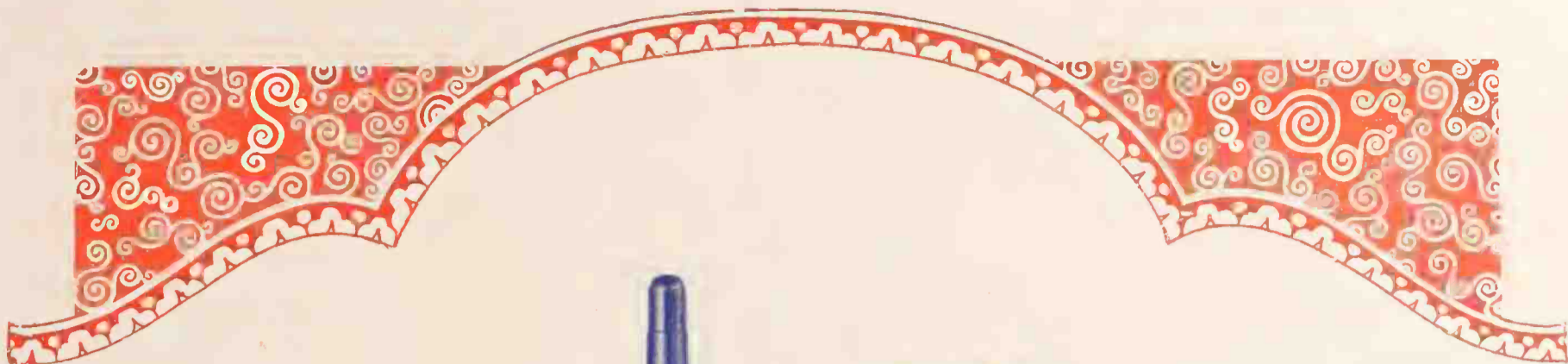
Send for our Special Form No. 700 which describes this set and its use in detail.

Jewell Electrical Instrument Co.

1650 Walnut St., Chicago

"27 Years Making Good Instruments"





HEINEMAN MOTOR No. 77

THE STANDARD MOTOR

Standard means first choice; the best Standards are *earned* not claimed. Millions of Heineman Motors distributed during the past ten years have served the Phonograph Manufac-

turer, the Dealer and the Phonograph Owner with such complete satisfaction that Heineman Motors have *earned* first place in the phonograph industry. They are standard; best.

Phonographs with Heineman Motors are quality phonographs

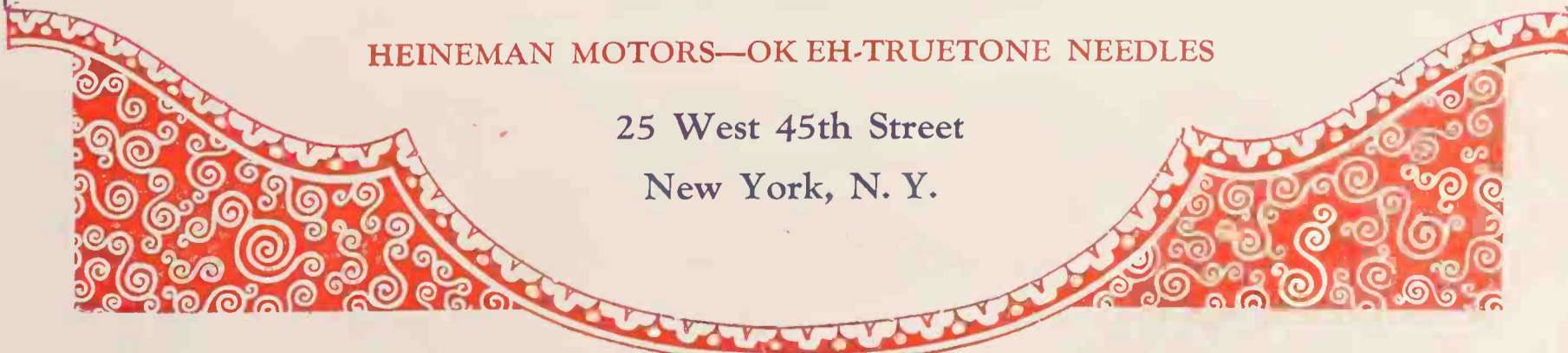
OKEH PHONOGRAPH CORPORATION

Otto Heineman, President and General Manager

Exclusive Sales Agents for

HEINEMAN MOTORS—OKEH-TRUETONE NEEDLES

25 West 45th Street
New York, N. Y.





WE are the makers of music . . . dance music that glows with the spirit of orchestral inspiration. Everyone is dancing to Okeh music because our orchestras suit the mood of the dancers—

For languishing passages and expressively phrased sentiment dancers move this way and that way to the golden harmony and grace of

JUSTIN RING'S YELLOW JACKETS

- | | |
|--|--|
| 40728 { Shine On, Harvest Moon—
10 in. { Fox Trot
.75 { Lonely Eyes—Fox Trot | 40720 { When You Waltz With the One
10 in. { You Love—Waltz
.75 { Love Me All the Time—Waltz |
| 40703 { Trail of Dreams—Waltz
10 in. { Because I Love You—
.75 { Waltz | |

MIKE MARKELS' ORCHESTRA

- | | |
|---|--|
| 40737 { You Will—Won't You?
10 in. { Fox Trot
.75 { Never Without You—Fox Trot | 40714 { I Love the Moonlight—
10 in. { Fox Trot
.75 { Hello, Bluebird—Fox Trot |
| 40668 { Down on the Banks of the Old Yazoo—
10 in. { Fox Trot
.75 { Precious—Fox Trot | |

For music that is turbulent, that thrills with suspended intensity, that sings to the buoyant gaiety of youthful dancers select

HARRY RESER'S JAZZ PILOTS

- | | |
|---|--|
| 40730 { Pretty Lips—Fox Trot
10 in. { That's a Good Girl—
.75 { Fox Trot | 40719 { I'm Tellin' the Birds—Tellin' the
10 in. { Bees—Fox Trot
.75 { How Could Red Riding Hood?—
Fox Trot |
| 40709 { Looking at the World Thru Rose Colored Glasses—
10 in. { Fox Trot
.75 { I Want to Be Known as Susie's "Feller"—Fox Trot | |

HARRY RADERMAN'S RED HOTTERS

- | | |
|--|---|
| 40736 { Wouldn't You?
10 in. { Fox Trot
.75 { Sunday—Fox Trot | 40731 { What's the Use of Crying?—Fox Trot
10 in. { A Little Music in the Moonlight—
.75 { Fox Trot |
| 40712 { Cross Your Heart—Fox Trot
10 in. { That Night in Araby—
.75 { Fox Trot | |

SUCH popular lyrics as sung by Alma Rotter are unexcelled—always songs of sentiment, they partake of love, whimsy and drama. Her songs are always a popular choice because the buyers of Okeh music love nice music. You will find customers wanting

ALMA ROTTER

Exclusive Okeh Artist

- | | |
|--|---|
| 40733 { Rags
10 in. { Tonight You Belong
.75 { to Me | 40694 { Put Your Arms Where
10 in. { They Belong
.75 { I'll Never Miss You
Again |
| 40673 { Sleepy Head
10 in. { I Wish You Were Jealous
.75 { of Me | |

A suggestion worth taking—

Sell Okeh Records

It is more than an introduction of a newer, finer recording that is giving the Licensed Okeh Record Dealer his chance to maintain a profitable business.

It is more than the all-round cooperation the Record Dealer receives from Okeh Distributor and Okeh Distributor from our Service-Giving Organization.

It is more than the desirable qualities of our different classifications of music—Popular Dance, Vocal, Old-time Tunes and Race.

It is more than all this that makes Okeh Records the "satisfaction to all" records that they are: It is the Spirit of Popularity the history of their sales has left with the buying public. It is our ambition always through personal cooperation to establish the Okeh Record Dealer's store as the finest one in his neighborhood.

As you read this why not decide that now is the time to inquire about an Okeh Dealer's License for yourself?

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

Odeon



Library

Orchestral Works of the Great Masters

(Imported Odeon Recordings)

All 12 inch double-faced records

SYMPHONIC WORKS IN ALBUM SETS

BEETHOVEN

- First Symphony in C Major—3 double-faced records (Nos. 5094 to 5096 incl.) Album included. . . . \$ 4.50
- Second Symphony in D Major—4 double-faced records (Nos. 5097 to 5100 incl.), Album included. . . 6.00
- Third Symphony (Eroica) in E Flat—7 double-faced records (Nos. 5101 to 5107 incl.), Album incl. 10.50
- Fourth Symphony in B Major—4 double-faced records (Nos. 5073 to 5076 incl.), Album Included. . . 6.00
- Fifth Symphony in C Minor—4 double-faced records (Nos. 5053 to 5056 incl.), Album included. . . 6.00
- Sixth Symphony (Pastorale) in F Major (op. 68)—5 double-faced records (Nos. 5086 to 5090 incl.), Album included 7.50
- Seventh Symphony in A Major—5 double-faced records (Nos. 5062 to 5066 incl.), Album included. . 7.50
- Eighth Symphony in F Major—3 double-faced records (Nos. 5067 to 5069 incl.), Album included. . 4.50
- Ninth Symphony in D Minor—9 double-faced records (Nos. 5077 to 5085 incl.), Album included. . . 13.50

RIMSKY-KORSAKOW

- Scheherazade—A Symphonic Poem—5 double-faced records (Nos. 5057 to 5061 incl.), Album incl. 7.50

RICHARD STRAUSS

- Tod und Verklärung (Death and Transfiguration)—3 double-faced records (Nos. 5070 to 5072 incl.), Album included 4.50
- Don Juan—Salome's Dance (The Dance of the Seven Veils)—3 double-faced records (Nos. 5091 to 5093 incl.), Album included 4.50
- "Ein Heldenleben" (A Hero's Life)—5 double-faced records (Nos. 5108 to 5112 incl.), Album incl. 7.50
- Till Eulenspiegels lustige Streiche (Till Eulenspiegel's Merry Pranks)—2 double-faced records (Nos. 5113 and 5114), without Album, at \$1.50 each 3.00

SCHUBERT

- Unfinished Symphony (Symphony in B Minor)—3 double-faced records (Nos. 5008 to 5010 incl.), Album included 4.50

TSCHAIKOWSKY

- Symphony Pathétique—6 double-faced records (Nos. 5044 to 5050 incl.), Album included. 9.00

OPERATIC SCORES IN ALBUM SETS

BIZET

- Orchestra Music From Carmen—3 double-faced records (Nos. 5027 to 5029 incl.), Album included 4.50

WAGNER

- Isolde's Love Death from "Tristan and Isolde" Overture and Ballet Music from "Rienzi"—3 double-faced records (Nos. 5016, 5032 and 5033), Album included 4.50

WEBER

- Overture to "Der Freischütz" and "Oberon"—3 double-faced records (Nos. 5022 to 5024 incl.), Album included 4.50

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.



**OKEH
PHONOGRAPH CORPORATION**

Otto Heineman, President and General Manager
Exclusive Sales Agents for
OKEH-TRUETONE NEEDLES - HEINEMAN MOTORS
25 West 45th Street, New York, N. Y.

**A PROFITABLE
POINT**

Better played records
increase record sales.
Use only Okeh needles
in your demonstrating
booths.

Continuation of Buying Activity Puts Buffalo Music Trade in Optimistic Mood

Year Starts With Sales on Up-trend—Victor Dealers Association Plans Busy Year—Don Miller Appointed Brunswick Manager—J. A. Goldstein Elected Association President

BUFFALO, N. Y., January 7.—Talking machines and records are moving in better volume than they were during the month of December, particularly the days immediately preceding Christmas, which has put dealers in a much more optimistic mood with an outlook for a brisk January and February business. Radio sales during December and early January were greater than expectations of either the dealer or jobber, and many dealers report this the best radio season they have ever had.

Electrolas for 25-Cycle Current

The Victor Electrola and the \$1,000 combination are now obtainable for operation on a 25-cycle electric current prevalent in Buffalo. In the past these instruments could be operated on a current not under 60-cycle, which reduced their sale in Buffalo to a minimum. Since their introduction to the Buffalo trade about ten days before Christmas, they have been moving from dealers' floors as rapidly as they were received. There is an exceedingly bright future for these instruments in Buffalo, and also the Brunswick Panatropé-Radiola, which is available for 25-cycle electric current.

Association Plans Active Year

The Victrola Dealers Association plans making the 1927 season the most active it has ever had. The first step in this direction is the appointment of committees as follows: Better business, T. A. Gould, of Gould Bros., Inc., Carl Berlin and A. W. Erion, of Erion Piano Co.; Program and entertainment, C. E. Siegesmund, of Curtis N. Andrews, Victor jobber, and M. O. Grinnell, Buffalo Talking Machine Co.; Gladhand, R. G. Robinson, Buffalo Talking Machine Co., and John H. Wills, Curtis N. Andrews; Attendance, Charles Liske, E. R. Burley, John Bieda and W. Ostheim and C. N. Andrews and O. L. Neal, jobbers. The first meeting of the new year is planned to be held January 19.

Don Miller New Brunswick Manager

Don Miller, formerly connected with the Cleveland distributing office of the Brunswick Co., took charge of the Buffalo office January 1, succeeding George Jensen, who has been placed in charge of the Pittsburgh office.

Dealers who have seen the new Parisian portable Brunswick model, samples of which are on display at the local office, have expressed considerable enthusiasm over it.

The local branch of the Brunswick Co. says: "The outlook for 1927, as voiced by leading dealers throughout this entire territory, is very bright. As stated above, we are looking forward to a very good year indeed, especially as regards the sale of the electrical reproducing musical instruments—the Panatropé."

Optimistic Over Outlook

Dealers who have declared 1926 to have been the biggest year in their history, with prospects of 1927 surpassing the volume of the business of the year just closed, include Charles Liske, John Kibler, Erion Piano Co., and Schwegler Bros. Mrs. Loretta Spring, who has had charge of Adam, Meldrum & Anderson's music store for the past two years, said 1926 has exceeded by far the volume of the business of this department in 1925.

Walter Bruel, of Neal, Clark & Neal, also is optimistic over the outlook for Spring. Sales of Victrolas, records and radio in 1926 were greater than any of the past three or four years, he said. Post-Christmas business is very satisfactory, with higher-grade instruments in favor.

Purchase Rappole-Robbins Co., Inc.

The Rappole-Robbins Co., Inc., radio wholesaler in Jamestown, has been bought by Henry S. Holmes and Albert G. Volz. The purchase price is said to be in excess of \$100,000. Mr. Volz has been general manager of the company for the past seven years. He is president and

general manager of the new company. Mr. Holmes is secretary and treasurer.

Urges Support of Radio Legislation

As a means toward empowering a competent board of Federal control to regulate radio broadcasting, L. C. F. Horle, chief engineer of the Federal Radio Corp., urged members of the Marshall Club, in a recent address, to lend their support to needed legislation now before Congress.

J. B. Robertson Honored

James B. Robertson, president of the Robertson-Cateract Electric Co., radio jobber, was support to legislation before Congress.

J. A. Goldstein Elected President

Joseph A. Goldstein, of the Music Shop, was elected president of the Niagara Falls Radio

Trades Association following an organization meeting recently. The members will meet bi-monthly in the Hotel Niagara. Clearing the air of outside interference for better radio reception is one of the objects of the organization.

Burnett and Rutherford to Record for Columbia

From the Kentucky hills come Burnett and Rutherford, the latest team of vocalists to join the list of the Columbia Phonograph Co.'s exclusive artists. These two singers have a great reputation throughout the South as well as in their own blue grass country.

New Incorporation

Among the corporations registered at Albany, New York, last week, was that of William Waldman to conduct a business in musical instruments and radio in Manhattan, with a capital stock of \$10,000.

Loudest on Earth!

The "Needle to Make a Song About"



and Its

Attractive "Get Up"



Send for full range of Songster Samples and Prices—to

J. STEAD & CO., Ltd.

Manor Works SHEFFIELD, ENGLAND



Kolster
6-G
Closed

The latest addition to
the Kolster line.

A BEAUTIFUL, new cabinet model, in genuine mahogany with walnut finish, highlighted, and with decorative overlays—modern design of conservative dimensions—housing a Kolster 6 tube set with inbuilt Special Cone. Antenna operation. Ample space for all batteries. List, \$185.

Kolster

Hear It



Kolster 6-G *Open*

The doors fold all the way back. No unsightly "wing" effect.

AS with other Kolsters, we urge you to let this winning set demonstrate its own superiority. It satisfies the most exacting demands—a super-fine instrument in a beautiful cabinet at a popular price. Ask your distributor for a demonstration or mail the coupon.

Kolster

FEDERAL-BRANDES, Inc.
 Woolworth Bldg., New York, N. Y.
 Please arrange a Kolster-Brandes demonstration. It is understood that this does not obligate me.

Name
 Street
 City
 State

Basic Conditions Sound—1927 Outlook Is Bright, Say Trade Leaders

Prosperity During the Present Year Is Predicted by Foremost Figures in the Talking Machine and Radio Industries—More Effective Salesmanship Seen as Problem of the New Year—Growing Appreciation of Music and General Stabilization Favorable Factors

ALTHOUGH the New Year just opened holds every promise of being highly productive of sound business in both the phonograph and radio fields, there must naturally be expected many problems of merchandising that will arise as a result of the constant shifting in conditions that is faced by this and practically all other industries. The fundamental principles of salesmanship may be said to remain unchanged, but the application of those principles must vary according to various situations that develop and may be anticipated.

The Talking Machine World this month is privileged to present opinions of various prominent members of the phonograph and radio divisions of the industry regarding some of the problems that retailers will have to face during the year just opened. These opinions, although coming from manufacturers and wholesalers, are nevertheless of value to the retail merchant for the reason that these manufacturers and distributors through their widespread connections have excellent facilities for keeping in touch with developments over a wide area and to anticipate changes.

Those whose views are presented herewith are not to be considered infallible, but they certainly have at hand greater opportunities for analyzing the prospective situation than are available to the

average retailer. The building up and maintaining of sales volume depends not alone upon expending the proper amount of energy at the moment, but in anticipating so far as possible future trade conditions so that effective preparations may be made to meet them.

The industry has entered 1927 under most favorable conditions. There is little or no inflation in the market, and particularly in the

radio field things have been stabilized to a point where the merchant can look ahead with a great measure of confidence to the selling prospects that are before him. In the phonograph field there still exists, and will exist for some months to come at least, what is termed a seller's market, but those who have been in the trade for a number of years realize that that condition cannot be made an excuse for the letting down of sales effort. No product, however revolutionary or worthwhile, can be depended upon to sell itself indefinitely,

and the expenditure of normal energy during times of greatest activity means the cutting down of sales resistance during periods of temporary lassitude on the part of buyers.

The opinions presented herewith are offered in the belief that they have sufficient authority back of them to make them of general value to the retail members of the industry.

THE views regarding the outlook for 1927 in the talking machine and radio business presented herewith are the result of a national survey sponsored by The Talking Machine World, and while the opinions contained in the accompanying symposium are from manufacturers and distributors only, the expressions of leading retailers are contained in the various news letters in this issue. It is worthy of note that optimism is general.

E. E. Shumaker Tells of Splendid Outlook for 1927

The satisfactory business record of the Victor Talking Machine Co. for the year 1926 is now history, and the company enters 1927 with factory production schedules which anticipate a continuation of the healthy condition which characterized the past twelve months' period. Reports from the company's district managers, at a conference in Camden, immediately after the first of the year, give no evidence of any let-up on the part of the trade. In fact, distributors and dealers give every evidence of an intention to work their territories even more intensively.

Demand for the Orthophonic Victrola, the combination radio-talking machine instruments and the Orthophonic record continues active, and prospects for the future of both instruments and records are unusually good.

When the company entered 1926 there was an extraordinary accumulation of advance orders for instruments, and throughout the year the entire organization was concentrated upon meeting the heavy demands that had resulted from introduction of the Orthophonic Victrola. The Summer brought no seasonal slump, and the close of the year found the company with more instrument orders on its books than on January 1, 1926.

Following the announcement of the Orthophonic record, in the Fall of 1926, there was a substantial increase in record orders, and the outlook for this branch of the business for the New Year is very bright.

One of the happiest omens for 1927 is the feeling of confidence in the future of the business

which pervades the trade to-day. This feeling is reflected strongly in the reports from the field. Another interesting indication is found in the fact that jobbers' stocks are now down to about normal, and they are organizing their business to take care of any unusual demands that may occur at any time during the year.

E. E. SHUMAKER, *President,*
Victor Talking Machine Co.

Duplicate Sales Will Boom Volume, Says Sterling

Many optimistic statements were made at the close of 1925 as to the comeback and growth of the industry in 1926. In my opinion, the actual results have more than justified that optimism.

The last year has been wonderful for the whole industry. The sales of phonographs have reached a higher level, based upon a unit sale, than ever before. Even in the old boom years of 1919 and 1920 no one dreamed of the possibilities of the big sales of 1926 on instruments retailing at a price considerably over \$100.

I believe that every good phonograph that has been sold this year will result in a duplicate sale next year. That, in itself, will give in 1927 a sale equal to 1926 in instruments, plus the additional sales that will be created through the advertising and additional merchandising efforts of the various manufacturers.

So far as Columbia is concerned, the sales in 1926 have greatly exceeded our expectations. We are more than pleased with the results obtained, and feel that the business done in 1926 is the beginning of steady gains in volume.

LOUIS STERLING, *Chairman of the Board,*
Columbia Phonograph Co., Inc., New York.

Training Salesmen 1927 Problem, Says Kendrick

Conditions seem unusually excellent. The big issue is man power—and training of men to sell. This is the main problem for both the wholesaler and the retailer.

New types of salesmen are coming into the music industry by reason of the introduction of new instruments, both mechanical and electrical, the introduction of these new instruments is having a stabilizing effect on the general musical merchandising trade. That they, particularly the electrical, are the outstanding factors of the easily secured higher unit sale price with its larger profit, is evidenced. As a result, the dealer has awakened to the imperative necessity of trained salesmen to consistently handle the present market and take full advantage of the enormous field for such instruments everywhere apparent.

A. J. KENDRICK, *General Sales Manager,*
Phonograph Division,
Brunswick-Balke-Collender Co., Chicago.

Business More Competitive in 1927, Says S. O. Martin

Though a majority of the opinions of students of economic conditions and of business men seems to be that 1927 may be somewhat duller than 1926, still it is hard to measure how much this feeling is due to the general and not very scientific reasoning that because conditions have been good for so long, it is reasonable to expect a change and how much it is based on real

(Continued on page 56)

YOUR NAME

*Linked with the
best known Phonograph
Needle in the world*

Brayshaw's
BRILLIANTONE
TRADE MARK REG. U.S. PAT. OFF.
NEEDLES



Brilliantone is Starting the New Year Right With a Smashing Proposition for Dealers

On orders for 20 cartons of Brilliantone Steel Needles, we will imprint FREE your name and address on every package. Each carton contains 50 packages of 100 needles each.

We Will Also Furnish You FREE—

500 Advertising blotters, with your name and address printed thereon, for distribution to your customers.

Here is your opportunity to put your name and address into the home of every needle customer — a lasting advertisement of your store—at no cost to YOU!

**ASK YOUR JOBBER ABOUT
THIS STERLING PROPOSITION!**

Brilliantone Steel Needle Co. of America, Inc.
370 Seventh Ave. New York City

1927 Outlook Is Bright, Say Trade Leaders—(Continued from page 54)

facts. Certain it is that there is no forecast so clear for poorer business as were the forecasts for better business in 1925 and 1926.

The most unfavorable factors seem to be an unsatisfactory agricultural situation and there seems evidence, but not absolute certainty, of increasing unemployment. On the other hand, capital seems plentiful and in liquid form and inventories are apparently low. Prices apparently continue to grind downward and when such conditions prevail competition is usually more keen, but costs are also down with no evidence of rising. Consequently for 1927 the outlook may be for somewhat slower business but probably by no means a serious depression. It is true that the phonograph and possibly now the radio business may feel this change somewhat more than the articles more vitally necessary to the public, but on the other hand, a great deal of improvement in the organization of the industries has already taken place which duller business usually causes.

Consequently it does not seem impossible that the volume of business in phonographs and radios may be practically as large in 1927 as in 1926, which volume was considerably larger than in 1925, and with probably fewer participants therein, certainly so far as the manufacturing part of the business is concerned. Business will probably be more competitive and dealers who adopt intensive methods and carefully prepare lists for approach by direct-mail or solicitation as well as by the staple methods of display and advertising, will do better than those who adhere to less varied and less energetic methods of approaching their markets.

S. O. MARTIN, *President*,

Sonora Phonograph Co., Inc., New York.

Fred Gennett Believes 1927 Will Bring Vital Changes

In our opinion the coming year will continue to produce many improvements and changes, both in phonographs and records. We are not at the end, by any means, of the possibilities that science may produce to improve the quality and quantity of sound reproduction.

In the high-class market, the dealer should expect the distributor and manufacturer to carry his burden by substantial stocks, and except on articles of proved sales value, stocking up should be considered with great care.

The growth of the market in phonographs has been partially due to the introduction of the inexpensive portable phonograph, which has brought about having two or more phonographs in a single family. In such lines 1927 should be a very good and substantial year; thus with both extremes and a substantial hangover in the middle, the coming year ought to be very big in the phonograph trade, both for machines and records.

As to the other questions regarding demonstration, advertising, national publicity, intensive selling, etc., the answers to these questions are more or less axiomatic and hardly can be discussed except for particular circumstances. The man who fails to get business usually will find that the trouble is within himself and not within the public. He is either not offering the proper goods or is offering the proper goods improv-

erly. One man's remedy may be additional demonstration, another's local advertising in co-operation with national publicity, and still a third will do equally well with the intensive selling both inside and outside his store.

FRED GENNETT, *Secretary*,
Starr Piano Co., Richmond, Ind.

Conditions Interestingly Analyzed by President Cox

The Talking Machine World has asked me two specific questions, which, coming as they do at the close of a year that has witnessed the remarkable "comeback" of an industry which many observers thought had been relegated to a less important position, are particularly pertinent at this time. Both these specific questions are subservient to the general question, "What, in your opinion, will be the big sales problem facing the dealer in phonographs and records during 1927?"

The first specific question asks, "When the production of the various factories begins to catch up with public demand and there is a shift from a seller's to a buyer's market, what, in your opinion, will be the vital factors in sales promotion that will enable the dealer to cash in on the business opportunity to the fullest extent?" I will answer this question by saying that I do not believe such a condition will obtain in 1927.

To the second question, "Does it mean more extensive demonstration, stronger local advertising, in co-operation with national publicity of the manufacturer, development of new and more intensive selling, both inside and outside, or what?" I affirm my belief that the use of the very factors enumerated in this question, and all of them, will be potent influences in maintaining throughout 1927 the relation of demand to supply in much the same ratio as it stands to-day, at the beginning of the new year and as it has been throughout 1926.

I do not like to answer these questions thus baldly without going somewhat into details as to the reasons upon which my judgment is based. I believe that at the end of 1927 we will find that the dealers who have met with outstanding success have, to use a homely expression, "traded 'em down on instruments and traded 'em up on records."

The average price of the instruments sold to-day is higher than at any time during the history of the industry. Not only have the new instruments achieved tonal results which only a short time ago were undreamed of, but the average pocketbook has expanded to unprecedented proportions. The average consumer is in a position to ask for and pay for models at a price which would once have been prohibitive. Without doubt, this high standard will be maintained. The fact that the public is buying instruments at these high prices is a striking commentary upon the popularity of the phonograph. Dealers who are real merchandisers will not cast a doubt into the minds of the public as to the intrinsic value of these instruments by offering cut-price, obsolete, inferior merchandise.

On the other hand—and this is where the "trade 'em down on instruments" comes in—experienced dealers will not concentrate upon the sale of the very expensive models. Such dealers realize that there is greater potential gain in selling three instruments at, let us say, \$300 each, than one model at \$1,000. The reason is obvious. Every instrument sold means not a prospect removed temporarily or almost permanently from the market, as is the case with the sale of so many other products, but

the creation of a new prospect for records, the sales on which are the lifeblood of the phonograph industry. The dealer who prefers to achieve instrument volume by selling fewer instruments at a higher price, rather than a number of good instruments at a lower price, ultimately reduces his volume just as surely as does the dealer who attempts to sell quantity, irrespective of quality. The first mentioned type of dealer automatically cuts down his market for records and at the same time scares off prospects who are sold upon the new type of super-phonographs but are not willing or are not able to pay prices which even under the present standard of living are judged as high.

Any business that has in it the "refill" element is founded upon a rock. Examples of products in which the "refill" has been and is vital come readily to mind. In this class we have the safety razor and the camera, as well as the phonograph. The tremendous business centering around the "refill" often dwarfs to insignificance the initial sale of the "holder." So important is this "refill" to some manufacturers that they all but give the holder away, for the sake of the "refill" sales.

Now let us consider the reasons for the second part of the slogan—"Trade 'em up on records"—a thought which at first blush seems inconsistent with the policy of "Trade 'em down on instruments."

There is a rapidly growing appreciation of the finer things in music, both as regards compositions and interpretation. A number of causes contribute to this result. Never before in the history of the country has music played such an important part in the daily life of its people. A musical taste can be developed and is being developed just as a literary taste can be acquired. This affects directly the sales of phonograph records. Countless thousands who began by buying the cheaper types of records have heard, enjoyed, and now insist upon and buy the finest selections, interpreted by the finest talent, in any field of music that particularly delights them. People who once bought records on a purely price basis, paying 50 cents apiece for them, or three for \$1, are now regular purchasers of records ranging from 75 cents to \$1 or more. They want the tone obtained in the new electrical recording process and the smooth, scratchless surface now available in the best makes of records. It is much better business for a dealer to sell the better class records, not only because of a greater immediate monetary return, but because, by selling the best, lasting satisfaction and continued sales are assured. Many dealers work upon the principle of first selling a good instrument, of getting a good "holder" at a fair price into the possession of his customer, and then selling that customer the best music the world affords.

Certain literary works are recognized as "classical," others as "standard." These treasure houses of the world's greatest minds are the foundation of the book-selling business. Other books, of varying degrees of merit, come and go. They live their day, enjoy a temporary sale and are gone forever. The standard sets sell year in and year out. They are the backbone of the dealer's business.

The same is true, to an increasingly greater extent, of musical works. The immortal compositions of the world's great composers, such as the symphonies, quartets and sonatas of Beethoven, Mozart, Brahms, Schubert and many others, available in album sets, sell year in and year out. Record buyers now regard a fine library of music as essential to the refinements of the home as a carefully selected library of books. All of which means a better, bigger, more substantial record business for the dealer who is enabled to reap the quick returns on a hit and at the same time "Trades 'em up on records" by building a steady volume of business on the musical Masterworks, selling not only individual records, but complete album sets.

(Continued on page 58)

TEST IT.

OUR VICTOR

Record Service

has a reputation for efficiency.

Suppose you try it.

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.



MICA DIAPHRAGMS

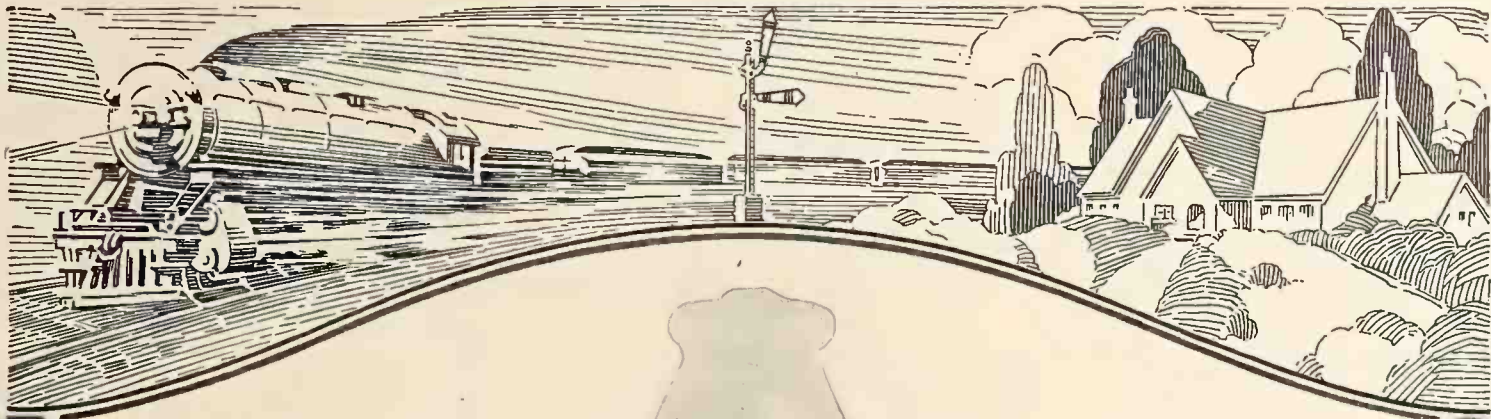
For Loud Speakers and Talking Machines

RADIO MICA

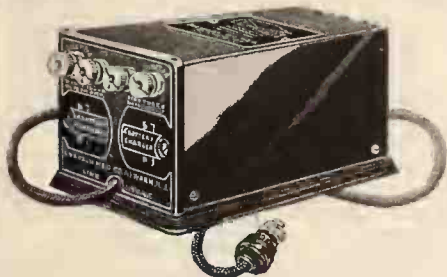
American Mica Works

47 West Street

New York



After Having Served America's
 Leading Railways for Over 20
 Years it is gratifying to know that
 now, Radios, in over 2,000,000
 Homes, are Protected by
BRACH LIGHTNING ARRESTERS



BRACH CONTROLIT

*Gives the SET SWITCH Control of Trickle Charger
 and "B" Substitute—AUTOMATICALLY*

No need, now, to operate three switches every time you turn on or off your set. The Brach CONTROLIT makes this unnecessary by eliminating all extra switches and placing complete control of your power plant and set in the set switch. At the same time it makes any Radio a light socket power-operated set. Anyone can install a CONTROLIT—no extra wiring or altering is necessary.

PRICE \$6 in U. S. A.

Brach 20
years
in the
lead
Radio Products

L. S. BRACH MFG. CO.

Newark, N. J., U. S. A.

Toronto, Canada

Basic Conditions Sound Is General Opinion—(Continued from page 56)

Manufacturers of records are educating the public to a keener appreciation of the finer things in music. They are building firmer and firmer the foundations for continued and continuous record sales. The wise dealers are tying up and cashing in upon this great movement.

H. E. Cox, *President*,
Columbia Phonograph Co., Inc., New York.

Buehn Sees No Unusual Sales Problems This Year

In my opinion sales problems for 1927 will not be materially different than they have been during 1926 or in any other year. At the present time we have all types of dealers and only those who attack the problem of selling Victor merchandise in an energetic way get the results to which they are entitled. Unquestionably if factory production catches up with public demand it will be necessary to advertise more and develop outside solicitation and selling, demonstrate in the greatest possible degree, make the salesroom attractive, maintain a live mailing list, inculcate in the sales people a knowledge of the product which can be utilized in the presentation of it to the customer and generally adopt methods that will bring results.

Competition with other lines of merchandise has been keen, but we have a product that has an appeal infinitely greater than any other which makes possible its sale, provided the dealer will put the proper thought and effort behind it.

LOUIS BUEHN, *President*,
Philadelphia Victor Distributors, Inc.,
Philadelphia.

C. B. Mason, Jr., Sees Need for Energetic Selling in 1927

Naturally, as our business is confined to the sale of Victor Victrolas and Victor radio combinations and records we would only be in a position to discuss the problems that the dealers in our line will face next year.

We have had just one year's experience in the marketing of the new Orthophonic Victrola and our experience during the year passed has proved very conclusively that there are thousands of people in this country who appreciate the value of good music, and who are glad to buy an instrument which will give them music of their own choice whenever they want it.

The Orthophonic Victrola is a wonderful product, but we know that in 1927 it will not sell itself, and that the methods to promote its sale will be different from those used in 1919. During the past year we have had outstanding examples of dealers who have sold large quantities of the new instrument merely through giving intelligent demonstrations of it. The public does not know and will not know the difference between the old idea of "canned" music and the new Victor instrument unless some energetic person takes the trouble to make them listen to the new instrument.

Newspaper advertising will help, but an actual demonstration either in a dealer's store, or in a customer's home, will accomplish far more than any form of newspaper or magazine advertising.

Automobiles, household appliances, and prac-

tically every commodity for the home are being sold through outside solicitation. Trade-in allowances are made for the old commodity, whatever it might be, in order to get the new thing into the home. This practice is not generally followed by the Victor trade largely because their business has come too easily. In 1927, however, this kind of work will have to be done and for those dealers who will make the effort a good volume of business will be created.

C. B. MASON, JR., *President*,
New York Talking Machine Co., New York.

Value Basis of Success, Says L. B. Casagrande

I believe now and always have believed that any successful merchandising should be based on value—and value alone.

What constitutes value? This question may be answered in a great many ways and it has always been the policy of the Caswell Mfg. Co. to answer it by manufacturing a product which not only represents intrinsic value, but, on the other hand, we have never lost sight of what was really expected of our product. Primarily, phonographs are purchased for their entertaining qualities, and it follows that the better the tone, the more pleasure the ultimate purchaser derives from the instrument so purchased. The customer only receives value when he secures this happy combination of intrinsic worth, coupled with tone quality and the continued mechanical performance of the instrument.

When we stop to consider and analyze the successes that have been achieved by manufacturers and dealers in other lines of endeavor, we can readily see where the success they are enjoying may be directly attributed to the quality of their products or, in other words, the values that they have given in exchange for the

moneys they have received. In order that the ultimate phonograph purchaser receive values, it is necessary that the manufacturer carefully study his production problems—be in a position to take advantage of his cash discounts, watch his manufacturing costs very carefully, likewise quality and workmanship of his product. The distributor, in turn, should not expect excessive discounts from the manufacturer, because excessive discounts can only be allowed by actually taking something away from the value of the instrument. In turn, the dealer—the man on the fring-line—should make his purchases from distributors who are financially responsible so that he may be confident that when he puts real efforts behind the introduction of any line of merchandise he can enjoy the benefits that will accrue in time to come. Fewer lines, and better lines seems to be the answer to the dealer's problem for 1927.

Phonograph selling is no longer a waiting game; neither is any other selling problem. Retail merchandising has been reduced to a science, especially when the purchase price mounts into the figures which are common to the phonograph industry. We can all learn a whole lot by carefully studying the methods used in distributing such products as typewriters, check protectors, vacuum cleaners, washing machines and so on down the line. All the foregoing realize that they have a selling proposition and putting the sale of their products over means a carefully worked out sales campaign. Does it not seem reasonable that the adoption of some such methods in phonograph selling would be well worthy of consideration?

Summing up the entire situation you can readily appreciate where it all reverts to the question of values, or, in other words, assuring your trade of genuine satisfaction in their purchases.

L. B. CASAGRANDE, *Vice-President*,
Caswell Mfg. Co., Milwaukee.

Prosperity Assured in Radio Field in 1927

1927 Finds Radio Industry Stronger—A. Atwater Kent

The radio industry enters the year 1927 on a firmer and more substantial basis than it has ever known before. Both from the viewpoint of the manufacturer who produces radio equipment and of the public that uses it, the new year seems certain to bring new high records in achievement and satisfaction.

I believe the public recognizes that the day of superficial innovations in radio equipment has passed. Public interest is to-day centered in the practical and permanent features of radio installation and successful manufacturers have concentrated on the production of equipment to meet that need.

Radio is now accepted with as much definiteness as the telephone, the automobile or the motion picture. This explains the United States Census Bureau figures on manufactures, which show an increase of 1,000 per cent in the production of multiple tube receiving sets between 1923 and 1925. We found it necessary, in the Atwater Kent Mfg. Co. to speed production up

to over 5,300 sets a day to meet the 1926 demand.

The utility value of radio, its practical and cultural value, is to-day recognized as even greater than its worth as an instrumentality for entertainment. The result is that 1927 finds the field for radio expansion and development immeasurably widened, the position of the industry strengthened, and the demand for efficient, simple, high-grade sets greater and more generally distributed than at any time in radio history.

A. ATWATER KENT, *President*,
Atwater Kent Mfg. Co., Philadelphia.

Should Be a Great Year for Radio, Says E. E. Bucher

First, let me say that the radio retailer should by all means affiliate himself with nationally advertised products, and thus take advantage of the sales opportunities which are created for him. He should select, for his retail operations, the types of receivers which incorporate the most advanced technical and acoustical developments. He should endeavor to carry a line of sets that covers the various price classes, and he should emphasize in his sales and advertising activities the type of set most adaptable to his community in performance, appearance and price.

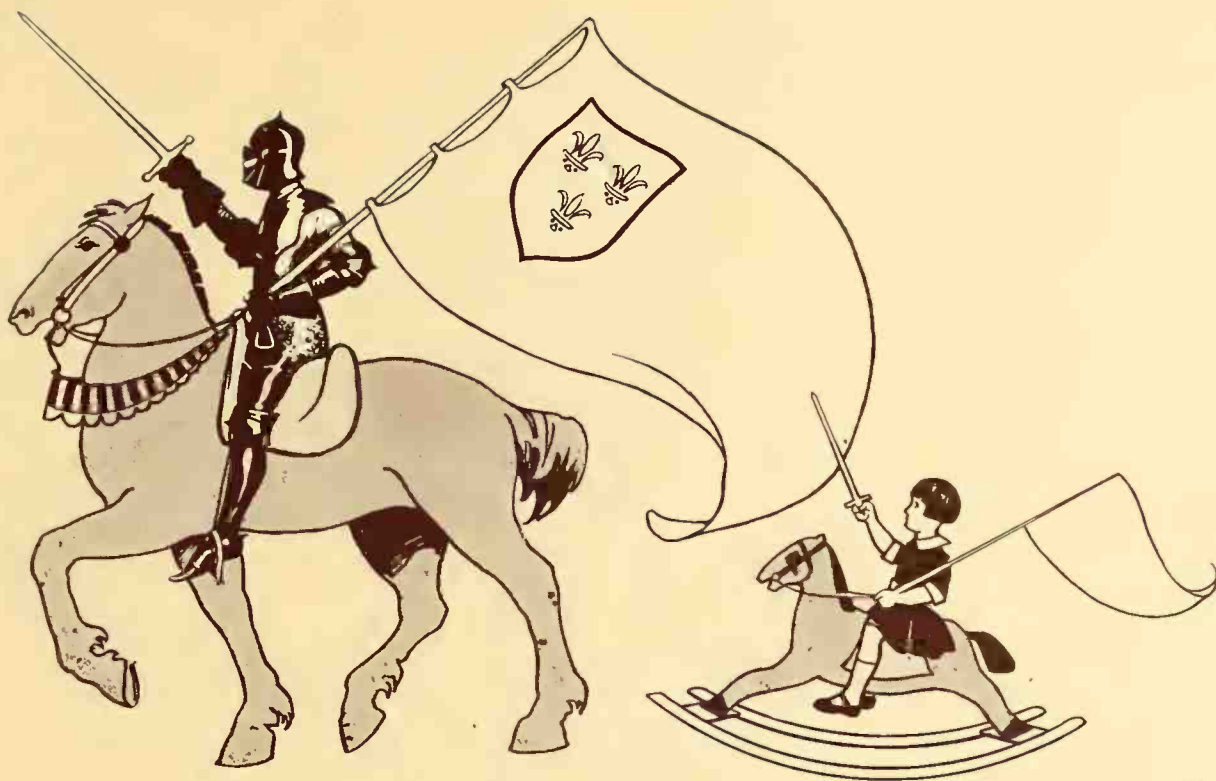
Retail selling is more highly competitive than it used to be. It is not sufficient for a radio dealer merely to maintain an attractive store and an attractive window. He should have an organization equipped to make home demonstrations. He should make arrangements with a reputable finance company or his local bank so that he may sell on time payments. He should

(Continued on page 59)



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.



“Imitation
is the
Sincerest
Flattery”

Well! Maybe We Ought to Feel Flattered

—But how about the Jobbers and Dealers?

NOTHING more certainly indicates leadership than imitation. The Leader *leads*—originates—produces genuine improvements. The imitators follow—copying as nearly as they can—the man or the product that is successful.

But there's always this important difference—imitations may resemble the genuine, but they cannot *act* like it. In actual *performance*, the genuine stands alone.

The ULTRA (phonic) Reproducer achieved instant and remarkable success. And because of that success, there has followed the usual army of imitators and imitations, many of which are made to resemble the ULTRA—but none of which give the same completely satisfactory performance.

The new electrical records are so remarkably true to the original performance that some reproducers cannot help reproducing the bass notes fairly well, but they utterly fail to bring out the brilliancy of the high register. Others again, will bring out the high register fairly well, but utterly fail to do justice to the booming notes of the bass.

To combine *both* these things in one reproducer—bringing out the full booming tones of the bass a *full octave below the limits of the average reproducer*, and the highest notes in all their brilliance, without distortion—**THAT** is the sort of thing that *only* a genuine ULTRA will do—

Only a Genuine

ULTRA (PHONIC)

Reproducer

will do

The AUDAK COMPANY

Makers of Acoustical and Electrical Apparatus for more than 10 years

565 Fifth Avenue, New York, N. Y.

Warning!

The Music Merchant—the jobber—and all of their customers—certainly are in danger of disappointment through buying such imitations. We are taking the necessary steps to stop infringements. But for your own protection look for “THE AUDAK COMPANY”

(Stamped on every genuine instrument)

This tag will hereafter be attached to every Genuine ULTRA



(Be sure to read the following pages —)

Announcing

The POLYPHASE

ULTRA (PHONIC)

The Reproducer with the
"Musical Third Dimension"

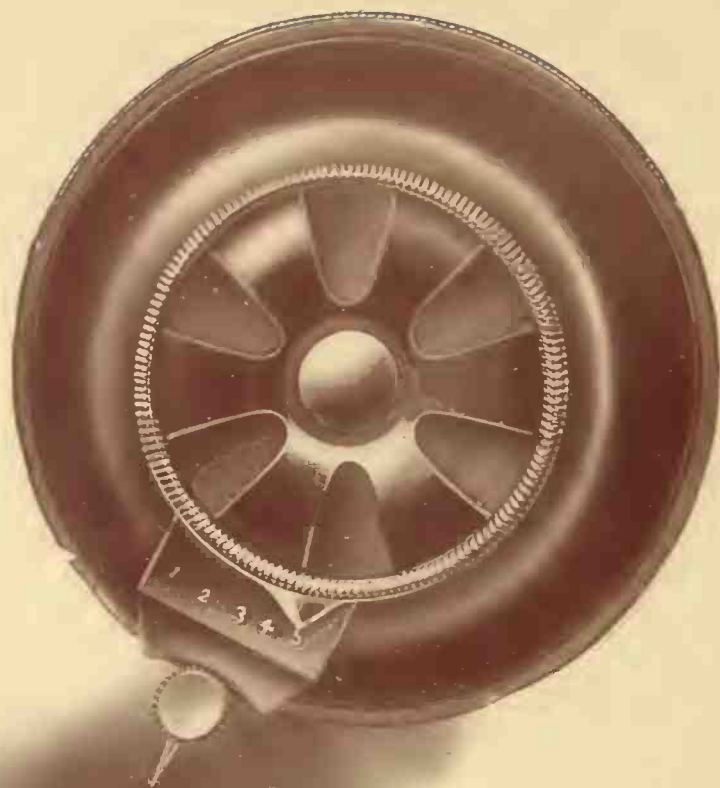
THINGS are *moving* in the talking machine business. To stand still is to go *back!* The ULTRA is going *forward*—progressing, improving, developing. The Single-phase ULTRA Reproducer still stands alone—head and shoulders above all competitors.

(See the fourth page of this series.)

The *POLYPHASE* ULTRA — The Reproducer with the "Musical Third Dimension" is a further development of the Singlephase ULTRA—a super product, built on an entirely new principle. The oscillating elements consist of two opposing cones designed to cover the lowest as well as the highest musical register. This permits a refinement of reproduction possible in no other way. It creates that spread of sound and broad tone for which the new type machines are famous.

The Polyphase ULTRA makes it possible for the first time to give *binaural* reproduction, the feeling of perspective—of space between the orchestral instruments just as actually is the case upon the stage.

Since the tone chambers of different phonographs (even of the same make) differ in size and shape, Polyphase is equipped with an ingenious means for readily adjusting the acoustic impedance of the instrument to match as nearly as possible the tone chamber of the phonograph with which it is used.



\$12⁵⁰
Retail

**The Standard by
which all repro-
ducers are judged
and valued!**

The Polyphase is a marvel also on any of the new type talking machines. You will find it an amazing improvement.

The BIG DEALER SUCCESSES Being Made With ULTRA (one of which is referred to on the opposite page) Now Become DOUBLY Certain.

Jobbers and Dealers Can Be Sure That ULTRA Products Not Only Are Ahead, but Will Stay Ahead—Progressing, Improving, Developing in Advance of Demands.

The **AUDAK**

Makers of Acoustical and Electrical



An Amazing Success In a Few Months!

LESS than a year ago Hill and Kosowitz—the two young men pictured above—took over a run-down shop and started in business.

To-day they are the most talked of men in New York talking machine circles.

Their sales of machines have astonished the old timers.

Their sales of RECORDS have made new history in the talking machine business.

An average of 35 ULTRAS per week for the past seven months! —a profit since June of \$3500! On ULTRA Reproducers alone —Think of it!

—plus the increase in sales of records and the cultivation of a musical taste which finally will be satisfied only with the ultimate in music—a complete machine of the latest type.

WHY? Because—

1st. They featured the revolutionary new talking machines.

2nd. They demonstrated the new records on old-type machines WITH ULTRA REPRODUCERS.

3rd. They tacked a card on the inside cover of each machine, calling attention to the ULTRA Reproducer.

4th. They see to it that every talking machine in their neighborhood is equipped with an ULTRA Reproducer.

You Can Do As Well—

It's Not Magic, Just Common Sense —Give Your Customers the *Best Performance* and They'll Buy More and More and More of It—Get in Touch with Your Jobber To-day and Order ULTRA Reproducers.

COMPANY,

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

Apparatus for More Than 10 Years

The 100,000

mark has been passed in the sale of

ULTRA (phonic) Reproducers

—and this in less than six months time

THIS is a tribute not only to the exceptional merit of this high quality product but also stands as proof that the progressive music merchants are quick to recognize superiority.

Progressive dealers everywhere have made and are making real profits on the sale of Audakco products, with the knowledge that they are giving their customers the very best the market affords.

Beginning with the New Year (1927), there will be further additions to Audakco products — which will mean still more profits to our ever increasing number of retailers.



The Standard by which all reproducers are judged and valued!

\$8.50
Retail

All Ultra Reproducer diaphragms are of a scientifically proportioned aluminum alloy—as thin as a human hair. Nothing else will meet the exacting requirements of the new electrical recordings—and remember the better these records are reproduced, in the home, the more of them you will sell.

The AUDAK COMPANY

Makers of high grade Acoustical and Electrical Apparatus for over 10 years

565 Fifth Avenue, New York, N. Y.

Scientific Merchandising Needed This Year—(Continued from page 58)

use tie-in advertising with the national campaigns of the manufacturer whose product he carries. He should advertise himself, his own name and his products to his community.

Two or three years ago the majority of customers of the radio dealer were somewhat technically inclined. These individuals were able to make minor adjustments themselves on the sets which they purchased. Nowadays, however, an appreciable number of the radio sets purchased are bought by people who are not acquainted with technical intricacies. These people will demand service and should receive it. The dealer who gives reliable service to his customers earns a local reputation and community good-will which are permanent assets. He should charge for this work, making sure that the service rendered justifies the charges.

To the progressive radio dealer 1927 will bring an increased number of satisfied customers and resulting profits. Broadcasting is better than ever before. Radio sets reproduce broadcasting more faithfully. In fact, the modern radio broadcast receiver is truly a musical instrument which will eventually take its place in every home.

E. E. BUCHER, *General Sales Manager,*
Radio Corp. of America, New York.

**Powel Crosley Outlines
Radio Trend for the Year**

Unquestionably the trend for 1927 is going to be very strongly toward console models and sets that can be operated satisfactorily from the electric light socket. It would seem that eventually batteries will be eliminated completely wherever electric light current is available. The retailer should and will concentrate more on a single line of radio apparatus just as automobile dealers have. The day is rapidly approaching when the dealer cannot sell several different lines. Already we feel that the more successful dealers are concentrating on a single line of apparatus.

Efforts should be made by each dealer toward the development of a tested sales organization. Salesmen should call on retail prospects rather than wait for them to come into the store and buy. The retail salesmen should be better trained to answer the many questions that are put to them by the prospective buyers. The dealer should listen to the questions that are asked and the answers that are given by his salesmen on the floor. It would be a revelation to hear many of the answers.

The radio business is in a far more healthy condition in the smaller towns and rural districts than it is in the large cities. The public will soon become educated to the fact that well advertised brands should be bought in preference to no-name products that are offered at low prices.

POWEL CROSLY, JR., *President,*
The Crosley Radio Corp., Cincinnati, O.

**Quality Important in
1927, Says S. B. Trainer**

There are two or three points which I feel should be kept before the retail merchant in the future. There has not been the attention given to value and quality which should have existed.

The radio industry has suffered unnecessarily in the past because there have been too many manufacturers producing mediocre apparatus, or, in other words, not giving value for money received; there have been too many jobbers and retail merchants who have not given attention to buying quality goods in order to give value to their customers and, last of all, there have been too many buyers and users of radio apparatus who have not been careful enough to insist upon getting value for money paid for their radio apparatus.

If the retail merchant during 1927 will pick and choose the products that he intends to

handle in the radio field, he will be doing the radio industry and the radio buyer untold benefit. This will, through the process of evolution, eliminate the manufacturers of poor quality radio apparatus and therefore costly radio apparatus. On the other hand, this will tend to make the radio user more pleased with radio and therefore more users of radio will come into the market for apparatus.

Let us therefore impress upon manufacturers, jobbers, retail merchants and consumers that quality must be the important factor, which means giving value for money paid.

S. B. TRAINER, *President,*
Amplion Corp. of America, New York.

**Sound Advice Is Offered to
Dealers by Geo. A. Scoville**

In my opinion the dealer who will realize that the radio business requires the same treatment as the selling of talking machines, pianos, and such merchandise will be the most successful, because the radio business has now reached a stage comparable to the other lines.

The problems of the retailer are: (a) Not to carry too many lines; (b) to concentrate on lines having different merchandising policies back of them; (c) to thoroughly install and service his sales, and (d) to consistently advertise his merchandise.

GEO. A. SCOVILLE, *Vice-President,*
Stromberg-Carlson Tel. Mfg. Co.,
Rochester, N. Y.

**G. H. Kiley Sees Progress
in Sales and Broadcasting**

Not only will sales of radio apparatus be bigger in the present year than in years past, but we will always remember 1927 as the year when broadcasting programs were perfected to the highest point of their development.

Engineers have been experimenting with broadcasting, studio draping, balance of voice and instrument, and otherwise working on the technical side of the business of voice transmission until to-day radio programs represent as nearly perfect reproductions as is humanly possible.

Not only have the acoustical engineers con-

nected with radio stations been developing, but the program directors and arrangers have developed with experience until the programs broadcast show the result of careful study and consideration—a startling contrast with the early days of broadcasting, when the artists wandered in and out of the studio, appearing half a dozen times in a single evening presenting songs selected by the artists because of individual preferences rather than carefully chosen numbers that might fit in with the general scheme of the evening's programs.

GEORGE H. KILEY, *Vice-President,*
Farrand Mfg. Co., Long Island City, N. Y.

**1927 Market for High-Grade
Sets, Says R. M. Klein**

The radio dealer has a 1927 outlook which is most pleasing. Price appeal has been the basis of procedure of by far the majority of radio dealers in the past. It will so continue with a number of them in the future.

True music appeal, however, is a much stronger and permanent element of the radio business. The advances in radio during the past year, and probably those advances which can be anticipated for the coming year, are in the nature of improved quality of reception and simplification of operation.

Even as the trend in automobiles, phonographs and motion pictures has been along the lines of improved quality, so will the radio trend be for an appreciable period in the future.

Price appeal is the "ideal" of the opportunist—the man who is here to-day and gone to-morrow. In the interval he may have made some money, but he has not laid the foundation for a broad future growth of his business.

The word "quality" can be justifiably applied to a line of merchandise, and it is particularly applicable to radio because music is far and away the main factor in radio reception, and there is no such thing as real music without quality.

Those radio dealers who have the vision to cater to the future and to realize that any volume of radio business they may have done in the past is but a fraction of what they can do in the future are the dealers who are in line to reap the best benefit from 1927 business.

Of course, there will always be a price mar-

(Continued on page 62)

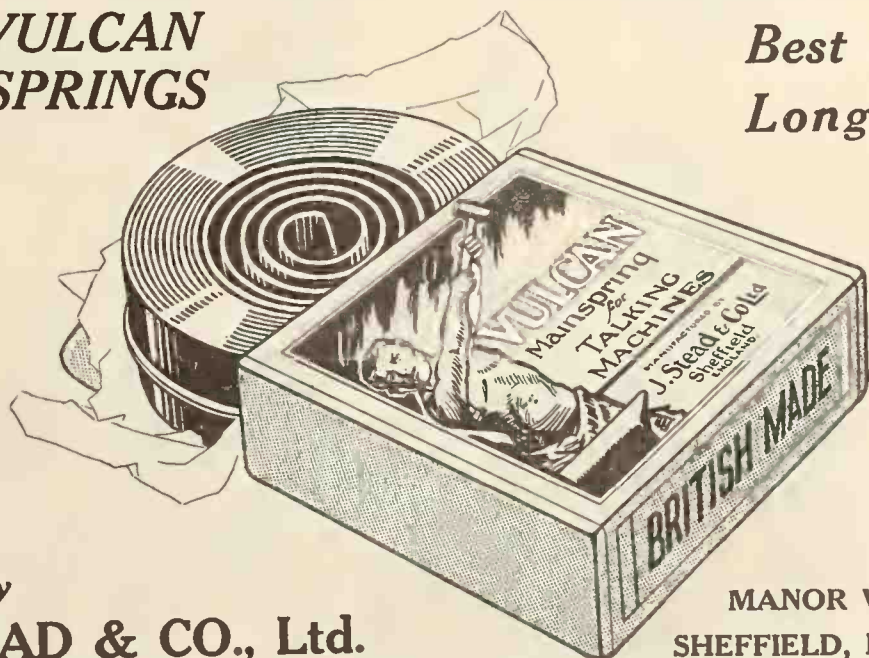
POINT No. 15

HUBS

Without doubt, the weakest part of a Mainspring is the place where the hole is punched out and it is most unfortunate that this style of fitting has come to be regarded as the standard. In a good many cases, it means the cutting away of half the width and it is no wonder that a good many breakages happen at these points. In our opinion, the ideal centre fitting has been adopted in some of the H. M. V. Thorens, Victor and Gramola motors where the hole type is done away with and a lip is fitted to the inner end of the spring which fits easily into a groove in the mandril of the spring-barrel. This style of centre (Hub) together with Hook fitment on the outside end, gives the maximum of strength, and is far more simple to affix and the risk of breakages is reduced considerably. It would be a boon to the Trade if it was adopted more universally.

**USE VULCAN
MAINSPRINGS**

**Best in the
Long Run!**



Made by
J. STEAD & CO., Ltd.

**MANOR WORKS
SHEFFIELD, ENGLAND**

NEUTRODYNE

approaches its fourth birthday
in 1927

It has proved itself fittest to survive

LOOK back over the last five years of radio history. What have you seen? First, the public success of the three pre-broadcasting receiving circuits—a success due to circumstances rather than merit. They were all there was, until Neutrodyne entered the field in 1923 with the first method of reception devised solely for home radio, for the faithful reproduction as well as selective and sensitive selection of programs.

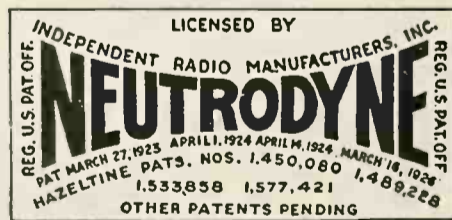
Neutrodyne's success was immediate, and spectacular. Never had the public had such magnificent radio results, such supremely easy operation.

Came the flood, as the movie people say. A flood of imitators, of dynes this and that. The name was copied, simulated, imitated. But without the Neutrodyne principle, any imitation of the name was and is worthless. The name and the fundamental principle are one and inseparable. Only the 14 licensed manufacturers named below make Neutrodyne receivers.

Today, when the fourth anniversary of the Neutrodyne receiver approaches, Neutrodyne is in a stronger position than ever, in public favor, in the sales asset it puts in dealers' hands. During nearly four years, scores of imitators have come and gone, leaving dealers and users holding the bag for these manufacturers, some of whom were merely ignorant of the patent situation, while others were plainly piratical.

Nearly four years have demonstrated Neutrodyne's inherent merit, its stability, permanence and profitableness. Ask yourself if you can afford to do business without a line of Neutrodyne receivers.

Look for this trade-mark



It is your protection against patent infringement liability

The following fourteen manufacturers are the only ones licensed to make Neutrodyne receivers and the protection of distributors and dealers against patent infringement liability, maintained by the Hazeltine Corporation and Independent Radio Manufacturers, Incorporated, applies to none other than Neutrodyne receivers.

THE AMRAD CORPORATION
Medford Hillside, Mass.
F. A. D. ANDREA, Inc.
New York City
CARLOYD ELECTRIC & RADIO COMPANY
Newark, N. J.
EAGLE RADIO COMPANY
Newark, N. J.
FREED-EISEMANN RADIO CORPORATION
Brooklyn, N. Y.

GAROD CORPORATION
Belleville, N. J.
GILFILLAN RADIO CORPORATION
Los Angeles, California
HOWARD RADIO COMPANY, Inc.
Chicago, Ill.
KING-HINNERS RADIO COMPANY, Inc.
Buffalo, N. Y.
WM. J. MURDOCK CO.
Chelsea, Mass.

STROMBERG-CARLSON TELEPHONE
MANUFACTURING COMPANY
Rochester, N. Y.
R. E. THOMPSON MANUFACTURING CO.
Jersey City, N. J.
WARE RADIO CORPORATION
New York City
THE WORK-RITE MANUFACTURING CO.
Cleveland, Ohio

HAZELTINE CORPORATION

(Sole owner of "Neutrodyne" patents and trade-marks)

INDEPENDENT RADIO MANUFACTURERS, INCORPORATED

(Exclusive licensee of Hazeltine Corporation)

The MERSHON Condensers

smooth out tone through B eliminators as a plane smooths the rough surface of a board



Makes old "B" eliminators ever fresh like brand new "B" batteries!

Connecting a Mershon condenser to your "B" eliminator vastly improves the tone quality from your receiving set. The famous Mershon's action is twofold. First, it assists in more perfect filtering (straining) of the uneven current supplied by the Lamp Socket. Second, it acts as a reservoir to store a large amount of energy which is fed to the Receiver in a continuous smooth flow as called for by incoming broadcasts. This action may be considered the same as the result of using a plane for a rough board. Most "B" eliminators use a good filter which can be noted by the lack of any AC hum. But for perfect results and tone quality comparable to that which is obtained from the use of new "B" batteries, it is essential that a sufficient amount of energy be stored directly back of the receiving set. This energy must be on tap to instantaneously supply current for loud or long sustained musical notes. The famous Mershon enables this storage of energy to be accomplished electrically rather than chemically. The result is a great improvement in tone quality. It is particularly noticeable on low notes which require a large amount of current for proper reproduction.

To connect a Mershon is as simple as connecting a battery to your Receiver. Three lead wires are provided attached to the Mershon, the positives being colored red and the negative black.

Caution: Of course it must be realized that a Mershon added to a "B" eliminator will not improve tone quality; or the use of any other tone improvement device; if the design of a receiving set or loud speaker is such that the tubes or loud speaker are overloaded.

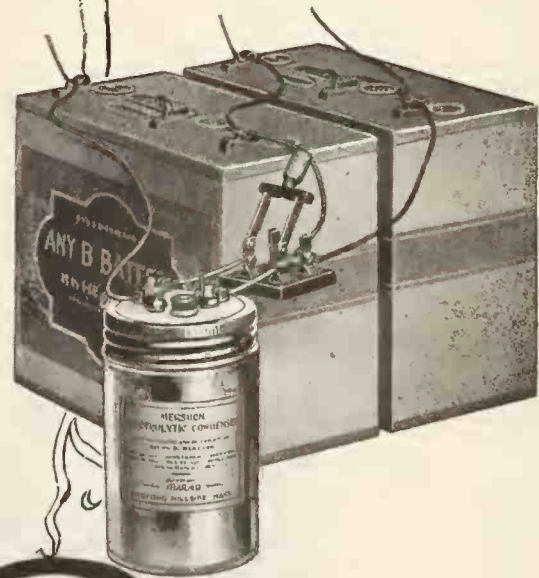
There are many other uses for Mershon condensers. Write Dept. 7A7 for descriptive folder.

AMRAD CORPORATION, Medford Hillside, Mass.

Harold J. Power, Pres.

Maintains Original Freshness of New "B" Batteries

"B" batteries have to be discarded long before they are run down, because they begin to distort broadcasts and get noisy. This is because the internal resistance of the batteries increases as they age. Connecting a Mershon across your "B" batteries (with a disconnecting switch) overcomes this high internal resistance and so greatly prolongs the useful life of dry cell batteries. The Mershon itself does not wear out or run down. It may be used continuously with endless sets of "B" batteries.



\$ 8.00

AMRAD

Weeding-Out Process Has Stabilized Radio—(Continued from page 59)

ket, and there will always be a field for low-priced sets, perhaps for sets which are utterly lacking in quality reproduction, but the real market, the firm market, the growing market, the market with real profit possibilities is the market for the higher grade sets which produce true music, and it is to this market all progressive dealers must cater.

R. M. KLEIN, *General Manager,*
F. A. D. Andrea, Inc.

A. H. Bartsch Tells Why
1927 Outlook Is Bright

What does 1927 hold for the radio industry? To consider the answer to this question seriously requires, of a necessity, to consider what has just passed.

Let us put aside the rose basket and look at the cold mortar and bricks.

The so-called season of 1926 possessed some rather unusual situations. For instance, unprecedented future buying in October was followed by a let-down in the early part of November, due to many circumstances—perhaps the most important was the unusually warm November, which maintained the “call of the great outdoors” longer than was anticipated. The November “Indian Summer” was reputed as the cause for the retardation in many sales lines, and, of course, radio sales were likewise affected in many important centers.

Thus a heretofore unexperienced slump in radio sales during the early part of November was experienced.

This situation just explained was further aggravated by unsatisfactory radio weather, as far as reception goes, and thus poor reception was further aggravated because of the jamming of the air, due to too great a number of stations within the receptive zones. This latter condition called for perhaps better receivers than most concerns had considered necessary, and so a further hesitancy in buying on the part of the public was brought about, while prospects sought for better sets or the “impossible” receiver.

Then, too, there was a general hesitancy, temporary of course, on the part of the public to spend money on anything, and this had its effect on the radio industry, as it did on many lines. It puzzled a number of manufacturers in the radio industry who perhaps were not as experienced in the idiosyncrasies of buying waves, as some of those concerns that previous to their entering into the radio business had brought to

themselves a wealth of merchandising experience from other fields.

I believe the unusual situation of late 1926 will have an excellent effect upon the industry as a whole. I say “excellent” in that it probably has forced a very desirable speeding up in the weeding-out process which all industries require for their health, from time to time.

The discontinuance of interest in radio on the part of certain types of manufacturers, distributors and dealers, giving more opportunity for the stronger and more able, will cause 1927 to open with a brighter future than we have been able to forecast for some time. For those

manufacturers who sense with care and follow the trend of public desire—for those distributors who pay more attention to how they build, rather than to how much they sell—for those dealers who realize their responsibilities to their co-workers—the manufacturer and distributor, as well as their responsibilities to their customers, along the avenues of merchandising and servicing, radio holds a remarkable long-time future, and January looks fine—it will probably be one of the best months of the season so far run.

A. H. BARTSCH, *General Sales Manager,*
American Bosch Magneto Corp.

Eastern Members of Radio Manufacturers
Show Association Hold New York Meeting

Banner Attendance at December Meeting at Hotel Commodore Indicated Interest—Dr. Alfred N. Goldsmith, Chief Broadcasting Engineer of Radio Corp. of America, Delivered Talk

The Eastern members of the Radio Manufacturers Show Association responded enthusiastically to the call for the December meeting held the latter part of the month at the Commodore Hotel, New York City, and a banner attendance evinced the keen interest manifested by the members in the activities of their Association. Arthur T. Haugh, president of the R. M. A., presided at the luncheon and was ably assisted by B. W. Ruark, executive vice-president of the organization, who made a special trip from Chicago to handle the details of the meeting.

Dr. Alfred N. Goldsmith, chief broadcasting engineer of the Radio Corp. of America, and one of the world's leading authorities on radio, was the featured speaker at the meeting and gave his auditors a splendid and constructive address, emphasizing the co-ordination and co-operation which must exist in every branch of the industry in order to build for permanent success. In the course of his address, Dr. Goldsmith said: “The broadcasting stations must produce programs that are diversified and interesting. No one wants to listen to a specific type of program. Tastes differ, and what is suitable for one is unsuitable for another.

“We are on the verge of a new era in broadcasting when stations put ‘chain’ programs on the air. I hope that there will be many such programs in place of the features from individual stations. There is plenty of room for a few more real good broadcasting ‘chains.’ The manufacturers must keep in mind that there are certain qualifications the public wants when it

comes to receiving sets. First, the designs must be simplified. Reliability is another asset the public demands. If the broadcasters and manufacturers keep these things in mind, there is no reason why the radio industry should not be one of the greatest industries in the United States.”

The R. M. A. members were also interested in the report made by several chairmen of committees, including H. H. Frost, who advised the members that the proposed trade show in June gave every indication of attaining phenomenal success. Mr. Ruark stated that the committee of standards would soon hold an important meeting in order to present to R. M. A. members the latest developments and its recommendations for this branch of the industry.

Reports of Conneway Plant
Destruction Are Unfounded

The report that the Conneway Electric Co. factory at 406-408 Jefferson street, Hoboken, N. J., was destroyed by fire, which recently appeared in various publications, was unfounded. The Conneway Co., which manufactures the Magnatron radio tubes, is continuing in operation and making regular deliveries. The fire itself was confined to the upper structure of the building, including part of the executive offices but did not reach the plant proper. The contemplated enlargement of the upper floors in the Magnatron building, which would have enlarged the manufacturing space, will have to await rebuilding.



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



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



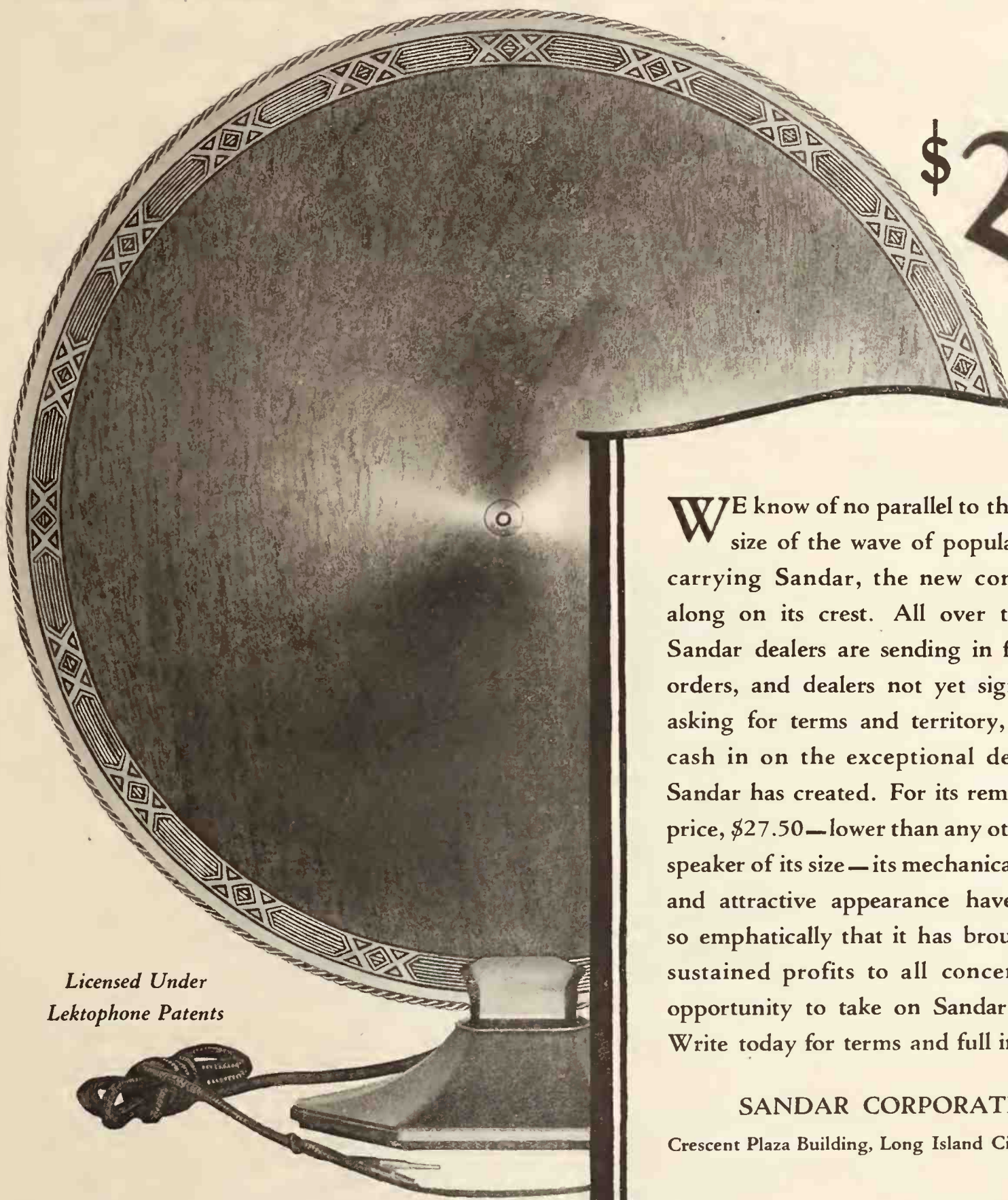
These illustrations show several of the many late models of our line, which have been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

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

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

On the Crest!



\$ 27.50

WEST OF THE
ROCKY MOUNTAINS
\$30.00

*Licensed Under
Lektophone Patents*

WE know of no parallel to the speed and size of the wave of popularity that is carrying Sandar, the new cone speaker, along on its crest. All over the country Sandar dealers are sending in frequent re-orders, and dealers not yet signed up are asking for terms and territory, anxious to cash in on the exceptional demand that Sandar has created. For its remarkably low price, \$27.50—lower than any other licensed speaker of its size—its mechanical excellence and attractive appearance have registered so emphatically that it has brought steady, sustained profits to all concerned. The opportunity to take on Sandar still exists. Write today for terms and full information.

SANDAR CORPORATION

Crescent Plaza Building, Long Island City, New York

SANDAR SPEAKER


Retail
3
for
\$1.00

FAMOUS

Emerson Records

ELECTRICALLY RECORDED

8 WEST 32nd. ST., NEW YORK CITY



Bell & Howell Co.'s New York Branch Reorganized to Give Maximum Service

Eastern Dealers Handling the Filmo Line of Automatic Motion Picture Cameras and Equipment Advised of Important Change That Facilitates Service to Trade and Public

It was just recently announced in this publication that the Bell & Howell Co., Chicago, manufacturer of personal and professional motion picture equipment, is expanding its sales and service personnel at the New York branch, located at 220 West Forty-second street. Authorized B. & H. Filmo dealers in the Eastern territory, who are promoting the sale of the Filmo automatic motion picture camera and equipment designed for individual use, have been advised by personal letter of the fact that the New York branch is now organized to promptly and efficiently handle service instead of requiring that the machines be sent to the Chicago factory for adjustments. Quoting from the letter:

"As a Filmo dealer you are, of course, interested in the servicing of Filmo and Eyemo machines at the least cost in transportation charges and in the quickest possible time when this becomes necessary.

"We are pleased to advise that we have increased the facilities at our New York office at 220 West Forty-second street by having added a complete mechanical department. Therefore, we are now in a position to do all minor repairs there, and can also take care of changing cameras to double speed. Also changes on projectors, installation of variable voltages, etc."

Other Eastern readers of this publication who contemplate a connection with the B. & H. organization to cash in on the rapidly increasing demand for Filmo products created by the tremendous promotional campaign now being carried on by this company, will be glad to know of these increased facilities for handling service "close to home," as service is an important factor which must be considered in the successful merchandising of any product.

In discussing the matter of service with F. A. Cotton, newly appointed Eastern manager, he brought out a very important point on the close tie-up of sales and service, and its significance in the steady growth of the world-wide business enjoyed by his company.

"The rendering of prompt and continuous service is one of the factors to which we attribute the fact that approximately 95 per cent of professional motion picture cameras and equipment in use throughout the world bear the B. & H. trade-mark," states Mr. Cotton. "Of course, the quality of the product is another and important factor, but any piece of mechanism, regardless of how fine the materials and the care used in its construction, requires certain adjustments and attention while in use. Whether a \$7,000 motor car, an expensive radio, or other

quality device or machine, to ignore the service factor is business suicide.

"From the very beginning of this business twenty years ago service has been a strong point with this company. Shortly after the



F. A. Cotton

placing on the market of the B. & H. studio camera and processing equipment, service stations were established in New York and Hollywood—the two centers of the motion picture industry. Not because it was anticipated that mechanical service would be in such great demand, but to make sure that the purchasers of Bell & Howell equipment derived the greatest benefit from the use of the machines. This, to us, constitutes service in its broadest sense and is considered the controlling factor in the increase of sales on our products throughout the years.

"It is the same helpful service that this office is now organized to render on Filmo equipment for personal use to dealers and users in this section. While the Filmo equipment embodies the very finest materials and workmanship, is as near foolproof as human ingenuity can make it, and so easy of operation that a child can use it successfully, the element of service must be considered. An occasional adjustment, a cleaning and oiling, or a replacement of some part which may have been broken in an accident must be attended to promptly in order that the customer be satisfied. And, although simple to use, Filmo offers the flexibility and completeness of professional equipment to those who are inclined to strive for the ultimate in professional effects in their pictures. It is our desire to help

these serious-minded cinematographers get the very best possible results with our equipment. Assisting users makes for Filmo boosters, and benefits the dealer and the manufacturer.

"You can therefore appreciate that our interpretation of the word service embraces more than is usually implied by this term. Our sales promotion department here in the East is prepared to give information and suggestions not only in the use of camera, projector and accessories themselves, but to work with the Filmo dealer in promoting the sales of these products. And our mechanical department, under the supervision of H. O. Lott, Eastern service manager, and one of the pioneers of this business, is geared up to function promptly and efficiently on such mechanical adjustments as may be necessary."

A. G. Gulbransen Subject of Two Magazine Articles

Piano Manufacturer, Head of the Gulbransen Co., Writes Story for Sales Management and Is Written of in American Magazine

A. G. Gulbransen, president of the Gulbransen Co., manufacturer of Gulbransen pianos, has been the subject of two articles in national magazines during the past two months. In the December issue of Sales Management there appeared an article written by Mr. Gulbransen, entitled "The Lone Hand vs. the 'Me, Too,' Policy in Sales Tactics," telling how the Gulbransen Co. has prospered and grown on policies different from those of other manufacturers in the same industry. He relates how the company has, in the ten years in which it has made pianos, grown to the extent of making 10 per cent of the total piano production of the country, with about 140 piano manufacturers in the United States.

The chief differences in policies between the Gulbransen Co. and other piano manufacturers, as explained by Mr. Gulbransen, are: Selling on terms of thirty days net, with 6 per cent interest if the account is not paid; the national price plan whereby Gulbransen pianos are sold at uniform prices in all sections of the country; Gulbransen manufactures one brand name only, and the advertising policy of stressing music.

In the current issue of the American Magazine there appears a full-page portrait of Mr. Gulbransen, followed by a lengthy article on his business methods and his ideals, written by Neil M. Clark. The article tells of boyhood experiences that served to shape Mr. Gulbransen's business views and his motto: "Finish the job fast; do it thoroughly; go on to something else."

Bob Emery, originator of the Big Brother club at Station WEEL, Boston, paid high tribute to Stromberg-Carlson radio in a letter to the company recently.

Your franchise . . . what is it really worth?



Does it give you neighborhood protection against "next door" competition on the same line—a territory all your own?

Does it bring you the benefits of sound merchandising plans which lead buyers into your store, speed up turn-over, and make possible a profit-building business?

Does it have behind it a product that is non-competitive in itself—that differs so radically from all others that comparisons invariably mean sales?

Does it support a complete line of such radio, a set to meet practically every price requirement?

Does it carry with it a fixed policy of national advertising supplemented by local newspaper advertising which brings demand to a focus on your store?

Does it involve business dealings with an organization of square shooters—men long in the business—successful—here to stay? With a manufacturer who has confidence in you, requires no signed agreement, expects your co-operation only in so far as they themselves merit it?

* * * *

Designated Federal Retailers work under a policy, fair in every detail. Their service maintenance on Federal Ortho-sonic sets is down to the very minimum of expense to them. They enjoy a quality of co-operation heretofore unknown in this industry.

Federal Ortho-sonic Radio, dominant in beauty and performance, has created its own individual market in the eyes of the buying public. It is represented by a splendid class of retailers and wholesalers. Write the Federal Wholesaler in your territory. If you don't know who he is, write us.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Co.)

Operating Broadcast Station WGR at Buffalo

Federal
ORTHO-SONIC*

Reg. U. S. Pat. Off.

Radio

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

Sales Volumes Reach Satisfactory Figures in Milwaukee in Year-end Business

Entire Trade Faces the Forthcoming Year With Optimism Over the Outlook—Retailers and Wholesalers Predict Continuation of Good Business for All Lines—Trade Activities of Month

MILWAUKEE, Wis., January 6.—Following one of the most successful years ever experienced in the talking machine business, and with record radio sales, dealers in the wholesale and retail fields express themselves as well satisfied and very hopeful for this year's prospects. Retail dealers stated that radio was the outstanding item in Christmas business, and they find that the demand continued through the holiday season and seems to be good for the next three or four months. Sidney Neu, manager of the radio department of Julius Andrae & Sons Co., R C A and Crosley distributors, says that he expects radio business to continue strong through January, February and March.

Phonographs were very active during the past month, dealers state, and while there was difficulty in meeting the great demand they were able to handle the situation nicely. Both retail and wholesale dealers state that they have had a banner year in phonographs and they believe it will continue.

Orthophonic concerts have been featured at the three stores of Ed. Schuster & Co., in connection with the appearance of the Chicago Civic Opera Co. in Milwaukee. The concerts are given in the recreation rooms of the stores to invited guests, and are sponsored by prominent Milwaukee women. While the Orthophonic plays the music of the opera, the story of the

opera is told by one of the members of Schuster's. Christmas carol concerts were also featured by the store with good effect. The concerts have been extremely popular with Milwaukee women, who look on them as an educational entertainment.

W. A. Bye, of the Badger Music Shop, retail music store, featuring the Victor Orthophonic, states that he found sales greatly increased by displaying instruments on the platform in front of the store. The number, rather than the arrangement, impressed customers entering the store, and put them in a good frame of mind for the demonstration which followed in one of the showrooms.

Harry Goldsmith, secretary of the Badger Talking Machine Co., jobber of the Victor line, states that 1926 was a most successful year and exceeded his fondest expectations. During the latter part of December representatives of the Badger Talking Machine Co. met at the home office for a sales conference to discuss plans for 1927. The Auditorium model of the Victor Orthophonic will be introduced in Milwaukee for the first time at the Automobile Show, which will take place January 15 in the Milwaukee Auditorium. The instrument will be the sole source of music at the show.

G. K. Purdy, of Yahr-Lange, Inc., wholesaler for the Sonora in Wisconsin and Michigan, states that his house has completed a satisfactory year, especially in consideration of the fact that they did not receive their merchandise until late in the season, and consequently were obliged to lose a lot of business. He looks for a bigger business in January, February and March than was experienced in December.

The Super-Ball antenna continues to go over big, Mr. Purdy states, and business grows every day. He looks for big sales during the next three months, especially in view of the fact that connections with distributors have been improved and have been effected in practically every State in the Union and in Canada and several foreign countries.

Max Rosenthal, seventy-three, vice-president of Yahr-Lange, died at his home on the evening of December 25. Mr. Rosenthal was a pioneer resident of Wauwatosa and was formerly very active in Milwaukee's club life. Surviving him are his widow, Emily, and four daughters, Mrs. Rose Zinn, Mrs. Cora Vossin and Miss Hilda Rosenthal, of Milwaukee, and Mrs. Gertrude Mueller, of Minneapolis.

Arthur Freed, of Freed-Eisemann Co., called on the Interstate Sales Co., distributor for Freed-Eisemann in Wisconsin and northern Michigan, during the latter part of December.

A special meeting of the Wisconsin Radio Trades Association resulted in the election of three new members to the board of directors of the organization, and the Association now has a complete representation in all branches of the retail and wholesale radio trade. The new directors are Charles Krech, of the Krech Electric Co.; Henry M. Steussy, of Kesselman O'Driscoll Co., and Clarence Bates, of the Bates Radio Corp.

Adds the Victor Line

PINE BLUFF, ARK., January 5.—The talking machine section of the Knox-Walker Furniture Co. has added the complete line of Victor Orthophonic talking machines and Victor records. This company has carried the Columbia line for a number of years and with the addition of the new stock of instruments the section is one of the most complete in this territory.

Seger Ellis, Columbia Artist

Seger Ellis, noted Texas pianist, recently discovered that, in addition to his remarkable talent for interpreting the unusual on the piano, he also has an exceptionally fine voice. He has recorded both his playing and singing for the Columbia Phonograph Co., coupling "Sunday" and "Ain't That Too Bad."



PATENTS PROTECTED BY AMERICAN PATENT PROTECTION CORPORATION

Licensed and Manufactured under Pat. No. 1414801

Model "A"

17½ inch diameter, complete with easel base and silk hanging cord, a decorative addition to the finest interiors for hanging on wall or table use.

Price \$25



Model "A" as hung on wall



Model "B"

14½ inches. Similar to Model "A" but smaller. Has Burtex diaphragm, resonant wood sounding board, and powerful balanced armature unit, giving remarkable volume with highest tone quality. Finished in rich mahogany shades to match many of the standard sets.

Price \$16.50

When the woman pays—

she demands the qualities which make Stevens Speakers so easy to sell—technical excellence as well as decorative adaptability.

Women decide 80 per cent of radio purchases today — just show them a Stevens, and the sale is more than half made. Let them hear it in comparison with any other, and you can ring it up on the cash register.

There's sales power in every Stevens feature—ornamental,

mechanical and electrical. It will pay you to be familiar with these features, many of which are *exclusive*, such as the conoidal, seamless, moisture-proof, diaphragm, the Stevens "TT" balanced armature unit, and mahogany sounding board.

There's still time this season to get your share of the profits on this fast selling line. Don't wait another day—write NOW for details of our attractive proposition to jobber and dealers.

Stevens Speakers

STEVENS & COMPANY, Inc.

46-48 East Houston St. New York City

Made by the Pioneers in Cone Speakers



Announcing

For 1927

NEW



PROGRESS

In one year—1926—we have built a line and attained a standing in the industry unsurpassed by any other manufacturer in such a short time.

In spite of this phenomenal success, we are not resting on our laurels—constant improvement will always be our motto! Hence the following:

**ILLUSTRATIONS
ON
FOLLOWING PAGES**



WATCH



IN 1927



IMPROVED TONE—

In collaboration with Maximilian Weil, well-known creator of the famous Ultra Reproducer, a remarkable new Artone sound box has been made, that is absolutely second to none.

IMPROVED MOTORS—

In collaboration with The General Industries Company, our motors have been brought to perfection; especially the new 1927 Junior Flyer, used in our small portables.

IMPROVED MODELS—

In collaboration with the Dupont Laboratories, our Mr. Joseph Berg has designed new cabinets, beautiful enough to grace any home, yet reasonable—in accordance with our policy of **SENSIBLE PRICES.**

PAGE 2

Read
Following
Pages



Artone No. 65, nickel finish \$65

Artone No. 75, gilt " \$75



Artone No. 76 \$75

COMPLETE IN 1926



Artone No. 3 \$27.50



Artone No. 4 \$25



Artone No. 2 \$25



Artone No. 1 \$30

PROFIT
for
JOBBERs
and
DEALERS

BERG A.T.& S. CO.

NEW TABLE MODELS—



Artone No. 18, open \$18.50

Artone No. 22, with lid \$22.50



Artone No. 79 \$85



Artone No. 80, nickel finish \$95

Artone No. 81, gilt " \$110



Artone No. 5 \$20



Artone No. 6 \$16.50



Artone No. 7 \$15

**GREATER
IN 1927**

ORDER
SAMPLES
TODAY

Long Island City, N.Y.

NEW TABLE MODELS—



Artone No. 25, open \$25

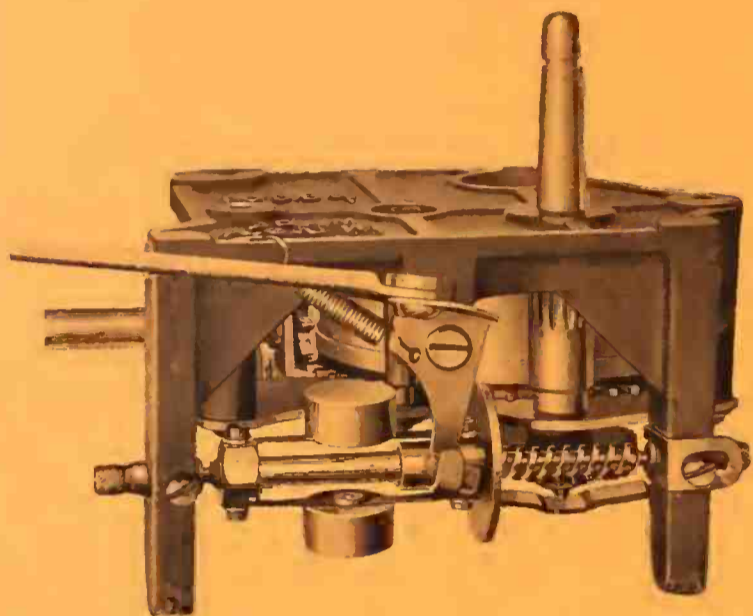
Artone No. 35, with lid \$35



Artone No. 8 \$15

New!

1927 JUNIOR FLYER MOTORS



*Adopted 100% for
Smaller Models of*

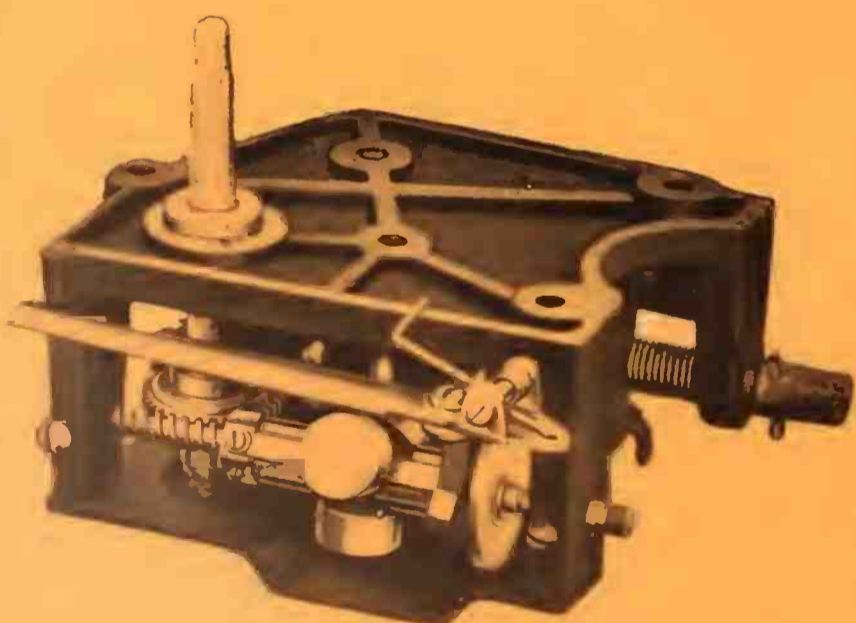


Improved

FLYER MOTORS

The Berg A. T. & S. Co., Inc.

Makers of



Estimate Using 100,000 of
These Dependable Motors
in 1927

Designed and Manufactured by

THE GENERAL INDUSTRIES CO.

ELYRIA, OHIO

St. Louis Brunswick District Manager Discusses Outlook for Coming Year

Jobbers and Dealers in This Territory Report Most Satisfactory Holiday Business With Continuation of Demand—Recording Artists in Personal Appearances—Other News

St. Louis, Mo., January 6.—The holiday business in talking machines and radio apparatus in the territory served by wholesalers and dealers of this city was far in advance of that of last year. This was expected because of the fact that in 1925 there was a lamentable lack of merchandise. However, viewed from all angles, the total business accomplished during December was most satisfactory to dealers, and the manner in which sales have continued beyond Christmas and into the new year promises well for 1927. Another feature of the trend of the trade that is pleasing to dealers is that the demand is for all types of merchandise, radio and talking machines and records.

W. C. Schoenly Discusses Outlook

W. C. Schoenly, district manager of the Brunswick Co., reports a decided increase over last year's sales and makes a forecast for 1927 saying:

"General trade conditions that will prevail during 1927 as far as the St. Louis territory is concerned must necessarily be classified by sections because of the diversified controlling factors having bearing on business in different sections of the territory, since manufacturing is the guiding factor in one section, agriculture in another, mining in another, etc.

"On the whole, manufacturing throughout the territory looks very promising for a continuance of normally prosperous conditions, which will reflect favorably toward good retail business. To perpetuate a growth of the manufacturing industry the St. Louis Chamber of Commerce is organizing and financing now a subsidiary organization to be known as 'The Industrial Club of St. Louis,' for the special and direct purpose of selling St. Louis facilities and ideal geographical location to manufacturing concerns."

Columbia Sales Gains Reported

The St. Louis office of the Columbia Phonograph Co., which serves the Central West and lower Mississippi Valley territory and maintains branches in Kansas City and Memphis, reports a very large increase over December of last year, with the Viva-tonal phonographs and the New Process Columbia records continuing to gain in popularity.

Messages of Optimism

"Business has been very good for the holiday season," states Herbert Schiele, of the Artophone Co., manufacturer of the Artophone and distributor of Okeh records, "and the prospects for 1927 are good, although salesmen report that there are a few quiet spots in the South."

"The demand for the New Edison long-playing phonograph and records has been very good," states Mark Silverstone, "but the supply for the market is far below the demand."

The Koerber-Brenner Co., distributor of Victor Orthophonic talking machines and records, reports that despite the shortage of certain models business was satisfactory throughout the entire territory served by the company during December and the brisk buying has continued after Christmas and into January.

Striking Radio Advertising

Radio jobbers and dealers used an unusual amount of newspaper space in bringing their products before the holiday buyers. A striking ad was that of a Freshman representative, which told of a Freshman owner, A. Delmas Robison, securing seventy-five stations in one night.

Big A. K. Sales Volume

The Atwater Kent radio sets continued to sell in usual volume, Norman S. Hall, president of the Brown-Hall Supply Co., Atwater Kent jobber, stating that sales for 1926 were in the neighborhood of 25,000 receivers.

Artists' Appearances Aid Sales

Record sales have been helped to a great extent through the appearance here of several recording orchestras, among them being Ray Miller and His Brunswick recording orchestra, who is playing at the Hotel Chase. Ted Lewis and His Band, Columbia artists, played for a time at the American Theatre, and Paul Whiteman and His Orchestra, Victor artists, played a two-weeks' engagement at the Ambassador Theatre.

tent through the appearance here of several recording orchestras, among them being Ray Miller and His Brunswick recording orchestra, who is playing at the Hotel Chase. Ted Lewis and His Band, Columbia artists, played for a time at the American Theatre, and Paul Whiteman and His Orchestra, Victor artists, played a two-weeks' engagement at the Ambassador Theatre.

Enlarges Radio Department

The Lehman Piano Co. has expanded its radio division by the addition of the Sonora, Grebe and Stewart-Warner lines of radio apparatus. This company has arranged to broadcast twice a week from station KFVE.

The Nafr Radio Corp. recently moved to new quarters at 2320 Locust street.

Remington Mfg. Corp. Enters Portable Field

Remington Super-Harmonic Portable Talking Machine Placed on Market—Product Is Design of Duryea Bensel, Acoustical Expert

A new entry into the ranks of portable talking machine manufacturers was recently made



Remington Corp.'s Plant

by the announcement of the Remington Mfg. Corp., of Bridgeton, N. J., of a new product known as the "Remington Super-Harmonic" portable. This is a quality product, sold at slightly higher than the average price, and is

being exploited particularly for its tonal value. The Remington portable is the design of Duryea Bensel, long a member of the talking machine industry and one who has carried on acoustical experiments for a great number of years. Mr. Bensel for a time was interested in the radio industry, having designed the products of the Bel Canto Mfg. Co. His newest product is a portable with especially designed tone chamber, which is said to make for elaborate amplification in limited space. This,



Duryea Bensel

together with the "Remington Super-Harmonic" sound box, also a Bensel product, when working in unison and playing modern recordings, are two of the sales features. The sound box is also to be presented to the trade separately in various finishes.

The Remington Mfg. Corp. is headed by G. Warren Baker, who for a number of years has been interested in various phases of manufacturing. He is an active figure in the Bridgeton, N. J., Chamber of Commerce, the home of the Remington product, and where the factory is situated. The factory itself is ideally located, in the southern part of New Jersey, having both rail and water shipping facilities.

An interesting demonstration of the Columbia Viva-tonal phonograph and New Process records was given at a Seattle, Wash., theatre, where a recording artist sang immediately following the playing of one of his records.

W A L L - K A N E

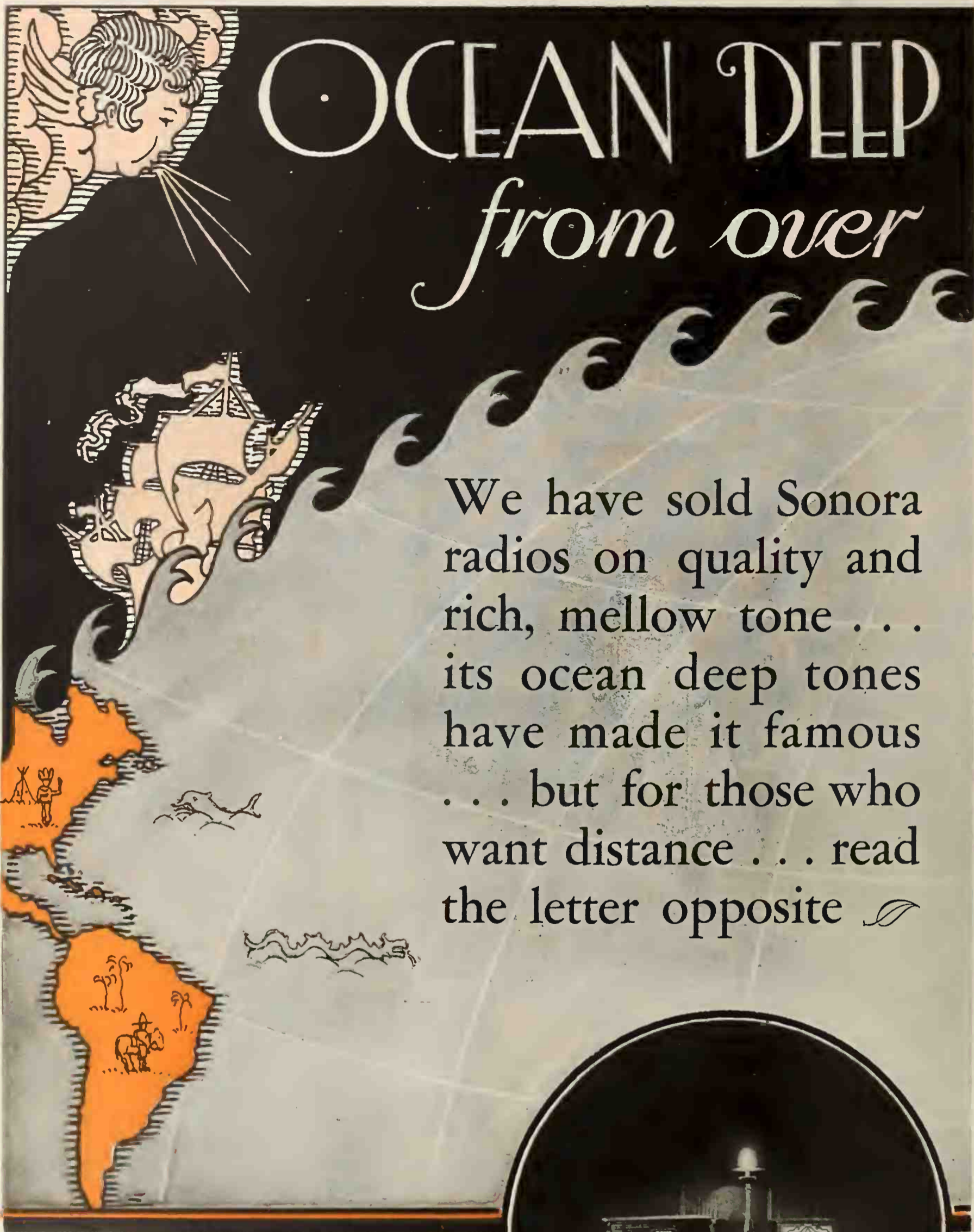
THE ORIGINAL 10-RECORD NEEDLE PUT UP IN ATTRACTIVE COUNTER DISPLAYS



GIVES YOU 150% PROFIT


Also Jazz, Concert, Petmecky and Best Tone Phonograph Needles

WALL-KANE NEEDLE MFG. CO., Inc., 3922—14th Ave., Brooklyn, N. Y.

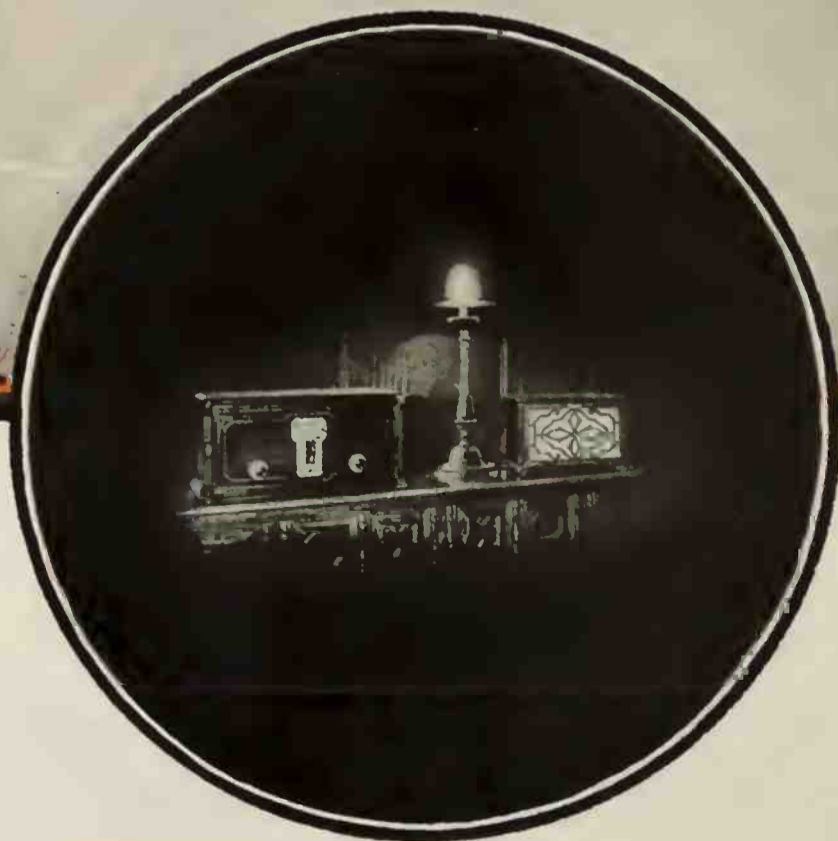


OCEAN DEEP

from over

We have sold Sonora radios on quality and rich, mellow tone . . . its ocean deep tones have made it famous . . . but for those who want distance . . . read the letter opposite 

Sonora Shielded Six
\$125



TONES the ocean



G. O. W.
Sonora Phonograph Corp.

Dear Sirs:—

Mid-American Airport
St. Joseph, Mo.

Just a few words about
the Sonora radio which I
bought last Dec. It is the best
receiver that you can buy

I have heard 238 American
stations and 26 foreign Stations
The foreign Stations are listed
as follows

- 1 Belgium 2 Cuba
- 1 Spain 2 Mexico
- 20 Canada

If any set would do any better
it would be another Sonora. On
the other page you will see the
amount of stations in each State
that I turned in.

Geo. O. Witham

Sonora

CLEAR AS A BELL



Demand for High Priced Merchandise Is Feature of Richmond Holiday Trade

Prominent Dealer Attributes Large Unit Sales to Improved Sales Methods—James Cowan Sees Coming Year as Record Breaker—Corley Co. Employees at Christmas Party

RICHMOND, VA., January 7.—An outstanding feature of business in the talking machine line during 1926 in this territory was the demand for a higher grade of machine than formerly. In the opinion of dealers, this desire for something better is going to be even more marked during the current year of 1927. Victor dealers pushing the new Orthophonic say that the Credenza model, retailing at \$300, was a big seller throughout the year. They also report an extra large number of sales of the \$160 and \$235 models. The retail department of the Corley Co. reports the sale of six \$1,000 Orthophonics during December.

Lee Fergusson, of the Lee Fergusson Piano Co., local Victor dealer, believes that employment of better and more progressive sales methods is responsible in no little degree for the increased sales of better types of machines. His own experience has been that the average customer who comes into his store with the idea of buying a talking machine can be induced to buy something better than he intends to buy when he enters, provided he is handled in the proper way by the salesman.

In the opinion of James Cowan, of the James Cowan Co., Columbia dealer, the current year is going to be a busy one. "The factories are turning out more new and improved models than ever before," he says. "The average person with a machine of old make naturally wants a new one to keep abreast of the times." Mr. Cowan reports that the new Viva-tonal model of the Columbia is going fine with his trade, and is conceded on all sides to be a marked improvement over the old Columbia. The firm retails the Carryola portable, for which it also is distributor in this territory. At present he is distributing it in only this immediate territory. At an early date he plans to extend his operations throughout Virginia and adjacent States.

Salesmen for Goldberg Bros., Artone distributors, assembled in headquarters here during the Christmas holidays, exchanging views on trade conditions and the outlook in the territory covered by the house. LeRoy Goldberg, head of the firm, entertained the sales force at dinner at the Jefferson Hotel. Later all went to New

York to visit the Berg factory and take a peep at the new Artone models, which are now being turned out. Mr. Goldberg says that he expects the new portable to be a big seller during the current year. Business during 1926 was satisfactory, according to Mr. Goldberg, the volume of sales in phonographs and records showing an average increase of approximately 10 per cent over 1925.

Walter D. Moses & Co., local Victor dealers, report December to have been a 20 per cent better month than the same month of 1925.

As customary each year the Corley Co. entertained its employees in both wholesale and retail departments at a Christmas tree party, presenting each with a gift and serving refreshments.

The firm of Manly B. Ramos, music dealer, 212 West Broad street, is planning to move to more centrally located quarters in the retail shopping district, according to Mrs. Ramos, who has been running the business since the death of her husband. The firm has recently added the Sonora to its line of phonographs.

The Beardsworth-Bond Music Co., of Lynchburg, Va., has made an assignment for the benefit of creditors. Its liabilities were fixed at \$11,500 and assets at \$400.

Brunswick Dealer Pushes Instrument Name Contest

CHICAGO, ILL., January 5.—The Brunswick Co.'s office here is receiving numerous accounts of unusual and effective methods employed by their dealers in tying-up with the \$5,000.00 name contest on the new musical instrument. Among the most effective co-operative plans is that of Barker's Music House at Greensboro, N. C., which printed and distributed over five thousand cards at the local theatres, on which the complete details of the contest were given. As a result of this plan, Barker's Music House is one of the leaders in the number of entries in the contest, and each of these contestants, of course, paid a visit to their store to be told of the main features of the instrument and have it demonstrated.

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

Audak Co. Announces the Polyphase Ultra Reproducer

Maximilian Weil, Well-known Inventor, Adds to Long List of New Accessories—Reproducer Conceived on Entirely New Principle

Maximilian Weil, head of the Audak Co., 565 Fifth avenue, New York City, manufacturer of the Ultra-(phonic) reproducers, now an-



Maximilian Weil

nounces an entirely new item which heretofore had not been included in the products of the company. This new product is known as the Polyphase Ultra-(phonic) reproducer and will retail at a higher price than its predecessor. The Ultra-(phonic), known as the Singlephase Ultra, will continue to be marketed by the company and it is not thought that the newer reproducer will interfere with its present volume of sales.

Maximilian Weil, the inventor of this new reproducer, is a well-known electrical and mechanical engineer and an acoustical scientist. He has contributed a number of products to the talking machine field and as a consultant was instrumental in the perfection of many more. In his latest Polyphase reproducer he has conceived what is said to be an entirely new principle, the oscillating elements, consisting of two reposing cones, designed to cover the lowest as well as the highest musical register. It is said that this new combination permits a refinement of reproduction, making for a spread of sound and a broad tone.

The outer cover of the new Polyphase Ultra has a knob effect, which is used as an indicator on a series of numbers from one to five. Thus the tone of the instrument allows for adjustment. This is said to make possible the regulating of the performance to conform with various size tone chambers of old machines, which vary even when produced by the same manufacturer. This refinement is said to make possible the raising or lowering of the pitch about four notes (one-half octave).

W. M. Ringen was recently appointed manager of the H. C. Hanson Music House, San Francisco, Cal. Mr. Ringen has had wide experience in the retail music field, particularly with small goods, having managed that department of the Wurlitzer store for many years.

The Toman Reproducer

Retail Prices

Nickel Plated \$7.50

Gold Plated \$10.00

Write for trade discounts.

Sample on approval (5 days) to any responsible dealer.

Will sell itself on quality and volume of tone. We challenge comparison.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

Send for sample NOW!

Manufactured by

E. Toman & Co.

2621 West 21st Place

CHICAGO, ILL.



Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.

Cable Address—"Wondertone Chicago."

Cable Codes—Western Union—A.B.C. (5th Edition).

The Triumph of 25 Years - - - Yet Only a Beginning!



THE most phenomenal year's business in the history of the Victor Talking Machine Co. has clinked through the cash registers of Victor dealers everywhere. So secure has the popularity of the Victrola and Victor Records again become that it seems fantastic to recall that brief period from October to December of 1925, when well-nigh over-night the miraculous new Orthophonic invention transformed public interest from apathy to feverish enthusiasm. Until Victor Day, 1925, the trade could not foresee the future. In that single event and its consequent business flood, every vestige of irresolution for able merchants has been swept away. They know now which way the finger of public favor points.

More important to us, even than the sales increase which 1926 registered throughout the Victor line, is the unmistakable proof of the people's demand for talking machine entertainment that the Orthophonic Era has disclosed. Homes that never had a Victrola have found unimaginable pleasure in new possession of the instrument. Homes that had old-style Victrolas have discovered the Orthophonic record and through it, the Orthophonic Victrola. And with these discoveries there has been uncovered a steady, sweeping, tremendous demand for "Victor in the Home" which in one year alone has piled up a sales total that no other maker of a household entertainment device approaches. Remember that!

These conclusions support what has been our belief from the beginning. Namely, that as the telephone has stimulated use of the telegraph, as moving pictures have made a public habit of seeking theatre entertainment, so the various great features of home amusement as typified in the Orthophonic Victrola will make a new "fashion in fun" at the fireside. We can see the custom growing, among millions of American families, of bestowing more and more of their time and more and more of their dollars for what comes to them quickly and conveniently on the records, or in radio. In the Victor product one may truly have everything on the air and anything before the footlights.

This "new creation for the nation" now stands ready to reward thousands of Victor Dealers with additional millions of dollars in sales in return for their work alone. You, therefore, Mr. Victor Dealer, owe it to yourself and the product to put such effort behind Victor merchandise as you have never put before. We live in the Orthophonic Era but are faced by the motor age, million-dollar movie, the world-wide traveller, etc., etc. It is up to you to carry this triumph to a successful conclusion — and for your benefit alone the Victor Company has paved the way and is leading on. Jump into the procession for greater Victor supremacy.

C. Bruno & Son, Inc.

351-353 Fourth Avenue
New York City

Victor Distributors

Despite a Shortage of Merchandise Baltimore Trade Has Record Year-End

Victor Distributor Has Largest December in History With Record Sales as Feature—Brunswick Manager Makes Forecast—Columbia Wholesalers Close Banner Year

BALTIMORE, Md., January 7.—Christmas business was one of the best in the history of the trade here, according to reports from both wholesalers and retailers. Although handicapped by lack of desired models of all makes the dollars-and-cents volume of business in 1926 ran considerably ahead of that of 1925.

Orthophonic Concerts Boost Sales

Sales of both Victor machines and records were greatly stimulated during the holiday season by the installation of the Auditorium Orthophonic Victrola, shown at the Sesqui-Centennial in Philadelphia, on the roof of Hochschild, Kohn & Co., one of Baltimore's largest department stores. Daily concerts were given in the afternoon and evening, which attracted thousands of Christmas shoppers, and which could be heard at a distance of several squares.

E. F. Droop & Sons Do Bigger Business

"December business was the largest in the history of our firm," declared W. F. Roberts, manager of E. F. Droop & Sons, Victor distributors. "Our record business was simply phenomenal and it was impossible to begin to supply the demand, and at a low estimate I would say we lost at least sales of a thousand records a day. We were also handicapped to some extent by inability to obtain all types of instruments which the trade desired, but hope to catch up with our orders some time this month. New Victor dealers added to our list this month include Besche Bros., Pollacks, and the Exchange Furniture Co., all of Baltimore."

Sees Bright Outlook for 1927

Practically the same situation existed with the local agency of the Brunswick-Balke-Collender Co., according to Manager Charles F. Shaw, who said a late arrival of several carloads of improved phonographs made it impossible to get them to the dealers in time for the Christmas trade.

"Business for the year, however, is way ahead of 1925," he declared, "and the outlook for this year is very encouraging. Our record business has greatly exceeded all expectations and it has been impossible to keep our dealers stocked on the more popular records. We sincerely believe the buying public is extremely interested in both

improved phonographs and the Panatrope. It is also an established fact that the present-day records are far superior to those of the past and because of this condition interest is continually reviving, which, of course, means more sales.

"Summing up the entire situation we believe that in this territory the final results will show improved sales on electrical instruments based on the progress of the dealer and better sales methods."

New Brunswick Dealers

C. D. MacKinnon, of the Brunswick Co.'s record-promotion department, visited the agency last month, and Jack Capp, of the Vocalion record-promotion sales force, was another local visitor.

New Brunswick dealers appointed the past month include Oppleman's Specialty Store, Lynchburg, Va.; Garrett's Electro Motive Service Co., Charlotte, N. C.; the Kidd-Frix Music Co., Concord, N. C., and the Rackley Piano Co., of Goldsboro, N. C.

Columbia Wholesalers Close Big Year

"While complete figures for the month of December are not available, total business is already far beyond the big December, 1925," declared W. H. Swartz, vice-president of Columbia Wholesalers, Inc. "All departments were ahead, and this in spite of the fact that thousands upon thousands of dollars of machine business was lost through inability to supply the demand. Six different model machines were out of stock practically the whole month of December, and dealers telephoned, wired and came in person trying to get more phonographs. It will indeed be a happy day when Columbia Wholesalers at last will be able to supply any and all of the new models.

"Record business showed a splendid increase over December of last year, sales by the twentieth of the month being as large as for the whole month in 1925. The record force had to be considerably increased to handle the expected Christmas rush with increases of the personnel of other departments.

"Radio sales for December were extremely good, also, showing a fine increase over the year before. The ease with which dealers sold big

Fada eight-tube sets helped total volume mount rapidly because of the high unit of sales. Philco eliminators, Cunningham tubes, Burgess batteries, all added their share to the splendid Christmas business. Sales on Crosley and Mohawk sets were also very satisfactory. The Columbia Wholesalers, Inc., report that 1926, from start to finish, proved to be substantially ahead of 1925, and was far and away the biggest year in their history.

"The day before Christmas the Columbia organization met for their annual Christmas party, at which gifts and candy were distributed to the employees. Speeches were made by both Mr. Andrews and Mr. Swartz, and were responded to by Mr. Steffey and Mr. Jarvis for the employees. Christmas singing and dancing followed.

"The outlook for 1927 is very good for this general section. Even if there were to be some recession in general business, nevertheless Columbia will enjoy larger volume by the end of next year, due to greatly increased ability of Columbia factories to somewhere near supply the demand."

Alma Rotter Becomes an Exclusive Okeh Artist

The Okeh Phonograph Corp., New York, announces the addition of Alma Rotter, well-known



Alma Rotter

vaudeville artist, to the list of exclusive Okeh artists. Miss Rotter has been before the public eye as an entertainer since she was eleven years old and was one of the first of the well-known singers to enter the radio entertaining field. Last year she was featured over station KMOX. In addition to her recording and broadcasting activities Miss Rotter is making a series of singing pictures for the De Forest Photofilm Co. Among the recent Okeh records made by Miss Rotter are included: "Rags" coupled with "Tonight You Belong to Me," "Put Your Arms Where They Belong," "I'll Never Miss You Again." She is also known as a composer of popular songs, her latest being "Maybe It's Because I Love You."

Atwater Kent Bulletin Devoted to Lyon & Healy

The Lyon & Healy store in Chicago was the subject of a recent eight-page Atwater Kent radio bulletin sent to Atwater Kent dealers by the Atwater Kent Mfg. Co., of Philadelphia, Pa. The inside spread depicted two interior views of Lyon & Healy's large Atwater Kent radio department, a picture of the Lyon & Healy Building was shown, as was a reproduction of a full-page ad featuring the Atwater Kent line run in Chicago newspapers by Lyon & Healy.



1927? Bigger Than 1926!

There's no other way to look at it. December sales topped even those of October, which up to that time had been the biggest in our history.

Every month, every week, every day, our dealers who handle and push Columbia New Process Records and the new Viva-tonal Columbia are getting greater and greater sales volume.

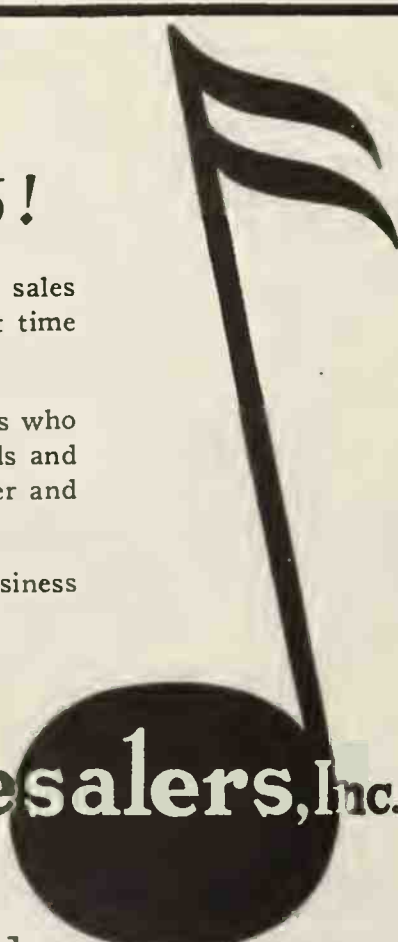
The same opportunity awaits you. Increased business is yours for the asking. Write us for details.

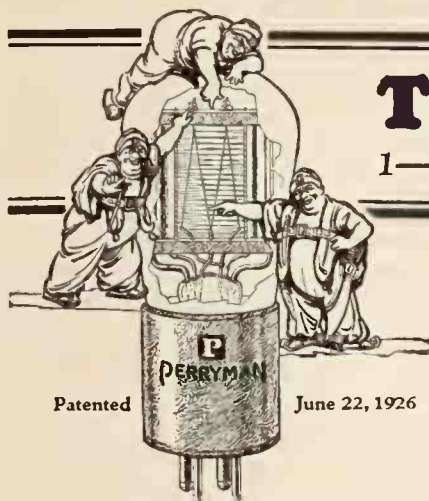
Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.





CLEAR GLASS DEMONSTRATING TUBE

THREE POINTS OF SUPERIORITY

1—The Patented Perryman Bridge 2—The Double Filament 3—The Tension Springs

Remember the story of the little girl who was suspected of being a Princess. To make certain they placed a bean under the mattress in her bed and sure enough she was so uncomfortable she couldn't sleep.

That's pretty sensitive—but it's a long way from equalling the sensitivity of P.D. 200-A, the Perryman Super-Sensitive Detector. This tube penetrates a mattress of air thousands of miles wide and delivers the station you want — and only that station. It annihilates distance and confusion.

P.D. 200-A makes local stations out of distant stations and brings in all stations clearly and distinctly with minimum tuning. Demonstrate by alternating P.D. 200-A with ordinary detector-amplifiers and your customers will take all of them you can deliver.



TYPE P.D. 200-A SUPER-SENSITIVE DETECTOR

Super-Sensitive Detector

Perryman Radio Tubes offer you a substantial and permanent profit. All Perryman Tubes are carefully made, rigidly checked and merchandised under common sense methods. Perryman Distributors are prepared to co-operate with all dealers on advertising, displays, newspaper mats and prompt deliveries of tubes. There is a Perryman Radio Tube for every purpose.

PERRYMAN ELECTRIC COMPANY, Inc.

Executive Offices:
33 West 60th St.,
New York City

Laboratories and Plant:
North Bergen,
N. J.

PERRYMAN RADIO P TUBES

"DISTANCE WITHOUT DISTORTION"

Huge Volume of Record Sales Indicates Popularity of Phonograph in New York

Using Record Sales as Barometer of Public's Interest Finds the Instrument in High Favor—Dealers Report Satisfactory Sales—Branch Managers Optimistic

Due to the fact that during December, 1925, there was a scarcity of models of practically every type talking machine and phonograph, in fact, several of the newer types had not yet been placed on the market, and a shortage of several makes of radio receivers was also felt, the usual basis of comparison, that of placing the figures against those of the same month of the year before, did not mean very much for December, 1926. Practically every dealer reported enormous percentages of increase in all departments. It is senseless therefore to quote figures as regards the sales of last month. However, the month's volume of business was eminently satisfactory, with the prospects of the future, based on the continuance of business for the weeks following the holidays, very bright.

Growing Record Business

Without doubt, one of the best barometers of the public's interest in the phonograph is the volume of record sales, and this department of the music store has been consistently gaining as a profit maker. All types of records have figured in the advance, popular, standard, classical, foreign language, and last but not least, the album sets of symphonic works and other orchestral selections. A pleasing phase of the past month's business in the New York territory was that the buying was centered on no one type or class of merchandise—all instruments were in demand and sold well—phonographs and radio receivers, from the portable talking machine selling for a very small sum, to the \$1,000 and more combination talking machines and radio receivers—the public's favor embraced them all.

Satisfactory Columbia Sales

"Columbia sales of Viva-tonal phonographs, New Process records and Harmony records were most satisfactory," stated E. W. Guttenberger, manager of the metropolitan wholesale division of the Columbia Phonograph Co., Inc., "despite the fact that there was a shortage of one of the models of our line. Portable phonographs were also in great demand and the Columbia series of Masterworks recordings in album sets evidently found favor with the buying public as gifts, if one can judge by the way

they sold. The prospect for the coming year for Columbia products looks most promising and we expect steadily increasing sales totals each month."

Edward Strauss Discusses Outlook

In commenting on the outlook for 1927, Edward Strauss, district manager of the Brunswick Co., said: "The public is rapidly learning the meaning of the word 'Panatrope' and the future is exceptionally bright for this instrument and for our combination Radiola and Panatrope. Record sales have been on the increase, and, with the broad vision of our company, realizing the necessity of an intensive campaign behind Brunswick products for 1927, we feel quite confident that we will take another important step forward."

Striking Window Displays Aid Sales

Two large, tastefully decorated show windows featured the presentation of talking machine and radio lines at the International Phonograph Co., 103 Essex street, which did a brisk business during the month, with radio receivers in greatest demand. One of the windows was devoted to a showing of Victor products, the other to radio sets, featuring the Stromberg-Carlson, Atwater Kent and the R C A lines.

Big Year-end Business

The New York Band Instrument Co., operating two retail stores in the city, experienced an exceptionally fine December, the sales total for the month of talking machines, talking machine-radio combinations and records doubling that of November. At the main store on Fourteenth street, while business was steady throughout the entire month, it was not until four or five days previous to Christmas that the real holiday buying started, and then it came with a rush, dozens of people at times waiting for a chance to hear records which they wished to purchase. While record sales were great, instruments of all types were likewise in demand. Album sets of records were popular favorites with buyers. A remarkable angle of the month's business was that the week following Christmas found business almost, if not quite, as good as that of the pre-holiday week.

The branch store on Thirty-fourth street like-

wise did a most satisfactory business, but in this store the business was consistent throughout the month and the trade for the few days before Christmas was scarcely greater than that of a few weeks before the twenty-fifth. Records of all types and languages, including album sets, provided a large percentage of the month's business.

Portables in Demand for Gifts

Miss B. B. Steele, manager of the music section of Stern Bros., department store, reported an unusual tendency in the pre-holiday buying season. Starting at the first of November and continuing until the fifteenth of that month, buying activity in talking machines and records was most active. It then slackened and did not resume the expected volume until the beginning of December, when a steady, consistent business started, which continued right throughout the month with the usual spurt as Christmas drew near entirely lacking. The total volume was most satisfactory with all types of merchandise selling well, portables and album sets of records being in special demand. Victor, Lumiere and Aristocrat loud speakers also sold well.

Wide Interest in New Edison Record

The Buckley-Newhall Co., carrying the New Edison and Victor lines, reported sales of unexpected volume, with the New Edison long-playing phonograph and records being in the greatest demand.

J. C. Lichterman a Daddy

Jay C. Lichterman, comptroller of the Saul Birns' chain of music stores in the metropolitan district, is the proud father of a bouncing boy, Irwin Stanley, who arrived in time to enjoy his first Christmas at home.

Atwater Kent Radio Is Popular With Farmers

In a comprehensive survey recently made by the Farm Journal, a national publication published in Philadelphia, the popularity of Atwater Kent radio in rural communities was described. The survey includes reports from nearly 39,000 farmers in all parts of the country. In response to a questionnaire it was found, in point of present ownership, Atwater Kent radio was among the most popular and in answer to the question, "If buying another set, which brand or make would you buy?" the Atwater Kent set was well in the lead. In radio reproducers it was found that more Atwater Kent radio speakers were on farms than any other make. The Farm Journal estimates that the number of farms now equipped with radio is nearly one million, nearly double the number of 1925.

Bremer-Tully "B" Battery Eliminator Is Introduced

The Bremer-Tully Mfg. Co., Chicago, offers what the firm's officials believe to be a design in "B" battery eliminators that will be generally adopted in the near future. There are no variable resistances and, consequently, no knobs to turn. The design is worked out so that it is only necessary to "plug in" as directed on a chart furnished with each unit. The voltages delivered are correct and it is not necessary to guess, according to the manufacturer. A Raytheon rectifier tube is used, and the unit has a capacity of 150 volts at 60 milliamperes drain.

Auditorium Victrola Installed in Omaha

OMAHA, NEB., January 4.—Public interest in Victor talking machines and records was aroused to a great extent last month through the appearance of the Auditorium Orthophonic Victrola, which was installed atop the Wead Building and played at intervals each day and night for a period of two weeks.

What a cheering feeling it is to know you are starting the New Year as a Licensed Okeh Record Dealer. Then you know you are going to have for sale the finest dance and vocal hits—European Instrumentals—the fastest selling race records . . . all this on

Okeh Odeon Records

OKEH PHONOGRAPH CORPORATION

New York Distributing Division

15-17 West 18th Street

New York City

Farrand **B** ELIMINATOR



\$ **48**⁵⁰
(without tube)
*Slightly higher
West of Rockies*

*- made by the makers
of the famous
**Farrand
Speaker***

KNOWN QUALITY

FOUR months ago a new product—TODAY the accepted standard of "B" battery elimination. There's a Farrand distributor near you. Capitalize on the ever-growing demand by ordering NOW!



FARRAND MFG. CO., INC., LONG ISLAND CITY, N. Y.

Interesting Events of the Trade in Pictures

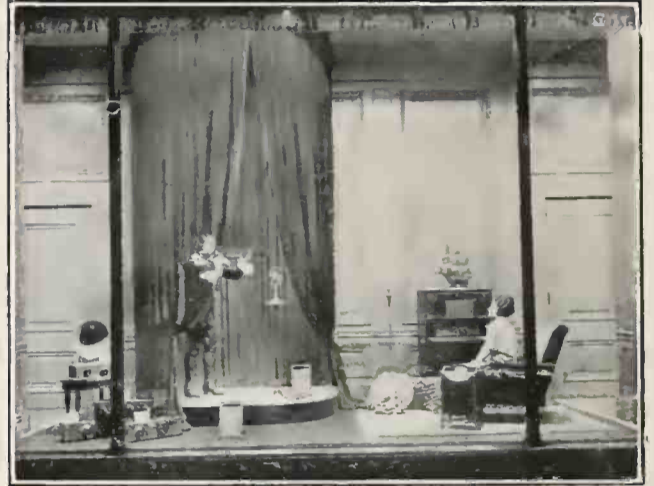


Above: Allan McQuahe, Atwater Kent radio artist and opera star, singing from Stone Mountain to crowds below prior to broadcasting from radio station W'5B, Atlanta

Right: "The Big Parade of Hits": record window display in general offices of the Brunswick Co., Chicago, that attracted wide attention



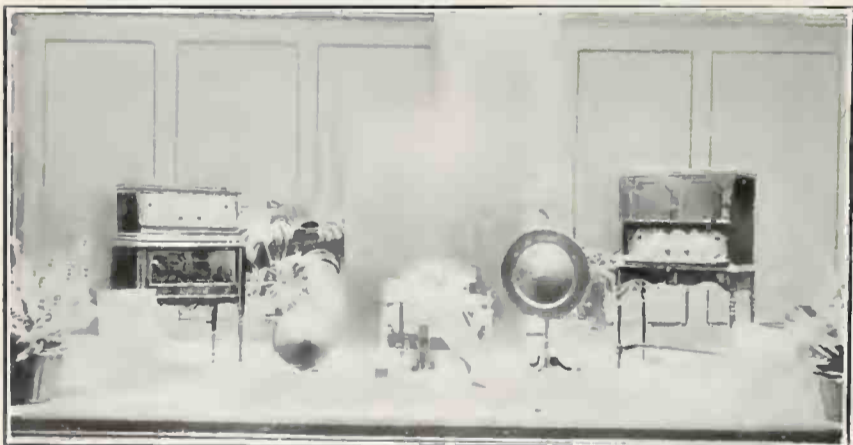
Above: Camera department, Lyon & Healy store, Chicago, where B. & H. Filmo cameras are featured



Above: Eye-arresting Atwater Kent window display of Wm. Taylor Son & Co., Cleveland, O.



Left: Fada radio exhibit of L. C. Warner & Co., Portland, Ore., at Northwest Radio Trades Exposition held recently in that city



Above: How Rochester Gas & Elec. Co. features the Stromberg-Carlson line

Right: An RCA Display of St. Marks Music Studio, Brooklyn, N. Y., that increased sales for that retail store



AN ARTISTIC RADIO WINDOW
PHILADELPHIA, PA., January 6.—One of the most attractive window displays devoted to radio seen in this city in a long time was that of the local John Wanamaker store here, in which the "millionth" Atwater Kent radio set was exhibited to the public in an artistic setting. The entire window on the Chestnut street side was given over to the display, the center of which was the radio set, as may be seen by a glance at the accompanying illustration. A photograph of A. Atwater Kent, founder of the radio manufacturing company bearing his name, and a placard giving the "story" of the set shown, completed the foreground of the display, while an artistic background of rich draperies formed a harmonious setting. The windows of the Wanamaker store are usually given over to displays of art products, Oriental rugs, original paintings, etc., and because of this policy the exhibit of the Atwater Kent radio was significant and attracted wide attention.

Factors That Brought an Outstanding Success to a Portable Manufacturer

"Confidence Plus Common Sense" Is the Slogan Upon Which O. L. Prime, President of Carryola Co., Started the Business and Following It Has Brought Success

Under the heading "Producing 200,000 Portables in a Single Year," H. D. Leopold, advertising and sales promotion manager of the Carryola Co. of America, Milwaukee, gives the following interesting résumé of Carryola activities the past few years and the company's plans for the coming year: Confidence plus ordinary common sense will carry you most anywhere you want to go. Three years ago had one forecast that some day a single manufacturer would develop an annual outlet for 200,000 portable



O. L. Prime

phonographs such statement would have brought a broad grin from practically the entire industry. To-day you could run your 1927 prediction to 300,000 without causing a ripple.

Retail music merchants today have discovered an astounding market for portable phonographs. They find this small musical instrument a year-round seller, producing gratifying results and additional record volume that heretofore was almost completely overlooked. Nineteen hundred and twenty-six marked the first real milestone in large-scale portable selling. During this period the Carryola Co. of America has shown a 70 per cent gain over the previous twelve months. Its production has advanced steadily and consistently, with less than a 10 per cent variation between months, until at the close of 1926 it totaled 200,000 instruments.

As stated originally, "Confidence plus ordinary common sense will carry you most anywhere you want to go." It was upon these premises that O. L. Prime, president of the Carryola Co., started his portable business. For years he has been successful as a manufacturer of railroad supplies, operating the Prime Mfg. Co., and it was upon the basis of this manufac-

turing experience that the Carryola Co. was formed.

Starting just two and one-half years ago in part of the Prime plant, the first portable was developed. Mr. Prime and his associates had much to learn about this new business, and they proceeded slowly. At the end of fourteen months the volume had outgrown the original plant, and a fine new daylight factory, with 60,000 square feet of floor space, was purchased.

During the past year an average of approximately 600 portables have been built every business day. Plans for 1927 are even more ambitious, and it is almost an assured fact that during the latter part of the new year the plant's capacity (2,000 instruments per day) will be taxed.

To become the world's largest portable manufacturer in two years is a man-sized job. It required endless hard work, and the development of a real sales organization. In direct charge of this part of the operation is Don T. Allen, vice-president of the Carryola Co. and of the Prime Mfg. Co. Mr. Allen is to-day one of the outstanding personalities in the industry, and he is known from coast to coast among the trade. He is a real student of matters phonographic, and his guiding genius has contributed much to the present position now enjoyed by Carryola.

Harry G. Wild, secretary and treasurer of

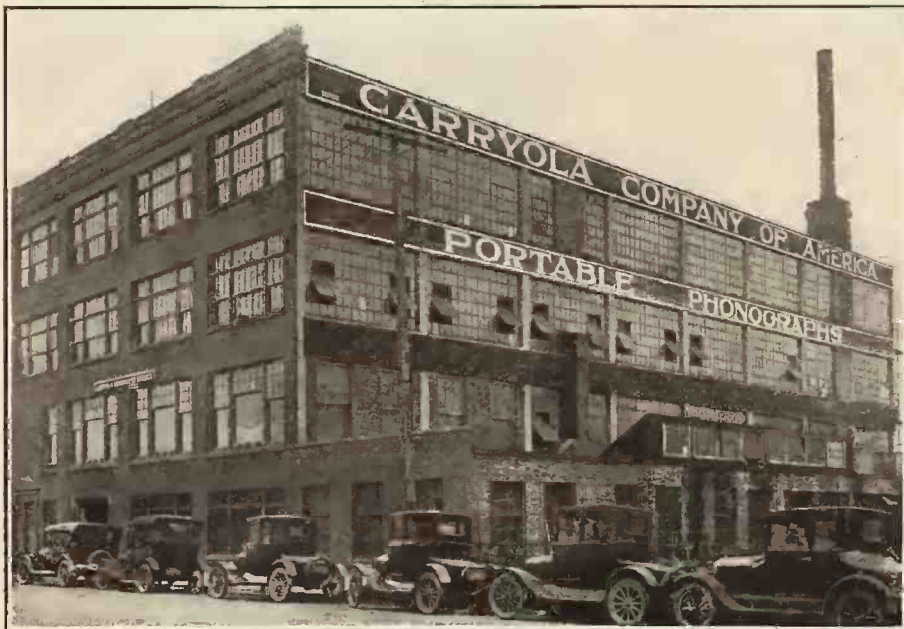


Don T. Allen

manufacturing superintendent; H. K. Drotning, engineer and inventor, and Gene R. Driscoll, special representative, men of ability and wide experience in the field.

World-Famous Artists in Atwater Kent Concerts

The Atwater Kent radio hours since the last issue of The Talking Machine World offered exceptional talent. Mme. Ernestine Schumann-Heink, contralto, on December 9, presented a program of real enjoyment. Appearing with Mme. Schumann-Heink on the program was Miss Florence Hardeman, violinist. The hour on December 26 was fittingly devoted to a Christmas program by Betsy Lane Shepherd, soprano; Elsie Baker, contralto; Arthur Hackett - Granville, tenor, and William Simmons, baritone, assisted by the Atwater Kent Orchestra. Louise Homer, contralto, and Louise Homer Stires, soprano, presented the first program of the new year. January 9 Edward Johnson, tenor; Editha Fleischer and the Atwater Kent Orchestra, were the artists.



Huge Plant Devoted to Carryola Production

both companies, is an experienced manufacturing executive and is an active member of the directorate.

The Carryola organization is rounded out by George P. Hough, sales manager; Fred Busche,

tra. Louise Homer, contralto, and Louise Homer Stires, soprano, presented the first program of the new year. January 9 Edward Johnson, tenor; Editha Fleischer and the Atwater Kent Orchestra, were the artists.

METAL DIAPHRAGMS

Our first Metal Diaphragm was Patented May 8th, 1900, and used by one of the largest Talking Machine Companies and we have been making them ever since.

We are also makers of

The MOBLEY REPRODUCERS

Used by some of the leading manufacturers.

We shall be pleased to take care of your requirements in this line.

MOBLEY MANUFACTURING CO.

ROSLYN, PA.

"Nothingness of Vacuum Tube Its Most Important Feature," Says Dr. Goldsmith

Chief Broadcasting Engineer of the Radio Corp. of America Gives Interesting and Instructive Story of Importance and Functions of the Modern Vacuum Tube

"Much ado about nothing" was the title given by Shakespeare to one of his famous plays. Yet the venerable Bard of Avon, had he lived to-day, could have found no better title with which to label the modern vacuum tube. The very nothingness of the vacuum tube is its most important feature; for without the vacuum this device could not be; and without a high degree of vacuum, or virtually nothing, a good vacuum tube is, in general, quite impossible.

Now in order to get a true picture of the vacuum tube and its work let us start with an analogy. Consider, if you will, a dam, impounding millions of gallons of water. At one side there is a spillway, together with a system of floodgates. A man, through the agency of a lever, can readily control the flow of water over the spillway, from a mere trickle to a competitor of Niagara.

In the vacuum tube we have precisely the same state of affairs, although in electrical rather than mechanical form. There is a vast quantity of electricity impounded in the tube filament and ready to pour forth when the filament is heated. The flow of electricity is from the heated filament over to a cold surface of metal called the plate. However, this electrical spillway is controlled by a floodgate in the form of a screen or mesh of wire placed between the filament and plate and known as the grid. The slightest variation in electrical charge on the grid immediately controls the flow of electricity from filament to plate.

Just how the vacuum tube accomplishes all this is a much longer story. Everybody knows, first of all, that water can be boiled. What happens? Well, the water is converted into an invisible vapor and disappears in the air. Likewise, almost everybody knows that camphor, left about the house at ordinary temperatures, will eventually disappear. Why? Because the camphor has evaporated—tiny particles of camphor have been flung into the air to permeate it with the strong odor which drives off moths.

Few persons, however, know that electricity can be boiled out of hot metals. Yet such is the case. A metal wire, such as tungsten, when heated to incandescence will liberate tremendous quantities of tiny electrical charges, forming a veritable fog or mist of infinitesimal projectiles, called electrons, which leave the wire in all directions.

So here, then, we have an electrical reservoir, a spillway, floodgates and the operating lever. Just as water flows over the spillway and down the valley, so electrical charges or electrons can flow out of the hot filament and over to the cold plate in the vacuum tube, provided two things occur: First, that the space between contains only almost infinitesimal quantities of gas; otherwise stated, it must be a high vacuum, for otherwise the electrical particles or electrons will collide with the remaining particles of gas and cause a serious deterrent action. Secondly, that the plate of metal be in proper electrical condition to attract the electrical charges to itself. We keep the plate in this proper condition by shaping and placing it properly and by connecting it to one side of an electrical source in the form of a B-battery or B-eliminator (socket power device). The filament, on the

other hand, is heated by means of current from the A-battery or A-eliminator.

Thus we have established a constant stream of electrical particles, quite invisible yet very real, across the vacuum, or from the heated filament to the cold plate, while from the latter the electrical particles in the form of electric current can flow out of the tube. We have, therefore, an electrical Niagara.

But how are we to control this electrical Niagara? What is to correspond to the sys-



Testing Tubes With Battery Eliminators

tem of floodgates and the control lever of the dam? The solution is offered by the grid. It was discovered some years ago that an open-work structure of metal could be placed between the filament and the plate, so that very trifling changes in its electrical condition would greatly change the stream of electrons passing from the filament to the plate. Here, then, we have a potent, instantly responsive electrical control mechanism. The most minute electrical charges impressed upon the grid, even at a tremendous rate of speed such as radio frequencies with millions of changes per second, cause much greater yet substantially identical changes in the electronic stream.

A vacuum tube, therefore, comprises (1) a filament; (2) a plate; (3) a grid; (4) a glass envelope or bulb; (5) a base with prongs or contact pins for external connections. The functions of these members are obvious from what has gone before.

In a general way, then, what are the requirements of each of these members? Well, taking the filament first, here is a member which must be a copious emitter of electrons at reasonable temperatures to ensure long and economical life. The lower the operating temperature of the filament, the less the cost of maintaining the filament lighted, because of the lowered battery drain. Originally, chemically pure tungsten was considered an ideal filament material, but, as will appear later in this article, a brilliant scientific inspiration led to a better substance for tube filaments.

The plate and the grid must be precise in

dimensions and most carefully mounted in exact relation to each other and the filament. The necessarily delicate filament—it can hardly be seen except when lighted—must be delicately mounted so as not to vibrate or shake from powerful sound waves of a nearby loud-speaker. Otherwise, the tube is "microphonic." The plate and the grid must be scrupulously clean, so that they cannot give off gas or impurities to interfere with the operation of the tube.

The leading-in wires passing through the glass must be of a kind that will not expand or contract at a different rate from that of the surrounding glass. If the expansion should be too rapid, the surrounding glass will crack; if slower, a leak will be formed and the vacuum jeopardized. A cleverly conceived bi-metallic wire, known as dumet, is used for the best vacuum tubes, ensuring a tight seal at all times.

The glass employed in the making of tubes must be of a special kind to permit of ready working in automatic machines, yet sufficiently tough to withstand hard usage. Every piece of glass is rigidly inspected before it is admitted to the manufacturing process.

The base must be of strong moulded insulating material, so as to hold the contact pins or prongs in exact relative position. Even so humble a factor as the contact pin must be held to within thousandths of an inch, so as to guarantee interchangeability in any socket.

To get the air out of the tube, unique methods have had to be evolved. Pumping alone could not achieve the high vacuum in a sufficiently thorough and rapid manner to meet the demand for millions upon millions of vacuum tubes. Here, again, a clever inspiration has provided what is in reality a vapor broom. Now the housewife would hesitate to sweep a room with a metallic fog. Certainly a husky broom would be preferred. Yet vacua are swept with a metallic fog. A small quantity of suitable chemical, called the "getter," is placed in the tube at the time of assembly. Following the sealing operation, when the vacuum pumps have done their best in the time allotted to them in quantity production, this "getter" is vaporized, in which form it combines with the remaining gas atoms and finally condenses on the cool glass wall. And so the bright silvery coating we see on the vacuum tube is the sign of good house-keeping on a minute scale. It signifies that the tube has been swept clean.

All of which means that the vacuum tube, apparently so simple, is really a highly complicated device. Mechanically, it involves a whole series of problems, from the making of the parts to their assembly into the most intricate groups, covering them with a glass envelope, and securing a high vacuum and perfect seal, together with basing. From the electrical standpoint, the vacuum tube involves delicate values which must be met and maintained despite the call for volume production. From the production standpoint, the vacuum tube takes its place with the finest kind of precision work found in any other field, together with a volume that is truly stupendous. American industry has scored no greater achievement than the making of millions upon millions of vacuum tubes each year.

Ralph B. Austrian, vice-president of the R. B. Rose Co., which operates a chain of radio sections in department stores, recently left New York for an extended trip, visiting the various branches of the company and looking over possible new outlets.

VAN VEEN SOUNDPROOF BOOTHS

are more necessary than ever before. You cannot demonstrate the wonderful volume and beauty of tone of the improved talking machine and records without booths. The new instrument has unlimited possibilities. Meet it half way by adequate demonstration.

Complete equipment for musical merchandise dealers. Write for details and catalogue.

VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City
PHONE LEXINGTON 9956-2163

ORO-TONE for a better tone



No. 90 Military Extra Loud Reproducer with E-1 Compo Brass and Copper Arm

Every Owner of an Old Style Phonograph Needs This Combination!

Dealers, jobbers and manufacturers! New tones for thousands of old and new phonographs! What a profit opportunity! The New No. 90 Military Oro-Phone makes possible the reproduction of every variety of music. All the brilliance, sparkle and solidity of military band performance—all the delicacy and loveliness of the soprano voice—are reproduced with a fidelity and beauty that is astonishing.

There is no chattering or vibration—no muffled tones or lack of power—every note in the musical scale is reproduced with full-throated volume. Combined with the No. E-1 compo

brass and copper arm or C-1 all brass arm, the Military Oro-Phone, with Oro-Alloy metal diaphragm, will enable you to supply your trade with the means of securing that much-desired rich quality of reproduced music.

No. E-1 Compo Arm 8½ or 10½-inch length
List \$5.00 nickel; \$7.50 gold

No. 90 New Military Oro-Phone Reproducer
List \$7.50 nickel; \$10.00 gold

Further details regarding the New Military Oro-Phone will be sent immediately upon request.

The Standard Oro-Phone Reproducer with the Oro-Tone C-1 All Brass Tone Arm

The original No. O-76 Oro-Phone reproducer, when used as a single unit or with the C-1 or E-1 curved arm, is the most ideal combination for the true music lover who appreciates and demands delicacy and beautiful modulation in reproduced music.

Both C-1 and E-1 curved arms are of air-tight gradual taper design and, like all Oro-Tone products, are guaranteed unreservedly. The Oro-Tone and Oro-Phone combinations meet every requirement necessary to supply the ultra-fine quality of reproduced music so much in demand. Your opportunities for greatly increased profits on these combinations are unlimited. Our splendid proposition is of tremendous interest to everyone in the music trade. Write for it.

No. C-1 Brass Arm 10½ inch length only
List \$7.50 nickel; \$10.00 gold

No. O-76 Oro-Phone Reproducer
List \$7.50 nickel; \$10.00 gold



No. O-76 Oro-Phone Reproducer with C-1 All Brass Arm.

The ORO-TONE COMPANY
1010 George Street, CHICAGO, ILL.

The Talking Machine World Staff Participates in Annual Frolic



The annual dinner of the executive, editorial and sales staffs of Edward Lyman Bill, Inc., and divisional companies, publishers of The Talking Machine World and other business publications, was held at the Twin Oaks restaurant on December 17. About fifty attended the get-together and the evening was given over to dining, several contests successfully designed to add to the general merriment and to a program of entertainment to which the talented members of the various staffs con-

tributed with Paul Specht and His Twin Oaks Orchestra who entertain at this restaurant and who volunteered their services, and the Record Boys, vocal trio.

There were a few timely words spoken by the officers of the company, but no speeches in the accepted sense of the word. Instead a number of contests participated in by members of each of the ten papers published by the organization. The first a harmonica contest, on Hohner Marine Band harmonicas, brought forth

talent that had been unsuspected; another a tire-pumping contest, in addition to showing up "skill," also brought weariness to several of the contestants.

In brief, the gathering was voted the most successful of the many annual get-togethers of the Edward Lyman Bill organization and should the attendance of staff members increase at the rate that it has during the past few years, Madison Square Garden will eventually house the annual banquet.

Empironic Sound Box and Tone Arm Wins Praise

CLEVELAND, O., January 5.—The Empire Phono Parts Co., of this city, one of the pioneer manufacturers of tone arms and sound boxes, has been receiving many letters of praise from manufacturers and dealers in connection with the company's new product which was introduced recently. The Empironic sound box and drawn brass tone arm have already won the approval of the industry generally, and W. J.

McNamara, president of the company and one of the veterans of the industry, is responsible for this latest development in the activities of the Empire Phono Parts Co.

The Empironic tone arm is made of drawn brass, the large elbow being one piece. It has a ball-bearing base and is air tight, being perfected under the direct supervision of Mr. McNamara and embodying the company's extensive experimental activities during the past few years.

The Empironic reproducer represents the latest development in the new type of sound box

and its various constructional features are patented. The first announcement of the new product resulted in the receipt of good-sized orders from all parts of the country, as well as abroad, and the Empire Phono Parts Co. is preparing for a banner year.

Fine Christmas Gifts Distributed to Trade

Gross-Brennan, Inc., 342 Madison avenue, New York, and New England representative for Stromberg-Carlson products, played Santa Claus this year to its many friends in the industry by mailing to each one an exceptionally attractive desk set, comprising an onyx stand with two handsome fountain pens.

The Claremont Waste Mfg. Co., Claremont, N. H., manufacturer of cotton flocks, presented to its many friends in the trade at Christmas-time a very handsome perpetual calendar and desk pad.

The Blackman Talking Machine Co., New York, Victor wholesaler, in accordance with its usual custom, presented this year a practical and attractive leather billfold accompanied by a timely and appropriate Christmas greeting.

Fada Issues Letter Series

A series of letters for radio dealers to use in a direct-mail campaign has been prepared by L. C. Lincoln, advertising manager of F. A. D. Andrea, Inc., New York. The series is available to all Fada radio franchised dealers and is designed to appeal to women as well as men who are logical prospects for radio.

O. L. Moise With Wurlitzer

O. L. Moise was recently added to the sales staff of the talking machine and radio section of the Wurlitzer store, San Francisco, Cal. Mr. Moise formerly conducted a radio service business in Stockton, Cal.

2 Sales—for the Effort of 1 Easier Demonstrations of Sets Mean More Sales and Profits

Can you demonstrate any radio set in your shop in five seconds—each demonstration using the same batteries, ground and aerial? This is easily and quickly done when your demonstrators are equipped with the Type B. P. Jones MULTI-PLUG Socket, and your master batteries, aerial, and ground are equipped with the Type B. P. Jones MULTI-PLUG. Practical, quick demonstrations are what make quick set sales for you.

Sell Them a MULTI-PLUG Too

2 sales for the effort of 1—because they will quickly buy a Type B. P. Jones MULTI-PLUG because they see it demonstrated at the same time as the set. This means more sales and profits—thanks to the Jones MULTI-PLUG.

Equip your demonstrators with the Type B. P. Jones MULTI-PLUG. Write for full information today.

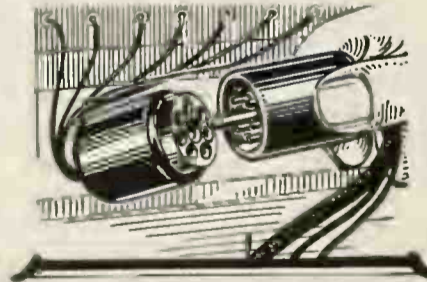


Trade Mark Registered U. S. Patent Office.

HOWARD B. JONES

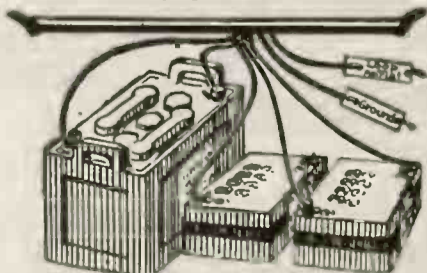
618 S. Canal St.

CHICAGO, ILL.



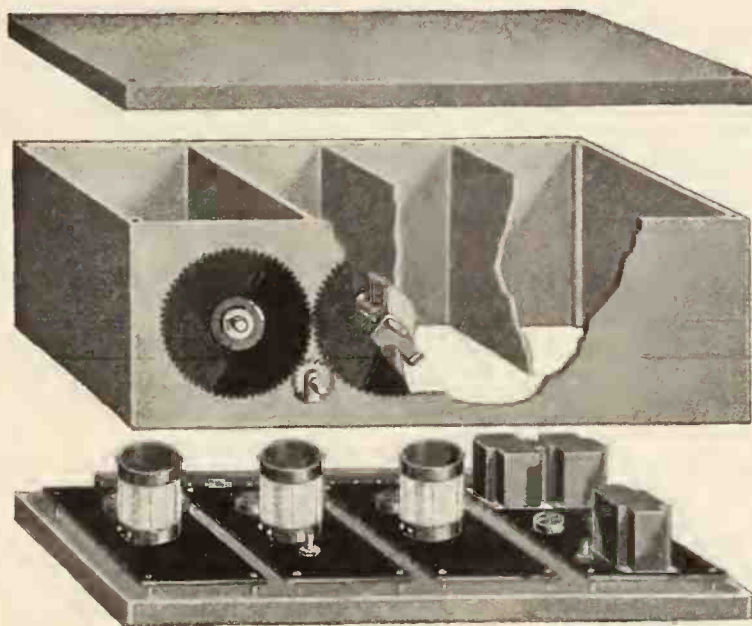
Type B. P.

The socket wires lead from the binding post of any set. The plug wires lead to the A and B batteries and ground and aerial wires. Seven connections in one by the use of one master plug.





Model XX
Console



You Can Sell this Set with Complete Assurance

SLAGLE RADIO SETS are good. Thousands of our old and new customers have told us so. We do everything that 14 years has taught us about building good sets. Every set is carefully tested "on the air." It gives perfect reception when it leaves our plant.


Note the thick, cast-aluminum shielding used by Slagle. Each unit completely protected from the others and from the outside. Cleaner, sharper tuning; purer tone values; more satisfactory operation all around. This

beautiful job is thoroughly characteristic of Slagle workmanship.

The Slagle "hook-up," complete internal shielding, plus careful work and expert inspection guarantee extremely smooth, quiet operation, and perfectly natural tone with any desired volume.

Because it's built right, it works right, and gives your customers a brand of service that keeps them loyal to you. We have a real proposition for energetic dealers. Let us tell you all about it.

SLAGLE RADIO COMPANY, Fort Wayne, Indiana
High Grade Sets Since 1911

Slagle  Radio

Estimate That \$28,000,000 Worth of Radio Apparatus Was Sold in Northwest in 1926

Survey Made by Northwest Radio Trade Association Gives Interesting Figures—Victor Auditorium Orthophonic Instrument to Make Tour of Territory—News of the Trade

ST. PAUL AND MINNEAPOLIS, MINN., January 7.—Twin City music dealers are celebrating the new year with hopeful predictions. Chief among the optimists is Charles Hicks, manager of the George C. Beckwith Co., who is enthusiastic over the sales possibilities of the Victor Orthophonic. Beckwith headquarters have mapped out a quota system of a 20 per cent increase in 1927 over the past year and salesmen will have to meet a minimum requirement.

The huge Victor Auditorium Orthophonic instrument will soon start on a tour of the Northwest territory. The Dayton Co. will exhibit it next week and the Beckwith Co. intends to place it on the roof of the building that houses the Auto Show. This event is scheduled for February 5 to 10.

A. R. Bloom, formerly assistant to the Beckwith sales manager, has rejoined the firm as contact and sales-promotion man, principally in the Twin City area.

The Majestic Music Shop, which is one of the most progressive of Minneapolis retail stores, has been added to the Beckwith books as a Victor record outlet.

R. C. Coleman, head of the radio division of the Beckwith Co., reports a wonderful business done on both the Federal and Mohawk lines. Many new accounts have been opened. The Beckwith Co. has been appointed distributor in the Northwest territory for Sandar speakers.

Helen D. Beggs has no complaint to make of 1926 and said Columbia wound up the year with a splendid Christmas business. W. C. Fuhri, vice-president and general manager of Columbia, was in Minneapolis during the holiday week. Other visitors were George Compton, of Sioux Falls, S. Dak.; Mr. Staley, of Harlowtown, Mont., and Arthur Shapiro from International Falls.

"It would have been a rash prophecy a year ago to state that Panatrophe-Radiolas would be delivered in carload lots direct to a retail dealer in an American city the size of Minneapolis, with not a single machine below \$1,000 in list price, yet such has come to pass," said E. F. O'Neill, Brunswick district manager. "The reason has been the remarkable improvement within the

industry with its reflection in reawakened public interest as demonstrated by purchases of big units.

"To him who hath shall be given and from him who hath not it shall be taken away," will hold good in 1927. The big man will grow and the small man will shrink. Gone are the days for parasiting on the business with an agency and a catalog. The business will be good to those who watch and work and go after the big combination sales units, not with dizzy forebodings but with a knowledge of products and methods. More work, knowledge and endeavor on bigger units than ever and 1927 will beat 1926 positively."

Dave Roden, who for a number of years was in charge of the phonograph and radio department at Powers Mercantile Co., has joined the Balkite Co. and will assist Thomas Hoy, who is Northwest representative.

Approximately \$14,000,000 worth of radio sets and \$14,000,000 worth of radio accessories, approximating a total retail value of \$28,534,335, were sold during 1926 by radio distributors, according to a survey just completed by the Northwest Radio Trade Association.

Twin City jobbers increased their sales of sets during 1926 40 per cent over 1925. The value of these sets was 40 per cent greater than during the preceding year. Twin City jobbers and manufacturers supplied 73 per cent of all radio apparatus sold in the Northwest during 1926.

The number of radio jobbers in the Northwest has increased from 50 to 67. The number of radio dealers in the Twin Cities has doubled during the past year.

Total value of goods sold in the Northwest in 1926: Number of sets, 126,950; retail value, \$14,347,520; value of parts and accessories, \$14,206,613.

It is estimated that the following percentages of homes had radio tube sets on January 1: Twin Cities and Duluth, 22 per cent; towns and smaller cities, 18 per cent; farm homes in Northwest, 14 per cent. The average retail price paid by residents of the Northwest for their radio sets, less accessories, in 1926 was \$112.20 as compared to \$102.03 in 1925. This indicates that

better sets are being purchased than in 1925.

Country dealers purchased approximately 85 per cent of the radio apparatus sold by Twin City jobbers. The total population of the Twin City trade territory is about 7,500,000, 1,500,000 of these living within a radius of fifty miles of the Twin Cities, and the remainder in the country territory. The sale of radio accessories—tubes, B batteries, B eliminators, battery chargers, loud speakers, A batteries, etc.—has become a more important part of the business than ever before, equaling the sale of sets in volume. B eliminator sales show an increase of more than 300 per cent during 1926 over 1925. Battery charger sales increased about 250 per cent.

M. L. McGinnis, who recently opened an addition to his piano store at 28 South Eighth street, has bought the entire Minneapolis stock of the P. A. Starck Piano Co., which is closing its store on Nicollet avenue. The McGinnis Co. features the Starr phonographs, Starr pianos and Gennett records.

On February 1 the Foster & Waldo Co. will close the doors of its old store, which has housed the firm for sixteen of the fifty-two years it has done business here.

Foster & Waldo enjoyed a splendid year, says R. O. Foster, and he is confident of selling 1,500 instruments this month—which is starting the new year right.

Consolidate the Silent Motor Corp. and Unique Co. Plants

Herman Segal, President, Announces Plans for Three Types of Silent Motor and Reproducer and Tone Arm

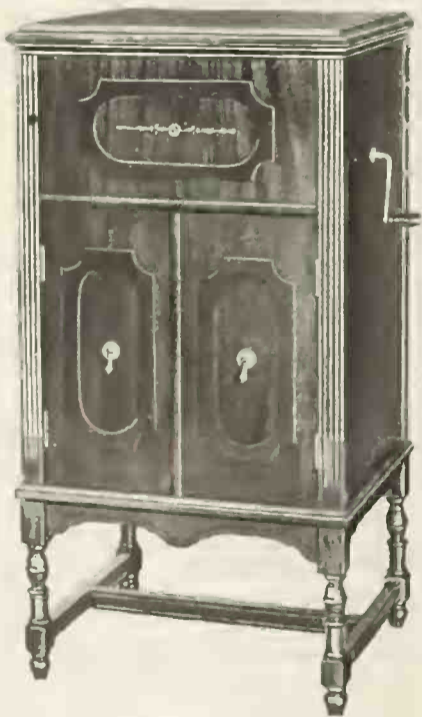
In accordance with plans for large scale production in 1927, the plants of the Silent Motor Corp. and Unique Reproduction Co. have been consolidated by Herman Segal, president of both organizations at 317 East Thirty-fourth street, New York, where two floors provide 18,000 square feet of manufacturing space. In this new factory, Mr. Segal will manufacture three types of the Silent Motor as well as the latest type of phonograph reproducer and tone arm, which he is prepared to sell to manufacturers at a combination price, thus affording the manufacturer an opportunity to purchase these three essentials from one organization at a saving.

Production and manufacturing economies have been instituted by Mr. Segal from which the trade will benefit. The new plant is equipped to do all necessary nickel-plating.

Johnson Motor Products Co. Introduces Trickle Charger

The Johnson Motor Products Co., with main offices and factories located in Chicago, Ill., recently placed a trickle charger on the radio market. This new trickle charger is guaranteed by the maker to be absolutely silent in operation, consequently the charger need not be turned off when the set is being used. There is said to be no hum or "sing" during the reception of the program.

One of the objectionable features sometimes found in trickle chargers is the corrosion which takes place at the electrodes and which causes stoppage of the electrical action. It is stated that in the Johnson product the electrodes are chemically treated so that they will neither corrode nor crust, no matter how long in service. Another feature is that the heretofore cumbersome liquid used in the charger is now shipped in dry chemical form and when the charger is ready to be put into operation the chemical is mixed with distilled water. The advantage not only lies in the lower shipping cost but also in the fact that the chemical form is handier and more convenient for the dealer. All possibilities of short-circuiting are done away with by the use of molded rubber, both in the jar cover and base.



IMPERIAL MODEL
46" High, 24" Wide, 22" Deep.
List Price, \$150.00

Imperial Phonogrand

are equipped with our NEW TRIPARTITE AMPLIFIERS.

Three scientifically proportioned and designed Tone Chambers combine in one Unit.

They will please the Dealer who is looking for volume Reproduction without sacrificing quality.

PHONOGRANDS MAKE SELLING EASIER.

The Tone, the Quality and the Prices are right.

Send for Catalog and Prices

FOREIGN INQUIRIES SOLICITED

Phonogrand Division

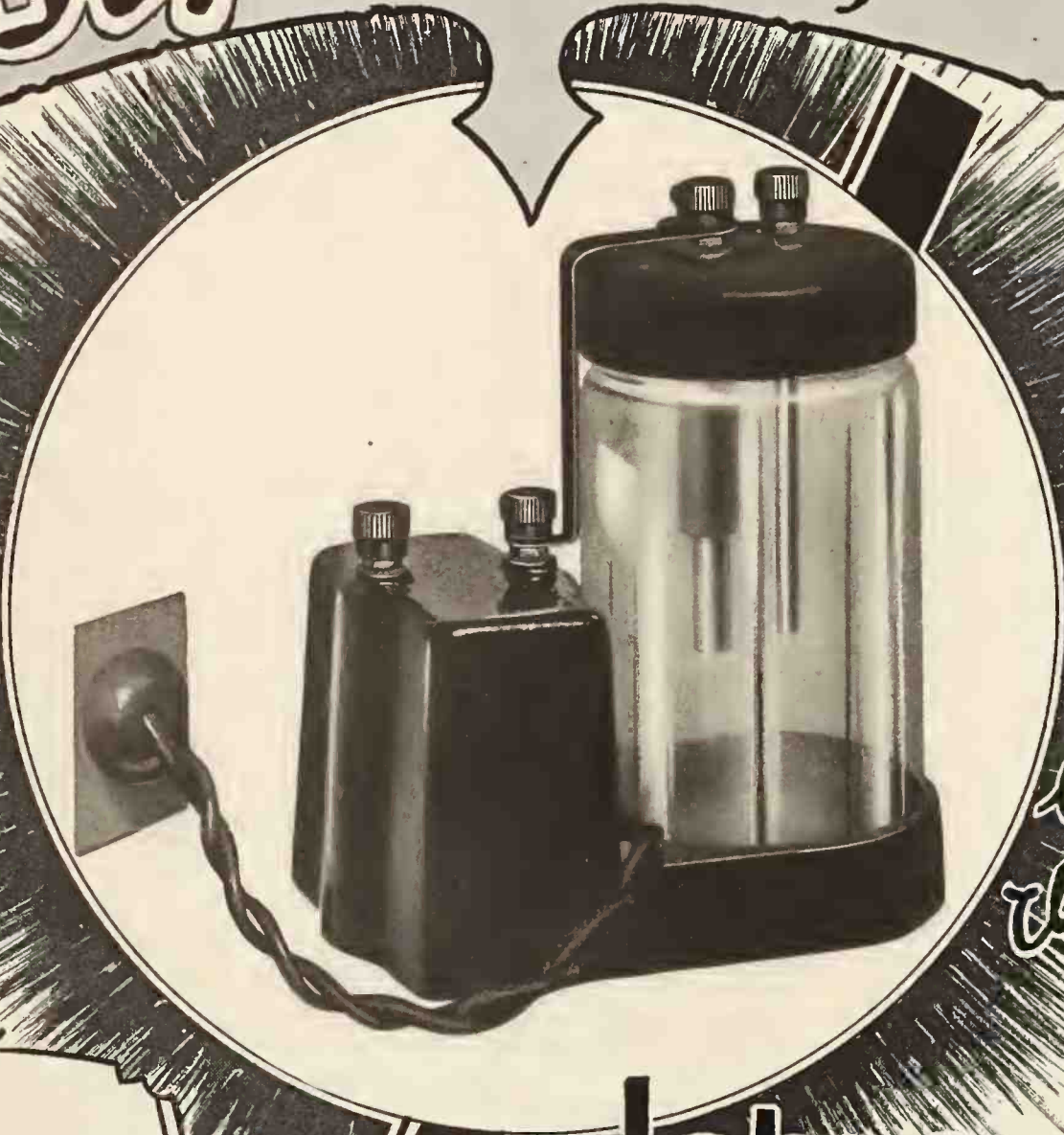
FUEHR & STEMMER PIANO CO.

1934 Wentworth Avenue

Chicago, Ill., U. S. A.

Musical Instrument Builders for 25 years

At Last! A Trickle Charger that is Absolutely Silent-



and we can prove it!

also

1. Electrodes never corrode or crust.
2. The Neutral Solution used is harmless and has no corrosive effect.
3. The rubber base, coil cover, and jar cap assure perfect insulation — no shorts.
4. Delivers a constant .6 Amp. charging rate to batteries below normal.
5. All terminals easily accessible. Simple installation and hook up.
6. Built to endure — sturdy, heavy construction assures years of constant service.
7. Packed dry — no liquid. Can be shipped by Parcel Post.

Retails for
\$8.75

Johnson NEUTRAL SOLUTION Trickle Charger

NOW it is possible for radio users to enjoy perfect radio reception without interrupting the work of the trickle charger. The Johnson Trickle Charger has been tested under varying conditions and in every case has failed to produce the slightest noise. Absolutely no hum nor buzz.

No longer is it necessary to disconnect the charger when using the set. Let the charger continue its work without interruption.

Radio users everywhere are discovering this better Trickle Charger. The demand has increased by leaps and bounds.

We stand ready to prove the superiority of Johnson Trickle Chargers.

Ask your jobber or write to us direct!



Johnson
MOTOR PRODUCTS CO.
308 NORTH SHELDON ST. CHICAGO

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

Failure of Dealers in Boston to Stock Up for Holiday Season Affected Sales

Satisfactory Business Accomplished Although Many Dealers Encountered Shortage of Merchandise—Boston Phonograph Society Meets—Brunswick Co. Branch to Move—Other News

BOSTON, MASS., January 8.—The story with most retail houses so far as holiday business is concerned is about the same. Sales were somewhat retarded by a disposition to pursue the hand-to-mouth attitude so far as buying from the jobbers and this in spite of the fact that the trade was early warned to stock up before the holiday demand for goods came. But for the twelve months the business showed up pretty well.

Look Forward to Association Party

The retail trade is interested in the approaching completion of the Hotel Statler. The special reason why the talking machine industry has its eyes focused on the opening is because the New England Music Trades Association is to be the first trade body to have a social function within its portals.

Boston Phonograph Society Meets

The December meeting of the Boston Phonograph Society was held in the model room of the New England branch of the Columbia Phonograph Co. at 1000 Washington street, and was presided over by Robert D. Darrell, secretary of the Society. There was an attendance of nearly forty members and friends. Plans for the development of the society were considered by the advisory committee, which consists of Harry L. Spencer, William S. Parks, James A. Frye, George S. Maynard and Axel B. Johnson, which had earlier held a meeting at the Brunswick Co., and it was the opinion of this committee that its action in changing the name of the Society to the one it now uses and the appointment of George S. Maynard as acting president in place of Albert Gogan, resigned, was approved. A course in the appreciation of recorded music to be attended by sales people was advocated as to-day buyers demand the services of persons thoroughly familiar with music.

Two distinguished guests present at the meeting were George C. Jell, of the Columbia Co., and Geoffrey Harris, of Oxford, England, but now of Pottstown, Pa., who had come to Boston with Josef Hofmann, the famous pianist.

In honor of Mr. Jell a dinner was given by the officials of the New England branch of the Columbia and Mr. Harris also was present. It was decided that the next meeting of the Society take place on Monday evening, January 10. Following the business session Moses Smith gave an illuminating talk on the various pieces played, the program including selections from Beethoven, Debussy, Mozart, Tchaikowsky, Grieg, Schubert, Brahms, Strauss and others, the recordings being by the Columbia, Victor, Polydor, Odeon and Brunswick.

Bright Outlook for Sonora

Joe Burke, head of the J. H. Burke Co., which has long been successful in handling the Sonora line, says that while the month of December did not produce quite the volume of business expected, nevertheless, the sum total for the year made a splendid showing, and was considerably ahead of the business of 1925. During the year Joe added several new items to his list of holdings, with the result that there was additional business derived from all of them.

Brunswick Co. Preparing to Move

The Kingston street headquarters of the Brunswick Co. are gradually getting dismantled as the process of removal gets under way, the new place of business to be at 314-316 Stuart street, in what is known as the Park Square section, which is to be the great business center of the future for this city. Meanwhile Manager Harry Spencer is expressing satisfaction over the Brunswick business done during 1926, which in total volume was ahead of last year. Manager Spencer had the pleasure of having with him for two days C. D. MacKinnon, of the Brunswick Co.'s Chicago office, who came East to spend Christmas with members of his family in Dorchester and Lowell.

"Indications for the rapid recovery of normal business conditions in New England are apparent," declared Mr. Spencer. "If we analyze the situation as pertaining to the music industry in this territory as compared to other lines, such

as jewelry, cotton, woolen, shoes, etc., it will show that the music industry is recovering and has been less affected than any of the aforementioned. We are entering into a new year—1927—with new merchandise and a campaign which is the most powerful ever conducted in this industry. The demand for electrical reproduction is bound to increase as time goes on. The year 1927 will be a profitable one to those who are willing to take off their coats and work to meet competitive merchandise such as oil-burner, iceless refrigerators, automobiles, vacuum cleaners, etc., and unless the music merchant knows his product and knows how to sell same he will be left behind."

Featuring the Orthophonic

The new Orthophonic Victrola has been having a big demonstration within the past few weeks in this city. First, the instrument was brought into use at Loew's State Theatre, where it was heard for fifteen minutes several times during the day and evening. Later the Orthophonic was set up at the Boylston street store of A. M. Steinert & Sons, Victor dealers, and the tone chamber was placed over the main entrance. As this was in the much-traveled section of the city it attracted a great deal of attention and groups gathered on the sidewalk to listen to the music which could be heard clearly across the street and far in Boston Common.

New Columbia Agencies Opened

Manager Billy Parks, of the New England department of the Columbia Co., reports that for December he wound up the biggest month since he has been presiding over the destinies of this field. He states that E. O'Byrne DeWitt's Sons, in Roxbury, are handling the Columbia line in the branch store just opened at 451 Warren street. Another concern to take over the Columbia line is the Littlefield Piano Co., of Barre and Montpelier, Vt.

Robert Stewart in New Territory

Beginning January 1 there was a change in the Connecticut representation of the J. H. Burke Co. The territory from now on will be handled by Robert Stewart, who will make his headquarters in New Haven. Up to now Stewart has been in the local field. Ray Burke, who had the Connecticut district before, is coming back to Boston, and will look after the interests in eastern Massachusetts.

1927 Will Be Another Great Victor Year

Everything points to the fact that the market for Orthophonic Victrolas and the new Orthophonic records has barely been skimmed. With increased supplies available, this year should prove one of unprecedented opportunity for the Victor dealer who is really prepared and who displays the proper energy.



The years of experience of the Ditson organization are at your command.

Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

ANNOUNCEMENT



In keeping with the diversification of its present lines of distribution, the Blackman Talking Machine Company, Inc., changed its name, on January 1, 1927, to

BLACKMAN DISTRIBUTING CO., Inc.

The new corporate title involves no change in ownership or management. Our sales policy will continue unaltered, except as a steadily growing business with corresponding progressiveness and improved service may make advisable or necessary.

BLACKMAN DISTRIBUTING CO., Inc.
J. NEWCOMB BLACKMAN, President.

28 West 23rd Street :: New York, N. Y.

WHOLESALE DISTRIBUTORS

Victor Talking Machines and Records
Radio Sets and Accessories
R. C. A. Radiotrons
Eveready Flashlights
Pathex Cameras and Projectors



In the Circle of Opportunity for You— the Splendid New Euphonic Reproducers

THE love for music in the home is being gratified more and more every day. Fine entertainment is now within the reach of all. New standards in reproduction are being made—new heights in reproducer cabinet beauty are being attained.

The new Euphonic Reproducers are earning high favor among those who buy the finest in musical reproduction creations. The splendid Euphonic performance, achieved by the Euphonic tone chamber and matched reproducer units, is remarkable. Absolute tone fidelity is given to every note recorded from either the human voice or musical instruments.

In beauty of finish and design the Euphonic cannot be surpassed. Its beautiful cabinet work and lustrous blended two-tone, hand-rubbed finishes are in harmony with the most select home surroundings.

Investigation of the complete Euphonic line will convince you of its wonderful profit-making attributes. A letter from you will enable us to explain our generous co-operative selling plan to you. Make your 1927 association with us NOW—it will mean great success for you during the coming year.

Model 17

Spanish style console cabinet finished in blended two-tone, hand-rubbed walnut or mahogany. Specially selected veneer and specially constructed top. Euphonic reproduction. Special patent applied for Euphonic tone chamber. Record cabinet capacity, 96 records. Equipped with heavy duty, double-spring motor with 12-inch velvet turntable, automatic stop.

Height	40	inches
Width	34½	inches
Depth	22¼	inches
LIST PRICE		\$175.00

MODEL 18—Same as above, but with full gold-plate finish. List price \$185.00

Model 9

Spanish style console type instrument, finished in blended two-tone, hand-rubbed walnut or mahogany. Euphonic reproduction. Record cabinet capacity 24 records. Operated by two-spring motor with 12-inch turntable.

Height	37½	inches
Width	20½	inches
Depth	21	inches
LIST PRICE		\$95.00

Model 14

Spanish style console type cabinet finished in blended two-tone, hand-rubbed walnut or mahogany. Distinctive maple overlays and floral decorations. Euphonic reproduction. Record cabinet capacity, 48 records. Operated by strong double-spring motor. 12-inch velvet turntable and automatic stop.

Height	35	inches
Width	28½	inches
Depth	21	inches
LIST PRICE		\$185.00

PRICES SLIGHTLY HIGHER IN WEST AND SOUTH

WASMUTH-GOODRICH COMPANY
PERU, INDIANA

Edison Distributing Co. Takes Over Two Jobbers

H. E. Porter Placed in Charge of Atlanta Division—Helena Branch Divided Between Kansas City and San Francisco

Phonographs, Inc., Atlanta, Ga., Edison jobber for that section, has been taken over by the Edison Phonograph Distributing Co., the distributing division of Thos. A. Edison, Inc., and H. E. Porter has been placed in charge of the office and territory.

The Montana Phonograph Co., Helena, Mont., has also been taken over by the Edison Distributing Co., and the territory served from that city has been divided between the Kansas City and San Francisco offices of the Edison Phonograph Distributing Co. This new move gives to the Kansas City branch the largest operating territory for Edison in the country, extending from the Canadian border to Mexico. The Kansas City division maintains a branch office in Denver.

Completes Most Successful Year in Company's History

Electrical Research Laboratories Officials Hold Important Business Meeting and Banquet

Electrical Research Laboratories, Chicago, manufacturer of Erla radio receivers, has just completed what is termed by the firm's executives as the most successful year in its history with a four-day sales conference held in the general offices December 27 to 30.

In one of the meetings H. J. Edwards, sales manager, discussed the importance of the RFL circuit and stated that in the opinion of the leading engineers of to-day the RFL circuit will be one of the leading circuits used during the season of 1927-28. Geo. A. Pearson, president of the firm, also addressed the sales staff, stating that the outlook for the radio industry is very favorable, and he is already planning big things for the year of 1927.

A dinner held at the Terrace Gardens, in the Morrison Hotel, Wednesday evening, December 29, was attended by the sales force and officials of the Electrical Research Laboratories. The following sales representatives and executives in attendance were: S. G. Allen, W. W. Fitch, A. R. Stuetz, J. O. Mueller, R. R. Myers, I. C. Chaple, Geo. Lewis, H. J. Edwards, sales manager; Geo. A. Pearson, president; Fred Wellman, vice-president; J. F. Quinn, assistant sales manager, and others.

Beatrice Weisman, Wall Kane Secretary, Is Married

Miss Beatrice Weisman, secretary of the Wall Kane Needle Mfg. Co., Brooklyn, N. Y., was married on the day after Christmas to Samuel Aloff. Miss Weisman, who has handled all the details of the business management of the Wall Kane Needle Mfg. Co. for a number of years, is well known in talking machine circles. Mr. Aloff is engaged in the practice of law and is

associated with Milton C. Weisman, brother of Miss Weisman, in his New York law offices. The happy pair divided their honeymoon between Lakewood and Atlantic City and returned to take up their abode in Brooklyn. The Wall Kane Needle Mfg. Co. will not lose the valuable services of Miss Weisman, as she has agreed to remain with the organization several years longer.

Celebrates Fifth Year as Producer of Pal Portable

Plaza Music Co. Plans Wide Expansion of Dealer Co-operative Activities—Expects Biggest Year in Company's History

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of the Pal, Regal and Pal Junior portable talking machines and other products for the music industry, is celebrating its fifth year as the producers of Pal portables. During the early years the marketing of the Pal portables was made direct to the retail trade. In recent seasons, however, the Plaza Music Co. has further extended its activities and has distributed its products through representative jobbers throughout the country. Its jobbers have available the merchandising ideas, sales hooks and other material supplementing the Plaza Music Co.'s advertising activities on its portable products.

In celebrating its fifth year as the manufacturer of the Pal portable the Plaza Music Co. will this year greatly expand its dealer co-operation activities. Some unusually attractive and expensive advertising material will be available for window dressings. There will also be a series of multi-colored cut-outs and much other sales literature for counter and mailing purposes.

Early last year the Plaza Music Co. took over additional floor space in its present factory quarters, installed modern machinery of the most efficient type and extended its production activities.

According to the annual reports on its portable production the Plaza Co.'s sales on small talking machines exceeded by over a third the volume that had heretofore been attained. It is the belief of the Plaza organization that the market for portable talking machines will not only continue active, but that there will be a further increase in demands. Its plans for 1927 are being made on the basis of caring for the largest season in the firm's history.

C. W. Woddrop, a Former Columbia Executive, Dies

C. W. Woddrop, many years connected with the old Columbia Phonograph Co., New York, died the early part of last week at the Hotel Traymore, Atlantic City, N. J., after a lengthy illness. He was sixty-eight years old. Mr. Woddrop went to the resort a month before his decease in an effort to regain his health. Funeral services were held at the Woddrop home in Arcola, N. J., and interment was made at Ivy Hill Cemetery, Philadelphia.

New Kolster Console Model Radio Placed on Market

Federal-Brandes, Inc., Announces Model 6-G, a Six-Tube Receiver of Genuine Mahogany—Single-Dial Controlled With Built-in Cone

A new console model, known as 6-G, housing a six-tube chassis, has been announced by Federal-Brandes, Inc., manufacturer of Kolster radio. It is illustrated herewith. Splendid reports have been received by Kolster officials regarding the performance of this chassis in



New Kolster Console Model

various parts of the country. The popularity of the six-tube set invited this improvement. The cabinet is a console of genuine mahogany, it is stated, and is finished in walnut brown, intended to fit into any living room.

A unique feature is that the two doors which cover the panel can be swung back until they rest against the sides of the cabinet, out of sight, instead of projecting forward at an angle. A single control tunes the station selector, and a Brandes elliptical cone speaker is built in, with a compartment for batteries or eliminators. The new model may be operated with either an outdoor or indoor antenna.

High and Low Temperatures in Making Raytheon Tubes

CAMBRIDGE, MASS., January 7.—Strange as weather conditions have been lately, few residents of greater Boston realize that in Cambridge there have been temperature changes of from 350 degrees below zero to 2,500 degrees above. Nevertheless, this range of temperature is necessary at the factory of the Raytheon Mfg. Co., in this city, where the Raytheon rectifying tubes for use in "B" power units and light-socket operated sets must undergo this range of temperature during the course of manufacture. The Raytheon Co. has produced an interesting picture showing a pretty Raytheon worker between two thermometers, illustrating this wide range of temperatures. The Raytheon Co. reports that, although the Raytheon rectifying tube was introduced only a little over a year ago, it has had a tremendous sale.

The Green-Victor Suit

A hearing in the suit filed some time ago by Lydia N. Green against the Victor Talking Machine Co., making certain charges relative to the company's business dealings with the Silas E. Pearsall Co., came up before the United States District Court, Brooklyn, N. Y., recently. Judge Moscovitz heard argument on a motion to dismiss the complaint for stating insufficient cause of action and reserved decision.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

A Great New Portable Phonograph

GianTone

*- a masterpiece
that has no peer*

for **volume -
tone - -
value!**

GianTone will be a leader in 1927.

GianTone, the portable that has all the volume of a console phonograph. That preserves all the naturalness and beauty of every recorded note—reproducing them clearly and easily, without blurring, blasting or rattling—every note re-created with a fullness and richness that means perfect reproduction.

Tremendous volume, *under control*, is the triumph of this new Caswell product.

New and exclusive features coupled with the highest degree of workmanship and materials make this de luxe instrument 1927's greatest sales possibility for you and your trade.

Like other Caswell models, GianTone will again lead the portable field, for nowhere is there a portable that can compare.

A musical delight is awaiting you when you hear this masterpiece of reproduction, for you will at once recognize it as the portable for which there has been a long unsupplied demand.

Full value merchandise, constantly improved numbers, fairly priced, and correctly sold—one step ahead of competition—assure you success with the Caswell line.

Build with Caswell—grow with Caswell—and the year 1927 will be the most profitable you have ever enjoyed.

*Whether you are a jobber or dealer,
write or wire for your sample at once.*

CASWELL

Portable Phonographs of Distinction

Milwaukee, U.S.A.



Model
AC 15—\$135.00

Dimensions
Cabinet

Height - - - - 34"
Width - - - - 33"
Depth - - - - 18½"

Introducing The Amplion Grand

*which utilizes an entirely new principle—
representing one of the greatest strides for-
ward in the science of radio sound reproduction.*



THIS remarkable develop-
ment is a combination of
Sound Board, Air Column and
Cone. The result of this com-
bination is a wonderful depth
of note—resonance—and a fine
natural tone.
The Amplion Grand does not

need a power amplifier but functions perfectly with
one. This model not only opens up a **NEW** mar-
ket for both Sets and Amplions—namely, those
people who have not considered Radio Reproduc-
tion true music—but it also affords you a splendid
opportunity to make additional sales to those cus-
tomers who buy anything that will really improve
their present radio installation.



The instantaneous popularity of the improved
Amplion Cone is due to its success in the greatest
test of Cone type speakers—clear, clean reproduction
of speech. Magazine advertising carrying this
thought to over 6,000,000 readers a month is helping
all Amplion Dealers to increase their sales.

Amplion Cone—Model AC 12 List \$30.00

The Amplion Line includes

- | | |
|--|--|
| AC12 Amplion Cone List \$30.00 | AR102 Amplion Dragonfly List \$12.00 |
| AA18 Amplion Patrician " 50.00 | AR111 Amplion Junior " 24.00 |
| AR67 Amplion Standard Unit List. " 12.00 | AR114 Amplion Junior deLuxe " 27.50 |
| AR35 Amplion Concert Grand Unit. " 20.00 | AR19 Amplion Dragon " 42.50 |



THE AMPLION CORPORATION of AMERICA

Suite C, 280 Madison Ave.,

NEW YORK CITY

Retail Merchants in Toledo Territory Look Forward to a Prosperous New Year

Talking Machines and Radio Sets Proved Popular as Christmas Gifts and Entire Trade Reports Satisfactory Sales Volume—Last-Minute Buying Kept Salesmen Busy

TOLEDO, O., January 8.—Phonograph and radio dealers in this territory enjoyed an increased holiday trade over last year and are entering 1927 with high hopes. Seldom has optimism been so widespread or the outlook brighter.

At the Lion store music rooms a program is under way of demonstrating the Orthophonic and the Panatropé in public places, including banks, hotels, restaurants and general business places, according to Lawson S. Talbert, manager. The radio department closed a December volume far ahead of 1925, according to Doyle Wyre, in charge.

E. A. Kopf, manager of the talking machine and radio departments of the J. W. Greene Co., stated that while trade throughout the month was good, last-minute buying was a knockout. Overland branch managers in session here purchased a Brunswick combination as a Christmas gift for Leroy Peed, general manager. Russell Hughes is a new member of the sales staff and Martha Spewicke of the record force.

The Atlas Book & Music Shop on Lagrange street is a new Polish phonograph and record shop recently opened, carrying the Columbia line of phonographs and records.

Wm. King, proprietor of King's Music Shop in the Summit-Cherry Market Building, stated the sale of Columbia Masterworks series for gifts netted a very satisfactory volume of holiday trade. In addition portable machines are selling briskly.

The Toledo Radio Co., wholesaler, closed an excellent December trade. The call for the new light-socket Sparton radio exceeded the supply. The new Thompson Minuet, now in stock, is creating much favorable comment. Chas. H. Womeldorf, president, who recently returned

from a business trip to New York and points East, is very optimistic regarding the 1927 outlook for business.

The United Music Store is attracting attention by its New Year's resolution window. In the center a large book resembling Father Time's famous record is displayed opened in the center. Upon the pages are inscribed in large letters: "Your Best New Year's Resolution—Buy an Orthophonic and an Atwater Kent Radio." "Our windows here have the specific job of selling merchandise," says Harry L. Wasserman. Henry Skolnick has been appointed manager of the radio department of this store.

The Frazelle Music House experienced an excellent radio trade during the holidays and is looking forward to a 1927 volume of even greater proportions. The call for Zenith sets was the heaviest in the history of the store. The sale of Victor combinations, too, exceeded expectations.

A. B. Sauer, Lorain, O., Columbia and Edison dealer, has purchased Clark's Music Store, Elyria, O., and will operate the shop in connection with the main store. At Elyria Columbia and Brunswick phonographs, sheet music and small goods are dealt in, with Martha Graham in charge.

At Hoermle's music store, Columbus, O., the call for the new Columbia Viva-tonal machines was greater than the supply.

Ted Lewis, leading Columbia artist, is playing at the Hartman Theatre, Columbus, O., to packed houses.

A. G. Burr, Brunswick representative; Larry Richardson, Victor representative; Geo. Bitterlick, of the Cleveland Talking Machine Co.; Howard Shartle, of the same concern, and C.

F. Saenger, of the Fansteel Products Co., called on dealers recently.

Ruddock music store, Main street, Columbus, O., Columbia dealer, is closing an exceptional business with portable machines, which are making steady strides in popularity, if the sales volume of this dealer and others may be taken as an indication.

Popular Executive Wed

On the evening of January 1, George P. Hough, sales manager of the Carryola Co. of America, married Miss Ada Mae Eshelby. The



George P. Hough

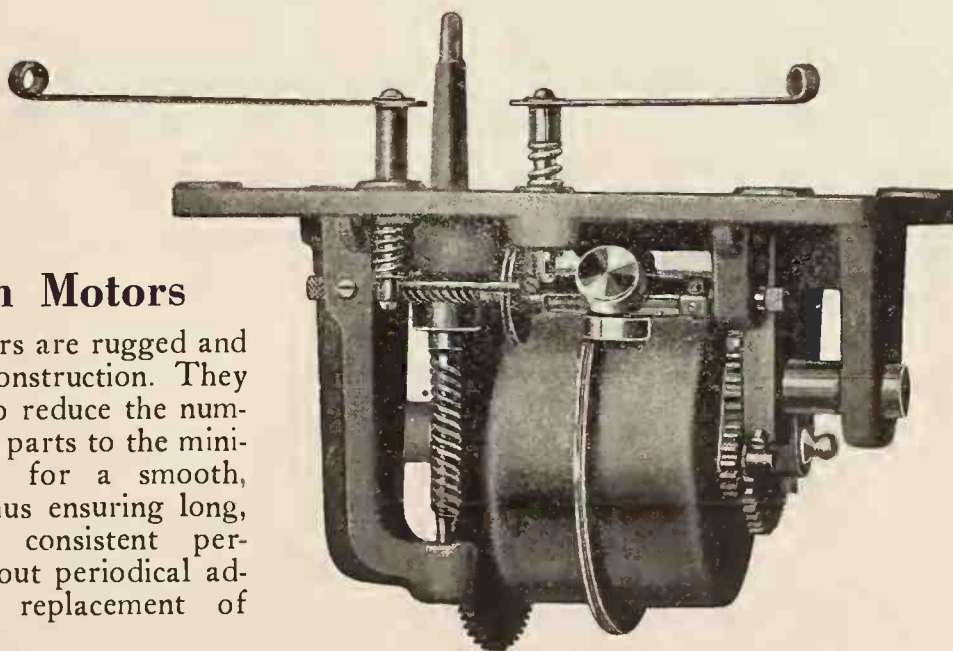
wedding took place in the home of the bride at St. Paul, Minn. Mr. Hough has been associated with this industry for a number of years, and has countless good friends among the trade throughout the country. Immediately following the ceremony, the bride and groom departed on an extensive honeymoon to the Pacific Coast.



HELYCON

Motors, Tonearms and Reproducers

SUPERIORITY INTERNATIONALLY RECOGNIZED



Helycon Motor No. 2

Helycon Motors

Helycon Motors are rugged and substantial in construction. They are designed to reduce the number of wearing parts to the minimum required for a smooth, silent drive, thus ensuring long, constant and consistent performance without periodical adjustments or replacement of parts.

Helycon Motors

The spring barrels can be removed without disturbing the fine adjustment of the motors, and any group of gears can be removed without disturbing any other part. The Helycon Motor is made in four types, with interchangeable parts, to meet every phonograph requirement.

POLLOCK-WELKER, LIMITED

KITCHENER, ONTARIO, CANADA

Established 1907

Cable Address: Polwel, Kitchener.

Code: A. B. C., 5th Edition, Bentley's

Higher Priced Instruments Prove Most Popular With the Pittsburgh Trade

Possibilities for Coming Year Appear Bright to Dealers and Distributors—Ideal Phono Parts Co. Expands—G. M. Jensen New Brunswick Manager—Other News of Trade

PITTSBURGH, PA., January 8.—With the advent of a New Year talking machine and radio distributors and retail dealers are impressed with the notable possibilities for business that are at hand. Due to the marked increase in industrial activity in the Pittsburgh and adjoining districts, all indications point to a rather busy season ahead for the trade.

Sees Combination Instrument as Leader

In reviewing the business of the past year and giving a forecast of the coming year the Standard Talking Machine Co. issued a statement in which it was declared that:

"For the Victor wholesaler the year of 1926 has been surprisingly good. We believe the year of 1927 will be in many respects similar to the year just passed in the Victor trade. While undoubtedly larger quantities of the popular-priced instruments will be manufactured and will be available to the trade, yet as never before we believe the combination instruments, radio and Victrola, will be in greater demand than ever. It goes without saying that the New Year's broadcasting, big magazine spreads advertising the combination Victrolas and the subsequent Victor and RCA and other broadcastings will all keep actively before the public the combination instrument, and will give additional impetus to the general drift towards the combined radio and Victrola. Therefore it would seem that all indications point to 1927 as the first big radio and Victrola Combination year and this is most desirable to the trade from every point of view."

Ideal Phono Parts Co. Expands

An optimistic spirit is prevalent among the trade here, especially in view of the hopeful outlook that is taken by leaders in the business and financial world. Paul Susselman, president of the Ideal Phono Parts Co., Inc., in reviewing the situation, said: "Our business for the past year was most gratifying and showed a neat increase. As to 1927, we are more than convinced that the coming twelve months will be very busy ones for this company. We have enlarged our territory and increased our staff of salesmen and members of our service department. This will readily indicate our outlook for business for 1927. We are starting the new year with a number of orders on our books and we feel that as a result of our recent expansion we will be able to handle all business we secure in a highly satisfactory manner to our patrons."

On December 27 there was a salesmen's and officers' meeting of the company, which was presided over by Mr. Susselman. The talks were along lines of sales and service work. The Ideal Phono Parts Co. is distributor for the

Pathephonic phonograph, made by the Pathé Phonograph & Radio Corp., of Brooklyn, and the Carryola line of portables as well as a complete line of accessories. Okeh and Odeon records are also handled, sales of which are showing a material increase monthly.

I. M. Goldsmith Optimistic

"Our sales for 1926 were most gratifying and we believe that we will do even greater business in 1927," was the statement by I. M. Goldsmith, president of the Player Tone Talking Machine Co., manufacturer of the new Saxophonic consoles and upright phonographs. Mr. Goldsmith stated that new models of the Saxophonic line were to be placed on exhibition shortly. These, he said, would undoubtedly find a very favorable reception on the part of the retail dealers. Mr. Goldsmith said, "I am quite optimistic for 1927 as far as business is concerned."

G. M. Jensen in Brunswick Post

George M. Jensen, on January 3, assumed the management of the Pittsburgh offices of the Brunswick Co., succeeding C. T. Markham, who resigned to enter another line of business. Mr. Jensen was transferred to Pittsburgh from the Buffalo offices of the Brunswick organization. Mr. Markham stated, before turning over the offices to Mr. Jensen, that sales of the Brunswick phonograph and the Brunswick Panatropé for the holiday season had been "most gratifying."

Displays Famous A-K Set

A duplicate of the millionth Atwater Kent receiving set was placed on exhibition by the Esenbe Co., local distributor, at the Union Depot of the Pennsylvania Railroad. Thousands of persons during Christmas week stopped to look at the display. A. A. Buehn, president of the company, stated that he was much pleased with the large volume of business in Atwater Kent sets handled by the retail dealers in the Pittsburgh district.

Delivers Address on Radio

George H. Phillips, Jr., of Pittsburgh, representing the Radio Corp. of America, addressed the Men's Club of St. John's Episcopal Church at Sharon, Pa., on "The Technicalities of the Radio." Mr. Phillips spoke in an entertaining manner and at the close of his talk answered a number of questions about the radio and radio reception.

Death of F. A. Winter

Ferdinand A. Winter, founder of the music house of F. A. Winter & Son, Steinway and Victor dealers, of Altoona, Pa., died at his home in that city on December 17, aged eighty-two. Mr. Winter was widely known to the trade and had built up a large and growing business. He is survived by seven children, two of whom,

Arthur E. Winter and Paul T. Winter, are associated with the business.

Advertising Wins Sales

Leo W. Reed, president of the Reed Radio & Electric Co., of Pittsburgh and Uniontown, stated that the elaborate advertising campaign carried on by the Atwater Kent Co. was directly responsible for the large volume of sales. Mr. Reed had on display at the Uniontown store a replica of the millionth Atwater Kent radio set, which attracted wide attention.

Excellent Viva-tonal Sales Continue

Sales of the new Columbia Viva-tonal are holding up well, according to reports from retail dealers received at the Pittsburgh offices of the company. The New Process Columbia records are also being well received, it was stated, by music lovers.

"Dealer Must Be Salesman Rather Than Shopkeeper"

D. S. Spector, of Federal-Brandes, Inc., Gives Opinion on Trend of Radio Trade for Coming Year and Necessity of Dealers' Caution

The radio dealer must become a salesman this year, rather than be a shopkeeper, and go out after his customers, even into their homes to demonstrate, without waiting for them to come to his shop.

That is the opinion of D. S. Spector, general manager of the merchandising division of Federal-Brandes, Inc., manufacturer of Kolster receiving sets and Brandes speakers.

"More caution is being shown each year by the public in buying sets," he pointed out, "and in 1927, more than ever before, a dealer will have to demonstrate the performance of a set in the home before a sale is made. He will have to guarantee satisfaction and stand behind his goods."

"To avoid a large percentage of complaints and loss of reputation, he will have to be careful to stock his store with only well-known sets and accessories. The market is narrowing down to what are called 'standard sets,' and the wise dealer handles only that kind."

"He should investigate the policies of the manufacturer in dealing with jobbers and dealers. That precaution may mean the difference between success and the loss of money on obsolete merchandise. In stocking, he should realize that single-control sets have become the standard. Another year will see practically nothing but single-controls on the market."

"The dealer must also realize that radio has outgrown the part-time field and has become a full-time business. To be successful in this line, he must devote more time to it than he did a few years ago, when customers came to him and bought anything. The permanency of the business and its certain growth are the rewards for more time given to it."

The BOSCH combination—

The Armored Radio, the Ambotone and the Nobattery together make, not only radio perfection, but in addition keep your customers happy and your bank deposits healthy.

ARMORED RADIO — AMBOTONE — NOBATTERY

WEBER RANCE CORP.

In Brooklyn
1271 Bedford Ave.

Sole Metropolitan Distributors
Circle 7610

In New York
225 West 57th St.

They sell
so fast
you'd scarcely
believe it!

Amazing proof that a \$15 price opens a new field of portable phonograph sales.

LIST

\$15

(less regular discount)



Price is not the
only feature

Anyone can make a portable to sell at \$15. But where is another \$15 machine that cannot be distinguished from a \$25 value in construction and tone?

Buy
at least
a dozen—
They'll
Sell!

Case is full sized
and made in all colors

This Nifty case is a wonderful construction, specially braced and with strong, thickly plated hardware.

Consolidated Talking Machine Co.

Consolidated Building

227-229 West Washington St., Chicago

Minneapolis: 1424 Washington Ave., South

Detroit: 2949 Gratiot Ave.



ARGUS ELECTRIC RADIO

PATENTED MAY 15TH 1923 - OTHER PATENTS PENDING



No BATTERIES

NO
ATTACHMENTS
OF ANY KIND

— A REAL
ELECTRIC
RECEIVER



“Get the Argus Franchise”

THATS NOT A SLOGAN
BUT ADVICE THAT HAS
A WORLD OF VALUE
FOR THE DEALER WHO
WILL HEED IT

St. Louis Office:
N. DAVID THOMPSON
308 Central National Bank Bldg.

ARGUS RADIO CORP.
257 WEST 17th STREET., N. Y. C.

Pittsburgh Office:
W. A. BITTNER
422 First Ave.

Chicago Office: HAWTHORNE & STEMM, 28 East Jackson Boulevard

Baltimore Office:
HERMAN A. SMITH, Greenspring Ave. & South Road
Mount Washington

Second Annual Banquet of Gross-Brennan, Inc., Showed Growth of the Organization

Spirit of Good Fellowship Prevailed at Annual Party of Stromberg-Carlson Distributor, Held at the Hotel Commodore, New York City—Brief Talks and Entertainment

The second annual banquet of the organization of Gross-Brennan, Inc., was held December 29, at the Waldorf-Astoria Hotel, and not only proved an outstanding success but was noteworthy for the spirit of good-fellowship and informality, which characterized the evening's proceedings. Gross-Brennan, Inc., with headquarters at 342 Madison avenue, New York, and a branch office in Boston, are New York and New England representatives for the radio products of the Stromberg-Carlson Telephone



Annual Banquet of Gross-Brennan, Inc., Stromberg-Carlson Distributor Mfg. Co., Rochester, N. Y., and during the past three years this firm has performed one of the most impressive and successful merchandising "jobs" of any concern in the radio industry. Through its untiring efforts and exceptional knowledge of merchandising conditions, the organization has placed Stromberg-Carlson radio products in the very front ranks of the industry in the territory it is serving, and at the present time Stromberg-Carlson radio receivers and loud speakers are being extensively featured by the most successful and representative retail

dealers throughout the New York and New England districts.

Benjamin Gross and Herbert A. Brennan, who are at the head of the organization, are both known throughout the radio and talking machine industries; Mr. Gross having spent a number of years as a distributor of radio products and Mr. Brennan having been associated for many years with important talking machine interests, including the Victor Talking Machine Co. Their alliance was successful from the very outset, and the banquet on December 29 emphasized the progress which the firm has made as Stromberg-Carlson representatives in this territory.

The firm was organized in October, 1924, with only three people, but at the second annual banquet twenty-seven were present as members of the organization. Frank G. Loughlin, sales promotion manager, presided as toastmaster and introduced the various members of the organization, each of whom made a brief talk, as well as a number of popular artists, including Mort Downey, prominent tenor; Miss Edna Beatrice Bloom, soprano; Charles and Harry Warren, song writers, and Jimmy Caruso's Orchestra. The members of the Gross-Brennan organization who attended the banquet were: Benjamin Gross, Herbert A. Brennan, Horace G. Bloom,

Karl E. Bran, Walter I. Brunner, Laura Buckner, Arthur W. Chamberlain, Wendle L. Collins, Blanche DeBrito, Rose Hartig, Chester D. Jourdan, Harry C. Lansell, Eugene M. Latham, Frank G. Loughlin, Townsend D. MacCoun, Elma W. Madsen, Oscar Mautner, Jean Miller, Joseph T. O'Shea, Madeline Phelan, Rita Pollock, Emily V. Rogers, Rose Safyre, S. Claire



Gross-Brennan Executive and Sales Staff
Schulman, Joseph C. Springer, E. Kenneth Walter, Algernon Winchell.

W. H. Lyon and R. H. Canning in New Positions

BUFFALO, N. Y., January 6.—W. H. Lyon and R. H. Canning, special representatives of the Federal Radio Corp., have been recalled from the field to take up new duties in their contact with wholesalers of Ortho-sonic radio. Mr. Lyon will direct the application of Federal's merchandising methods to sales conditions among the wholesalers and Mr. Canning will be given full charge of the solution of service problems of the trade. Each is experienced in his field of activities.

Mr. Lyon and Mr. Canning will alternate between the main office and the Federal wholesalers, as the occasion requires.

A REAL SALES GETTER



\$39⁵⁰

Freshman Masterpiece products comprise a complete line of the World's Greatest Radio Receivers and other apparatus.

New and Improved **FRESHMAN MASTERPIECE**

Quality with 100% reserve power—Genuine Mahogany Cabinet—All Metal Shielded front and sub-panel—power tube amplification—"C" Battery connections—Non-microphonic sockets.

Sold to Authorized Freshman Dealers Only

CHAS. FRESHMAN CO., Inc.

Freshman Bldg., New York
2626 W. Washington Blvd., Chicago

Write for complete details about the most profitable franchise in radio.

Born With the Year 1927 The "Super Saxophonic" Reproducer and Saxo Tone Arm



The demand for this new type reproducer is heavy—the exclusive features of this new combination will best satisfy this demand and build profits for you during the ensuing year. Write today—while the year is still young—for our attractive prices and further information.

Mutual Phono Parts Manufacturing Corp.

610-614 Broadway (Cor. Houston St.)

HARRY A. OTIS, 500 Diversey Parkway, Chicago, Ill., Factory Representative

New York City

DISTRIBUTORS

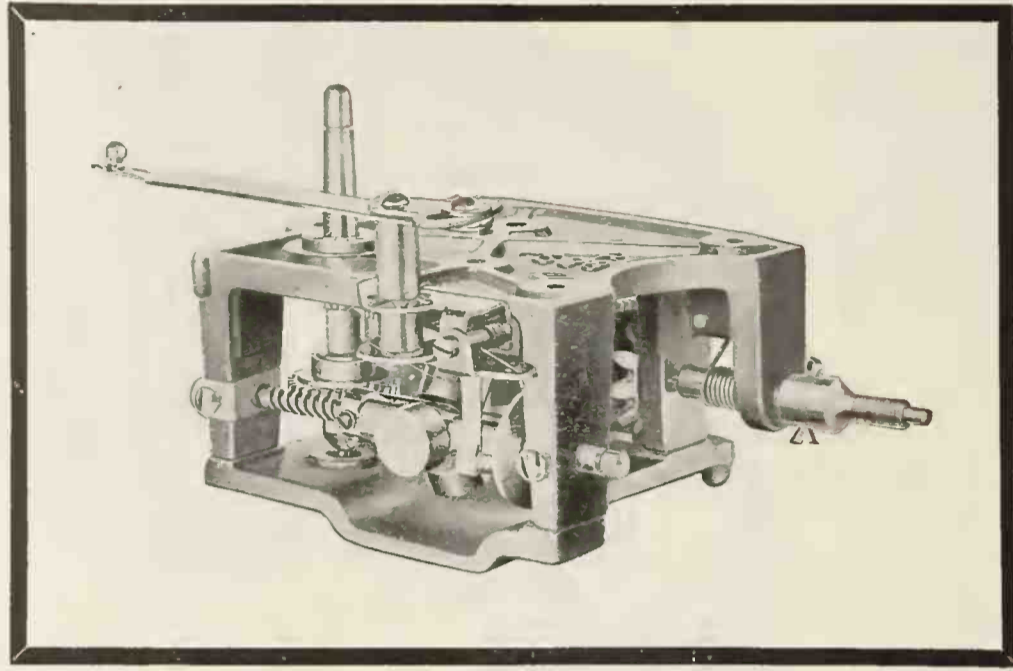
Canadian Acme Screw & Gear, Ltd., 1209 King St., W., Toronto, Can.
Playertone Talking Machine Co., 632 Grant St., Pittsburgh, Pa.

Industries Unidas, S. A., Balderas 110, Mexico City, Mex.

Shapleigh Hardware Co., 4th St. and Washington Ave., St. Louis, Mo.

Targ & Dinner Music Co., 229 W. Randolph St., Chicago, Ill.

The Phonograph



For

Dependability—Service—Value

Use the Flyer—

Of all portable phonographs sold the country over, the majority are equipped with Flyer Motors. That's because manufacturers and dealers have learned that Flyer Motors—all Flyer Motors—are as silent and as precisely made as a fine watch, dependable, easy to sell, and full of value.

Flyer Motors are fully guaranteed. They have a cast iron frame, remarkably tough and athletic spring, and absolute precision bearings, governors and gears. Before it leaves our factory, every Flyer Motor must successfully pass 77 rigid inspections—it must be built to stand years of hard wear and constant use.

The



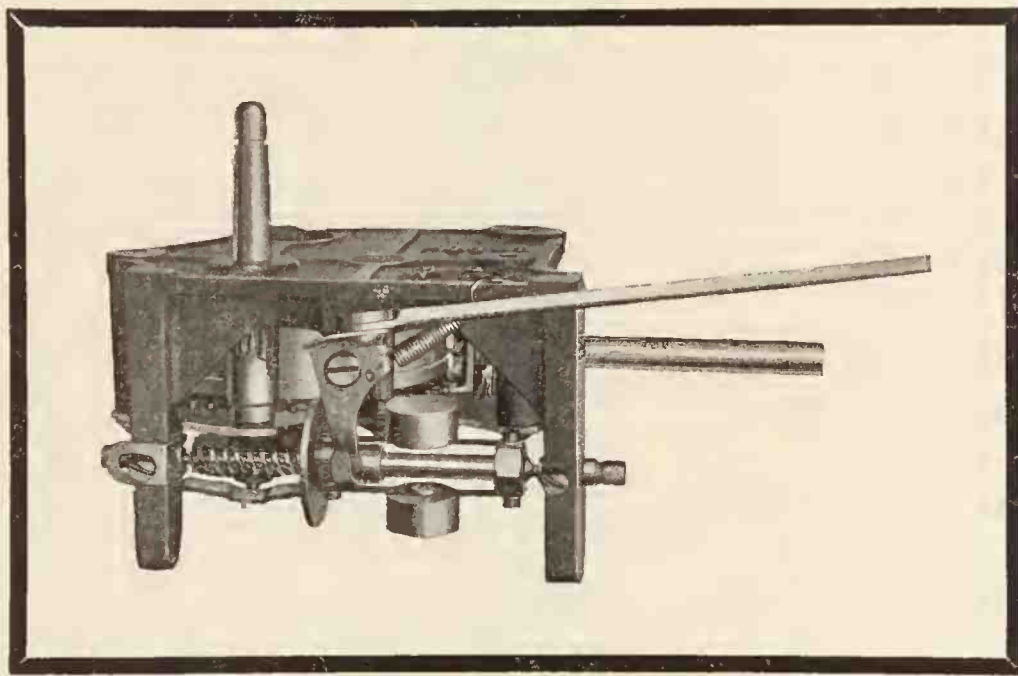
GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Industry agrees



or

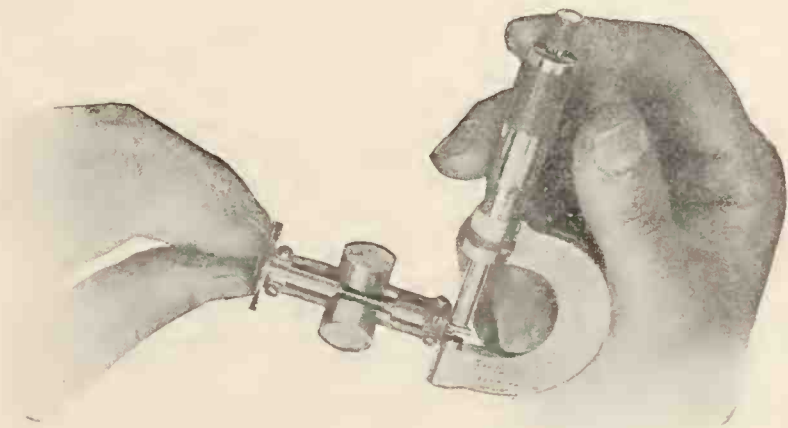
The New 1927 Junior

To meet the demand for Flyer dependability in a motor for lighter, smaller portables, the new, improved Junior has been designed.

This new Junior has a sturdy frame of cast iron—bearings are of everlasting bronze—the spring is made of the finest steel. Like the Flyer, the Junior is inspected at every step of manufacture, and the complete motor must successfully pass the Listening Test—it must be absolutely silent, smooth-running, free of all vibration.

Junior and Flyer both are OK'd at every stage of their manufacture, OK'd by manufacturers and dealers, and OK'd by hundreds of thousands of users, because they are built to give generous service and long years of satisfaction.

Demand portables equipped with Junior or Flyer Motors.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

The Trade in PHILADELPHIA and LOCALITY

Holiday Rush Brings Shortage of Stock to Dealers Who Failed to Place Orders

Distributors Handicapped by Insufficient Stocks to Meet the Last-Minute Demands of Retailers—Outlook for a Profitable Year Is Bright, Is Consensus of Opinion—The News

PHILADELPHIA, PA., January 8.—While the Christmas trade was quite up to the expectations of the dealers and the distributors in the merry whirl of the holiday demands for talking machines and records there was some regret among those who were not prepared by freely stocking the new instruments. Manufacturers and distributors have been urging retailers to place orders for their holiday stocks for the past three months in anticipation that the demand for talking machines would be heavy and that there was possibility of being caught short of the popular selling models.

Those dealers who heeded the advice of the distributors and stocked with sufficient machines were richly rewarded by quickly disposing of all available supplies of the new models of talking machines or phonographs and the combination radio models.

Distributors were unable to secure sufficient stocks to fill the orders of those who delayed their purchases of the popular-priced models. In fact, most shipments from the factory were again in transit on their way to the retailers shortly after arrival at the headquarters of the local distribution centers. Few models were left in the hands of the distributors to begin the new year's business.

Records and other accessories have been equally as active as the various machines and this year's order list was a record-breaking one.

While the holiday business was most gratifying there has been little attention at this time to the plans for the new year. Few distributors of the Philadelphia branch managers of the manufacturers are prepared to announce their plans for 1927. This is particularly true of the Victor distributors, who are awaiting the announcements effective when the new interests take over the management of the nationally

known Camden concern. A few models of the Orthophonic or other makes of the Victrolas have been received at the local distribution headquarters, but no really notable shipments are now being made pending the adjustment of the new business regime.

Preparing for an Active Year

Although no definite plans have yet been announced the Philadelphia Victor Distributors, Inc., 835 Arch street, have been preparing for the new year plans effective when the four sales representatives will take to the road again this week after a holiday sojourn at headquarters here. The four representatives that have been attending the business conferences at headquarters are Claude Kohl, Albert Hughes, George Tatem and William Anderson. When the road work of 1927 commences this week there will be a new representative to replace William Anderson, who has been assigned to take over the management of the newly inaugurated service department and to supervise its activities in the repairing of machines. He will be replaced by Harold Cregar, who has been assisting Manager Raymond J. Boldt, of the record department. William Stark, recently record clerk, succeeds Mr. Cregar.

The new service department of the Philadelphia Victor Distributors will be devoted entirely to the rendition of repair and other services of accessory supply to the dealers and to customers. A corps of repair men will be maintained to travel the territory for the benefit of both the retailers and their patrons whenever repair work is needed. Under the direction of Mr. Anderson this department will be extensively developed in the coming months.

Tie-Up With Record Artists

Simultaneously with the appearance of the Silvertown Cord Orchestra of the B. F. Good-

rich Rubber Co. at Keith's Theatre here, the Philadelphia Victor Distributors, Inc., made arrangements to exploit the recordings on the Victor of the notable aggregation devoted to the advertising of the tire-manufacturing concern. Manager Raymond J. Boldt tied up with special displays in the dealers' windows and with the local branch of the Goodrich Co. to advertise the records of these artists while the Keith bill was featured in the city. The tie-up proved one of the successful holiday week features in connection with trade activities.

President Louis Buehn, of the Philadelphia Victor Distributors, Inc., will sail this month for a cruise of the Mediterranean, accompanied by Mrs. Buehn.

Big Brunswick Holiday Demand

Causes for jubilation over the holiday successes of the Brunswick Co. were ample when it is stated that the entire supply of the Panatropes and the Spanish models of the Brunswick in the latest improved types were entirely cleaned out of warehouses during the holiday buying season. When Vice-President R. S. Bensinger called on District Manager George A. Lyons, he was most pleased at the reports of the clean sweep of all available supplies of the Brunswick. Vice-President Bensinger stopped over en route to Atlantic City, where he spent the mid-December days on a brief vacation. Another caller at headquarters here was Jack Kapp, sales manager of the race record department at the factory.

Panatrope Concerts Increase Sales

A very important sales campaign was inaugurated in the Capital City of Pennsylvania during December when the Brunswick Panatrope was demonstrated before the many patrons of the J. H. Troup Music House at Harrisburg in a series of concerts. With factory representative W. J. Lorenzo attending, the Panatrope, Seville and other newest Brunswicks were used in the concert in appropriate assortment of the various records in popular and classic selections. Coming in the holiday months, its success was marked by the sale of many of the latest models for the Yuletide.

Features an Extensive Line

M. S. Jacobs, who conducts the Central Music Supply Co., 964 North Marshall street, wholesaler and retailer of talking machines and accessories, features parts and a complete line of records and machines in the Victor, Columbia, Premier and Okeh makes, after four years in the industry.

R. E. Tongue & Bros. Have Excellent Season

R. E. Tongue & Bros. Co., Inc., wholesaler of Federal Ortho-sonic radio in this territory, reports a very strong activity in this popular line. The Philadelphia concern has done splendid work with Ortho-sonic sets from their introduction in 1925 and since that time has handled Federal exclusively in its radio department.

G. T. Tongue, assistant treasurer of the company, recently made a visit to the factory of the Federal Radio Corp., in Buffalo, and found every available space in the plant being used to combat the production problem created by an enormous demand for Ortho-sonics.

Hold Business and Social Get-together

In celebration of the holidays and in conformity with the business plans for the new year the traveling representatives of Everybody's Talking Machine Co., 810 Arch street, held a joint business and social gathering in the holiday week. With fourteen salesmen attending, the firm acted as host to the workers at a banquet held in the Hotel Benjamin Franklin when President Philip Grabuski reviewed

(Continued on page 94)

THE Victor Company's great national newspaper advertising has put the wonderful new Orthophonic Recording right out front.

Your follow-up of this advertising will make Record business richly profitable.

Tie up with Victor ready-made ads.

H.A. WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

Victor Wholesalers



Tungar is *ideal* for any cabinet

Never hesitate to install a G-E Tungar battery charger in any cabinet.

It is safe—contains nothing which can damage furniture.

In appearance, it will harmonize with the finest radio cabinet.

And it is a simple matter to connect it permanently so that a switch can control the charging of the batteries.

Tungars are easy to sell. They have been advertised consistently for ten years. The radio public knows them. And they bring a more-than-generous profit.

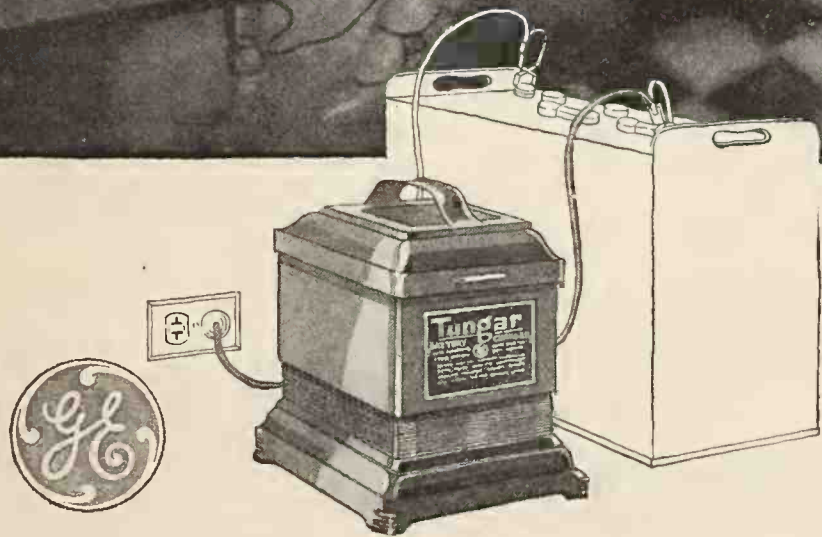
And this is important:

The two-ampere Tungar will trickle charge a 6 volt "A" battery—or give it a full rate boost.

It will also charge:

2 or 4 volt radio "A" batteries, Automobile batteries, and all radio "B" batteries.

Ask your Tungar Jobber for Tungar Sales Helps—Now



(East of the Rockies)
 2 ampere Tungar, \$18
 5 ampere Tungar, \$28
 Trickle Charger, \$12
 (60 cycles, 110 volts)

 **Tungar**
 REG. U.S. PAT. OFF.
BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY

MERCHANDISE DEPARTMENT

BRIDGEPORT, CONNECTICUT

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

his recent journey over 14,000 miles of territory in this country, Mexico, Central America and in Cuba. While the banquet was the social occasion, there were many business sessions held at headquarters in Arch street during the three days of the conferences and at these meetings the plans for the coming year were outlined. Among the changes effective was that of the enlargement of the storage facilities through the addition of an adjoining building basement which has been connected to the present home through demolition of the linking walls. Among the 1927 plans are those that will promote the sales of the newest additions to the Everybody's Talking Machine Co. lines, the Honest Quaker portable, which appeared for the first time last November, and that of the Quaker-tone Junior, a small-size talking machine. The demand for the Honest Quaker parts has been so heavy that the factory and shipping departments have been put on increased schedule and overtime. There will be more developments in the new year to add to the laurels already obtained for the Honest Quaker in the way of new devices that will aid in the modernizing of old-time machines and in perfecting the newer makes.

Jacobs, Inc., Now Known as Shuman Bros., Inc.

On January 1 the assets of the firm of Jacobs, Inc., music and furniture dealer, were taken over by Shuman Bros., Inc., and the business will be continued at the same address at 1501 Germantown avenue under the new name. The change amounts only to a new name, as the officers of the company have for a number of years controlled and directed Jacobs, Inc.

Cupid Scores at J. A. Fischer Co.

Cupid is busy in the ranks of the Fischer organization. On December 26 two betrothals were announced. Martin Krupnick, of the Fischer sales staff, has become engaged to Bessie Simons, and Milton Leidner, head shipping clerk of the J. A. Fischer Co., has become engaged to Miss Reba Block.

Prepare for Heavy Victor Demand

While the Xmas shopping in the talking machine trade cleaned out the wholesale supply of Victor Orthophonics and other models of the new types, H. A. Weymann & Son, wholesalers, under Manager Charles W. Bahl, are now being put in readiness for 1927. The firm is negotiating with the new interests at the factory for the coming year and expects to be able to announce its policies within the next few weeks. There will be stocked a complete supply of the



GUARANTEE PORTABLE

Furnished in

**COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH BLUE**

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Heineman Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 13½ pounds.

Guarantee Special Portable

Retails for \$12.50

Write for Prices in Quantity



Costs you \$10.50

RETAILS FOR \$25.00

GUARANTEE TALKING MACHINE SUPPLY CO.

35 N. NINTH STREET **PHILADELPHIA, PA.**

Write for our latest Main Spring Chart

new models ready for trade distribution as soon as the plans are perfected. Already some shipments have been received, but these have been sent on their way to the dealers listed in the books as urgently in need of stocks. Additional shipping forces were added for the holidays to take care of the rush, and part of the staff will be maintained for the better service of the dealers in the current year.

Plans to Add Radio

A radio department is to be added to the Crown Talking Machine Co., 35 North Ninth street, this year. The firm has been engaged in the talking machine business for more than a decade. No particular type of radio has yet been selected but will be within a few weeks. The firm has been retailer of the Victor, Okeh and Columbia machines and records, with M. Berger at the helm. The larger quarters ac-

quired within the last year will enable the extension of the business to the radio branch of the industry.

Rich Rewards in 1927, Says G. A. Lyons

"In writing Finis to 1926 a definite improvement in Brunswick business in the Philadelphia territory can be set down as part of the history," said George A. Lyons, Brunswick district manager. "General conditions have been in the main prosperous; the outlook is that they will continue to be so. New merchandise and new policies in the past few months have proved themselves to the dealers and the public so that a definitely good groundwork is already laid for 1927.

"The day when radio was a disturbing factor is past; the constructive element is in the ascendancy. The public is demanding musical entertainment, not 'distance,' and better programs are beginning to show their effect on the sales of combination and records. The new year holds out every promise of rich rewards to those who will study new Brunswick merchandise and properly present it to the public."

Optimistic Over Outlook

Louis Buehn, president of Philadelphia Victor Distributors, Inc., whose headquarters are at 835 Arch street, this city, reports that sales for 1926 were far ahead of his expectations and the quota which he set. It is Mr. Buehn's personal opinion that there is nothing in sight to change business conditions for the next year and it is his belief that every Victor dealer with the proper effort can do an even better business during 1927 than has been done. During the past year the Philadelphia Victor Distributors not only received huge shipments of merchandise from the Victor Co., but at considerable expense purchased Victor instruments of various types from other jobbers whenever and wherever available in its effort to provide the best possible service.

J. A. Fischer Co. Expands

With the growth of popularity of the newly introduced tone arm, the Val Phonic, the J. A. Fischer Co., 730 Market street, has been obliged to add to its factory facilities and larger quarters have been acquired to take care of the increased orders. Dealers have been fitting their old style machines with the new Val Phonic devices and have been able to clear out old stocks at a profit as a result. J. A. Fischer, of

(Continued on page 96)

"Trilling & Montague, wholesale radio merchandisers, Philadelphia, are recognized as one of the few wholesalers actually giving dealers service with a capital 'S'."

A TALKING MACHINE PUBLICATION.

DISTRIBUTORS FOR



KOLSTER

GROSLLEY

Acme Products
Amplion
Balkite
Brandes
Bremer-Tully
Bright Star Batteries
Burgess Batteries

Eagle Chargers
Exide Batteries
Farrand
General Radio Co.
Hartford Battery
Jewell Meters

Majestic Eliminators
Pacent
RCA Radiotrons
REL Products
Silkenvoice Speaker
Silver-Marshall
Sterling Meters

Tab Batteries
Timmons
Tower's Products
Western Electric
Weston
and many others

Write for our 1926-27 Catalog

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

49 North Seventh Street "Grow With Us"

Philadelphia, Pa.

The FACTS

—about getting maximum profits
out of 1927

WHAT you have left after all expense is paid—that's PROFIT.

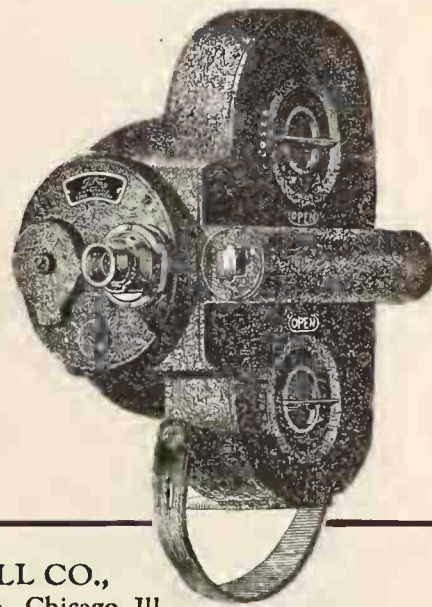
Suppose you *have had* a record Fall and Holiday business. As the weather warms up your winter profits will melt away—UNLESS you somehow keep SALES up.

Experience has shown that you need a hot-selling line for Spring and Summer—a line that will keep sales up to the high levels of cold-weather Radio and Musical Instrument business.

The Bell & Howell line of Motion Picture Cameras, Projectors and Equipment fits in perfectly with your set-up. The hotter the weather, the better this line sells. Keeps your sales force intact and busy on a profitable basis. Wonderful advertising and dealer support. Protective franchises granted responsible dealers. No technical experience necessary to handle this high grade line.

The coupon below will bring you very timely and important information—about discounts, follow-up profits, description of the line and why it is the leader in the field. Get this information now. Don't get caught flat-footed when sales begin to break. Leading music house, like Lyon & Healy, J. L. Hudson, Hanley and many others have already adopted this idea—and are cashing in.

Thousands of these cameras will be sold to families, travelers, and vacationists this year. Do you want your share of these profits? Mail the coupon.



For MORE of the FACTS
mail this coupon!



BELL & HOWELL CO.
1810 Larchmont Avenue, Chicago, Illinois
New York, Hollywood, London ✓ ✓ ESTABLISHED 1907


BELL & HOWELL CO.,
1810 Larchmont Ave., Chicago, Ill.

Please show me how your line of Motion Picture Cameras and Equipment offsets the summer music slump, and mail complete sales proposition.

Name _____

Address _____

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)



ORTHOPHONIC VICTROLAS
and New Process Records make the
New Latent-Resistant Combination
K. GRAY'S SON
Hudson, N. Y.

3 1/2 inches diameter—Patented 1922.

**It Pays to Add Deeds to Words
This Helps to Break Down Sales Resistance**

Word advertising helps business, of course, but being helpful is more effective. The OFFER of a

VELVALOID RECORD BRUSH

will bring people to your store, and your message is permanently delivered to them.

Dealer's ad beautifully imprinted on Pyralin top. Pyle plush cleaning surface in assorted shades.

We know it pays. Let us tell you how and why, then we are sure you will order VELVALOIDS thru your Jobber.

**PHILADELPHIA BADGE CO.
MANUFACTURERS**

942 Market Street Philadelphia, U. S. A.

the firm, who has been touring through Quebec and the Canadian Winter resorts on a combined business and pleasure trip, is back at his desk. Three men now are on the road for the Fischer Co. They are B. Krupnick, Charles White and George Hallahan, all having left in early January for their respective fields. Irvin R. Epstan, of the firm, leaves in late January for a tour of the South.

I. R. Epstan, of the J. A. Fischer Co., has spent much time on the road lately and reports that the good business of 1926 is carrying well into the new year. January opened well in the demand for phonograph replacement material and also a good demand for the Val Phonic reproducer.

D. W. Mayberry in New Post

Following many years of association with the talking machine industry and connected with some of the largest manufacturers, D. Wilson Mayberry is now appointed sales manager to the Penn Phonograph Co., 913 Arch street. For the past several years Manager Mayberry has been connected with the Penn Co. and previously was sales manager of the Brunswick Tire Co. Under the plans for the development of the sales policies of the Penn Co. he will organize a staff of eight sales representatives to cover the territory of the local distributors of the Zenith, Fada and other radio sets and accessories. He will work in co-operation with General Purchasing Agent E. G. Dare, of the Penn Co. There also will be featured this year a complete line of accessories such as tubes, batteries, loud speakers and other appliances incidental to the use of radio.

Phonograph Society Meets

When the Phonograph Society, the organization devoted to the promotion of interest in the better recordings of talking machine records, met at the headquarters of the Brunswick Co., under the patronage of Manager George A. Lyons, on December 14, there were thirty members present. A talk on better records was briefly given by Secretary James B. Yarnall, while the president, Axel Johnson, who came from the Boston headquarters of the Society, told of the aims of the organization and its hopes of enrolling those members who will stimulate an interest in the better types of musical selections. The next meeting will be held under the direction of the Columbia Phonograph Co. at a date not yet decided upon.

Hold Columbia Sales Conferences

Among the visitors to the local offices of the Columbia Phonograph Co. was A. J. Heath, from the Chicago headquarters, and who, until a few months ago, was Philadelphia manager. He made a brief talk to the staff of salesmen who were present at the holiday session of the Columbia forces and who were the guests of the local manager, J. J. Doherty, in the sales conferences devoted to outlining 1927 business plans. The sales conferences were held at the Bourse Restaurant. There has been such a rush for the Columbia's newest instrument, the Viva-

tonal phonograph, that the local offices have been obliged to put on a night staff as well as day force to speed up deliveries. While the staff was employed for the holidays, it has been found necessary to hold the night workers over for the new year in order to meet urgent need of deliveries.

Outlook Bright for Eckhardt

Walter L. Eckhardt, president of the Eckhardt Corp., maker of the Eckharmonic radio set, reports that the new year has opened in an auspicious manner. This corporation, only a few months old, has awarded its franchise to a number of particularly desirable dealers throughout the country, who will form a nucleus for the steady growth of the company during 1927, which in reality will be its first business year. Mr. Eckhardt reports the old year ended with the affairs of the company in exceptionally good condition, all merchandise manufactured having been sold, and advance orders have already assured the company of a good beginning for 1927.

News Gleanings

Ballens Modern Music Shop, 2144 North Front street, is now featuring the RCA and Freshman radio, in addition to the Brunswick and Columbia phonographs.

When the Philadelphia Victor Dealers Association meets this month at the Ritz Carlton Hotel, the annual election of officers will be held. While the place has been selected no definite date has been set for the meeting and banquet to accompany the business session.

Closing of a very successful year and the resumption of the talking machine department on a more extensive scale were the important factors that brought the Gimbel Bros.' department store an outstanding place in the Philadelphia trade. Notable in the year's progress was addition of the Victor and the Brunswick. The Columbia line also is handled. The radio department, under Manager W. P. Saunder, has been featuring the Atwater Kent and RCA radio.

The Purcell Music Co., of Trenton, has been purchased by Nathan Belly, who will continue to feature the Victor talking machines.

Ralph Quimby, who has been manager of the Frankford avenue store of the Linton Co., is now associated in another line of business.

J. Suffin, who formerly was identified with the Kimball Organ Co., is now engaged in the talking machine business, having taken over an interest in the store of G. C. Aschbach, Victor dealer at Allentown, Pa. Edward Crispin, former manager of the Aschbach store, is with the Cameron Music Co. of Allentown.

R. M. Klein on Vacation

R. M. Klein, general manager of F. A. D. Andrea, Inc., is now enjoying his first vacation in several years. Hunting and golf will occupy Mr. Klein's time for the next two weeks at the Dover Hall Club, near Brunswick, Ga. U. G. Hermann, of the Radio World's Fair, and a number of prominent figures in the sport world are with Mr. Klein.

Atlanta Salesman Makes \$100,000 Carryola Sales

Wayland Attkisson, Assistant Sales Manager of Aluminum Specialty Co., Carryola Distributor, Runs Up Fine Sales Record

ATLANTA, GA., January 6.—During the twelve months of 1926 Wayland Attkisson, assistant sales manager of the Aluminum Specialty Co., of this city, amassed a sales record which is remarkable. In addition to his executive duties, he was successful in selling over \$100,000 of Carryola portables to retail operators in the Southeast.

He is one of the best known and most popular members of the music industry in this sec-



Wayland Attkisson

tion of the country, and numbers among his friends hundreds of music merchants and furniture dealers with whom he has had an opportunity to co-operate. Mr. Attkisson not only sells the merchandise, but consistently introduces constructive plans to assist dealers.

In pointing toward the achievements of Mr. Attkisson, C. Miller Jones, sales manager of the Aluminum Specialty Co., makes the prediction that his assistant will double his volume of last year during 1927.

Frederick Dietrich Host to Kolster-Brandes Heads

Department heads and foremen of two Kolster-Brandes plants in Newark, N. J., were entertained by Frederick Dietrich, president of the Brandes Products Corp., subsidiary of Federal-Brandes, Inc., at a New Year's luncheon. Piano selections, duets, monologues and other entertainment by some of the executives present featured this get-together party. The history of the past successful year was reviewed and prophecies were made of future growth.

Federal Advertising Tie-up Contest Is Most Successful

BUFFALO, N. Y., January 7.—R. F. Lovelee, western New York representative of the Federal Radio Corp., manufacturer of Federal Ortho-sonic radio receivers, received first prize in the advertising contest conducted by the company among its territorial representatives. L. M. Blye, New England representative, secured second prize, and R. G. Blair, representing Federal in Wisconsin, was third in order.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N. J.

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE
Write—Star Machine & Novelty Co., 9-11 Watsessing Ave., Bloomfield, N. J.

SELL PERMANENT RADIO SATISFACTION

The Bremer-Tully Counterphase-Eight



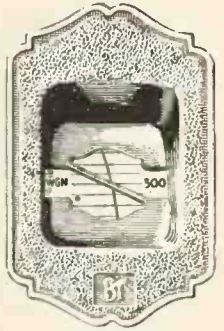
—the set on which many successful dealers rely to satisfy their most exacting customers

IT is the product of a firm that has never put out a *RADIO* product that was not more than ordinarily successful. They are originators of the “NAMELESS” and “COUNTERPHASE” circuits as well as designers of many parts, famous for their efficiency.

The demand for their greatest success, Counterphase Receivers, is working the factory to the limit of its production. It bears out what has always been our firm belief, *that quality will be recognized.*

We invite you to investigate the new *B-T Counterphase*, the Authorized Dealer Plan, and the past record of B-T.

With the B-T patented Station Indicator, found in no other set, you read the wave length direct from the tape. No log book is required. There is no guess-work about locating any station whose wave length is known.



Station Indicator
(Pat. 9-23-26)



Open, Showing Control Panel

The *Rejector*, another exclusive B-T feature, makes possible selectivity not found in other single-control sets. Tuning is simple but at the same time auxiliary controls are there for those who want to exercise tuning skill.



B-POWER-UNIT

When you explain to the prospect—that the Bremer-Tully B-Power Unit is made by a company with *Radio* experience behind them,—that it delivers 150 volts at 60 mils—enough for the big sets,—that there are no knobs to turn, no guess-work, no variable resistances to get out of order,—that it is better in every detail,—they will see the wisdom and economy of buying the Bremer-Tully B-Power Unit.

Send for circulars on all B-T products.



The *Counterphase-Six* is similar to the “EIGHT” but with four “tuned stages instead of five.” It is lower in price and like the “EIGHT” is a leader in its class.

BREMER-TULLY MFG. CO.

520 So. Canal St.
CHICAGO, ILL.

Many Holiday Good Wishes for Talking Machine World

Greetings Received From All Parts of the Country and From All Branches of the Trade, Manufacturing, Wholesale and Retail

The Talking Machine World acknowledges with thanks and reciprocates the Christmas and New Year's Greetings received from its many friends in the trade, among whom were Elmer E. Bucher, Radio Corporation of America; Joseph Wolff, Sonora Phonograph Co.; L. W. Staunton, Carroll Van Ark and A. W. Rhinow, Federal-Brandes, Inc.; Pierre Boucheron, J. L. Bernard and J. Harber, Radio Corporation of America; Roy Davey, American Bosch Magneto Co.; Joseph D. R. Freed, Alex. Eisemann and Arthur Freed, Freed-Eisemann Radio Corp.; Harry Neu, Plaza Music Co.; Maximilian Weil, Audak Co.; Henry Waterson, Jr., Cameo Record Corp.; Geo. H. Kiley, Farrand Mfg. Co.; Nat Golden, Superior Phono Parts Co.; Carl

Kronenberger, Favorite Mfg. Co.; F. C. Kent Co.; Saul Bornstein, Irving Berlin, Inc.; L. M. Weippert, Chappell-Harms, Inc.; Edgar F. Bitner, Leo Feist, Inc.; Sam Fox Publishing Co.; Tay Sales Co.; Fletcher-Wickes Co.; P. C. Brockman, James K. Polk, Inc.; Frank Dorian, Columbia Phonograph Co., Inc.; American Talking Machine Co.; J. Newcomb Blackman, Blackman Distributing Co.; Arthur A. Trostler; Edward F. Biel, Progressive Musical Instrument Co.; M. O. Giles, Mohawk Corp. of Illinois; Harry M. Frost Co.; Vernon W. Colamore, Atwater Kent Mfg. Co.; P. R. Hawley, Girard Phonograph Co.; H. S. Layton; Curtis N. Andrews; J. E. Rudell; L. O. Coulter, Sonora Phonograph Co.; E. A. Kopf, J. W. Greene Co.; Harry Fox, Okeh Phonograph Co.; Capt. R. C. Carrington Smythe; M. J. Eckhardt, Eckhardt Corp.; Robert H. Dippy Advertising Agency; Atwater Kent Mfg. Co.; M. Hohner, Inc.; Argus Radio Corp.; Ben R. Stauffer, Pooley Co.; T. W. Barnhill, Penn Phonograph Co.; J. Lobel, Trilling & Montague; T. W. MacDowell, C. W. Geysler and H. A. Arany,

Atwater Kent Mfg. Co.; Frank T. Chase, Hoffay Phonograph Co.; Musgroves, Ltd.; North American Radio Corp.; Caswell Mfg. Co.; Russell E. Hunting; H. Donaldson Leopold; Carryola Co. of America; H. H. Eby Mfg. Co.; Benj. Woodbury, Kellogg Switchboard & Supply Co.; Ray Riley, Sonora Phonograph Co.; Geo. Seiffert, Greater City Phonograph Co.; Leon Golder, Magnavox Co.; Kenneth Reed, Federal Radio Co.; Gordon C. Sleeper, Sleeper Radio Corp.; Garod Corp.; Walter Magill; Herbert E. Young, Grigsby-Grunow-Hinds Co.; Carl D. Boyd; H. P. Emerson & Co., Inc.; Samuel Fingrutd, Everybody's Talking Machine Co.; Bonsib, Inc.; Wolf Mfg. Industries; Ralph S. Peer; A. J. Kendrick, Brunswick-Balke-Collender Co.; Frank V. Goodman, Sonora Phonograph Co., Inc.; Jack Redell, Kurz-Kasch Co.; Chicago Talking Machine Co.; Gulbransen Co.; H. H. Roemer, Bell & Howell Co.; Sampson Electric Co.; Targ & Dinner Music Co.; United Air Cleaner Co.; Zenith Radio Corp.; G. Clayton Irwin, Jr., Radio Manufacturers Show Association; A. J. Carter, Carter Radio Co.; A. G. Burt, Kellogg Switchboard & Supply Co.; Kenneth M. Smith, Gould Storage Battery Co.; Maurice Landay, Greater City Phonograph Co.; F. J. Ames, Columbia Phonograph Co., Inc.; H. S. Maraniss; L. W. Rosenfield, Geo. A. Lyons, Brunswick-Balke-Collender Co.; Herbert A. Brennan, Gross-Brennan, Inc.; Jack Kapp, Brunswick-Balke-Collender Co.; Jim Davin, American Piano Co.; H. B. Forster, Perryman Electric Co.; S. Steinfield, Claremont Waste Mfg. Co.; R. K. Smith, Kellogg Switchboard & Supply Co.; H. A. Goldsmith, Badger Talking Machine Co.; E. F. McDonald, Zenith Radio Corp.; Fred P. Oliver, Boley-Oliver Co.; Orsenigo Co., Inc.; L. L. Spencer, Amplion Corp. of America; H. Emerson Yorke, Brunswick-Balke-Collender Co.; J. B. Price, Stevens & Co., Inc.; H. B. Sixsmith, Harger & Blish; E. P. H. Allen; F. W. Schnirring, Sonora Phonograph Co., Inc.; F. Clifford Estey; H. C. Cooley; A. M. Kennard, Okeh Phonograph Co.; R. H. Woodford, Stewart-Warner Speedometer Co.; Standard Talking Machine Co.; Herbert H. Frost, E. T. Cunningham, Inc.; Howard J. Shartle, Cleveland Talking Machine Co.; H. C. Cox, Columbia Phonograph Co., Inc.; E. G. Evans, C. Bruno & Son, Inc.; Milton E. Schechter, Aircraft Industries; Edward Wallerstein, Brunswick-Balke-Collender Co.; C. Bruno & Son, Inc.; Boley-Oliver Co.; Gross-Brennan, Inc.; W. C. Hutchings, Brunswick-Balke-Collender Co.; Cleveland Talking Machine Co.; Edward B. Lyons, Standard Talking Machine Co.

The Sterling Model RT-41

\$28⁰⁰



—the low priced
“B” Eliminator
that sells—and stays sold!

HERE is the right “B” Eliminator to sell to owners of moderate sized sets—those who have two to five large tubes or more than five peanut tubes. And you can sell it, too, because of its remarkably low price and because of its Sterling features which put it in a class with “B” Eliminators selling at far higher prices.

Adjustable detector and amplifier voltages controlled by knobs. Supplies up to 130 volts at 20 milliamperes. Uses standard UX-213 or CX-313 tube. Shielded—absolutely free from hum.

The Sterling RT-41 is no larger than a 45 volt “B” Battery, yet it gives three times the power. You can safely guarantee the permanency of its operation. It is a Sterling product backed by 20 years of electrical specialization.

The Sterling RT-41 is the ideal installation for Radiolas 25 and 28. Your customers can install it themselves without your help. Instructions complete.

Also Raytheon Tube “B” Power Units
for High-Powered Sets
R-97, for “B” & “C” Power \$55.00
R-99, for “B” Power 45.00

Sterling

“B” ELIMINATORS

Write for information about Sterling's comprehensive line of battery chargers and other accessories that meet every Radio buying need.

THE STERLING MANUFACTURING COMPANY
2831 Prospect Avenue
Cleveland, Ohio

Art Models of Ortho-sonic Receivers in Big Demand

Growing Demand for Four Models in Smaller Towns and in Large Cities

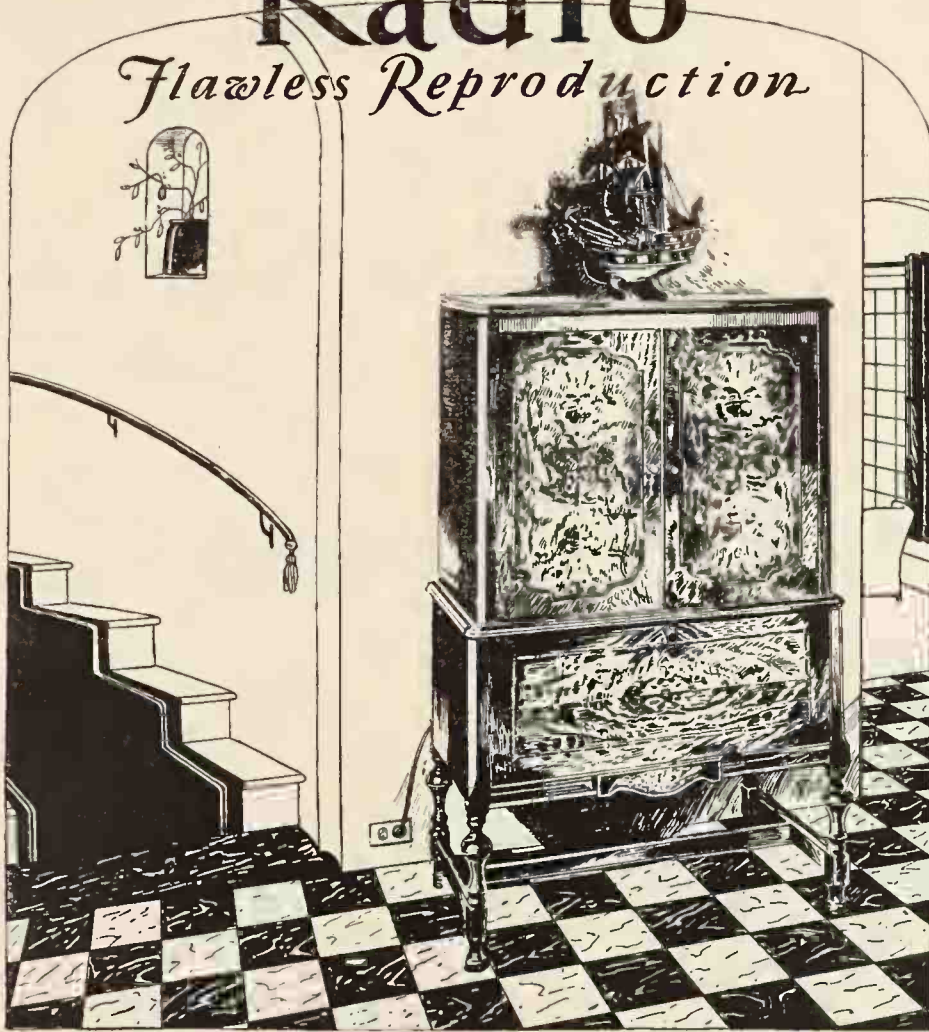
BUFFALO, N. Y., January 5.—The Federal Radio Corp. has experienced during the 1926 season a big demand for the art models in Ortho-sonic receiving sets, which were added to the line last year. These receivers, of strictly custom-built type, planned for those whose taste and home furnishings require an instrument of unusual beauty, met a demand that exceeded expectations. Because of the comparative high price set on these models, the Federal Corp. proceeded cautiously in planning the output of these four special models, but the original conservative estimate has been exceeded many times.

Such conditions provide a means for measuring the radio standards of 1927. A decided trend toward exclusive design in radio furniture has made itself felt. Inlaid work, hand carving and an unobtrusive arrangement of metal fittings are essential to the custom-built receiver. These models have found a ready market in the smaller towns, as well as in the exclusive sections of the large cities.

KELLOGG

Radio

Flawless Reproduction



The Ideal Radio for the Musical Instrument House

*M*ANY of the greatest Musical Instrument houses of the United States have lined up with Kellogg. Many more, who have been cautious in getting behind Radio, will find the Kellogg a Musical Instrument which meets every requirement of quality and Profit Possibilities.

Landay Brothers of New York, Sherman, Clay & Co., of the "coast," Grinnell Brothers of Detroit—these are among the nationally known Musical Instrument houses who have found Kellogg worthy of their most enthusiastic endorsement.

Write for 1927 Plans

Our merchandising plans for 1927 will open your eyes to new profit possibilities in Radio. Every low priced set you sell or have sold, is creating a prospect for a Kellogg set. Let us outline our plans for turning these prospects into sales. A line from you will enable us to present these important matters for your consideration without entailing any obligation on your part.

Kellogg Switchboard & Supply Company
Dept. 21-A—1066 West Adams Street, Chicago

RECORD DEALERS
WHO AIM AT
PROSPERITY COME
TO
CONSOLIDATED
TALKING MACHINE
COMPANY

THEY STAY WITH US

BECAUSE

Shoulder to shoulder with them we go after record sales. We give them an Okeh Dealers' License—then, the very popularity of Okeh-Odeon Records plus Our Service starts Prosperous Sales.

WE SOLICIT YOUR
INTEREST IN OUR
LICENSED DEALER'S PLAN

Such a plan gives you the
privilege to sell

Okeh Odeon Records

Only the Best Satisfy
the Race

Here Are Some of the Best
10 inch—75c.

- 8415 { WISH I HAD A DIED IN EGYPT LAND
THERE'S A MEETIN' HERE TONIGHT
Both sung by Albertina and Victoria
- 8416 { ORIGINAL BLACK BOTTOM DANCE—Fox Trot
KANSAS CITY BLUES—Fox Trot
Both played by Perry Bradford and His Gang
- 8417 { FIVE O'CLOCK BLUES—Lonnie Johnson
JOHNSON'S TRIO STOMP—Lonnie Johnson and
James Johnson
- 8418 { DOWN YONDER BLUES
HEAVY BURDEN BLUES
Both sung by Margaret Johnson
- 8419 { LAMB'S BLOOD HAS WASHED ME CLEAN
I'M GOING HOME ON THE MORNING TRAIN
Both sung by Arizona Dranes
- 8420 { PRATTS CITY BLUES
PLEADIN' FOR THE BLUES
Both sung by Bertha "Chippie" Hill
- 8421 { MY SOUL BE ON THY GUARD
COME YE THAT LOVE THE LORD
Both preached by Rev. H. R. Tomlin
- 8423 { BIG BUTTER AND EGG MAN FROM THE WEST—Fox Trot
SUNSET CAFE STOMP—Fox Trot
Both played by Louis Armstrong and His Hot Five
- 8424 { PLANTATIONS JOYS—Fox Trot
PLEASE DON'T TURN ME DOWN—Fox Trot
Both played by Luis Russell's Heebie Jeebie Stompers
- 8425 { BOUNCING BLUES
NOLAN WELSH'S BLUES
Both sung by Nolan Welsh
- 8426 { EVERYBODY'S DOWN ON ME
DIDN'T IT RAIN
Both preached by Deacon Leon Davis
- 8427 { MOURNFUL BLUES
GEORGIA STOCKADE BLUES
Both sung by Sara Martin
- 8428 { RELIGION IS A FORTUNE
MY WAY IS CLOUDY
Both sung by Wheat Street Female Quartette of Atlanta
- 8429 { THE BLIND MAN BY THE WAYSIDE
I'M GONNA DIE A WITNESS
Both preached by Rev. J. M. Gates

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich. :: 1424 Washington Ave., Minneapolis, Minn.

From our **CHICAGO HEADQUARTERS**
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Every Branch of Trade in Mid-West Territory Reports Satisfactory 1926

Talking Machines Show Greatest Increase Due Largely to the New Products Placed on Market During the Year—Distributor Reports \$1,000,000 Sales in Three Weeks—Other News

CHICAGO, ILL., January 5.—A final computing of sales in talking machines, records, radio receivers and accessories in the Chicago territory by the trade brought forth reports, almost without exception, that the year 1926 far outstripped the preceding twelve months in financial returns. This is especially true in the phonograph field, for in 1925 only two manufacturers had placed new reproducing machines on the market and the supply was so limited at that time as to deny the retailer the advantage of capitalizing on the demand which had been created about two months before the holidays. This year the situation was bettered, with a number of improved phonographs on the market and record sales booming in consequence.

The November slump in radio sales, which was felt perhaps more in Chicago than in the surrounding territory, subsided with the advent of holiday buying, and, according to Chicago newspapers, more money was spent for receiving apparatus in the city than for any other single item of merchandise. It is estimated that well over one hundred million dollars was spent in the city in holiday and gift buying, with radio claiming about six million of the total, an increase over that of 1925.

One distributor of talking machines and radio-phonograph combinations reported sales totaling one million dollars during the first three weeks of December, a record for the organization, which has been an important factor in the mid-West trade for many years. Similar reports have been obtained from dealers, jobbers and manufacturers throughout this territory, and it is particularly interesting to note the rapid rise during the past year of makers of socket power appliances, such as battery eliminators and "A" power devices. Many of these firms produced their first models last Spring, the products found immediate acceptance and popularity, with the result that sales soared until they reached an amazing total this Fall. The market for such accessories is not as sensitive as the radio set field, and it is probable that the demand will not dwindle so noticeably with the coming of Spring.

50,000 Sales of One Vocalion Record

Fifty thousand sales of one record in one month is the unusual feat reported by the race record department of the Brunswick-Balke-Collender Co., Chicago. Jack Kapp, manager of the department, in accounting for the tremendous demand for the number, "Some Day, Sweetheart," credits its popularity to the remarkable recording of the hit, which, by the way, is ten years old. In the record a tuba is successfully recorded as a solo instrument, and Mr. Kapp has received letters from dealers throughout the country stating that they are using this particular Vocalion record to demonstrate their new talking machines to prospective customers. "Some Day, Sweetheart," was recorded under the Vocalion trade name by King Oliver and His Dixie Syncopators, from the Plantation Days Cafe in Chicago.

Since the race record department of the Brunswick Co. was inaugurated on May 1, under Mr. Kapp's direction, steady progress has been made in securing talent, and sales have consistently increased month by month, reaching a gratifying total in December. A major portion

of credit for this success belongs to Mr. Kapp, who has visited every important trade center in the United States, calling personally upon the dealers, and pointing out ways to increase record sales volume through the stocking of race records. Nor are sales confined alone to the

colored population, for the dealers have found that a demand is growing among their regular customers for hits recorded by colored artists.

Jack Kapp Visits New York

Mr. Kapp recently spent three weeks in New York City, Philadelphia and Baltimore recording new talent for the Vocalion race record catalog, among the artists being the Rev. S. J. Worrell, noted negro evangelist, known as "Steamboat Bill." He recorded recently two powerful sermons, "Christ Healing the Blind," and "Noah Building the Ark." The following news item from a recent number of Variety, a

(Continued on page 102)

The Realism of Music Through the NEW
KIMBALL PHONOGRAPH



Style 300

SIZE:
 45 inches high
 32 inches wide
 23½ inches deep

The above is one of the new designs in the latest Kimball phonograph, which represents a comprehensive line for the dealer; a variety of design and price range that is satisfying.

Fidelity of Tone
 Plays All Records

Quietness of Operation
 Exclusive Features

Write, wire or call

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Ave., Kimball Bldg.

CHICAGO, ILL.

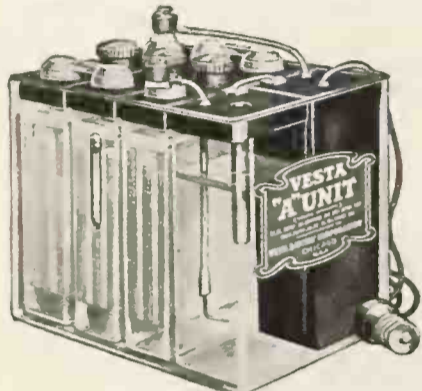
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

publication devoted to the theatrical and musical world, dealing with Mr. Kapp's visit to New York and his work there, is reprinted, as follows:

"Jack Kapp, of the Chicago Brunswick recording staff, just left New York after experimenting with some novel recording ideas. "Red" Nichols and His Five Little Pennies, a new outfit comprising the 'Vanities' (Don Voorhees) trumpeter, Arthur Schutt and 'Miff' Mole, of Roger Wolfe Kahn's Orchestra, and other stars, including Vic Berton, drummer (also from the Voorhees band), have been signed exclusively by Brunswick. Kapp has accomplished the unusual with the new outfit of impressing a tympani sound on a record."

Vesta Battery Corp.'s Aggressive Sales Drive

With a record of thirty years' successful achievement in the automobile battery field, the Vesta Battery Corp., Chicago, launched an aggressive sales drive in the music and radio fields



Vesta "A" Unit

at the beginning of the year 1927, in the interests of the several radio products manufactured by the firm. Proceeding on the basis that radio receivers themselves have been highly perfected, the Vesta executives and engineers have directed their energies toward improving the units which must be used with the radio set. The engineering force of the firm has made a special study of radio reproduction and has perfected a non-microphonic tube, a radio "A" unit, which incorporated the "A" battery, trickle charger and hydrometer, all in one unit, and a trickle charger for use with any "A" battery.

During the past year the firm has attained successful distribution of its radio products in the automotive field and they may be secured by dealers from forty-eight Vesta centrals throughout the United States, with twelve cen-

trals located in foreign countries, serving the trade in other lands. In Chicago, where the firm's headquarters are maintained, there are the main offices and plant, a large warehouse, together with separate factories for tubes and radio "A" power units.

To further aid dealers in the sale of Vesta products, the firm sponsored a national advertising campaign in September, 1926, which will continue throughout 1927, with the advertising plans calling for a large increase. Space was used thus in forty-eight leading newspapers throughout the country, together with advertising in Liberty and the Saturday Evening Post. In addition, the Vesta Battery Corp. offers to retailers who handle its products a complete dealer help service, including counter display cards, folders, newspaper mats, signs, window transparencies and movie slides. Following an important and modern trend in advertising the firm established a broadcasting station several months ago, known as WFKB, through which the Vesta name is heard by millions of listeners every week-day evening, except Monday, Chicago's "silent night" on the air.

The Vesta radio "A" unit, shown in the illustration herewith, latest addition to the line, replaces the battery and separate charging unit. By means of this unit the radio set owner has a fully charged "A" battery, when connected with the 110-volt A. C. lighting circuit, requiring little attention, except the addition of distilled water about every two months. The case is a heavy glass container, through which may be seen all that is going on within the unit, the solution level always being in plain view. A built-in hydrometer, with three colored balls shows the state of charge at all times, a feature which does away with testing, and insures the user against neglect. According to the manufacturer, the vital life of the battery is kept at normal constantly, because the trickle charger is built into the glass case with the battery, preventing the weakening and rebuilding process which ordinarily wears out a battery.

Geo. C. Jell Visits Western Dealers

George C. Jell, of the general sales department of the Columbia Phonograph Co., Inc., in charge of the Columbia Masterworks series, spent December 30 in Chicago. He made his headquarters at the Chicago branch of the Columbia Co. and visited a number of Columbia dealers, giving them valuable information re-

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



Manufactured by ALTO MFG. CO.

1647-51 Wolfram St.

CHICAGO, ILL.

garding the Masterworks series, together with sales ideas which the dealers can put in actual practice to increase turnover in records of the more serious type. Mr. Jell left for Cleveland and visited a number of other Middle West cities during his trip.

Where They Spent the Holidays

C. D. MacKinnon, manager of the record sales division; Paul S. Ellison, advertising manager; H. Emerson Yorke, and P. J. Piatt, of the billiard advertising department of the Brunswick-Balke-Collender Co., Chicago, spent the Christmas holidays in New York and other Eastern cities.

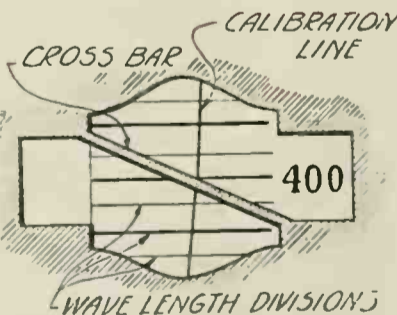
Delivering New Bremer-Tully Console

Deliveries are now being made on the Bremer-Tully Counterphase Eight console, manufac-



New Bremer-Tully Console

tured by the Bremer-Tully Mfg. Co., Chicago. In this new model the speaker is not built in, Bremer-Tully engineers believing that the limitations of built-in speakers are too marked, and that the user should have the advantage of using his favorite speaker. Ample space is provided in the lower compartment for batteries and a cone speaker and the lower doors open and slide back out of place. The grille work concealing the speaker and batteries is easily removable and the cabinet presents a very pleasing appearance, as the illustration above shows.



Calibration Device

The Bremer-Tully Mfg. Co. has secured patents on what is believed by the firm's executives to be the only device that permits each radio set to be accurately calibrated. The calibration line is drawn on the celluloid tape in red ink, and the line is different for each receiver, as no two sets are exactly alike. The wave-length is read where the calibration line meets the upper edge of the cross bar. In the diagram shown here-

(Continued on page 104)

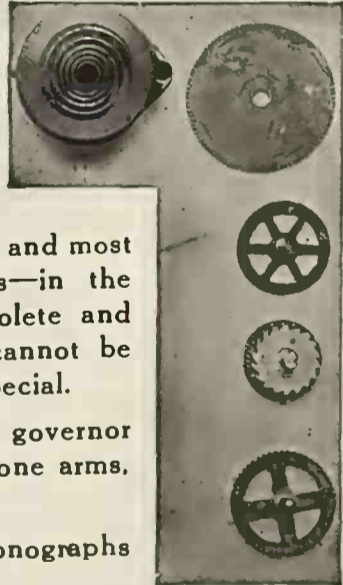
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. O'Neill-James Co. Arrol Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK 'CONSOLA'

CABLE ADAPTES 'CONSOLA'

227-229 W. WASHINGTON ST. CHICAGO ILL. Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.



SAFFO JEWEL POINTS

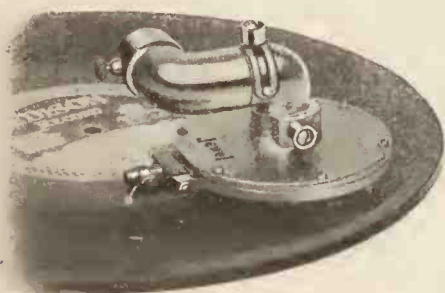
NONE GENUINE WITHOUT THIS TRADE MARK



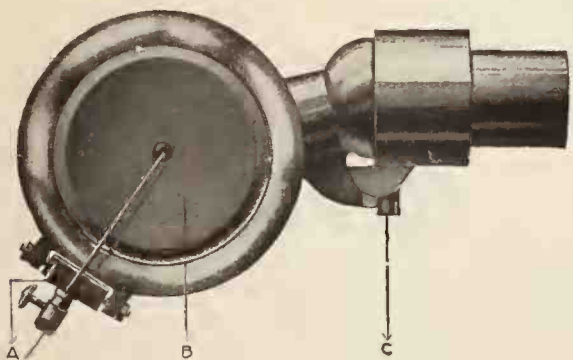
Specially manufactured for reproducing EDISON RECORDS on all TALKING MACHINES

To play Edison records perfectly and safely you must have a perfect ground and polished point. The Jewel Saffo Point is identical with the Edison Diamond Point in size of point and arc. It is a carefully made laboratory product, and each point is microscopically inspected to make sure that it has a perfect cone point before it is allowed to leave the work shop. Our 090 bone shank Saffo Point is made especially to fit the Jewel Equipments for all phonographs, including the Orthophonic. Our 060 metal shank Saffo Point will fit any reproducer with the standard sized needle hole in the stylus bar. Retail Price: 090 Point, \$1.00; 060 Point, 75c.

Jewel Attachment for Playing Edison Records on the Orthophonic Victrola

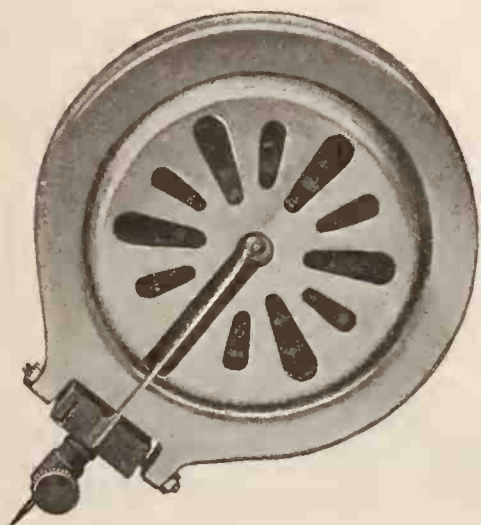


Through its Jewel Special Saffo Point, patented diaphragm and stylus bar, it recreates from Edison records the rich chords of the piano, the moving strains of the violin, the pure tones of the singer, just as though the musicians were before you in person. Nickel-plated, \$7.50; gold-plated, \$10.00.



Jewel Needle Equipment for the New Edison

Perfectly balanced for playing the electrically recorded records on the Edison Diamond Disc Phonograph. This reproducer eliminates most of the harsh metallic nasal tone so prominent in reproducers having a Mica diaphragm.



Jewel Concert Reproducer

This reproducer has a specially treated aluminum diaphragm, and the grille which protects the diaphragm and stylus bar is made of German silver. Very sensitive to vibrations and reproduces both delicate and heavy tone waves in their exact relative volume. Eliminates most of the surface scratch. Made with backs to fit all Jewel tone arms and attachments; the goose-neck of the old style Victrola and the Columbia and Sonora tone arms.

We manufacture brass and die cast tone arms, automatic stops, etc.

JEWEL PHONOPARTS CO.

154 Whiting Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

with the set is tuned to exactly 400 meters. The space to the left is provided to log the call letters of the favorite stations. This device is part of the standard equipment of the B-T Counterphase Eight console, and other receivers made by the firm.

Some Attractive Erla Literature

An attractive circular was recently mailed to dealers throughout the country by Electrical Research Laboratories, maker of Erla receiving sets in this city. On the front cover, which is black trimmed with a buff border, is an illustration, in several attractively blended colors, of the Erla DeLuxe Super-Six. The Super-Six receiver is described and illustrated in the pamphlet, together with the six-tube Erla DeLuxe table cabinet receiver.

The Super-Six is an Italian Venetian console of dark American walnut, trimmed in satinwood, with matched burl walnut panels. In the lower compartment there is ample space for batteries or socket power appliances, and the set is adapted for either loop, short or long antenna. Both the Super-Six and the table model are single-dial control receivers, employing the RFL circuit.

McMillan's Splendid Business Showing

The year 1926 brought with it a full share of prosperity for the McMillan Radio Corp., Chicago, maker of McMillan receivers, according to a recent announcement made at the firm's headquarters. Production was started in May, when the McMillan sets made their initial bow to the trade and each month which followed brought with it a larger sales volume than the preceding one. In the nine months in which the sets have been on the market sales have mounted to a total of almost one million dollars, two different retail accounts alone each having purchased \$250,000 worth of merchandise, according to Walter Magill, general manager. The McMillan Radio Corp. general offices are maintained on Michigan avenue in Chicago, with plants at Brazil, Ind., and Indianapolis.

Chicago Radio Representatives Assn. Banquet

A gathering which attracted considerable attention in Chicago trade circles was the first annual banquet of the Chicago Radio Representatives Association held recently at the Electric Club, with the radio jobbers of Chicago as invited guests. About fifty were seated and after a few opening remarks by E. F. Duskis, president, the meeting was placed in the hands

of R. A. Stemm, who acted as the toastmaster.

The speaker of the evening was M. F. Flannigan, assistant secretary of the Radio Manufacturers' Association. In his address Mr. Flannigan spoke at length of the benefits of an organization such as the C. R. R. A., together with the importance of its work and the recognition being given the association by the R. M. A. This was followed by short talks by a number of the jobbers, representatives of the press and members, who advanced the ideals and aims of the association toward creating greater harmony between all divisions of the trade and their desire to promote better merchandising.

Through the able assistance of "Happy" Jack Redell some very fine entertainment was provided, including songs and stories by Eddie and Fannie Kavanaugh, the Gaelic twins of KYW; card tricks and monologue by Horace Dodge, of the Chicago Herald-Examiner, together with a three-round boxing bout through the courtesy of Thomas Walsh, of the Walter Rowan Battery Co. The committee in charge of the banquet was composed of E. F. Duskis, S. B. Darnstader, Elmer E. Mills, Jack Redell and Royal A. Stemm.

Stewart-Warner Co. Budget of News

Among the recent visitors to the offices of the Stewart-Warner Speedometer Corp., Chicago, maker of radio receiving apparatus, were Harry Laughlin, owner of the Stewart-Warner service station in Rochester, N. Y.; Carl Seerist, owner of the Baltimore service station, and N. Seidel, manager of the Kansas City Stewart-Warner service station.

J. E. Burke, the foreign representative of the Stewart-Warner organization, spent two weeks at the firm's headquarters in Chicago during the holiday period. Mr. Burke travels the entire globe in the interests of Stewart-Warner automobile accessory and radio products, and his last trip was of eight months' duration. He reports an increasing interest and sale in radio in a number of countries, especially in New Zealand, where radio sales have rapidly climbed during the past six months. Mr. Burke will leave the middle of January for Central America, Cuba and South America, will then return to the Stewart-Warner headquarters in Chicago and depart for an extended trip throughout the Orient.

John Crook, formerly of the sales quota department of the Stewart-Warner headquarters



UNITED MOTORS

For All Types of
PHONOGRAPHS

Quiet, Easy Winding—Silent Operation—Quick Pick-up—
True Pitch Reproduction—Long Life.
Wearing parts protected by air-tight housing. Continuous
Automatic Lubrication.

Write for Catalog

THE UNITED AIR CLEANER CO.

(Formerly the United Mfg. & Dist. Co.)

9702 Cottage Grove Ave. Chicago

in Chicago, was recently appointed direct factory representative in Canada. In his new position Mr. Crook will cover the entire Dominion of Canada, maintaining close contact with the six Stewart-Warner products service stations operated in that country.

H. Boyle, the Stewart-Warner representative in Iowa, Minnesota and Nebraska, spent the holidays in Chicago at the general offices of the firm.

Artone Line Selling Well in Chicago

The Consolidated Talking Machine Co., prominent distributing house of Chicago, reports unusual activity in the Artone line of console and upright phonographs manufactured by the Berg Auto Trunk & Specialty Co., Inc., Long Island City, N. Y. The Consolidated Talking Machine Co. was appointed distributor for the Artone line a short time ago, and the products are sold to dealers through the Chicago, Detroit and Minneapolis offices of the firm. According to E. A. Fearn, president, the Artone products have enjoyed a particularly heavy demand in the State of Wisconsin.

Paul B. Klugh Back From Vacation

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., Chicago, accompanied by Mrs. Klugh, spent the holidays at their home in Madison, N. J., returning to Chicago the first week in January. Mr. Klugh's trip was a combination business and pleasure jaunt, during which he spent some time at the Zenith New York office and visiting friends in the trade.

Vitanola Service Bureau Formed

The Vitanola Service Bureau has been established at 11 East Austin avenue, Chicago, to give service to dealers handling Vitanola talking machines and other makes of phonographs. Milton Schiff is in active charge of the organization.

Notable Gulbransen National Advertising

Copies of the first three advertisements of the 1927 national series have been forwarded to Gulbransen dealers throughout the country by the Gulbransen Co., Chicago. The 1927 series of general advertisements is one of the most impressive that has ever been laid before the trade, and according to an announcement from the general offices in Chicago, the thought, theme, and the general form of this advertising will be continued throughout the year.

One page of the broadside, which was sent to dealers, calls attention to the artists who will do the illustrating for the 1927 series, pointing out that these men, F. R. Gruger, E. F. Ward, J. Karl and others, are among the foremost illustrators in the country. For nine years the Gulbransen Co. has not missed a single month of full-page advertising in leading magazines, and during 1927 the Gulbransen Co. tenth year's series will appear in most prominent publications, in the general, women's and agricultural fields.

H. B. Bibb Optimistic Over Outlook

"The outlook for 1927 is most encouraging," declared H. B. Bibb, manager of the Chicago Brunswick branch. "We have a line-up of instruments which will enable Brunswick dealers to reach the entire market—both from a price and appeal standpoint—to far better advantage than ever before.


(Continued on page 106)

ELECTRICAL SUPPLIES — RADIO

*For speedy service on guaranteed
Radio and Electrical goods,
send your orders to Harry Alter.
I make it my business to give
you same Day Delivery.*

*Harry Langer
mgr. order Dept.*

*If you are not on our
mailing list write today
for our catalogs.*

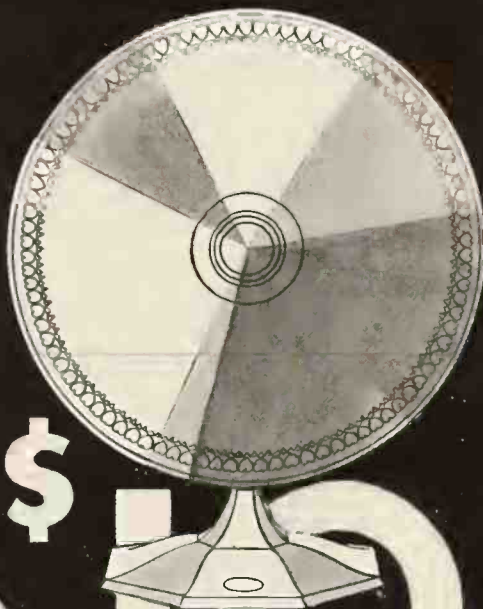


The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.

UTAH

CONE

SPEAKER



\$

10



This Cone Speaker is the Famous Leader of the Famous Utah Line

UTAH RADIO PRODUCTS CO., 1421 S. MICHIGAN AVENUE, CHICAGO

Each One Guaranteed

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

"The higher-priced instruments—Panatropes and Panatropes with Radiola models—will be particularly active, and dealers who recognize the tremendous possibilities in this connection and equip themselves to go out and get this class of business will be the ones to reap the harvest.

"The improved mechanical type of instrument with its corresponding lower price and amazing reproducing qualities, in addition to the electrical line, rounds out the picture of sales volume possibilities, the like of which the music dealer has never before been privileged to contemplate. Add to these the marvelous Light Ray recordings on Brunswick records, and the entirely new and interesting story which the dealer may now convey to the public regarding both instruments and records, and we have a situation which we believe is unprecedented in the history of the phonograph business. The answer to the dealer's selling problem in the vast majority of cases can be summed up in the following: The imperative necessity of trained salesmen—and this condition is being felt more acutely every day."

Grigsby-Grunow-Hinds Co. Conference

Ten sales representatives from the Middle West territory attended a conference at the general offices of the Grigsby-Grunow-Hinds Co., Chicago, makers of the Majestic "B" eliminator, on January 3 and 4, at which time the work of the past year was reviewed and sales plans for 1927 discussed and outlined. Fred D. Williams, general sales manager, and N. D. Patti, district manager of the central division, addressed the salesmen at the meetings, which were held at the Parkway Hotel.

An addition to the present factory of the Grigsby-Grunow-Hinds Co. will be built shortly and tools are now being made preparatory to the introduction of an "A" power unit. The engineers of the company have been experimenting with such a device for several months and it is expected that the Grigsby-Grunow-Hinds Co. will make an important announcement to the trade regarding the new product in the near future.

New Distributor of Mohawk Products

The Washington Automobile Supply Co., Washington, Ill., was appointed distributor for the radio products of the Mohawk Corp. of Illinois, Chicago, late in December, according to an announcement made by Otto N. Frankfort, general sales manager of the Mohawk organization. This company maintains branches in

Decatur, Peoria and Springfield, has a staff of seventeen sales representatives and will cover the Illinois territory. Geo. Rinckenberger is the head of the firm. All sales representatives of the Mohawk Corp. of Illinois are now in the field working in co-operation with the Mohawk distributors' sales staffs and calling upon the dealer trade.

New Talking Machine Reproducer

A new talking machine reproducer was recently placed on the market by the Duro Metal Products Co. of Chicago, the product being known as the "Quala-fonic." It is finished in either nickel or gold and is made in a number of different styles to fit various makes of talking machines. The diaphragm, which is of aluminum alloy construction, is said to reproduce low bass and high treble notes with volume and fidelity of tone.

Last Summer the Duro Metal Products Co. introduced a reproducer, a feature of which was its magnesium diaphragm, and the manufacturer is placing an ambitious sales program behind both of the new sound boxes. The "Quala-fonic" is being used as standard equipment by a number of prominent talking machine manufacturers, according to W. H. Odum, president of the Duro Metal Products Co.

Spofford to Sell Pianos Only

F. S. Spofford, for the past twenty-five years widely known as a retail phonograph and piano dealer with warerooms in the Republic Building, recently discontinued his phonograph and radio department and in the future will devote his time to the piano business exclusively. Mr. Spofford left for a two months' stay at his Winter home in Sarasota, Fla., early in January.

Portable Salesroom Aids Dealers

A portable salesroom, mounted on an automobile truck, is a featured unit in the sales helps given to dealers throughout the Middle West territory by the Harry Alter Co., radio distributor of Chicago. The traveling display room, shown herewith, contains seven models of Freed-Eisemann radio receivers, each set being connected with power supplies and the interior being illuminated so that the room may be used at night as well as during the day. It is enclosed with glass so that it may display the receivers throughout the Fall and Winter months. A concealed aerial is attached to the roof of the truck, and concerts are broadcast for quite some distance through the use of a radio loud speaker

placed in the rear window of the machine.

This display room has visited practically all of the principal towns in northwestern Indiana and northern Illinois and has been seen in all neighborhoods of Chicago. Through its use the out-of-town dealer is saved the expense and trouble of a trip to Chicago, for the complete Freed-Eisemann line is transported to his very door. When the truck is driven into a town it is



Harry Alter Co. Radio Demonstration Car always parked in front of the Freed-Eisemann dealer's place of business and it is often a figure of local parades, county fairs and civic functions. Before the truck visits a city the Freed-Eisemann dealer advertises in the local newspapers that the display room will arrive upon a certain date, and may be viewed in front of his place of business by the public.

Wiswell Radio Co. Sparton Distributor

The Wiswell Radio Co., prominent Chicago jobbing house, was recently appointed as distributor for the Sparton line of radio receivers, manufactured by the Sparks-Withington Co., Jackson, Mich. The Wiswell Radio Co. is headed by Leslie C. Wiswell, one of the most prominent figures in the music-radio field. He has spent twenty-eight years of his business life in the music trade, and his distributing organization, founded three years ago, has met with outstanding success in the Middle West territory. Among the other lines handled by the Wiswell Radio Co. are Sleeper, WorkRite and Beacon receivers, Perryman and Q R S tubes, Burgess batteries, Caswell portable phonographs and Symphonic reproducers.

String of Pearls for Ruth Etting

Ruth Etting, Columbia record artist and star in "Paul Ash's Splashes," at the Oriental Theatre during the holidays, received a very valuable string of pearls as a Christmas gift from her father, Col. P. T. G. Etting, of David City, Neb. The pearls are valued at \$45,000.

A. J. Heath Visits the East

A. J. Heath, manager of the Chicago branch office of the Columbia Phonograph Co., Inc., left Chicago on December 23 for a holiday visit to New York City and his former home in Philadelphia. He returned to the Chicago office on January 3.

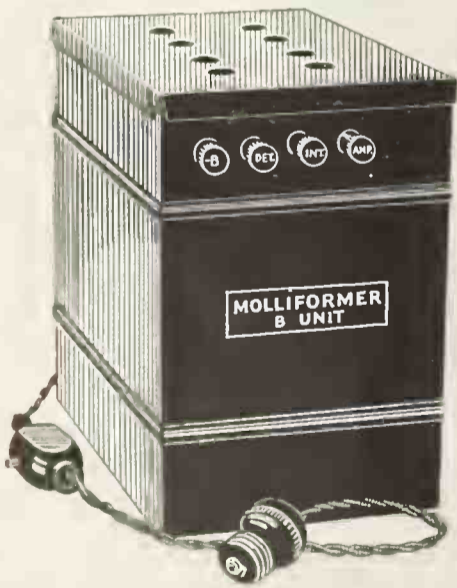
Gulbransen Sales Co. Opens

Gene Redewill, of the Redewill Music Co., Phoenix, Ariz., recently established a store in San Francisco, Cal., the business being known as the Gulbransen Sales Co., 612 Mission street. The store opening took place December 28, with an ambitious sales and advertising program already in progress. The store at Phoenix, Ariz., which has been a very successful venture, will be retained and continued as formerly. Mr. Redewill has become quite well known to dealers generally through his plan of giving musical demonstrations on the Gulbransen registering piano and his system has proved a constructive force in the music business in his section of the country.

Jos. F. Budrik, Inc., Opens Store

The formal opening of the new store of Jos. F. Budrik, Inc., 3417 South Halsted street, was recently held in Chicago. The old store at 3343 South Halsted street being retained as a warehouse. With a frontage of sixty feet in his new quarters, Mr. Budrik has an excellent opportunity for the display of his stock. His success in the sixteen

(Continued on page 108)



MODEL FW-4
(For the average 5 or 6 tube receiver) Capacity 20 milliamperes at 125 volts and 40 milliamperes at 90 volts\$22.00

MODEL D-4
(For sets of 3 to 10 tubes) Capacity 30 milliamperes at 180 volts or 40 milliamperes at 150 volts\$27.50
Units for 25 to 40 cycle current \$2 additional

SELL THE

Molliformer

THE IDEAL

"B" ELIMINATOR

Hum-Free Trouble-Free

Sells Well

And Stays Sold Without Service

PROVEN By two years of faithful service and unexcelled performance.

The Molliformer "B" Unit is backed by two years of startling performance that has placed this unit far in advance of all other Eliminators. It assures years of dependable service without any attention. Uses the improved electrolytic rectifiers and variable tapped resistors which cannot become noisy. There are no acids to spill—no corrosive fumes—no expensive, critical rectifying tubes. Thousands of users endorse the Molliformer for the long-lived, ideal "B" current supply it affords.

Exclusive Territory Still Available

C. E. JACOBS,

Sole Mfr.

N. Kedzie Ave. CHICAGO, ILL.

"The Most Amazing Achievement of Radio Science"



Says- MOISSAYE BOGUSLAWSKI- World Famous Pianist

MOISSAYE BOGUSLAWSKI
Studio
64 E. Van Buren St.
Chicago

ERLA Begins Where The Latest Improved Phonograph Leaves Off

That is the impression received by Mr. Boguslawski after hearing this wonderful radio receiver. This master musician knows tone quality—read his letter again.

Just visualize the sales possibilities of this outstanding radio line. Offers everything desired of a radio receiver. A franchise will protect you and assure you real profits. Write or wire today for complete data. Address Dept. J52 2500 Cottage Grove Ave.

Moissaye Boguslawski's programs are enjoyed by thousands through Station KYW



December 10, 1926
Electrical Research Laboratories,
2500 Cottage Grove Ave.,
Chicago, Illinois

Gentlemen:

Today I had a genuine musical thrill--I listened to the Erla "Super-Six"! It begins where the latest improved phonograph has left off. The Erla produces the true voice of the singer, retains the individual tone of every orchestral instrument, and the most amazing achievement of radio science--the piano tone comes in with all its ravishing beauty, singing quality--sonority and brilliance! "Erla-tone" should be added to the terminology of music's greatest names, along with Beethoven, Wagner, and Chopin.

My heartiest congratulations upon the perfection of Erla-radio's most faithful producer of music as the sincere artist broadcasts.

Sincerely yours,

Moissaye Boguslawski

ELECTRICAL RESEARCH



LABORATORIES, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

years he has been established on the south side of Chicago is evidenced by the business which he has built up to a point where he is serving a large clientele with pianos, phonographs, radio receiving apparatus, sheet music, small goods and furniture. Although the opening day was a disagreeable one, from a weather standpoint, three thousand people inspected the store and received roses and cigars as souvenirs. Jos. F. Budrik, Inc., handles Brunswick Panatropes, Radiolas, talking machines and records, Columbia Viva-tonal phonographs and records, Swanson portables, Gulbransen registering pianos, Radio Corp. of America, Freshman, Atwater Kent, Zenith and Crosley radio receivers.

Boguslawski Pays Tribute to Erla Super-Six

An unusual tribute to the tone quality of the Erla "Super-Six" was recently received at the office of Electrical Research Labs., Chicago, from Moissaye Boguslawski, world-famous pianist. Mr. Boguslawski has been heard in re-



Moissaye Boguslawski

citals throughout the United States and in many foreign countries and he is also known to thousands of radio set owners through the programs which he broadcasts at station KYW, Chicago, the last Sunday afternoon of each month.

In the accompanying photograph he is shown listening to the Erla "Super-Six" receiver at the KYW studio and the letter which he wrote to the manufacturer of the set, congratulating the firm upon its product, follows:

"To-day I had a genuine musical thrill—I listened to the Erla 'Super-Six.' It begins where the latest improved phonograph has left off. The Erla produces the true voice of the singer, retains the individual tone of every orchestral instrument, and the most amazing achievement of radio science—the piano tone comes in with all its ravishing beauty, singing quality—sonority and brilliance. 'Erla-tone' should be added to the terminology of music's greatest names, along with Beethoven, Wagner and Chopin. My heartiest congratulations upon the perfection of Erla—radio's most faithful producer of music as the sincere artist broadcasts. Sincerely yours, "Moissaye Boguslawski."

New Vesta Battery Sales Records

Favorable comment has been heard throughout the automotive and radio trade about the great activity shown by the Vesta Battery Corp. during 1926. Completing its thirtieth year, Vesta

broke all previous sales records during the year just passed, according to an announcement from the firm's headquarters. The unusual activity in production of new radio units coupled with the great increase in demand for Vesta automobile and radio batteries has attracted many of the country's largest jobbers to the Vesta line, with the result that the entire country is now efficiently divided among forty-eight central distributors. This is double the distribution outlets that the firm had but a year ago.

Since the addition of these distribution outlets for Vesta products extensive plans have been made to increase Vesta production facilities at once. At the same time an advertising program has been prepared for 1927 that will cover a larger field in a more intensive manner than that of 1926, which in itself was a big publicity year for Vesta. During the first six months of 1927 four times as much will be spent in advertising as in the first six months of 1926, and plans for the Fall of 1927 show a comprehensive trade paper and national consumer campaign for the radio, automotive and music fields.

William H. Priess Views Radio Outlook for 1927

President of Priess Radio Corp. Sees Nothing Epochally New in Offing, but Says Everything Is Capable of Improvement

William H. Priess, president of the Priess Radio Corp., 695 Broadway, New York City, and one of the best-known radio engineers in the country, in speaking of the outlook for 1927 recently said: "While I subscribe to the doctrine that nothing epochally new is in the offing in radio, I also know that everything we have is capable of being improved, and it behooves the individual manufacturer, for his own sake as well as that of the industry, to bend every possible effort toward contributing toward improvement.

"The great development that has come about in radio in these last few years has given emphasis to its business structure more or less to the neglect of the engineering side. I expect to see in 1927 a shifting of this emphasis to its proper place. The business structure is highly important, but it can never be properly more important than the foundation on which it rests, which is the basis provided by the engineers. Engineering research is the most vital thing connected with the progress of radio."

Harger & Blish "Mike" Full of Interesting News Items

DES MOINES, IA., January 5.—Harger & Blish, Atwater Kent distributors, in the January issue of their interesting house organ, entitled "The Mike," present considerable news matter of interest to the Atwater Kent dealers in its territory. A page is devoted to the illustration and description of window displays made by dealers in the territory; an article by Harry R. Osterman, of Little Rock, Ia., entitled "Why I Sell Atwater Kent Radio," and an article on Atwater Kent radio in public schools. Lyle A. Pratt, of the Atwater Kent organization, has contributed an interesting article on the subject of "True Salesmanship Determines What the Prospect Can Afford." An announcement of five big free trips to Philadelphia and New York for Harger & Blish Atwater Kent dealers is also made, complete details of which were mailed to the dealers. A 100 per cent Atwater Kent club has been formed with a membership of an inspiring list of dealers headed by A. Atwater Kent, president, and V. W. Collamore, sales manager of the Atwater Kent organization, who proudly wear the button of this organization. The construction of Pooley cabinets is interestingly set forth by a reproduction of the famous cross-

saved model, with arrows depicting the various points. There is also reproduced the approval of Pooley cabinets by Mr. Kent.

Percy Ware Has Possession of Millionth A. K. Set

Member of Atwater Kent Co. Is Temporary Custodian of Receiver and Is Securing Wide and Unusual Publicity for the Line

PHILADELPHIA, PA., January 6.—The famous millionth Atwater Kent set, which received widespread publicity throughout the entire country and which enjoyed the honor of being displayed in the windows of the Philadelphia Wanamaker store, has been placed in the cus-



Percy A. Ware

tody of Percy A. Ware, Atwater Kent representative. Mr. Ware, who is a veteran of the trade, has been engaged in sales and merchandising work with the Atwater Kent Mfg. Co., of this city, for the past year and a half.

After the millionth set was completed and inspected and moving pictures had been taken of it, Mr. Ware took his place in the history-making event. He persuaded Mr. Kent to make him temporary custodian of the actual millionth set, with resultant publicity of an unusual nature. It was through Mr. Ware that it appeared in the Wanamaker window, which is described elsewhere in this issue. It was then taken to New York for a week's showing in Aeolian Hall. Mr. Ware has still further plans for this set which will undoubtedly keep it before the eyes of the nation.

Amplion Sales Representatives Hold Conference

Plans for Exploitation of Amplion Speaker Products in Present Year Discussed

The sales representatives of the Amplion Corp. of America, manufacturer of Amplion loud-speaker products, held an important conference the first week of January at the company's executive offices, 280 Madison avenue, New York. Lloyd L. Spencer, general sales manager of the company, was in general charge of the conference, which discussed at length plans and policies for the coming year. The company expects to announce very shortly a very interesting expansion program in keeping with the quality of its product and the international prestige of the Amplion organization. Among other Amplion executives who were in attendance at the meeting were S. B. Trainer, president of the company, and A. W. Harris, chief engineer. The sales representatives at the conference were F. W. Piper, H. F. Hillebrand, H. H. Rowland and J. G. Coggin.

Hundreds of Dealers Are Praising the **Simplex Antenna**

Because it is so simple and easy to install. (About the size of a Policeman's Club). And because it gets everything in the air—BETTER. A. M. SPELTMAN, Versailles, O., writes: "Have tested the SIMPLEX along with two others, the last within 300 feet of the town power plant and the SIMPLEX proved itself O. K. The people all like the SIMPLEX the best. Rush the enclosed order for more." A. E. BOWER, Harper, Ia., writes: "I wish to state what a wonderful aerial you have. I tried several others, but your SIMPLEX has them all beat for selectivity, volume and clearness."

DEALERS: Write for special discounts. List \$3. Sample \$1.25, prepaid.

G. H. SCHUBERT, Mfr.
753 W. 32d St., Chicago, Ill.



Quality—

Unequaled . . . Unsurpassed . . . Rigidly Maintained Always . . . That has been the outstanding, dominating feature of every Quali-Tone Product. That same policy will be adhered to in the future . . . vigorously . . . without deviation.

EXTRAORDINARY QUALITY ALWAYS—This constitutes Quali-Tone's Guarantee!

THE QUALI-TONE "ALL BRASS" TONE ARM

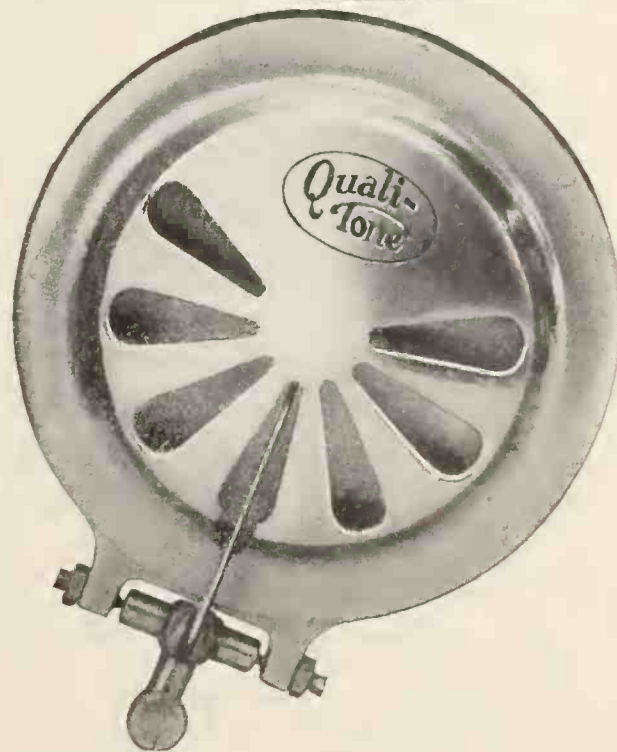


Manufactured in lengths: 8½ in., 9¼ in., 10 in.

Quali-Tone's Reproducers

Made complete in our own factory under the supervision of vigilant experts. The Quali-Tone Tone Arm incorporates every known improvement, and represents the "last word" in scientific sound-conveyance.

These marvelous instruments assure an unbelievable perfection of reproduction. The Quali-Tone Reproducers demonstrate most emphatically the superiority that QUALITY always guarantees. Manufacturers and Dealers invariably find it both pleasant and profitable to use Quali-Tone Products.



Manufactured by the Phono-Parts Division of

Duro Metal Products Co.
2651 North Kildare Avenue CHICAGO

BLUE RIBBON RADIO TUBES



THE DOLLAR TUBES

Guaranteed equal in every respect to the standard tubes selling for twice the price.

Mr. Jobber: put your dealer on a competitive basis with the Syndicate and chain stores who have reaped a huge harvest selling Dollar Tubes. Offer him a real leader, something that will bring the crowds to his store.

BLUE RIBBON TUBES sell quickly and stay sold. They are built by the pioneer manufacturers of independent tubes. The best engineering skill, experience and knowledge gained from years of specialization are incorporated in their manufacture.

Every BLUE RIBBON tube is absolutely guaranteed against all defects—no arguments—no reservations—Defective tubes are replaced without charge.

NOTE: Don't class the BLUE RIBBON TUBE with the ordinary dollar tube which is usually a factory second or reject. BLUE RIBBON TUBES are a distinctly quality proposition.

200A, Detectors, 112 and 171 Power Tubes at Greatly Reduced List.

Tectron Radio Corp.

1270 Broadway New York, N. Y.

New Recording Stars Added to Edison List

A Number of Popular Orchestras and Individual Artists Now Record Exclusively for the Edison—Noticeable Improvement in Recordings

Numerous and important additions have recently been made to the list of organizations and individual artists now making records for Thos. A. Edison, Inc., many of them being under exclusive contract. These include Oreste and His Queensland Orchestra of Brooklyn, N. Y.; Phil Napoleon, one of the original Memphis Five, and his Rosemont Orchestra of New York; the Five Harmoniacs, which group has made such a success in vaudeville over the Pantages Circuit, with their music produced by means of washboards, wine jugs, etc.; Dale Wimbrow, known as the Del Marval songster; Vaughn DeLeath, one of the original and most popular of the female radio stars; the Rubeville Tuners, and numerous others.

Among the concert artists who have recently recorded for Edison is included Arcadie Birkanholz, the young American violinist, recently soloist with the Baltimore Symphony Orchestra, and who recently has joined the Philadelphia Symphony in the same capacity. He studied under Leopold Auer, and is considered to be one of the most promising of the younger generation of violinists.

Dealers and the public, incidentally, have seen fit to comment most favorably upon the improvement both in quality and volume that has been made in Edison records through the development of the company's own recording process, and this applies to recordings of dance music as well as the more serious selections.

Blackman-Garod Suit is Settled Out of Court

The suit which was entered recently by the Blackman Distributing Co. against the Garod Corp., Belleville, N. J., in the United States District Court of Newark, was settled out of court. By the terms of the compromise it is stated that a substantial sum in cash and court costs was paid by the Garod Corp.

J. Newcomb Blackman, president of the Blackman Distributing Co., stated that this action was the first one which the company had found it necessary to institute in its quarter of a century's trade relations with manufacturers and that he was pleased with the out-of-court settlement. Mr. Blackman stated further that the sole intention in starting these proceedings was to try to establish that there should be good faith on the part of a manufacturer as well as on the part of a distributor in establishing and maintaining trade relations. The suit was brought under the Sherman anti-trust act, the complaint being based on an alleged conspiracy by a former management of the manufacturer to withdraw its line from the Blackman Distributing Co.

Allan W. Fritzsche Back From Visits to Jobbers

Allan W. Fritzsche, vice-president and general sales manager of the Okeh Phonograph Corp., returned to his desk a few days ago after a visit to the company's jobbers in Cleveland, Pittsburgh, Cincinnati and Buffalo. His reports on business conditions in these important cities are very optimistic and Mr. Fritzsche states that the company's jobbers and dealers are keenly enthusiastic regarding the new foreign Odeon electric recordings and the new Okeh dance electric recordings. The company's needle business is showing a substantial increase over last January and the sales totals in the needle division for 1926 are far ahead of 1925.

A. T. Haugh Buys Interest in the Peerless Reproducer

Popular Sales Executive and President of Radio Manufacturers' Association Will Direct Sales of Rochester Firm—Retains Interest and Connection With King Radio

Arthur T. Haugh, president of the Radio Manufacturers' Association, has recently purchased an interest in the United Radio Corp., of Rochester, New York, manufacturer of the Peerless reproducer, a cone-type loud speaker, and other radio devices and will devote much of his time to the promotion of sales for that concern. He will retain his financial interest in the various King companies, viz. King-*Buffalo*,



Arthur T. Haugh

Inc., King Quality Products, Inc., and King Manufacturing Corp. of Buffalo and King Quality Products, Ltd., of Bridgeburg, Ontario, and will continue as vice-president in charge of merchandising.

Mr. Haugh took a prominent part in the early steps to secure a solution of the broadcasting situation, to prevent piracy of rights to the air and to keep the public supplied with radio entertainment of the right kind. In his official capacity as president of the Manufacturers' Association, he was instrumental in bringing the various interests together.

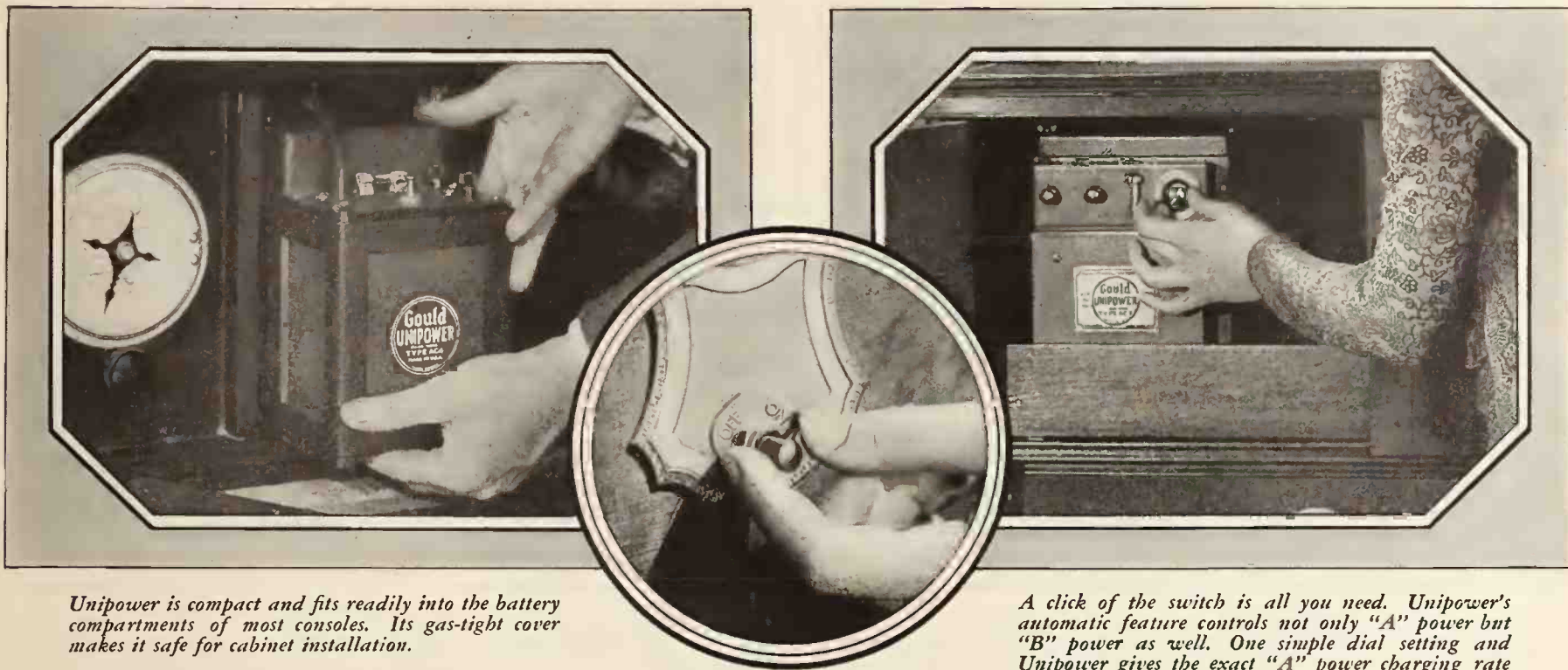
Previous to the entry of the King organization as a large factor in the radio business, Mr. Haugh was a leader in organization work in the automotive parts business. He was instrumental in forming the National Standard Parts Association, was respectively chairman of the executive committee; president, chairman of the Membership Committee, and member of the board of directors of that Association.

Selden E. May, president of the United Radio Corp., of Rochester, N. Y., in a statement announcing Mr. Haugh's connection, said: "We are fortunate in securing as one of our associates a man of Mr. Haugh's experience and ability. He will aid us in the marketing, not only of our Peerless reproducer, but also of other radio devices which will later be offered to dealers and to manufacturers of receivers."

Congratulations

Albert M. Blackman, son of J. Newcomb Blackman, president of the Blackman Distributing Co., Inc., New York City will forsake bachelorhood on January 27, when his marriage with Miss Charlotte Barck, New Rochelle, N. Y., will be solemnized at the home of the bride's parents. Mr. Blackman, who is associated with the Blackman Distributing Co., is a graduate of the University of Pennsylvania, and is well known in the Victor wholesale fraternity.

Unipower's special advantages are easily sold to customers



Unipower is compact and fits readily into the battery compartments of most consoles. Its gas-tight cover makes it safe for cabinet installation.

A click of the switch is all you need. Unipower's automatic feature controls not only "A" power but "B" power as well. One simple dial setting and Unipower gives the exact "A" power charging rate needed by your particular set.



For 199 tubes or equivalent

AC-4 \$33.00

Proven quality!

Unipower is manufactured by the makers of the famous Gould Batteries for automobiles, submarines, railways, farm-lighting, vehicle and fire-alarm service.



For 201-A tubes or equivalent

AC-6HA \$42.50

Unipower contains a Balkite charging unit of Gould design. It operates from alternating current 110-125 volt—60 cycle. Special models, 25-50 cycle, at slightly higher prices.

YOUR radio "A" power customers are in two groups—those who know so little that they must depend on your advice—or those who know so much that they must be convinced on every point.

Let Unipower help you with both. Its simplicity of operation—all power control from the set switch—will appeal to the novice, while the more experienced "fans" will appreciate Unipower's other special features.

For instance—Unipower employs the proven principle of trickle charge plus an indispensable rapid charge rate. Four trickle rates, operated by one dial, can be applied to give just the right power adjustment for the heavily worked multi-tube sets now in use. Only Unipower is protected by automatic cut-off in the rectifying cell!

Unipower construction makes it fool-proof. There are no parts that need adjustment or replacement during the normal life of the product.

Write us for the complete story of Unipower's Automatic "A" power. The Gould Storage Battery Company, Inc., 250 Park Avenue, New York.

Unipower

A GOULD PRODUCT

AUTOMATIC "A" POWER WITH "B" POWER CONTROL

Otto Heineman Optimistic Over the Business Outlook

President and General Manager of Okeh Phonograph Co. Returns From Southern and Middle Western Trip—Finds Outlook Bright

"General business conditions in the talking machine industry are very satisfactory," said Otto Heineman, president and general manager of the Okeh Phonograph Corp., who returned recently from a two weeks' Southern and Middle Western trip. "In all of the cities which I visited I found jobbers and dealers keenly enthusiastic as to their record sales during the recent holiday season. In practically every instance the totals for the month of December were far in advance of last year, and there is every reason to believe that record sales for the first quarter of 1927 will be substantially ahead of the corresponding period in recent years. The demand for phonographs during the last three months of 1926 was very satisfactory, with the exception of the closing two weeks of the year, when there seemed to be a general slowing up of business everywhere without any reflection on the phonograph business specifically.

"Judging from the comments of jobbers and dealers the medium-priced phonograph will be most actively in demand this year, with the majority of the trade looking for a steadily increasing call for the small console. This instrument, representing a medium size between the large console and the upright, is meeting with considerable favor everywhere.

"Apparently one of the outstanding features of the phonograph industry at the present time is the tremendous popularity of the portable phonograph. I visited several portable phonograph manufacturers on this trip and found them getting ready for a banner year, which will be marked by the introduction of a better

type of portable phonograph. With the intensive sales and publicity plans which will be sponsored in behalf of these instruments, the success of the new lines is assured, and this type of portable phonograph will undoubtedly take the place of the very low-priced portable, which heretofore has been so popular. Generally speaking, I believe 1927 will be a year of prosperity for every factor of the phonograph industry, with manufacturers, jobbers and dealers co-operating towards the constructive development of the industry itself."

While away from his desk Mr. Heineman visited Atlanta, New Orleans, St. Louis, Chicago and Milwaukee, and incidentally this trip gave him an opportunity to call for the first time upon the trade in the leading Southern cities.

Peerless Album Co. Will Increase Portable Output

Peerless Portable Production to Be Tripled—Product Has Been Greatly Improved and Many Distributors Have Been Appointed

The Peerless Album Co., 638 Broadway, New York City, well-known manufacturer of record albums, envelopes and carrying cases, and which introduced a portable talking machine during the past season, now announces the further expansion in this department of its business. Under a new plan of manufacture and with additional machinery the Peerless portable output will shortly be tripled. The company has made many improvements in its product and has been appointing jobbers throughout the country, and this, together with the general trade reception, has justified the increased production.

Phil Ravis, president of the Peerless Album Co., expects shortly to announce the addition of new members to his sales staff and details of a drive on all of his firm's products.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for November

WASHINGTON, D. C., January 7.—In the summary of exports and imports of the commerce of the United States for the month of November, 1926 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during November, 1926, amount in value to \$80,126, as compared with \$40,058 worth which were imported during the same period of 1925. The eleven months' total ended November, 1926, showed importations valued at \$596,731; in the same period of 1925, \$353,485.

Talking machines to the number of 8,657, valued at \$272,152, were exported in November, 1926, as compared with 8,078 talking machines, valued at \$207,703, sent abroad in the same period of 1925. The eleven months' total showed that we exported 92,822 talking machines, valued at \$2,863,984, as against 73,101 talking machines, valued at \$2,061,773, in 1925.

The total exports of records and supplies for November, 1926, were valued at \$204,153, as compared with \$160,005 in November, 1925. The eleven months ending November, 1926, show records and accessories exported valued at \$1,992,450, as compared with \$1,555,379 in 1925.

The countries to which these instruments were sent during November and their values were as follows: United Kingdom, \$951; other Europe, \$17,468; Canada, \$7,771; Central America, \$13,344; Mexico, \$28,666; Cuba, \$9,528; Argentina, \$19,786; Chile, \$14,997; Colombia, \$11,590; Peru, \$3,314; other South America, \$40,329; China, \$8,104; Japan, \$1,990; Philippine Islands, \$12,132; Australia, \$50,626; New Zealand, \$10,410; other countries, \$21,146.

MASTERCRAFT
"ALL THAT THE NAME IMPLIES"

MASTERCRAFT
PHONOGRAPHS

MASTERCRAFT
RADIO CONSOLES

Branch Offices
in the
Following
Cities:

NEW YORK
BOSTON
CHICAGO
MINNEAPOLIS
NEW
ORLEANS
SAN
FRANCISCO

Since 1890~
the Standard of Quality!

FOR OVER a quarter century the name "MASTERCRAFT" has stood for the utmost in fine craftsmanship and super quality. It may be compared favorably to the mark "sterling" on silver.

Since 1890 the "Mastercraft" trademark has guaranteed a standard of quality that assures absolute satisfaction. Every "Mastercraft" product is the work of skilled master craftsmen so that you can always be assured you are giving your customers the best that money can buy—Style, Workmanship, Finish—a phonograph or radio console that will be "a joy forever."

The WOLF MANUFACTURING INDUSTRIES—Quincy Ill.



**This Amazing Set Looks as Beautiful
as it Sounds**

ONCE in a blue moon something comes your way so good looking, so just right in every way that the minute you get it in everyone asks about it.

It's different from the general run—not freakish or queer, but just somehow real class. You sell the first one—it gets talked about and suddenly almost over night everyone wants it.

Once in a blue moon—but oh man! when it comes your way, grab it, for one radio set like that makes more money for you than twenty radio sets that no one gets excited about.

For real breath-takers that are so beautiful this year that you can't believe your own

eyes, get the new Sleeper sets—the Serenader and Scout.

They were good last year and they sold well but for downright perfection — for workmanship that gives you a thrill just to look at, and for tone and distance that will start a whole community talking—get the new Sleeper sets.

The fellow who said he'd walk a mile for a Camel, if he were in the radio business would cross a whole state to get the Sleeper franchise.

Write us today for details of the special proposition we are making to new dealers this month.

Other Sleeper Models: The Sleeper Scout \$100. The Sleeper Console \$225. The Sleeper Chassis—Prices on request.

The Serenader

5 tubes, tuned radio frequency, built-in loud speaker with Amplion Unit, exquisite cabinet, metal panel in wood graining outlined in gold. Size 35"x11"x16". Price \$125.

SLEEPER RADIO & MFG. CORPORATION, 440 Washington Ave., Long Island City, N. Y

Sleeper
Super **RADIO** *Reception*

MANUFACTURERS
IMPORTERS
DISTRIBUTORS

The Artophone Corporation

1622-1624 Pine Street

St. Louis, Mo.

PHONOGRAPHS
RECORDS
MUSICAL MERCHANDISE

Exclusive ARTOPHONE Products

ARLINGDALE—Our Leading Model Phonograph

Meets the demand for a high quality new type instrument at a moderate price. Because of its solid construction, its "built-in" resonant tone, superb finish and exquisite design, the ARLINGDALE met with instant dealer approval and popular favor. Equipped with the new S-type tone arm and reproducer with aluminum diaphragm combine to produce full-rounded resonance found only in higher priced instruments. THE ARLINGDALE—as well as all ARTOPHONE PHONOGRAPHS—retails under \$100. Send for our big catalog and get acquainted with this live profit-making instrument.



"All That the Name Implies"



"RELIANCE" MAIN SPRINGS

The Best Main Spring on the Market today. Accurately gauged—carefully tested—made of the finest selected steel obtainable. Dealers buying "RELIANCE" MAIN SPRINGS in case lots of 50 and 100 are enthusiastic about our big money-saving proposition, explained on pages 28 and 29 of our general catalog. Send for your copy today.

OUR PORTABLES

Made in Our Own Factory

are manufactured in our own plant under our personal supervision. The 3 models shown here represent the acme of portable quality and are second to none in the portable field. Get the facts and new low prices on these 3 profit-making models before placing your next order for portables. BUY YOUR PORTABLES DIRECT—AND MAKE AN EXTRA PROFIT

PIN THIS TO YOUR LETTERHEAD

Send for Catalog!



The Artophone Corporation

1622-1624 Pine Street, St. Louis, Mo.

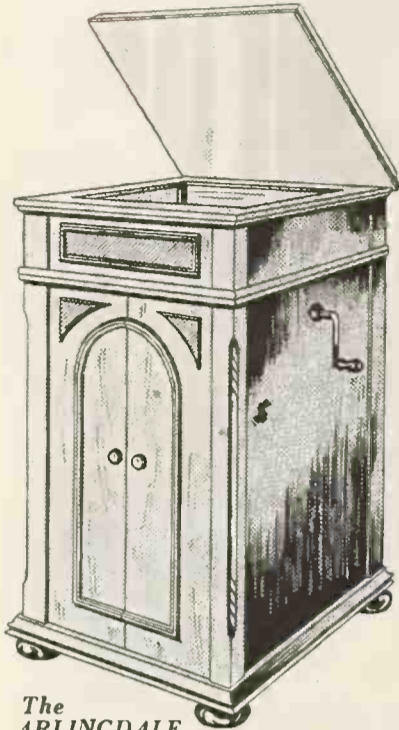
Send your 200 page CATALOG to

Name

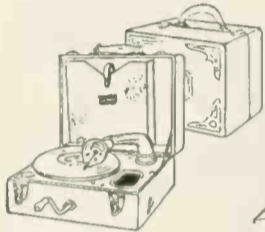
Address

City State

NOTE—CATALOG WILL BE SENT TO DEALERS ONLY.

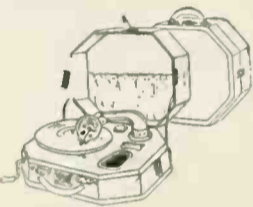


The ARLINGDALE

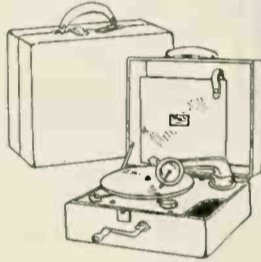


The ARTOPHONE PORTABLE

The QUEEN PORTABLE



The RELIANCE PORTABLE



Edward B. Lyons Joins Sales Staff of Standard T. M. Co.

The many friends in the talking machine industry, and particularly throughout the Ohio territory, of Edward B. Lyons, former general manager of the Eclipse Musical Co., Cleveland,



Edward B. Lyons

will be interested to hear of the announcement just made by J. C. Roush, president, and Wallace Russell, general manager of the Standard Talking Machine Co., Victor wholesaler, Pittsburgh, of the appointment of Mr. Lyons to the sales staff of that company.

Mr. Lyons has been identified with the talking machine industry for nearly seventeen years, starting in 1910 as a representative for the Victor Talking Machine Co., Camden, N. J.,

under the late George D. Ornstein. After spending a number of years with that company as representative and Southern district manager, Mr. Lyons resigned on July 1, 1915, to accept a position as sales manager of the Eclipse Musical Co., Victor wholesaler, Cleveland, O., and on October 1, 1921, was promoted to the general management of that company, which position he held until the sale of that company in October, 1924, to the Cleveland Talking Machine Co.

Recently Mr. Lyons has been engaged in the wholesale independent phonograph and radio business in Cleveland under the name of the Buel-Lyons Co., which business has just lately been sold and consolidated with a Pittsburgh concern. For a number of years Mr. Lyons was secretary of the Talking Machine Dealers Association of Northern Ohio, and has been a member of and active in the State Association of Music Merchants for some time past.

During the eleven years spent in the wholesale talking machine field in Ohio, Mr. Lyons has won many loyal friends, who will welcome his return to the Victor fold.

New Recording Wax

F. W. Matthews, a well-known recording expert and who in recent years has specialized in Master wax for recording purposes, has developed a new wax which is particularly advantageous for electrical recordings. This wax will record at 70 degrees, cuts clearly and electrotypes perfectly. The wax is being used by some of the best electrical recorders. Mr. Matthews is at present located at 126 Prospect street, East Orange, N. J.

Fred A. Bain in New Post

Fred A. Bain has resigned from the John Elliott Clark Co., Salt Lake City, Utah, to accept a position with the traveling department of the Victor Talking Machine Co.

Protests Proposed Action of Steamship Conference

C. A. Richards, Inc., Sonora Export Distributor, States That Action to Accept Goods With Qualifying Clause Is Unjust

C. A. Richards, Inc., New York, sole export distributor for the Sonora Phonograph Co., Inc., is protesting the proposed clause to be put on bills of lading covering shipments on North Atlantic U. K. Freight Conference boats, regarding shipments of phonographs, radio equipment etc., when same are packed in fibre, corrugated strawboard, veneer or plywood cases. It is the intention of the Conference to accept goods so packed only with the understanding that the bills of lading will contain the following clause: "Packages insufficient in strength—insufficiently protected—it is agreed that the shipper assumes all risk or loss and, or, damage not occasioned by negligence of the carrier."

C. A. Richards, president of C. A. Richards, Inc., has written a letter of protest to the secretary of the Conference, stating: "We are the export distributors for the Sonora Phonograph Co., and have been for several years and, as far back as we can recall, our goods have always been packed in five-ply veneer cases, and these have been quite satisfactory to the steamship companies and to our customers abroad, and we do not ever recall making any claim on any steamship company which could be in any way traced to the packages being insufficient in strength or insufficiently protected. We do not think it is fair for this clause to be put on bills of lading covering shipments of Sonora phonographs because it is not a true statement of fact."

Mr. Richards urges that other exporters who are faced with this proposed action protest any such general action and request the steamship company to act on each individual case, according to its merits.



**FIRST
RADIO TRADE SHOW**
Hotel Stevens
CHICAGO
June 13th to 18th



In conjunction with the Annual RMA Convention

In the world's largest hotel, under the able and efficient management of G. CLAYTON IRWIN, JR., General Manager of the Radio World's Fair and the Chicago Radio Show, the radio industry will hold its first Exclusive Trade Show.

Only those manufacturers who are members of the "RMA" will exhibit; consequently the displays will be those of the radio industry's leading manufacturers of receiving sets, parts and accessories.

Being held in Chicago, within quick and easy access of all parts of the United States, the "RMA" Trade Show will afford all radio jobbers, distributors and dealers an unusual opportunity to view the latest developments in radio from the industry's most reputable and reliable manufacturers.

The dates of the show, June 13th-18th, are most opportune for at that time the trade can make their connections and arrange their lines for the 1927-28 season before the annual consumer shows to be held in the early Fall.



G. Clayton Irwin, Jr.
General Manager

Members of the "RMA" and all radio jobbers, distributors and dealers should write for full particulars.

Radio Manufacturers' Association Trade Show
Room 1800, Times Building, New York City

Los Angeles Trade Association Plans the Issuance of Helpful Sales Statistics

Dealers Co-operating in Supplying Figures to Show the Percentage of Different Departments' Sales—Holiday Business Satisfactory—New Honest Quaker Jobber Appointed

LOS ANGELES, CAL., January 4.—Dealers declared themselves as satisfied with the volume of holiday sales. Volume in dollars and cents was maintained, but volume, from the point of view of the number of instruments sold and the total number of new purchases, was not as great—at least on the accustomed ratio of percentage of increase from year to year. The principal instruments sold—as in several preceding months—were portables and popular-priced phonographs, and the more expensive "electric pick-up" instruments—Electrolas and Panatropes, and the combination types of phonograph and radio.

Association Plans to Issue Statistics

Plans are being made for reports on the percentage of business from the different departments of the various local music houses during 1926. The figures will be collected by the secretary, A. G. Farquharson, and held in strict confidence by him, but used to obtain the ratios and proportions. In this manner an average estimate will be produced which will indicate how much business comes from the piano, phonograph, musical merchandise, radio and sheet music departments, respectively.

F. L. Cook Appointed Jobber

F. L. Cook has been appointed jobber for Honest Quaker main springs and repair materials by Everybody's Talking Machine Co. Mr. Cook has been actively engaged in the phonograph repair and supply business in southern California for the past seven years and is well known for the service which he specializes on as well as for his equipment and stocks in parts often unobtainable elsewhere.

Santa Claus at Brunswick Headquarters

The fifth annual Christmas tree and celebration took place at the Brunswick headquarters on Christmas Eve. The entire staff was present and had a most enjoyable time, with the

exception of John P. Murphy, special sales representative, who was absent; however, that genial old gentleman and master of ceremonies, Santa Claus, was observed to start violently when John Patrick Murphy's name was mentioned and it was surmised that the two must have had, at some time, a great many things in common.

Sherman, Clay Sales Break Records

The volume of sales during 1926 at Sherman, Clay & Co. of Victrolas and records exceeded those of all previous years. Some difficulties arose at different times during the past year, as usual, in obtaining models that were most popular in demand. The sale of new electrically recorded Victor records is meeting with unqualified success.

Features Christmas Concert

The Yale Radio Electric Co., distributor of the Federal radio, gave a varied program on Christmas Eve. R. B. Yale, president of the company, stated that Federal radio sets had met with a wonderful reception this Fall throughout the holidays, so much so that he had been compelled to limit the number of Federal dealers in southern California to seventy and, even under these circumstances, the demand far exceeded the supply available.

Expects Best Year in History

"From the outlook of the Los Angeles branch 1927 should be the best year in the history of this department," declared Howard L. Brown, Brunswick district manager. "Bank clearings and building have shown a continual improvement each month this year and with mining interests and agriculture conditions on the upgrade nothing can hold back prosperity in this territory.

"It is interesting to note the major portion of our business is now developing in the higher-priced instruments. Dealers optimistically look forward to 1927."

New Series of Victor Radio Concerts Has Auspicious Start on New Year's Day

Rosa Ponselle, John McCormack, Alfred Cortot and Mischa Elman Heard on First Program—Second Concert of Series Heard Last Night—Tie-up Material Is Supplied Victor Dealers

As The Talking Machine World is being distributed by the post office department, the second of the 1927 series of Victor radio programs is being heard by millions of radio listeners in tuning in on the stations which comprise the "Blue" network of the National Broadcasting Co., which includes WJZ, New York; WBZ, Springfield and Boston; KDKA, Pittsburgh, and KYW, Chicago. The program started at 9 p. m., Eastern standard time, and included Beniamino Gigli, tenor, and Giuseppe De Luca, baritone, both of the Metropolitan Company; Rene Chemet, French concert violinist, and the Victor Concert Orchestra, under the direction of Rosario Bourdon.

Tremendous interest is manifested throughout the entire nation in the Victor series of concerts, and judging from the results of the first concert of this new series, which was given on January 1, Victor dealers will profit immeasurably from co-operating with the concerts. On New Year's night Rosa Ponselle, soprano, of the Metropolitan Opera Co.; John McCormack, tenor; Alfred Cortot, pianist, and Mischa Elman, and the Victor Salon Orchestra, under Nathaniel Shilkret, broadcast over the "Red" and "Blue" networks of the National Broadcasting Co., with a total of twenty-eight stations participating.

The Victor Talking Machine Co. is distributing to its dealers a mass of material to enable them to profit from the programs on the air.

These sales aids include leaflets giving the selections which are to be sung and played; window-display posters and electros of advertisements for newspaper use, featuring records and the combination Victor-Radiola instruments.

New Folder Super-Saxophonic Reproducer

The Mutual Phono Parts Mfg. Corp., New York City, has issued an attractive four-page folder for dealer distribution on the new Super-Saxophonic reproducer and Saxo tone-arm. This new Super-Saxophonic reproducer, which was placed on the market at the beginning of the year, retains all the qualities of the Saxophonic reproducer which was produced last year, and in addition includes several refinements.

Mobley Co. Launches Drive

ROSLYN, PA., January 7.—The Mobley Mfg. Co., of this city, maker of tone-arms and reproducers, is launching an aggressive campaign on its products for the coming year. The Mobley Mfg. Co. is one of the pioneers in the manufacture of talking machine sound boxes and is reputed to have produced a sound box with a metal diaphragm as far back as 1900.

WANTED

A large manufacturing or distributing firm to expand this wonderful proposition.

E. R. Manning, of Berg Co., Leaves for Extended Trip

Sales Manager of Berg Auto Trunk & Specialty Co. Making Trade Trip From Coast to Coast—Introducing New Models

E. R. Manning, treasurer and sales manager of the Berg Auto Trunk & Specialty Co., manufacturer of the Berg Artone line of talking machines and portables, leaves early next



E. R. Manning

week on a coast-to-coast trade tour. The Berg Co., besides its eight models of various type portable talking machines, is this season introducing two table models and an extension to its line of large cabinet machines. During his present trip Mr. Manning will especially feature the new models.

The Berg Co. is opening its third season as a portable talking machine manufacturer. Last Summer it introduced at the Music Conventions its upright models and this was followed by a very intensive Fall campaign. These instruments are in a measure quite unique, owing to the fact that they have a fabrioid dressing and are embossed in a modern decorated scheme.

Many of the Berg Co.'s new models and its older type of talking machines are being presented with several new features. This includes greatly improved motors and an especially designed sound box, the creation of Maximilian Weil, the acoustical engineer. In addition to this, the 1927 models of the Berg cabinet type machines have a newly designed amplifying chamber, the work of Joseph Berg, head of the Berg Co.

Mr. Manning will be away close to two months. He will visit practically every large city in the country.

Eymo Moving Picture Camera Featured in Window Display

Products of Bell & Howell Used by Commanders Byrd and Eugene F. McDonald, Jr., on Arctic Trips Shown by Lyon & Healy

CHICAGO, ILL., January 6.—During the month of December pedestrians were greeted with an exclusive moving picture camera display window at Lyon & Healy's music store in the Loop district. In the center of the display stood the Bell & Howell Eymo moving picture camera used by Commander Byrd when he flew across the North Pole, and in the left corner of the display was the Bell & Howell Filmo camera used by Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., Chicago, on the MacMillan Arctic expedition in 1925. Photographs depicting various scenes snapped by the camera during both expeditions were shown in the window, together with trophies, Eskimo clothing, toys, etc., gathered by the two explorers. The window served to show the various uses and needs which the moving picture camera answers and how it may be used under the most trying weather and climatic conditions.

Tentative Agreement on Radio Legislation Reached

WASHINGTON, D. C., January 10.—A tentative agreement was reached by conferees on radio legislation and Senator Dill and Representative White are drafting a bill to be presented Tuesday, taking a middle course between the Dill Commission plan and the White bill to leave radio control with Secretary Hoover. The conferees said the proposed draft will set up a commission with Appellate and semi-judicial powers, leaving administrative control with the Department of Commerce. A provision may be included suspending issuance of new licenses pending the putting in operation of the commission machinery.

The commission will remain regularly organized to see to the untangling of present confusion over wave lengths and then will be called together only as an Appellate Board over decisions of the Department of Commerce.

An Interesting House Organ

A new feature was introduced in the latest issue of the Atwater Kent Jumbo Bulletin, entitled "Jumbo's Own Page of Pictures." This page was replete with photographs of attractive windows, interiors, radio show displays and included an interesting aeroplane view of the fifteen-acre radio plant of the Atwater Kent Mfg. Co. in Philadelphia. Feature articles report the news surrounding the production of the millionth set and also deal with the overwhelming demand which the factory has received for the one-dial sets. A wealth of other news matter reporting the exceptional sales accomplishments of various dealers and the remarkable experiences of individual owners completes one of the finest issues of the Jumbo Bulletin ever produced.

Holds Formal Opening

The formal opening of the Tom Dias Music Store was held the latter part of last month at the new quarters at 954 B street, Hayward, Cal. In the afternoon of the opening day two local orchestras entertained and at night radio stars appeared. The Columbia line is featured in this store.

F. J. Reichart in New Post

F. J. Reichart has joined the Columbia Phonograph Co., Inc., staff as office manager, succeeding H. C. Brown, who has been transferred to the recording studios.

Everybody's Sales Staff Holds Year-End Conference

Territorial Representatives of Everybody's Talking Machine Co. Gather to Make Plans for 1927—President Grabuski Presided

Philip I. Grabuski, president of Everybody's Talking Machine Co., 810 Arch street, Philadelphia, Pa., returned to headquarters in time



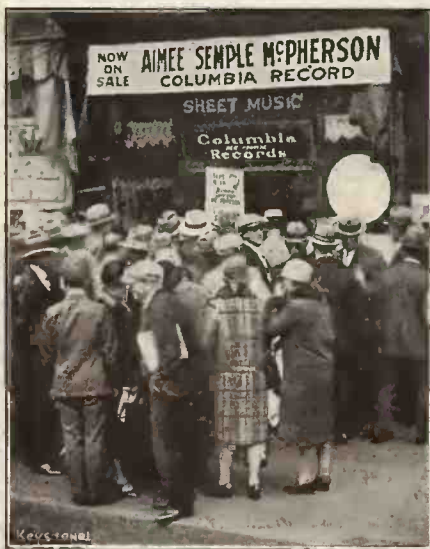
Philip Grabuski

for the Christmas holidays. On Thursday, December 30, President Grabuski called a sales conference of members of the entire staff of Everybody's Talking Machine Co., who returned from their various territories for the occasion. The exceptional accomplishments of the firm during the past year were reviewed and extensive plans made for merchandising during 1927. A general get-together spirit was manifested and enthusiasm over the prospects for the coming year was high. This conference, which occupied the entire day, was interrupted by an informal luncheon.

Columbia McPherson Records Draw Big Crowds

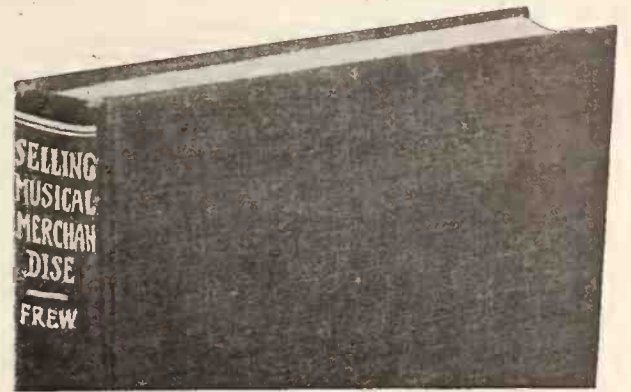
Southern California Music Dealers Report That Demand for Records of Noted Evangelist Is Unprecedented

When the first record by Aimee Semple McPherson was released by the Columbia Phonograph Co., New York, hundreds of patrons



Crowds Buying McPherson Records rushed to the stores of Columbia dealers to hear the voice of this noted evangelist.

In the cities of southern California the demand for the new record was so great that extra clerks had to be called in.



SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

READ THE CONTENTS of THIS PRACTICAL BOOK

Chapter	From the Publisher. Introduction.
	PART I
	THE PROBLEM OF BUYING
I.	Buying in General.
II.	Importance of Quality in Buying.
III.	Where to Buy.
IV.	Future Buying.
V.	Buying for Special Sales.
VI.	Some Don'ts for the Buyer.
	PART II
	THE PROBLEM OF PUBLICITY
VII.	Advertising in General.
VIII.	Space or Display Advertising.
IX.	Advertising by Personal Contact.
X.	Advertising Through Service.
XI.	Direct and Mail Advertising.
XII.	Advertising Through Musical Attractions.
	PART III
	THE PROBLEM OF MANAGEMENT
XIII.	Management in General.
XIV.	Stock Display.
XV.	The Care of Stock.
XVI.	Inventory and Sales Analysis.
XVII.	The Question of Credit.
XVIII.	The Repair Department.
XIX.	The Value of Co-operation.
	PART IV
	THE PROBLEM OF SELLING
XX.	Selling in General.
XXI.	The Sales Organization.
XXII.	Psychology of Salesmanship.
XXIII.	Collective Selling.
XXIV.	Organizing a Band or Orchestra.
XXV.	The Used Instrument Problem.
	PART V
	INSTRUMENTATION
XXVI.	Musical Organizations and Their Instrumentation.
XXVII.	The Principal Instruments of the Band and Orchestra Described.
	APPENDIX
	List of Principal Musical Merchandise Products

Edward Lyman Bill, Inc., 383 Madison Avenue, New York.

Enclosed find \$3.00 — check — money order—cash—for which you will please send me "Selling Musical Merchandise". Postage prepaid.

Name.....
Address.....City.....

New Stores and Changes Among Talking Machine Dealers During the Past Month

New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

Arkansas

Pine Bluff—The full line of musical instruments carried by the Barnes Piano Co., 210 West Second avenue, has been closed out in a sale, under the direction of Theodore Jones, administrator.

Camden—New quarters on South Adams street have been taken by the Bemberg Music Shop, which has been located here for a long period.

California

Martinez—An explosion in the music store conducted by Mrs. Verne Wells recently blew out the front of the establishment and caused considerable damage to the interior.

Oakland—The Musical Accessories Corp. has been incorporated with a capital stock of \$10,000 to manufacture and deal in musical instruments.

Santa Ana—The Rudolph Wurlitzer Co. has opened a branch store at 407 West Fourth street under the management of H. I. Searles.

Pomona—A branch store has been opened at 349 East Second street by the Rudolph Wurlitzer Co. with W. Keene as manager.

Pomona—The remodeled quarters of the C. H. Short Music Co., 151 East Second street, have been formally reopened.

San Diego—Slight damages were incurred by the Thearle Music Co., Broadway and Seventh street, in a midnight fire that threatened the entire block.

Turlock—New and larger quarters have been taken by A. Ruby, local music dealer.

San Francisco—Gene Redewill, who operates a music store in Phoenix, Ariz., has opened a branch known as the Gulbransen Sales Co., at 612 Mission street.

Connecticut

Danielson—D. J. Beaudoin, of 91 Broad street, has been appointed special sales representative of the Plaut-Cadden Co., of Norwich, featuring the Victor line, Atwater Kent radios and other musical instruments.

Bridgeport—The Gilman Music Store has moved to a new location a few doors away from that formerly occupied, and installed handsome new fixtures.

Torrington—McCoy's has opened new warerooms at 53 Main street carrying a full line of musical instruments. This is the third store of the McCoy chain.

New Haven—Landay Bros., Inc., have opened their new quarters at 790 Chapel street with Michael M. Elone as manager.

District of Columbia

Washington—The Harry C. Grove Co., Inc., Victor dealer, suffered a loss of stock when fire destroyed the building at 1210 G street.

Washington—Clinton J. Brown heads the new music store which recently opened here under the name of the Independent Music Co.

Washington—A petition in bankruptcy was filed recently by Robinson's Music Store, Inc., 1306 G street, N. W.

Florida

St. Cloud—The Wilder Music Co. has opened new warerooms here under the management of Dr. and Mrs. C. G. Kanavel. A full line of musical instruments is carried.

Ocala—Burton's music store of West Palm Beach has opened a branch store in the Professional Building here.

Georgia

Columbus—T. J. Hawkins has opened a music store at 14 Thirteenth street.

Illinois

Park Ridge—The Park Ridge Music & Gift Shoppe, formerly located at 112 Main street, has moved to new and larger quarters at 59 Summit avenue.

Rock Island—The Hadley Co., music dealer, has been incorporated with a capital stock of \$60,000. Incorporators, H. W. Barsel, J. Alroy, M. Felder and M. H. Rosenthal.

Fulton—The Hoffman Music Store has opened its new quarters in its remodeled three-story building. This concern has been in business for upwards of fifty years.

Kankakee—J. Bert Miller, Jr., has opened a musical instrument store here, featuring the Buescher line of band instruments.

Hillsboro—Brown & Brown have moved to their new store on court house square. The stock of New Edison phonographs and Atwater Kent radio receivers is shown in attractive settings.

Des Plaines—Miss Marie Schaeffer has opened the Music Shop at 59 Summit avenue carrying a full line of musical instruments.

Indiana

Richmond—The Pearson Piano Co., which operates branch stores in several cities, has opened a new store here of which B. E. Shirley is manager. A full line of musical instruments is carried.

South Bend—The Dependable Music Stores, Inc., has filed a certificate of dissolution.

Iowa

Charlton—H. T. Wilson, proprietor of the Music Shop, has closed out his business.

Kansas

Wichita—The J. W. Jenkins Sons' Music Co. has rented a studio at 3212 East Douglas avenue for the demonstration of talking machines and radio receivers.

Kentucky

Louisville—A new music house, operating as Durlauf & Berry, has been opened at 604 South Fifth street with a full line of musical instruments.

Winchester—J. J. Tinkcom, operating the Tinkcom Music Co., has filed a petition in bankruptcy, listing assets of \$7,139.41 and liabilities of \$10,848.76.

Louisiana

Shreveport—N. B. Price has returned to the Baldwin Music Co., in the capacity of sales manager, a position he formerly held.

Maine

Bangor—The Eastern Furniture Co. has added a music department and is carrying a full line of talking machines, radios and other musical instruments.

Pittsfield—Miss Grace Rogers, who conducted a music store in the Bijou Theatre building for several years, has moved to larger quarters in the Connor Block.

Skowhegan—John A. Jenkins has opened a new music store at 50 Water street in the store formerly occupied by the Harry A. Dinsmore music shop.

Maryland

Baltimore—A music store has been opened at 324 South Third street under the name of the Brunswick Music Shop.

Massachusetts

Salem—Rolfe's Music House, Inc., has been chartered with a capital stock of \$25,000 to deal in musical instruments. The incorporators are Rosella M. Rolfe, J. Frank Rolfe and Leila R. Hersey.

Boston—Field's Corner Music Shop has been opened at 1443 Dorchester avenue by Miss Rose Carbone.

Jamaica Plains—The Novelty Music Shop has been opened at 653 Center street.

New Bedford—A new branch store of the Hub Radio Stores has been opened at 12 Mechanics Lane.

Quincy—The Manganaro Music & Furniture Co. is making preparations to move to its new quarters at 1554-1556 Hancock street.

Gloucester—The Mathewson Radio Co., Inc., radio and musical instruments, has incorporated with a capital stock of \$50,000.

Boston—Angelo Conaxis recently opened the Athens Music Shop at 362A Tremont street.

Worcester—A music and radio shop has been opened at 834 East Main street by Mustapha J. Ajam.

Michigan

Grand Rapids—Stuart F. Lyon, proprietor of the Lyon Music House, 235 Division avenue, has filed a petition in bankruptcy with liabilities of \$4,466 and assets of \$1,946.

Grand Haven—The Pruim Music House recently suffered heavy damage as the result of water pipes bursting in the upper floor of the building.

Minnesota

Minneapolis—The full Victor line of talking machines and records has been added by the Majestic Music Shop, 14 South Seventh street.

Albert Lea—V. E. Segerstrom, formerly of Minneapolis, has opened the Albert Lea Piano Co. carrying a full line of musical instruments.

Bemidji—F. S. Ebert has purchased the interest of Oren D. Cason in the Bemidji Music Co., which has been operated as a partnership for more than two years.

Minneapolis—The local branch of Raudenbush &

Sons, which has been managed by W. R. Raudenbush, Sr., has been discontinued.

Mississippi

Tupelo—A new music store, known as the Jones & Mills Music House, has been opened on South Spring street. A full line of talking machines and other musical instruments is carried.

Nebraska

Nebraska City—Redecorations have been completed in the warerooms of the Gaskill Music Co., this city.

Lincoln—August V. Molzer has opened the Molzer Music Co. at 126 North Twelfth street, handling a full line of instruments.

Omaha—A new music store has been opened at 322 South Fifteenth street by Signor Tolomeo.

New Hampshire

Nashua—The music store of W. L. Nutting, Inc., located in the Goodrick Block on Main street, was badly damaged by a recent fire.

New Jersey

Trenton—J. Episcopo recently opened a music store at 409 Hudson street.

Newark—Nelson Jones has been appointed assistant manager of the music division of L. Bamberger & Co.

Camden—Beck, Inc., was recently granted a charter with a capital stock of \$10,000 to deal in phonographs.

Pitman—A new music store has been opened at 44 Pitman avenue by Harold F. Woomer.

Vineland—The Hughes Music Co., formerly located at 310 High street, Millville, N. J., is now in new quarters in the Elks' building here.

New York

Buffalo—The Brunswick Shoppe has doubled its floor space by leasing the store adjoining the establishment at Main and Utica streets.

Carthage—The Leiter Music Co. of Syracuse has opened a branch in the Weber building with Carlton Miller as manager.

Glendale—Koenig & Kock were incorporated recently to deal in radio apparatus with a capital stock of \$5,000.

Albany—Cluett & Sons, music dealers, now located at 49-51 State street will move to a new location at 477 Broadway in the near future.

North Carolina

Shelby—The Shelby Furniture Co., which recently moved to new quarters, has opened a music section with a full stock of instruments.

Ohio

Lima—A. V. Schaeffer has been appointed manager of the talking machine and radio divisions of the J. W. Rowlands Co.

Toledo—Arthur McPhillips has been appointed manager of the radio department of the Goosman Piano Co.

Akron—Howson's Music Store has been opened at 29 West Bowery street with Mrs. V. J. Howson in charge.

Youngstown—J. E. Anderson has been appointed head of the talking machine department of the new Strouss-Hirshberg department store on Federal street.

Cleveland—The Ott Piano Co., carrying a full line of musical instruments, has made extensive alterations in its warerooms at 1519 Euclid avenue.

Cleveland—The warerooms of the Starr Piano Co. on Huron road, have been completely remodeled and redecored.

Canton—John W. Alken has been made manager of the radio department of the Alford & Fryar Piano Co.

Columbus—Ernest A. Gabriel has been appointed receiver for the Robins Piano Co., 80 South Third street, which has filed a petition in bankruptcy.

Elyria—The A. B. Sauer Music Co., Lorain, has taken over the George A. Clark Music Store here and has appointed Miss Graham as manager.

McConnellsville—A branch of the Racey & Graham music store of Caldwell, has been opened in the Founts Block with William Arnold as manager.

Canton—The W. L. Custer Music Co. has opened a temporary store in its former location on Cleveland avenue to dispose of the stock of merchandise from the Dover branch.

Zanesville—The Spence Music Co. has acquired Longshore's, well-known local music store, and will conduct the business on a more extensive scale.

Dayton—The handsome new home of the Rudolph Wurlitzer Co., 126 South Ludlow street, has been opened with an elaborate formal reception.

Akron—The George S. Dales Co. has discontinued its piano department and will concentrate in the future on its talking machine and radio business.

Oregon

Astoria—A full line of Kimball phonographs is being carried in the recently established music department of the Bee Hive Department Store.

West Kelso—The Portland Music Co., of Portland, has opened a branch store here. The new store is under the joint management of E. Austin and L. T. Davis.

Portland—Louis B. Mack has established his musical merchandise and sheet music department in the McCormick Music Co., Inc., following the closing of the local branch of the Wiley B. Allen Co.

RECORDING WAX

Types "G" and "F" Recording Waxes Are Endorsed by Leading Recording Engineers — Especially for Electrical Recording

F. W. MATTHEWS

126 Prospect St., E. Orange, N. J. Phone: Nassau 1758

Eugene—H. E. Morris, proprietor of the Morris Music House at 912 Willamette street, has announced plans for closing out the business.

Pennsylvania

Palmerton—The branch store of the Werley Music House has moved to a new location at 434 Delaware avenue.

Lancaster—John H. Herr, who operates a music store in Millersville, Pa., has opened a branch store in this city under the name of the Herr Music Co.

Philadelphia—The Lang Piano Co., has opened its fourth store at 2213 South street, carrying a full line of musical instruments.

Bradford—The W. F. Frederick Piano Co. has opened a branch store at 13 Pine street handling a complete line of musical instruments.

Allentown—The Werley Music House has opened its remodeled store at 28 North Sixth street, featuring talking machines and small goods.

Wilkes-Barre—A new music concern has taken over the music section of the Select Furniture Co., and the department is now managed by E. W. Krouse.

Allentown—A new music store has been opened by Leon C. Clark at 49 North Tenth street.

Texas

Beaumont—The Goddell Piano Co., which has operated a music store here for a considerable period, has been closed out and moved to Houston.

Utah

Salt Lake City—R. W. McCurray has rejoined the sales staff of the Glen Bros-Roberts Music Co.

Virginia

Appalachia—C. A. Hord, operating the Hord Music Co., is moving the establishment here from Middleboro, Ky.

Washington

Aberdeen—George A. Reed, who has been associated with the music business for a number of years, has opened his own establishment here carrying a full line of instruments.

West Kelso—A branch of the Portland Music Co., Portland, Ore., has been opened here with E. Austin and L. T. Davis in charge.

Mount Vernon—F. A. Ellsworth has opened a general music store here under the name of the Vernon Piano Co.

Everett—Roy Hawk has become connected with the music department of Rumbaugh's.

Seattle—John Heal, Jr., has secured a lease on a floor of the building at 1608 Second avenue, where he will conduct his music business.

Wisconsin

Ashland—The music store of the Cable Piano Co. has moved to new quarters.

Waterloo—Harry O. Parsons has taken over the management of the L. S. Parsons Music House at 818-20 Sycamore street.

Brunswick Branch Managers Forecast the Coming Year

Additional Statements from District Representatives from All Sections Are Highly Optimistic—Based on Conditions

In addition to the forecasts of the coming year from various Brunswick Co. branch managers which appear in other sections of this issue of The Talking Machine World, the following district managers look forward with the greatest optimism to what the next twelve months will bring: C. P. MacGregor, district manager of the San Francisco branch, says in part: "We are looking at the world through rose-colored glasses and we feel that 1927 will be very rosy for the Brunswick Co. in the San Francisco district. The Brunswick records are going exceptionally well and we expect each month to be a record-breaking month." W. H. Humphries, Dallas manager, states: "We are judging the future from the past; many of our dealers have reported this year the largest profits they have ever received from their Brunswick departments since becoming dealers. They anticipate 1927 will far surpass anything they have enjoyed heretofore."

W. F. Standke, Atlanta, Ga., branch manager, says: "Dealer stocks are low, for dealers are selling the new Brunswicks as fast as they are getting them. With the bright outlook ahead dealers will continue doing a fine business."

From Omaha Branch Manager O. G. White comes the report: "The business conditions for 1927 in this territory will be dependent mainly upon two things: 1. The prosperity of the farmer. 2. The training of retail selling organizations. The year is expected to be a banner one for high unit sales. The trend in this ter-

ritory has been decidedly in favor of electrical instruments particularly among that class who have money to spend for what they want."

L. M. Gjerde, district manager of the Denver branch, says: "This territory as a whole shows improvement. If agricultural and grazing seasons open up anywhere near as good as the one in 1926 we should have good business throughout the entire year 1927, and the first part of the year should show a much healthier condition in sales than the first part of 1926."

Salt Lake City branch manager, G. C. Spratt, says: "The agricultural and stock raising outlook is good, and diversified interests on the part of the farmer in Utah and Idaho are beginning to show their effects in a very favorable manner in this section."

Many Manufacturers to Show Lines at Radio World's Fair

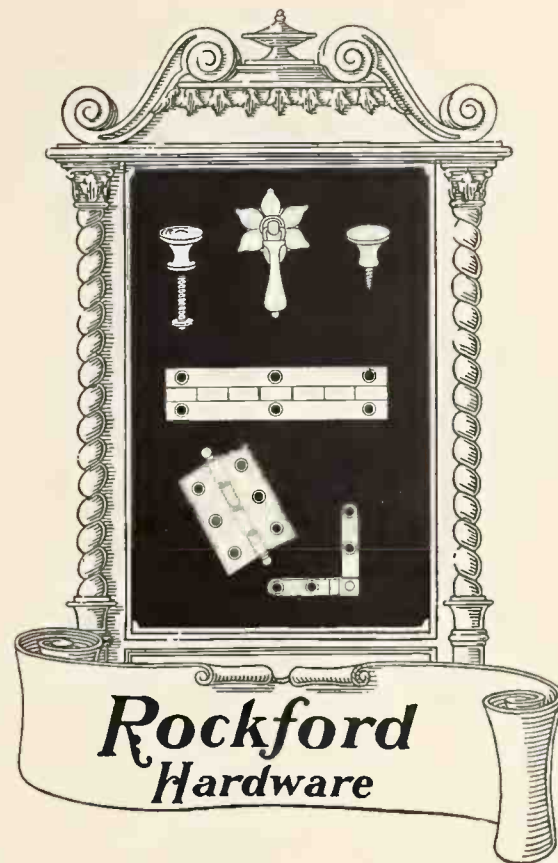
Confidence in Business Outlook Is Indicated by Fact That Many Leading Makers of Radio Have Signed Up

The success of previous radio shows and the confidence of manufacturers in the business outlook for next Fall were shown in the list of exhibitors who have already signed contracts for space at the Fourth Radio World's Fair scheduled to be held in Madison Square Garden, September 19th to 24th, 1927. The list as of December 31, 1926, which has just been released by Clayton G. Irwin, Jr., general manager of the Radio World's Fair, is as follows:

A-C Electrical Mfg. Co., Acme Apparatus Co., Aero Products, Inc., Aerovox Wireless Corp., All-American Radio Corp., Allen-Bradley Co., Aluminum Co. of America, American Bosch Magneto Corp., American Electric Co., Inc., American Mechanical Lab., Amplion Corp. of America, Amsco Products, Inc., Apco Mfg. Co., Apex Electric Mfg. Co., Argus Radio Co., Atwater Kent Mfg. Co., Bakelite Corp., Nathaniel Baldwin, Inc., Benjamin Electric Co., Blandin Phonograph Co., Inc., L. S. Brach Mfg. Co., Bremer-Tully Mfg. Co., Briggs & Stratton Corp., Brooklyn Metal Stamping Corp., Browning-Drake Corp., Burgess Battery Co., Burton-Rogers Co., Allen D. Cardwell Mfg. Corp., Carter Radio Co., Chicago Solder Co., Cleartron Vacuum Tube Co., Cornish Wire Co., Crosley Radio Corp., E. T. Cunningham, Inc., Day-Fan Electric Co., DeForest Radio Corp., Tobe Deutschmann Co., Diamond Electric Spec. Corp., Diamond State Fibre Co., Diamond T Radio Mfrs., Dictograph Products Corp., Dongan Electric Mfg. Co., Dubilier Condenser Corp., Duration Products Corp., Electrad, Inc., Electrical Research Lab., Electric Storage Battery Co., Fansteel Products Co., Farrand Mfg. Co., Inc., Federal-Brandes, Inc., Federal Radio Corp., J. B. Ferguson, Inc., Forest Electric Co., Formica Insulation Co., Freed-Eisemann Radio Corp., French Battery Co., Chas. Freshman Co., Inc., Herbert H. Frost, Inc., Garod Corp., General Radio, Gold Seal Electrical Co., A. H. Grebe & Co., Inc., Grigsby-Grunow-Hinds Co., Hammarlund Mfg. Co., Hartford Battery Mfg. Co., Hartzell Sales Corp., Indiana Mfg. & Electric Co., Jewell Electrical Instrument Co., Howard B. Jones, Kellogg Switchboard & Supply Co., King-Buffalo, Inc., Kodel Radio Corp., Liberty Electric Corp., Magnavox Co., Marko Storage Battery Co., Martin Copeland Co., Mayolian Radio Corp., Montrose-Hast Radio Lab., Leslie F. Muter Co., Nassau Radio Co., Inc., National Carbon Co., National Company, Inc., National Lead Battery Co., Northern Mfg. Co., Pacent Electric Co., Inc., Pequot Mfg. Co., Perryman Electric Corp., Philmore Mfg. Co., Plaza Music Co., The Pooley Co., Prest-O-Lite Co., Inc., Priest Radio Corp., Radio Corp. of America (2), Raytheon Mfg. Co., Reichmann Co., Saal Co., Samson Electric Co., Schickerling Products Corp., Scovill Mfg. Co., Shamrock Mfg. Co., Silver-Marshall Co., Sleeper Radio & Mfg. Corp., Sonora Phonograph Co., Sparks-Withington Co., Spalding Fibre Co., Inc., Splittorf Electrical Co., Stettner Phonograph Co., Stevens & Co., Stewart-Warner Speedometer Corp., Stoner & Heath, Inc., Sturges Multiple Battery Co., Thordarson Elec. Mfg. Co., Timmons Radio Products Corp., Tower Mfg. Corp., Utah Radio Products Co., Valley Electric Co., Vesta Battery Co., Walbert Mfg. Co., Watertown Table & Furniture Co., Webster Co., Westinghouse Elec. & Mfg. Co., Weston Elec. Instrument Corp., J. Andrew White, Willard Storage Battery Co., Yaxley Mfg. Co., Zenith Radio Corp., Zetka Lab., Zinke Co.

Argus Co. Closes Big Year

Despite the greatly increased manufacturing facilities made available through the new quarters occupied by the Argus Radio Corp., New York City, during the past year, its production was entirely absorbed, and Ira Greene, treasurer and sales manager of the company, reports that advance orders indicate the healthy condition to be expected during 1927.



HARDWARE is visible to the eye, in constant use and plays an important part in giving satisfaction to a customer.

Rockford Hardware merits closer attention by you. It stands the stiffest test of all—side by side comparison.

Ask for catalog 18 and samples.

National Rock Co., Rockford, Ill.

U. S. A.

Cable Address: Natlock

Branch Sales Offices:

- Chicago, Ill.
- Cincinnati, Ohio
- Detroit, Mich.
- Evansville, Ind.
- Grand Rapids, Mich.
- High Point, N. C.
- St. Louis, Mo.
- Indianapolis, Ind.
- Jamestown, N. Y.
- Los Angeles, Cal.
- Milwaukee, Wis.
- Seattle, Wash.
- Sheboygan, Wis.

Opportunity for Live Dealers to Cash in Through Tie-Ups With Visiting Artists

Concert Dates of Leading Artists Who Make Records—Tie-ups Provide an Excellent Means of Interesting the Public in Records and Promoting Sales

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:

HAROLD BAUER	Victor
January 16	New York, N. Y.
" 17	Reading, Pa.
" 19	Wheeling, W. Va.
" 21	Baltimore, Md.
" 23	New York, N. Y.
" 30	New York, N. Y.
February 4	St. Louis, Mo.
" 6	Chicago, Ill.
" 7	Iowa City, Iowa.
" 8	Lincoln, Neb.
" 11	Cedar Falls, Iowa
SOPHIE BRASLAW	Victor
January 26	Cincinnati, O.
" 27	Louisville, Ky.
" 29	Detroit, Mich.
February 4	New York, N. Y.
" 8	Amsterdam, N. Y.
" 10	Concord, N. H.
ANNA CASE	Edison
January 21	Morristown, N. J.
FEODOR CHALIAPIN	Victor
January 15	Los Angeles, Cal.
" 18	San Francisco, Cal.
" 21	Salt Lake City, Utah
" 24	Denver, Colo.
" 27	Milwaukee, Wis.
" 29	Minneapolis, Minn.
" 31	Duluth, Minn.
MARIO CHAMLEE	Brunswick
February 20	Bronxville, N. Y.
THE CLEVELAND ORCH.	Brunswick
January 17	Erie, Pa.
" 18	New York, N. Y.
" 20	Washington, D. C.
" 31	Columbus, O.
February 14	Daytona, Fla.
" 15	Miami, Fla.
" 17	Havana, Cuba
" 18	Havana, Cuba
" 19	Havana, Cuba
" 21	West Palm Beach, Fla.
RICHARD CROOKS	Victor
January 15	New Orleans, La.
" 17	Birmingham, Ala.
" 22	Atlanta, Ga.
" 30	Chicago, Ill.
ERNEST DAVIS	Edison
January 19	Providence, R. I.
EMILIO DE GOGORZA	Victor
February 10	Rochester, N. Y.
CLAIRE DUX	Brunswick
February 24	Pittsburgh, Pa.
ELSHUCCO TRIO	Brunswick
January 17	New Haven, Conn.
" 18	South Hadley, Mass.
" 19	Amherst, Mass.
" 19	Northampton, Mass.
" 20	Wellesley, Mass.
" 28	New York, N. Y.
February 3	Hartford, Conn.
" 4	Hartford, Conn.
" 10	Washington, D. C.
" 13	Boston, Mass.
" 14	Buffalo, N. Y.
" 18	Kingston, N. Y.
" 25	New York, N. Y.
CARL FLESCH	Edison
February 7	Portland, Ore.
" 17	Berkeley, Cal.
FLONZALEY QUARTET	Victor
January 18	New York, N. Y.
" 20	Boston, Mass.
" 21	Amherst, Mass.
" 25	Roch Hill, S. C.
" 27	Asheville, N. C.
" 29	Atlanta, Ga.
" 30	Mobile, Ala.
" 31	Tallahassee, Fla.
BENJAMIN GIGLI	Victor
January 16	Philadelphia, Pa.
" 20	Atlanta, Ga.
" 24	Havana, Cuba.
" 26	Havana, Cuba.
February 7	New Orleans, La.
" 9	Memphis, Tenn.
JEANNE GORDON	Victor
January 27	Toronto, Canada

PERCY GRAINGER	Columbia
January 20	Easton, Pa.
" 25	Montclair, N. J.
" 25	New York, N. Y.
" 27	Philadelphia, Pa.
" 29	Cooperstown, N. Y.
LOUIS GRAVEUR	Columbia
January 21	Marietta, O.
" 25	Denver, Co'o.
" 27	Colorado Springs, Colo.
February 13	Cincinnati, O.
CECILIA HANSEN	Victor
January 15	Portland, Ore.
" 17	Seattle, Wash.
" 18	Salem, Ore.
" 27	Los Angeles, Cal.
" 28	Los Angeles, Cal.
February 4	Glendale, Cal.
" 7	Los Angeles, Cal.
" 8	Pasadena, Cal.
" 10	Claremont, Cal.
" 14	Stockton, Cal.
" 15	San Francisco, Cal.
" 17	Oakland, Cal.
" 18	San Francisco, Cal.
JOSEF HOFMANN	Brunswick
January 16	New York, N. Y.
" 30	New York, N. Y.
February 13	Hartford, Conn.
LOUISE HOMER	Victor
January 17	Boston, Mass.
" 25	Bowling Green, Ky.
" 29	New York, N. Y.
SASCHA JACOBSEN	Columbia
January 17	Nashville, Tenn.
" 21	Sherman, Tex.
EDWARD JOHNSON	Victor
January 26	Washington, D. C.
HANS KINDLER	Victor
January 18	Ithaca, N. Y.
FRITZ KREISLER	Victor
January 17	Newark, N. J.
" 19	New York, N. Y.
" 20	Pittsburgh, Pa.
" 21	Cleveland, O.
" 23	Indianapolis, Ind.
" 24	Cincinnati, O.
" 25	St. Louis, Mo.
" 26	St. Joseph, Mo.
" 27	Waterloo, Iowa.
" 28	Des Moines, Ia.
" 30	Chicago, Ill.
" 31	Ann Arbor, Mich.
MARIA KURENKO	Columbia
January 20	Lexington, Ky.
WANDA LANDOWSKA	Victor
January 18	Madison, Wis.
" 26	Seranton, Pa.
February 6	New York, N. Y.
" 8	Amsterdam, N. Y.
SIR HARRY LAUDER	Victor
January 15	South Bend, Ind.
17-23	Chicago, Ill.
MARY LEWIS	Victor
January 16	Providence, R. I.
" 18	Detroit, Mich.
" 24	Raleigh, N. C.
" 26	Deland, Fla.
" 27	Miami, Fla.
" 31	Chicago, Ill.
February 4	Poughkeepsie, N. Y.
" 10	Akron, O.
" 14	New Haven, Conn.
MISCHA LEVITZKI	Columbia
January 17	Detroit, Mich.
" 24	Pittsburgh, Pa.
" 26	Chicago, Ill.
" 29	Memphis, Tenn.
February 2	Montgomery, Ala.
" 14	Fort Worth, Tex.
LONDON STRING QUARTET	Columbia
January 17-22	Buffalo, N. Y.
" 23	Chicago, Ill.
" 25	Syracuse, N. Y.
" 27	Cincinnati, O.
" 31	Denton, Tex.
February 2	San Angelo, Tex.
" 7	Boston, Mass.
" 12	Bloomington, Ill.
" 13	Chicago, Ill.
" 15	Poughkeepsie, N. Y.
ALLEN McQUEEN	Brunswick
January 18	Detroit, Mich.
" 31	Seattle, Wash.
February 1	Portland, Ore.
" 5	Oakland, Cal.
" 8	San Rafael, Cal.
" 17	San Francisco, Cal.
" 23	Charleston, S. C.

MAIER & PATTISON	Victor
February 8	Denver, Colo.
" 10	Wichita, Kan.
NEW YORK STRING QUARTET	Brunswick
February 7	Spartanburg, S. C.
SIGRID ONEGIN	Brunswick
January 18	Boston, Mass.
" 25	Washington, D. C.
February 1	Pittsburgh, Pa.
" 7	Akron, O.
" 10	Rochester, N. Y.
" 12	Detroit, Mich.
IGNACE PADEREWSKI	Victor
January 21	Long Beach, Cal.
" 24	Pomona, Cal.
" 26	Fresno, Cal.
" 30	Oakland, Cal.
MISHEL PIASTRO	Brunswick
February 4	New York, N. Y.
ROSA PONSSELLE	Victor
January 17	Baltimore, Md.
" 19	Washington, D. C.
" 21	Pittsburgh, Pa.
" 23	Hartford, Conn.
" 25	Worcester, Mass.
" 27	Troy, N. Y.
" 30	Waterbury, Conn.
February 3	Havana, Cuba
" 5	Havana, Cuba
" 9	Tampa, Fla.
" 11	St. Petersburg, Fla.
SERGEI RACHMANINOFF	Victor and Edison
January 20	Rutland, Vt.
" 21	Fitchburg, Mass.
" 23	Boston, Mass.
" 24	New Haven, Conn.
" 30	Providence, R. I.
February 3	Harrisburg, Pa.
" 6	Chicago, Ill.
" 7	Detroit, Mich.
" 9	Cleveland, O.
" 10	Pittsburgh, Pa.
" 13	Indianapolis, Ind.
" 14	Madison, Wis.
" 19	New York City
" 21	Washington, D. C.
" 22	Baltimore, Md.
" 23	Philadelphia, Pa.
MAX ROSEN	Brunswick
January 31	Red Spring, N. C.
February 1	Winston, N. C.
" 3	Mt. Berry, Ga.
" 4	Marion, Ala.
" 13	Cape Girardeau, Mo.
" 15	Hastings, Neb.
" 17	Colorado Springs, Col.
" 19	Helena, Mont.
" 21	Ogden, Utah
" 24-25	
" 24-25	Los Angeles, Cal.
ALBERT SPALDING	Brunswick
January 16	New York City
" 20	New Castle, Pa.
" 20	New Castle, Pa.
" 23	Bronxville, N. Y.
February 3	Saratoga Springs, N. Y.
MADAME SCHUMANN-HEINK	Victor
January 17	Houston, Tex.
" 19	New Orleans, La.
" 21	Hattiesburg, Miss.
" 26	Daytona Beach, Fla.
" 27	St. Petersburg, Fla.
" 31	Miami, Fla.
February 4	Tampa, Fla.
" 11	Macon, Ga.
LOUISE HOMER STIRES	Victor
January 14	Sweet Briar, Va.
" 29	New York, N. Y.
MARION TALLEY	Victor
January 17	Ann Arbor, Mich.
" 19	Toledo, O.
" 21	Ft. Wayne, Ind.
" 24	Houston, Tex.
" 26	San Antonio, Tex.
" 28	Ft. Worth, Tex.
" 31	Joplin, Mo.
February 3	Wheeling, W. Va.
" 8	Cleveland, O.
JOHN CHARLES THOMAS	Brunswick
January 21	New York, N. Y.
" 23	Philadelphia, Pa.
" 27	Baltimore, Md.
" 30	Springfield, Mass.
February 3	Rochester, N. Y.
" 6	Philadelphia, Pa.
" 17	Palm Beach, Fla.
ROLAND WERRENATH	Victor
January 17	Oakland, Cal.
" 22	Sacramento, Cal.
" 23	San Francisco, Cal.
" 25	Salem, Ore.
" 26	Seattle, Wash.
" 28	Portland, Ore.
" 31	Bellingham, Wash.
February 2	Vancouver, B. C.
" 10	Oklahoma City, Okla.
" 14	Kokomo, Ind.
" 15	Anderson, Ind.

IN THE MUSICAL MERCHANDISE FIELD

With Efficient Merchandising the Coming Year Should Be a Most Profitable One

General Conditions Are Good With a Number of Factors Working for the Benefit of the Musical Merchandise and Band Instrument Dealer, But He Must Also Do His Share

In looking back over the past year and looking forward to what 1927 will bring in the musical merchandise and band instrument field, leaders of the industry are practically unanimous in stating that the coming twelve months will result in a much larger volume of business being closed than was accomplished during 1926. This optimism is based upon a number of factors, one of the leading ones being the co-operative advertising and publicity work which is being done by the National Association of Musical Instrument and Accessories Manufacturers, whose first series of dealer helps were described in the December issue of *The Talking Machine World*, and consisted of a number of newspaper advertisements which stressed the message of "Music." This promotional work, which is aimed toward increasing dealer sales and thus ultimately helping the manufacturer, is certain to bring results.

Another reason for optimism is that dealers in musical merchandise throughout the entire country are becoming more and more educated to the fact that co-operation with school and civic authorities in the formation of bands and orchestras, while necessitating at the beginning some time and trouble in the organization and formation of such aggregations, brings profits more than commensurate with the effort and money expended, and these profits are not confined to any limited period, but continue for years to come.

Still again the fact that each year the American public is becoming more and more interested in music will have its effect in increasing sales. Orchestras are being organized in new cities and those of the dance type are holding their popularity and increasing in number, and sorry indeed is the hamlet or town which has not its several dance orchestras. And still again, the promotional work which is being done by manufacturers of other types of musical instruments is certain to have a beneficial effect on all instruments. The Piano Manufacturers' Association is spending hundreds of thousands of dollars in a campaign to sell the piano and in promoting the cause of music. The talking machine manufacturers are planning to advertise on a scale seldom if ever attempted before.

These factors must all be taken into consideration—but the dealer must do his share. To secure the business which should be his, he must plan to merchandise aggressively and intelligently; he must advertise and take advantage of every possible opportunity to secure publicity for the line, or lines of musical merchandise which he is carrying. If an artist or orchestra, who uses and endorses the lines which he sells, appears in a local theatre, he should blazon forth the fact to the world and use his window display space to present his message to the public and make attractive presentations of his stock of goods.

When December 31, 1927, comes around and the year's figures are gone over, some dealers are going to see a fine year, while others will do the usual complaining. In what classification the dealer is placed depends upon himself more than on any other factor.

It might be well during the coming year for these dealers who have neglected to take full advantage of the dealer helps which are sent by

manufacturers to pay more attention to the display material, direct mail literature and counter literature which is sent them. During the past year manufacturers have had prepared and sent to dealers' countless material of all sorts and types which if properly used could not help but increase the retail merchant's sales. Use this material and profit by it.

How Interest in Harmonica Grew in St. Paul District

From a Small Beginning the Harmonica Band Has Grown to Such an Extent That Forty Public Engagements Were Filled During Season

ST. PAUL, MINN., January 5.—The recreation bureau of this city during the past year organized its first harmonica band through a call sent out through the daily papers. A group of boys and girls responded and gathered at two of the recreation centers. With this nucleus, interest rapidly grew and the principal of the Randolph High School invited the volunteer instructor to come to the school, where 142 boys and girls gathered for the first rehearsal. In order that there might be an absolute uniformity of instruments the Hohner marine band harmonica in the key of C was selected. It was not long before the Palace Orpheum Theatre became interested in the young players and staged a contest, giving prizes to the winners. The W. J. Dyer & Bro. Music Store gave harmonicas as prizes and M. Hohner, Inc., New York City, makers of the Hohner harmonica, awarded sterling silver badges to all players who mastered the scale on

a Marine Band harmonica. It was not long before public engagements were secured for the band and the first season included forty public appearances, with calls coming in for future engagements. W. F. Panushka, who originally volunteered his services, was put on the payroll of the Playground Bureau and given a regular appointment as music director. Through this band genuine interest in the harmonica has been stimulated throughout St. Paul.

Barry's Music Store Now Located on Street Floor

Establishment Formerly Known as Barry's Saxophone Shop Has Added Materially to Lines Carried—Business Greatly Increased

CANTON, O., January 6.—Barry's Music Store, which was at one time known as Barry's Saxophone Shop, has undergone expansion and is now carrying all kinds of musical instruments, featuring orchestra accessories. Both Mr. and Mrs. Barry are well-known musicians of wide experience in local bands and have a thorough knowledge of musicians' needs.

The establishment, which was formerly located in an upstairs store, has moved to a street location on Market avenue south, the move becoming necessary through the growth of the business.

D. W. Lerch Music Co. Is Offering Free Lessons

CANTON, O., January 5.—The D. W. Lerch Music Co. is offering free saxophone and banjo lessons to purchasers of these instruments to stimulate sales. The banjo lessons are given by Fred Koons, manager of the merchandise department, and the saxophone pupils are taught by Cecil Armitage, local saxophonist.

and

Wholesalers of Musical Merchandise for a Generation

◆

SOLE DISTRIBUTORS OF

DURRO

and

STEWART

◆

VIOLINS
BOWS
STRINGS

BANJOS
UKELELES
GUITARS

WRITE FOR FULLY ILLUSTRATED CATALOG ~

Buegeleisen & Jacobson
5-7-9 Union Square, New York

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 121)

HOHNER *Harmonicas* and *Accordions*

THE WORLD'S BEST



**Let Hohner Harmonicas add to your
1927 profits**

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc.



114 116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Winter Issue of True-Tone Contains Much Current News

Musical Magazine Published by the Buescher Band Instrument Co. Contains Interesting Items of Undoubted Value to All Musicians

ELKHART, IND., January 5.—In addition to placing advertising in seventy-five national magazines and other sales promotional work, R. L. Shepherd, advertising manager of the Buescher Band Instrument Co., finds time to edit True-Tone, a musical journal published for the promotion of the interests of musicians and music. The Winter edition of True-Tone was recently released and mailed to the thousands of individuals who own and enjoy the band instruments manufactured by the Buescher organization.

The publication should not be classified as a house organ, although it is published to promote the sale of Buescher instruments, for it contains a wealth of interesting current news of the world of music. Special emphasis is laid upon the formation of bands and orchestras in high schools, military academies, colleges and universities and the Winter issue is replete with photographs of musical organizations of that type.

The inside front cover of the last issue of

True-Tone carries an admirably written article by Mr. Shepherd, entitled "I am Music," which is reproduced, in part, herewith: "Down through the ages I have walked with men, yet none have ever fathomed me. With the prince and the beggar I roam the earth and all men love me. For I am the spirit of the very best that is in them, and they praise and strive for the best that is within me. I am the soul of the arts. I am Music."

New York Band Instrument Co.'s Xmas Window Display

A most complete display of musical merchandise occupied the show window of the New York Band Instrument Co., 111 East Fourteenth street, New York, during the holiday season. In the rear of the window was erected a small Christmas tree, decorated with the usual ornaments and lights. Attached to it, hanging from the branches, were harmonicas, flutes and toy instruments of all kinds. Victor and Columbia instruments flanked the tree and scattered about were trumpets, saxophones, trombones and a drum set. In addition to being a splendid Christmas window, it also shows how a complete line may be presented most effectively by the dealer.

Samuel Buegeleisen Urges Education of the Public

Head of the Firm of Buegeleisen & Jacobson Says That Dealers Should Encourage the Formation of School and Other Orchestras

Samuel Buegeleisen, head of the wholesale and musical merchandising house of Buegeleisen & Jacobson, New York City, urges co-operative effort for the building up of the future of the industry. He points to the musical education of the public as a means to future prosperity in the field. The school band movement and the encouragement of other local musical affairs are pointed out as instances. Dealers who have co-operated with local authorities in the formation of orchestras in schools, clubs, etc., while their efforts have been primarily altruistic, have benefited financially from their efforts. Mr. Buegeleisen suggests the plan of placing propaganda behind the idea of music rather than the individual musical instrument and this propaganda is bound to bear fruit in the years to come. The person who has experienced the pleasure of being able to produce music on one instrument is usually anxious to add the playing of other instruments to his accomplishments as time goes on.

Mr. Buegeleisen is an authority on musical merchandise and his frequent trips abroad have given him a deep insight into foreign as well as domestic conditions. The firm of Buegeleisen & Jacobson has completed a very satisfactory year and the outlook for the future is bright.

Euclid Music Co. Receives Large Ludwig Drum Order

Cleveland Board of Education Orders Drums for Use of School Bands and Orchestras

CLEVELAND, O., January 6.—The Euclid Music Co. reports a very good business over the holiday season in the musical merchandise and band instrument sections. Among the large orders received recently was one from the Cleveland Board of Education for Ludwig drums for the use of the public school bands and orchestras. Several substantial orders for instruments have also been received from suburban schools.

Chooses Silver Bell Banjo

CORAL GABLES, FLA., January 7.—Joe Astoria, orchestra leader of the Hotel Antilla, of this city, has adopted the B. & D. Silver Bell tenor banjo for his use. Mr. Astoria has had a special large model of the banjo made for him by the Bacon Banjo Co., Inc., of Groton, Conn.

The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off
Individual Snare Adjustment
Perfect Snare Control



Patd. Jan. 1924 and Others Pending

Send to us Now for Prices and Discounts

LUDWIG & LUDWIG

World's Largest Makers of
Drums and Drum Accessories

1611 to 1627 No. Lincoln Street, CHICAGO

The Sensation of the Drum World

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features.

INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

Toledo Music Instructors Advocate 200 Minutes' Practice a Week for Pupils

In Letter to Parents and Children Instructors of Instrumental Music Courses in Public Schools Say That This Amount of Practice Each Week Will Assure Success to Pupils

TOLEDO, O., January 8.—The sale of a musical instrument, whether it is a band instrument or an item of musical merchandise, should not close the transaction as far as the dealer is concerned. He should advise the purchaser of the best means of learning to secure the greatest amount of pleasure and entertainment from his purchase and when the instrument is intended for a youngster he should impress upon the parent the necessity of regular practice. The instructors of the instrumental music courses in the public schools of this city, realizing that many children had been given such instruments as Christmas gifts and would enter the orchestra training courses, sent a letter to parents and children, under the caption: "Two Hundred Minutes a Week." It reads:

"Statistics show that students enrolled in the instrumental music course and playing in the orchestra, who put in 200 minutes a week of home practice, make the required and expected progress in their music work, develop a natural interest, and make a success of their musical undertaking. The majority of the pupils who devote less than 200 minutes a week to home practice show results below the grade B, and those who practice an hour a day are, in most cases, making lower grades of A.

"Home practice is simply a matter of each day executing the substance of that week's lesson, reducing the actions to a habit and placing the playing of the instrument on a basis of second nature. The goal of musicianship is to reduce technic and execution to a subconscious action, leaving the mind free to consider and improve the results which are being produced. The majority of failures in music occur in the first few months. The reason does not lie in the fact that the child is mentally or physically unable to do the prescribed work, but because that child does not do the required home practice. If parents will co-operate during one month in demanding that the child practice thirty-five minutes each day on the assigned work, this is practically a positive assurance of the success of that child. Just for one month, if the parents will insist on the 200 minutes a week practice plan, thirty-five minutes a day, the habit of practice will be formed and from then on the arrangement of the music work in the course and the orchestra will sustain the pupil's interest to the successful completion of the course.

"Children are not entirely responsible. They require the authority of parents. It is this kindly and genuine advice which constitutes a child's bringing up. The instructor in the school explains the value of home practice, but many children do not realize the true meaning of the word until it is explained by the mother or father at home. In cases where children have not acquired the habit of practice in music, because the parents did not take the trouble to explain and co-operate, the failure to succeed in music rests absolutely with the parents and not with the child.

"Two hundred minutes a week' means success. It is best to practice on schedule, that is, at the same time, in the same place, each day. One month of parent co-operation makes regular home practice a habit with the pupil. Parents should sign the lesson slip each week. This will show your co-operation and interest. Let us watch results. Parents, students and instructors are enrolled in the '200 minutes a week' drive. January grades will prove the absolute worth of 200 minutes a week."

This message should be studied by all dealers for it contains information which they can use

to advantage with that type of customer who is willing to purchase an instrument for his or her child but is afraid that the novelty of owning and learning to play will soon wear off and the purchase will be a total loss.

Opens Small Goods Shop

KANKAKEE, ILL., January 7.—J. Bert Miller, Jr., has opened a band instrument shop here, carrying a full line of band instruments and musical merchandise, with the Buescher line featured. The store is modern in every way and the stock is most complete.

Eddie Peabody, Vega Banjo User, Signs Big Contract

Well-known Banjoist to Appear in Balaban & Katz Publix Theatres Throughout the Country—Has Arranged Interesting Act

The Vegaphone banjo, made by the Vega Co., Boston, is destined to receive considerable publicity on the vaudeville stage through the appearance of Eddie Peabody, a Vega enthusiast. Mr. Peabody has signed a contract with Balaban & Katz Theatres, operators of Publix presentations throughout the country. It is said that this contract will place Mr. Peabody as one of the highest-priced artists on the stage. His act, entitled "Banjomania," has an attractive setting which includes an immense replica of a banjo. As Mr. Peabody slides down the strings of this mammoth banjo he plays a Vegaphone banjo, creating a remarkable effect.

The New Vegaphone



EVERY DEALER realizes his strongest sales argument to be—REPUTATION. To know that the instrument he has is the choice of the foremost in the professional field, is evident that there is sterling quality and inherent worth which has built up this good will.

The foremost artists have acclaimed the VEGAPHONE as the leader of Banjos—excelling in tonal achievement and beauty of design. They have made their test and comparison, merit for merit, and found their VEGAPHONE to be the ultimate choice. Time and experience have proven them superior for every type of playing, whether it be for dance orchestra, recording, broadcasting or concert work.

Now comes the new VEGAPHONE with its many improvements that give them a more flashy appearance, sturdier construction and simplified means of disassembling for reheating, still retaining the characteristic rich resonant and powerful tone that has made the VEGAPHONE the artist's choice the world over.

There are four VEGAPHONE models, made in Tenor, Regular, Plectrum, Guitar and Mandolin Banjo styles. Also other VEGA BANJO models, ranging from \$40.00 and up.

Write today for catalogs and agency proposition.

The VEGA Co.

Manufacturers of Band and Orchestra Instruments and Accessories

155-6 Columbus Ave., Boston

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 123)

Minnevitch and Harmonica Band Are "Hits" of "Betsy"

Audience at Opening of New Ziegfeld Production Gives Loudest Cheers and Greatest Applause to the Hohner Exponents

The opening of a new Ziegfeld show is always awaited with interest, for this showman invariably offers to metropolitan audiences a galaxy of stars of the highest order, and so "Betsy," the latest of the Ziegfeld offerings, attracted a capacity audience when it opened the latter part of last month. Among the headliners in this production were listed Belle Baker, Jimmy Hussey, Madeline Cameron and others, all favorites tried and true. But it was for none of these that the greatest applause on the opening night went, but for Borrah Minnevitch and His Harmonica Band, who, in the words of Broadway, "stopped the show."

All of the Minnevitch aggregation are users of Hohner harmonicas and the performance which the troupe gives of such numbers as "The Birth of the Blues" and the "Rhapsody in Blue" gives ample evidence of the status of the harmonica as a real musical instrument. That the scenes in which the Harmonica Band appears are welcomed by the audience is shown by the warm demonstrations given the players, which have become a regular part of each performance.

Bacon Banjo Co., Inc., Gets Important Patent

GROTON, CONN., January 5.—The Bacon Banjo Co., Inc., of this city, has been granted U. S. Letters Patent No. 1608875, dated November 30, 1926, on a resonance and amplifying chamber for banjos. Frederick J. Bacon, president,

and David L. Day, treasurer and general manager of the Bacon Banjo Co., are named as inventors. This company is well known in musical merchandise circles as the manufacturer of B & D Silver Bell banjos, B & D Super banjos, B & D Super strings, B & D felt grip picks and Bacon webfoot bridges. David L. Day, general manager, reports that 1926 business closed approximately 20 per cent ahead of 1925.

Lamb Music House Gives Annual Orchestra Concert

Yearly Complimentary Orchestra and Choral Concert Given to Capacity Audience at Hippodrome Theatre—Builds Good Will

POTTSTOWN, PA., January 5.—One of the methods which William F. Lamb, proprietor of the Lamb Music House, uses to build good will and establish his store as a factor in the musical life of the community is the giving of an annual complimentary concert to the people of Pottstown. On Sunday, January 2, this annual event was given at the Hippodrome Theatre before a capacity audience. Lamb's Concert Orchestra rendered a long and varied program and the Pottstown Male Chorus sang a number of selections appropriate to the holiday season. Both the orchestra and the male chorus are directed by Mr. Lamb.

It is largely through activities such as the organization and the direction of these musical aggregations that the Lamb Music House has reached the success which it enjoys, and so vital a factor in the musical life of Pottstown has the establishment become that musical instruments and Lamb's have become practically synonymous terms.

In passing it might be mentioned that one of the soloists at the concert was William F. Lamb, Second, cornetist, who is eleven years old.

"HYGRADE"

Musical Instrument Cases

Made of Three-ply Veneer

We also manufacture All Types of Portable Phonograph and Radio Cases and Boxes

Send for Our Price List!

HYGRADE CASE CO., Inc.

Manufacturers of

"Hygrade" Musical Instrument Cases Sold by All Leading Jobbers

345-347 South 6th St. Newark, N. J.

The Men on the Firing Line at Weymann & Son

Members of the Sales Organization of Philadelphia Distributing Organization Have Been Associated With the Firm for Many Years—Veterans of the Industry

PHILADELPHIA, PA., January 7.—Whether it is a campaign of an army or a business organization, it is necessary that the men on the firing line be adequately backed up. H. A. Weymann &



C. W. Bahls



W. H. Wendt

Son, Inc., maker of Weymann orchestra banjos and Keystone State instruments, and also distributor of brass instruments and the Victor Orthophonic line, has a strong front-line organization in its sales staff. Equally strong is the organization at the source of supply and the same long record of many years' service with the Weymann organization is to be found in individual cases. Charles W. Bahls, in charge of the wholesale Victor department, has a record of twenty-two years of service with the



W. G. Macht



J. W. Fees

Weymann organization. William H. Wendt, in charge of the wholesale record department, is a comparative newcomer, having been in the department only seventeen years. The office and credit manager, Walter G. Macht, has spent eighteen years with the organization and Joe W. Fees, in charge of the shipping department, seventeen years. These men are veterans of the industry. They know their business—one of the important factors in the rapid growth of the Weymann enterprise.

Miss Marie Schaeffer, of Des Plaines, Ill., has opened the Music Shop at 59 Summit avenue, that city.

An Investment That Pays Dividends Every Day

Invest \$43.35

Sell For \$85.60



Total Profit \$42.25

plus

the finest display cabinet to be had FREE

If our Catalogue is not handy send for Details Today

For Contents see our Catalogue No. 132

Durro Cabinet For Strings and Accessories

BUEGELEISEN & JACOBSON

(Wholesale Only)

Manufacturers and Importers of Musical Merchandise for a Generation

5-7-9 UNION SQUARE

NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 124)

The Weymann Orchestra Banjo



FRED C. BUCK
Banjoist
Waring's
Pennsylvanians

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolines, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMANN & SON, Inc.
1108 Chestnut St. Phila., Pa.

Richard Englehart With the Clark Atlanta Co.

Well-known Drummer and Drum Expert Joins Sales Staff—Are Offering Free Lessons in Drumming—Plan Fife and Drum Corps

ATLANTA, GA., January 5.—A new addition to the sales staff of the Clark Atlanta Co., 45 Auburn avenue, is Richard Englehart, well-known local drummer and drum expert, who will have charge of the drum department of the establishment. Mr. Englehart formerly operated a drum shop here and has a wide following among drummers in the South.

With the appointment of Mr. Englehart as manager of its drum department, the Clark Atlanta Co. plans a vigorous campaign to stimulate the sale of these instruments and offers a series of five lessons to anyone who desires to learn drumming. Plans are also being made for the organization of a fife and drum corps, recruited from pupils of the public schools.

New Haven Dealer Has Store, Teaches and Has Orchestra

Seconda Pierpaoli Kept Busy With Varied Musical Activities, but Profits Through Interest in Musical Events of the City

NEW HAVEN, CONN., January 6.—Operating a music store, giving music lessons and directing an orchestra keeps Seconda Pierpaoli, Columbia dealer, very busy, but all his activities help to increase his prestige as an active figure in musical circles and tend toward building the volume of profits of his music store.

Mr. Pierpaoli carries a complete stock of musical instruments, including pianos, phonographs, foreign language records, in addition to a large stock of musical merchandise and accordion. His present class of music pupils numbers seventy-five. In addition, he has organized an orchestra of twelve pieces and furnishes music for all occasions.

Russell S. Eichinger, 42 Cross street, Newark, N. J., has entered the musical merchandise jobbing field and is carrying a comprehensive new line of tenor banjos, sold in complete outfits with the cases included

Ludwig & Ludwig Issue Attractive Drum Catalog

Pocket Pamphlet, Entitled "Here They Come," Contains Information of Value to Anyone Interested in Formation of a Drum Corps

CHICAGO, ILL., January 4.—Ludwig & Ludwig, drum and banjo manufacturers, recently issued a convenient pocket sized pamphlet bearing the name "Here They Come!" The front cover carries an illustration of a drum major in full regalia, and the pamphlet is dedicated to the modern drum corps of to-day. In the foreword J. M. Grolimund, of the drum corps department of Ludwig & Ludwig, points out that in editing the publication he has tried to incorporate under one cover everything informative to those interested in organizing a drum corps. Everything used by the corps, excepting uniforms, has been included and described in the merchandising pages, together with illustrations and prices.

The second page of the booklet carries an illustration of William F. Ludwig, president of the firm, and Frank S. Fancher as they appeared in the United States Army Band in President Coolidge's inaugural parade March 4, 1925. Mr. Ludwig, in addition to knowing the fundamentals of drum production and selling, has played with the Chicago and Pittsburgh symphonies, Chicago Madame Butterfly and English Grand Opera companies and many other famous organizations. During his spare time and between engagements he built and perfected drums until this business demanded all of his attention and grew to its present size. Mr. Fancher has won over one hundred and eighty-two contests and is a demonstrator for Ludwig & Ludwig.

"Here They Come!" is attractively illustrated with photographs of high school, fraternal, American Legion and civic organization drum corps, together with helpful hints as to how a drum corps can be used to advantage by organizations of the above types.

Michael Spiggett Made Whittle Department Head

DALLAS, TEX., January 7.—Michael Spiggett was recently appointed manager of the stringed instrument department of the D. L. Whittle Music Co., of this city. Mr. Spiggett, who is a musician as well as salesman, was formerly connected with the D. W. Miles Music Co., of Wichita, Kans.

Publicity for Bacon Banjo

GROTON, CONN., January 6.—The widespread publicity which the Bacon B & D Silver Bell banjo received in Boston during the local appearance of Montana, the cowboy banjoist, was duplicated in various other New England cities in which Montana appeared through his billing on the Keith Circuit. Besides stimulating interest in the banjo through his performance, Montana found time to call upon distributors and wholesalers in the various cities in which he appeared.

Reports Excellent King Demand in Omaha Field

OMAHA, NEB., January 5.—E. L. Brown reports that King saxophones and band instruments are breaking all sales records at the Saxophone Shop. Mr. Brown took on the King line, which is manufactured by the H. N. White Co., of Cleveland, O., during the past year and has done a most satisfactory business with it. A fine volume of business has also been reached with the sales of Bacon banjos, made by the Bacon Banjo Co., Groton, Conn.

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

Hohner Christmas Booklet a "Story Without Words"

The Christmas booklet of greetings sent by M. Hohner, Inc., New York City, maker of the Hohner harmonica, for distribution by the trade, was particularly appropriate. It was entitled "A Christmas story without words" and was purported to be written by Har Monica. The pictures showed St. Nick delivering a generous supply of toys at the home of a typical American boy and upon finding a harmonica in the pack St. Nick evidently stopped work for the night, as a final picture shows him playing the harmonica with much enjoyment.

Every Dealer

WILL WANT A COPY OF THE

New *Leedy* Catalog "N" (OUT NOW)



NINETY-SIX PAGES—TWO HUNDRED AND FIFTY PHOTOGRAPHS—THIRTY NEW INSTRUMENTS

ALL ABOUT THE NEW PROFESSIONAL FLOATING HEAD SNARE DRUM

Send a postal for yours today—Mailed free

Leedy Mfg. Co.
INDIANAPOLIS, INDIANA



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



December Business in British Trade Eclipsed Most Optimistic Expectations

Gramophone Factories Working Day and Night to Keep Up With Demand—Trade Will Be Well Represented at Industries Fair—New Gramophone Manufacturers—Other Trade News

LONDON, E. C., December 30.—My last two or three reports may have appeared unduly optimistic in regard to the position of affairs in talking machine circles in this country, but even those reports fail adequately to give a correct impression of the tremendous business done these last few weeks. The only other time comparable with them was at the same period last year, but this season's trade, if anything, eclipses even 1925. The trade here has never known such a time and it has been a real pleasure to call on manufacturers and dealers, though the time they have been able to give to interested callers has been very small. Despite much augmented staffs, the overwhelming rush of orders, by post, telephone and telegraph, as well as from personal calls, made it impossible to cope with, and manufacturers and wholesalers are still working at the highest pressure to fill Christmas orders in addition to the abnormally heavy demands for the New Year's festivities. The big recording companies have been literally working day and night. The huge factories of the Gramophone Co., at Hayes, have, in fact, only slackened between the hours of 2 o'clock on Sunday afternoons and 7 o'clock on Monday mornings.

The British Industries Fair

The following members of the Gramophone industry have been allocated space in the 1927 British Industries Fair, to be held at the White City, from February 21 to March 4: A. J. Balcombe, Barnett Samuel & Sons, Boumphrey Arundel & Co., Ltd., G. A. Bryan, Ltd., Cabinet Gramophone Co., Collaro, Ltd., Crystalate Mfg. Co., Ltd., Duophone & Unbreakable Record Co., Ltd., Garrard Engineering Co., C. Gilbert & Co., T. J. Gilbert, Golden Melody, Ltd., Gramostyles, Ltd., L. A. Jaccard, Johnson Talking Machine Co., Linguaphone Institute, Perophone, Ltd., Peter Pan Gramophone Co., Piccaninny Gramophone Co., Portable Gramophone Co., S. M. T. Gramophone Co., Smith & Co. (Gramophones), Ltd., J. Stead & Co., Ltd., and the Gramophone Co., Ltd.

Two New Gramophone Companies

Two new gramophone companies recently incorporated under the Companies Act are Worldecho, Ltd., with a nominal capital of £25,000 in £1 shares, formed to acquire, work and deal with a secret process applicable for the manufacture of gramophone records and

(with modifications) for the manufacture of wireless and electrical materials, etc., and Reproduction, Ltd., with a nominal capital of £6,000 in £1 shares, formed to manufacture and deal in gramophones, etc. Its specialty is a sideboard holding on the right a high-class gramophone and on the left a new wireless receiver, while a center chamber conceals a specially designed loud speaker automatically operated by either instrument.

The Solophone the Latest

New gadgets in connection with the gramophone regularly make their appearance here. One of the latest is the "Solophone," put on the market by the Solophone Co., of High Holborn, this city. The object of this invention is to enable one or more individuals to listen to gramophone music in the same room in which there are other people who do not wish to listen.

Brief Paragraphs of Interest

The Crystalate Mfg. Co., Ltd., manufacturer of the well-known "Imperial" records, has opened new premises at 63 Farringdon road, London, E. C. 1, which will be under the management of Warnford Davis, and the recording department will be superintended by "Will" Ditcham, a popular musician and recording expert.

Gramophone shares on the market! These reflect the very healthy condition of the leading companies and indicate the activity of the trade generally: Columbia 10s. shares now stand at 53s., as compared with 39s. 6d. a year ago;

Sanger Bros., Inc., Bought by the T. E. Swann Co.

DALLAS, TEX., January 7.—The T. E. Swann Co., Victor distributor, has purchased the stock, fixtures and good will of Sanger Bros., Inc., also a Victor distributing firm, and will continue the business with no change in policies. The entire personnel of Sanger Bros. has been retained. Lester Burchfield, vice-president and general manager of the Swann Co., will direct the business.

Useful Gift From Wall Kane

The Wall Kane Needle Mfg. Co., Inc., of Brooklyn, N. Y., greeted its many friends in the industry at the beginning of the year with a daily memorandum pad for the desk similar to the one presented last year.

As this issue is going to press, N. Cohen, president of the company, accompanied by Mrs. Cohen, left for a mid-Winter vacation in Florida.

Pension Plan Announced

General James G. Harbord, president of the Radio Corp. of America, New York, recently outlined the pension and disability system inaugurated whereby the 2,000 employees of the company will benefit. Plans include that any male reaching the age of sixty-five, or any female sixty, who has been twenty years or more in the continuous employ of the company shall be retired and receive a pension based upon their annual salary and length of service.

the Gramophone Co.'s £1 shares (ordinary) being in the region of 64s., as compared with 51s. a year ago; the Columbia (International) option certificates stand at 8s., and the 6½ per cent debentures at 110½; Duophone Unbreakable Record Co.'s shares (fully paid) are at 8s. 4½; Edison Bell (ordinary) at 26s.

Messrs. Edison, Bell, Ltd., have just taken over spacious showrooms in the center of the West End of London, on the corner of New Burlington and Regent streets.

The "Viva-tonal" Columbia—the new 1927 scientific gramophone—has created another record for the Columbia Co., the entire product for the first season being oversold by November 16—two months to the day from its introduction.

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.

PHONOGRAPH SALES EXECUTIVE WANTED

Well known in the trade, whose experience, aptitude and previous responsibilities make him the man we want to take charge of marketing a phonograph specialty. Address "Box 1589," care The Talking Machine World, 383 Madison Ave., New York City.

JOBBER WANTED

Jobbers wanted on Popular Priced Line of Phonographs for Texas and the South. Also one for the Far West. Charmaphone Co., Pulaski, New York.

WANTED: Salesmen wanted to sell popular priced line of phonographs. One for the East and one for the Far South. Address with full particulars Charmaphone Co., Pulaski, New York.

WANTED: Salesman. Opportunity with distributor of radios and phonographs for territory in Eastern Pennsylvania. A proposition where consistent work will give present results and future opportunity. Give complete details of experience, age, reference and compensation in first letter. Address "Box 1591," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Eastern Representative. High-grade salesman who sells Eastern set manufacturers to sell them a nationally known item. On commission basis. Address Metal Devices Corp., 2640 N. Maplewood Ave., Chicago, Ill.

POSITION WANTED—Factory production manager or similar position. Six years' experience all details of phonograph record manufacture. Familiar with distributors' orders, etc., follow-up, service and shipments. Further particulars to interested parties. Address "Box 1588," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Salesmanager and Executive. The man for whom this advertisement is written was for many years a highly successful salesmanager and executive for one of the very largest manufacturers of phonograph records in the world. He made an enviable reputation for himself among the trade of the country because of his earnestness, honesty and reliability. He possesses broad and thorough sales knowledge and experience, an unusual ability to select, train and get the most loyal cooperation from his men, and a personality that won him the sincere friendship and respect of the trade—large and small. Besides being an exceptional correspondent and an originator of virile promotion matter, he has a keen advertising sense. This man is bound to prove a valuable adjunct to any organization requiring an energetic, ably equipped and dependable executive. He seeks to connect as salesmanager with a substantial and progressive phonograph or radio concern having home office in New York City or become Eastern representative of an out-of-town manufacturer who desires to operate a branch office in New York. Address "Box 1590," care The Talking Machine World, 383 Madison Ave., New York City.

SPRINGS

VICTOR

1¼"x.022x17", bent each end.....No. 0543	\$.57
1¼"x.022x18" 6" marine ends.....No. 3014	.57
1¼"x.022x17" bent arbor.....No. 5362	.56
1¼"x.022x13" bent arbor.....No. 5423	.48
1¼"x.022x9" bent arbor.....No. 5427	.38
1¼"x.022x9", bent each end.....No. 0542	.38
1"x.020x13" 6" marine ends.....No. 2141	.35
1"x.020x15" marine ends.....No. 3335	.38
1"x.020x15" bent arbor.....No. 5304	.39
1"x.020x15", bent at each end.....No. 0540	.39

COLUMBIA

1"x.028x10" crimp arbor, new style.No. 20000	.01
1"x.028x10" Universal.....No. 2051	.32
1"x.028x11" Universal.....No. 2051	.30
1"x.030x11" hook ends.....No. 40	.40
1"x11" for motor No. 1.....No. 1210	.34

HEINEMAN

1"x.025x12" motors, Nos. 33 & 77.....	.35
1 3/16"x.020x19", also Pathé.....	.70
1 3/16"x.020x17".....No. 4	.60

SAAL-SILVERTONE

1"x.027x10", rectangular hole.....No. 144	.30
1"x.027x13", rectangular hole.....No. 145	.45
1"x.027x10", rectangular hole.....No. 146	.53

Terms, 2 per cent cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.
Complete catalogue on request

GLEANINGS *from the* WORLD *of* MUSIC

Year as a Whole Was an Active One in Both the Popular and Standard Fields

Popular Publishing Perhaps Suffering from the Release of Too Many Titles to a Certain Extent —The Group Sale Plan in the Popular Field

The year as a whole has been a very active one for both the popular and standard branches of the sheet music industry. During the late weeks of November and the holiday period that followed popular sales, however, have been a little below normal. There is nothing, however, of a permanent character about this and it is really only the record of the popular industry which has for the past several years had frequent ascending and descending demand.

It probably will be a long period before the popular sheet music industry attains a more balanced yearly business, first, because the merit and appeal of the songs issued each season are the criterion and, second, because there are numerous other factors which affect popular sales. When songs sold at ten cents per copy the syndicate stores that did most of the business were handling so much merchandise. Nor at that time were there so many outside factors that tended to limit popular sales. To-day the popular music business is evidently looked upon as a luxury. As such it will receive treatment accordingly. It has, however, so many things strongly in its favor that it is often able to break down all sales resistance and this accounts in some measure for the rise and fall in the scale of sales.

In these days of specialization and concentration the sales resistance in presenting this luxury would be far less if there were a more restricted output. This may not be brought

about because each publisher feels that his catalog is of worthy caliber and should produce its quota of sales. All publishers viewing the situation in like manner tends to bring about a surplus of goods, more than the public can assimilate in one season.

Popular publishers have tried somewhat to offset present-day conditions by encouraging retailers to sell songs in groups of three for \$1. This is a measure which, when carried out on a national scale, should send up sales totals to a higher than present volume. The industry, however, has not had 100 per cent co-operation in carrying out this idea. The sales measure of this character, together with the intensive exploitation of worth-while songs, would do much to lure customers into music stores and limit sales resistance.

One thing is certain when sales are slow, and that is, the issuance of more songs does not improve the problem. In such an event it is no time for retrenching as far as exploitation methods are concerned, but it would be worth while to see the effect of more intensive exploitation on fewer offerings. In an abnormal period where the publisher continues 100 per cent activities on a restricted number of songs it should, at least, result in keeping his organization intact and still make profits. This would allow a "breathing spell" and the retention of the full organization, which would be in a position to extend itself further when sales were again ascending.

Sheffield & Spencer, Inc., Enter Publishing Field

First Numbers of New Firm Are "The Broken Heart Mender," "Tender and True" and "Hours, That Wonderful Hour With You"

The latest addition to the music publishing field is the firm of Sheffield & Spencer, Inc. Heads of the firm are two well-known members of the music industry, George Sheffield, a recording manager, having been associated with the Aeolian Co. for a number of years, and Herbert Spencer, the other member of the firm, one of the best known of present-day song writers and one who has had a measure of success for over twenty years. He has been associated with such publishing firms as Jerome H. Remick & Co. and M. Witmark & Sons. Among his best known songs are "Underneath the Stars," "Egypt," "In Your Dreamy Eyes," "In the Candlelight," "Me Neenyth" and others. He recently concluded a tour of the Keith circuit with his wife Fleta Jan Brown, who collaborates with him, writing the lyrics to his melodies.

The new firm begins business with a waltz ballad entitled "The Broken Heart Mender." The number has already been tried out and it

is said its early indications of success were one of the inducements for the organization of the new firm. Other numbers, published by the new firm, are "Tender and True," a melody fox-trot and a waltz ballad called "Hours, That Wonderful Hour With You." The new firm has opened up offices at 1595 Broadway, New York City, Mr. Sheffield handling the executive and sales department and Mr. Spencer in charge of the professional.

New Berlin Numbers Score in Ziegfeld Show

Irving Berlin, who has probably written more successful popular numbers this season than in some years, is in the midst of further activities. The latest of his songs is "Blue Skies," which is being presented in the new Ziegfeld production "Betsy." "Blue Skies" is sung by that popular artist, Belle Baker, who, by the way, plays the part of Betsy in the piece. Following her rendition of "Blue Skies" at the "Betsy" premiere in the New Amsterdam Theatre, on Tuesday night of last week, Belle Baker was not only recalled time and time again but the audience was not satisfied until Irving Berlin himself took a bow.

Among the popular successes written by Berlin for this season's catalog of Irving Berlin, Inc., are "Just a Little Longer," "Because I Love You," "How Many Times," "I'm On My Way Home" and "That's a Good Girl." Besides these popular numbers, Berlin has contributed some new songs for this season's edition of the musical comedy "The Cocoanuts." The Berlin songs appearing in "The Cocoanut" show include "Ting-a-ling the Bell'll Ring," "Why Do You Want to Know Why," "Florida By the Sea," "The Monkey Doodle Doo," "Lucky Boy" and "We Should Care."

Harry Engel Joins Irving Berlin, as Sales Manager

Harry Engel, who for the past five years has been associated with Robbins-Engel, Inc. and who is known to thousands of retailers through-



Harry Engel

out the country through his transcontinental trade trips, has just been appointed sales manager of Irving Berlin, Inc.

Harry Engel, almost through his entire business career, has been associated with the music industry. His experience has been quite varied, covering practically every phase of production and a most thorough knowledge of the music publishing business. For the past two years he has given close attention to both the popular and standard branches of music publishing. Through his many activities, including close relationship with producers, mechanical reproduction companies, large photoplay organizations, and a wide acquaintance in vaudeville and the orchestra field, he comes to the Berlin organization with special qualifications for his new duties.

Going with such an active and important popular publishing concern as Irving Berlin, Inc., it gives Harry Engel an opportunity of bringing to his new activities the experience obtained by his close connections with the music merchants of the country.

THE NEW HOME—OF—THE NEW HIT
The Ballad Fox-Trot Beautiful

EVERY LITTLE WHILE

(NEW ADDRESS)

Fred Steele, Inc., 745 Seventh Ave., New York City

FIVE RECORD RECORD BREAKERS



SONG OF
SHANGHAI



HOP, SKIP



IT WONT BE LONG
BEFORE SHE
BELONGS TO ME



CAROLINA
MINE



THAT'S WHAT
I CALL A PAL

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

John McCormack Sings "The Far-Away Bells"

Popular Tenor Features That Chappell-Harms Number in Victor Talking Machine Co. Radio Concert on New Year's Night

Among the songs featured by John McCormack in his Victor radio concert program on New Year's night was a Chappell-Harms, Inc., number "The Far-Away Bells." This is a typical McCormack offering and it is understood that he plans to program it frequently during the present season. Doubtless also it will appear on one of the early lists of Victor releases.

"The Far-Away Bells" has indications of being one of the most successful numbers ever issued by the Chappell-Harms organization. The great interest shown in this offering by concert artists demonstrates it to be a number of unusual caliber.

Bernard Prager to Enter Ranks of Matrimony

Engagement of Edward B. Marks Traveler to Miss Meryle Leventhal Is Announced

Bernard Prager, traveling representative for the Edward B. Marks Music Co., will soon enter the ranks of the benedicts. Mr. and Mrs. Jacob Leventhal have announced the engagement of their daughter, Meryle, to Mr. Prager, the event to take place in the Spring following Mr. Prager's return from a trip through the West.

Bernard Prager has been with the Marks firm for over fifteen years entering the employ of that company as a stock boy in the short trouser age. Miss Leventhal, the bride-to-be, is an amateur singer and dancer of considerable talent and incidentally is the niece of Joe Young, of the popular song writing team of Lewis and Young.

Davis Columbia Recordings

Joe Davis, head of the Triangle Music Publishing Co., 1658 Broadway, New York City, and who appears on several radio broadcasting programs as "The Melody Man," has made his two first vocal records for the Columbia Phonograph Co. The numbers recorded are "I've Lost All My Love For You" and "I Don't Want to Forget." It is understood also that Joe Davis has closed arrangements with the Brunswick-Balke-Collender Co. whereby he is to make a series of Brunswick records.

The Leiter Music Co., of Syracuse, N. Y., has opened a branch in the Weber Building, Carthage, N. Y., with Carlton Miller, of Syracuse, as manager. The concern has an attractive and completely equipped store.

De Sylva, Brown, Henderson, Inc. Enter the Music Publishing Field

New Firm Has as President and General Manager, Robert Crawford, Formerly Sales Manager of Irving Berlin, Inc.—Others in It Are De Sylva, Brown and Henderson

One of the most important announcements made in the popular publishing field is that of the organization of a new publishing firm of De Sylva, Brown, Henderson, Inc., of which Robert Crawford, former sales manager of Irving Berlin, Inc., is president and general manager. The personnel of the new firm are all well-known and successful song writers, including Bud De Sylva, Lew Brown and Ray Henderson.

The company has leased an entire floor at 745 Seventh avenue, New York City, and the building in the future is to be known as the De Sylva, Brown, Henderson building. Artistic professional studios, executive offices and other adjuncts of the popular publishing business are now being planned for the new quarters and it is hoped to make them among the most attractive in the industry.

De Sylva, Brown and Henderson are the writers of the outstanding numbers in this season's "George White's Scandals," including "Black Bottom," "Lucky Day" and other songs.

A résumé of the songs these writers have contributed to the popular field includes some of the most prominent successes. Among them: "Bye, Bye Blackbird," "Then I'll Be Happy," "Cottage Small By a Waterfall," "Kiss in the Dark," "I'd Climb the Highest Mountain," "Sit-

ting On Top of the World," "Follow the Swallow," "That Old Gang of Mine," "April Showers," "Memory Lane" and many others.

The new publishing firm of De Sylva, Brown, Henderson, Inc., will have exclusive right to all songs by these writers. They have several new shows in preparation and several songs. Among the numbers that will be introduced at once to the trade are those from the present success, "Big Boy," of which Al Jolson is the star, including: "It All Depends on You," "I Want to Be Miles Away From Every One," "I'm Just a Little Closer to You," "Oh Baby Don't We Get Along," a novelty, "I Wonder, I Wonder How I Look When I'm Asleep" and "You Won't See Me If I See You Out With Anybody Else."

While the new firm will publish ballads, love songs and other types of offerings, it will also make a specialty of clean novelty songs, with which the above writers have had unusual success. In addition the firm of De Sylva, Brown, Henderson, Inc., will publish the songs of many outside writers. The company intends to build up a healthy catalog at once, open branch offices throughout the country and appoint many territorial representatives. Details of the future plans of the company are to be announced shortly, following the opening of the new offices which was scheduled during the next two weeks.

"Dorothy Lee Display Contest" Is Extended

Closing Date Advanced to February 1 in Consideration for Those Dealers Who Were Prevented from Participating By the Holidays

The "Dorothy Lee Display Contest," arranged by the Sam Fox Publishing Co. of New York and Cleveland, O., has been extended until February 1. Originally it was scheduled to close on December 31 but because of the fact that many music merchants were unable, due to holiday activities, to take part, the Fox Co. following many requests decided on the later date of closure.

The "Dorothy Lee Display Contest" is on three songs by this successful writer: "In the Heart of the Hills," "Out of the Dusk to You" and "One Fleeting Hour." The material for the displays is furnished gratis by the Fox organization and there are no special qualifications. The judges are three members of the trade press and there are numerous prizes with duplicates in case of ties, etc. Shortly after the contest closes decision will promptly be made as to the winners. Interest in the contest is widespread, according to reports from the trade.

"Muddy Water" Offers a New Type of Song

Number Has Some of the Character of a Negro Spiritual and Flavor of the "Blues"

A popular publisher has been quietly advancing the interest of the new popular song and dance called "Muddy Water." The number has some of the character of a negro spiritual, with a flavor of the "blues," which are somewhat related. Nora Bayes is already singing "Muddy Water" in her tour of the Loew playhouses. The number is being programmed on dance floors and over the radio.

Featuring "Thinking"

WILMINGTON, N. C., January 4.—When interviewed recently by a reporter from the Wilmington Star Miss Maie Sinclair, the new manager of the Music Shop, seemed to be thinking, and when asked what she was doing she laughingly responded that, as she was playing "Thinking," she simply could not help from thinking about how wonderful this new song hit, "Thinking," was.

Paul Specht Has Had Interesting and Varied Career

Choir Boy, Symphony Orchestra Violinist, Music Publisher, Dance Orchestra Leader, Composer, Record and Radio Favorite

We occasionally hear of the romance of business, and, of course, more often of the romance of art. That these two can be combined and give us the romance of business and art has been demonstrated by the rise to international importance of Paul Specht, the orchestra leader, exponent of modern syncopation and director of over twoscore musical combinations.

Paul Specht started as a choir boy. Later he received high honors in the study of the violin. He has played with several of the foremost sym-



Paul Specht Before the "Mike"

phony orchestras and has given many individual concert performances. His name appears as composer on a number of publications with various catalogs in the United States. This is well known, but it is not so generally known that Paul was once a music publisher. In the early days of what is considered modern jazz Paul Specht visualized the commercial possibilities of this type of music and entered the publication field. With the development of the first Paul Specht orchestra, however, the demands for his time became heavy and seeing greater possibilities for exploiting this type of music in the orchestra field he discontinued the publishing business, took his orchestra to a leading hotel in Detroit and achieved national prominence. Following this he was brought to New York by the Columbia Phonograph Co. for a series of recordings and won immediate success. His orchestra then entered Broadway, appearing on the Hotel Astor roof, and in those days his appearances, in the Broadway vernacular, were a "knockout." His type of music became in great demand so he then formed an orchestra booking exchange, took many young players under his wing, gave them thorough instruction and in a short space of time he was booking all sizes of musical combinations for both public and private functions.

Not satisfied with the laurels he had achieved he made his first trip to England and repeated his successes and followed out similar activities in the education and booking of orchestras on the other side. To-day Paul Specht's orchestras not only appear everywhere in the United States but are known in the leading hotels and restaurants of Europe. This is all supplemented by the numerous recordings for leading talking machine record companies made by these orchestras under the Specht banner.

Paul Specht was one of the first orchestras to broadcast, and despite great pressure in the early days of radio made by music publishers and his many other interested friends, he continued his radio broadcasting. He is still a star in this field. From this it can be seen that Paul Specht had underneath his artistic temperament and his commercial ability a fighting streak.

This latter is the phase of Paul Specht's char-

acter which could be greatly enlarged upon, but in this instance it will be only briefly reviewed to the extent of the fight he has made for the past few years against the English labor unions and other English authorities on the restrictions placed on the entry of American musicians into that country. This despite the fact that we have no such restrictions against English artists in this country. He still continues the fight against these restrictions both here and on the other side and he was instrumental in bringing before the House of Representatives in March of last year hearings on "Restricting Passport Visas in Certain Cases."

So the chap who was once a choir boy for over six years to-day must be recognized as a real "he man," a fighter, a business man, orchestra leader, composer and artist.

"Fox Progressive Elementary Series" Widely Advertised

Work for Juvenile Bands and Orchestras Featured by Cleveland Publishing Firm in School Media—Publishers in Educational Drives

The growth of young orchestras and bands throughout the country is shown through the preparation by several publishers of special material for these new organizations. One of the latest publishing organizations to enter the education of the young band and orchestra is the Sam Fox Publishing Co., New York and Cleveland, Ohio, which some time ago announced the "Fox Progressive Elementary Series." This series is for young bands and orchestras and is available separate or combined.

The whole series has been arranged with great care and is the work of successful instructors to these young organizations. It is divided into three parts, the first two being instructive, while the third part contains melodious compositions that will appeal to the young students.

The reception of the "Fox Progressive Elementary Series" has already indicated its wide usefulness and this has induced the Fox organization to inaugurate an extensive advertising program in school magazines and other media in order to bring it further recognition. This series is sold through the retailer and for that reason the present program is interesting.

Tommy Stacks Features "Raggedy Rose" Song

Featured Singer With Clicquot Club Eskimos Singing New E. B. Marks Number

Tommy Stacks, phonograph and radio artist and feature vocalist of the Harry Reser Clicquot Club Eskimos, is introducing a new Edward B. Marks publication entitled "Raggedy Rose," written by John Milton Hagen and Marian Gillespie, writer of the success, "When You Look in the Heart of a Rose." Tommy Stacks is the singer heard every Thursday night with the Clicquot Club Eskimos over WEA and fourteen other stations. Mr. Stacks is also known for his excellent vocal recordings for Brunswick, Columbia, Okeh and other leading phonograph companies.

Joe Davis to Direct Viola McCoy's Recordings

Viola McCoy, famous blues singer, who is the feature entertainer at the Club Alabam, in Philadelphia, Pa., recently signed a contract to record twenty-four songs for the race catalog of the Cameo Record Corp. during 1927. All of her recordings will be under the direction of Joe Davis, head of the Triangle Music Publishing Co., who secured the contract for her. Her first releases will be "Papa If You Can't Do Better" and "I'm Savin' It All For You."

You Can't Go Wrong With Any FEIST Song

The 1927 Waltz Hit

"In A Little Spanish Town"

A Hit Any Day!

"SUNDAY"

A High Flying Hit

"Just A Bird's-Eye View"
(Of My Old Kentucky Home)

The New "Cry" Hit

"It Made You Happy"
(When You Made Me Cry)

Its "Got" Everything

"I've Got the Girl"

The New Ballad Hit

"Take in the Sun, Hang Out the Moon"
(Rock Me in a Cradle of Dreams)

LEO. FEIST, Inc.
Feist Bldg.
231-235 W. 40th St.
NEW YORK, N. Y.

You Can't Go Wrong With Any 'FEIST' Song

A Clever Comedy Song

**"If I Didn't Know
Your Husband
And You Didn't Know
My Wife"**

A New Hit by the Writers of
"That's Why I Love You"

**"Thinking
of You"**

A New Kahn-Donaldson Song

**"He's The Last
Word"**

A Different Donaldson Novelty

**"Sam, The Old
Accordion Man"**

That "Alarming" Novelty Song

"FIRE"

A Fascinating Fox-Trot Melody

**"Wistful and
Blue"**

LEO. FEIST, Inc.
Feist Bldg.,
231-235 W. 40th St.,
NEW YORK, N. Y.

Fred K. Steele, Inc., Moves to New and Larger Quarters

Enterprise and Foresight of Fred Steele Responsible in Large Measure for the Rapid Rise of Young Publishing Firm

Fred K. Steele, Inc., which for the past several months has successfully introduced several popular successes, is now moving into new and larger quarters in order to care for the legitimate expansion of the business.

On Monday of this week it opened new studios in the northern wing on the fourth floor of 745 Seventh avenue, New York City. In its new quarters it has enlarged executive offices, several demonstration booths, a band and orchestra department and a shipping department.

The rapid rise of this young publishing firm can be credited to its wide selection of popular numbers and to the energetic work of Fred Steele, the head of the company, who has had long experience in the popular publishing field, and to his assistant, Billy Heageny.

The firm has had unusual success with the ballad fox-trot, "Ev'ry Little While," which has been programmed widely in vaudeville and has frequently been radio broadcast and is one of the feature numbers of George Olsen and His Hotel Pennsylvania Music. A Victor record by this latter musical combination will be released sometime in February.

Under the enlarged plans of Fred K. Steele, Inc., the company will be enabled to greatly extend its activities. Its other songs that have met with success include "Will You Think of Me?" a waltz ballad, "Oo-gle-oo-gee-ee," the "Monkey Song" and "Florence! Cut It Out," described as the laugh song.

Fred Steele, who is greatly responsible for the success of this publishing firm, has a host of friends in the music trade in the professional field, including artists and band and orchestra leaders. This, together with his sound judgment of song material, can be credited with the firm's quick success.

Youngstown Co. Opens Sheet Music Section

YOUNGSTOWN, O., January 4.—Miss Catherine Townley, well-known radio artist from WTAM, Cleveland, was the featured entertainer at the opening of the new sheet music department at the store of the Youngstown Music Co. Programs continued throughout Saturday afternoon and evening, with a number of other professionals taking part in the program.

Mat Siegel, for many years a vaudeville star and now a singer and musician of note, will be in charge of the new department which will feature a most complete line of sheet music, particularly radio hits.

Taylor Widely Sung

Deems Taylor, the composer who will be honored in February by the introduction of his opera "The King's Henchman," has long been noted as a writer on musical topics. In addition he has written some well-known orchestral works and many successful songs. That these are no ordinary numbers is attested by the fact that in the present programs of Reinald Werrenrath no less than five compositions of Deems Taylor appear. These songs, all published by J. Fischer & Bro., include "Captain Stratton's Fancy," "Plantation Love Song," "The Messenger," "The Rivals" and "A Song for Lovers."

Moves to New Home

The Goodell Piano Co., which has operated warerooms at Beaumont, Tex., for a considerable period, has moved the business to Houston.

Puts Her Personality in Her Radio Programs

"Cookie," First Artist to Broadcast in the Far West, Also Wins Success Before the Microphone in the East

"Cookie," the "California sunshine girl," is now appearing in Eastern radio programs fol-



"Cookie"

lowing several years of success in similar activities in Pacific Coast centers. "Cookie," by the way, was the first artist to broadcast in the Far West. Some of her appearances before the microphone have been made in the East over station WMCA and have produced so much comment that many other broadcasting stations bid for her services.

We have many excellent radio singers, but most of these confine their activities to the mere rendering of songs. The song interpreters, which are so popular in vaudeville and photoplay houses, invariably are unable to get over their effects in their radio work. This is due to the failure on the part of the audience to see the facial expressions and such body movements that add to the value of interpretations in vaudeville. There are, however, a few radio artists that have succeeded in getting over their personality by radio and "Cookie" is one of them. In her radio appearances she is accompanied on the piano by Miss Ida Warshauer, now with Sherman, Clay & Co. in New York.

New Novelty Song Popular

A new novelty song entitled "You're Like a Lavalier, Always Around Somebody's Neck," is winning prominence in vaudeville. The number is distributed through the Edward B. Marks Music Co., sales agent for Ross Gorman. The number is written by Frank J. Sabas, Pennsylvania representative for the Marks Co., and Jesse Greer, a well-known melody writer who is on the staff of Robbins-Engel, Inc., and who has had many successes.

New Hagen Number

John Milton Hagen, composer of "Gigolo" and "Raggedy Rose" and other popular songs, who is also well known as a director of publicity, is announced as co-author of "The Radio Murder," with Dana A. Rush. This production will shortly be produced by Leon de Costa, who is also producer of "The Blonde Sinner," a current Broadway success, and the musical show of last season called "Kosher Kitty Kelly."

New Consolidated Issues

The Consolidated Music Publishing House, Chicago, recently released several new numbers including "Mercy! Percy!," a comic fox-trot; "You Broke My Heart," a fox-trot ballad; "I've Lost My Dog," a comic fox-trot, and "Why Should I Care If You Don't," a waltz ballad.

Advance RECORD BULLETINS for February, 1927

Victor Talking Machine Co.

- LIST FOR JANUARY 7**
- 20359 To-night You Belong to Me—Waltz, Roger Wolfe Kahn and His Orch. 10
I've Got the Girl!—Fox-trot, George Olsen and His Music 10
- 20360 Take in the Sun, Hang Out the Moon—Fox-trot, Jan Garber and His Orch. 10
Sweetie Pie—Fox-trot, Jan Garber and His Orch. 10
- 20352 Meadow Lark—Fox-trot, George Olsen and His Music 10
Sweet Thing—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 20331 Do-Do-Do Gertrude Lawrence 10
Someone to Watch Over Me, Gertrude Lawrence 10
- LIST FOR JANUARY 14**
- 20368 Put Your Arms Where They Belong—Waltz, Jesse Crawford with Nat Shilkret and the Victor Orch. 10
Within the Prison of My Dreams—Waltz, Jesse Crawford with Nat Shilkret and the Victor Orch. 10
- 20367 I'm Tellin' the Birds, Tellin' the Bees—Fox-trot, George Olsen and His Music 10
Steppin' Around—Fox-trot, Jan Garber and His Orch. 10
- 20371 To-night You Belong to Me Gene Austin 10
It Made You Happy When You Made Me Cry, Gene Austin 10
- 20372 I'm Tellin' the Birds, Tellin' the Bees, Jack Smith 10
Clap Yo' Hands Jack Smith 10
- LIST FOR JANUARY 21**
- 20378 Where Do You Work-a, John?—Fox-trot, Waring's Pennsylvanians 10
I Love the College Girls—Fox-trot, Waring's Pennsylvanians 10
- 20379 Wouldn't You?—Fox-trot, Roger Wolfe Kahn and His Orch. 10
Tuck in Kentucky and Smile!—Fox-trot, Edwin J. McEnelly's Orch. 10
- 20381 Give Me a Ukulele and a Ukulele Baby (And Leave the Rest to Me)—Fox-trot, Irving Aaronson and His Commanders 10
Ev'rything's Peaches (For Peaches and Me)—Fox-trot, Irving Aaronson and His Commanders 10
- 20361 Like He Loves Me Beatrice Lillie 10
Nicodemus Beatrice Lillie 10
- 20380 Mary Lou The Revelers 10
I Know, That You Know The Revelers 10
- LIST FOR JANUARY 28**
- 35797 Poet and Peasant Overture—Part 1 (von Suppe), Victor Symphony Orch. 12
Poet and Peasant Overture—Part 2 (von Suppe), Victor Symphony Orch. 12
- 35808 In a Monastery Garden (Ketelbey), Victor Concert Orch. 12
Romance (Tschaikowsky), Victor Concert Orch. 12
- 20384 Cielito Lindo Mexican Tipica Orch. 10
Mexican Dances Mexican Tipica Orch. 10
- 35806 Adeste Fideles (Oh, Come, All Ye Faithful) (Oakley-Portugal), Associated Glee Clubs of America 12
The Lost Chord (Proctor-Sullivan), Associated Glee Clubs of America 12
- 20277 Jesus, Saviour, Pilot Me Henry Burr 10
Nearer My God to Thee Peerless Quartet 10
- 35809 Gems From "The Desert Song," Victor Light Opera Company 12
Gems From "Countess Maritza," Victor Light Opera Company 12
- 20382 Nola Carson J. Robison 10
Whistle-itis Carson J. Robison 10
- 20375 Sam 'n' Henry Rollin' the Bones, Sam 'n' Henry 10
Sam 'n' Henry Buying Insurance, Sam 'n' Henry 10
- 20369 Just a Melody, Vernon Dalhart-Carson J. Robison 10
Far Away in Hawaii, Vernon Dalhart-Carson J. Robison 10
- 35803 Messaggio di S. E. Benito Mussolini al Popolo Nord—Americano ed Agli Italiani di America, Raccolto per la Chicago Tribune 12
Messaggio di S. E. Benito Mussolini al Popolo Nord—Americano ed Agli Italiani di America, Raccolto per la Chicago Tribune 12
- 20391 If I'd Only Believed in You Jane Green 10
Don't Be Angry With Me Aileen Stanley 10
- DANCE RECORDS**
- 20390 My Baby Knows How—Fox-trot, Coon-Sanders Orch. 10
Brainstorm—Fox-trot Coon-Sanders Orch. 10
- 20370 Blame It on the Waltz—Waltz, Edwin J. McEnelly's Orch. 10

- One Golden Hour—Waltz, Nat Shilkret and the Victor Orch. 10
- 20373 The Riff Song—Fox-trot, Nat Shilkret and the Victor Orch. 10
- One Alone—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 20392 Maybe—Fox-trot (From "Oh, Kay!"), Jesse Crawford-Nat Shilkret and the Victor Orch. 10
- Someone to Watch Over Me—Fox-trot (From "Oh, Kay!"), George Olsen and His Music 10
- RED SEAL RECORDS**
- 6619 The Two Grenadiers (Schumann), Feodor Chaliapin 12
The Midnight Review (Glinka), Feodor Chaliapin 12
- 6614 Carnival of Venice—Part 1 (Arban-Benedict)—In Italian Toti Dal Monte 12
Carnival of Venice—Part 2 (Arban-Benedict)—In Italian Toti Dal Monte 12
- 1203 Teresita Mia (My Little Teresa) (Nictio)—In Spanish Emilio de Gogorza 10
La Sevillana (A Lady of Seville) (Yradier)—In Spanish Emilio de Gogorza 10
- 9016 Pomp and Circumstance—March (No. 1 in D) (Elgar), Sir Edward Elgar-Royal Albert Hall Orch. 12
Pomp and Circumstance—March (No. 2 in A Minor) (Elgar), Sir Edward Elgar-Royal Albert Hall Orch. 12
- 1169 Tristan and Isolde—Liebestod—Part 1 (Wagner), Alfred Hertz-San Francisco Symphony Orch. 10
Tristan and Isolde—Liebestod—Part 2 (Wagner), Alfred Hertz-San Francisco Symphony Orch. 10
- 1209 Oriental Romance Fritz Kreisler 10
Invocation (Owen-Kreisler) Fritz Kreisler 10
- 1208 Rigoletto—La donna è mobile (Woman is Fickle) (Verdi)—In Italian Giovanni Martinelli 10
Tosca—E lucevan le stelle (The Stars Were Shining) (Puccini)—In Italian, Giovanni Martinelli 10
- 1204 Santa Lucia—Neapolitan Folk Song, Tito Schipa 10
Vieni Sul Mar (Come to the Sea)—Neapolitan, Tito Schipa 10
- COMPLETE KREUTZER SONATA RECORDS IN ALBUM**
- 9001 Kreutzer Sonata (Sonata No. 9 in A Major) Adagio sostenuto—Presto (First Movement) (Beethoven, Op. 47), Isolde Menges-Arthur De Greef 12
Kreutzer Sonata—Presto (First Movement) (Recorded in Europe)—Violin and Piano, Isolde Menges-Arthur De Greef 12
- 9002 Kreutzer Sonata—Presto (First Movement), Isolde Menges-Arthur De Greef 12
Kreutzer Sonata—Theme and Variation No. 1 (Second Movement) (Recorded in Europe)—Violin and Piano, Isolde Menges-Arthur De Greef 12
- 9003 Kreutzer Sonata—Variations Nos. 2 and 3 (Second Movement)—Violin and Piano, Isolde Menges-Arthur De Greef 12
Kreutzer Sonata—Variation No. 4 (Second Movement) (Recorded in Europe)—Violin and Piano, Isolde Menges-Arthur De Greef 12
- 9004 Kreutzer Sonata—Finale—Presto (Third Movement)—Violin and Piano, Isolde Menges-Arthur De Greef 12
Kreutzer Sonata (Sonata No. 9 in A Major) Finale—Presto (Third Movement) (Beethoven, Op. 47) (Recorded in Europe)—Violin and Piano, Isolde Menges-Arthur De Greef 12

- 128-M Minuet in G, No. 2 (Beethoven)—Violin Solo, Duci De Kerekjarto 10
Serenade (Drdla)—Violin Solo, Duci De Kerekjarto 10
- 5067-M In a Monastery Garden (Ketelbey)—Vocal Chorus Court Symphony Orch. 12
In a Chinese Temple Garden (Ketelbey)—Vocal Chorus Court Symphony Orch. 12
- 5066-M Song of the Volga Boatmen—Russian Folk Song Don Cossacks Choir 12
Monotonously Rings the Little Bell—Russian Folk Song Don Cossacks Choir 12
- DANCE MUSIC**
- 826-D Some of These Days—Fox-trot, Ted Lewis and His Band, with Sophie Tucker 10
Bugle Call Rag—Fox-trot, Ted Lewis and His Band, with Sophie Tucker 10
- 828-D I'm Tellin' the Birds, Tellin' the Bees How I Love You—Fox-trot, with Vocal Chorus by The Foursome, Paul Ash and His Orch. 10
Take in the Sun, Hang Out the Moon—Fox-trot, with Vocal Chorus by The Foursome, Paul Ash and His Orch. 10
- 819-D (I've Grown So Lonesome) Thinking of You—Fox-trot, with Vocal Chorus by Johnny Morris Paul Specht and His Orch. 10
It Made You Happy When You Made Me Cry—Fox-trot, with Vocal Chorus by Johnny Morris Paul Specht and His Orch. 10
- 805-D In a Little Spanish Town—Waltz, with Vocal Chorus by Frank Harris, The Cavaliers (Waltz Artists) 10
Trail of Dreams—Waltz, The Cavaliers (Waltz Artists) 10
- 811-D I'd Love to Call You My Sweetheart—Fox-trot, with Vocal Chorus by Charles Kaley, The Radiolites 10
There's a Little White House—Fox-trot, with Vocal Chorus by Charles Kaley, The Radiolites 10
- 803-D Fire!—Fox-trot, with Vocal Chorus by Tom Stacks Harry Reser's Syncopators 10
We'll Have a Kingdom (From "The Wild Rose")—Fox-trot, with Vocal Chorus by Gladys Rice and Tom Stacks, Harry Reser's Syncopators 10
- 802-D Clap Yo' Hands (From "Oh, Kay!")—Fox-trot, with Vocal Chorus by The Crooners, Fred Rich and His Hotel Astor Orch. 10
Do-Do-Do (From "Oh, Kay!")—Fox-trot, Fred Rich and His Hotel Astor Orch. 10
- 804-D Leander (From "Katja, the Dancer")—Fox-trot, with Vocal Chorus by Charles Kaley, Howard Lanin and His Orch. 10
Just for To-night and If You Cared (From "Katja, the Dancer")—Medley Waltz, Howard Lanin and His Orch. 10
- 825-D Why Do Ya Roll Those Eyes—Fox-trot, with Vocal Chorus, Earl Burtnett and His Orch. 10
Ricketts—Fox-trot, Earl Burtnett and His Orch. 10
- 823-D Brotherly Love—Fox-trot, New Orleans Owls Blowin' Off Steam—Fox-trot, New Orleans Owls 10
- 824-D I've Got the Girl!—Fox-trot, with Vocal Chorus, Don Clark and Los Angeles Biltmore Hotel Orch. 10
Idolizing—Fox-trot, with Vocal Chorus by Betty Patrick, Don Clark and Los Angeles Biltmore Hotel Orch. 10
- 816-D That's My Girl—Fox-trot, with Vocal Chorus by Ralph Bennett The Seven Aces 10
Don't Take That Black Bottom Away—Fox-trot The Seven Aces 10
- 817-D The Chant—Fox-trot, Fletcher Henderson and His Orch. 10
The Henderson Stomp—Fox-trot, Fletcher Henderson and His Orch. 10
- 813-D Brown Sugar—Fox-trot, Cook and His Dreamland Orch. 10
High Fever—Fox-trot, Cook and His Dreamland Orch. 10
- VOCAL NUMBERS**
- 807-D I'm Tellin' the Birds, Tellin' the Bees How I Love You—Vocal Charles Kaley 10
Hello, Bluebird—Vocal Charles Kaley 10
- 810-D The Little White House (From "Honeymoon Lane")—Vocal Kate Smith 10
Mary Dear (From "Honeymoon Lane")—Vocal Kate Smith 10
- 806-D Rags Art Gillham (The Whispering Pianist) 10
Just a Little Longer, Art Gillham (The Whispering Pianist) 10
- 827-D (I've Grown So Lonesome) Thinking of You—Vocal Ruth Etting 10

Columbia Phono. Co., Inc.

- CELEBRITY SERIES**
- 5065-M Caro Mio Ben (Thou All My Bliss) (Gior. Janti)—Soprano Solo Elsa Alsen 12
Rinaldo: Lascia ch'io pianga (Sadly I Languish) (Handel)—Soprano Solo, Elsa Alsen 12
- 9029-M La Juive: Rachel! quand du Seigneur la grace tutelaire (Jewess When the Grace of the Lord Entrusted Thee to Me) (Halevy)—Tenor Solo Charles Hackett 12
Le Cid: O Souverain, O juge peret (Almighty Lord) (Massenet)—Tenor Solo, Charles Hackett 12
- 7119-M Valse in A Minor, Op. 34, No. 2 (Chopin)—Piano Solo Ignaz Friedman 12
(1) Etude, Op. 10, No. 12; (2) Etude, Op. 10, No. 7 (Chopin)—Piano Solo, Ignaz Friedman 12
- 127-M Silver Threads Among the Gold (Danks)—Baritone Solo Oscar Seagle 10
Love's Old Sweet Song (Molloy)—Baritone Solo Oscar Seagle 10

▼ TRIANGLE'S BEST SONG SINCE "SUEZ" ▼

ORIENTAL MOONLIGHT

A Beautiful Fox-Trot Romance with Words

ON RECORDS AND ROLLS BY BERNIE SEAMAN AND MARVIN SMOLEV

SHEET MUSIC With Uke Arrangement 30¢ per copy
VOCAL ORCHESTRATION 50¢ per copy
DANCE ORCHESTRATION by W.C. Polla 50¢ per copy

A "JOE DAVIS" PUBLICATION

TRIANGLE MUSIC PUB. CO. INC. 1658 Broadway New York City

LATEST RECORD BULLETINS—(Continued from page 131)

- Just a Bird's-eye View (Of My Old Kentucky Home)—Vocal Ruth Etting 10
- 814-D Sunday—Vocal Seger Ellis 10
- Ain't That Too Bad—Vocal Seger Ellis 10
- 808-D Hello! Swanee, Hello!—Novelty, The Four Aristocrats 10
- She's Still My Baby—Novelty, The Four Aristocrats 10
- 815-D Me Too—Vocal Peggy Bernier 10
- Sweet Thing—Vocal Peggy Bernier 10
- 822-D Cherie, I Love You—Vocal. Vincent Van Tuyl 10
- The Promise in Your Eyes—Vocal, Vincent Van Tuyl 10
- 820-D Susan Jane—Vocal Duet, The Gold Dust Twins (Goldy-Dusty) 10
- Stop That Knocking at the Door—Vocal Duet, The Gold Dust Twins (Goldy-Dusty) 10
- 821-D Country Bred and Chicken Fed, Dale Wimbrow (The Del-Mar-Va Songster) and His Ruberville Tuners) 10
- It Takes a Good Woman (To Keep a Good Man at Home), Dale Wimbrow (The Del-Mar-Va Songster) and His Ruberville Tuners) 10
- 743-D My Wild Irish Rose—Tenor Solo, William A. Kennedy 10
- The Lass From County Mayo—Tenor Solo, William A. Kennedy 10
- 747-D In the Evening by the Moonlight—Male Quartet The Shannon Quartet 10
- Where the Silvery Colorado Wends Its Way—Male Quartet The Shannon Quartet 10
- 746-D A Little Bit of Heaven—Male Quartet, The Shannon Quartet 10
- Where the River Shannon Flows—Male Quartet The Shannon Quartet 10
- 818-D Ezekiel Saw the Wheel, Fisk University Jubilee Singers 10
- Little David... Fisk University Jubilee Singers 10
- INSTRUMENTAL MUSIC
- 809-D Clap Yo' Hands (From "Oh, Kay!")—Piano Solo; Fox-trot George Gershwin 10
- Do-Do-Do (From "Oh, Kay!")—Piano Solo; Fox-trot George Gershwin 10
- 812-D Someone to Watch Over Me (From "Oh, Kay!")—Piano Solo; Fox-trot, George Gershwin 10
- Maybe (From "Oh, Kay!")—Piano Solo; Fox-trot George Gershwin 10
- 50025-D Peer Gynt Suite: Morning, Part 1 (Grieg), Columbia Concert Orch. 12
- Peer Gynt Suite: Ase's Death, Part 2 (Grieg), Columbia Concert Orch. 12
- 50026-D Peer Gynt Suite: Anitra's Dance, Part 3 (Grieg) Columbia Concert Orch. 12
- Peer Gynt Suite: In the Hall of the Mountain King, Part 4 (Grieg), Columbia Concert Orch. 12
- FAMILIAR TUNES—OLD AND NEW
- 15110-D Shouting on the Hills, Smith's Sacred Singers 10
- The Eastern Gate... Smith's Sacred Singers 10
- 15112-D A Charge to Keep—Vocal Trio, The Wisdom Sisters 10
- Jesus Is All the World to Me—Vocal Trio, The Wisdom Sisters 10
- 15111-D Let Me Call You Sweetheart, McMichen's Melody Men 10
- Sweet Bunch of Daisies, McMichen's Melody Men 10
- 15114-D My Isle of Golden Dreams—Vocal Duet, Bob Nichols-Riley Puckett 10
- Don't You Remember the Time?—Vocal Duet, Bob Nichols-Riley Puckett 10
- 15113-D Weeping Willow Tree—Vocal Duet, Burnett-Rutherford 10
- Pearl Bryan—Vocal Duet... Burnett-Rutherford 10
- 15109-D We Sat Beneath the Maple on the Hill—Vocal Duet Al Craver-Charlie Wells 10
- The Fate of Kinnie Wagner—Vocal... Al Craver 10

Edison Disc Records

ALREADY RELEASED SPECIALS

- 51881 I'd Love to Call You My Sweetheart (Goodwin-Shay-Ash) ... Johnny Marvin (The Ukulele Ace)
- I Can't Get Over a Girl Like You (Loving a Boy Like Me) (From "Lemaire's Affairs") (Ruskin-Broones), Johnny Marvin (The Ukulele Ace)
- 51869 John Henry—Singing, with Harmonica and Guitar, E. V. Stoneman (The Blue Ridge Mountaineer)
- Wild Bill Jones—Singing, with Harmonica and Guitar, E. V. Stoneman (The Blue Ridge Mountaineer)
- 51879 Nearer My God to Thee (Mason)—Organ, Frederick Kinsley on the Midmer-Losh Pipe Organ
- One Sweetly Solemn Thought (Ambrose)—Organ, Frederick Kinsley on the Midmer-Losh Pipe Organ
- 51882 For My Sweetheart (Kahn-Donaldson)—Fox-trot, Don Voorhees
- Because I Love You (Berlin)—Fox-trot; Pianos, Don Voorhees
- 51884 Shultz Is Back Again (With His Boom, Boom, Boom) (Pease-Nelson-Bernie) Billy Jones
- I Can't Believe the Tales of Hoffman (Meskill-Siegel-Taley)—Descriptive Tenor Duet, Al Campbell-Jack Kaufman
- 51883 The Dying Girl's Message—Singing, with Violin, Harmonica and Guitar Vernon Dalhart
- If I Could Hear My Mother Pray Again (Rowe-Vaughn)—Singing, with Violin, Harmonica and Guitar Vernon Dalhart-Carson Robison
- 51892 I Must Have an Italian Gal (Yellen-Van-Scheneck)—Male Voices Sherman-Ryan
- Sandy MacPherson (The Tighest Man in Town) (Fisher-Meskill) Male Voices Sherman-Ryan
- 51893 My Old New Hampshire Home (Sterling-Von-Tilzer) Walter Scanlon and Chorus
- The Girl I Loved in Sunny Tennessee (Braisted-Carter) Walter Scanlon and Chorus
- 51894 Country Bred and Chicken Fed (Wimbrow), Dale Wimbrow (The Del-Mar-Va Songster) and His Ruberville Tuners
- So Long North (I'm Headin' South) (Wimbrow), Dale Wimbrow (The Del-Mar-Va Songster) and His Ruberville Tuners
- 51891 The Big Bass Viol (Bohannon) Gus Reed
- Any Old Port in a Storm (Lamb-Mills) Gus Reed
- 51889 Back to the Faith of My Childhood (Ackley-Ackley) Homer Rodeheaver and Chorus
- The Church by the Side of the Road (Poole-Ackley) Homer Rodeheaver and Chorus
- FLASHES
- 51876 Idolizing (Messenhauer - Abrahamson West) Fox-trot Ross Gorman and His Orch.
- That's What God Made Mothers For (Wood-

- Fox-trot Green Brothers Novelty Band
- 51875 Mother Dear (Alexander)—Waltz, with Vocal Refrain by Arthur Hall... Jack Stillman's Orch.
- My Mother's Lullaby (A'Dair-Weinberg)—Waltz, with Vocal Refrain by Arthur Hall, Jack Stillman's Orch.
- 51880 The Nightmare (Riley-Meyers-Handler)—Fox-trot, Hotel Commodore Dance Orch. (Dir. B. Levitow)
- I'm on My Way Home (Berlin)—Fox-trot, F. W. Wadsworth and His Orch.
- 51878 Hurricane (Mertz)—Fox-trot, Red and Miff's Stompers
- Black Bottom Stomp (Morton)—Fox-trot, Red and Miff's Stompers
- 51886 Hello! Swanee, Hello! (Coslow-Britt)—Fox-trot, with Vocal Refrain by Arthur Fields, Oreste and His Queensland Orch.
- Some Day (Spier-Polla)—Fox-trot, Duke Yellman and His Orch.
- 51887 Because I Love You (Berlin)—Waltz, with Vocal Refrain by Arthur Hart, Don Voorhees and His Earl Carroll's Vanities Orch.
- The Prisoner's Sweetheart (Walsh)—Waltz, Duke Yellman and His Orch.
- 51888 Somebody's Eyes (Klages-Voorhees)—Fox-trot, with Vocal Refrain by Arthur Hart, Don Voorhees and His Earl Carroll's Vanities Orch.
- No One But You Knows How to Love (Trent-Frazer-Breen-DeRose)—Fox-trot, B. A. Rolfe (Trumpet-Virtuoso) and Palais d'Or Orch.
- 51890 My Baby's Back (Cock-a-Doodle, I'm Off My Noodle) (Johnson-Sherman-Tobias)—Fox-trot, B. A. Rolfe (Trumpet-Virtuoso) and Palais d'Or Orch.
- Sunday (Miller-Cohn-Stein-Krueger)—Fox-trot, with Vocal Refrain by Arthur Hart, Don Voorhees and His Earl Carroll's Vanities Orch.
- 51895 Clap Yo' Hands (From "Oh, Kay!") (I. and G. Gershwin)—Slow Fox-trot, Hotel Commodore Dance Orch. (Dir. B. Levitow)
- Do-Do-Do (From "Oh, Kay!") (I. and G. Gershwin)—Fox-trot, Hotel Commodore Dance Orch. (Dir. B. Levitow)
- 51885 Thinking of You (I've Grown So Lonesome) (Donaldson-Ash)—Fox-trot, with Vocal Refrain by Arthur Fields, Oreste and His Queensland Orch.
- Roses for Remembrance (Kahn-Curtis)—Fox-trot F. W. Wadsworth and His Orch.

LONG PLAYING RECORDS TWENTY-FOUR MINUTES

- 10001 Carmen—Selections (G. Bizet), American Concert Orch.
- Aida—Selections (Verdi)... American Concert Orch.
- 10002 Recollections of Gilbert and Sullivan: "Favorite Airs from H. M. S. Pinafore," "The Pirates of Penzance" and "The Mikado," Herbert Soman's Salon Orch.
- Memories of Victor Herbert: "Naughty Marietta," "The Red Mill," "Mlle. Modiste," "Babes in Toyland" and "The Fortune Teller" Herbert Soman's Salon Orch.
- 10003 Vespri Siciliani Overture (G. Verdi) and Malaguenas—Boabdil (Moszkowski), American Concert Orch.
- Manon—Selections (Massenet) Festival Dance and Valse of the Hours—Coppelia (L. Delibes), American Concert Orch.
- 10004 Egmont Overture (Beethoven) Sodero's Band—Cupid's Pranks—Caprice (R. Stahl), Edison Woodwind Ensemble
- La Bella Cubana—Habanera (J. White) Trio Cubano; Spanish Dance No. 7 (P. de Sarasate) Violin Solo—Albert Spalding, and Cigarieres—Habanera (Gervasio-Tobias), Edison Woodwind Ensemble
- 10005 Amoureuse Valse (R. Berger), American Concert Orchestra; Danse Hongroise—Transcription (Ring-Hager), Transcribed by Rudy Wiedoeft; Serenade—Spanish Waltz (O. Metra), American Concert Orchestra; Iolanthe—Selections (Gilbert-Sullivan), Sodero's Band; Then You'll Remember Me—The Bohemian Girl (M. W. Balfe), Trumpet Solo Edna White

FIRST FORTY-MINUTE RECORD

- 30001 Dinner Music No. 1: The Prince of Pilsen—Selections (G. Luders); Wiener Blut Waltz (Vienna Life) (J. Strauss); The World Is Waiting for the Sunrise (E. Lockhart-E. Seitz); Hungarian Dance, No. 5 (J. Brahms), Hotel Commodore Ensemble (Dir. B. Levitow)
- Dinner Music No. 2: Woodland—Selections (G. Luders); Serenade—Les Millions d'Arlequin (R. Drigo); A Little Love, a Little Kiss (A. Ross-L. Siles); Serenata (Moszkowski), Hotel Commodore Ensemble (Dir. B. Levitow)
- 30002 William Tell Overture (G. Rossini); Lucia—Sextet (G. Donizetti); La Gioconda—La Furlana (A. Ponchielli); Tannhauser March (R. Wagner) Sodero's Band
- Poet and Peasant Overture (F. Von Suppe), American Symphony Orchestra; Norma—Hear Me, Norma (V. Bellini), Flute and Clarinet Duet, Julius Spindler-Anthony Giammatteo; La Gioconda—Dance of the Hours (A. Ponchielli) American Symphony Orch.

Edison Blue Amberol Records

- 5248 Hum! Hum! Hum! Hum Your Troubles Away—Male Voices National Male Quartet
- 5259 That's What God Made Mothers For—Fox-trot, Green Bros. Novelty Band
- 5260 Don't Let the Deal Go Down—Singing, Fiddle, Harmonica and Guitar Vernon Dalhart
- 5261 For My Sweetheart—Fox-trot (Piano), Don Voorhees
- 5262 I'd Love to Call You My Sweetheart, Johnny Marvin—"The Ukulele Ace"
- 5263 Stars (Are the Windows of Heaven)—Fox-trot, B. A. Rolfe and His Palais d'Or Orch.
- 5264 Don't Sing Aloha When I Go—Singing and Instrumental The Four Aristocrats
- 5266 Thinking of You (I've Grown So Lonesome)—Fox-trot Oreste and His Queensland Orch.
- Vocal Refrain by Arthur Fields
- 5267 The Dying Girl's Message—Singing, Violin, Harmonica and Guitar Vernon Dalhart
- 5268 Hello Bluebird Vaughn de Leath
- 5269 Baby Face—Fox-trot Markels' Orch.
- 5270 Rose of the World... Victor Herbert and His Orch.
- 5271 I've Loved Her Ever Since She Was a Baby—Comic Song Harry Lauder
- 5272 Softly, Unawares Sousa's Band
- 5273 Roll, Jordan, Roll... Fisk University Jubilee Quartet

Brunswick Records

RECORD LIST FOR JANUARY 20

- 10248 Morgen (To-morrow)—Strauss—Soprano With Orch. (In German)—Violin Obligato by Max Rosen Claire Dux
- Mondnacht (Moonlight)—Schumann—Soprano With Orch. (In German)—Violin Obligato by Max Rosen Claire Dux
- 3368 Hello Bluebird—Fox-trot (Friend)—For Dancing (Vocal Trio by Keller Sisters-Lynch), Vincent Lopez and His Casa Lopez Orch.
- I'm on My Way Home—Fox-trot (Berlin)—For Dancing (Vocal Trio by Keller Sisters-Lynch), Vincent Lopez and His Casa Lopez Orch.
- 3394 If I'd Only Believed in You—Fox-trot (Davis-Akst)—For Dancing (With Vocal Duet), Ben Bernie and His Hotel Roosevelt Orch.
- I'm Tellin' the Birds, Tellin' the Bees, How I Love You—Fox-trot (Brown-Friend)—For Dancing (With Vocal Duet), Ben Bernie and His Hotel Roosevelt Orch.
- 3354 Cherie, I Love You—Waltz (Goodman)—For Dancing (With Vocal Chorus), Ben Selvin and His Orch.
- Am I Wasting My Time on You—Waltz (Johnson-Bibo) Jack Denny and His Orch.
- 3338 Don't Be Angry With Me—Fox-trot (Donaldson)—For Dancing (With Vocal Chorus), Frank Black and His Orch.
- The Two of Us—Fox-trot (Phillips Campbell-Connelly)—For Dancing (With Vocal Chorus), Frank Black and His Orch.
- 3378 Short an' Sweet (Tracey-Ehrlich-Dougherty)—Tenor With Piano Ray Perkins
- Do-Do-Do (From "Oh, Kay!") (Gershwin)—Tenor With Piano Ray Perkins
- 3358 Long Ago (Robison)—Tenor With Violin and Guitar Vernon Dalhart
- We Will Meet at the End of the Trail (A Tribute to Rudolph Valentino) (Jean Acker—Mrs. Rudolph Valentino)—Tenor With Violin and Guitar Vernon Dalhart

LIST FOR JANUARY 27

- 10235 I Love You Truly (Jacobs-Bond)—Contralto With Orch. Marie Morrisey
- Long, Long Ago (Bayly)—Contralto With Orch., Marie Morrisey
- 3370 I've Got the Girl!—Voice and Guitar With Piano (Piano by Sammy Stept) Nick Lucas
- Hello Bluebird (Friend)—Voice and Guitar With Piano (Piano by Sammy Stept) Nick Lucas
- 3387 Take in the Sun, Hang Out the Moon (Rock Me in a Cradle of Dreams) (Lewis-Young-Woods)—Comedian With Orch. (Whistling by Carson Robison) Wendell Hall
- I'm Tellin' the Birds, Tellin' the Bees, How I Love You (Brown-Friend)—Comedian With Orch. (Whistling by Carson Robison), Wendell Hall
- 3382 I Never Knew What the Moonlight Could Do—Fox-trot (Coslow-Spier)—For Dancing, Jack Denny and His Orch.
- My Baby Knows How!—Fox-trot (Davis-Akst-Richman)—For Dancing, Ben Selvin and His Orch.
- 3332 Crazy Quilt—Fox-trot (Van Loan)—For Dancing The Wolverines
- You're Burnin' Me Up (Turning Me Down)—Fox-trot (Frisch-Bergere-Forman)—For Dancing The Wolverines
- 3359 Lonely Acres—Fox-trot (Robison)—For Dancing Ernie Golden and His Hotel McAlphin Orch.
- Everything's Peaches (For Peaches and Me)—Fox-trot (Squires)—For Dancing, Ernie Golden and His Hotel McAlphin Orch.
- RECORD LIST FOR FEBRUARY 3
- 3399 When Da' Is Done—Fox-trot (De Sylva-Katscher)—For Dancing (With Vocal Chorus), Harry Archer and His Orch.
- There Ain't No Maybe in My Baby's Eyes—Fox-trot (Kahn-Egan-Donaldson)—For Dancing (With Vocal Chorus), Harry Archer and His Orch.
- 3396 Half a Moon (From "Honeymoon Lane")—Fox-trot (Reynolds-Dowling-Hanley)—For Dancing (With Vocal Chorus), Ben Bernie and His Hotel Roosevelt Orch.
- The Little White House (From "Honeymoon Lane")—Fox-trot (Dowling-Hanley)—For Dancing (With Vocal Chorus), Ben Bernie and His Hotel Roosevelt Orch.
- 3380 All Alone Monday (From "The Ramblers")—Fox-trot (Kalmar-Ruby)—For Dancing (With Vocal Chorus) Colonial Club Orch.
- You Will—Won't You? (From "Cris-Cross")—Fox-trot (Caldwell-Harbach-Kern)—For Dancing (With Vocal Chorus), Colonial Club Orch.
- 3367 When You're Lonely (Lucas-Thompson)—Voice and Guitar With Piano (Piano by Sammy Stept) Nick Lucas
- Because I Love You (Berlin)—Voice and Guitar With Celeste (Celeste by Sammy Stept), Nick Lucas
- 3398 'Deed I Do (Hirsch-Rose)—Vocal Duet With Piano Macy-Smale—"The Radio Aces"
- Hello, Swanee, Hello (Coslow-Britt)—Vocal Duet With Piano, Macy-Smale—"The Radio Aces"
- 50075 La Boheme—Raconto de Rodolfo (Rudolph's Narrative) (Act I) (Puccini)—Tenor With Orch. (In Italian) Mario Chamlee
- Manon—Ah! Fuyez douce image (Depart, Fair Vision) (Act III) (Scene II) (Massenet)—Tenor With Orch. (In French) Mario Chamlee
- 3161 Go Down, Moses—Negro Spiritual (Arr. by Weaver)—Male Voices, University of North Carolina Glee Club, P. J. Weaver, Director

RECORD LIST FOR FEBRUARY 10

- 3401 Lonely Eyes—Fox-trot (Davis-Akst) For Dancing (With Vocal Duet), Ben Bernie and His Hotel Roosevelt Orch.
- Who'll Be the One—Fox-trot (Klages-Goering-Pettis-Bernie) For Dancing (With Vocal Duet), Ben Bernie and His Hotel Roosevelt Orch.
- 3313 Dreaming the Waltz Away—Waltz (Rose-Whiteman)—For Dancing (With Vocal Chorus), Ray Miller and His Orch.
- In My Garden of Memory—Waltz (Buckley) For Dancing (With Vocal Chorus), Ray Miller and His Orch.
- 3377 Clap Yo' Hands—Fox-trot—Intro: "Fidgety Feet" (From "Oh, Kay!") (Gershwin)—For Dancing (Piano Duet With Orch.), Phil Ohman-Victor Arden With Their Orch.
- Do-Do-Do—Fox-trot Intro: "Someone to Watch Over Me" (Gershwin) For Dancing (Piano

LATEST RECORD BULLETINS—(Continued from page 132)

- Duet With Orch., Phil Ohman-Victor Arden With Their Orch.
- 3246 Star Spangled Banner (Key-Smith)—Mixed Voices Toronto Mendelssohn Choir, Dr. H. A. Fricker, Conductor
- Scots Wha Hae (Arr. by Leslie)—Mixed Voices, Toronto Mendelssohn Choir
- Dr. H. A. Fricker, Conductor
- 50090 "1812" Overture—Part I (Solennelle) (Tschai-kowsky)—Symphony Orch., Cleveland Orch., Nikolai Sokoloff, Conductor
- "1812" Overture—Part II (Solennelle) (Tschai-kowsky)—Symphony Orch., Cleveland Orch., Nikolai Sokoloff, Conductor
- 3162 John Peel (Old English Hunting Song)—Male Voices University of Kansas Men's Glee Club, Prof. Thos. A. Larremore, Director, Ivan L. Roberts, Student Director
- I'm a Jayhawk (Bowles) (Arr. by Larremore)—Male Voices, University of Kansas Men's Glee Club
- Prof. Thos. A. Larremore, Director, Palmer J. Stephens, Student Director
- 3374 Where Do You Work-a, John? (Push-a Push-a Push)—Fox-trot (Weinberg-Marks-Warren)—For Dancing Six Jumping Jacks
- If You Can't Land 'er on the Old Veranda (Then You Can't Land 'er at All)—Fox-trot (Tobias-Silver)—For Dancing .Six Jumping Jacks

Okeh Records

JANUARY 3 RELEASE

POPULAR DANCE RECORDS

- 40724 Hello! Swanee, Hello! (Coslow-Britt)—Fox-trot, Mike Markels' Orch. 10
- Take in the Sun, Hang Out the Moon (Rock Me in a Cradle of Dreams) (Lewis-Young-Woods)—Fox-trot, with Chorus by Lem Clegg, Arkansasaw Travelers 10
- 40725 Do-Do-Do (From "Oh, Kay!") (Gershwin-Gershwin)—Fox-trot, with Chorus by Billy Jones, Vincent Rizzo and His Hotel Sylvania Orch. 10
- Clap Yo' Hands (From "Oh, Kay!") (Gershwin-Gershwin)—Fox-trot, with Chorus by Billy Jones, Vincent Rizzo and His Hotel Sylvania Orch. 10
- 40727 I Can't Get Over a Girl Like You (Loving a Boy Like Me) (Ruskin-Broones)—Fox-trot, with Chorus by Lem Clegg, Arkansasaw Travelers Brown Sugar (Barris)—Fox-trot, Arkansasaw Travelers 10
- 40728 Shine On, Harvest Moon (Norworth-Bayes)—Fox-trot, with Chorus by The Crooners, Justin Ring's Yellow Jackets
- Lonely Eyes (Davis-Akst)—Fox-trot, with Chorus by The Crooners, Justin Ring's Yellow Jackets
- 40729 You Broke My Heart (But Now I'm Laughing at You) (Fall-Jacobson-Condon)—Fox-trot, with Chorus by Bill Galper, Howard Israel-Al Hall and Their Peerless Serenaders of Al Tearney's Town Club
- I've Lost My Dog (Buckley)—Fox-trot, with Chorus by Al and Pete, Howard Israel-Al Hall and Their Peerless Serenaders of Al Tearney's Town Club 10

POPULAR VOCAL RECORDS

- 40722 Hello! Swanee, Hello! (Coslow-Britt)—Banjo, Piano and Traps Accomp..The Peerless Four
- Take in the Sun, Hang Out the Moon (Rock Me in a Cradle of Dreams) (Lewis-Young-Woods)—Banjo, Piano and Traps Accomp., The Peerless Four 10
- 40723 My Baby Knows How (Davis-Akst-Richman)—Tenor, with Piano Seger Ellis 10
- It Made You Happy When You Made Me Cry (Donaldson)—Tenor, with Piano.....Seger Ellis 10
- 40726 I Found a Million Dollar Baby (In a Five and Ten Cent Store) (Rose-Fisher)—Tenor, with Piano by Dave Kaplan.....Billy Jones 10
- Elsie Shultz-En-Heim (Friend-Silver)—Tenor, with Piano by Dave Kaplan.....Billy Jones 10

OLD-TIME TUNE RECORDS

- 45071 Work, for the Night Is Coming (Walker-Mazen)—Organ Accomp. The Jenkins Family
- Beautiful Garden of Prayer (Scroll-Filmore)—Organ Accomp. The Jenkins Family 10
- 45072 Sweet Bunch of Daisies—Singing, with Guitar, Charlie Newman 10
- Rock All Our Babies to Sleep—Singing, with Guitar and Yodeling Charlie Newman 10
- 45073 Portland Fancy—Square Dance, with Two Fiddles, Clarinet, Piano and Drums, Plymouth Vermont Old Time Barn Dance Orchestra, with Uncle John Wilder
- Lady Washington Reel—Straight Dance, with Two Fiddles, Clarinet, Piano and Drums, Plymouth Vermont Old Time Barn Dance Orchestra, with Uncle John Wilder 10

RACE RECORDS

- 8420 Pratts City Blues (Hill-Jones)—Contralto, with Piano by R. M. Jones and Trumpet by Louis Armstrong Bertha "Chippie" Hill
- Pleadin' for the Blues (Hill-Jones)—Contralto, with Piano by R. M. Jones and Trumpet by L. Armstrong Bertha "Chippie" Hill 10
- 8421 My Soul Be on Thy Guard—Spiritual—Sermon, Rev. H. R. Tomlin, Assisted by Rigolette Quintet
- Come Ye That Love the Lord—Spiritual—Sermon, Rev. H. R. Tomlin, Assisted by Rigolette Quintet 10
- 8422 Milk Cow Blues (Freddie)—Singing, with Guitar, Papa Freddie
- Muddy Water Blues (Freddie)—Singing, with Guitar Papa Freddie 10
- 8423 Big Butter and Egg Man From the West (Venable)—Fox-trot, with Chorus by Louis Armstrong and May Alix, Louis Armstrong and His Hot Five
- Sunset Cafe Stomp (From "Sunset Cafe Revue") (Venable)—Fox-trot, with Chorus by May Alix, Louis Armstrong and His Hot Five 10

JANUARY 15 RELEASE

POPULAR DANCE RECORDS

- 40730 Pretty Lips (Donaldson-Straight)—Fox-trot, with Chorus by Tom Stacks, Harry Reser's Jazz Pilots 10
- That's a Good Girl (Berlin)—Fox-trot, with Chorus by Tom Stacks, Harry Reser's Jazz Pilots 10
- 40731 What's the Use of Crying, (Kendel-Forbstein)—Fox-trot, with Chorus by Arthur Hall, Harry Raderman's Red Hotters 10
- A Little Music in the Moonlight (Crossman-Stanley)—Fox-trot, with Chorus by Arthur Hall Harry Raderman's Red Hotters 10
- 40735 I've Grown So Lonesome) Thinking of You (Donaldson-Ash)—Fox-trot, with Chorus by Sammy Fain and Artie Dunn, The Happy Hour Orch. 10
- Who Do You Love? (From Earl Carroll's

- "Vanities") (Klages-Frey-Rich) — Fox-trot, with Chorus by Sammy Fain and Artie Dunn, The Happy Hour Orch. 10
- 40736 Wouldn't You? (From "Greenwich Village Follies") (Murphy)—Fox-trot, Harry Raderman's Red Hotters 10
- Sunday (Miller-Cohn-Stein-Krueger)—Fox-trot, Harry Raderman's Red Hotters 10
- 40737 You Will, Won't You? (From "Criss-Cross") (Caldwell-Harbach-Kern) — Fox-trot, with Chorus by Lem Cleg.....Mike Markel's Orch. 10
- Never Without You (Davis-Burke)—Fox-trot, with Chorus by Lem Cleg, Mike Markels' Orch. 10

POPULAR VOCAL RECORDS

- 40732 Angel Eyes (Lewis-Young-Santly)—Tenor-Bari-tone, with Piano Okeh Kut-Ups
- Cock-a-Doodle, I'm Off My Noodle, My Baby's Back (Johnson-Sherman-Tobias) — Tenor-Bari-tone, with Piano Okeh Kut-Ups 10
- 40733 Rags (Kahal-Fain-Silver-Richman) — Contralto, with Accomp. by Justin Ring Trio, Alma Rotter
- To-night You Belong to Me (Rose-David)—Con-tralto, with Accomp. by Justin Ring Trio, Alma Rotter 10
- 40734 Kiss Your Little Baby, Good-night! (Donaldson-Straight)—Tenor, with Piano.....Seger Ellis 10
- Have You Forgotten? (Yellen-Ager)—Tenor, with Piano Seger Ellis 10

OLD-TIME TUNE RECORDS

- 45074 Aunt Hager's Blues—Two Guitars and Mandolin, Scottdale String Band 10
- Southern Blues (Head-Pritchett-Freeman)—Two Guitars and Mandolin..Scottdale String Band 10
- 45075 Down Among the Hills of Tennessee—Singing, with Guitar Morgan Dennan
- Naomi Wise—Singing, with Guitar, Morgan Dennan 10
- 45076 Just an Old-Fashioned Gospel Is Needed To-day (Grum)—Sacred Vocal Duet, with Piano, Rev. and Mrs. C. A. Dougherty 10
- No Disappointment in Heaven (Lehman)—Sacred Vocal Duet, with Piano, Rev. and Mrs. C. A. Dougherty 10

RACE RECORDS

- 8424 Plantations Joys (Russell)—Fox-trot, Luis Russell's Heebie Jeebie Stompers 10
- Please Don't Turn Me Down (Barbarian)—Fox-trot ...Luis Russell's Heebie Jeebie Stompers 10
- 8425 Bouncing Blues (Welsh)—Baritone, with Piano by R. M. Jones and Fiddle by C. Black, Nolan Welsh 10
- Nolan Welsh's Blues (Welsh-Jones)—Baritone, with Piano by R. M. Jones and Fiddle by C. Black Nolan Welsh 10
- 8426 Everybody's Down on Me (Davis)—Sermon, with Singing Deacon Leon Davis 10
- Didn't It Rain (Davis)—Sermon, with Singing, Deacon Leon Davis 10
- 8427 Mournful Blues (Delaney)—Contralto, with Accomp. by Trombone, Cornet and Piano, Sara Martin 10
- George Stockade Blues (Delaney)—Contralto, with Accomp. by Trombone, Cornet and Piano, Sara Martin 10
- 8428 Religion Is a Fortune—Spiritual, Wheat Street Female Quartet of Atlanta
- My Way Is Cloudy—Spiritual, Wheat Street Female Quartet of Atlanta 10
- 8429 The Blind Man by the Wayside—Spiritual; Ser-mon, with Singing Rev. J. M. Gates 10
- I'm Gonna Die a Witness—Spiritual; Sermon, with Singing Rev. J. M. Gates 10

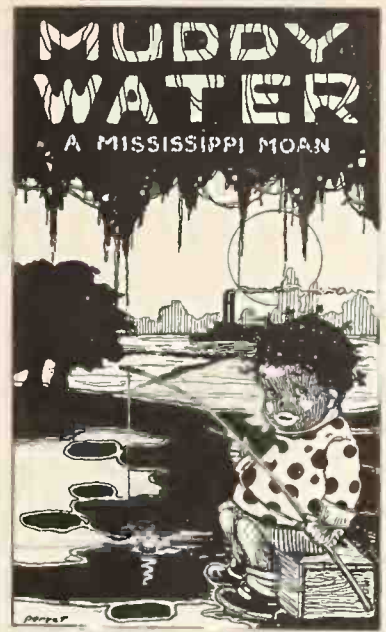
Vocalion Records

RECORD LIST FOR JANUARY 20

- 15486 Take in the Sun, Hang Out the Moon (Rock Me in a Cradle of Dreams) (Lewis-Young-Woods)—For Dancing (With Vocal Chorus), Tuxedo Orch. 10
- Don't Be Angry With Me—Fox-trot (Walker-Mazen)—For Dancing (With Vocal Chorus), Jay's Chelsea Orch. 10
- 15482 I've Grown So Lonesome Thinking of You—Fox-trot (Donaldson-Ash)—For Dancing (With Vocal Trio), The Ambassadors, Direction of Louis Katzman
- If I'd Only Believed in You—Fox-trot (Davis-Akst)—For Dancing (With Vocal Trio), The Ambassadors, Direction of Louis Katzman 10
- 15493 Some Day Sweetheart—Fox-trot (Spikes Bros.)—For Dancing, King Oliver and His Dixie Syncopators
- Dead Man Blues—Fox-trot (Morton) — For Dancing ..King Oliver and His Dixie Syncopators 10
- 15488 Ev'rything's Peaches (For Peaches and Me)—Fox-trot (Squires)—For Dancing, The Bostonians
- You're Burnin' Me Up (Turnin' Me Down)—Fox-trot (Frisch-Bergere-Gorman)—For Dancing The Tennessee Tooters 10
- 15491 Long Ago (Robison)—Tenor With Violin and Guitar Vernon Dalhart
- We Will Meet at the End of the Trail (A Tribute to Rudolph Valentino) (Jean Acker—Mrs. Rudolph Valentino)—Tenor with Violin and Guitar Vernon Dalhart 10
- 5028 Hand Me Down My Walking Cane—Vocal Duet With Harmonica, Mandolin and Guitar, Lester McFarland-Robt. A. Gardner
- I Was Born Four Thousand Years Ago—Vocal Duet With Harmonica, Mandolin and Guitar, Lester McFarland-Robt. A. Gardner 10
- 5045 Don't Let Your Deal Go Down—Tenor With Violin, Harmonica and Guitar ..Vernon Dalhart
- Billy Richardson's Last Ride (Meeks-Robison)—Tenor With Violin, Harmonica and Guitar, Vernon Dalhart 10

RECORD LIST FOR JANUARY 27

- 15489 I Never Knew What the Moonlight Could Do —Fox-trot (Coslow-Spier)—For Dancing, Frivolity Club Orch.
- Some Day—Fox-trot (Spier-Polla)—For Dancing Frivolity Club Orch. 10
- 15490 Lonely Acres—Fox-trot (Robison)—For Dancing The Bostonians
- My Baby Knows How—Fox-trot (Davis-Akst-Richman)—For Dancing (With Vocal Chorus), Kensington Serenaders 10
- 15485 Take in the Sun, Hang Out the Moon (Rock Me in a Cradle of Dreams) (Lewis-Young-Woods)—Comedienne With Orch...Peggy English
- Who'll Be the One? (Klages-Goering-Pettis-Bernie)—Comedienne With Orch...Peggy English 10
- 8003 El Faisan—Waltz (Miguel Lerdo de Tejada)—For Dancing The Castilians
- Debajo de un Sombrero—Fox-trot (J. del Moral-Federico Ruiz)—For Dancing The Castilians 10
- 8004 Los Yaquis (Cancion Mexicana) (Del Moral



Cervantes)—Baritone With Orch. (In Spanish) Juan Pulido With The Castilians

Le Negra Noche (Dark Night) (Uranga)—Baritone With Orch. (In Spanish), Juan Pulido With The Castilians

RECORD LIST FOR FEBRUARY 3

- 15500 Where Do You Work-a, John? (Push-a Push-a Push)—Fox-trot (Weinberg-Marks-Warren)—For Dancing (With Vocal Chorus) .Six Hayseeds
- Oh! How I Love Bulgarians—Fox-trot (Dixon-Henderson) — For Dancing (With Vocal Chorus) Tuxedo Orch. 10
- 15498 Washboard Blues—Fox-trot (Carmichael-Callahan-Mills)—For Dancing, Red Nichols and His Five Pennies
- That's No Bargain—Fox-trot (Nichols)—For Dancing Red Nichols and His Five Pennies 10
- 5001 Deliverance Will Come—Voice and Banjo, Uncle Dave Macon
- Uncle Dave's Beloved Solo—Voice and Banjo, Uncle Dave Macon 10
- 1053 You Can Tell the World About This—Sermon With Singing, Rev. J. M. Gates and His Congregation
- Four and Twenty Elders—Sermon With Singing, Rev. J. M. Gates and His Congregation 10
- 1049 Tack Annie—Fox-trot (Barbarian-Oliver)—For Dancing ..King Oliver and His Dixie Syncopators
- New Wang Wang Blues—Fox-trot (Busse-Johnson-Mueller)—For Dancing, King Oliver and His Dixie Syncopators
- 8005 El Novillo Despuntado (The Mull With the Blunted Horns) (Cancion Popular Mexicana) (Rep. Rapa-Rubio)—Vocal Duet With Guitars Noloesca-Ramirez
- La Mula (The Mule) (Rep. Rapa-Rubio) (Cancion Popular Mexicana)—Vocal Duet With Guitars Noloesca-Ramirez 10
- 13043 Yiddish Yiddish Yiddish (Gilrod-Sandler) — Tenor With Orch (In Yiddish) ..Aaron Lebedeff
- Siomka Wert a Chusen (Siomka Becomes a Groom) (Gilrod-Sandler)—Tenor With Orch. (In Yiddish) Aaron Lebedeff 10
- 15502 There Ain't No Maybe in My Baby's Eyes—Fox-trot (Kahn-Egan-Donaldson)—For Dancing (With Vocal Chorus) Vanderbilt Orch.
- Lonely Eyes—Fox-trot (Davis-Akst)—For Dancing (With Vocal Chorus) Vanderbilt Orch. 10

RECORD LIST FOR FEBRUARY 10

- 15501 When Day Is Done—Fox-trot (De Sylva-Katscher)—For Dancing (With Vocal Chorus), Vanderbilt Orch.
- Who'll Be the One—Fox-trot (Klages-Goering-Pettis-Bernie)—For Dancing (With Vocal Chorus) Al Goering's Collegians 10
- 15487 Crazy Quilt—Fox-trot (Van Loan)—For Dancing Tennessee Tooters
- Fire!—Fox-trot (Gay-Whiting) — For Dancing (With Vocal Chorus) Six Hayseeds 10
- 1058 Atlanta Black Bottom—Fox-trot—For Dancing, Fess Williams' Royal Flush Orch.
- High Fever—Fox-trot (Sanders)—For Dancing, Fess Williams' Royal Flush Orch. 10
- 15499 Where Do You Work-a, John? (Weinberg-Marks-Warren)—Tenor With Piano Arthur Brown
- If My Baby Cooks As Good As She Looks (Kahal-Carroll)—Tenor With Piano, Arthur Brown 10
- 5018 Kitty Wells—Instrumental (Al Hopkins, Vocalist) Hill Billies
- Betsy Brown—Instrumental (Al Hopkins, Vocalist) Hill Billies 10
- 5004 Something's Always Sure to Tickle Me—Voice and Banjo Uncle Dave Macon
- In the Good Old Days of Long Ago—Voice and Banjo Uncle Dave Macon 10
- 8010 Besame—Vals (Kiss Me) (Grever)—For Dancing Meximarimba Band
- Cuando Te Alejas De Mi Lado—Vals Hawaiana (When You Leave My Side) (Garcia)—For Dancing Meximarimba Band 10

Pathe Phono & Radio Corp.

DANCE RECORDS

- 36553 I'm Tellin' the Birds, Tellin' the Bees, How I Love You—Fox-trot, with Vocal Chorus by Arthur Fields Willie Creager and Entertainers
- Who'll Be the One?—Fox-trot, with Vocal Chorus by Arthur Fields, Willie Creager and Entertainers 10
- 36554 We'll Have a Kingdom (From "The Wild Rose")—Fox-trot, with Vocal Chorus by Arthur Fields Willie Creager and Entertainers 10
- Brand New Mama—Fox-trot.....Golden Gate Orch.
- 36555 Idolizing—Fox-trot, with Vocal Chorus by John Ryan John Sylvester and His Orch.
- All Night Long—Fox-trot, with Vocal Chorus by John Ryan Miami Troupe 10
- 36556 I've Got the Girl—Fox-trot, with Vocal Chorus by John Ryan.....John Sylvester and His Orch. (Continued on page 134)

LATEST RECORD BULLETINS—(Continued from page 133)

- Tuck in Kentucky (And Smile)—Fox-trot, with Vocal Chorus by John Ryan, Lee Morse's Blue Grass Boys
- 36557 Heebie Teebies—Fox-trotThe Red Heads
- Black Bottom Stomp—Fox-trot.....The Red Heads
- 36558 I'll Fly to Hawaii, Phil Hughes and His High Hatters
- Don't You Remember?—Vocal Chorus by Tom StacksPhil Hughes and His High Hatters
- 36559 Sweet Thing—Vocal Chorus by Arthur Fields, Van and His Orch.
- Who Are You Vamping To-night?—Vocal Chorus by Arthur Fields.....Van and His Orch.
- 36560 Fire—Vocal Chorus by Tom Stacks, Phil Hughes and His High Hatters
- Hot Puppy Papa—Vocal Chorus by John Ryan, Miami Troupe
- 36561 Do-Do-Do (From "Oh, Kay!")—Vocal Chorus by Arthur Fields, Willie Creager and Entertainers
- We Were Meant for Just One Another—Vocal Chorus by John Ryan.....Miami Troupe
- 36562 Thinking of You—Vocal Chorus by John Ryan, The Virginia Creepers
- Piano Tuner's Dream, "American Suite No. 2," Deep River Orch.
- 36563 Angel Eyes—Vocal Chorus by John Ryan, The Virginia Creepers
- Darby Hicks, "American Suite No. 3," Deep River Orch.
- 36564 Oh, How She Could Play the Ukulele—Vocal Chorus by John Ryan.....The Virginia Creepers
- When I'm in Your Arms—Vocal Chorus by John RyanThe Virginia Creepers
- 36565 The ChantOriginal Memphis Five
- One Sweet Letter From You, Original Memphis Five
- 36566 Take in the Sun, Hang Out the Moon, Willard Robison Orch.
- CallingWillard Robison Orch.
- 36567 Some DayDon Voorhees and His Orch.
- The SphinxDon Voorhees and His Orch.
- 36568 Old Folk's Shuffle—Clarinet Solo..... Jimmy Lytell
- Red House Blues—Clarinet Solo..... Jimmy Lytell
- 25200 I'm Tellin' the Birds, Tellin' the Bees, How I Love You—Voice and Orchestra, Cliff Edwards and His Hot Combination
- I Never Knew What the Moonlight Could Do—Voice and OrchestraCliff Edwards
- 25201 The Little White House (From "Honeymoon Lane")—Voice and Orchestra, Lee Morse and Her Blue Grass Boys
- Lonely Nights—Voice and Guitar...Miss Lee Morse
- 25202 Jersey Walk (From "Honeymoon Lane")—Voice and Orchestra, Lee Morse and Her Blue Grass Boys
- With All My Heart—Voice and Orchestra, Lee Morse and Her Blue Grass Boys
- 32222 My Baby Knows—Voice, with Piano Accomp. by I. BrotzskyAnnette Hanshaw
- Calling Me Home—Voice, with Own Accomp. on ViolinAnnette Hanshaw
- 32226 Do-Do-Do (From "Oh, Kay!")—Voice, with Piano Accomp. by I. Brotzsky...Annette Hanshaw
- If I'd Only Believed in You—Voice, with Piano Accomp. by I. Brotzsky.....Annette Hanshaw
- 32223 For My Sweetheart—Voice and Orchestra, Jay C. Flippen and His Gang
- Short and Sweet—Voice and Orchestra, Jay C. Flippen and His Gang
- 32225 Moonlight on the Ganges—Voice and Piano, Willard Robison
- Harlem Blues—Voice and Piano...Willard Robison
- POPULAR VOCAL RECORD**
- 32224 It Made You Happy When You Made Me Cry—TenorJimmy Flynn
- Wishing—TenorJimmy Flynn
- 32227 Climbing Up the Ladder of Love (From Earl Carroll's "Vanities")—Vocal Duet, Smith Bros. (Lambert and Hillpot)
- In a Little Garden—Vocal Duet, Smith Bros. (Lambert and Hillpot)
- NOVELTY RECORD**
- 21175 Christmas Morning at Clancy's—Descriptive, Steve Porter and Co.
- Casey's Birthday Party—Novelty, Russell Hunting (The Original Michael Casey)

Harmony Records

- DANCE SELECTIONS**
- 322-H Sidewalk Blues—Fox-trot (Vocal Chorus by Hal White, Ross Gorman and His Virginians
- 307-H When I'm in Your Arms—Fox-trot, Tommy Christian and His Orch.
- 320-H Here or There (As Long As I'm With You)—Fox-trot (Vocal Chorus by Frank Cornwell)Frank Cornwell and His Orch.
- 305-H I'd Love to Call You My Sweetheart—Fox-trot (Vocal Chorus by Paul Hagan), The Astorites
- 308-H Where Do You Work-a, John—Fox-trot (Vocal Chorus by Tom Stacks), The Harmonians
- 323-H There's a Little White House (From "Earl Carroll's Vanities")—Fox-trot (Vocal Chorus by Johnny Ryan, Bar Harbor Society Orch.
- 318-H Niña—Fox-trotRoyal Troubadours
- 321-H There Ain't No Maybe in My Baby's Eyes—Fox-trot (Vocal Chorus by Robert Benjamin)The Harmonians
- 315-H Never Without You—Fox-trot (Vocal Chorus by Edwin Grosso).....Royal Troubadours
- 314-H Clap Yo' Hands (From "Oh, Kay!")—Fox-trot (Vocal Chorus by Irving Kaufman), Lou Gold and His Orch.
- Do-Do-Do (From "Oh, Kay!")—Fox-trot (Vocal Chorus by Irving Kaufman), Lou Gold and His Orch.
- 313-H Angel Eyes—Fox-trot (Vocal Chorus by Arthur Fields) ..Manhattan Dance Makers

- I Need Lovin'—Fox-trot (Vocal Chorus by Arthur Fields) ..Manhattan Dance Makers
- 316-H It Takes a Good Woman (To Keep a Good Man at Home)—Fox-trot (Vocal Chorus by Arthur Fields)University Six
- 311-H Original Black Bottom Dance—Fox-trot (Vocal Chorus)Georgia Strutters
- VOCAL SELECTIONS**
- 306-H It Made You Happy When You Made Me Cry—VocalHoney Duke and His Uke
- I've Grown So Lonesome (Thinking of You)—Vocal.....Honey Duke and His Uke
- 309-H Cherie, I Love You—Novelty Singing Quartet, The Harmonizers
- Take in the Sun, Hang Out the Moon—Novelty Singing Quartet...The Harmonizers
- 317-H If All the Stars Were Pretty Babies—Vocal, Irving Kaufman
- You Know—I Know Everything's Made for Love—Novelty Singing Quartet, The Harmonizers
- 312-H I Don't Want to Forget—Vocal, The Melody Man (Joe Davis)
- I've Lost All My Love for You—Vocal, The Melody Man (Joe Davis)
- 319-H Stay Away From My Man—Vocal Duet, The Record Boys
- Brother Pollasses' Sermon on the Letter F—VocalAl Bernard
- 310-H Hello! Swancee—Hello!—Vocal Beth Challis
- If You Can't Land 'Er on the Old Veranda—VocalBeth Challis

Regal Records

- DANCE RECORDS**
- 8198 Thinking of You—Fox-trot, Sam Lanin's Dance Orch.
- 'Deed I Do—Fox-trot.....Al Lentz's Dance Orch.
- 8199 Tell Me To-night—Fox-trot...Hollywood Dance Orch.
- Just a Little Bunch of Red, Red Roses—Fox-trotHollywood Dance Orch.
- 8200 In a Little Spanish Town—Waltz, Adrian Schubert's Salon Orch.
- My Sweetheart Waltz—Waltz, Adrian Schubert's Salon Orch.
- 8201 Do-Do-Do (From "Oh, Kay!")—Fox-trot, Imperial Dance Orch.
- Clap Yo' Hands (From "Oh, Kay!")—Fox-trot, Imperial Dance Orch.
- 8202 Angel Eyes—Fox-trotSam Lanin's Dance Orch.
- Love Moon—Fox-trotMissouri Jazz Band
- 8203 Mellophone Stomp—Fox-trot, Ken Meyer's Novelty Trio
- Echoes From Oklahoma—Fox-trot, Ken Meyer's Novelty Trio
- 8204 It Made You Happy When You Made Me Cry—Fox-trotWillie Creager's Dance Orch.
- Delilah—Fox-trotHollywood Dance Orch.
- 8205 Take in the Sun, Hang Out the Moon—Fox-trot, Sam Lanin's Dance Orch.
- Never Without You—Fox-trot, Imperial Dance Orch.
- 8206 Ev'rything's Made for Love—Fox-trot, Willie Creager's Dance Orch.
- Lovely Eyes—Fox-trot, Willie Creager's Dance Orch.
- VOCAL RECORDS**
- 8207 I Can't Get Over a Girl Like You—Tenor Solo, with Orch. Accomp.Irving Kaufman
- Lazy River—Tenor Solo, with Piano Accomp., Charles Keene
- 8208 Sunday—Contralto Solo, Evelyn Preer and Her Gang
- Cock-a-Doodle—I'm Off My Noodle, My Baby's Back—Contralto Solo, Evelyn Preer and Her Gang
- 8209 To-night You Belong to Me—Tenor Solo, with Orch. Accomp.Irving Kaufman
- I'm Looking for a Girl Named Mary—Tenor Solo, with Orch. Accomp.Irving Kaufman
- 8210 Where Do You Work-a, John—Male Duet, with Piano Accomp.The Radio Imps
- She Said and I Said—Male Duet, with Piano Accomp.The Radio Imps
- 8211 Rags—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Let's Forgive and Forget—Baritone Solo, with Orch. Accomp.Arthur Fields
- 8212 Hello, Bluebird—Baritone Solo, with Orch. Accomp.Arthur Fields
- While I Have You—Tenor Solo, with Piano Accomp.Charles Keene
- 8213 I'm Tellin' the Birds, How I Love You—Male Duet, with Piano Accomp.....The Radio Imps
- Tired Hands—Tenor Solo, with Orch. Accomp., Billy Burton
- 8214 The Little White House (From "Honeymoon Lane")—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Precious—Tenor Solo, with Piano Accomp., Charles Keene
- HAWAIIAN RECORD**
- 8215 Aloma—Hawaiian Guitar Duet, with Vocal RefrainFerera-Paaluki
- Hawaiian Love Nest—Hawaiian Guitar Duet, with Vocal RefrainFerera-Paaluki
- 8216 For My Sweetheart—Banjo Solo, with Vocal RefrainEddie Peabody
- 'Deed I Do—Banjo Solo, with Vocal Refrain, Eddie Peabody
- RACE RECORDS**
- 8217 I've Left This World Behind—Sermon, with ChoirRev. J. M. Gates
- The Funeral Train a-Coming—Sermon, with ChoirRev. J. M. Gates
- 8218 I Knew I Got Religion, Yes, Yes—Sermon, with ChoirRev. J. M. Gates
- Death's Black Train—Sermon, with Choir, Rev. J. M. Gates
- 8219 I Needs a Plenty Grease in My Frying Pan—Comedienne, with Jazz Band Accomp...Mandy Lee
- Crap Shootin' Papa, Mama Done Caught Your Dice—Comedienne, with Jazz Band Accomp., Mandy Lee

Banner Records

- DANCE RECORDS**
- 1883 Angel Eyes—Fox-trotSam Lanin's Dance Orch.
- Never Without You—Fox-trot, Hollywood Dance Orch.
- 1884 Thinking of You—Fox-trot, Sam Lanin's Dance Orch.
- Just a Little Bunch of Red, Red Roses—Fox-trotHollywood Dance Orch.
- 1885 In a Little Spanish Town—Waltz, Adrian Schubert's Salon Orch.
- My Sweetheart Waltz—Waltz, Adrian Schubert's Salon Orch.

- 1886 Take in the Sun, Hang Out the Moon—Fox-trot, Sam Lanin's Dance Orch.
- Love Moon—Fox-trotImperial Dance Orch.
- 1887 Ev'rything's Made for Love—Fox-trot, Willie Creager's Dance Orch.
- Delilah—Fox-trotImperial Dance Orch.
- 1888 Do-Do-Do (From "Oh, Kay!")—Fox-trot, Missouri Jazz Band
- Clap Yo' Hands (From "Oh, Kay!")—Fox-trot, Missouri Jazz Band
- 1889 Tell Me To-night—Fox-trot...Imperial Dance Orch.
- 'Deed I Do—Fox-trotAl Lentz's Dance Orch.
- 1890 It Made You Happy When You Made Me Cry—Fox-trotWillie Creager's Dance Orch.
- Lonely Eyes—Fox-trot...Willie Creager's Dance Orch.
- 1891 Mellophone Stomp—Fox-trot, Ken Meyer's Novelty Trio
- Echoes From Oklahoma—Fox-trot, Ken Meyer's Novelty Trio
- VOCAL RECORDS**
- 1892 To-night You Belong to Me—Tenor Solo, Orch. Accomp.Irving Kaufman
- Let's Forgive and Forget—Baritone Solo, Orch. Accomp.Arthur Fields
- 1893 Where Do You Work-a, John?—Male Duet, Piano Accomp.The Radio Imps
- She Said and I Said—Male Duet, Piano Accomp.The Radio Imps
- 1894 I Can't Get Over a Girl Like You—Tenor Solo, Orch. Accomp.Irving Kaufman
- Precious—Tenor Solo, Orch. Accomp., Charles Keene
- 1895 Sunday—Contralto Solo, Evelyn Preer and Her Gang
- Cock-a-Doodle—I'm Off My Noodle, My Baby's Back—Contralto Solo, Evelyn Preer and Her Gang
- 1896 Hello Bluebird—Baritone Solo, Orch. Accomp., Arthur Fields
- Lazy River—Tenor Solo, Piano Accomp., Charles Keene
- 1897 The Little White House (From "Honeymoon Lane")—Tenor Solo, Orch. Accomp., Irving Kaufman
- I'm Looking for a Girl Named Mary—Tenor Solo, Orch. Accomp.Irving Kaufman
- 1898 I'm Tellin' the Birds, How I Love You—Male Duet, Piano Accomp.The Radio Imps
- While I Have You—Tenor Solo, Piano Accomp., Charles Keene
- 1899 Rags—Tenor Solo, Orch. Accomp...Irving Kaufman
- Tired Hands—Tenor Solo, Orch. Accomp., Billy Burton
- 1900 For My Sweetheart—Banjo Solo, Vocal Refrain, Eddie Peabody
- 'Deed I Do—Banjo Solo, Vocal Refrain, Eddie Peabody
- HAWAIIAN RECORD**
- 2139 Aloma—Duet, Hawaiian Guitars—Vocal Refrain, Ferera-Paaluki
- Hawaiian Love Nest—Duet, Hawaiian Guitars Vocal RefrainFerera-Paaluki
- RACE RECORDS**
- 1901 Crap Shootin' Papa, Mama Done Caught Your Dice—Comedienne, Jazz Band Accomp., Mandy Lee
- I Needs a Plenty Grease in My Frying Pan—Comedienne, Jazz Band Accomp. ...Mandy Lee
- 1902 Death's Black Train—Sermon With Choir, Rev. J. M. Gates
- I Know I Got Religion, Yes, Yes—Sermon With ChoirRev. J. M. Gates
- 1903 The Funeral Train a-Coming—Sermon With ChoirRev. J. M. Gates
- I've Left This World Behind—Sermon With ChoirRev. J. M. Gates

Domino Records

- DANCE RECORDS**
- 3856 Angel Eyes—Fox-trotSam Lanin's Dance Orch.
- Never Without You—Fox-trot, Hollywood Dance Orch.
- 3860 Thinking of You—Fox-trot, Sam Lanin's Dance Orch.
- Just a Little Bunch of Red, Red Roses—Fox-trotHollywood Dance Orch.
- 3858 In a Little Spanish Town—Waltz, Adrian Schubert's Salon Orch.
- My Sweetheart Waltz—Waltz, Adrian Schubert's Salon Orch.
- 3855 Take in the Sun, Hang Out the Moon—Fox-trot, Sam Lanin's Dance Orch.
- Love Moon—Fox-trotImperial Dance Orch.
- 3862 Ev'rything's Made for Love—Fox-trot, Willie Creager's Dance Orch.
- Delilah—Fox-trotImperial Dance Orch.
- 3857 Do-Do-Do (From "Oh, Kay!")—Fox-trot, Missouri Jazz Band
- Clap Yo' Hands (From "Oh, Kay!")—Fox-trot, Missouri Jazz Band
- 3859 Tell Me To-night—Fox-trot ...Imperial Dance Orch.
- 'Deed I Do—Fox-trotAl Lentz's Dance Orch.
- 3854 It Made You Happy When You Made Me Cry—Fox-trotWillie Creager's Dance Orch.
- Lonely Eyes—Fox-trot, Willie Creager's Dance Orch.
- 3861 Mellophone Stomp—Fox-trot, Ken Meyer's Novelty Trio
- Echoes From Oklahoma—Fox-trot, Ken Meyer's Novelty Trio
- VOCAL RECORDS**
- 3865 To-night You Belong to Me—Tenor Solo, Orch. Accomp.Irving Kaufman
- Let's Forgive and Forget—Baritone Solo, Orch. Accomp.Arthur Fields
- 3870 Where Do You Work-a, John?—Male Duet, Piano Accomp.The Radio Imps
- She Said and I Said—Male Duet, Piano Accomp.The Radio Imps
- 3869 I Can't Get Over a Girl Like You—Tenor Solo, Orch. Accomp.Irving Kaufman
- Precious—Tenor Solo, Orch. Accomp., Charles Keene
- 3864 Sunday—Contralto Solo, Evelyn Preer and Her Gang
- Cock-a-Doodle—I'm Off My Noodle, My Baby's Back—Contralto Solo, Evelyn Preer and Her Gang
- 3868 Hello Bluebird—Baritone Solo, Orch. Accomp., Arthur Fields
- Lazy River—Tenor Solo, Piano Accomp., Charles Keene
- 3863 The Little White House (From "Honeymoon Lane")—Tenor Solo, Orch. Accomp., Irving Kaufman
- I'm Looking for a Girl Named Mary—Tenor Solo, Orch. Accomp.Irving Kaufman
- 3866 I'm Tellin' the Birds, How I Love You—Male Duet, Piano Accomp.The Radio Imps
- While I Have You—Tenor Solo, Piano Accomp., Charles Keene
- 3867 Rags—Tenor Solo, Orch. Accomp...Irving Kaufman
- Tired Hands—Tenor Solo, Orch. Accomp.,

- Billy Burton
3871 For My Sweetheart—Banjo Solo, Vocal Refrain,
Eddie Peahody
'Deed I Do—Banjo Solo, Vocal Refrain,
Eddie Peahody
- HAWAIIAN RECORD
0167 Aloha—Duet, Hawaiian Guitars, Vocal Refrain,
Ferera-Paaluhi
Hawaiian Love Nest—Duet, Hawaiian Guitars,
Vocal Refrain Ferera-Paaluhi
- RACE RECORDS
3874 Crap Shootin' Papa, Mamma Done Caught Your
Dice—Comedienne, Jazz Band Accomp.
Mandy Lee
I Needs a Plenty Grease in My Frying Pan—
Comedienne, Jazz Band Accomp. Mandy Lee
3872 Death's Black Train—Sermon With Choir,
Rev. J. M. Gates
I Know I Got Religion, Yes, Yes—Sermon With
Choir Rev. J. M. Gates
3873 The Funeral Train a-Coming—Sermon With
Choir Rev. J. M. Gates
I've Left This World Behind—Sermon With
Choir Rev. J. M. Gates

Emerson Records

- DANCE RECORDS
3087 It Made You Happy When You Made Me Cry—
Fox-trot, with Vocal Chorus,
Fred Hall and His Orch.
Here or There, As Long As I'm With You—
Fox-trot, with Vocal Chorus,
Marlborough Dance Orch.
3088 There Ain't No Maybe in My Baby's Eyes—
Fox-trot Original Indiana Five
Brown Sugar—Fox-trot Original Indiana Five
3089 In a Little White House—Fox-trot, with Vocal
Chorus Fred Hall and His Orch.
The Sphinx—Fox-trot, with Vocal Chorus,
Fred. Hall and His Orch.
3090 Angel Eyes—Fox-trot, with Vocal Chorus,
Marlborough Dance Orch.
I'll See You in Kentucky—Fox-trot, with Vocal
Chorus Marlborough Dance Orch.
3091 Cock-a-Doodle, I'm Off My Noodle—Fox-trot,
with Vocal Chorus Pennsylvania Syncopators
So Will I—Fox-trot, with Vocal Chorus,
—Bert Kaplan and His Collegians
3092 When I'm in Your Arms—Fox-trot, with Vocal
Chorus Bert Kaplan and His Collegians
Nina—Fox-trot, with Vocal Chorus,
California Melody Orch.
3093 Trail of Dreams—Waltz Marlborough Dance Orch.
All for You—Waltz California Melody Orch.
3094 Clap Yo' Hands—Fox-trot, with Vocal Chorus,
Pennsylvania Syncopators
Tell Me To-night—Fox-trot, with Vocal Chorus,
Fred Hall and His Orch.

- VOCAL RECORDS
3095 I Found a Million Dollar Baby—Tenor Solo,
Arthur Fields
I'm Going to Park Myself in Your Arms—Nov-
elty Solo Gertrude Dwyer
3096 Calling Me Home—Tenor Solo Charles Hart
Rags—Tenor Solo Charles Hart
3097 Why Should We Marry?—Novelty Duet,
Arthur Fields-Gertrude Dwyer
Since I Found You—Tenor Solo Arthur Fields
3098 I Need Lovin'—Novelty Solo,
Honey Duke and His Uke
Thinking of You—Novelty Solo,
Honey Duke and His Uke
3099 Ev'rything's Made for Love—Quartet,
Emerson Quartet
Sunday—Quartet Emerson Quartet
3100 Mary Lou—Tenor Solo Arthur Fields
Lonely Acres—Tenor Solo Arthur Fields

- SACRED RECORDS
10732 The Crucifix—Tenor and Baritone Duet,
Reed Miller-Lane Rogers
Face to Face—Baritone Solo Lane Rogers
10731 The Palms—Baritone Solo Royal Dadmun
The Holy City—Baritone Solo Royal Dadmun
10221 Holy, Holy, Holy Cathedral Quartet
Rock of Ages Cathedral Quartet

- HAWAIIAN RECORDS
10634 Aloha Oe Medley—Hawaiian,
Toots Paka Hawaiian Co.
Puu O Hulu Toots Paka Hawaiian Co.
10635 Maui Aloha—Hawaiian Guitars Ferera-Franchini
Kohala March—Hawaiian Guitars Ferera-Franchini
10633 Kilma Waltz Toots Paka Hawaiian Co.
Hilo March Toots Paka Hawaiian Co.
10207 Wailana Waltz—Hawaiian Guitars Ferera-Franchini
Kawaihau—Waltz, with Hawaiian Guitars,
Ferera-Franchini

- IRISH RECORDS
10612 Irish Barn Dance—Irish Dance, Flannigan Brothers
The Maid Is Not Twenty Yet—Irish Dance,
Flannigan Brothers
10629 Macushla—Tenor Solo Walter Scanlan
Nora—Tenor Solo Walter Scanlan

Hire Theatre to Give Radio Party to the General Public

Members of Northwest Radio Trade Association Reproduce Balkite and Victor New Year's Programs to Thousands—Theatre Is Crowded

MINNEAPOLIS, MINN., January 5.—A number of the jobber and manufacturer members of the Northwest Radio Trade Association gave a radio party to the public of this city on New Year's Day by renting the Lyceum Theatre, installing Victor Orthophonic-Radiolas and reproducing the Balkite and Victor radio programs for a three-hour concert of such artists as the New York Symphony Orchestra, under Walter Damrosch, John McCormack, Rosa Ponselle, Alfred Cortot, George Gershwin, Mischa Elman and the Victor Salon Orchestra. Thousands attended the event and telegrams were sent to the artists at the WEAf studios in New York, thanking them for the concert.

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Edward E. Shumaker Elected President of Victor Talking Machine Co.	3	Interesting Proposals Regarding the Broadcasting Legislation Made by C. R. Smith	32
Powel Crosley, Jr., Takes Over the Management and Presidency of De Forest Co.	3	Music Should Be Basis of Phonograph and Record Merchandising, Says G. C. Jell	35
Prosperity in 1927 Rests With the Retailer	4	Featuring the Musical Possibilities of the Talking Machine	48
Analysis of the Radio Service Problems of Talking Machine Dealers.	10	Basic Conditions Sound—1927 Outlook Is Bright, Say Trade Leaders (Interesting Symposium Covering Conditions in Talking Machine and Radio Trade of Past Year and Conclusions Regarding Outlook for 1927)	54-62
A Budget of Profit Winning Sales Wrinkles	11	"Nothingness of Vacuum Tube Its Most Important Feature," Says Dr. Goldsmith	76
New Methods Needed to Build Sales of Talking Machines and Records	12	Latest Summary of Exports and Imports of Talking Machines and Records	112
Canvassing Won Quick Success for Farling	16	New Series of Victor Radio Concerts Has Auspicious Start on New Year's Day	116
Money Making Suggestions for Ambitious Merchants	20	New Stores and Changes Among Talking Machine Dealers During the Past Month	118
There Is a Big Market in Portables for Kiddies' Use	22	In the Musical Merchandise Field 121-125 With More Efficient Merchandising the Coming Year Should Be a Most Profitable One	121
Business Outlook for 1927	24	Samuel Buegeleisen Urges Education of the Public	122
Nation-Wide Survey of Radio Servicing Methods	24	Toledo Music Instructors Advocate 200 Minutes' Practice a Week for Pupils	123
Reaching Common Ground on Radio Legislation	25	Gleanings From the World of Music .. 127	
Sales Practices That Help Retailers. . .	25		
Growth of Musical Appreciation. . . .	25		
Radio Service Builds Profits for Schott	26		
Creating a Home Atmosphere in Stores Eliminates Evil of Home Demonstration	28		
How Consistent Advertising Has Built Big Sales Volume for Bloomingdale	30		

CORRESPONDENCE FROM LEADING CITIES

Kansas City, 40—Cincinnati, 50—Buffalo, 51—Milwaukee, 66—St. Louis, 67—Richmond, 70—Baltimore, 72—New York, 74—Minneapolis and St. Paul, 80—Boston, 82—Toledo, 83—Pittsburgh, 84—Cleveland, 86—Philadelphia, 92-96—Chicago, 101-108—Los Angeles, 116—News From The World's European Office, 126.

The sponsors of the program were: G. C. Beckwith Co., Fansteel Products Co., Inc., Findley Electric Co., French Battery Co., R. M. Laird Electric Co., Lucker Sales Co., National Lead Battery Co., W. S. Nott Co., Reinhard Bros. Co., The Roycraft Co., Stewart-Warner Co., Western Motor Supply Co. and the Williams Hardware Co.

Beck, Inc., Chartered

Papers of incorporation for Beck, Inc., Camden, N. J., have been filed recently by Frank Voigt, for the purpose of dealing in phonographs. Capital stock of the firm is \$10,000.

Alex. M. Burnham has taken over the business of Jones Motrola Sales Co., of New York City.

Convention of Ediphone Distributors in Cleveland

Arthur L. Walsh Among Those Who Attend Sessions—Charles Edison Delivers Message Through the Medium of a Special Record

Arthur L. Walsh, vice-president and general manager of the phonograph division of Thos. A. Edison, Inc., was among the factory executives who attended the convention of Ediphone distributors held in Cleveland early this month. Being unable to attend the convention in person, Charles Edison delivered an important message to the Ediphone men through the medium of a special record, and Mr. Walsh wrote a special song, "Say It to the Ediphone," which was also presented at the convention in record form.

A C B Z A C O F H I K L N P O S U A X V B D F G I J L N P Q S U V X Z V C E F H J K W O P R T A C E M
INDEX TO ADVERTISERS
 T S R Q O M K V H F E C V B C E F H C K W O D R T U W Y L B D E G I K M J O Q S T V M Y B A D

A

Alter & Co., Harry..... 104
 Alto Mfg. Co. 102
 Aluminum Specialty Co....Insert between pages 42 and 43
 American Mica Works 56
 Amplion Corp. of America42, 82D
 Amrad Corp. 61
 Argus Radio Corp. 87
 Artophone Corp. 114
 Atlas Plywood Corp. 34
 Atwater Kent Mfg. Co. 47
 Audak Co.....Insert facing page 58

B

Bacon Banjo Co. 125
 Baltimore Phono. Distributing Co..... 18
 Barker Wholesale Co. 18
 Bell & Howell 95
 Berg Auto Trunk & Specialty Co..Insert facing page 66
 Berlin, Inc., Irving 128
 Birnbach Radio Co. 32
 Blackman Distributing Co.Insert facing page 82
 Boudette Mfg. Co. 16
 Brach Mfg. Co., L. S. 57
 Bremer-Tully Mfg. Co. 97
 Brilliantone Steel Needle Co. 55
 Broadway Music Co. 133
 Bruno & Son, Inc., C.71, 121
 Brunswick-Balke-Collender Co.....Front Cover 5, 7
 Buegeleisen & Jacobson 124
 Burke Co., J. H. 18

C

Carryola Co. of America.....Insert facing page 42
 Caswell Mfg. Co. 82C
 C. E. Mfg. Co. 46
 Claremont Waste Mfg. Co. 43
 Classified Want Ads..... 126
 Columbia Phonograph Co., Inc.....Insert facing page 18
 Columbia Wholesalers, Inc. 72
 Commercial Associates 72
 Connelly Co., F. B.....Insert between pages 42 and 43
 Consolidated Talking Machine Co.....85, 100, 102
 Crosley Radio Corp. 33

D

Ditson & Co., Chas. H. 82
 Ditson & Co., Oliver 82
 Doerr-Andrews-Doerr 18
 Droop & Sons Co., E. F..... 56
 Duro Metal Prods. Co. 109

E

Edison, Inc., Thos. A.Back cover
 Electrical Research Laboratories 107
 Emerson Records 64
 Empire Phono. Parts Co..Insert between pages 42 and 43
 Everybody's T. M. Co. 37
 Excel Phonograph Co. 62

F

Fansteel Products Co. 21
 Farrand Mfg. Co.....Insert facing page 74
 Federal Brandes Corp.52, 53
 Federal Radio Co. 65
 Feist, Leo, Inc.129, 130
 Fischer Co., J. A.....Insert facing page 26
 Freshman Co., Chas. 88
 Fuhr & Stemmer Piano Co. 80

G

General Box Co.....Insert between pages 42 and 43
 General Elec. Co. 93
 General Industries Co.
 Insert between pages 42 and 43, 90, 91
 Gennett Records.....Inside back cover
 Gibson-Snow Co., Inc. 18

Gold Seal Electrical Co. 31
 Gould Storage Battery Co. 111
 Gray Co., Walter S.....Insert between pages 42 and 43
 Gray Bros. Co.....Insert between pages 42 and 43
 Greater City Phonograph Co..... 18
 Grigsby-Grunow-Hinds Co. 17
 Guarantee T. M. Supply Co. 94
 Guden & Co., H. A..... 40

H

Halperin Distr. Co.....Insert between pages 42 and 43
 Hassler Texas Co. 18
 Hastings Elec. Sales Co. 16
 Hazeltine Corp. 60
 Heinn Co.....Insert between pages 42 and 43
 Hoffay Phono. Co. 116
 Hohner, Inc., M. 122
 Hygrade Case Co. 124

I

Illinois Musical Supply Co.
 Insert between pages 42 and 43
 Ilsley, Doubleday & Co. 70
 Independent Radio Mfrs. Corp. 60
 Indiana Mfg. & Elec. Co. 6
 International Mica Co. 20

J

Jacobs, C. E. 106
 Jewell Elec. Inst. Co. 50
 Jewel Phonoparts Co. 103
 Johnson Motor Products Co..... 81
 Jones, Howard P. 78

K

Kellogg Switchboard & Supply Co..... 99
 Kent Co., F. C. 30
 Kimball Co., W. W. 101
 Kohler Distributing Co. 18

L

Leedy Mfg. Co. 125
 Ludwig & Ludwig 122

M

Magnavox Co. 28
 Matthews, F. W. 118
 Mobley Mfg. Co. 75
 Moore-Bird Co. 18
 Mu-Rad Corp. 36
 Mutual Phono. Parts Mfg. Co. 89

N

National Carbon Co. 29
 National Lock Co. 119
 National Publishing Co. 11
 New York Album & Card Co..... 4

O

Okch Phonograph Corp.....27, Insert facing page 50
 Okch Phonograph Corp. (New York Distributing
 Division) 74
 Oro-Tone Co. 77

P

Pausin Engg. Co..... 25
 Peckham Mfg. Co. 96
 Peerless Album Co. 8
 Pennsylvania Phono. Dist. Co..... 18
 Perryman Elec. Co. 73
 Philadelphia Badge Co. 96
 Pierson Co. 20
 Plaza Music Co.....Insert facing page 34

Plywood Corp. 58
 Polk Co., Inc., James K..... 18
 Pollack-Welker, Ltd. 83
 Priess Radio Co. 19

R

Radio Corp. of America.....Insert facing page 10
 Radio Mfrs. Assn..... 115
 Reliance Battery Products Co..... 18
 Remington Mfg. Corp.44, 45
 Rene Manufacturing Co. 82b
 Richards, Inc., C. A. 18
 Rockford Sales Corp....Insert between pages 74 and 75
 Rudell, Jos. E. 43

S

Sandar Corp. 63
 Schubert, G. H. 108
 Shamrock Mfg. Co. 26
 Silent Motor Corp. 23
 Slagle Radio Corp. 79
 Sleeper Radio & Mfg. Corp..... 113
 Smith Co., C. D. 18
 Sonora Phonograph Co., Inc...Inside front cover, 18, 68, 69
 Southern Aluminum Co....Insert between pages 42 and 43
 Star Machine & Nov. Co..... 96
 Starr Piano Co. 12
 Stead & Co., Ltd., J.....51, 59
 Steele, Inc., Fred 127
 Sterchi Bros.....Insert between pages 42 and 43
 Sterling Mfg. Co. 98
 Sterling Roll & Record Co..... 18
 Stevens & Co. 66
 Stewart Warner Speedometer Corp..... 41
 Strevell-Paterson Hdw. Co..... 18
 Stromberg-Carlson Telephone Mfg. Co..... 9
 Symphonic Sales Co.38, 39

T

Talking Machine Supply Co. 126
 Tay Sales Co. 18
 Tectron Radio Sales Corp. 110
 Televocal Corp. 35
 Thorens, Inc. 27
 Toman & Co., E. 70
 Triangle Music Pub. Co. 131
 Trilling & Montague 94

U

Udell Works 86
 United Air Cleaner Co. 104
 Utah Radio Products Co. 105

V

Van Veen & Co., Inc..... 76
 Vega Co. 123
 Vesta Battery Co. 49
 Victor Talking Machine Co.14, 15

W

Waetjen & Co., Geo. L..Insert between pages 42 and 43
 Wall-Kane Needle Mfg. Co. 67
 Wasnuth Goodrich Co. 82A
 Weber-Rauce Corp. 84
 Weston Elec. Inst. Corp. 22
 Weymann & Son, H. A.....92, 125
 White Co., H. N. 13
 Wilbur Products.....Insert between pages 42 and 43
 Williams Music House....Insert between pages 42 and 43
 Witman Phono. Co....Insert between pages 42 and 43
 Wolf Mfg. Inds. 112
 Wondertone Phono. Co. 70

Y

Yahr-Lange, Inc. 48



Combined Achievement

THE RADIO CORPORATION OF AMERICA ∴ THE GENERAL ELECTRIC COMPANY
THE STARR PIANO COMPANY

LIGHTNING TUNED TO MUSIC

*Possible only
by the
very latest
scientific
discoveries*



*The inevitable
result
of
years of
research*

Black Label Seventy-five Cents

“The Record With A Profit”

New Principles

Natural Tone

New Methods

Full Volume

New Formulas

Supreme Quality

Today's Masterpiece

*The improved Gennett sales plan eliminates every possibility of
dead stock. New quotations guarantee larger profits*

GENNETT RECORDS

Richmond, Indiana, U. S. A.



Where there's Talk - there are Sales

PHONOGRAPH IS EQUIPPED WITH 40-MINUTE DISC
 New Long-Playing Record Will Revive Talking Machine Trade, Edison Says; Plays

EDISON SHOWS NEW MARATHON MUSIC RECORD

Plan Phonograph Disc To Play Forty Minutes
 Chicago, Sept. 16—Charles Edison, son of Thomas A. Edison, has just been made president of Edison industries, here, announced with the radi

EDISON MAKES RECORD TO PLAY FORTY MINUTES
 Son of Electrical Wizard Tells Of New Invention of His Famous Father.

40-Minute Record Planned by Edison
 Chicago, Sept. 15 (AP)—Charles Edison, son of Thomas A. Edison, has just been made president of Edison industries, during a visit to compete

EDISON HERE WITH 40-MINUTE RECORD
 Son of Inventor Brings Answer of Phonograph to Radio

Edison to Offer 40-Minute Song On Phonograph

40-Minute Record or Phonograph Is Plan of Edison
 CHICAGO, Sept. 15.—(AP)—Charles Edison, son of Thomas A. Edison, has just been made president of Edison industries, during a visit to compete

Son Divulges New Edison Invention
 Phonograph Record Playing 40 Minutes Described in Detail by Young President of Giant Industry on Visit to Cleveland

Can Play Whole Symphony On New Phonograph Record
 inventor's Son

Record Playing Forty Minutes Edison's Latest
 Sept. 16. (AP)—Charles Edison, son of Thomas A. Edison, has just been made president of Edison industries, here, announced with the radi

Edison's New 40-Minute Phonograph Record Here

EDISON JR SHOWS 40-MIN. RECORD
 Says Father Is Reviewing Early Work for Lead

NEWSPAPERS all over the United States have devoted large space to Thomas A. Edison's revolutionary development of the phonograph. The tongues of a whole nation have been set wagging about this new phonograph that does what no other phonograph has ever done.

National magazines, farm papers and newspapers in the chief buying centers have carried Thomas A. Edison's own account of his latest achievement.

In 1927, the fiftieth anniversary of Mr. Edison's invention of the phonograph, one of the largest advertising efforts ever engaged in will carry the story of the GREATER Edison into every American home day in and day out, week in and week out—continuously!

Draw your own conclusions. Don't miss the perfectly obvious. EDISON DEALERSHIP NEVER MEANT SO MUCH!

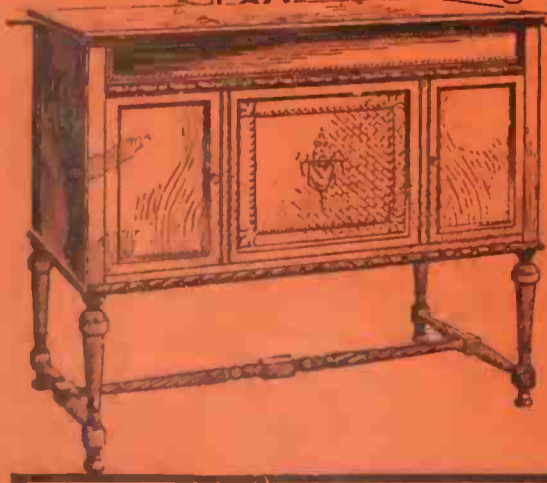
Write, phone or wire.

THOMAS A. EDISON, Inc.
 Orange, N. J.

FORTY MINUTES UNDISTURBED.
 The trouble with the old record is that the record is so long that it is hard to hear in the house. You can't hear it clear when the music stops. You can't hear it when you stop it. You can't hear it when you stop it. You can't hear it when you stop it.

THE PHONOGRAPH PROMISED
 Chicago, Sept. 15.—(AP)—Charles Edison, son of Thomas A. Edison, has just been made president of Edison industries, here, announced with the radi

Forty-Minute Record for Phonograph Next
 Latest Edison Device, 40-Minute Phonograph Record, Now Introduced



The NEW

EDISON
 LONG PLAYING
PHONOGRAPH
 NO NEEDLES TO CHANGE