

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, March, 1927

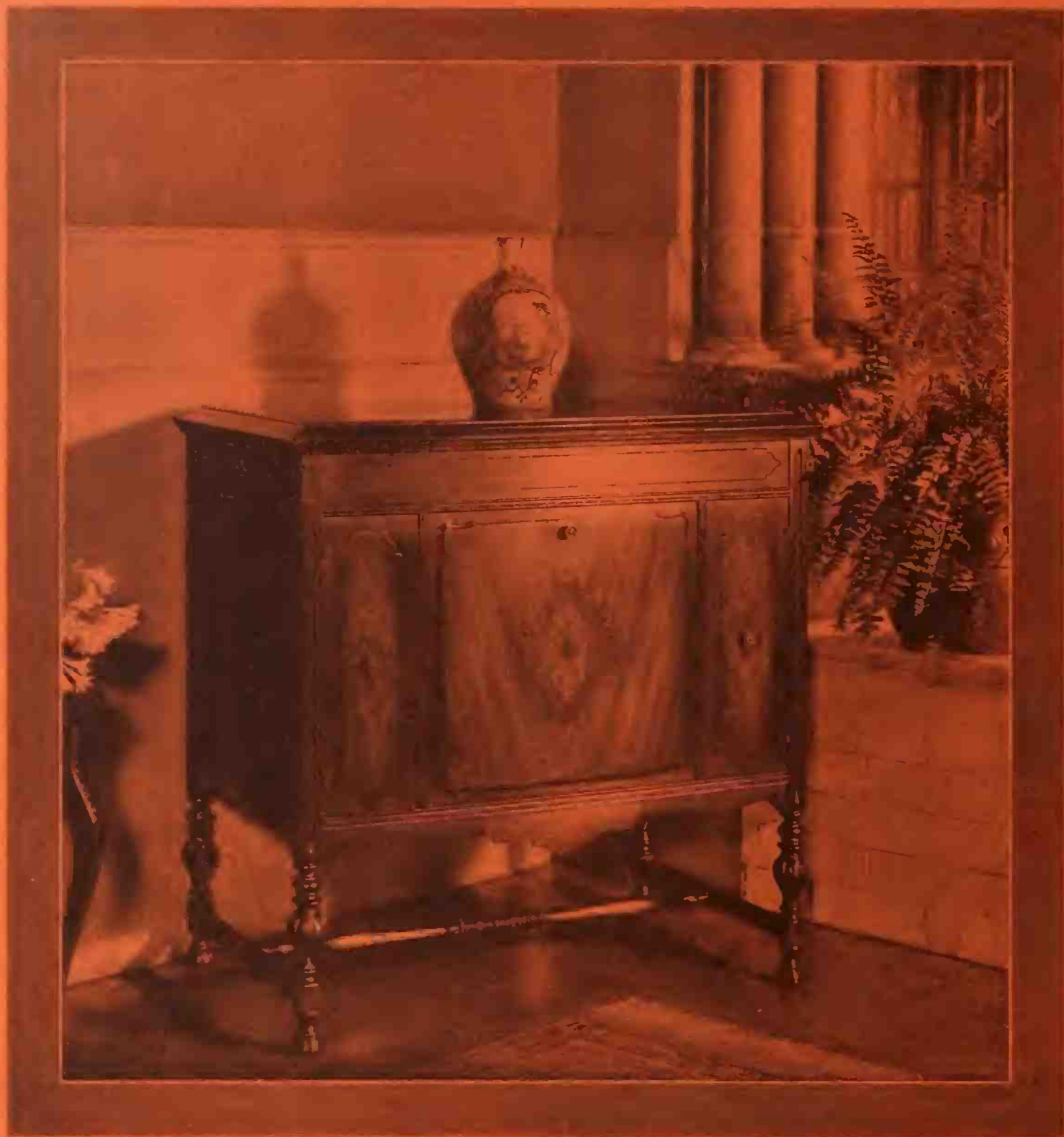


Announcing the new

Brunswick Panatrope *with Radiola*

Model 138-C

See page 5



SONORA *Perfects* new type model—

An entirely new principle of mechanical reproduction — an instrument that will surprise you with its magnificent volume. ~ ~

The Minuet \$165

The Talking Machine World

Vol. 23. No. 3

New York, March, 1927

Price Twenty-five Cents

Louis S. Sterling, Chairman of Board of Columbia Co., Discusses World Trade

Finds Increasing Evidence of Prosperity in Phonograph Industry in European Nations—Columbia Co. Made and Sold Over 7,000,000 Records Throughout the World in December, 1926

Returning to New York after spending three months abroad, Louis S. Sterling, chairman of the Board of Directors of the Columbia Phonograph Co., Inc., New York City, and managing director of the Columbia Graphophone Co., Ltd., London, England, gave a representative of The Talking Machine World an interesting resumé of general conditions in Europe with particular reference to the activities of the phonograph industry. For several years past the phenomenal success of the Columbia Graphophone Co., Ltd., has been one of the outstanding features of this industry and the same successful methods utilized by the executives of this company have contributed materially to the signal success attained by the Columbia Phonograph Co. in this country for the past eighteen months.

"The last three months of 1926 were the biggest in the history of the Columbia Graphophone Co., Ltd.," said Mr. Sterling. "This is equally true of January and February of this year, and there is every reason to believe that Columbia activities throughout the world will in 1927 exceed all previous figures. In the month of December, 1926, we sold over 2,000,000 records in Great Britain alone, emphasizing the strength of the phonograph industry in that country.

"Germany was particularly prosperous in 1926, and the Carl Lindström organization, which is allied with the Columbia Graphophone Co., Ltd., closed last year the biggest business in the history of the phonograph industry in Germany. The company's sales were in accordance with general business conditions in Germany, for this country is enjoying an industrial boom that gives every indication of being a permanent one. For example, on the stock exchange there is a tremendous demand for German industrial stocks, although the price range gives a dividend yield averaging 4 per cent. The demand for the stocks, however, is based on an exceptional activity in every German industry, which will undoubtedly be reflected in increased dividends in the very near future.

"The past twelve months have witnessed a very substantial increase in the prosperity of practically every industry throughout Great Britain. The Manchester cotton mills for the first time since 1921 have canceled their mutual agreement to keep open only three days a week, and the mills will now operate just as many days per week as necessary in order to turn out a sufficient volume to meet their contracts. This healthy condition is traceable, of course, to the low price of cotton. For the first time since 1921 many of the shipyards in Great Britain are loaded up with orders and by the Fall of this year it is expected that business generally will be excellent in practically every industry. By the end of 1927 unemployment will undoubtedly be back to a pre-war basis, making for general prosperity everywhere.

"Italy made very rapid progress during 1926, and our company made more money last year in Italy than during any year in Columbia history.

"France is only fair, so far as we are concerned, showing slight gains but with no marked development. This country is manifesting a steady improvement, but unemployment is increasing owing to the gradual stabilization of the money exchange, and economic authorities do not expect France to regain permanent

prosperity until an agreement is reached with America and Great Britain on the war debt.

"Speaking generally, phonograph business throughout Europe last year was the best that



Louis S. Sterling

the industry has ever experienced, and this applies to Austria, Hungary, Czecho-Slovakia and other countries. The popularity of the phonograph may be attributed to a general appreciation of music by the public as a whole, but the prime reason is probably due to the fact that the phonograph is one of the few products that have not increased in price proportionately with the rate of wages earned by the average work-

Major J. E. Hahn Elected President of Amrad Corp.

Continues His Activities Also as President of the De Forest Radio Corp., Ltd., of Canada—Powel Crosley Retains His Interest

Major James E. Hahn was elected president and general manager of the Amrad Corporation located at Medford Hillside, Mass., at a recent meeting of the board of directors. Major Hahn's activities are perhaps better known in Canada than in the United States, as he is president of the De Forest Radio Corp., Ltd., of Toronto, in which Powel Crosley, Jr., president of the Crosley Radio Corp., in Cincinnati, O., is heavily interested.

Major Hahn will divide his time between the De Forest Corp., of Canada, and the Amrad Corp., of Medford Hillside, Mass., and it is expected that he will put into effect in the Amrad factory the same policies that have built the Canadian corporation to its present outstanding position, carrying on the work for which the Amrad has been noted in the matter of scientific engineering developments.

Harold J. Power, who is withdrawing as president of the Amrad Corp., having sold his interest in the corporation to Major Hahn, will en-

ing man in Europe. Phonographs are being sold to-day throughout Europe at practically pre-war prices, and while the working man is earning higher wages than he did prior to the war, he recognizes in the phonograph a medium that provides entertainment and education with no price increase, but which has maintained the same standard of value. It is also true that the increased demand for phonographs and records throughout Europe may be attributed to the marked decrease in the drinking proclivities of the European nations. Throughout Europe the people are more moderate in their drinking than during any other time in history, and this is reflected in the demand for music.

"The big bulk of phonograph sales throughout Europe is in the class of instruments retailing at \$15 to \$50, and in 1926 practically 85 per cent of the machines sold approximated this figure. There is a steadily increasing demand for twelve-inch records, and the sales of our Masterworks Series in 1926 showed a very substantial gain over the preceding year. In fact, the sales of the Masterworks Series in January, 1927, were double the figures of January, 1926.

"The reports which I have received from the executives of the Columbia Phonograph Co., Inc., in this country, indicate that 1926 was a splendid year, but I am particularly pleased with the fact that the record sales for January and February of this year showed a 50 per cent increase over the corresponding months in 1926. Our machine business in this country has been very satisfactory, and we are now getting under way for a healthy year. Record business as a whole seems to be on the upgrade, but generally speaking, record sales will usually keep step with the demand for phonographs, for an old phonograph very seldom acts as a stimulant to increased record business. Columbia dealers, therefore, are building up a substantial machine business, recognizing that their record sales will be in a measure proportionate to the new instruments they sell. I might add in conclusion that during the month of December, 1926, all of the Columbia companies throughout the world manufactured and sold over 7,000,000 records, which figure we are inclined to regard with pardonable pride and gratification."

gage, it is understood, in an independent radio business of his own.

It will be remembered that the Amrad Corp. was reorganized a little more than a year ago, when Mr. Crosley acquired control of the company and became chairman of the board.

40 Per Cent Increase in Carryola Portable Sales

Don T. Allen, Vice-president of Carryola Co. of America, Reports Closing of Two Busy Months—Production Breaks Record

MILWAUKEE, Wis., March 7.—Don T. Allen, vice-president of the Carryola Co. of America, reports the closing of two phenomenal months in January and February of this year; the sales being 40 per cent ahead of 1926. The Carryola factory is working at the largest production in the history of the company, and judging from the orders on hand all previous records for Carryola sales will be broken in the first six months of the year. The Carryola advertising and sales campaign, announced recently in detail, is meeting with the hearty approval of the dealers everywhere, and the figures for the first two months of the year reflect the practical value of this campaign.

Analysis of the sales field will show the retail dealer where he stands and point the way to sales

Sales Mean Profits— What Can You Expect?

By Robert L. Kent

The territory in which your business has been established may be made to pay by expanding it

What volume of business can you reasonably expect in your territory? This is a very important question for every dealer to be able to answer, especially those who are located in small communities. The problem of securing fairly accurate information is not particularly involved, but it does require some thought and work. The dealer should know the answer for several reasons. First, to determine whether it will be necessary for him to expand his sales-promotion campaign to take in a larger territory than his immediate community. Second, if he is faced with keen, and sometimes unscrupulous competition, the necessity for more energetic methods of sales promotion will be emphasized. It is an unfortunate fact that the dealer whose store is located in a section of a city or town where there is not sufficient potential business to give him a profit will inevitably be compelled to go out of business unless he overcomes the handicap by covering a larger district.

Analysis a Necessity

An analysis of the kind suggested is of vital importance. No manufacturer is satisfied to sit back and guess at the sales possibilities of the product he is making. Research gives him an idea of the probable demand. Armed with this data the manufacturer is prepared to plan his sales-promotion campaign accordingly. In other words, he is eliminating guesswork from his business.

The dealer, too, must get down to brass tacks. He must know where he stands. He must protect his investment by being reasonably certain that there is a chance of success. Once the retail merchant knows what to expect the problem becomes one of turning potential customers into actual buyers.

The Musical Census

The musical census is without question the most effective way for the dealer to determine the number of prospects in his community. While it is a little more difficult for the dealer located in a congested district of a large city to take a musical census it can be done, as has been proved by the experiences of many mer-

chants. At various times in the past there have appeared in *The Talking Machine World* articles describing in detail just how dealers have put the musical census idea across.

The small-town retailer has a simpler problem. He knows most of the people in his community or they know of him. The attitude of the public to the merchant is more hospitable, making it comparatively easy for the dealer or members of his sales organization to make a canvass of the territory.

While personal calls undoubtedly are most effective this method is expensive. Direct mail will accomplish satisfactory results at a fraction of the cost. An excellent "musical census" questionnaire that can be used in connection with a post card will be sent to dealers upon request to *The Talking Machine World*.

Big Sales in a Small Territory

A talking machine dealer located in one of the most crowded apartment house sections of New York City discovered that there were so many establishments in competition with him that it was almost impossible to do the volume of business he thought necessary by catering to persons living near-by. He realized that, no matter how effective his sales promotion, the other merchants would get a good share of the business, and because the neighborhood could support only half the number of retail stores it boasted he would be compelled to do one of two things: move to a location where competition was less keen or retain his location, using it as a base for more extended merchandising operations. He chose the latter. He had one delivery truck and two of his salesmen owned automobiles. He planned a sales-canvass to cover a territory within a fifty-mile radius of the store. The two salesmen covered a different territory each day and soon a surprising number of sales were recorded—business that this dealer would never have been able to secure by any other means. He enjoyed not only the normal volume of sales that he could expect in his neighborhood, but in addition a large volume of business from outside sources. This is a concrete illustration of how the expansion

of the field of operations can be made productive of business.

Another dealer, representing the opposite extreme in type, operated a store in a town of 2,500 population. He handled talking machines and radio, but discovered that his sales volume was not large enough to give him an adequate profit on his investment. After considerable thought this dealer turned his store over to a competent and aggressive young man, whom he made manager. Daily he loaded a talking machine and radio set in his automobile and he scoured the farming districts for business. This canvassing-selling drive, during the last year, has netted close to one hundred sales of radio sets, in addition to numerous sales of talking machines. Of course, this business was secured only by the hard work of a man of ability.

A Harvest of Good Will

There is another angle of the outside selling plan that is worth emphasizing. Not only does it overcome the handicap of small restricted territory but the very fact that the merchant reaches people outside of his immediate district gives him the opportunity of making contacts that should eventually produce a substantial volume of business, even if the results of the first canvass are not entirely satisfactory.

Heads North Shore T. M. Co.

EVANSTON, ILL., March 4.—G. W. Davidson, manager of the North Shore Talking Machine Co., has purchased the interests of other stockholders and was recently elected president of the new organization. The establishment will continue under the same name at 712 Church street.

New York Incorporation

The Everite Radio & Phonograph Co., New York, was recently incorporated at Albany with a capital stock of \$50,000. The incorporators are J. Frey, J. Tannenbaum and F. H. Mahoney.

"NYACCO" Manufactured Products



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

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

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

Note New Address 64 Wooster Street, New York



Coming!

A New Brunswick Panatropes With Radiola—The 138-C

The Supreme Achievement in Music or Radio



Features of the New Model 138-C

1. De Luxe Panatropes equipment combined with 8-tube Radiola Super-heterodyne.
2. New and distinctive cabinet . . . figured walnut with overlay decorations. Height, 45 in.; width, 35 1/4 in.; depth, 20 1/2 in.
3. Doors fold completely back.
4. Barrel loop antenna controlled by dial directly under radio panel.
5. Radio panel so located as to permit operation from either sitting or standing position.
6. Automatic cut-off switch for current supply controlled by cabinet door.
7. New-type constant-contact Panatropes volume control . . . a marked improvement over former 5-stage type.

Brunswick

Panatropes Phonographs Radiolas Records

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO

General Phonograph Mfg. Corp. Chartered —Otto Heineman President of New Firm

New Corporation, With \$250,000 Capital, Replaces General Phonograph Corp. as Operating Company, Making Motors, Needles, Etc.—Stockholders Agree to Important Plans

The General Phonograph Mfg. Corp. was incorporated recently with a capital of \$250,000 under the laws of the State of New York. This company will replace after April 1 the General Phonograph Corp. as an operating company and will manufacture motors and needles under the various trade names which have become internationally famous. The General Phonograph Corp. will continue as a holding company exclusively, owning all of the stock of the General Phonograph Mfg. Corp. and practically all of the stock of the General Industries Co., Elyria, O. The formation of the General Phonograph Mfg. Corp. is in accordance with the result of a special meeting of stockholders of the General Phonograph Corp. held at the company's executive offices in New York on March 9, at which various details regarding the incorporation of the new company, as well as the physical and financial set-up to the affiliated companies, were ratified unanimously by the stockholders.

Otto Heineman is president of the General Phonograph Mfg. Corp., as well as the General Phonograph Corp. In a letter to the stockholders, written under date of February 26, Mr. Heineman pointed out briefly the remarkable accomplishments of the General Phonograph Corp. in the past seven years. In 1920, owing to the tremendous setback of the industry, the company was heavily indebted in various directions, but Mr. Heineman and his associates "carried on" notwithstanding exceptional handicaps and adverse conditions, until to-day the company and its affiliated organizations are in splendid shape financially and industrially. In fact, the accomplishments of the organization in recent years have been little short of

phenomenal, and the company has been receiving the congratulations of phonograph executives the country over upon the present set-up of the organization.

A. G. Bean, for the past eight years president



Otto Heineman

of the General Industries Co., Elyria, O., will continue in this important position, being in complete charge of the company's activities. Mr. Bean not only is a prominent figure in the phonograph industry, but is well known in business circles throughout Ohio in connection with his various civic and industrial activities.

The motors, tone arms, sound boxes and needles manufactured by the General Phonograph Mfg. Corp. and the General Industries Co. will be marketed exclusively through the Okeh Phonograph Corp., a corporation formed last Fall and owned by the Columbia Phonograph Co., Inc.

This company, which manufactures the very popular Okeh-Odeon record library, is also headed by Mr. Heineman and, judging from its expansion the past few months, it will attain an outstanding success during the coming year. Sales totals are steadily increasing and the new Western Electric system of electrical recording has been enthusiastically praised by Okeh jobbers and dealers throughout the country. During the past few months a number of prominent artists have signed exclusive Okeh contracts, and the present-day Okeh record is made under the exclusive and well-known Columbia process which eliminates surface noises.

To keep pace with the steady growth of the company, the Okeh recording laboratory will move to new and larger quarters on April 1, in the old Tiffany Building at Fourteenth street and Union Square, New York. Charles Hibbard, a pioneer in the development of recording art and a leader in this important division of the industry, continues as technical director of the Okeh laboratories, assisted by a competent staff of recording experts.

Mr. and Mrs. T. A. Edison Celebrate Anniversary

FORT MYERS, FLA., March 2.—While holidaying here Mr. and Mrs. Thomas A. Edison celebrated their forty-first wedding anniversary by a visit to a local moving picture theatre, making the trip in one of the products of their next-door neighbor, Henry Ford.

The Nall-Robertson Piano Co., Kansas City, Mo., was recently incorporated.



PEERLESS ART 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.



A "Real" album with individual record pockets.
(Not a Box)

New Peerless Portables

A Revelation in Artistic Workmanship

A machine, in which not only the case, but the entire interior (including turntable) is covered with a beautiful Suede *Genuine Leather*.

An innovation that will delight the eye of your customers that love nice things, at a very attractive price.

\$25.00 Retail

Contains a genuine leather covered record album with individual pockets (not a box) and gold plated clasp for monogram.

\$15⁰⁰
Retail

A popular priced quality instrument—covered diaphragm Reproducer with one-piece solid brass drawn tone-arm—and a real album.

PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK





Brunswick Electrical Recording



Outstanding Brunswick "Light-Ray" Records of the month

"Blue Skies" . . . "Since I Found You"
—fox trots with vocal chorus. Vin-
cent Lopez and His Casa Lopez Or-
chestra. * * * 3426

"Muddy Water" . . . "Ain't She Sweet?"
—Harry Richman, Comedian, with
Orchestra. * * * 3435

"Yankee Rose"—fox trot . . . "High,
High, High Up in the Hills"—fox trot
with vocal trio by The Bonnie Laddies.
Harry Archer and His Orchestra. 3452

"Lohengrin"—Prelude to Act III . . .
"Lohengrin"—Wedding Music (Act III,
Scene 1). Cleveland Symphony Or-
chestra, Nikolai Sokoloff, Conductor.
15121



is the musical news of the month in *The Saturday Evening Post* and *Liberty Magazine*

THE story of Brunswick's "Light-Ray" electric recording (music by photography) is told *Saturday Evening Post* and *Liberty* readers this month in full page color space. See the March 12th issue of *The Saturday Evening Post* and March 9th issue of *Liberty*.

By giving the phonograph-owner a new interest in his instrument . . . thus making him a customer for Brunswick Records as well as for Brunswick's new musical instruments . . . this advertising helps every Brunswick dealer. Step up your record sales by running the weekly Brunswick releases in your local paper. Mats supplied free. Ask nearest branch.

Brunswick

Panatropes Phonographs Radiolas Records

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO

SALESTRUCTOR

Dedicated to
Constructive-Instructive Selling
by Gross-Brennan, Inc.

VOL. 1. No. 1

NEW YORK

BOSTON

FEBRUARY, 1927

Why---the salestructor?

THE title and dedication of this publication represents as nearly as words permit the spirit in which Gross-Brennan, Inc., was founded and in which spirit we wish to continue to function and grow with our dealers.

The term, "permanent value," now a by-word in radio selling, first appeared in Stromberg-Carlson advertising. In connection with Stromberg-Carlson products, it means exactly what it says, that straight along the line from factory to ultimate owner, no depreciation of value can result from Stromberg-Carlson policy.

That is what we mean by *constructiveness* in radio, that is what is meant by all you read about stabilization in radio.

The constructive Stromberg-Carlson policy we were called on to establish at the outset, was at first termed everything from impractical to visionary—even idealistic—a terrible word. Our dealers' success, and incidentally Stromberg-Carlson and Gross-Brennan success quickly proved the efficacy of the policy.

And followers, with the vision to see that idealism tempered by common sense is often more practical than opportunism, have proved it by *their* success.

The bad examples of radio's early days have not yet been erased from the minds of many who survived those days, or who, entering the field when the worst was over, still believe that methods which prevailed then can again prove profitable.

To dissipate such false hopes and false be-

liefs is what we mean by *instructiveness* in radio selling.

Radio is now an accepted, established industry. To place the taking of immediate profits ahead of the building of a business has been proven unconstructive throughout all radio's past. How can it ever prove constructive in the future?

Many manufacturers, now memories in radio, set demoralizing examples till they succumbed to inevitable results. Many distributors, now memories in radio, tried to outdo manufacturers at the same game. The great wonder is that so many retailers who suffered under such untrustworthy sources of supply have survived and have kept their visions of a lasting future in radio unimpaired.

To help enlarge such vision was one of the reasons why Gross-Brennan, Inc., was founded. To help spread the growth of such vision must always be the Gross-Brennan job.

Our platform is this: "To build a future for our dealers as well as for ourselves rather than merely exploit the present. To make the Stromberg-Carlson franchise cherished as an ever increasing asset to all who maintain and merit it."

Therefore, this publication is dedicated to your growth and ours through *constructive-instructive* sales measures. We sincerely hope that every associated Stromberg-Carlson dealer will take fullest advantage of the opportunities these columns offer for successful development of his business

Gross - Brennan, Inc.

These sound sales principles make the Stromberg-Carlson line a preferred asset for each dealer.

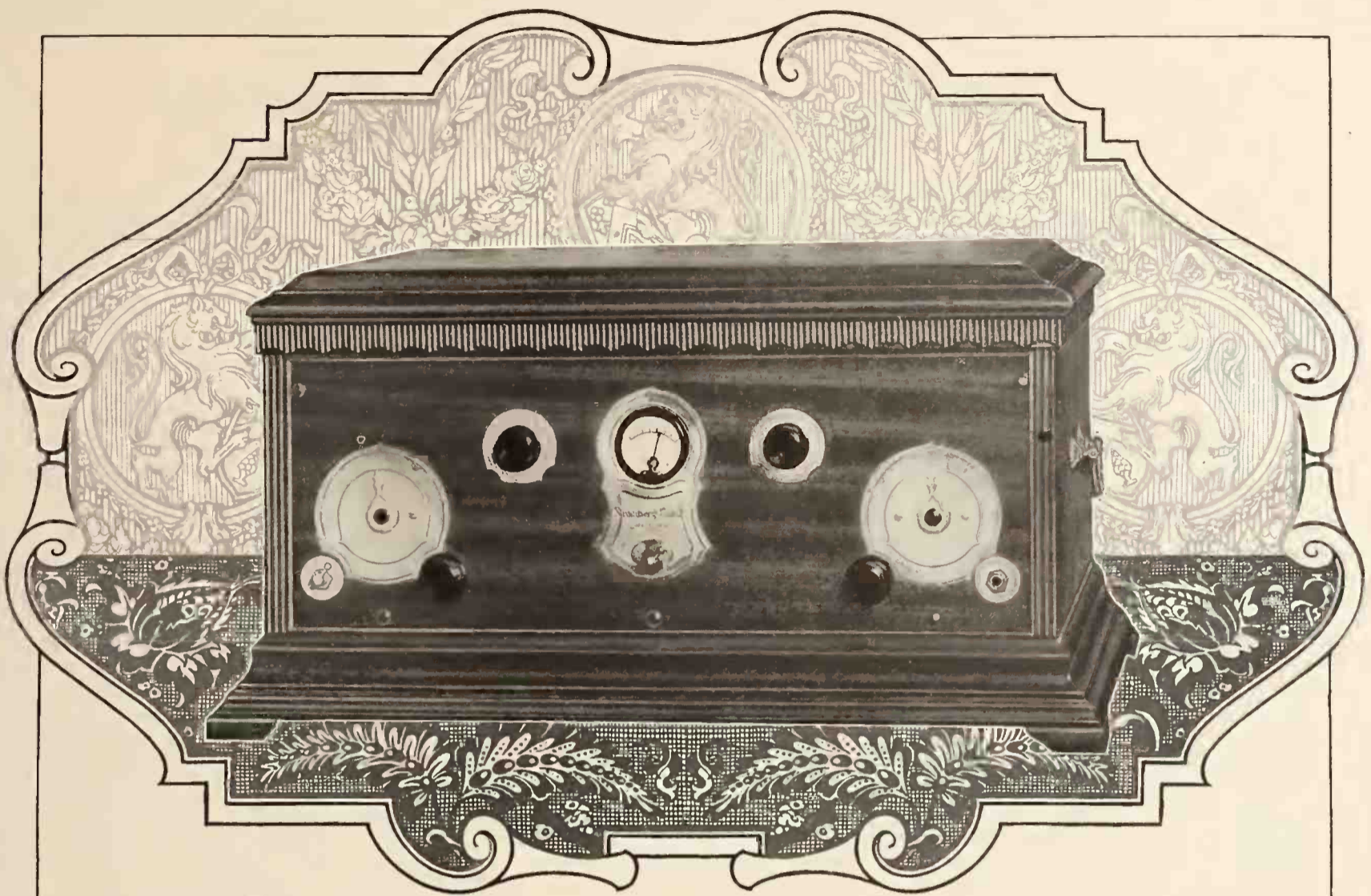
Gross-Brennan—Stromberg-Carlson—Dealers, their salesmen or service men, who have not yet received a copy of the Salestructor, should so notify our offices to assure their names being on our mailing list.

GROSS-BRENNAN, Inc.

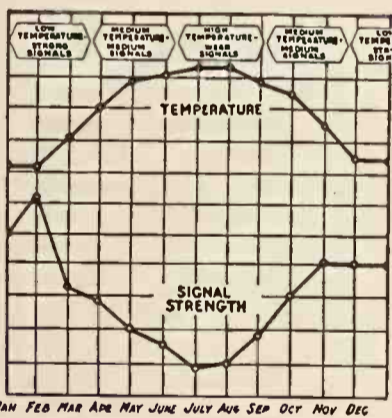
New York & Boston Representatives for Stromberg-Carlson Telephone Mfg. Co.

342 Madison Ave., New York City
Telephone—Vanderbilt 4025

910 Little Bldg., Boston, Mass.
Telephone—Hancock 7559



Stock the Receiver that helps—
YOUR WARM WEATHER SALES



The air temperature has important influence on radio transmission. The illustration adapted from graphs prepared by Dr. L. W. Austin of the U. S. Bureau of Standards, shows clearly how the strength of the Radio signal decreases as the average air temperature rises. Only a receiver of ample power will give satisfactory results in warm weather.

MARCH—the first month of Spring—has held the record for Stromberg-Carlson sales for the past two seasons. This indicates a realization by dealers that when conditions are not at their best, the worth of these magnificent instruments becomes even more apparent. With a Stromberg-Carlson weakened signals may be amplified readily to needed volume, for there is always a surplus of power—made possible through total shielding. Stromberg-Carlsons are “summer-time” Receivers—“daylight” Receivers—Receivers that will stimulate your “after-the-peak-of-the-season” trade in radio.

Dealers can safely stock and push these Receivers in the Spring and Summer months.

STROMBERG-CARLSON TELEPHONE MFG. Co.
 ROCHESTER, NEW YORK



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 That Few Merchants Know What Service Department Operation Costs—A Radio Service Agreement and Guarantee, Service Card and Record Used by Successful Retail Dealer

(The third of a series of articles analyzing the radio service problems of retail talking machine dealers and suggesting solutions that have stood the acid test of experiment based upon a questionnaire sent to dealers throughout the country by The Talking Machine World.—Editor.)

In spite of the simplicity of the problem of determining the cost of radio service apparently few talking machine dealers know what percentage of their gross profits is consumed by the operation of a service department. When a dealer enjoys a fair volume of radio business, maintains prices and merchandises along reasonably economical lines and at the same time cannot show a satisfactory profit normally to be expected from his sales volume, something is radically wrong and the chances are that something is the cost of extending service.

The returns of the questionnaire sent by The Talking Machine World to retail talking machine dealers throughout the country showed a startling range in the percentage of cost of service in comparison to the total overhead of the radio department. From 2 per cent to less than 50 per cent of every dollar spent in overhead in merchandising radio was consumed by the service end of the business. Many retailers declared that they had never "figured it out"; some stated bluntly that service cost eliminated entirely profits on sales and only one dealer declared that his service department paid its own way through sales made by service men and charges for all calls.

While the answers to the questionnaire indicated a lamentable lack of knowledge of costs, at the same time the need for more complete methods of cost finding in many talking machine establishments was emphasized. As was mentioned in a preceding paragraph, the problem is not a difficult one. Indeed, it is a matter of simple accountancy.

The dealer who knows how each branch of his business stands is in a fortunate position. If a department is not showing a profit, or, as in the case of the radio service department, is costing too much, he knows this without loss of time and can take steps to remedy the situation.

How the International Phonograph Co., of New York City, which enjoys a large radio business, reduced the cost of service when it

discovered that the expense was making serious inroads on profits, illustrates concretely the value of a well-thought-out plan of service department operation. This concern suddenly awoke to the fact that many purchasers of radio sets expected free service for an indefinite period; namely, the life of the set.

The situation was serious because of the heavy cost of keeping customers satisfied, and finally the International Phonograph Co. reached the conclusion that a definite service policy would have to be established. The result has proved even better than anticipated.

Briefly, the system provides that each purchaser of a radio set is entitled to certain kinds of service, not for any stated period of time, but limited by four service calls. To bring this home to patrons was the task the company faced, and in order to do this most effectively the service agreement was incorporated in a contract illustrated herewith. This service agreement has attached to it four coupons. One coupon is given to the service man after each call and when the four coupons have been reclaimed by the store a charge for each service call thereafter is made. This service agreement is good for one year only. In other words, the customer must use the four coupons within a twelve-month period. The coupons are numbered 1, 2, 3 and 4, and contain the following text:

Free Radio Service Coupon

Date of Sale.....Account No.....
Purchaser.....Address.....

Upon request and presentation of this coupon within one year from date, the purchaser is entitled to a Radio service call free.

Your man has been here and adjusted my Radio to my entire satisfaction.

Signed.....
Customer's Signature.

Date.....Serviced by.....

Service Record File

A radio service card file is kept in the store. A card is filled out for each customer and its purpose is to give the service department head or store manager complete information regarding the service extended to a customer without loss of time. An important item on this card is a paragraph that reads as follows: "I, the undersigned, witnessed the radio set installed and found same to be in good working order and to my satisfaction." Beneath this is space

for the signature of the customer. The card, which is illustrated on this page, is self-explanatory. On the right is another form of

SERVICE AGREEMENT AND GUARANTEE BETWEEN

JOSEPH H. MAYERS, 103 Essex St., New York, Seller

And.....Purchaser

Address.....Acct. No.....

Date.....Article.....

SERVICE AGREEMENT

Joseph H. Mayers will repair the radio instrument described above for a period of one (1) year from date of purchase, if upon investigation it is found that there is a mechanical or electrical defect in the set itself.

Every owner of a radio set should familiarize himself with the use and care of a radio set, thus eliminating unnecessary service calls. I furnish four (4) free service call coupons which the purchaser can use within one year from the date of purchase only.

I further agree that at the time of receiving service on this radio I am to surrender one coupon received from Joseph H. Mayers, and that after surrendering all my service coupons I am not to be entitled to any further service on this radio unless I pay for same. Said coupons are not transferable.

After installing the aerial and hooking up the set at the purchaser's home, Joseph H. Mayers will not replace (free of charge) any aerial or other installation that the purchaser may want due to wires being cut or purchaser's removal from one location to another. If service of this nature is requested, Joseph H. Mayers will cheerfully give estimate of such work.

Joseph H. Mayers is not to be responsible for the replacement of any cabinets, batteries, eliminators, tubes or all other accessories after installation ticket is signed by the purchaser at his home, showing that the instrument was installed and left in perfect condition.

When the service of radio department is requested there will be a charge of \$1.00 plus carfare made for service if upon investigation it is found that the radio set itself is not at fault, but that the instrument is not operating satisfactorily due to run down condition of batteries, tubes, eliminators, etc.

I further agree that if I attach or install accessories of any kind to the radio herein, not purchased from the said Joseph H. Mayers, that I will not hold the said Joseph H. Mayers responsible for any bad effect that such accessories may have upon the operation of the radio herein.

I FURTHER AGREE THAT AT NO TIME WILL I BE ENTITLED TO DEMAND FROM JOSEPH H. MAYERS ANY SERVICE ON THIS RADIO UNLESS MY PAYMENTS ARE MADE UP TO DATE, and I otherwise comply with all the terms of this contract.

GUARANTEE

Joseph H. Mayers guarantees this radio set to be free from mechanical and electrical defects and to function properly when installed in accordance with my authorized directions. I agree to replace at my expense any unit or part which may prove defective within 90 days. (Batteries, eliminators, tubes, cabinets, tables, aerial equipment and all other radio accessories not included.) It is understood that the radio covered by this guarantee is a scientific instrument, the effective operation of which is subject to the skill and knowledge of the operator, manner and kind of aerial installation and location of the instrument, atmospheric conditions and other interference; and it is understood that irrespective of whether separate payment is made to Joseph H. Mayers for installation of this instrument or aerial, no representation warranty or guaranty as to specific kind of operation or results is made by Joseph H. Mayers by virtue of the installation in question; and as this instrument was not manufactured by Joseph H. Mayers, the only warranty made by Joseph H. Mayers is that the instrument is that of the manufacturer and is in workable and good condition at the time of delivery. Reception of specific and distant stations not guaranteed. I will adjust the instrument in question free of charge upon a surrender of a service coupon which is hereby attached. No repairing or polishing of woodwork is included in this guarantee.

No representation or agreement has been made with reference to this guarantee and service agreement except as hereinabove set forth. No agent or representative of Joseph H. Mayers has authority to alter, vary, or waive any of the terms of this agreement.

Accepted: JOSEPH H. MAYERS (L.S.)

Witnessed by.....

By.....Credit Manager (L.S.)

Joseph H. Mayers Service Agreement service record. This is used by Parnes & Jacobs, another New York dealer. The purpose, of course, is to give the dealer complete information of the service given to each customer.

Charges Against Service Department

The radio service department must bear its fair share of cost. The rent of space occupied by the department, salaries, cost of operating service cars, materials, light, heat, etc., all must be considered. Only in this way is it possible for the dealer to know accurately what service is costing him.

On the other hand, to offset these expenses, there is or should be income from service calls, income from sales made by service men. One dealer credits the sales made by service men to the sales department, but this is not an equitable practice for the reason that all income for which the service department is directly responsible should be credited to it. Another dealer charges the loss represented by the difference in the income and cost of the service department to advertising. He does this on the ground that if the service men do their work

(Continued on page 11)

NAME		ADDRESS		Account No.
Change of Address		Date of Purchase	FL.	Final Date of Service
ARTICLE		Price		Terms
INSTRUCTIONS TO SERVICE MAN		C. O. D.		EVERY ACCT MUST BE UP TO DATE WITH PAYMENTS BEFORE RECEIVING SERVICE
Installed and Money Collected by		I the undersigned witnessed the Radio Set installed and found same to be in good working order and to my satisfaction.		
Date	Customer's Signature	CASHIER		

Above: Radio Service Card Used by Joseph H. Mayers for Permanent Record in Store

Right: Service Record used by Parnes & Jacobs, Inc., New York, That Helps to Eliminate Confusion

SERVICE RECORD					Order No.
Date Sold	Sold by		Phone		
Name	Address		Apt.		
Remarks					
Make	Type	Serial No.			
Date Inst.	Installed by	Type of Aerial			
ACCESSORIES					REMARKS
A Supply	1				
B "	2				
C "	3				
Tubes	4				
Horn	5				
Cab.	6				
Special	7				
	8				
	9				
	10				
	11				
	12				



RADIOTRON UX-201-A	Detector Amplifier
RADIOTRON UV-159	Detector Amplifier
RADIOTRON UX-199	Detector Amplifier
RADIOTRON WD-11	Detector Amplifier
RADIOTRON WX-12	Detector Amplifier
RADIOTRON UX-200	Detector Only
RADIOTRON UX-200-A	Detector Only
RADIOTRON UX-120	Power Amplifier Last Audio Stage Only
RADIOTRON UX-112	Power Amplifier
RADIOTRON UX-171	Power Amplifier Last Audio Stage Only
RADIOTRON UX-210	Power Amplifier Oscillator
RADIOTRON UX-213	Full-Wave Rectifier
RADIOTRON UX-216-B	Half-Wave Rectifier
RADIOTRON UX-874	Voltage Regulator Tube
RADIOTRON UV-876	Ballast Tube
RADIOTRON UV-886	Ballast Tube
RADIOTRON UV-877	Protective Tube

The known quality of Radiotrons makes sales resistance a zero. The twelve-months-a-year vivid color advertising of Radiotrons creates a never-failing demand. And their performance makes repeat-customers!

To have the finest and the easiest-selling tube for every socket—stock the whole R C A line. It's complete . . . R C A pioneered the development of a tube for every purpose.



RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

More Radiolas



Why a Radiola is better value regardless of price

SOME radio sets are bought on price alone — for there will always be people who think they get better value when they pay less money.

But every year, RCA Radiolas have proved by their outstanding leadership that it isn't the cost that counts — it's the performance, and the reputation for standing up under use.

Value can be proved by comparison. People who listen and test and compare — buy Radiolas. Radiola 20 at \$78, less equipment, has challenged competition with any make — and proved in a thousand tests that it is better value than any set of its type, regardless of price. And every three bought the highest priced Radiola.

who would have been very keen to pay less if they could get the same performance for less. Take the Radiola 28 with RCA Loudspeaker 104. Why is it so widely demanded when there are many sets that cost far less? The reasons for its leadership — discover principles developed in its designing — discover why that have given the RCA type of "lightning socket" radio dominance not only in electrical performance, but in musical reproduction.

Trials, tests and perfected

It is the pioneer in "lightning socket" — proved and perfected where others are still experimenting. It needs no antenna — operates with a single control — runs out conflicting stations in the most crowded cities.

It is a radio that meets every condition of modern broadcasting and matches every great musical program with reproduction that is vividly real! There is no finer instrument of musical reproduction today! This is its measure of value — not price!

An RCA Radiola is always "most for your money"

The prices of RCA Radiolas not only cover manufacture of extraordinarily high quality — but exhaustive research, too. But the results of this research and this careful manufacture have always been so instantly reflected in bigger demand that the price of a Radiola never shows the research cost. Instead, you will always get more value for your money when you buy a Radiola. And careful comparison will always prove it to you, before you buy.

RADIO CORPORATION OF AMERICA

RCA LOUDSPEAKER 107 — is the Loudspeaker 100 with the addition of a power amplifier (RCA Ultra-Electron) that puts great volume at your command with tone that is real — true. Complete . . . \$140. (Operates on 90-60 cycle, 110 volt A. C. lighting circuit.)

RADIOLA 20 — is every thing as selective as the ordinary antenna set. With performance and tone quality that challenge competition at any price! It may be operated either with batteries or from lighting socket devices. Less equipment . . . \$78.

RCA LOUDSPEAKER 100 — still unmatched in any where near its price! Clear through the whole tone range — and clear at any volume you give it. Especially fine for the power radio set . . . \$55.

RADIOLA 26 — six tube super-heterodyne. As a portable it has a loop in the cover, loudspeaker inside. Place in the back for small batteries. At home it has a fine walnut cabinet that holds larger batteries and has a complete set of an antenna. Cased in richly grained mahogany. With 6 Radiotrons . . . \$225.

RADIOLA 21 — six tube super-heterodyne with all the features of extraordinarily high quality — but exhaustive research, too. But the results of this research and this careful manufacture have always been so instantly reflected in bigger demand that the price of a Radiola never shows the research cost. Instead, you will always get more value for your money when you buy a Radiola. And careful comparison will always prove it to you, before you buy.

RCA LOUDSPEAKER 104 — is undoubtedly the greatest product of modern radio. Using the power of the house current it achieves remarkable quality of reproduction! Complete . . . \$275.

RADIOLA 28 — single controlled eight tube super-heterodyne, with loop. Particularly fine for city apartment homes for it needs no antenna, and is so selective that it tunes out unwanted stations even in the most crowded broadcast areas. With 6 Radiotrons . . . \$260.

A. C. Package for adapting Radiola 28 for use with Loudspeaker 104, for operation on 90-60 cycle 110 volt A. C. lighting circuit . . . \$35.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

MILLION-FOLD CONSUMER APPEAL OF ADVERTISEMENTS LIKE THIS

The above advertisement appears in The Saturday Evening Post of March 12, 1927, selling the RCA product and the RCA dealer to the buying public. The RCA campaign, now in its eighth year, reaches into every field—general publications, women's magazines, class, radio, farm, boys', technical and trade publications, newspapers and billboards.

This sign marks the leading



dealer in every community.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

in use today than any other make

But this one fact is not by any means
the whole story of RCA Leadership

Other factors besides greatest number of receiving sets sold to date combine to make the RCA Authorized Dealership the most coveted radio franchise in America today. All of these facts are directly related to the individual prosperity of the RCA Dealer. To mention only a few of them, the RCA Dealer is the beneficiary of continuous RCA national advertising, now in its eighth year. Of RCA broadcasting activities, such as the National Broadcasting Company, and the ten stations controlled by RCA and its associates. And of the RCA engineering background, which, through the laboratories of RCA, Westinghouse and General Electric, has given radio every forward step since its beginning.

LIGHTING SOCKET OPERATION

RCA was the first to enable the radio owner to dispense with the antenna and to do away with batteries. Lighting socket operation is the uppermost thing in the buyer's mind today. And all Radiolas can be equipped to operate with batteries or with lighting socket devices.

HOME DEMONSTRATION

Complete demonstration of the set in the prospect's home has proved itself the outstanding thing in the methods of those RCA Dealers who have scored the most notable successes with the RCA line.

RADIO CORPORATION OF AMERICA

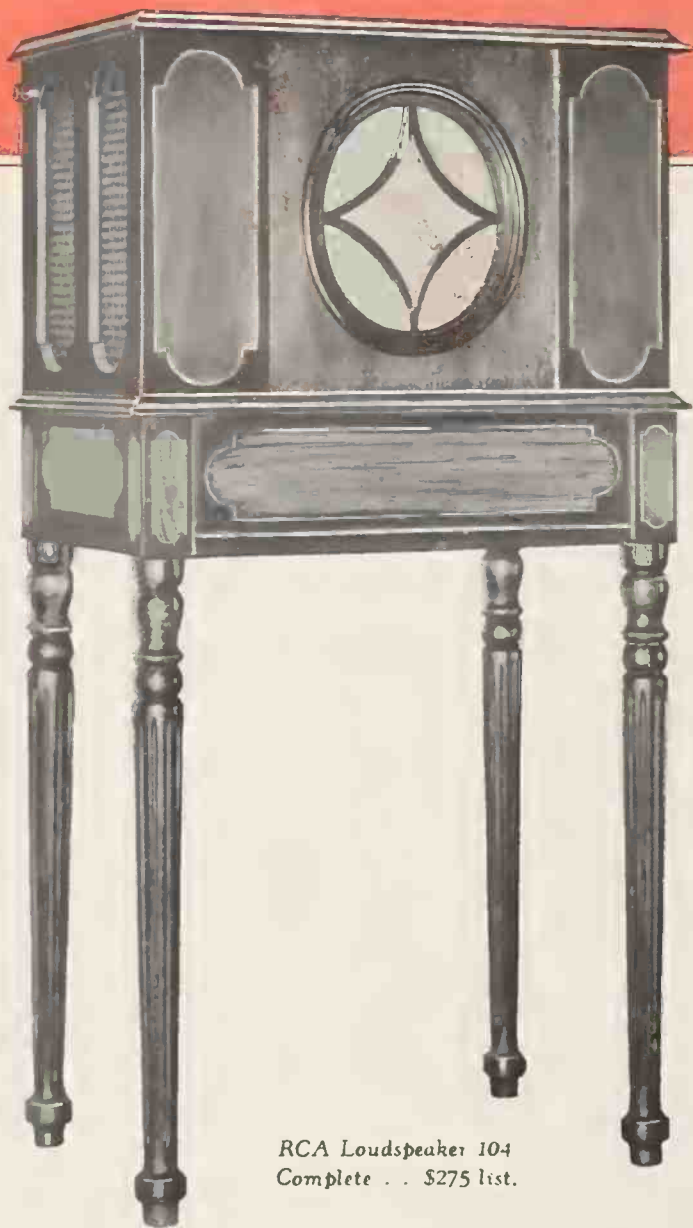


NEW YORK - CHICAGO - SAN FRANCISCO

RCA Radiola

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

The greatest ELECTRICAL and MUSICAL DEVELOPMENT of radio



RCA Loudspeaker 104
Complete . . \$275 list.

RADIO CORPORATION
OF AMERICA
New York Chicago
San Francisco

Produced by the combined forces of RCA,
General Electric and Westinghouse ~

Endorsed and adopted by the leading
phonograph companies ~ ~ ~

RADIOLA 28, with RCA Loudspeaker 104,
is not ordinary radio with batteries elim-
inated. It is radio built to operate from the
lighting socket, and based on radically new
electrical and acoustical principles. It is so
far in advance of earlier types of musical re-
production that it sells readily—and profit-
ably—on demonstration.

Use HOME demonstrations—and increase your sales.



RCA Loudspeaker 100, \$35 list.
Clear tone at any volume.
Still unapproached at anywhere
near its moderate price. Clear
through the whole range of tone.
Particularly suited for power
tube sets.



RCA Loudspeaker 102, \$140 list.
Combined with
RCA Uni-Rectron.
Operates on 50-c0 cycle, 110 volt
A.C. lighting circuit. Puts great
volume at your command, with
pure, undistorted tone.

RCA ~ Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Advertising in Foreign Language Papers Builds Big Mail Order Record Volume

Anton Mervar, of Cleveland, Advertised to Interest Local Customers and Found Orders Coming by Mail From All Sections of the World—Large Stock and Care in Shipping Necessary

The value of the foreign language newspaper as a medium for the widespread distribution of records is particularly well exemplified in the case of Anton Mervar, who operates a small music store at 6921 St. Clair avenue, Cleveland, and who during the past few years has developed what is believed to be the largest foreign record business in the city.

Cleveland, as is natural in view of its varied industrial activities, has a large foreign-born population, some statistics giving the proportion as high as 70 per cent of the total inhabitants of the city, and it is natural that any direct appeal to this substantial element should bring results. Mr. Mervar, however, has gone further than this and principally through the use of foreign language newspapers has built up a mail order business that extends to the far borders of the country and even beyond.

As an example of the manner in which his publicity is reaching out, and of the growth of his mail order business, it may be cited that only recently Mr. Mervar shipped fifty Columbia records on special order to British Columbia and other orders also went to New Mexico and California, with scarcely a week elapsing in which shipments are not made to other distant points. The growth of this record business by mail has brought with it shipping problems, for repeat orders depend upon getting the records into the buyer's home in good condition. In order to avoid breakage the records are packed in excelsior, for it has been found that this material provides better protection than the ordinary corrugated cardboard.

This particular dealer declares that there is no secret in his method for obtaining business

and that, as a matter of fact, the growth of record demand from points distant from Cleveland has been in the nature of a surprise, for it developed out of the effort to build up a good foreign record business locally. The widespread circulation of some of the Cleveland foreign language newspapers is primarily responsible for this phase of the business.

Mr. Mervar advertises consistently in Cleveland foreign language newspapers, featuring those records that are calculated to have the greatest appeal to the readers of the particular newspaper, whether it be Italian, Magyar, Hungarian, etc. He, himself, speaks a dozen languages and those who assist him in his work must have considerable ability as linguists. This is essential if foreign-born customers are to be handled efficiently, for a great many of them speak only the barest smattering of English.

Efforts are made to carry as complete a stock of foreign records as possible. These are carefully classified to enable the salesman and the shipping clerk to secure desired selections with a minimum of delay. This large stock has also proved a substantial factor in the success of the mail order business, for it makes possible prompt shipments. The actual extent of Mr. Mervar's foreign record business can best be judged when it is stated that he started primarily as a manufacturer of accordions with records as a side line, but has found that the side line business is thoroughly dominating the accordion end.

The whole success of the foreign record business of this dealer can be credited to consistent and intelligent advertising, and the ability to handle the business properly.

While the educational possibilities are vast in scope, the most encouraging feature of the new development is that the equipment for a national development can be provided in the very near future. The Radio Corp. is proceeding energetically with its plans for commercial installations of its system in theatres, motion picture houses and other places of public entertainment. An entire opera, musical comedy or drama can be electrically recorded on the film, just as it is seen and heard, and then reproduced from the same film. Whatever can be seen or heard, whether it is a nightingale singing or an army in battle, can now be recorded and reproduced.

"Whether it be called photophone or by some better name which we are seeking, the essence of this great advance in the art can be found not merely in the synchronization of sight and sound, but in the fact that both operations are accomplished simultaneously on the same film."

In describing the apparatus itself, Mr. Sarnoff declared that it was a remarkably simple installation. The projectors used are standard motion picture apparatus except that a very small box is placed between the top magazine and the projector head which is used for reproducing the sound. A small iron box contains the amplifier used, with one switch to close the circuit and a simple knob like the control on a radio set, used to increase or decrease the volume of sound as desired. On the stage or adjacent to the screen is placed the loud speaker and a cable carries the electric impulses from the projector to the speaker. Only one attendant is needed to operate the entire installation. The type of speaker varies with the size of the room in which the pictures are to be shown.

Mr. Sarnoff paid a tribute to the scientists and engineers in the laboratories of the General Electric Co., where the system was developed.

Analysis of Radio Service Problems of the Trade

(Continued from page 10)

properly they create good will that is reflected in increased business. There is something in this, but if the service department cost is great enough to jeopardize the profits from sales then, obviously, this is costly advertising that the dealer can very well do without. In this connection it may be pointed out that good will can be maintained even though a fair charge is made for service.

The next article in the series will appear in the April 15 issue of *The Talking Machine World* and it will deal with the subject of free service and its effect on sales, outlining the experiences of dealers who have tried both free and paid-for service.

The Apexon Co., Boston, Mass., was recently incorporated with a capital stock of \$250,000 to deal in talking machines, radio equipment and other musical instruments.

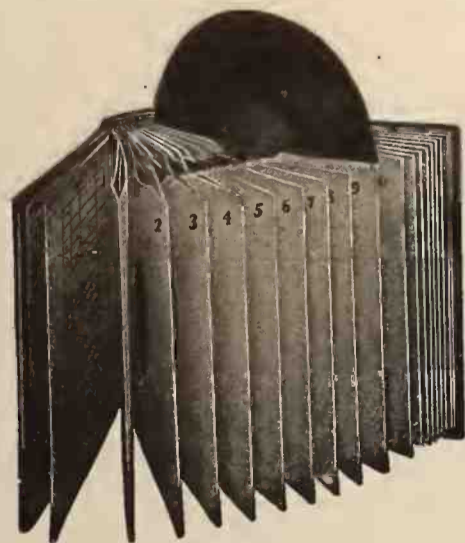
Sound and Action Synchronized Perfectly on Film Shown at the Rivoli Theatre

New Invention Perfected at General Electric Co. Laboratories Photographs Sound and Action on Same Film—Demonstration Given Under the Auspices of the Radio Corp. of America

A demonstration of the photography of sound upon the same motion picture film upon which physical motions are recorded was recently held at the Rivoli Theatre in New York by the Radio Corp. of America in co-operation with the General Electric Co. and Westinghouse Electric & Mfg. Co. The photography applies to sight and sound simultaneously. While the demonstration was confined to orchestration, singing and introductory remarks from the announcer who appeared on the film, the immediate possibilities of the new invention arise

from the rapidity with which the photographic records of action and sound can now be made.

Interpreting the achievement, David Sarnoff, vice-president and general manager of the Radio Corp. of America, which has the rights to this new system, said: "It is now practicable to photograph the President of the United States, voice as well as action, and to quickly distribute films reproducing the event in all parts of the country. Easily operated reproducing apparatus for use in theatres, schools and churches will very soon be nationally available.



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.

Music Taste Varies

How Well Do You Know Your Record Catalog?

By C. H. Mansfield

Manager, Phonograph and Radio Department, Fitzgerald Music Co.

Here is a thought that will mean much to you if you can get it firmly fixed in your mind: A man or woman buys a phonograph principally for what that phonograph brings him or her in the way of music. The fact that it is a beautiful piece of furniture, or that it is electrical, or mechanical, or what not, is really only a secondary consideration.

To some people the desire for a phonograph is based upon the instrument's ability to bring to them the snappy song hits of the day—to others the late peppy dance music is the great appeal—to others the old heart songs of other days—still others are lured by the music of some particular instrument such as the violin—and a great many want a phonograph solely for the compositions of the old masters rendered by the great artists of the concert and operatic stage, and so forth and so on. Therefore, you must be extremely careful of the records you select for your demonstration. You must be sure that the records you play are of the type that appeal to the prospect.

Sales-Killing Demonstrations

Just as an instance, consider the reaction of the man who has contemplated the purchase of a phonograph and in his mind he has visioned it as an instrumentality to bring to his home the music of the masters by the world's greatest artists. On his way to your store he visualizes this marvelous instrument brightening his home each night and day with those musical masterpieces. Upon arriving at the store and being ushered into the display room the salesman tears down all the dreams of the prospect by playing "Hard to Get Gertie," or some other jazz number that simply jars the nerves of the prospect and is very apt to considerably cool his enthusiasm for the instrument.

Nothing on earth will serve to so quickly make a prospect lose interest in a phonograph as to play the other extreme of music to the type he likes. This holds true not only with the individual with the above type of taste, but with all types. Just play the operatic aria for the man who likes only jazz or popular songs and you have created identically the same reaction, and remember that while these are the greatest, still they are not the only two extremes. There is the extreme from sentimental music to the happy, comic, carefree type, etc.

Analysis of Types of Music

A great many persons seem to think that all people are divided into just two classes as to musical taste, viz.: those who like popular music and those who like classical music. This is

absolutely wrong, for there are a great many more than just two tastes or types of music. In order that you may better realize just how many types of music there are, a few of the more outstanding are listed here: jazzy dance, melodious dance, waltzes, sentimental love ballads, band records, marches, etc., Southern folk songs—Stephen Foster, negro jubilee songs, mother songs, old heart songs, Irish songs, Scotch songs, popular semi-classic songs, concert orchestra and band numbers, chamber music (string quartets), light opera, overtures and symphonies (orchestrations), classical concert numbers (vocal and instrumental), light-heavy opera, grand opera, and heavy grand opera (Wagnerian opera).

Now, of course, there are really about four broad general classes of music listed here. The first class, or section, we will say, begins with jazzy dance, and ends somewhere around sentimental love songs and popular semi-classic music. The second class or field begins roughly around sentimental love ballads and ends somewhere in the neighborhood of light classical music. The third stage begins around the semi-classic music and extends through the light-heavy operas, and the fourth field begins around symphonies and extends through the Wagnerian operas.

This is not a discourse on music for the benefit of the musician. I am not inviting criticism or argument—for I am neither musician nor music critic. I am merely trying to divide musical tastes as I have found them into general fields for the benefit of the phonograph salesman. Certainly there are people who really enjoy all kinds of music—but they are indeed rare, and you will always find that even those persons have a distinct liking for certain types of music more than others.

Be Prepared to Demonstrate

Of course, it is always absolutely necessary to be prepared for the customer whose taste you cannot fathom by having handy a small selected list of good demonstrating records of general appeal. Records that you have found appeal to the majority of people—selections that are "atwixt and between"—neither extreme jazz or popular nor extremely heavy classical or operatic. Some of these records can be used while you are endeavoring to get a line on your customer's taste. Thus you will be minimizing the possibility of cooling your customer's enthusiasm as you might if you made the mistake of going to an extreme in the selection of your first records to be played.



C. H. Mansfield

In order to fully understand why it is important that the phonograph salesman be familiar with all the various types of music if he would be successful—just run down the list and see if there are not three or four of the types of music listed here that appeal to you more than others—and then see if there is not one type that appeals to you more than the other two or three. However, to better prove this point, it would be best to ask some lay friend—for the man who is constantly associated with music, as music salesmen are, is apt to find himself enjoying all types of music more than the layman.

The idea that I wish to impress upon you is that nearly every person has some peculiar, distinct likes in music. To say merely that a person likes popular music does not mean that he likes all types of so-called popular music from the jazzy dance number to the sentimental love ballad. His fancy as a rule rests much more strongly on one, or maybe two or three types than on the rest.

Other Divisions of Taste

Then there are other divisions of taste in the type of voice or instrument or musical organization rendering the selection. You have all come in contact with the customer who detests sopranos or who has a highly developed appreciation for the bass voice and vice versa. As well as some types who have a great liking for vocal quartet harmony and others who detest it, and you have come in contact with the person to whom the violin was soul-inspiring, and still others who regarded it more as a screeching, raspy instrument of torture; and so forth and so on.

Now since there are so many different types of music and since each customer is apt to have a different taste the advantage, or rather necessity, of knowing all records is very evident.

As an example a prospect to whom you are demonstrating may be an elderly man and you may learn that he is particularly fond of military marches, of the Sousa type. Now in the

(Continued on page 14)

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

It
 IS ONLY NATURAL
that the WORLD'S
 LARGEST SERVICE
 INSTITUTION *offers*
 MOST PRACTICAL
 CATALOG *of* REPAIR
 PARTS

Honest Quaker
 Main Springs Repair Materials



Everybody's
 TALKING MACHINE CO. INC.
 PHILADELPHIA., PA.

Light Beam Recording Process, Controlled by Federal Tel. Co., Covers Wide Field

Patent of Theodore H. Nakken, Acquired by Federal Telegraph Co. of California, Covers Combination of Photo-Electric Cell and Amplifying Tube in Recording and Transmission

The recent announcement of the Federal Telegraph Co. of California, with which Federal-Brandes, Inc., manufacturer of Kolster radio and Brandes speakers, is associated, regarding the acquisition of a sweeping fundamental patent governing the light beam process of recording sound, has created a stir in the technical world. This patent of Theodore H. Nakken is said to cover the only practical combination of the photo-electric cell and amplifying

current flow supplied by an external source. It is claimed that all the overtones which can be recorded in sound records can be reproduced through the Nakken arrangements of photo-electric cell and amplifier.

The Federal Telegraph Co. of California, through the acquisition of the Nakken patent, claims a controlling situation in the new art of talking films, transmission of pictures and all applications of producing sound through the medium of light beams, and states that each competitor is free to work out his own solutions of apparatus for utilizing the Nakken current impulses.

Work is progressing rapidly at the Federal laboratories in Palo Alto, Cal., on the apparatus and public demonstrations of the Nakken development will be made in the near future.



Theodore H. Nakken

ing tube in making phonograph records and talking or musical films as well as transmission of pictures by wire or radio and television.

The Nakken patent, according to experts, controls all systems in which light impulses acting upon a photo-electric cell are translated into corresponding but strong current impulses, such as are now being exploited in this country in the form of talking and musical films. The Nakken developments are scientifically accurate, these experts claim, and by his processes variations in light caused by variations in sound which may occur with great rapidity operate sound-reproducing circuits with the same rapidity.

The first work along the line of translating light into electrical response began in 1873, according to Mr. Nakken, when it was discovered that the element selenium, when exposed to light, changes its electrical resistance in such a way that the change is proportional to the amount of light falling upon it. Through his invention of the luminotron, Mr. Nakken states that it is possible to replace the selenium cell by photo-electric cells in all instances where formerly the selenium cell had been used. This true photo-electric cell is said to supply by itself an electrical resistance to light action, whereas the selenium cell only changes its resistance to

Erie Dealers Tie Up With Visit of Waring Orchestra

Record Sales Markedly Stimulated by Tie-Ups With Victor Artists Arranged by Aggressive Talking Machine Dealers

ERIE, PA., March 5.—The music dealers of this city co-operated with Waring's Pennsylvanians, Victor artists, on their recent visit here, with the result that record sales were greatly stimulated. Tom Waring, who in addition to playing with the orchestra also makes vocal Victor records, appeared at the Winter Piano Co. and autographed all the records made by him which were purchased during his stay. The Bates Piano Co. and the Campbell & Parker Music Store entertained the artists during their stay in this city.

Knowledge of Record Stock an Aid to Machine Sales

(Continued from page 12)

catalog there may be listed scores of different marches, but unless you have heard them all how do you know which ones are best, and most apt to appeal to your customer? Without a proper knowledge of the record catalog you are just as likely to pick the poorest, or the least appealing, record in the list, and naturally make the demonstration less effective. And it is not enough that you be familiar with two or three good marches—you should know them all, for what would happen if the "march" customer wanted to hear four or five such numbers? Could you continue to build up his desire for

the instrument unless you had cataloged in your mind several outstanding march numbers instead of only two or three? Not unless you were lucky—and in the profession of selling you simply can't afford to trust to luck.

Know Entire Catalog

The foregoing example only illustrates the necessity of being familiar with one type of music—but there are many types, so therefore to be properly equipped to sell phonographs you must know the entire catalog. To further illustrate this—just imagine yourself demonstrating to customers at various times whose different tastes ran as follows, and as a test of your knowledge of recorded music, see just how many good demonstrating records you can name:

- Marches
- Saxophone solos
- Melodious violin numbers, such as "Souvenir".....
- Concert orchestrations such as Indian Love Call.....
- Classic piano recordings such as Hungarian Rhapsodie..
- Popular vocal quartets
- Symphony orchestra numbers, such as Intermezzo from Cavalleria Rusticana
- Hawaiian guitar numbers.....
- Indian songs such as Cadman's "Land of the Sky Blue Water"
- String orchestras, chamber music.....
- Operatic arias, baritone voice.....
- Operatic arias, tenor voice.....
- Operatic arias, soprano voice.....
- Popular semi-classic songs such as "At Dawning".....
- Old heart songs such as "When You and I Were Young Maggie"
- Stephen Foster songs.....
- Scotch songs
- Comic talking records.....
- Christian Science hymns
- Other religious hymns.....
- Negro spirituals

This little test of "what's what in records" will show you very clearly how well you know the record catalog, and consequently how well equipped you are to sell phonographs. In some of the foregoing classifications you should be able to name instantly at least six or eight selections—in others as many as ten or fifteen.

You might say, "Well, I don't have to learn all this, for the record catalog has all the different selections cataloged in such a way that I can turn to the class of music I am in search of and find listed there together all the different selections of this type."

Quite true, but after you turn to this list—what then? How do you know what records in that list to select unless you are familiar with, or at least have heard, them all? All selections in a certain class are not on a par, by any means. Some are outstanding, both musically and from a recording standpoint, and much more popular and appealing than others, and it is up to you to know what numbers these happen to be, for every number that you play that lacks appeal hurts your chances for closing the deal just that much. In a demonstration you are going to have an opportunity to play comparatively few numbers—ofttimes the fewer the better—so you must be sure that each number played is as effective as possible.

(Continued in April)

Birnbach Extension Cords

The Spring and Summer radio accessory season is on the way. Set owners all over the country will buy loud speaker extension cords to move the loud speaker to the porch—sun-parlor—or lawn. Be sure your stock is adequate.

BIRNBACH EXTENSION CORDS		
No.	UNITS	List Price
120-	20 Foot Complete.	\$1.00 each
121-	30 Foot Complete.	1.40 each
122-	40 Foot Complete.	1.80 each
123-	50 Foot Complete.	2.20 each
124-	100 Foot Complete.	4.20 each

Let us send our catalog

BIRNBACH RADIO CO.

370 SEVENTH AVE. NEW YORK CITY

BIRNBACH PRODUCTS:
Radio Battery Cables made in 5, 6, 7, 8, 9 and 10 conductors, in standard and continuous lengths of 100-foot coils. Replacement loud speaker and head set cords, battery connectors suitable for dry cells, "B" and "C" batteries. Assorted lengths.



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

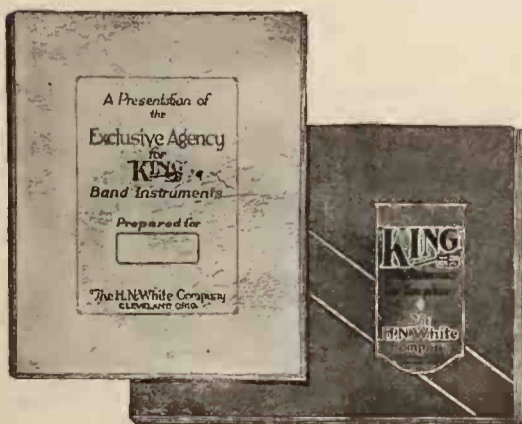
Many good territories are still open. Each week makes that number less. Our mutual profit suggests a discussion of your territory now. *May we have that opportunity?*

THE H. N. WHITE CO.

5215-85 Superior Avenue
CLEVELAND, OHIO

Makers of

KING
BAND INSTRUMENTS



THE H. N. WHITE CO., Makers of King Band Instruments
5215-85 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 _____

Easter Window Displays that Appealed to the Eye

By W. B. Stoddard

Since music is one of the leading features of Easter the dealer should especially stress his talking machines and radio sets at this season. Some excellent suggestions are offered by a group of Chicago firms.

Lyon & Healy Co. had a series of Spring windows. One of the most interesting was that devoted to Rhythmic Classics. The background was a kaleidoscope of colors, with a broad border of gold on which were silhouettes of dancing figures. A gay card suggested "The latest thing in dance music—Rhythmic Classics—You can now dance to the world's best-known melodies recorded in fox-trot rhythm." They showed a cabinet phonograph and down front a number of new records, including Hungaria, arranged from the Hungarian Rhapsody. Books of the Rhythmic Classics were also shown. A radio display had a black panel on which was a tall tree in dull orange tones. To a card was attached a storage battery, and radio sets and parts were strewn about. At one side were a number of records in a rack, with a card: "Exchange your Old Records for New Ones—Ask about this new Lyon & Healy Service." A beautiful corner window had a special Easter display. In the rear was a pipe organ, with stained glass windows on each side, and tall candles in front of each window. Pedestals were banked with palms and Easter lilies. In the foreground was a phonograph and records, and a card adorned with lilies said: "Let there be an abundance of music on Easter Day—Here are some of the most beautiful anthems and organ solos to swell the heart with joy." Another phonograph window was backed with green satin, with drapes of gold-hued silk. At one side was a cabinet phonograph and near it a floor lamp with shade of green silk. At the other, on an easel, was a large framed picture of Mme. Schumann-Heink, with records of her songs scattered over the floor.

Other Effective Displays

A carnival window was arranged by the Cable Company to feature their radio. From the ceiling

extended countless serpentine of gay colors which trailed over the black floor, thickly strewn with confetti. Carnival cards of green, lettered in blue, with orange dots, featured the beauties of the radio sets, one of which was exhibited in the foreground.

The Bent Music Co. was floored with large

Music plays an important part in the observance of Easter,—the season of the year calls for displays that are bright, colorful and attractive. The music dealer should dress his store windows in harmony with the thought in mind that the penitential season is past and the period for rejoicing has arrived and let his store window display be in harmony with the arrival of Spring.

squares of purple and lavender paper and backed with purple paper over which were long streamers of lavender. They featured both the cabinet and portable styles of radio, as well as phonographs. On the cabinets were pots of Easter lilies while cut-out Easter bunnies were shown on the floor in front.

Davidson's Talking Machine Shop had a beautiful setting, showing players of a number of types, enbowed in palms and Easter lilies, and white floor boxes filled with yellow jonquils and asparagus fern. Cabinet radio sets were also featured.

The Steger Talking Machine Co. had a window backed with curtains of green silk, and tall vases on wrought-iron pedestals, filled with masses of fragrant lilacs. They featured several makes of radio.

An interesting scheme of interior decoration was carried out by the Davis Co. in the early Spring. In the radio and talking machine section (as well as several others) the pillars were covered with bark to resemble trees while masses of foliage, spread out at the top, gave the rooms the effect of a vast forest with spreading branches.

Easter Concert Sells Many Records

Thearle Music Co., San Diego, Cal., gave enjoyment to a number of music lovers and incidentally greatly increased the sale of both sacred and popular records by a pre-Easter concert, which was given in the music salon the Saturday before Easter. The event was announced in the newspapers, and as the company has been giving these concerts for a number of years there was a goodly crowd, as the public knew good music would be heard. The artists included a vocalist and an instrumental trio, and between these selections there were a number of records rendered on the phonograph. To add interest to these phonographic selections the demonstrator, before placing each one on the machine, told something about the melody—the conditions under which it was written, how it happened to be written, or some historic occasion on which it was rendered—thus giving a personal interest to every piece. Special success was had with the book of records—this being half a dozen double records in a cardboard cover. These were put up both in sacred and popular music, tied with ribbons, and were featured as especially appropriate Easter gifts to a hostess, or from the children to mother.

Easter at Fitzgerald's

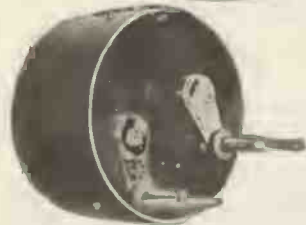
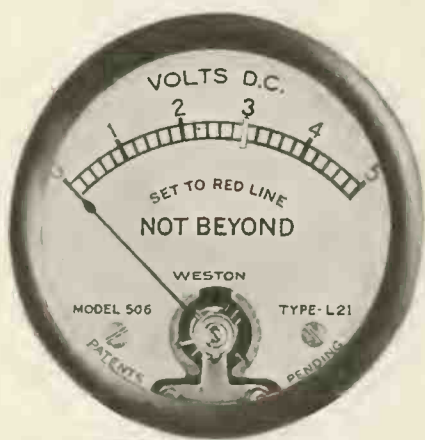
The Fitzgerald Music Co., Los Angeles, Cal., laying equal stress on phonographs and radio, brought out in a very catchy manner the pleasures to be derived from each on Easter day. In both cases the company linked up music with the eggs and rabbits for which Easter is famous. In the midst of its spacious lobby was a large glass show case floored with green grass. Here was shown a radio set, with aerial. Behind it was a larger than life white cut-out rabbit, with his front paws through the aerial. Tall Easter lilies were placed on either side of him. At the front was a big pink cardboard egg two feet in diameter on which was printed in gold "Let the Rabbits Bring You a Radio for Easter." One of the large windows was given over to featuring phonographs, the setting being that of a modern drawing room, with rich bronze velvet curtains at the side. At one side was a phonograph cabinet draped with a broad band of silk ribbon which extended to the opposite end of the window, where were two big white cut-out rabbits. On the cabinet stood a little fellow of four or five, in the act of rolling a record down to the rabbits. Set in racks were a number of Easter selections, and an art card, adorned with rabbits, gave a list of a dozen or more records with music especially appropriate for the little folks.

Music and Radio Dealers Exhibit at Auto Show

VINCENNES, IND., March 4.—Talking machine and radio dealers co-operated with automobile dealers in the annual auto show which was held here recently in the Coliseum. The side tiers of the auditorium were given over to the presentation of the latest models of radio sets and talking machines, with the exhibits of the Vincennes Phonograph Co., Schneider Music Store and the Fry Music Store attracting considerable attention.

Less Servicing Overhead—

If your customers operate their sets
with Voltmeter Control



Retails for \$10

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

MODEL 506 "Convertible" Pin-Jack Voltmeter will give your customers better set performance through proper filament control and enable them to locate and correct troubles, run-down batteries, etc., without calling for your assistance. Simple to use. The Voltmeter plugs into filament jacks provided for its reception on Radiola, Victor, Brunswick-Balke, Bosch and Standardyne sets.

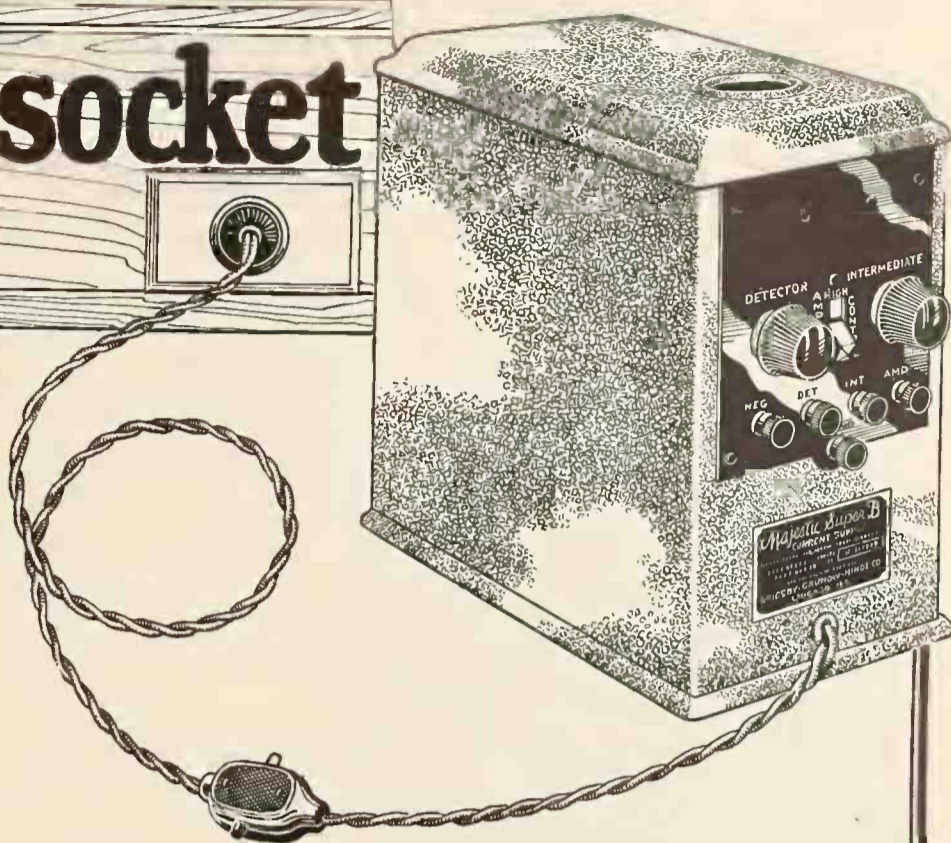
Other sets and hook-ups are easily adapted to receive it with the extra pin-jacks accompanying each instrument. When the instrument is removed from the set and plugged into the High Range Stand it gives your customer an instrument for checking his batteries. Sell him an instrument that will give him continuous set performance and prevent trouble for you. It will be worth your while.



Direct from the socket

Majestic "B" Current Supply

*delivers pure direct current from
your light socket*



Majestic Standard-B

Capacity, nine 201-A
tubes or equivalent. 45
milliamperes at 135 volts.

\$26.50

West of Rocky Mts., \$29.00
Raytheon Tube \$6.00 extra

MAJESTIC Super-B

Capacity one to twelve tubes,
including the use of power tubes.
45 mils. at 150
volts

\$29.00

(As Illustrated)

West of Rocky Mts. \$31.50
Raytheon Tube \$6.00 extra

Majestic Master-B

Positive control of all out-
put voltage taps. For sets
having high current draw
or heavy biasing batteries.
60 mils. at 150 volts.

\$31.50

West of Rocky Mts. \$34.00
Raytheon Tube \$6.00 extra

5 Points of Superiority

1 Better Reception

No hum. Superior to any source
of power.

2 Economy

Low first cost. Cheapest and best
form of "B" Power. Costs only a
fraction of a cent per hour.

3 Dependability

Maximum, unvarying power always
available.

4 Durability

No acid or liquids. Uses Raytheon
Tube; no filament to burn out.

5 Flexibility

Voltage can be accurately adjusted to meet vary-
ing conditions in every city—and on any set.

*Give your customers a demonstration on THEIR sets
It will sell more units*

GRISBY - GRUNOW - HINDS - CO.

4558 ARMITAGE AVE.

CHICAGO, ILL.

Automatic Orthophonic Talking Machine Introduced to Trade by the Victor Co.

New Instrument Plays Twelve Records Automatically, Eliminating Necessity of the Individual Changing Each Record—Electrically Operated—Has Other Distinctive Features

With demonstrations before dealers, jobbers and small groups of music lovers in various cities, the Victor Talking Machine Co. has launched its latest development, the Automatic Orthophonic Victrola. This extraordinary instrument, which is expected to have a far-reaching effect upon the industry, changes records automatically and plays twelve records in suc-



Automatic Orthophonic Victrola, Open session without attention from the operator after the mechanism has been started. The automatic instrument was developed in the Victor laboratories, after experiments extending over a period of five years.

The Automatic Orthophonic Victrola, as the new instrument is designated, performs an intricate operation in a surprisingly simple manner. Twelve of the familiar type of disc records are placed on the magazine spindle, which runs through the center hole of the records. When in playing position, the magazine of records is suspended at an angle of about sixty degrees above and to the left of the turntable of the

instrument. The electric motor which drives the mechanism is started by pushing a starting lever at the side of the turntable. This sets the turntable in motion. A slight pressure on the starter button throws the record-changing mechanism into gear. A record lift-ring, or mechanical "hand," which when idle rests around the edge of the turntable, comes up to the magazine and takes off the first record. This "hand" then returns to the turntable with the record, the tone arm swings into playing position, the needle descends to the surface of the record, and the music starts.

When the first record has been played to completion the needle slides into a continuous eccentric record groove. This eccentric groove imparts a slight oscillating motion to the tone arm, which motion again brings the record-changing mechanism into operation. The needle is lifted from the surface of the record, the tone arm moves far enough to the right to clear the record and turntable, and the mechanical "hand" again gets busy. This "hand," or lift-ring, tilts the completed record off the turntable into a velvet-lined receiving drawer, and continues up to the magazine to take off the second record. Returning to the turntable, it deposits the record, the tone arm returns to playing position, and the process is repeated until the magazine is empty. Thirty seconds is the time required for the instrument to change records.

When the last record has been played to completion the motor is shut off automatically. This is accomplished by means of a switch trip-lever on the side of the record lift-ring. The trip-lever is held away from the switch as long as there is a record on the ring, but drops down to engage the switch lever when the ring returns to the disc after tilting the last record into the receiving drawer.

The starting button serves a dual purpose
(Continued on page 118)

Federal Radio Commission Appointed— Immediate Action to "Clear the Air"

Meeting Planned in Washington Is First Step to Eliminate Chaos in Broadcasting—Interest of Public in Enjoyment of Radio Programs to Be Protected—Entire Industry to Benefit

WASHINGTON, D. C., March 7.—The new Federal Radio Commission was completed on March 5, when President Coolidge made recess appointments of Orestes H. Caldwell, of New York, and Henry A. Bellows, of Minnesota, two of the five nominees who were not confirmed by the Senate. The other commissioners are: Rear-Admiral W. H. G. Bullard, Media, Pa., chairman; Judge Eugene O. Sykes, Jackson, Mich., and John F. Dillon of San Francisco. Following conferences on plans of procedure Secretary Hoover announced that he has invited the Radio Commission to meet in Washington this week.

Secretary Hoover also issued an order to-day announcing that the Radio Division of the Department of Commerce has been established as a separate unit directly under the Secretary of Commerce, with W. D. Terrell in charge.

"The whole subcurrent of the fight over radio legislation during the last two years," said Secretary Hoover, "has been to prevent the radio listeners being dominated by politics or any other selfish interest in control of broadcasting.

"I am confident that this commission will act at once in the interest of the listeners energetically to clear up the chaos of howls which arise through interferences of stations and is the result of the long delay in securing this legislation. As the decisions of who shall use wave lengths must be based on public in-

terest I have no fear that those many radio stations which have developed high skill and service to their listeners will be fully protected."

One of the first jobs of the Federal Radio Commission will be "to clear the conflicts out of the ether" and eliminate interference, Orestes H. Caldwell, of New York, remarked, when told of his recess appointment.

"Everybody knows there is great interference and confusion," he said. "The problem is to secure good reception with the least disturbance of existing broadcasting industries. Every fellow is entitled to a square deal.

"One of the first steps in this direction will be the organization of an engineering staff to study the situation and determine what is necessary."

Latest figures show that there were approximately 700 stations in operation now, 165 were under construction and plans had been reported for 328 more. Since the old radio law was held ineffective last July, 206 new stations had been built, fifty had changed location, 170 had changed power, 106 had changed wave length and seventy-two were preparing to increase their power.

The task of "clearing the conflicts out of the ether" would include planning the work of these stations so that the interference resulting from two or more broadcasting stations sending on wave lengths close to each other would be eliminated.

H. Donaldson Leopold Vice- President of Ad. Agency

Well-known Executive of the Talking Machine Trade Assumed New Duties With Dearborn Advertising Agency on March 1

H. Donaldson Leopold, advertising and sales promotion manager of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portable phonographs, is now vice-president of the Dearborn Advertising Agency, 624 South Michigan Boulevard, Chicago. Mr. Leopold assumed his new duties on March first and his merchandising and publicity experience of recent years well qualifies him to give exceptional service to the clientele of this agency.

Mr. Leopold has been directly connected with the music industry for seven years, starting in 1920 as territorial representative for the Victor



H. Donaldson Leopold

Talking Machine Co. He joined the Brunswick-Balke-Collender Co. in 1922 as New York City salesman, later being appointed assistant Eastern sales manager. His excellent work in this post brought him recognition from the Brunswick executive office in Chicago, which he joined a few years ago in its dealer service department, managing this department for a year. He was later appointed manager of the sales promotion department, which he created, resigning from the Brunswick organization to join the Carryola Co. of America. Mr. Leopold numbers among his close friends talking machine dealers, jobbers and manufacturing executives throughout the country and he is bringing to his new work the hearty good wishes of the industry.

Capacity of United No. 6 Motor Increased

CHICAGO, ILL., March 7.—Frank F. Paul, general sales manager of the United Air Cleaner Co., of this city, manufacturer of United Phonograph motors, announced this week that the company had made arrangements to increase the capacity of its popular No. 6 motor to five ten-inch records. This increase in capacity takes place immediately.

E. A. Schroder in New Post

Ernest A. Schroder, who has been associated with the phonograph industry for a number of years, recently joined the sales staff of the Audak Co., 565 Fifth Avenue, New York City, as sales representative. Since joining the Audak organization he has confined his interests chiefly to the presentation of Singlephase and Polyphase and Revelation Ultra-phonics reproducers.

BEETHOVEN



**BEETHOVEN
WEEK
MARCH 20-26**

Sponsored by
**Columbia Phonograph
Company**



CENTENNIAL

BEETHOVEN

Celebrate
Beethoven
Centennial Week

MARCH 20-26

Be Ready! Say So!

BETWEEN March 20th and 26th of this year the entire musical world will pay honor to the great name of Beethoven.

It will be Beethoven Week—the centennial celebration.

This Week is directly sponsored by the Columbia Phonograph Company and marks the appearance of a special Columbia Centennial Edition of Beethoven Masterworks.

CENTENNIAL

BEETHOVEN

Through Columbia's efforts, Beethoven's name will fill the press, pervade the air, flash upon the screen.



Literature has been prepared, interesting both to seasoned music lovers and to those to whom up to now Beethoven may have been unknown except in name.

Make this Beethoven Week celebration your week. Let your customers—all of them—know about it. Remember, that, just as millions have Shakespeare in their homes, these same millions will want Beethoven, if only as a part of their permanent culture and social equipment.

This immense amount of free advertising is for you. It can do everything but play Columbia Beethoven Records for your customers. You alone can do that. You can. Will you?

Be Ready! - Say So!

IN EVERY WAY YOU CAN!

ADVERTISE!

DISPLAY!

DEMONSTRATE!

SELL!

COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York City

MARCH 20-26

BEEETHOVVEN

BEEETHOVVEN



Beethoven Week
March 20-26

Sponsored by
Columbia Phonograph
Company

The Symphonies

- Set No.
- 57. Symphony No. 1, in C Major, Op. 21; in Eight Parts.....\$6.00
 - 45. Symphony No. 2, in D, Op. 36; in Eight Parts.....\$6.00
 - 46. Symphony No. 3 (Eroica) in E Flat, Op. 55; in Fourteen Parts \$10.50
 - 47. Symphony No. 4, in B Flat, Op. 60, in Ten Parts.....\$7.50
 - 48. Symphony No. 5, in C Minor, Op. 67; in Eight Parts.....\$6.00
 - 61. Symphony No. 6 (Pastoral) in F, Op. 68; in Ten Parts.....\$7.50
 - 63. Symphony No. 7, in A Major, Op. 92, in Ten Parts.....\$7.50
 - 64. Symphony No. 8, in F, Op. 93; in Six Parts.....\$4.50
 - 39. Symphony No. 9 (Choral) in D Minor, Op. 125; in Sixteen Parts (Previously Issued).....\$12.00

The Chamber Music

- Set No.
- 66. Quartet in G Major, Op. 18, No. 2; in Six Parts.....\$4.50
 - 59. Quartet in C Minor, Op. 18, No. 4; in Six Parts.....\$4.50
 - 60. Quartet in B Flat, Op. 18, No. 6; in Six Parts.....\$4.50
 - 49. Quartet in F Major, Op. 59, No. 1; in Ten Parts.....\$7.50
 - 50. Quartet in E Minor, Op. 59, No. 2; in Eight Parts.....\$6.00
 - 51. Quartet in C Major, Op. 59, No. 3; in Eight Parts.....\$6.00
 - 56. Quartet in F Minor, Op. 95, in Six Parts.....\$4.50
 - 55. Quartet in F Major, Op. 135, in Six Parts.....\$4.50
 - 52. Trio in B Flat, Op. 97, for Violin, Cello & Piano; in Ten Parts \$7.50

The Sonatas

- Set No.
- 54. Sonata quasi una fantasia (Moonlight Sonata), Op. 27, No. 2, for Pianoforte; in Four Parts; Sonata Pathetique, for Pianoforte, Op. 13; in Four Parts.....\$6.00
 - 53. Sonata in A (Kreutzer Sonata) Op. 47, for Violin and Piano, in Ten Parts, \$7.50
 - 65. Sonata Appassionata, in F Minor, for Pianoforte, Op. 57, in Six Parts.....\$4.50

Conductors and Soloists

Felix Weingartner
Willem Mengelberg
Sir Henry J. Wood
Sir Thomas Beecham
Sir Hamilton Harty
Sir George Henschel
Ignaz Friedman
W. H. Squire
Albert Sammons
Lener String Quartet
William Murdoch.

Centennial Literature

1. Centennial Essay by Daniel Gregory Mason.
2. Religious Aspects of Beethoven's work.
3. Civic Tribute to Beethoven.
4. Booklet on Life and Works of Beethoven.
5. Special Supplement of Columbia Beethoven Centennial Masterworks issues.

Write for the Centennial Literature, described above, free on request.

A MERICANS pay tribute to Beethoven this week, commemorating the hundredth anniversary of the world's greatest composer.

The Columbia Centennial Edition of the Masterworks of Beethoven (electrical recordings, complete, without abridgement other than conventional repeats) is presented by the Columbia Phonograph Company as an appropriate permanent tribute to the master. Here in this immutable treasury will every music-lover find the symphonies, the quartets, and the sonatas in the special Centennial albums.

The message of Beethoven's music will be delivered in behalf of Beethoven Week by Walter Damrosch, assisted by the Musical Art Quartet, and vocalists, who are broadcasting the Beethoven Hour on Saturday, March 19, and Saturday, March 26, over the following stations: WEAf, WEEL, WJAR, WTAG, WGR, WFL, WRC, WSH, WCAE, WTAM, WWJ, WSAI, WGN, KSD, WOC, WCCO, WDAF, WGY, WHAS, WSM, WSB, WMC. Full details of this program will be given on the radio page.

The Masterworks series of the Columbia Phonograph Company, including the Beethoven Centennial Edition, contains 60 albums of the greatest works of the greatest composers from Bach to Strauss.

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway, New York City

A RECORD LIBRARY OF THE WORLD'S GREAT MUSIC



Columbia
NEW PROCESS RECORDS
Made the New Way - Electrically
Viva-tonal Recording - The Records without Scratch



CENTENNIAL

F. A. D. Andrea Sees No Springtime Radio Slump

Statement Based on Analysis of Country-wide Sales—Fada January Sales Exceeded in Volume Those for Six Months of 1926

Discussing the business outlook for 1927, Frank A. D. Andrea, president of F. A. D. Andrea, Inc., stated that the indications are clear that there will be no early Springtime slump so far as the sale of advanced types of radio apparatus is concerned. This statement is based on a current analysis of country-wide sales, which for January exceeded in volume the Fada sales for the first six months in 1926. February sales are paralleling sales for the first half of January, according to Mr. Andrea, with indications that March 1 will show a volume of business this year equal to that done up to September 1, 1926, from January first of that year.

Pointing out that there is an exceedingly active market, the Andrea statement places the

blame for any possible territorial slump on the shoulders of individual wholesalers or dealers, attributable in a large measure to "failure to take advantage of the natural conditions that exist." Study of special local conditions and analyzing of reasons are urged in those sections where sales are not on a par with the country-wide situation. Continued activity, aggressive solicitation and advertising will get the business, in the opinion of Mr. Andrea.

Hazeltine Corp. Elects

At the annual meeting of the Hazeltine Corp., owners of neotrodyne patents and trade-marks, the following officers and directors were elected for the year 1927. R. T. Pierson, president; Edgar Rickard, vice-president; Paul Armitage, secretary, and Jack Binns, treasurer. The directors include the following: Paul Armitage, I. M. Day, L. A. Hazeltine, Fred Hellman, W. L. Honnold, Thomas H. Leggett, R. E. McConnell, Harvey S. Mudd, R. T. Pierson, Edgar Rickard and W. H. Taylor, Jr.

New Model Orthophonic Victrola Placed on Market

Latest Product of Victor Co. Designed to Conform in Size With Needs of Apartment House Dwellers Where Space is Limited

The Victor Talking Machine Co. has placed on the market a new model Orthophonic Victrola, the 4-40, designed to conform with the requirements of the modern home or apartment for a cabinet of limited size and convenient form. The new model is smaller than the popular Credenza model, being 37 3/4 inches high, 37 inches wide and 20 inches deep. It is equipped with the non-set eccentric groove brake which stops the record automatically with pre-setting. It is available in its usual form with a spring motor that runs ten minutes without rewinding and also with the induction disc electric motor for use with alternating current, and also with the Universal electric motor for use with alternating or direct current.

A sturdy packing case made from light tough Plywood



Jiffycase

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

Jiffycased in jig time!

Jiffycasing furniture is the easiest, quickest shipping room job ever invented. Pads and wrappings are not necessary. One good man with a hammer and screw driver can snap out more work than a corporal's guard operating via the padding, wrapping, crating route. Not only does the Jiffycase cut packing time

and likewise packing costs to the bone—it provides a supremely safe container which carries your furniture to its destination in perfect condition at the lowest possible freight charge. Dealers like this protective shipping case for it relieves them of refinishing troubles and gives them a knock-down box which can be used again. Investigate the Jiffycase now. Complete details will be promptly supplied on request.

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH



"PEERLESS" MAPLE FLOORING AND LUMBER

VENEERS AND PLYWOOD

1827



BEETHOVEN

Centennial



1927

VICTOR TALKING MACHINE COMPANY

A Business Opportunity for Victor Dealers

A HUNDRED years have passed over Beethoven's grave. Yet his great spirit lives today in matchless musical achievements that bear the stamp of immortality. In this centennial year and month, music-lovers everywhere will turn to his works in fitting tribute to his genius. And *for* those works, they will naturally turn to *you*.

You and we have a great duty to perform in the observance of the Beethoven Centennial. Ours is represented in the magnificent recording of the Beethoven Fifth Symphony—his most famous, popular and characteristic work—specially done for this occasion. Yours consists in making this noble work—the very essence of the character of a world-figure—available to his countless admirers, and known to thousands more who will love and want it once they hear it. That you can profit greatly in this work is certainly no bar to your undertaking it with all energy.

Of no less importance than the Fifth Symphony are the following Beethoven works:

The Kreutzer Sonata —four (4) 12-inch Red Seal Records.	Two Quartets —No. 16 in F Major, No. 2 in G, each of which in- cludes four (4) 10-inch Red Seal Records.
The Symphony No. 3 —(Eroica) six (6) 12-inch records.	

An explanatory folder, memorial edition, is supplied with each set of records.

Take your part in observing the Beethoven Centennial. Order these records now. Demonstrate them—completely, frequently, persistently. A free souvenir booklet, supplied by your wholesaler, will help. Put in a Beethoven window. Offer demonstrations before clubs, schools, church and social gatherings.

Identify yourself with the Beethoven Centennial *in a Victor way*. Your customers expect it of you—and the rewards are in proportion to your effort.



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

Familiarity With Radio Reduces Calls for Service

By S. I. Marks

It was not so long ago that dealers and others were overwhelmed with calls for service only to find that approximately 90 per cent of the calls applied to tube and battery replacements. One might say that this should have been profitable business for the dealer due to the sale of accessories. But when we consider that every case demanded the dispatching of a service man who might consume an hour or two for each call, the apparent profit disappeared. On the other hand, the radio set owner soon discovered that he was paying good money not alone for the accessories replaced but also for the time of the man hooking them up. The next time he needed batteries or tubes he bought them himself and made his own replacement, thus saving himself and the dealer needless expense.

Public More Familiar With Radio

Public familiarity with radio has been possibly the greatest factor toward improvement in service conditions. We say this advisedly, for our work covers principally the radio sets that have been in use for some time, whereas improvement in construction is more or less too recent for an experience table. Public reaction to a new development has always been more active than manufacturing improvements. A very good sample of this is seen in connection with automobiles. We all can recall the time when it was necessary to spend several days learning to drive a car. To-day a car is sold with instruction in driving confined to a trip around the block just once, and in many cases not even to that extent.

Simplified Operation Reduces Service

Simplifying operation on new sets has been a very helpful factor in reducing service calls, for it has aided the dealer in giving his customer more explicit advice on operation than has heretofore been possible. The lack of absorption of radio problems by the dealer has been one of the principal thorns in his own road. The major portion of his sales, in such cases, has been overselling due to lack of knowledge on operation. The comparatively complicated schemes of operation have been too confusing to the

dealer in his limited sphere of sales effort to permit of concentrated study on set manipulation and possibilities. With the advent of single-control sets and standardization, even the dealer learns quickly the few twists required to correctly operate a radio set, and the imparting of this knowledge to his customer does not take any appreciable length of time to conclude his sale. With the customer properly and quickly instructed in the use of the radio set, many service calls have been eliminated which formerly were occasioned by ignorance.

Quality a Factor in Service

The elimination of wildcat manufacturers of radio sets has also been a material factor in reducing service work. For sets these days are made from substantial material capable of holding up indefinitely under normal usage, the manufacturers of to-day realize that their stability depends in a large measure upon the product of their factories, and hence refrain from installing any material, no matter how cheap, that is likely to fall back upon them. On the other hand, the so-called wildcat concern was only interested in the disposal of its product for the then current season, reaping the profit and disappearing.

With the public's and dealer's buying confined to few makes familiarity with operation and weaknesses are soon absorbed and at the slightest sign of trouble the remedy applied and often anticipated. The owner from discussions with other owners of similar makes soon learns to maintain his set without the necessity of calling in a service man for help. Many an owner to-day is doing the work formerly left to the dealer or service man.

Overselling Talk Dangerous

Overselling talk by dealers' salesmen has heretofore worked more havoc in radio than possibly any one factor on the merchandising end. The buyer is more correctly informed on the limitations of the various suggested types of radio sets than at any previous time since radio became an industry. No longer does the buyer learn that he can pick up Honolulu the first night and every night thereafter. He ex-

pects now to take potluck with atmospheric conditions and the various whatnots that disturb his distance dream. In the big cities the distance programs no longer hold the main attraction. Local concerts and programs are becoming sufficiently attractive to maintain interest to the exclusion of distance.

Standardization of Models

Standardization of models and increased distribution have been very helpful in reducing service work for dealers and others. The owner has had greater opportunity to learn in lay expressions what causes his set to operate and prevents it from operating, thus educating himself on its proper care and attention.

With the marketing of new devices there will always be additional service until familiarity reduces the calls. Socket power accessories are recent examples. Especially is this true of accessories requiring the addition of distilled water. The dealer might place greater emphasis on minor details for the benefit of owners, especially those details actually requiring effort by owners. This will help materially in reducing his service costs.

School for Radio Service Men

A remaining problem in radio is that of service men. With but few concerns capable of maintaining such men over a twelve-month period, the types available in season do not reflect a creditable showing. It is only natural to expect this deficiency in any industry wherein employment can be expected for but three or four months of the year, and men left to shift to other industries during the remaining eight months. It is believed that the best answer to the service man problem is the organization of a school from which men are selected for permanent connections. Such men should be bonded. We have found it more economical to employ men at fifty dollars per week than the types available at twenty-five to thirty dollars per week. The qualifications of the proper type of men include the following:

Technical knowledge of at least six different makes

Pleasing appearance and personality

Sales ability

High school education

Tact

Service men have it within their power to insure or break a sale. In these days of installment sales a service man's qualifications are serious factors in the profit and loss statement.

It may be of interest to manufacturers to learn, from our experience on strictly service work, that sets of current manufacturers constructed two and three years ago are still giving excellent service to their owners, but that sets of home construction are developing the troubles anticipated for them which eventually result in the factory product remaining the only type in the home.

Factors That Cut Service Cost

Improvement in construction

Public familiarity with radio

Simplicity of operation

Reduction in, and elimination of, indiscriminate manufacturers

Dealer and public buying confined to limited number of makes

Elimination of overselling talk by dealers

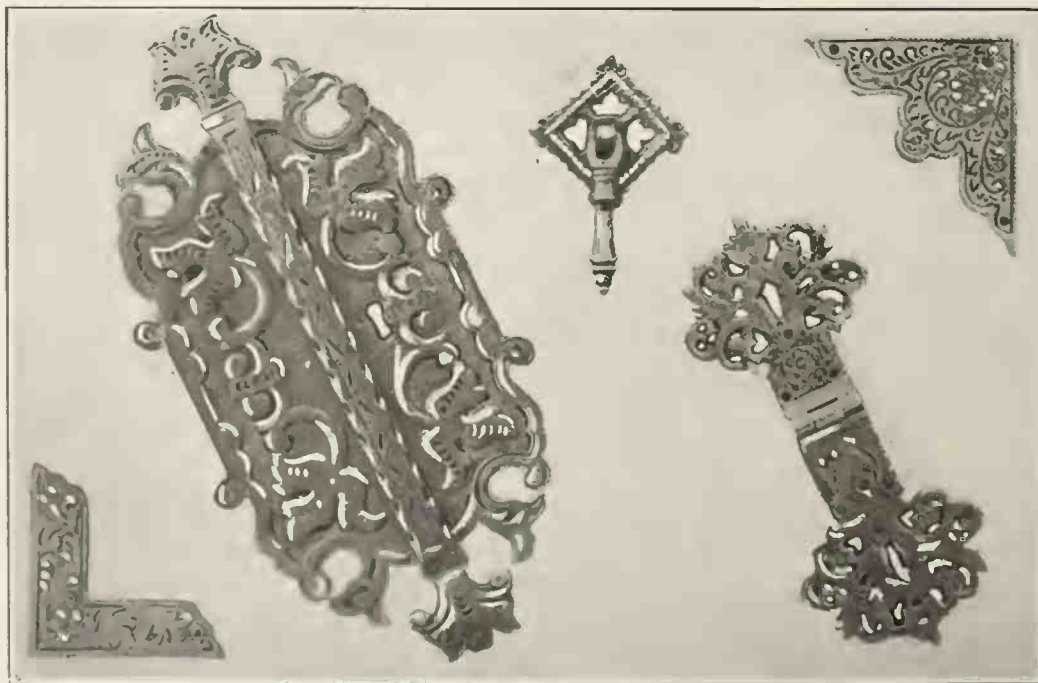
Standardization of models

Increased distribution

Orthophonic on "Leviathan"

An Auditorium model Orthophonic Victrola was recently installed on the S. S. "Leviathan" while it was being reconditioned at a Boston, Mass., drydock.

FULL LINE of HARDWARE For Radios and Phonographs



H. A. GUDEN CO., Inc.

87 WALKER STREET

NEW YORK, N. Y.

NEW!

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.



Eveready Layerbilt "B" Battery No. 486, the Heavy-Duty battery that should be specified for all loud-speaker sets. Price \$5.00.

DIFFERENT!

This, the most economical "B" battery to use, is the most satisfactory to sell

OUT of the murk of contrasting claims in radio one thing stands clear: The Eveready Layerbilt "B" Battery No. 486 is, without doubt, the most economical of "B" batteries. It is, therefore, beyond all question, the preferred battery for dealers who are creating and holding their trade by selling satisfactory merchandise only. There is a decided swing of public demand to the Heavy-Duty size "B" battery, and that swing is going to be more and more pronounced as people learn that only from Heavy-Duty Layerbilts can they secure real economy on loud-speaker sets. In the

Eveready Layerbilt you have the longest-lasting of all Heavy-Duty batteries. It costs the consumer 25 cents more, but the increase in service is much greater than the slight addition to the price.

Eveready Layerbilt's surprising performance is due to its construction. It is built in layers of flat current-producing elements, which make connection with each other automatically, and fill all available space inside the battery case. Layerbuilding packs more active material in a given area and makes those materials produce more electricity.

Radio users will get maximum

satisfaction from their loud-speaker sets, maximum "B" battery economy, and you will build your reputation to greater heights, if you sell this, the greatest dry cell "B" battery ever built. Order the Eveready Layerbilt from your jobber.

NATIONAL CARBON CO., INC.

New York San Francisco
 Atlanta Chicago Kansas City
 Unit of Union Carbide and Carbon Corporation

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

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

World-Wide

The overwhelming superiority of ULTRA reproducers is recognized in every civilized country of the world.

◇一日の躊躇は百日の損

録音ノ蓄音器ノ價格ハ
コノ廉價標準品ニ依テ
判断出来マス



The
ULTRA
(Phonic)
REPRODUCER

ウルトラ
レプロデューサー
蓄音器界の革命品
全世界驚異の的！
輸着す

◇貴店の利益を一日も早く獲得せられよ

機會は人を待たず

どんな器械にも取付け得らる

本品は曩に米國ビクター會社に依つて發表され全世界の蓄音器界に一大センセーションを興へた化學的比準の本に作られたドラムリンを稱する髮の毛の如き厚さの合金製であつておそらく人間の耳で聞き得る底音高音はそのまゝ感受再生せしめる機能を有してゐます。此の偉大なる長所は本品にビクター（オルソフォニック）の二者のみが有する特點であつて全然他品の追従を許さないので如何なる他品に雖も本品獨得の長所を越すことは出来ません。何れも本品は如何なる舊式の器械にも取付け得るに適するものなく必需品となつてゐます。

氣の焦点になつてゐる殊に電氣吹込レコードの演奏には本品を置いて他

御注文は今直ぐに願ひます

1. 先づ機式を決定し取付けレコードを決定し下キ貴方ハ此レコードを決定し
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3. 取付けレコードヲ決定し下キ貴方ハ此レコードを決定し
4. ウルトラレプロデューサー
5. ウルトラレプロデューサー
6. ウルトラレプロデューサー
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An advertisement of the ULTRA (Phonic) from far off Japan

"If a man build a mouse trap better than any other, the world will make a beaten path to his door."—Emerson

The AUDAK COM

Makers of Acoustical and Electrical

Dominance

The Polyphase ULTRA \$12.50

Just as the Rolls-Royce fills a demand for the last word in cars among those who demand and will pay for the finest, so the Polyphase fills the demand for the last word in reproducers. The Polyphase is free from the slightest phonographic trace. It has no nodes to spill or splash. It is adjustable so that its acoustic impedance can be suited to the phonograph on which it is used.

The Singlephase ULTRA \$8.50

is the famous reproducer which reproduces the ringing high notes and the booming bass, with equal fidelity.

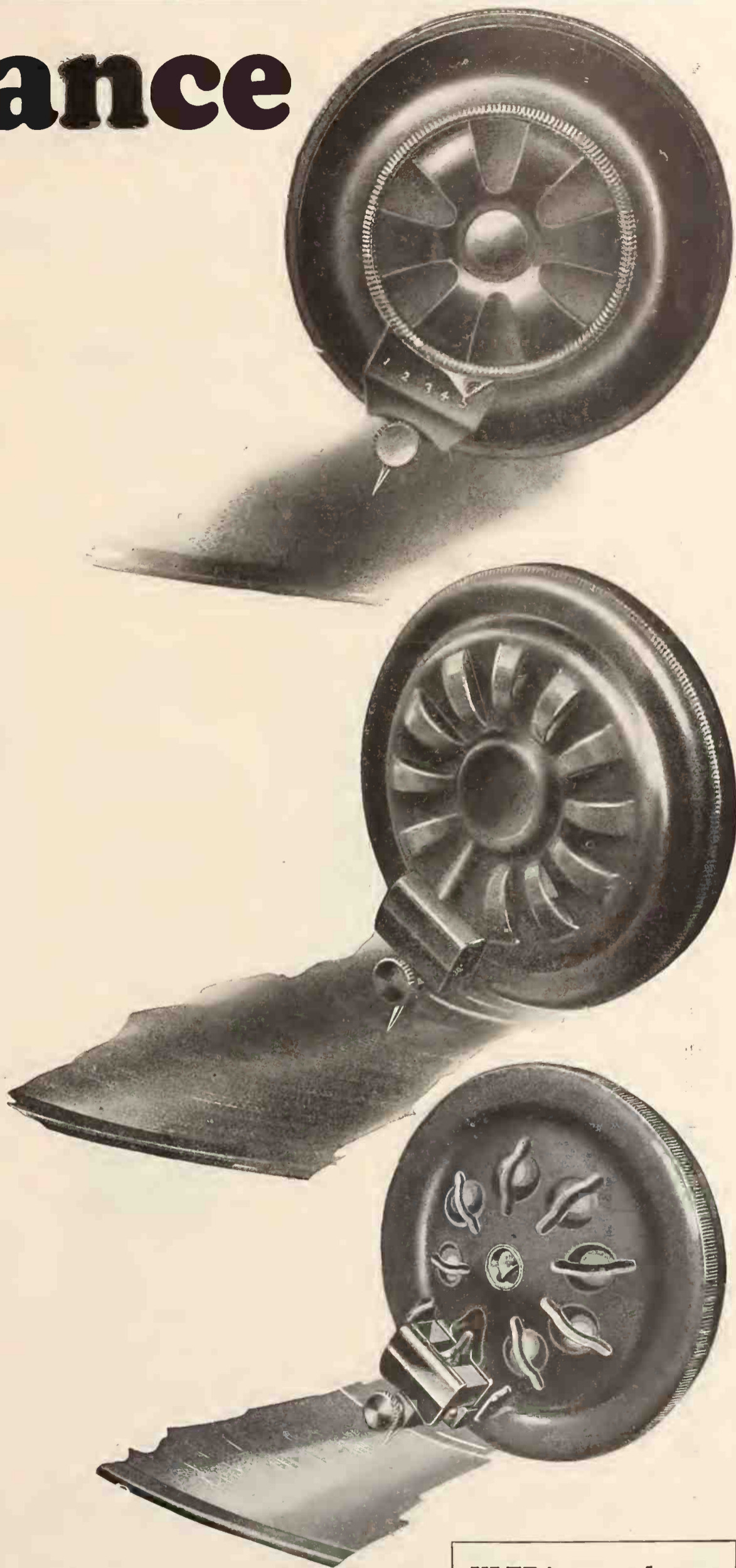
The brilliance of its performance startled both dealers and public and made it almost overnight an enormous success. It not only brings you a worth while profit, but will greatly increase your record sales through its fine reproduction.

The Revelation ULTRA \$5.50

In response to requests from dealers the REVELATION ULTRA has been created.

A high type product, at a low price, made of finest quality materials and in the scientifically studied manner for which Audak products are known everywhere.

Your jobber will gladly demonstrate its superiority.



**ULTRA reproducers
are the standard
by which all repro-
ducers are judged
and valued**

PANY,

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

Apparatus for More Than 10 Years

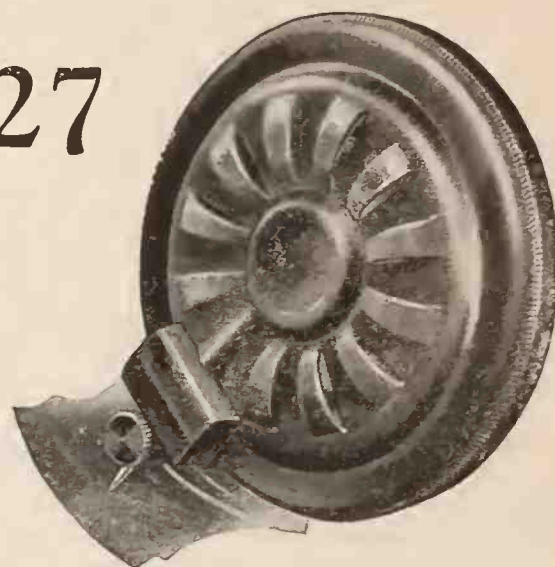
The Player-Tone

IT'S SIMPLY GREAT

Announcing for 1927

An Amazing Achievement!

Our new Saxophonic Instruments in combination with the famous ULTRA (phonic) Reproducer, made by the Audak Co., are the outstanding development in recorded entertainment permitting a refinement of sound reproduction possible in no other way.



The famous ULTRA (phonic) Reproducer



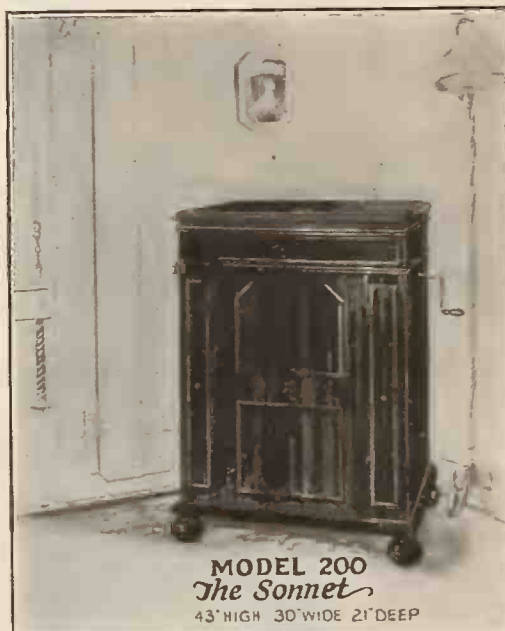
The Standard by which all reproducers are judged and valued!



MODEL 175
Consolette Grand
42" HIGH 30" WIDE 21" DEEP

A Phonograph of Artistic Beauty. Jacobean Period with Burl Walnut Front and Birdseye Maple Panels with Rose Decorations.

Five Models of Twelve



MODEL 200
The Sonnet
43" HIGH 30" WIDE 21" DEEP

An Instrument of Distinction, featuring full length amplifying tone chamber with the improved Saxophonic Equipments, makes this the Phonograph with the Magic Voice.



Model 110
34 in. High, 35 in. Wide, 22 in. Deep



Model 85
Saxophonic Consolette
36 in. High, 21 in. Wide, 21 in. Deep



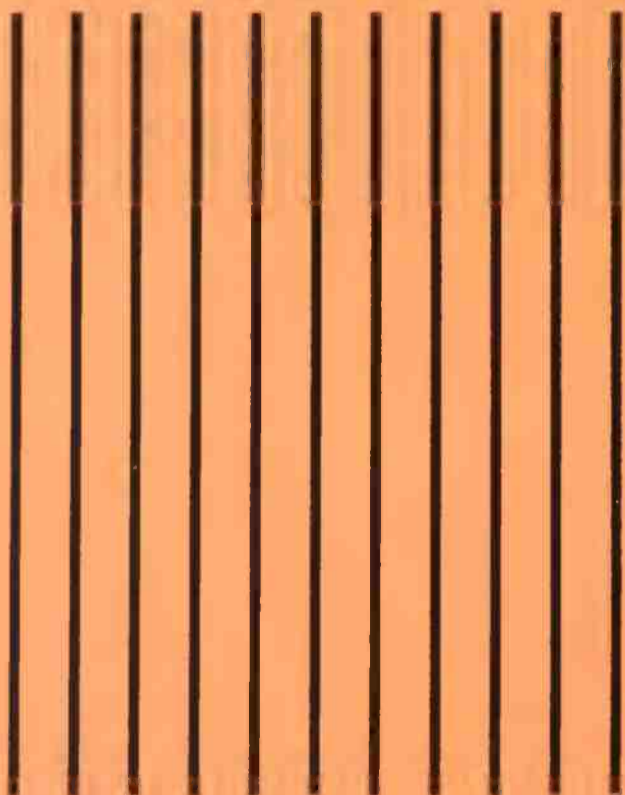
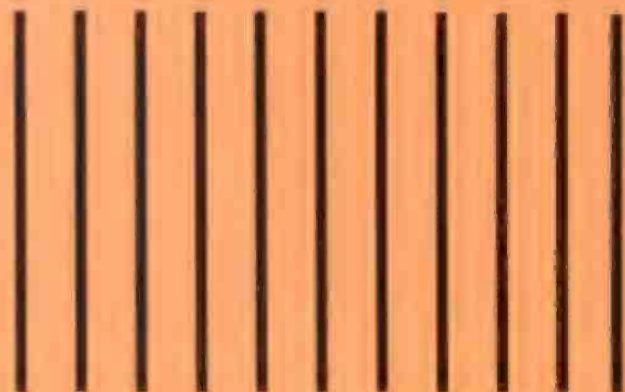
Model 125
34 in. High, 35 in. Wide, 22 in. Deep

Write at once for Our Booklet and Special Discount and Act Quickly. Be first to offer these new instruments to the trade who are ready to receive them.

PLAYER-TONE TALKING MACHINE CO.

Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.

VAL PHONIC



WHETHER the Val Phonic is used on the old records, or the new electric recordings, it performs in a most pleasing manner. It is built for continuous use in the customer's hands and will result in increased record sales.

A sample will convince you.



REG. U.S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.

300 Radio Set Sales in Two Months Out of 400 Prospects Is Record of G-R Store

Recommendations From Satisfied Customers, Names Turned in by Salesmen for Other Lines and Prospects Dissatisfied With "Gyp" Stores Are Sources of Establishment's Prospects

Out of four hundred bona-fide prospects entering the G-R Radio Store, Kansas City, Mo., in two months, three hundred radio sets were sold without the employment of a single outside salesman, according to George W. Ryan, store manager, who outlines his sales methods in the following interesting article appearing in a recent issue of the Retail Ledger:

"Out of 400 bona-fide prospects entering our radio store at Fourth and McGee streets, in two months, 300 radio sets were sold during that time, without the employment of a single outside salesman.

"Results may, as a rule, be more easily tabulated than analyzed, and, of course, there are various things which have entered into our success in selling such a large percentage of prospects. I firmly believe that one prospect, properly connected up with and handled methodically, is worth a half dozen of those who go window-shopping, or radio shopping, from one store to another, without any real intention of purchasing a set. To connect up with the people who honestly contemplate the purchase of a set is a knack in itself, and that's why 400 genuine prospects were more prolific of results in the way of actual sales completed than if we had connected up with five times that number of average or 'lukewarm' prospects.

"No doubt, then, our system of locating with real, live prospects is one of the main reasons for our percentage of bull's-eyes.

Three Ways of Securing Prospects

"We have three distinct ways of connecting up with prospects, in addition to our general methods of advertising, window displays and exhibits of stock in the store.

"The most important of the three are the prospects sent to us by persons who already own our sets—satisfied customers who not only like the sets they have bought, but are satisfied, in addition, with the treatment accorded them while making the sale and in the matter of service afterward.

"The liveliest of all live prospects is the one who comes to us as a result of the warm recommendation of our merchandise and our store, personality and service, from some friend who has been an owner of one of our sets long enough to try it out thoroughly. These are the best prospects of all, as well as the most numerous.

"In most cases, of course, this service to us from owners of our sets is simply the result of the natural expression of their satisfaction, and, like all gifts of true friendship, these people expect no pay for their kind words which result in additional sales for us.

"However, some patrons, at the time they buy a set, tell us frankly that they might be able to put over some more sales for us, and when they wish they may act as agents for us in their respective neighborhoods. We then pay them a small commission, which lessens the price of their own sets.

"But in the average instance, sales made as a result of prospects sent us by friends who are already customers cost us nothing in commission.

"The value of satisfied purchasers, as it affects our business in particular, may be illustrated by two striking examples, illustrative of others. A few months ago one of the pressmen working on the Kansas City Star purchased one of our sets. He liked it so well that he told his friends in very emphatic fashion. His word as to the performance of the set meant more to these fellows than all the high-pressure sales talk imaginable, for they knew he had no axe to grind. He had found a set that suited him and he was 'telling the world about it.' As a re-

sult of his satisfaction we have sold sets to five other pressmen, who would never have come to our store but for the original purchaser.

Six Sets to One Family

"Another similar instance, where we have sold six radio sets in a single family, is an outstanding one in our business, perhaps in Kansas City retail radio history. The original purchase was made some months ago, and, since this, sets have been sold by us to three brothers and sisters and two cousins of the first purchaser, whose satisfaction was the best sort of 'sales energy' for this store. More instances might be quoted, but these two tell the story plainly.

"Our next best method of connecting up with bona-fide prospects is through outside salesmen whose vocation may be selling almost anything else but whose avocation is to sell sets for us, when people call for them.

"There are many salesmen, working from house to house, or from office to office, selling sewing machines, vacuum sweepers, electric washing machines, etc., who quite frequently come into contact with real radio prospects—people who say, without solicitation, 'Now, if you were selling radio sets, instead of washing machines, I could talk business with you.'

"Salesmen of this type work for us, not talking radio in general, but getting in contact with those who are thinking strongly enough about radio to mention it of their own accord.

"We have connected up with several first-class salesmen in other lines who are glad to take on our radio as an incidental, or sideline, without taking any time or energy away from their regular work. What they make selling our sets is all 'velvet' to them, since all they do is to connect the prospect up with our store and we complete the sale.

"Those who bring up the subject of radio of their own accord are almost as good—and salable—prospects as those who come to us as a result of recommendation from their friends. Thus we secure the services of salesmen of real ability who are willing to act as our occasional agents, so to speak, and no commission is paid them except upon actual sales. Naturally, they do not receive any salary or expense money.

Bad Advertising Brings Many

"The third class of live prospects come to our store as a 'flareback' from the misleading advertising of other radio stores—and here is genuine proof that any sort of misrepresentation in radio advertising is a bad policy for the store doing it. But it is an asset to the stores which refrain from it.

"Here's how it works out in actual practice: Perhaps some radio store, anxious to get prospects into the store by any method, good, bad or indifferent, advertises that a customer may take a set home by paying \$5 down. But frequently there is a 'joker' connected with this offer, and this joker is one which makes many prospects angry—so, in retaliation, they come to this store or to some other which has not attempted to trick them.

"In making sales, demonstration is a big factor in completing the deal. Instead of having just one demonstrating set every set in stock or one of every type is hooked up for immediate use. If a man wants to listen to a small set, that's the kind we demonstrate with, and the same with the largest ones. We are prepared to give good, clear demonstrations, although located downtown, where some radio stores claim they cannot give a good idea of how a set will work. We allow two days' trial in the home, sell for one-fourth cash, the balance in four months, with 6 per cent interest. But we prefer to sell for cash, hence the interest charges."

Okeh
and
Odeon
Records

A Complete List of Okeh Distributors

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.

Okeh
and
Odeon
Records



(Registered in the U. S. Patent Office)

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

NEW YORK, MARCH, 1927

The Beethoven Centennial Celebration

MANUFACTURERS of talking machines and records are to be congratulated upon their prompt appreciation of the opportunity afforded by the forthcoming centennial of the death of Beethoven to interest the general public in the works of this famous composer, and for that matter in good music in general. Probably no more outstanding character among the older composers can be found than Beethoven, whose compositions, even though they may be ranked among the classics, are, nevertheless, generally familiar to the musical layman.

Particular credit is due to the Columbia Phonograph Co. for sponsoring the preliminary work of the organization of the Beethoven Week Advisory Committee, made up of prominent music lovers and musicians throughout the country, with George Eastman, of Rochester, one of the leading figures in American musical circles, as chairman. The company has not let the matter rest with the presentation of the suggestion for the centennial celebration, but has sent throughout the country a special staff of men to develop contact with city officials and music lovers in various centers, and to lay plans for the promotion of local celebrations as a part of the national movement.

Fortunately for the promised success of the celebration, commercialism has been kept well in the background and, although it cannot be said that the entire idea is altruistic in character, at least the efforts put forth cannot be expected to bring to the company any proportionate direct returns. With the proper spirit of co-operation shown by retailers, however, there is afforded a genuine opportunity for placing in thousands of homes in the country collections of records of good compositions not only by Beethoven, but by other composers of like standing. It is in greater appreciation of music such as that of Beethoven that the talking machine will find its real future. The foundation of the business in the past has been good music, and, despite the remarkable developments that have taken place both in recording and reproducing instruments during the past couple of years, that rule still holds good.

The fact that manufacturers other than the Columbia Co. have

seen fit to participate in this Beethoven celebration through the medium of their dealers is to be heartily commended, for every occasion of the sort affords just another opportunity for the legitimate exploitation of good music, particularly as it is made available through the medium of the talking machine and its records.

Effect of Radio Control Law on Trade

THE Radio Control Bill is now a law, having received the signature of President Coolidge on February 23, and automatically becoming effective as of that date with the proviso that sixty days are to be allowed for the general adjustment of the broadcasting situation before the more drastic provisions of the act become operative.

The passage of the bill at this session of Congress is a distinct tribute to those who labored so faithfully and earnestly to bring about legislation calculated to check the threatened chaos in the air and protect the interests of both the public and the radio industry. Chief among these factors were the various radio associations who were continually in the forefront in the fight to bring about action by Congress, and these organizations had the support of the various other trade bodies throughout the country which, individually and collectively, devoted their efforts to securing relief from a situation that seriously affected the stability of the entire industry.

Even though the new law may be in the nature of a compromise, it at least gives the Government agencies unquestioned authority to deal with the matter at hand as energetically as requirements demand. With 733 program broadcasting stations operating within a wave band said by experts to afford proper accommodations for only eighty-one stations, there is no question of the need for some adequate and effective control.

One of the important results of the passage of the new law is its probable effect upon the public, for there is no question but that many prospective buyers of new receivers and those who might be inclined to replace old outfits with new ones have been more or less frightened over the published reports of confusion in the air and have hesitated to make purchases. Proper control is certain to change this and again make satisfactory reception possible with the ordinary receiver and to restore public confidence in the future of the radio industry.

Phonograph Clubs Increase Interest in Records

A MOVEMENT that reflects most emphatically the great interest in phonograph music of the better sort on the part of music lovers in this country is the recent organization of phonograph clubs in various sections of the United States with a view to bringing together those of similar tastes in the matter of reproduced harmony. With the organization of a phonograph club in New York last month there are now in the United States seven such organizations with the promise that the number will be increased in the very near future. The formation of such clubs serves to put phonograph music on a serious plane and there is no question that through the discussions in these organizations there is calculated to come much of practical value to those who have to do with the selection of numbers for recording and with the actual recording itself.

The phonograph club is in no sense a new venture, for such clubs were organized in England many years ago and at present there are 150 such organizations in Great Britain, eight of them being in London. Discussions by these societies of the relative merits of various records, of various means of recording and of matters phonographic generally, have contributed much to the advancement of the art in that country. Although the movement on this side of the water is still in an embryonic state there is still a possibility that, as the number of clubs increases, they may wield an excellent influence for more general appreciation of recorded music and for further improvements along that line.

Victor Meetings Emphasize Value of Contact

NO better indication of the fine spirit of co-operation that has developed between the Victor Talking Machine Co. and its dealers can be found than in the fact that the president of the Victor

Co. took occasion to appear before several groups of dealers during the past month for the purpose of explaining at first-hand some of the manufacturing problems of the company, the progress that has been made and plans for the future development of the business.

It is unfortunate that, following talks in Philadelphia, New York, and one or two other cities, indisposition forced Mr. Shumaker to disappoint several gatherings of dealers in the West, but although in such cases a personal appearance was impossible, there was no doubt regarding the existence of the proper spirit.

It is significant that on the occasion of the Philadelphia meeting, the first of the series, a Victor Co. president, for the first time in the history of the trade, appeared before and talked to a meeting of dealers, a fact which served to emphasize the commendable desire to develop contact between the dealers and the company's executives. The results were even better than anticipated, for the retailers in the main have been quick to respond to the able and frank talks of President Shumaker and the other Victor Co. officials.

Radio Show Means an Earlier Radio Season

THE list of exhibitors at the first radio trade show to be held in Chicago the week of June 13 as published in another section of this issue of *The World* is a concrete indication of the tremendous interest aroused throughout the industry by this important step in radio merchandising. It is practically a foregone conclusion that the radio trade show will be an outstanding success, for the manufacturers have already reserved space far beyond the capacity of the auditorium of the Stevens Hotel, and are working enthusiastically to emphasize the importance of the show among jobbers and dealers throughout the country.

The first radio trade show marks a most important step in the history of the radio industry, for not only will it enable jobbers and dealers to visualize with maximum convenience the products that will be offered by the manufacturers for the coming season, but it will serve as a sales stimulant that will undoubtedly carry over for a period of twelve months. The presentation of radio products in June will mean the opening of an earlier radio season with a consequent increase in profits for every factor of the industry and a stabilization of the industry itself that cannot be measured in dollars and cents.

The Radio Manufacturers Association, which is sponsoring the first radio trade show and whose annual convention will be held coincident with it, is deserving of the enthusiastic and whole-hearted support of jobbers and dealers everywhere in its efforts to make the trade show of tangible value to the industry. This association, which comprises in its membership the great majority of the leading manufacturers of radio products throughout the country, is leaving nothing undone that will serve advantageously the interests of the radio industry, and the radio trade show in June gives every indication of being a permanent tribute to the efforts of this association in behalf of the industry which it is representing so capably and efficiently.

A number of manufacturers have sensed their error in creating the impression that radio was a seasonal rather than an all-year-round entertainment medium and have, by the introduction of improved radio sets and the encouragement of good Summer

broadcasting, endeavored to re-educate the public to a point where the business can be spread to a satisfactory extent throughout the twelve months. These moves are certain to improve the situation, but a complete solution cannot be arrived at until manufacturers in their advertising and dealers in their contact with prospects talk radio all the year around and lose the habit of keeping quiet about it from February or March until August. The remedy lies with the trade and not with the public. It takes an unusually prosperous business to realize enough profits in six months to carry on satisfactorily through the remaining six months of the year.

The activities of leading trade factors in evening the sales curve should be instrumental in bringing about a more satisfactory condition in retailing. The efforts of the manufacturers and associations must be strongly backed by similar work on the part of individual dealers to insure the complete realization of profitable year-round business. The solution of the entire problem is based on continuous and aggressive sales promotion on the part of the entire industry.

50th Anniversary of Invention of the Phonograph

THE nation-wide celebration last month of the eightieth birthday of Thos. A. Edison, to which the newspapers of the country devoted columns upon columns of space, might be held to be likewise a memorable occasion for the entire phonograph industry, for this year marked the fiftieth anniversary of the invention of the phonograph by Mr. Edison, and in a sense the founding of an industry that has enjoyed a place in the sun for well over a quarter of a century.

In many lines of trade a span of fifty years is not at all impressive, but in the phonograph trade this span encompasses the entire history of the industry to date, and those who have been connected with the trade for periods ranging from twenty-five to thirty years are rightly considered as veterans.

When one stops to consider the place that the phonograph and the talking machine have won in American home life, of their influence as educational and music factors—of the millions upon millions of dollars that have been brought into the pockets of the manufacturers, distributors and dealers—and the developments that have taken place constantly in the industry, there appears to be little excuse for pessimism as to its future. No industry that has shown the strength of ours, or has to support it the wide appeal of music, can stand still—its development, commercially and technically, is inevitable.

Indication of Stabilization of Radio Industry

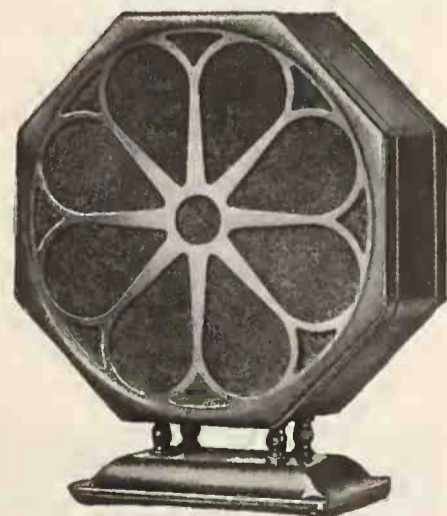
THE 1926 report of the Radio Corp. of America, showing a very substantial increase in sales over the preceding year, is a significant indication of the increased stability of the radio industry. This company, a pioneer in the industry, has through its tremendous and far-reaching publicity campaigns carried a message to practically every home in America in behalf of radio and this message is not only reflected in the company's strength and stability, but in the rapid progress that is being made by one of America's newest and most important industries.

OCTAONE

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.*

How to Reduce Cost of Fire Insurance

Many Merchants Are Paying Excessive Rates for This Form of Protection — Authoritative Suggestions on Buying Fire Insurance

By Clarence T. Hubbard

The analysis of many retail store owners' fire insurance policies, including talking machine dealers, proves that few take advantage of the many little ways by which they can save money through rate credits. It is advisable in fire insurance policies covering on buildings to have attached what is called the "Foundation Clause." The wording of this clause varies in certain sections of the country but provides in general that the cost of excavation, and the cost of foundations below the level of the ground where there is no basement, or below the level of the lowest basement floor may be excluded from the coverage of the policy and, therefore, excluded in the application of the coinsurance or reduced rate contribution clause which is usually attached to fire insurance contracts.

The purpose of a "foundation clause" is to eliminate the necessity for a building owner to pay a fire insurance premium on foundations, which are set in the ground, also the cost of the excavation, all of which could not, of course, be burned. This is stressed because if an appraisal is made of your building, the cost of the foundations and excavations will be included unless you have them separated and arrange your insurance accordingly.

Betterments and Improvements

Do you know how to handle Betterments and Improvements? If you, as a talking machine dealer, are the occupant of the building which is owned by another party and you have spent considerable money on improvements you naturally have an insurable interest in those improvements, but your interest diminishes gradually until at the end of the term of your lease you have no further interest, the ownership then passing entirely into the hands of the building owner. Therefore, instead of including the value of improvements and betterments in your stock and fixtures policy you should make an arrangement with the owner of the building to cover the improvements and betterments under a separate policy issued to yourself and the

owner as your interests may appear. Then if those improvements and betterments are damaged or destroyed at a time when your lease is just half completed, one-half of the proceeds from the insurance would be yours and the other half the building owner's. In this way the building owner pays for part of the insurance cost in the proportion which the owner's interest in the improvement and betterments would bear to the amount of insurance.

Oftentimes stock is of such a susceptible nature that the rate on it is much higher than on the furniture and fixtures. Notwithstanding many stores insure their stock and their furniture and fixtures under a blanket policy over all and at the highest rate of the combination applying. Ask your agent about this and if there is a difference in the rates separate the value of your stock from the value of your furniture and fixtures, have a policy issued to cover for a specific amount on each and you will secure a lower average rate and consequently a lower premium on your stock and fixtures insurance.

The Blanket Policy

In addition there is another benefit, a blanket policy covering both stock and fixtures which requires you to carry by rule among the companies at least 90 per cent insurance to value, or else to be a coinsurer for the difference without securing any reduction in the rate for the 90 per cent coinsurance clause. You can, if your stock and fixtures are insured separately, obtain the credit applying for 90 per cent coinsurance. Otherwise you pay the 80 per cent coinsurance rate, which is higher than the 90 per cent coinsurance rate, yet you have to carry 90 per cent insurance to value! It is important to keep the amount of your insurance equal to the full value of your property, or at least to 80 or 90 per cent of the value of the property, depending on the percentage of coinsurance which is incorporated in your policy. To do so means to save money through insurance.

The greatest saving in insurance cost can be effected through the proper control of fire insurance hazards on your premises and on your neighbor's premises.

A few recommendations you can follow out, without extra cost, and which will enable an inspector of the Rating Office to view your premises more favorably can be suggested.

First arrange your stock in an orderly fashion. Especially in the case of stock in packing cases or boxes. Such should be arranged in tiers of an even fashion, and no cases allowed to rest on the floor. Skids should be placed under them. Never allow anything to obstruct stairways or doors—above all, do not place any obstruction against automatic fire doors. If you have a basement see that the stairway to it is clear of everything, that the basement itself is readily accessible, and that there is no rubbish allowed to accumulate there. If you have occasion to store empty boxes or crates see that they are piled up in an orderly fashion. If there is a furnace in the basement, provide metal ash cans for disposal of the ashes. Keep the floor clean. In general, make your basement look as though special pains were taken to keep it in an orderly fashion.

Then you can co-operate with your business neighbor in removing some of the fire hazards mutual to his property and yours, remembering that his deficiencies can cost you money. For example, there may be an opening from the building you occupy to the next building. This may be closed by an ordinary door. By co-operating with your next-door business neighbor you perhaps can have an automatic fire door installed, to reduce your rate, the cost to be borne equally by you and him. Then there may be a "loading" in your rate for not having the walls of the building parapeted. Co-operation with the owner of the neighboring building may result in the wall being brought up to standard and the consequent reduction in rate to be enjoyed will apply to both of you.

Consult Rating Authorities

A merchant in the East, for instance, recently constructed a fireproof building of a very modern type. The rating authorities were not consulted until after the building was completed, the insurance already written and an application made for permanent rates. The fire insurance on the building mentioned would be expected to be low. When the inspector applied his schedule and in measuring the hazards he arrived at a rate of \$1.00 per \$100 insurance for one year! The merchant was amazed at the high cost of his fire insurance, as the value was \$250,000, and the premium therefore was \$2,500 a year. He soon learned that the reason for the high charge was not due to the building itself but to an adjacent exposure of a frame hotel on the South, and the exposure of a brick garage on the East. Upon the recommendation of the rating authorities an outside sprinkler system was installed on the new building as a protection against both of these exposures and when the property was again rated a rate of 25c. was made, involving a saving of \$1,875 per year in the fire insurance premium.

One thing often overlooked during the excitement of removal is that the fire insurance contract is a personal one, and does not follow the property. If you plan to move, ask your agent to endorse your policy giving you the privilege to remove the property to your new location and secure the form of endorsement which grants coverage at both the old and new locations during the process of removal.

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.

Televocal Corp'n.
67 A FIFTH AVE. — NEW YORK

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

UTAH

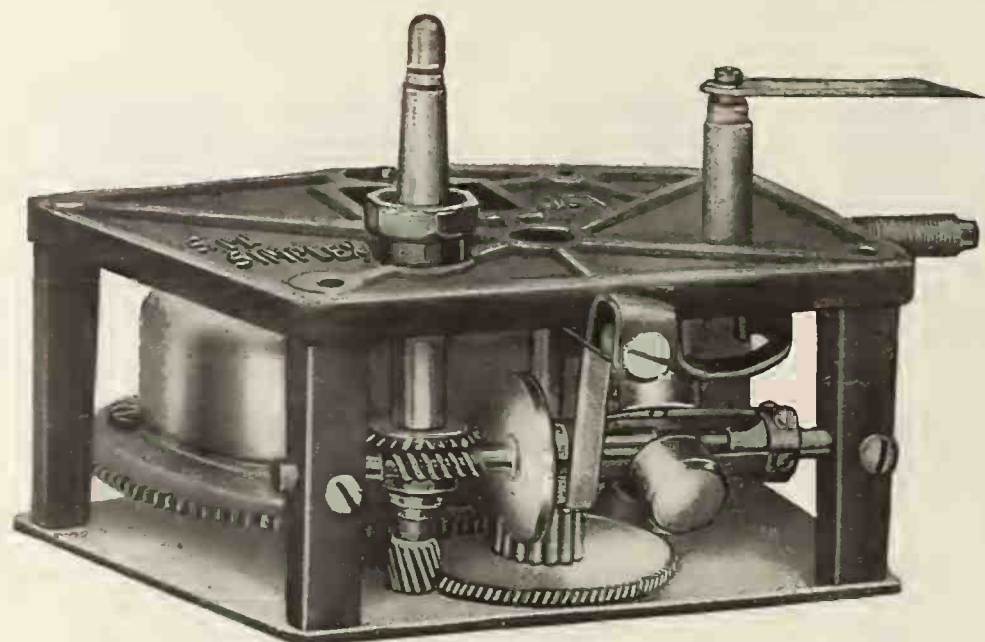


The JUNIOR CONE is the Outstanding Speaker for 1927

UTAH RADIO PRODUCTS CO., 1421 S. MICHIGAN AVE., CHICAGO

17½-In. Senior Cone \$16 13-In. Junior Cone \$10 14-In. Standard \$22.50 11-In. Junior \$12.50 17½-In. x 13½ in. Book \$19

Each One Guaranteed



MODEL SM—SIMPLEX
Plays 3 Records

SILENT MOTOR

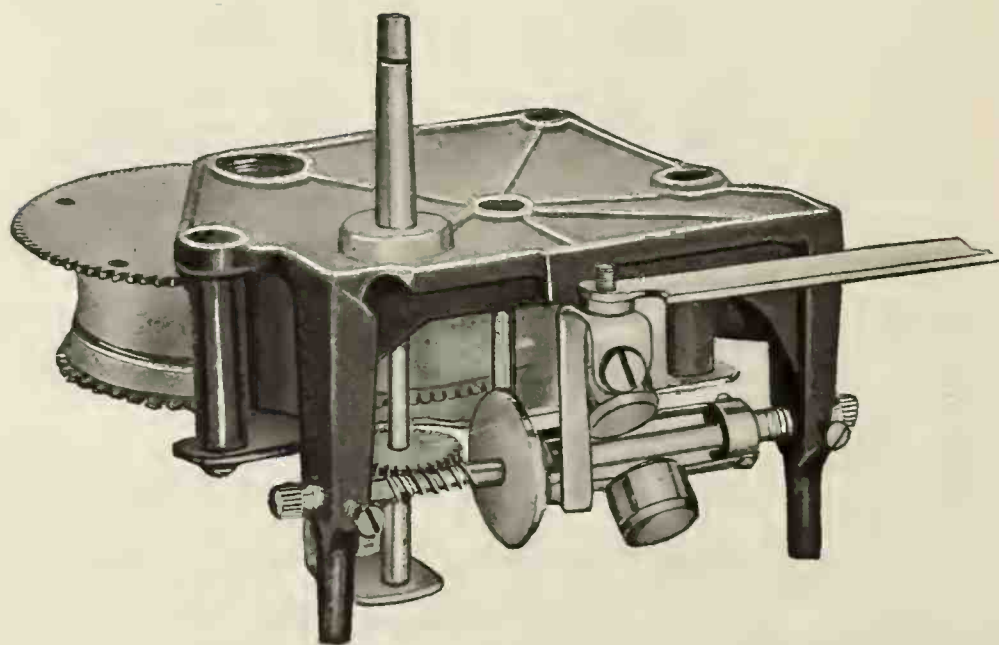
TWO NEW MODELS!

OUR LINE IS NOW COMPLETE

Use our S. M. SIMPLEX in your portables. It was built with all the needs of such a motor in mind.

Use our S. M. JUNIOR in your small portables. It was constructed expressly for low priced portables. It is light, compact, and inexpensive.

Use the MODEL D. S. in your large machines. It plays five records with one winding, and costs as little as any three record double spring motor.



MODEL SM—JUNIOR
Plays 2 Records

COMPARE OUR PRICES

Silent Motor Corporation

HERMAN SEGAL, President

317-323 East 34th Street

New York City

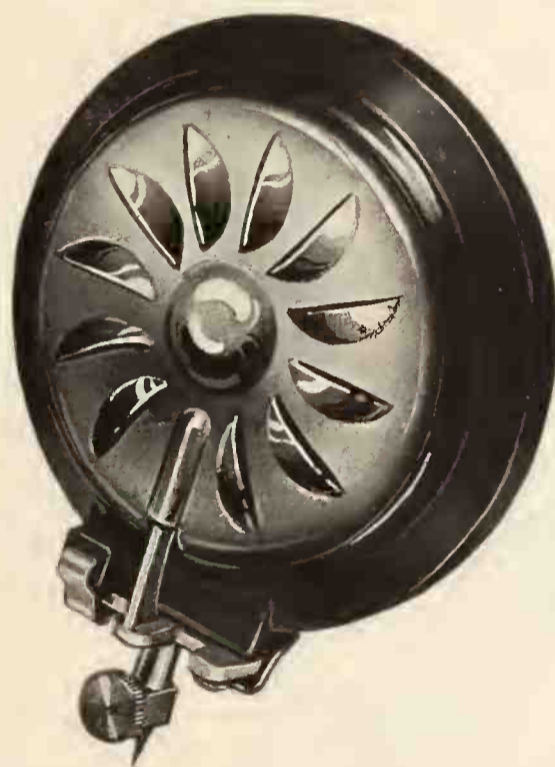
HEAR IT!

A Revelation in Sound Production

ADD-A-PHONIC

List Only

\$500



The carefully planned acoustical balance of this reproducer, designed with a straight line frequency, opens a new market for reproducers.

ADD-A-PHONIC rejuvenates the old phonograph; makes a marked improvement in the modern machine; and especially benefits the portable.

REMEMBER THE PERFECTION OF THE

ADD-A-TONE

WE MADE IT

UNIQUE REPRODUCTION CO.

HERMAN SEGAL, President

317-323 East 34th Street

New York City



Give Your Radios a Square Deal

... ship them in Atlas Plywood Packing Cases. Then you will know they will reach your customers in top-notch condition.

Leading phonograph manufacturers will gladly tell you how Atlas Cases have been protecting their beautiful machines in shipment for years. They believe in giving their phonographs a square deal. That's why they adopted rigid, light-weight, handsome Atlas Plywood Cases in the first place.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building

729

Unique Program Planned for Eveready Radio Hour

Five of the Most Popular Radio Announcers Will Officiate and Each Will Prepare a Program Unknown to the Others

A unique program has been scheduled for the Eveready Hour of the National Carbon Co. on March 15, broadcast through WEAJ and its network of associate stations. Five of the



Miss Barbara Maurel

most popular radio announcers in the country have prepared a miniature program of ten minutes each, with himself in any role he may select and the regular staff of Eveready artists and musicians as entertainers. In the final ten minutes of the Eveready Hour all five announcers will combine forces in an impromptu sketch.

Graham McNamee, Philips Carlin, Norman Brokenshire, Milton Cross and Niles T. Grandlund are the announcers. Each has outlined the program for his own ten-minute period and has delivered it in a sealed envelope to the program directors. None of the announcers know what the other will do with their ten-minute periods. Only the program directors know in advance what the entire hour will bring forth.

Barbara Maurel, mezzo-soprano; the Eveready Revellers, comprising Wilfred Glenn, Franklyn Baur, Lewis James and Elliott Shaw, and the Eveready Orchestra will respond to the calls of the five radio ringmasters.

Irvin S. Cobb, famous humorist and author, was recently featured in an Eveready Hour program.

The Period Phonograph Co., New York, has been incorporated at Albany, N. Y., with a capital stock of \$25,000.

Splitdorf Jobbers and Managers in Conference

Walter Rautenstrauch, President of Splitdorf-Bethlehem Electrical Co., Outlined Effort to Maintain Quality of Its Products

Distributors and branch managers of the Splitdorf-Bethlehem Electrical Co. gathered from all sections of this country and Canada for the annual conference at Newark, N. J., recently.

In outlining the company's policy for the year, Walter Rautenstrauch, who became president on January 1, emphasized that quality was the primary consideration of the production program with respect to all the company's products, which include magnetos, radio sets and supplies, spark plugs, socket wrenches and cable. He cited the recent appointment of Fred P. Upton as vice-president in charge of engineering and inspection and George Lang as vice-president in charge of manufacture as further evidence of the company's continuing policy to produce lines of uniformly high standard in the automotive, electric and radio fields. R. W. Porter, general sales manager, presided.

E. H. Kester, Statistician of A. K. Co., a Benedict

PHILADELPHIA, PA., March 9.—E. H. Kester, statistician of the Atwater Kent Mfg. Co., was married to-day to Miss E. G. Derbyshire, of the Germantown section of Philadelphia. The marriage was performed at St. Stephen's M. E. Church, in Germantown, after which the happy couple left for a honeymoon, spent in the milder climate to be found along the Southern Coast. Mr. and Mrs. Kester will be at home after April 1 at their residence, at Glenside, Philadelphia.

Thos. A. Edison on Vacation

Thomas A. Edison, accompanied by Mrs. Edison and his son Charles Edison, and Frederick Ott, member of his staff of experimenters, is vacationing at his Florida Estate near Fort Myers. Although Mr. Edison went South for a rest he is kept informed by daily bulletins of the work of every department in his West Orange Laboratory.

Gold Seal Dividend

A special dividend of 15 cents a share has been declared by the Board of Directors of the Gold Seal Electrical Co., Inc., New York, manufacturer of Gold Seal radio tubes, on the capital stock of the corporation, payable March 14, to stockholders of record on March 4.

Magnavox Co. Tube Line Will Embody All Types

Line Rounded Out to Cover Complete Range of Types—Tube Sales Have Shown Remarkable Increase—Attractive Dealer Literature

OAKLAND, CAL., March 4.—The Magnavox Co., manufacturer of the Magnavox line of radio equipment, recently announced that it has rounded out a complete range of radio tubes, embodying all types—detector, amplifier and rectifier. A twelve-page booklet illustrating and describing the various types of tubes will be issued to dealers in the very near future for distribution to their customers. The Magnavox Co. and its distributors have for some time been urging dealers to place more effort behind the tube products and the campaign is proving most successful, as is evidenced by the increased orders which are daily pouring in. Magnavox tubes have a reputation for long life, uniformity and non-microphonic features. They have the standard "X" base, which fits both the "X" and the Navy type sockets. An important feature is that no solder is used on the end of the prongs, so that poor contacts are avoided. Among the tubes that have led in popularity are the 201-A type Universal for use in all sockets; the 171 type power tube for use in the last audio stage; the 150-D quality detector tube and the 200-A type super-sensitive detector tube.

Other consumer literature recently sent dealers included an attractive two-page folder in colors picturing and describing the Stanford and Cornell model cone speakers. The sale of these two model speakers has been most gratifying to the officials of the Magnavox Co., who also report that Magnavox radio set sales are very satisfactory.

Harry M. Frost Co., Inc., Issues Attractive Booklet

Under the title of "Who is Frost?" Harry M. Frost Co., Inc., advertising agent, of Boston, Mass., has issued an attractive booklet. The personnel of the organization is presented through a number of pages; one page to each man, which includes a photograph of the executive, together with a brief sketch of his past connections and accomplishments. Among the executives thus presented are: Eugene B. Fraser, president; Karl M. Frost, vice-president; Harry M. Frost, treasurer; Harold M. Taylor, production manager; Joseph D. Sweeney, account executive; R. A. Maurer, art director, and Raymond E. McLaughlin, junior account executive. Harry M. Frost Co. is advertising counselor for a number of well-known houses in the radio industry, including the Tower Mfg. Co., Bou-dette Mfg. Co. and Teletone Corp. of America.

A New Creation for ALL Creation!



Faultlessly, noiselessly, uncannily, as though guided by a magical unseen hand,—humanlike in its performance,—a dozen records move and rotate in turn beneath a stylus housed in a cabinet of exquisite beauty that conceals in its fine proportion an exceptional scientific invention.

One that promises to revolutionize the talking machine business,—one that opens up a new epoch of greater activity and profit for Victor dealers—it is the Automatic Orthophonic Victrola.

Without a touch this remarkable instrument operates of itself, producing a continuous program of the world's greatest music on Victor records for one solid hour.

Remember the Automatic Orthophonic Victrola is so unique, so exclusive in undreamed of advantages, that it awakens new enthusiasms and desires on mere presentation. The old time conventional performance now gives way to this new creation.

Truly, here, Mr. Victor Dealer, are millions of dollars in new demand created for you by this stupendous new invention of the Victor Talking Machine Co. No other *standard* make of phonograph in the world possesses an automatic instrument.

What will you do to secure the business that knocks at your door?

C. BRUNO & SON, INC.

Victor Distributors to the Dealer Only

351-353 FOURTH AVENUE

NEW YORK, N. Y.

1834—Almost One Hundred Years of Dependable Service to the Music Trade—1927



PAL for five years the best known 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.

REGAL is the ideal machine for those among your customers who do not care to spend more than \$15.00 for a portable phonograph. It has splendid tone quality, plenty of volume and is mechanically perfect and sturdily built.

KOMPACT is the smallest real phonograph ever perfected. It is the only Camera size machine on the market which comes ready to play with nothing to attach or remove. It has the tone quality and volume of a full size phonograph and is fully guaranteed.

The Greatest Line of Portables Ever Offered to the Trade

REAL profits are now being made by those dealers who are featuring the Pal, Regal and Kompact Portables. With this complete line they are able to fill every requirement of their customers with the assurance that these customers will be satisfied —thoroughly!

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

The PLAZA MUSIC CO.

now introduces the—



\$40
RETAIL

Over-all dimensions when closed, 16½ inches long, 12½ inches high, 14 inches deep

Fine-Arts Micro-phonic Table Phonograph

A remarkable instrument—designed on the new improved sound reproduction principles. Its Micro-phonic reproducer, tone-arm, and four foot tone-chamber, bring out to the minutest detail all the fine tones of the new electrical recordings.

Housed in a cabinet of distinctive beauty—smartly designed and richly duo-tone finished in genuine mahogany. Lists at \$40 retail.

Order Your Sample Now

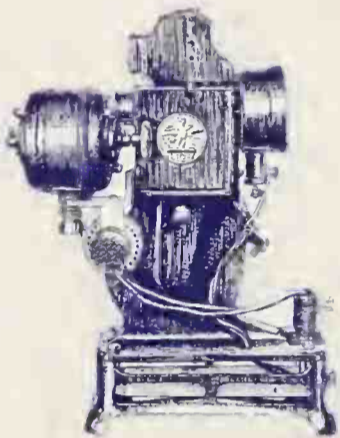
PLAZA MUSIC COMPANY, NEW YORK, N. Y.

Pathex

AUTOMATIC
MOTION PICTURE
CAMERA
AND PROJECTOR

a Real Spring and
Summer Line for

MUSIC and RADIO DEALERS



Every dealer wants a product that will command attention and make him a leader in his community. The Pathex camera and projector performs this function. It is new, it is practical and, finally, it is economical.

Amateur movies are making wonderful progress throughout the country and are fast supplanting in use the ordinary still picture cameras. Pathex (a subsidiary of Pathe Exchange) with its national human appeal gives the dealer a great summer item to cash in on during his slack business months. The investment is small, the turnover large and, remember, the repeat business on raw film for the camera and exhibition film for the projector is in itself a very profitable revenue.

We have the exclusive distribution for northern New Jersey, southern New York, eastern Connecticut and Long Island. We travel twenty salesmen—ask our representative that calls on you for more detailed information or communicate with us by wire or letter—better yet, pay us a visit and let us demonstrate to you the wonderful selling possibilities of the Pathex line. Act now—don't delay—we may receive a dealer application from your competitor before you give us your decision.



Other Products Distributed by BLACKMAN—

Orthophonic Victrolas
Fada Radio and Accessories
Eveready Flashlights

Blackman
DISTRIBUTING CO. INC.
28-30 W. 23RD ST. - NEW YORK, N.Y.
WHOLESALE DISTRIBUTORS
VICTROLAS - RADIO - ACCESSORIES

Radio Control Bill Becomes a Law— “Clearing the Air” an Aid to Sales

Commission of Five Members Will Classify Stations, Assign Wave Lengths, Determine Classes of Stations, Formulate Regulations to Prevent Interference and General Rules

The Radio Control Law, which, as stated in *The World* last month, has been passed by the House and Senate after having been whipped into shape in the Conference Committee, was signed by President Coolidge on February 23 and went into effect on that date. Although the law went into effect upon receiving the signature of the President, it provides that no holder of a license issued by the Secretary of Commerce shall be subject to the penalties provided in the bill for operating a station without a license until sixty days have elapsed. This will make the more drastic regulations of the bill fully effective on April 24.

President Coolidge will appoint a Radio Commission of five members, one from each of the five zones into which the country is to be divided. Not more than three members of the Commission may be of the same political party and no member may be financially interested in the manufacture or sale of radio apparatus or in the operation of a radio station.

This Commission will classify all radio stations, assign bands of frequencies or wave lengths to the various classes of stations, determine the location of classes of stations, or of individual stations, make regulations deemed necessary to prevent interference between stations, and make special regulations applicable to stations engaged in chain broadcasting.

The Commission is also vested with authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications or signals as it may deem proper. Under the new law “pirating of waves” will be unlawful. Changes in wave lengths, authorized power,

character of emitted signals or times of operation of “any station” cannot be made unless in the judgment of the Commission such changes will “promote public convenience or interest or will serve public necessity” or more fully comply with the provisions of the new law.

This is the situation that will exist under the Congressional compromise until one year after the first meeting of the Federal Radio Commission. After that all the power and authority vested in the Commission under the new law, except as to revocation of licenses, will be vested in the Secretary of Commerce. But the Commission, after the lapse of a year, is to have power to act upon and determine any and all matters brought before it on appeal from the decisions of the Secretary of Commerce.

The working out of the new law will be watched with great interest on all sides. With the signing of the bill the licenses of some 18,000 broadcasting stations of all types were revoked automatically. Of these stations, 725 were of the type known as “program stations,” all operating within the confines of a wave band which, according to experts, is actually capable of accommodating properly only eighty-nine stations. This will mean that many of the existing stations will have new licenses denied them, and it is believed that there will be many appeals to the courts before the question is finally adjusted.

The radio trade itself has welcomed the signing of the bill with considerable enthusiasm, for, although it may not settle entirely the confused condition that is found in radio broadcasting circles, it is believed that it will clarify it to a considerable degree. With fewer sta-

tions licensed and those stations probably more widely separated than at present, it will be possible to secure much better reception than has been the case during the past year or so, with programs blanketed or interfered with by other stations on the same or adjoining wave lengths.

In some sections of the country where stations are closely grouped, even the most selective of receivers have been unable to offer a satisfactory performance, and the result has been dissatisfaction on the part of the public and unquestionably a temporary loss of sales. If the new radio control law operates as it should, retailers feel that they can demonstrate and sell sets with the assurance that the purchasers can secure satisfactory results, and that with the wide publicity given to the question of “chaos in the air” at an end, public confidence in radio will be restored and retail business in radio sets stimulated materially.

Jedlicka Bros. in New Home

Jedlicka Bros., talking machine dealers of Bay Shore, L. I., N. Y., held the formal opening of their new quarters in the Jedlicka Building at 62-64 East Main street on Saturday, February 26. This enterprising concern has achieved a great success in supplying the residents of the South shore of Long Island with musical instruments, operating a branch store at Southampton in addition to the main headquarters.

DX on Sonora Receiver

A paragraph in a recent issue of the *Auckland, N. Z., Herald* pays tribute to the Sonora radio receiver, for in a recent test this was the only set that picked up a special concert program broadcast from Chicago station WBBM, operating on a wave length of 226 meters.

MAGNAVOX

MONEY—MAKERS



for
distributors
and
dealers



FOR more than a year we have been oversold on Magnavox Tubes. We are now increasing production and can accommodate more outlets.

The Magnavox line now includes: 201A, 171, 150D, 200A, 210, 216B and Kathion gas filled rectifier.

They have many advanced selling features that insure a growing business—non-microphonic, anti-noise, sustained quality of reproduction over an extra long life, uniformity, unique filament construction adding to power and quality, standard “X” base, no solder on prongs.

Magnavox Tubes are sold at standard list prices. They have been tested and proved in the crucible of public service for two years. The percentage of returns is remarkably low.



Magnavox Cone Speakers offer a ready made business. Magnavox created the first radio loud speaker and has made nearly a half a million since. No loud speaker name stands higher in public good will. Over a million dollars have been spent in advertising it.

Two models of cone speakers cover all demands of the low and medium price market. The Stanford (above) lists at \$23.50 and the Cornell at \$16. These prices represent reductions from 1926 prices of \$11.50 and \$6.50 respectively—they open up a new wide market.

Quality of tone, range of frequencies, volume, and eye value of Magnavox cone speakers keep you well in advance of the crowd.

Write for details of our proposition.

General Offices and Factory, Oakland, California ↔ THE MAGNAVOX COMPANY ↔ Chicago Sales Office, 1315 South Michigan Avenue

SIXTEENTH ANNIVERSARY OF MAGNAVOX PROGRESS IN RADIO

Kellogg Radio



Again—We Stress
PERMANENCE!

A year ago we pointed out the importance to the retail dealer of tying up to manufacturers who may safely be considered Permanent fixtures in the radio industry.

Subsequent events have only served to stress this point—and the better radio dealers from Coast to Coast are showing their faith in Kellogg by adopting Kellogg Radio as their leading *Quality* line.

Kellogg Switchboard & Supply Co.
Department 25-93. CHICAGO

Officers and Directors Elected at the Annual Meeting of the Federated Assn.

Important Trade Problems Received Consideration at First Annual Meeting of Federated Radio Trade Association Held in St. Louis—Interesting Addresses Featured Event

The first annual meeting and election of officers of the Federated Radio Trade Association at the Coronado Hotel, St. Louis, Mo., in February, was attended by delegates from twelve of the State and territorial radio trade associations. Ten of these strongly organized asso-

Representation on trade relations committee of all branches of the industry such as: dealers, jobbers, manufacturers, broadcasters, the press, etc., and the naming of qualifications of a radio jobber, dealer, etc.

Creation of a show manager's committee to standardize the ten radio shows put on by the member associations each year and co-operate in buying all advertising matter, supplies, programs, etc.



New Officers and Directors of Federated Association

Front Row: (Seated)—H. H. Cory, T. B. Sharar, T. White, H. J. Wrape, G. H. Riebeth, R. M. Saunders, A. M. Edwards. Back Row: H. J. VanBaalen, C. S. Bettinger, C. J. Linxweiler, J. O. Maland, H. P. Smith, C. H. Frazell, Sidney Neu, R. W. Bennett, E. C. Johnson, W. P. Mackle, Chas. L. Hohman.

ciations are members of the Federation and are the mouthpiece for thousands of dealers and jobbers in their respective territories.

Resolutions covering the following points were adopted:

Agreement that in advertising, broadcast programs and the pleasure derived from them should be emphasized rather than the apparatus itself.

Members of these associations unalterably opposed to direct advertising over the "air."

Voted to sponsor the Fourth Radio Industries Banquet in New York at the time of the September Show there.

Voted for the continuation of the National Radio Co-ordinating Committee.

Five of the show managers present at the St. Louis meeting announced dates of their Fall Shows this year as follows: St. Louis, Mo., September 18; Minneapolis, Minn., September 26; Milwaukee, Wis., October 4; Buffalo, N. Y.,

October 4; Detroit, Mich., October 24.

Addresses on the activities of their respective associations were made at the meeting in St. Louis by: Arthur T. Haugh, president of the Radio Manufacturers' Association; Paul B. Klugh, executive chairman of the National Association of Broadcasters; Wm. S. Hedges, radio editor of the Chicago Daily News, who represented the National Radio Co-ordinating Committee; S. N. Clarkson, assistant director of the National Electric Manufacturers' Association; Harry LaMertha, president of the Radio Writers' Association; J. O. Maland, of the Northwest Radio Trade Association, and Francis St. Austell, who represented the Iowa Radio Listeners' League and the Des Moines Radio Dealers' Association.

On the last afternoon of the convention the annual election of the officers and directors was held and the following were elected: President, Harold J. Wrape, St. Louis, Mo.; first vice-president, Thomas White, Buffalo, N. Y.; second vice-president, George H. Riebeth, Minneapolis, Minn.; third vice-president, R. M. Saunders, Columbus, O.; fourth vice-president, T. B. Sharar, Rochester, N. Y.; secretary, H. H. Cory, Minneapolis, Minn.; treasurer, A. M. Edwards, Detroit, Mich.

The board of directors consists of: Harold J. Wrape and R. W. Bennett, St. Louis Radio Trade Association; A. M. Edwards and H. J. Van Baalen, Michigan Radio Trade Association; Clarence F. Bates and Sidney Neu, Wisconsin Radio Trade Association; George H. Riebeth and J. O. Maland, Northwest Radio Trade Association; H. C. Wall and Charles H. Frazell, Indiana Radio Trade Association; Thomas White and C. S. Bettinger, Buffalo Radio Trade Association; T. B. Sharar and Charles L. Hohman, Rochester Radio Trade Association; C. J. Linxweiler and John Saum, Dayton Radio Trade Association; H. C. Bonfig, Kansas City Radio Trade Association, and R. M. Saunders and E. C. Johnson, of the Columbus Radio Trade Association.

Power Tubes
Require a "B" Power Supply
Specially Designed to handle them

Here it is!

The
KELLOGG



Jobbers and Dealers
 franchises now open

"B"
power
 unit

Here at Last—

is the "B" supply that will deliver the needed 180 volts to 171 power tubes at a current draw equal to the most extreme conditions.

The vital importance of adequate "B" voltage is apparent to every dealer concerned with giving satisfaction to his trade—and in reducing service expense.

Here is something vital to the well-being of your business in this "Power Tube Age." Write us at once for full details.

Guaranteed to Deliver 180 Volts
With 40 Milliampere Draw

(and 110 volt, A. C. supply)

Kellogg Switchboard & Supply Co.

Dept. 25-93, CHICAGO

Canton Dealers Eliminate Home Demonstrations of Radio to Cut Sales Costs

Dealers in Ohio City Take Important Step to Reduce Overhead—Announce Change to the Public in Merchandising Policy by Means of an Advertisement in the Local Newspapers

Retail talking machine dealers handling radio are giving more and more consideration to ways and means of reducing sales costs. Analysis indicates that home demonstrations have an important bearing on the operating expense of the radio department. Many dealers from time to time have reported experiences with shoppers who make a practice of going from one store to another and requesting a home demonstration of the various radio sets handled. Dealers faced with competition have been compelled more or less to accede to the demands of these people, gambling on the chance of making a sale. Very often, however, they have learned to their sorrow that the sale was not for them, although, perhaps, they had spent a great deal of time in arranging the demonstrations, to say nothing of the cost of transporting the various radio sets to the home of the prospective buyer.

One of the most important moves to eliminate this evil is that recently taken by the radio dealers of Canton, O. These dealers all agreed to discontinue home demonstrations of radio sets, and to impress the change of policy on the public. The following ad was inserted in the local newspapers:

RADIO ANNOUNCEMENT
CHANGE OF SALES POLICY

In accordance with the policy adopted by the leading radio dealers of the country, the Radio Dealers of Canton, after January 20, 1927, will sell radio receiving sets on the same basis as other standard merchandise and will discontinue the practice of installing radio receiving sets for demonstration purposes in the prospective customer's home before purchase has been made.

Standard brands of radio have long since passed the experimental stage. They are now generally recognized as having reached a point of development equal or superior to other manufactured products, and will perform

in accordance with the manufacturer's guarantee. The discontinuance of the approval plan of selling radios will result in a decided advantage to the buying public. It will assure the purchaser of receiving new merchandise which has never been used on previous demonstrations. The purchaser of radio equipment pays for and is entitled to new sets, tubes, speakers, batteries, eliminators, etc. Our new policy of merchandising insures this. With the old approval system it was impossible, and resulted in much dissatisfaction.

This advertisement emphasized several important points in connection with the radio, the main one being that standard brands of radio have long since passed the experimental stage. This is true. The industry has reached a point of stabilization from the manufacturing standpoint that insures a good quality product—one that will perform in a satisfactory manner. There is no longer a necessity for home demonstrations. It is simply one of the uneconomic practices that crept up in the early stages of radio merchandising. The day has passed when the dealer is doing business with people who know absolutely nothing about what to expect from radio. Most people either know, or have heard radio sets in operation; they know what to expect; they also know how to take advantage of the weaknesses of radio merchandising methods.

Simply because some foolish dealer who has not the slightest idea of what it is costing him to do business goes to extravagant lengths to make a single sale is no reason why every other dealer of the community should follow suit. Because one dealer cuts prices is no reason why the others should eliminate their profits by doing the same thing. This also applies to home demonstration. The retail talking machine dealer who goes to the trouble and ex-

pense of installing set after set in some prospect's home and then after all loses the sale to a competitor is doing exactly what the cut-price dealer is doing. He may not be reducing his retail prices, but he is operating from the other end. He is increasing his overhead to the point where profits no longer exist.

Dealers here and there throughout the country have for some time been doing a satisfactory volume of business without the necessity of carting radio sets to the homes of prospects. These are the dealers who handle standard merchandise. In other words, they feature quality products, lines that bring in programs clearly and to the satisfaction of most people. The result is that when a radio set is demonstrated in the store sales are made without trouble. The point is that if some dealers are able to do this there is every reason to believe that all dealers could do away with home demonstrations, thus reducing materially their overhead and putting the radio department on a profitable basis.

A. G. Gulbransen on Trip

A. G. Gulbransen, president of the Gulbransen Co., Chicago, left New York February 22 for a four weeks' cruise to the West Indies, on the steamship Columbus. The points touched include San Juan, St. Thomas, Fort de France, Bridgetown, Brighton, Port of Spain, La Guayra, Willemstad, Panama and the Canal, Jamaica, Havana and Nassau.

Contract for Show Space

SAN FRANCISCO, CAL., March 4.—Although plans for the fourth annual Pacific Radio Exposition, to be held August 20 to 27, were announced but a short time ago, fully 70 per cent of the floor space has already been contracted for by manufacturers and distributors and the show promises to be the largest held here.

Columbia Dealers Throughout Nation Plan to Tie-Up With Beethoven Week

Columbia Phonograph Co., Sponsoring Event, to Be Held March 20-26, Has Put Across One of the Most Gigantic Campaigns of Co-operation With Dealers in the History of the Trade

Sunday, March 20, will see the start of Beethoven Week, the observance of the centennial of Beethoven's death, and the entire nation will participate in paying tribute and honor to the great composer. It is seldom that a movement in musical circles receives the spontaneous response that has been accorded the Beethoven celebration, but the Columbia Phonograph Co., Inc., which is sponsoring the centennial observance, has organized and secured the co-operation of a national advisory board, headed by George Eastman, of Rochester, N. Y., and which includes in its personnel twenty-two college presidents and educators, seventeen bankers, lawyers and merchants, twenty-one patrons of orchestras and musical societies, two cardinals, a bishop, twenty orchestra conductors and many others of varied professions, of national and international importance.

For some months past the national headquarters of Beethoven Week in New York City have been busy organizing committees in cities

izens, the reading of the Centennial address, and the performance of the various works of Beethoven. At all of these programs the Funeral March of the "Eroica" symphony is to be played, with the audience standing. Howard Hanson has composed a work in orchestral form to be performed during the celebration. The Centennial Essay for free distribution to schools, to be read during the week, has been written by Daniel Gregory Mason, professor of music at Columbia University. Material on the religious aspects of Beethoven's art, for use by churches, has been edited under the supervision of Bishop William T. Manning.

Arrangements have been made with the National Broadcasting Co. for two Beethoven Hours to be broadcast to an air audience of over five million people on a network of twenty-two stations. The programs will be under the auspices of the advisory body and the Columbia Phonograph Co., and will feature the Musical Art String Quartet and a special

vocal quartet. A talk will be delivered by Walter Damrosch, who is a firm believer in the radio as the best method of introducing the general public to the beauties of good music.

The public and high schools of the country have been advised that the Columbia Phonograph Co. has made available to them, without any charge, a record containing an explanatory talk by Walter Damrosch on the funeral march movement from Beethoven's third symphony. The record explains in simple language the meaning of the symphony, with Mr. Damrosch at the piano playing the important themes.

In order that Columbia dealers

might have every possible opportunity of playing a leading and profitable part in the observance of the Beethoven exercises and programs the Columbia Phonograph Co. recently brought to this country the matrices for twenty-five sets of Masterworks recordings of Beethoven works, bringing the number of Beethoven Masterworks in the Columbia catalog to thirty-five. In addition to this, the Columbia Phonograph Co. has provided for each of its dealers a window display exclusively devoted to Beethoven, an illustration of which appears on this page. Authoritative literature on the life of Beethoven, non-commercial in character, including a life of Beethoven and an analysis of his works,



Ludwig van Beethoven

have been sent to dealers for distribution to music lovers.

The dealer contribution to the centennial observance, which is most important and which should result in the greatest benefit to the trade, will be the co-operating with groups who wish to pay tribute to Beethoven and have arranged a program for the week. Columbia dealers, with the complete catalog of Beethoven records, are offering to music clubs and other associations, to schools and civic organizations and to family groups where it is desired, the use of a Columbia Viva-tonal phonograph and full sets of Masterworks records, so that no one need be without the facilities for paying honor to the memory of Beethoven and participating in an important trade event.

This work should recommend itself to every dealer, for aside from giving him an opportunity of joining with the leading musical figures in his community and increasing his prestige and reputation it will afford him a chance to demonstrate to dozens and even hundreds of people who are interested in music the instruments he is selling, and will bring home to the public the excellence of the Columbia Masterworks recordings, of which many people are unaware.

The centennial observance of Beethoven's death has caught the imagination of the American people and the newspapers and national magazines have devoted columns of space to it. It brings home to the millions of people in this country the beauty of the composer's works. While it is non-commercial in character its benefits from the dealer's angle should not be overlooked and it is up to him to reap in future days and years the fruit from the seed now planted.

Import Foreign Records

UTICA, N. Y., March 5.—The S. & S. Music Co., of this city, has inaugurated a policy of importing records from foreign countries for the benefit of its large clientele of foreign-born customers. The records will be received and released monthly and will include song and dance numbers, folk music and many standard selections.

Needham Suffers Fire Loss

RIALTO, CAL., March 5.—The music store of Earl Needham recently suffered a loss by fire of \$4,000 worth of phonograph records and music rolls. The fire was discovered soon after it started and prompt action by the fire department confined the damage to the rear of the store.

The Pioneer Radio Co., Milwaukee, Wis., was recently incorporated to manufacture and deal in radio receiving sets, with a capital stock of fifty shares at \$100 per share.



Dealers' Beethoven Window Display Planned by Columbia Phonograph Co.

and towns throughout the country and more than a hundred cities have prepared commemorative programs for the occasion. The branches of the Columbia Phonograph Co. throughout the country have lent every possible assistance to the work and Columbia dealers have been convinced of the untold possibilities which will bring benefits to them through assisting in this work, so that from start to finish credit is due to the Columbia Co. for playing a major part in laying the foundation for the week's observance.

The program for these exercises, which will be held in school auditoriums or other civic centers, will comprise addresses by leading cit-

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.

SURROUNDED BY MARVELS —BUT HOLDING ITS OWN!



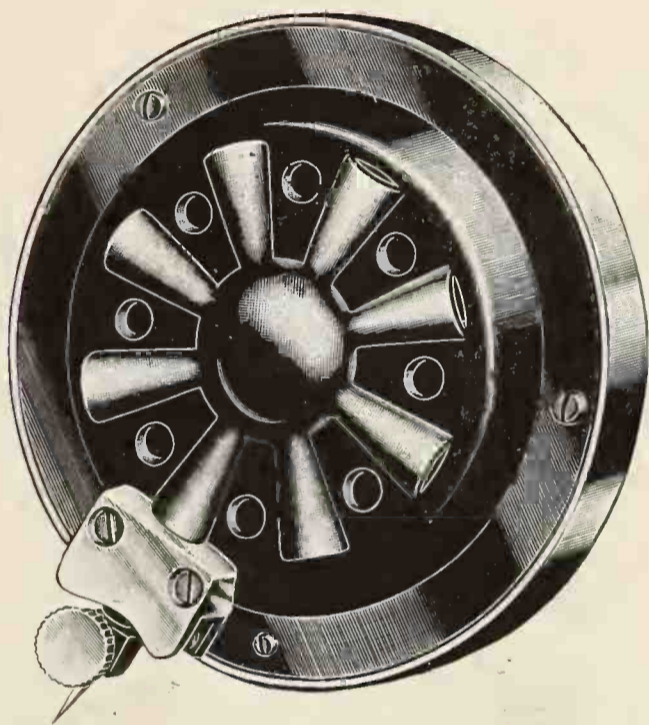
BLAH!

SCIENTIFIC

OUTSTANDING

ENGINEERING

LEADERSHIP



WONDERFUL

PERFECTION

REPRODUCER
SENSATION

MERCHANDISING

SUPER-CLARITY

NO "SCIENCE"

NO "STRAIGHT LINE FREQUENCY"

NO WILD CLAIMS

NO HOCUS-POCUS

BUT

A RUDELL REPRODUCER at a RUDELL PRICE!

JOSEPH E. RUDELL

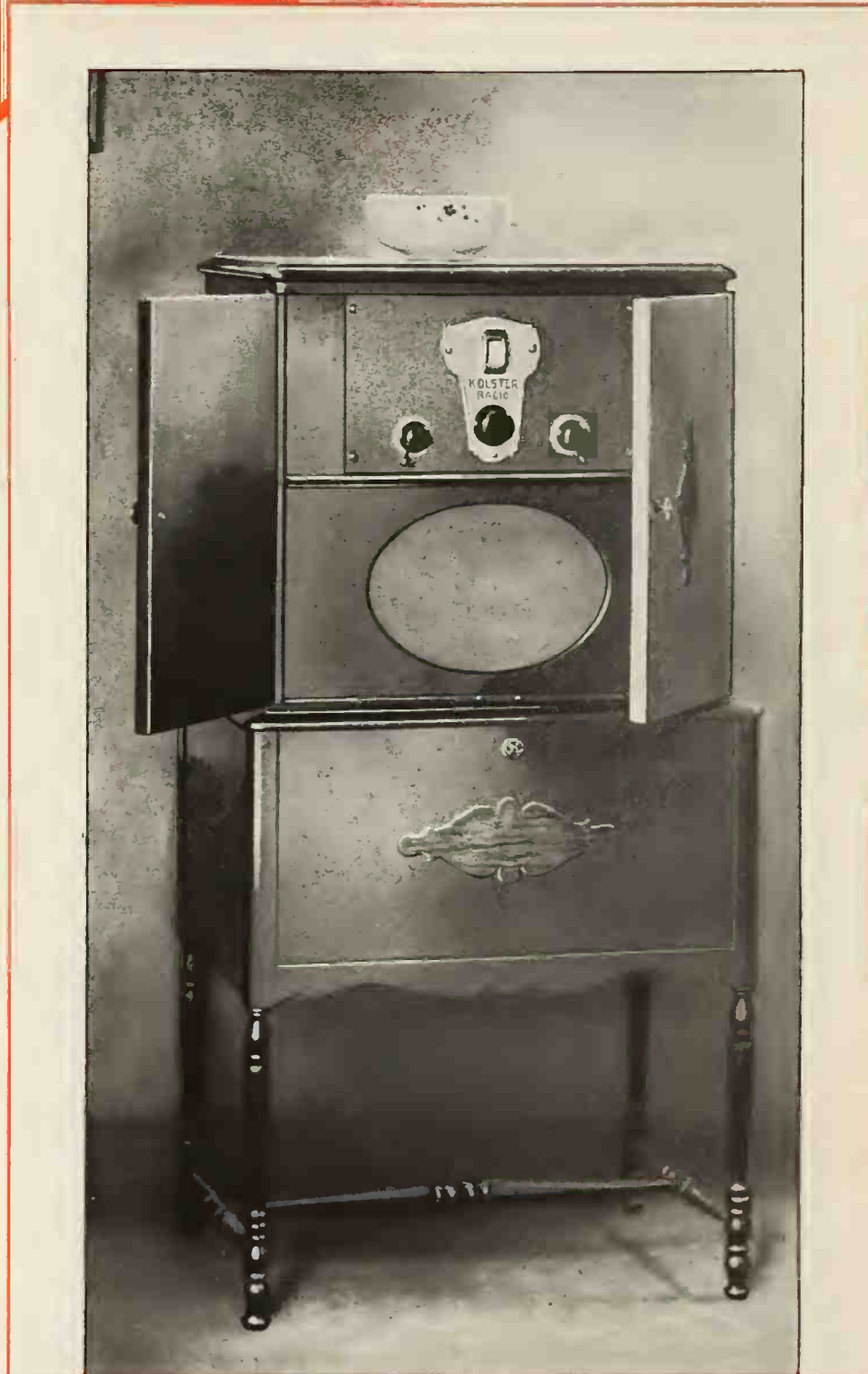
83 Greene Street

New York City

Canadian Distributors: Standard Phono. Supply Co., Montreal

KOL

JUST mail the coupon for the Kolster Dealer Proposition. It gives all the facts regarding the Kolster Franchise as an asset—shows you, as it has thousands of progressive dealers, how to increase profits by the Kolster plan.



SUCH a beautiful cabinet—simple, aristocratic—fittingly encases such a fine set as the Kolster 6 G. In-built cone. Antenna operation. Ample space for batteries List, \$185

Kolster



SOME models are the result of public demand. Such is the new cabinet Kolster 6 G pictured here.

Its companion, the Kolster table model 6 D has proved itself such a winner that hundreds of buyers insisted upon a like set, but in a floor cabinet. The Kolster policy is to meet such demand quickly, so as to cooperate profitably with the Kolster dealer.

This new 6 G is winning friends fast. At its list price, \$185, it offers a distinct attraction, an exclusive value. In comparison with higher priced instruments, its *value* is an outstanding sales builder. A comparative demonstration nearly always results in a sale.

Complete descriptions of both the Kolster 6 G and 6 D—and of the other models—will be sent to all inquirers.

Just mail the coupon below . . . NOW!

FEDERAL BRANDES, INC. 34
WOOLWORTH BUILDING,
NEW YORK, N. Y.

Please arrange a Kolster-Brandes demonstration.
It is understood that this does not obligate me.

Name.....

Street.....

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

Profit Winning Sales Wrinkles

Know Your Customers to Increase Record Sales—Practical Plan for Securing Prospects—Tie-up With Events of Local Interest—Tags Tell Price and Terms—Remind Set Owners of Big Broadcasts—On Credits and Collections

"We have found it profitable to separate our list of record customers into two parts," said a talking machine dealer who has been unusually successful in building up a large volume of record business. This merchant has a list of all his record customers, together with information regarding the various kinds of music preferred by each. The lovers of the classics have been separated from those who prefer dance music and the more popular melodies on records. When an especially good record of either kind is received at the store a message on a post-card regarding the number is mailed to all the customers who might be interested.

Now, there is nothing particularly new in this, but it is worth emphasizing because so few talking machine dealers apparently take the trouble to promote record sales along these lines. Records are assuming more and more importance in the retail field, but no dealer can build up this branch of the business unless he makes a determined and thorough effort to secure sales and keep the interest of his customers alive. The card announcing some record that has better-than-average merit is one way of doing this. It helps to keep the patronage of old customers.

Securing Prospects

Many dealers are annually spending considerable sums of money to secure the names of new prospects which they follow up with the idea of making sales. This is an excellent plan, but every dealer has the names of people who have proved their confidence in his establishment by having made a purchase. These names provide the nucleus of a live prospect list for other instruments handled by the dealer. For example, those people who have purchased talking machines are excellent prospects for radio sets, records, perhaps small musical instruments, etc. The person who has bought a radio set is not only a good prospect for an improved model later, but also for accessories, a talking machine, etc. While many of the customers already on the books of the store may never purchase another item at the establishment, the list is valuable and it is worth while to get a line on the prospects for the sale of other products that it contains. Each new customer thus automatically also becomes a prospect.

An Effective Tie-up

The Minneapolis Symphony Orchestra gave a concert in Carnegie Hall, New York, the early part of last month and, quite naturally, the story of the event won first-page space in the Minneapolis papers the following morning. Foster & Waldo, music dealers, were alive to the benefits of effecting a tie-up with this publicity and in the issue of the Morning Tribune there appeared on page three, a full-page advertisement of this establishment, featuring the Symphony Orchestra and the Brunswick Panatrope and Brunswick "Light Ray" records. An illustration of the complete orchestra occupied the top of the page together with the information that the organization is an exclusive Brunswick recording unit. Then followed a description of the capabilities of the Panatrope together with an illustration of the combined Panatrope-Radiola.

Makes Terms Clear

A talking machine dealer has evolved a clever stunt, designed to save the time of salesmen and at the same time give prospective customers immediate information regarding price and terms of the various instruments displayed in the warerooms. Each instrument has attached to it a tag on which is lettered the price of that model, the lowest down payment that will be accepted, and terms, as well as a notation to the effect that in the event the time payment plan of purchase is taken advantage of an interest charge of 6 per cent will be added to the price. To stimulate cash sales a small discount is allowed on the retail price and this with interest makes a total that has proved very effective in closing deals on a cash basis. This particular store employs two salesmen, who, with the proprietor, comprise the entire sales personnel. Usually these three men are kept busy and very often people enter the store and are compelled to wait until a salesman is free to serve them. For this reason these informative

tags are excellent, because many times a prospect for the purchase of a machine or a shopper who cannot get immediate service is thus enabled to secure a line on the prices and terms of the various models while waiting.

Builds Charging Business

Time upon time in these columns there have appeared suggestions regarding ways and means of taking advantage of outstanding current events such as football games, boxing matches, political speeches, etc., which are being broadcast to draw the public's attention to radio and, in the case of stores which maintain service departments, to profit by the event by reminding set owners of the desirability of having necessary work done. Set owners will allow battery recharging and other details to wait until the last possible minute and it is up to the dealer to be on the outlook for the attractions which are being broadcast and remind his customers so that their sets will be functioning properly. In line with this idea the Florence Radio Parlor, which conducts a battery-recharging and set-inspection department that brings large profits, recently distributed handbills throughout the neighborhood which read:

Big Fight
on the Radio
Don't Wait 'til the Last Minute
Let Us Inspect Your Set Now
Call Haddingway—Any Hour
Batteries Recharged
Mighty Fine Service
Have You Heard the New
Sonora Radio Receiver
We Feature It—It's a Treat

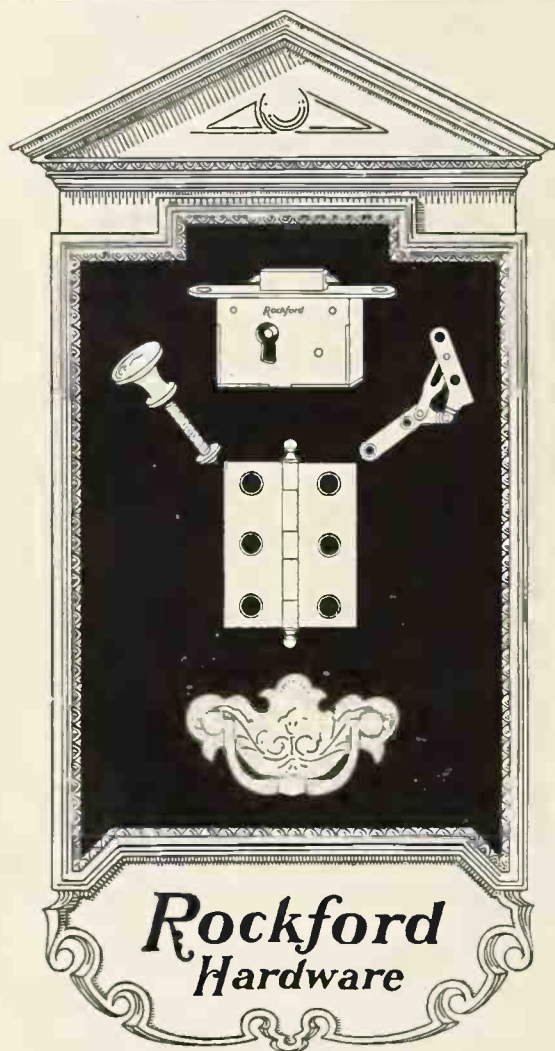
The results justified the small expense of printing and distributing the circulars and the store won additional good-will through the appreciation of the customers who would, in many cases, have forgotten the event and would have lost the pleasure of listening in.

Don't Take Bad Credit Risks

Here are a few thoughts on collections and credit from the credit manager of a large retail store that are of especial interest to talking machine dealers: The profit in a retail sale, whether it be of a talking machine, radio set or other instrument, lies in the last few payments. Unless the dealer gets all the money due him he stands a good chance of taking a loss on the sale. Therefore, do not grant credit unless you are positive of the standing of the prospective customer. If no satisfactory references can be given turn down the sale. We do business among people of very modest incomes and we turn down approximately 5 per cent of the people who ask for terms. The best references are names and addresses of relatives, the schools the children attend and insurance companies. This is so for the reason that if a customer does move and forgets to leave the new address at the store the dealer can more easily trace the "skip." To protect the store in cases where goods are sold on the time payment plan compel purchasers to take out fire insurance on the instrument. Thus in the event of damage or loss of the instrument from this cause the dealer knows that he will get the money due him. There is nothing to be gained by being too "hardboiled" in going after delinquent customers. Be firm, but at the same time, if conditions warrant it, be lenient. This builds good will, an important asset to the talking machine dealer.

Use Your Trade Paper

A trade paper such as The Talking Machine World is a clearing house for ideas and the dealer who fails to make good use of it is shortsighted. Don't simply glance through the current issue and then throw it aside where it will be forgotten. Read each issue carefully, clip from it ideas on merchandising and file them so that they will be accessible when they are needed. In each issue there are many suggestions on salesmanship, window displays, direct mail, credit, and, in short, everything that comes under the head of retail merchandising. These ideas are practical and can be used by every dealer at some time or another.



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

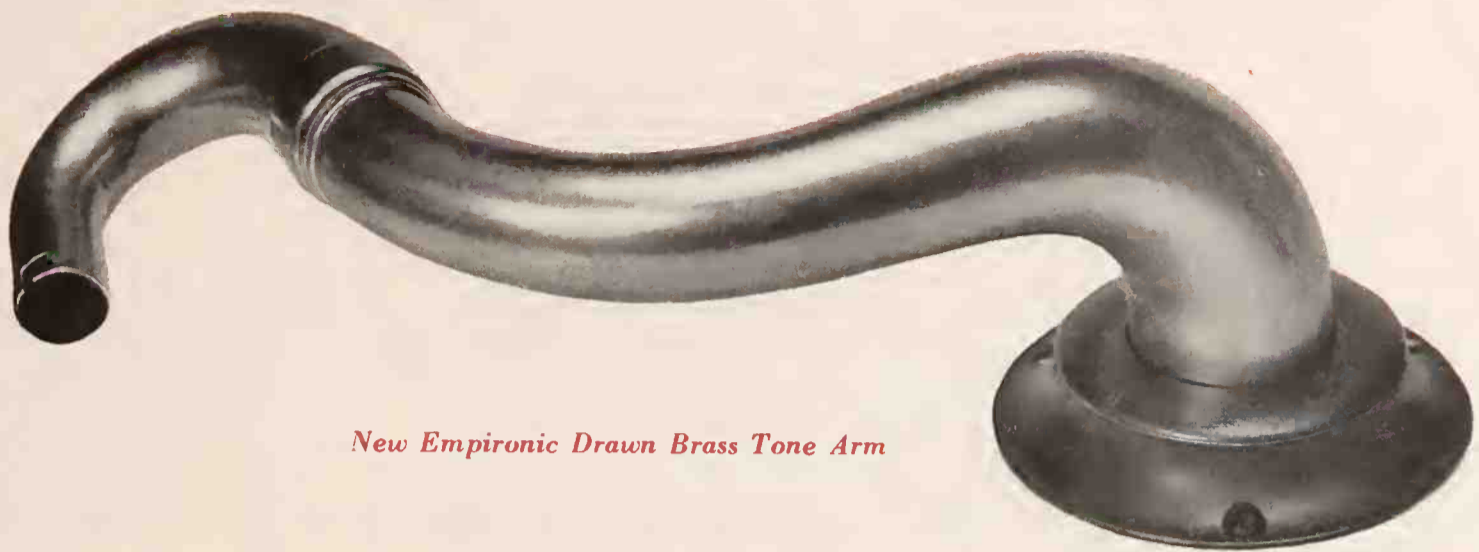
Actual samples of any items you use gladly sent on request. Write for the Catalog, No. 18, and keep it handy.

National Rock Co.,
Rockford, Ill.

U. S. A.
Cable Address: NATLOCK

Branch Sales Offices:

Chicago, Ill.	St. Louis, Mo.
Cincinnati, O.	Indianapolis, Ind.
Detroit, Mich.	Jameson, N. Y.
Evansville, Ind.	Los Angeles, Cal.
Grand Rapids, Mich.	Milwaukee, Wis.
High Point, N. C.	Seattle, Wash.
	Sheboygan, Wis.



New Empironic Drawn Brass Tone Arm

EMPIRONIC

SOUND BOX

and Drawn Brass Tone Arm

MUSIC through the Empironic Sound Box is the musical image of the artist himself! All the experience gained during the twelve years of our devotion to the interests of the talking machine business is embodied in The Empironic. We believe this reproducer is the greatest of all the "phonic" type sound boxes, basing this opinion upon the findings of experts after a thorough investigation of the sound box market.

To hear the Empironic is to like it! To like the Empironic will start a sales activity that will be a revelation to jobbers and dealers from both the profit angle and public service angles. Retailing at \$8, the margin is large for both jobber and dealer.



*Empironic Reproducer
(Patented) Retail at \$8*

In connection with The Empironic Sound Box, we also announce a tone arm sensation—one with continuous taper and long amplifying chamber of DRAWN BRASS. This tone arm is different from any other on the market inasmuch as it is in ONE PIECE.

Become acquainted with these two startling products. Write us for samples (at special prices) and start your Empironic profits.

The Empire Phono Parts Co.

(Established in 1914)

Wm. J. McNamara, President

10316 MADISON AVENUE

Cleveland

Ohio

Phonographs in the World!

CARRYOLA FEATURES

① Easy-grip, genuine-leather, carrying handle.

② Self-contained album, holding 15 records.

③ Artistically-embossed and attractively decorated.

④ New type, full-curved tone-arm.

⑤ Curved, built-in sound chamber, scientifically designed.

⑥ Quiet, even-running motor, playing two records.

⑦ Strong, 3-ply, fir veneer cabinet, very durable.

⑧ Hand-finished, genuine Du Pont Fabrikoid available in six colors.

⑨ Double-nickeled hardware throughout.

⑩ Light, compact, complete—easy to carry.

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

Interesting Events of the Trade in Pictures



Above: Powel Crosley, Jr., President of Crosley Radio Corp., with Ralph H. Langley, well-known radio engineer, who has become associated with the Crosley Corp., as assistant to the president. Mr. Langley was for six years in charge of radio development in the General Electric Co. Labs. Mr. Langley will direct technical and engineering enterprises for the Crosley Radio Corp.



Above: Stromberg-Carlson radio in a window display arranged by Block & Kuhl Co., Peoria, Ill., illustrating the beauty of simplicity in a highly artistic arrangement



Left: Showroom and offices of Musical Products Dist. Co., New York City, Federal Ortho-sonic distributor



Above: Anwater Kent and Harger Blish executives at dealer meeting, Des Moines. Left to right, back row: J. A. Watt, L. A. Pratt, E. C. Horne, E. A. Goltry and S. A. Kirgis. Front row: F. R. Klein, B. C. Murphy, R. B. Gamble, Harger Blish, Jr., V. W. Collamore, J. W. Laufer and H. B. Sixsmith



Above: "Sport" Hermann, radio show sponsor, and group snapped by R. M. Klein, general manager, Fada radio, at Dover Hall Club, near Brunswick, Ga.



Above: Ben Fink, Standard Radio Corp., demonstrates portability of the new one-tube Standardyne radio set



Above: Window display arranged by the Herald-Traveler a few doors from the theatre in which Ted Lewis, Columbia artist, recently appeared. This illustrates not only an effective arrangement of Columbia window display material that can be emulated by any dealer, but it is a concrete example of profitable tie-up with a visiting record artist



Above: A Radiola 20 window display with an effective winter setting arranged by the Johnson Music Store, Ironwood, Mich., which attracted considerable attention. Timely window displays always are stimulators of interest in the products shown and should form part of the dealer's sales promotion campaign

New Schickerling Rectifying Tube Is Demonstrated

Designed to Overcome the Difficulty of Insufficient Current Rectification Which Is Experienced by Many Receivers

A new Schickerling Corona rectifying tube of the gaseous conductance type designed for use in B eliminators was recently demonstrated at the laboratories of the Schickerling Products Corp. in Newark. Conrad Schickerling, the inventor, stated that the new Corona rectifying tube is the result of two years of constant research work by the staff of engineers in the Schickerling laboratories.

Mr. Schickerling explained that the popularity of multitube sets, together with the almost universal use of power tubes, has placed excessive demands upon the output of B eliminators and in many cases the drain is so heavy that the output of the eliminator is inadequate for efficient set operation. In general, Mr. Schickerling said, the cause is insufficient current rectification to meet existing current requirements; in other words, there is an insufficient current output by the high voltages to efficiently and satisfactorily operate multitube sets using power tubes. The Schickerling Corona has been designed to overcome this situation in all present-day full-wave rectifying devices, using the gaseous conductance type rectifying tubes.

It is said that the Schickerling Corona will produce a much higher voltage with greater milliamperage output than any existing type rectifying tube now in commercial use. The new tube can be used in all standard B eliminators now on the market, and no changes of any kind are necessary in the eliminator or the set.

J. A. Fischer Catalog Shows Val Phonic Line

The J. A. Fischer Co., of Philadelphia, Pa., maker of Val Phonic tone arms and reproducers and Valley Forge replacement material for talking machines, has issued an attractive twelve-page catalog devoted to tone arms and reproducers. The catalog is of a convenient size and it should be of interest to the talking machine trade in general. It presents the Val Phonic reproducer, Val Phonic tone arm outfit No. 14, Valley Forge tone arm outfits Nos. 42 and 62, both equipped with Val Phonic reproducer, Val Phonic attachment for the Edison equipped with Val Phonic reproducer, Bridgeport attachment for the Edison equipped with the Bridgeport reproducer, which has a mica diaphragm, and the Valley Forge tone arm No. 60 equipped with Bridgeport reproducer. The center spread depicts three mica diaphragm reproducers made by the Valley Forge organization, the Mulhouse, Bridgeport and Pennant. There is also included the Valley Forge all metal amplifier. The last page of the catalog is devoted to the wholesale price list.

Standardyne Radio Line in Spotlight of Publicity

The Standardyne radio line made by the Standard Radio Corp. of Worcester, Mass., is receiving considerable publicity in New York City and the Borough of Brooklyn due to a drive by Michael L. Miller, vice-president and general manager of the Modern Radio Corp., distributor for the Standardyne line in the metropolitan territory. This campaign was inaugurated by Bert Ennis, publicity director of the Standardyne Corp., whereby the Manor Theatre, a leading motion picture house, will conduct a contest known as "Radio Personalities" for four weeks during which the Standardyne line will receive extensive publicity in newspapers, on the theatre screen and in the stores of the retail merchants throughout the Brooklyn territory.

N. Y. Talking Machine Men Oppose Suggestive Records

Talking Machine & Radio Men, Inc., Pass Resolution Banning Sale of Salacious Music—Plan Annual Banquet—Speaker Displayed

At the February meeting of the Talking Machine Men, Inc., of New York, New Jersey and Connecticut, held at the Cafe Boulevard, plans were discussed regarding the annual banquet which will be held in April. Byron R. Forster, chairman of the entertainment committee, outlined some of the details in connection with the event. R. R. Smith, of the Freed-Eisemann Radio Corp., vice-chairman of the souvenir journal committee, reported that this year's journal will be bigger than that of last year.

A vote was taken to decide whether the future meetings of the association should be held at the regular noon hour or at 6:30 in the evening and it was decided to continue as before with 12:30 as the time of meeting.

Irwin Kurtz, president of the association, announced that Assemblyman Meyer Alterman had introduced an amendment to his act regarding repossessions, this amendment placing radio receivers, talking machines, pianos and other musical instruments in the same class with motor vehicles, in which cases the dealer does not have to give five days' notice to the delinquent of his intention to repossess and does not have to file an affidavit with the courts.

Following the lead of the New York Piano Merchants, a resolution was passed, putting the members on record as being opposed to the manufacture and sale of sheet music, records and rolls bearing salacious titles and having suggestive lyrics.

The Vitalitone cone speaker, made by the Vitalitone Radio Corp., was on display and David Ulman, head of the company, explained to the members the speaker's outstanding features. Solomon Popper, representing the Linguaphone Institute of London, demonstrated the company's method of teaching languages by means of charts and records.

Keep radio profits up by concentrating on lines that are selling now



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 350,000 in use. Price \$10.50. (In Canada \$15.)

All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles. Also a 25-40 cycle model for the Balkite Charger and Balkite "B"-W.

Keeping your radio department operating at a satisfactory profit at this time of year is a matter of selecting the correct lines to push. Scatter your efforts on all lines, many of which are unsalable at this season, and your sales will drop. Concentrate them on the few lines that are good sellers now and they will keep at the maximum.

Balkite is one of these lines. In fact Balkite sales after the first of the year are greater each season than before the first of the year. When most lines are falling off, the Balkite season is just beginning. This is logical, for every purchaser of a radio set the early part of the season is now a Balkite prospect.

Balkite is the standard line in the radio power field. It is consistently advertised. The profit you make on it is clean, for every Balkite unit is a permanent piece of equipment, with nothing to wear out or replace. Get behind the line now, and get your share of Balkite volume and profit.

FANSTEEL PRODUCTS COMPANY, Inc.
North Chicago, Illinois

FANSTEEL Balkite Radio Power Units



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 (illustrated), 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.)

Automatic Orthophonic Victrola Introduced to the Metropolitan Retail Trade

Addresses by Edward E. Shumaker, President of Victor Co.; Roy E. Forbes and Other Executives of the Company Marked Introduction of Latest Victor Product—New Instrument Aroused the Enthusiasm of Dealers—Public Showings on March 21

The manner in which the New York public greeted the introduction of the Orthophonic Victrola line on November 2, 1925, bids fair to



Edward E. Shumaker

be duplicated on March 21 when the Automatic Orthophonic Victrola will be placed on the market, if the enthusiasm with which metropolitan Victor dealers greeted this new instrument can be taken as an indication. On February 17 Victor dealers served by the New York Talking Machine Co., C. Bruno & Son, Inc., Blackman Distributing Co. and Charles Ditson & Co., Inc., New York Victor jobbers; the American Talking Machine Co., of Brooklyn, and Collings & Co., Newark, gathered to the number of about 500 in the ballroom of the Hotel Roosevelt, New York, and were given a demonstration of the Automatic Orthophonic Victrola, which is described in detail in another section of this issue of *The World*. This meeting was memorable to the metropolitan Victor trade in that, besides the introduction of a new instrument, it brought before them E. E. Shumaker, president of the Victor Talking Machine Co., and Roy E. Forbes, manager of sales and merchandise, who gave most interesting addresses.

Roy E. Forbes' Interesting Talk

William J. Haussler, vice-president and general manager of C. Bruno & Son, Inc., presided, and after stating the purpose of the meeting he introduced Mr. Forbes, who opened his talk by

telling of the value of dealer meetings to both the retailers and to the Victor Co., because of the interchange of ideas and the close contact which is established, with the result that both branches of the industry gain a knowledge of the problems which confront them.

Mr. Forbes briefly reviewed the year that had passed, touching on the problems of production, and he stated that these problems have been overcome, as stocks in dealers' stores concretely illustrate. He also pointed out that the facilities for manufacturing and distributing records have been greatly improved. These conditions will prove big factors in increasing the volume of sales for 1927, he pointed out. Another factor which will be a tremendous aid in making 1927 a most prosperous year, said Mr. Forbes, was the election of E. E. Shumaker to the presidency of the Victor Co., because of his interest and knowledge of sales, advertising and merchandising conditions.

In touching on merchandising conditions in which dealers were more interested, Mr. Forbes stated that there are 26,000,000 homes in the United States of which at least 20,000,000 can be considered prospects for an Orthophonic Victrola. Of these homes approximately 2,000,000 are located in or about New York City. He then stated that there had existed among many dealers a pessimistic feeling regarding the future of the talking machine, and this attitude of mind was costing them money, continuing with the remark that the review of the year of 1926 should be sufficient to dispel any pessimism that might remain. He then remarked that during 1926 there were four and a half times more Credenza models produced than any model costing over \$200 in the history of the Victor Co.

In discussing the record situation, Mr. Forbes said the possibilities are unlimited. Touching on the demand which recurs from time to time for a cheaper record, he said that the demand for quality is the predominant American trait and that people want quality in records just as they want it in other merchandise.

Mr. Forbes emphasized that the prospects for 1927 are very, very good for the dealer who visualizes possibilities and gives proper attention to the merchandising of the line, but,—and this point he stressed,—the days of order taking have gone and the dealer must sell aggressively to meet the increased competition.

In referring to the Automatic Orthophonic Victrola, Mr. Forbes said that of all the Victor products he has the greatest pride in this new

instrument, which presents two sides in its merchandising—first, the actual sales, and secondly, the stimulation to the entire line through the bringing of people into the store. He said the company has prepared advertising and display material and has planned a campaign that will make the introduction similar to that of the Orthophonic line.

Automatic Orthophonic Demonstrated

Robert C. Bartley, Jr., New York and North-eastern district manager of the Victor Co., was the next speaker. He dwelt on the appeal of the Automatic Orthophonic Victrola and detailed its capabilities. He then demonstrated the instrument and when, at the conclusion of the playing of the first record, a mechanical hand raised the record until it slid off into a magazine for played records, and then secured a new record from the spindle which holds the records to be played, and the next record started—the assembled dealers broke into prolonged ap-



Roy E. Forbes

plause. After several records were played Mr. Bartley explained the different features of the instruments—including the reject button which allows the operator of the instrument to discard a record which he does not wish to hear,—the next record on the magazine following immediately after the discarded one ceases playing. He told of the advantages of the Automatic in playing complete works which consist of several records and stated that sets of records with complete works recorded on the "A" sides with different works on the "B" side have been prepared and will be available when the instrument is placed on the market.

He gave the date of placing the instrument on the market as March 21, and told briefly the plans for its introduction, which include private, semi-private and store demonstrations prior to

(Continued on page 46)



Metropolitan Victor Dealers Present at Luncheon at the Initial Showing of the Automatic Orthophonic Victrola in the Hotel Roosevelt

Why So Many Successful Dealers Have Sought the Stewart-Warner Franchise

Why It Will Interest You

Stewart-Warner Offers You These Advantages

A protective policy.

A complete line of cabinet and console one-dial and three-dial models.

A range of prices that will enable you to sell all prospects.

A "Matched-Unit" combination of Stewart-Warner Receivers, Stewart-Warner Reproducers, Stewart-Warner Tubes.

A name that is nationally known and nationally advertised.

A Stewart-Warner Wholesale Distributor organization (in 55 large cities throughout the nation) that will save you time and money on deliveries.



This beautiful walnut console is a recent addition to the Stewart-Warner line. One dial, six tubes.

STEWART-WARNER'S success in franchising thousands of successful dealers has been largely due to the fact that to these dealers the institution behind the product takes precedent over everything else.

They rightly reason that if the manufacturer is of long standing, is known to be reputable, has facilities for large production and prompt distribution, then its products, policy, prices and service are bound to be right.

These dealers are in business for the same reason that Stewart-Warner is—a reasonable profit this year, next year and for years to come. It is for this reason that they have become associated with Stewart-Warner. They wish to build up a business that will grow steadily and surely.

The radio business is no longer in a trial stage. It has firmly established itself as a big, profitable line of activity, ranking with the biggest industries in the country. In this business you want to build for permanency and profits.

Stewart-Warner is firmly established and an acknowledged leader in the field. A Stewart-Warner franchise is the one you want. A request for further details will bring an immediate answer.

STEWART-WARNER SPEEDOMETER COR'N
1824 DIVERSEY PARKWAY · CHICAGO, U. S. A.

Tune in the Stewart-Warner Air Theatre—WBBM—226 Meters

Automatic Orthophonic Victrola Introduced to the Metropolitan Retail Trade

(Continued from page 44)

March 21, in conjunction with window displays, newspaper advertising and consumer literature.

He stressed the necessity for frequent demonstrations and told how the Victor Co. is effecting a tie-up with the observance of Beethoven Week, which will be held from March 20 to 26, by printing for free distribution a souvenir booklet for the occasion, giving interesting sketches of the life and history of the great composer. The company has also sent letters to 3,000 music clubs throughout the United States offering them the use of an Automatic Orthophonic Victrola and Beethoven records to use in their concert for Beethoven Week. Cooperation with the associations which accept this offer will be effected through Victor dealers.

S. S. Larmon Outlines Advertising Plans

Mr. Bartley was followed on the speakers' platform by S. S. Larmon, of the N. W. Ayer & Son advertising agency, who told of the advertising plans for the introduction of the instrument. He illustrated his talk by showing enlarged reproductions of the advertisements which will appear, including a double page spread in the Saturday Evening Post of March 19; newspaper advertisements to run on March 18, 19, 20 and 21 and other magazine advertising copy. He also showed the window display which will be sent to dealers, which consists of three panels showing the Automatic in home surroundings in artistic scenes. Appropriate sales messages are subordinated to the message of the illustrations. He informed dealers that a special issue of the Voice of the Victor will be issued in March with instructions for presentation and demonstration of the instrument.

This concluded the morning's session and the dealers adjourned to the lobby of the grand ballroom, where the Automatic Victrola was set

up for the close inspection of the trade. Luncheon was then served and during the repast The Revelers, the quintet which has won such worldwide fame in concert, by radio and records, entertained with several of the selections which they have recorded for the Victor catalog. Then, in the nature of a surprise, Mary Lewis, of the Metropolitan Opera Company, exclusive Victor artist, appeared and sang two numbers, which were most enthusiastically received.

Address by E. E. Shumaker

Immediately following luncheon Mr. Haussler introduced E. E. Shumaker, who made a most interesting talk, starting by giving thanks to the dealers for making the talking machine business the stable proposition it is. He expressed his great pleasure at being able to be with them and stated that were it possible he would visit each one in his store and talk over their problems together. He exhorted dealers to continue their efforts to bring the talking machine business to greater heights and stated that the business is now a public rather than a private corporation and the officers of the company are responsible to the American public. He assured the dealers that the change in management had resulted in the strengthening of the directorate, and within the past year all departments have been improved. Steps have been taken, continued Mr. Shumaker, to make the Victor Co. a more aggressive organization, profiting by the mistakes of the past and getting away from the old policy of conservatism and self-satisfaction. New ideas are constantly being experimented with in the laboratories of the Victor Co. and its associates, he said.

In discussing merchandising problems, Mr. Shumaker said competition is much keener than it was ten years ago with the number of home

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone Baring 838 PHILADELPHIA, PA. Cable Filaso, Phila.

commodities on the market, in addition to the competition of the automobile and the moving picture which tend to keep the people out of the home. To meet this condition every branch of the industry must adopt a more aggressive attitude and the dealer must "sell" the people.

He told the dealers that undoubtedly all those engaged in the industry and trade were spoiled by the early days when the entire output of the factories was disposed of with little or no selling effort. Mr. Shumaker advocated a program of constant demonstrations which are necessary to bring out the merit of the new Victrolas, and outside selling.

Touching on the attitude of many in the retail trade that the business is seasonal, Mr. Shumaker stated it was not, because the desire for entertainment is not seasonal. In this connection he told of the difficulty which the let-down in sales efforts during the Summer months puts the manufacturer to. When orders fall off considerably in the early Spring it becomes necessary to lay off a number of employes and then when the rush starts in the Fall valuable time must be taken to train new men, with the result that a shortage of certain models occurs with loss of profit to all concerned. He urged dealers to keep up their efforts during the Summer months so that this taking on and laying off of labor could be remedied.



No. 1025

Now manufacturing 24 different designs of lacquer decorated rosewood and inlay cabinets

Call or write and our representative will call on you

The Colonial Mantel & Refrigerator Co., Inc.

494 DuMont Ave.

Brooklyn, New York

Glenmore 2341-2

INTRODUCING our new line of RADIO CABINETS



No. 1023

T H E E A R S A Y S B U Y !



SENIOR . \$32.50
 JUNIOR . \$16.50
*Slightly higher
 West of Rockies*

THE FARRAND Speaker commands the same price today that it did two years ago! Stop a moment and contrast this unbroken full-price, full-value record with that of any other speaker on the market. When you buy Farrand Speakers you not only know they will sell fast, and stay sold, you know they will *always* command their *full* value, *always*

assure you *full* profit. Furthermore, no reduction in price will *ever* be contemplated without first protecting you—the dealer—against loss. This comes to you not only as a pledge from your distributor, but also as an absolute guarantee from the manufacturer. Farrand Manufacturing Company, Incorporated, Long Island City, New York.

Today, Tomorrow
 Next Week, Next Season
**Your Stock
 of
 FARRANDS
 is
 VALUE-
 INSURED!**

*Farrand
 Speaker*

Change in Policy Won Success for Dealer

Florence Radio Parlor Reduced the Number of Lines Handled,
Revised Entire Merchandising Plan and Profits Gained Steadily

Sometimes a change in merchandising policy makes all the difference between the success or failure of a retail store. At least this has been the experience of the Florence Radio Parlor, of Brooklyn, N. Y., exclusive Sonora radio dealer.

After years of experience in handling a varied line of radio sets, Benjamin H. Schlomberg, proprietor, decided that something would have to be done if his dreams of expansion were to come true. He made a drastic move and his judgment has proved sound. He reduced his stock to one line of radio—the Sonora, with the result that his sales have increased tremendously, units of sales ranging between \$250 and \$275 in price. All of his merchandising effort now is concentrated on one line.

He has also become a specialist in battery charging, and the 1,200 customers who have their batteries put in shape on an average of about one each three weeks attest to the profit from this activity. Consistent advertising and direct mail have been the two most effective methods of promoting sales.

Sales Dropped Dangerously

The Florence Radio Parlor was started about three and a half years ago, carrying a stock of some six standard makes of radio receivers and other equipment. The location of the store and the clientele which it served demanded that the merchandise carried should be such that it would harmonize with fine furniture and be a quality product from every standpoint. After some time the lines carried were dropped until but one remained, this a set which is well known and well regarded and which, when sold with good equipment and enclosed in a high-grade cabinet, commanded a price that netted the dealer a satisfactory profit. This line of receivers continued as the store's source of income for some time until department stores and other large outlets began to offer it in inferior cabinets and with lower-grade equipment at prices that were considerably under those asked by the Florence Radio Parlor, with the result that business dropped off due to the fact that the public,

unversed in radio values, could not see that the difference in prices between the two offerings of what appeared to them to be the same articles was warranted.

Takes On a New Line

About this time, some eighteen months ago, Mr. Schlomberg became interested in the Sonora line of radio receivers and after thorough investigation and trial he took on that line and has, to this day, carried it exclusively with remarkable success. The real reason for this success is that Mr. Schlomberg is himself "sold" on the receiver and feels that no other possesses the tone, capabilities and other factors one wants in a radio set. Fired with this enthusiasm, he communicates it to prospects who call at the store and seldom does he fail to get the name on the dotted line before the prospective customer leaves the store.

Advertising Puts Store on the Map

The printed word in newspaper advertisements and by direct mail, word-of-mouth advertising, the continuous playing of a Sonora radio receiver every evening, all these are used by the Florence Radio Parlor to induce people to visit the shop. But they are not, by any means, the only mediums used. Mr. Schlomberg, in addition to being a salesman of great ability, is a trained service expert, a member of the American Radio Relay League and the American Broadcasters Association and was, for a time, connected with C. Brandes, Inc., and with this experience and knowledge he has built up a service department that plays a large part in the success of the store.

Profitable Service Policy

A small diamond-shaped card was scattered widespread throughout the section served by the store and on it were stated the prices for the servicing of radio sets. These prices are:

Battery recharging with rental and service.	\$1.00
Installation of set and aerial	5.00
Home inspection of full equipment	1.00
Set bench test	1.00

No fee for testing tubes in store.

From this department has been built up a

mailing list of 1,200 names, all of whom are having batteries recharged and who constantly receive the letters telling of the merits of Sonora which Mr. Schlomberg sends out each month. A large number of these service customers, who formerly possessed other makes of receivers, have been sold the Sonora instrument, so that in addition to the battery-charging business being a profitable one, it possesses the virtue of paving the way for sales of sets.

Following is reproduced some of the very effective direct mail sent out by this live dealer:

Do you know that we have been recharging batteries for most of our customers during our stay here—for the past three years? They are getting the best there is within me to give—they are satisfied. We are grateful to you—to everyone who has helped us with his patronage. Kindly give this card to your next door neighbor. You have our thanks. Sincerely
Florence Radio Parlor

Hello Folks: It's a good thing and we are glad to pass it on to you. Don't buy another set of "B" Batteries until you have heard the ——— "B" RECTIFIER operate on YOUR SET. The ——— "B" Rectifier plugs into any socket that supplies 110 to 125 Volts 60 Cycles A. C. and changes this into direct current at a low cost of ¼ cent per hour. No hum. No distortion. No acid. Easy to operate; pulls in distance you never got before. Perfect control. Weighs less than eight lbs. Give us a ring for a demonstration in your home.
Florence Radio Parlor

Dear Friends:—Naturally, you are interested in knowing of the best radio receiving set on the market today.

There is one set that covers so many exclusive features that we have cast aside all other makes and class ourselves exclusively Sonora.

To do this requires a principle. One must surely have a knowledge of what he is talking about. He must know that there is no other set, regardless of price, that can finish a well-run race on tone quality, without blocking, hisping, overlapping, or howling.

But your own eyes and ears can tell you more than mere words. Come in any evening until midnight and let us show you why this set is the most popular one on the market to-day. Respectfully,
Benj. H. Schlomberg.

Extra!

Extra!

All Records Broken Past and Present
The Florence Radio Parlor

exclusive Sonora dealer, has broken the record for October sales on Sonora Radio Receivers.

"There's a reason." Here is a good one—WE ARE ALL Sonora. If a Sonora is not in your home—folks, you are missing the best that there is in Radio. Its tone quality will carry you away—make you forget.

Why not join our Sonora Family? May we mention a few?

Mr. H. L. Hirsch, 693 Lefferts avenue
Mr. H. Guild, 1327 Carroll street
Mr. Chas. W. Margolies, 1517 Park place
Mr. Morris Stienfeld, 12011-103rd avenue, Richmond Hill
Mr. J. L. Hirsch, 1699 President street
Mr. A. Lewis, 961 Eastern Parkway
Mr. H. Ulinoff, 1734 East Seventh street
Mr. Paul Vincent, 2117 Regent place
Dr. Henry Rubin, 257 Utica avenue
Dr. Greenberg, 1934 Bergen street
Mr. Louis Sillman, 1069 Sterling place.

You can readily understand in the publication of these names that they are bona fide. These are just a few mentioned, we are sure any or all of them would gladly tell you much better than we could just how well they are satisfied. And may we say in closing—it is not what others say is the best—listen to them all—then come to our Sonora Parlor, tune any one of the models bearing the seal of Sonora and the stamp of approval of music lovers the world over. We thank you.

Meet Commodore Benj. H. Schlomberg:
Author, Inventor, Lecturer and Educator
Wireless Expert, United States Volunteer Life Saving Corps.

Member: American Radio Relay League.
Radio Broadcaster.

Member: American Broadcasters Association.
Former Instructor Bedford Branch Y. M. C. A.
Former Instructor Bronx Branch Y. M. C. A.
New York City Board of Education.

Hero of 118 Rescues from Fire and Water.
Late with C. Brandes, Inc. "Experts in Radio Acoustics since 1908."

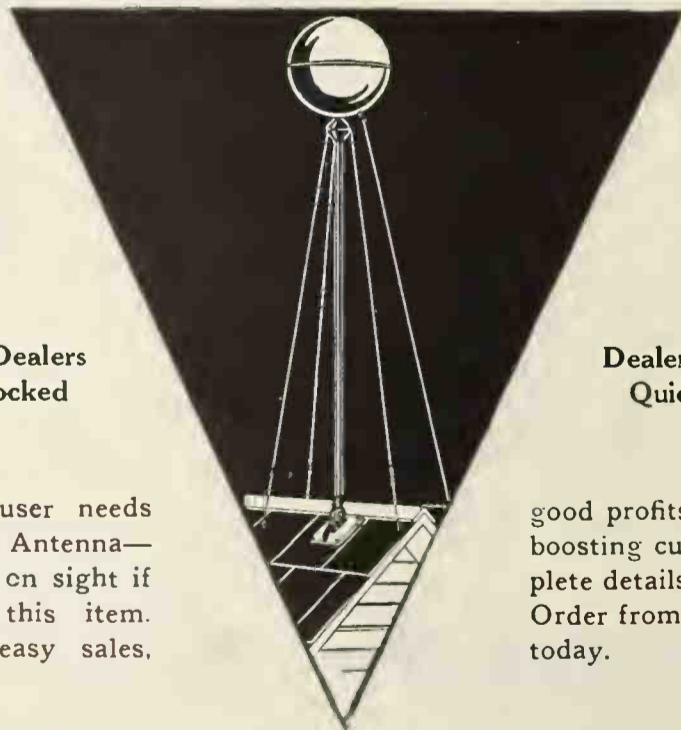
When this copy was shown to the Commodore he was

(Continued on page 50)

"Super Ball" Antenna

10,000 Dealers
Now Stocked

Every radio user needs the Super-Ball Antenna—they will buy on sight if you display this item. This means easy sales.



Dealers Report
Quick Sales

good profits and satisfied, boosting customers. Complete details upon request. Order from your jobber—today.

YAHRLANGE

MILWAUKEE, WIS. INCORPORATED DETROIT, MICH.

Stromberg-Carlson Radio Wins Sesqui Gold Medal

Award to Radio Manufacturer for Development and Production of Totally Shielded Radio Receiving Set—Also Gets Silver Medal

"To the Stromberg-Carlson Telephone Manufacturing Company—a Gold Medal in recognition of the development and manufacture of a



radio stage in heavy copper "cans" which shield each stage from signals by the coils. It first appeared in the six-tube receiver placed on the market in the Summer of 1925. The Stromberg-Carlson system of shielding has been widely copied and imitated, but officials of the company derive much satisfaction from the fact that they were pioneers in this field.

The award of the Sesqui-Centennial Exposition recognizes the value of the Stromberg-Carlson Co.'s contribution to radio science. A Silver



Gold Medal Awarded Stromberg-Carlson Co. for Production of Shielded Radio

totally shielded radio receiving set with high selectivity free from coil pick-up and objectionable regeneration." Thus reads the Gold Medal which has just been received by the Stromberg-Carlson Co. from officials of the Sesqui-Centennial Exposition conducted in Philadelphia during the past year.

This recognition reveals the rapid advance of the Stromberg-Carlson Co. in radio manufacture. Starting approximately three years ago, in a very small way, the company has grown to be one of the important factors in the radio world. It was in the Stromberg-Carlson laboratories that total shielding was first developed. This practice incloses all the apparatus of each

Medal also was awarded the Stromberg-Carlson Co., for its important work in the development and manufacture of an improved type of radio reproducer.

Gen. Harbord in Europe

One the eve of sailing for a six weeks' trip to Europe, Gen. James G. Harbord, president of the Radio Corp. of America, predicted that the radio business in 1927 will be as good if not better than 1926. Gen. Harbord has gone to Europe to attend a meeting of the trustees of the international radio consortium.

Change in Policy Won Success for Retailer

(Continued from page 48)

in the act of striking out much of the above until I convinced him that it was no more than right to let the people know whom they are dealing with.

This week marks the opening of the Florence Radio Parlor, 205 Utica avenue, one year ago, and during that time I do not think that there was one Radio problem unsolved by the Commodore where others failed. And for Service! That's left to you.

Now you can understand why you have been satisfied. Pass this along to a Radio Fan and you will have his thanks. Yours for Safety,

WILLIAM J. DAVIDS,
Master Mates & Pilots Association, Seattle, Washington.

Visitors Do Not Pay the Overhead

An interesting angle of radio merchandising is presented in the experience of this store. The name Florence Radio Parlor seems a little far-fetched for, in appearance, it does not greatly resemble a "Parlor," being rather a neat, businesslike store with battery equipment about, but no evidences of a home room. Mr. Schlomberg explains the apparent misnomer in this fashion: "When this store was originally opened I had it outfitted with easy chairs, laid a carpet on the floor and provided ash receivers and tried to give the room a home atmosphere. That I succeeded was certain, for in a short time the neighbors drifted in and listened to the set being demonstrated and it soon became a regular nightly habit for the men of the section to drop in for a visit—but my popularity did not bring sales and so, after a time, the home furniture and fixtures went, and while the store has not its former attractive appearance the sales are much greater and more business can be accomplished."

The West Side Music Co., Bridgeport, Conn., has changed its name to the West Side Furniture & Music Co. and has increased its capital stock from \$25,000 to \$50,000 to provide for expansion.



Phonographs

THE MASTERCRAFT Line of phonographs is complete. They are all built on the new "Masterphonic" principle, with new scientifically designed tone chambers and special reproducers which insure deep, rich tones and tremendous volume.



They retail at a price that insures quick turnovers with a maximum profit for the dealer. Write for full details.

It's
QUALITY
after all
that
counts!

Mastercraft Products
have been a Standard
of Quality Since 1890

Radio Consoles

MASTERCRAFT Radio Consoles offer wonderful sale possibilities during the months that are usually slack for Radio. With the Mastercraft Line, every table set owner is a prospect for a profitable sale.



There is a big market for Consoles right now, and we help you make the most of it with the selling helps we furnish. Write now for details.

THE WOLF MANUFACTURING INDUSTRIES . . . QUINCY, ILLINOIS

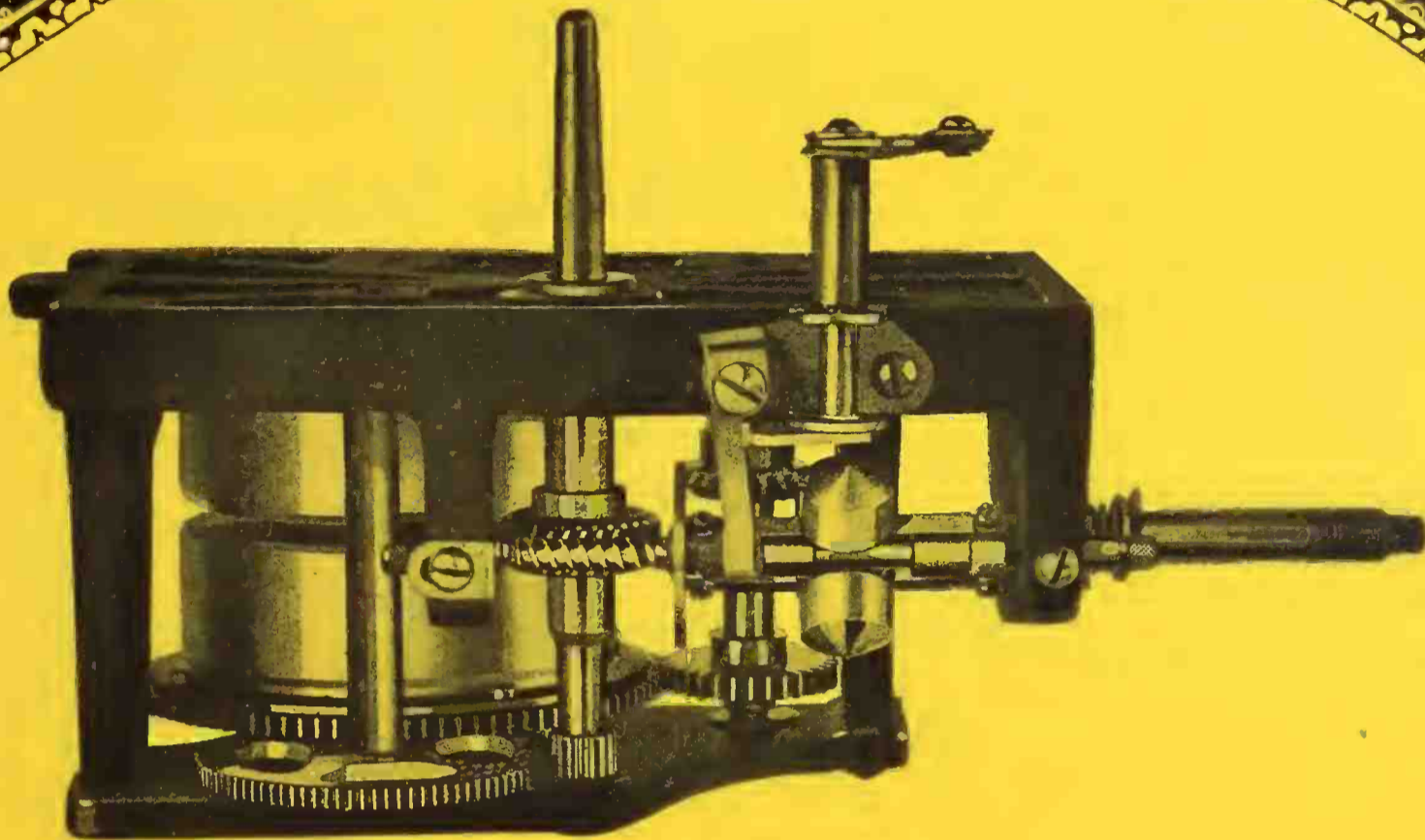
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44 Whitehall St.

BOSTON
21 West St.

CHICAGO
Phonographs:
20 East Jackson Blvd.
Radio Consoles:
1500 Republic Bldg.

NEW ORLEANS
1046 Camp St.

SAN FRANCISCO
1054 Mission St.



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.

Never What!



Just the best hit of all The Dance

- 40771 { I've Never Seen a Straight Banana—Fox Trot—Vocal Refrain,
10-in. { Harry Reser's Jazz Pilots
75c { I Wonder How I Look When I'm Asleep—Fox Trot—Vocal
Refrain, { Harry Raderman's Dance Orchestra

The Vocal

- 40775 { I've Never Seen a Straight Banana—Tenor-Baritone Duet, with
10-in. { Piano by Dave Kaplan,
75c { (Happiness Boys) Billy Jones & Ernest Hare
That's My Hap-Hap-Happiness—Tenor-Baritone Duet, with Piano
by Dave Kaplan,
(Happiness Boys) Billy Jones & Ernest Hare

Okeh Records

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.



LUDWIG VAN BEETHOVEN

MASTER of SYMPHONIES

ALL THE NINE SYMPHONIES

Imported European Recordings

- 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 included - - - - - 10.50
- Fourth Symphony in B Major—4 double-faced records (No. 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 (op. 92)—5 double-faced records (Nos. 5062 to 5066, incl.), Album included - - - - - 7.50
- Eighth Symphony in F Major (op. 93)—3 double-faced records (Nos. 5067 to 5069, incl.), Album included - - - - - 4.50
- Ninth Symphony in D Minor (op. 125)—9 double-faced records (Nos. 5077 to 5085, incl.), Album included - - - - - 13.50



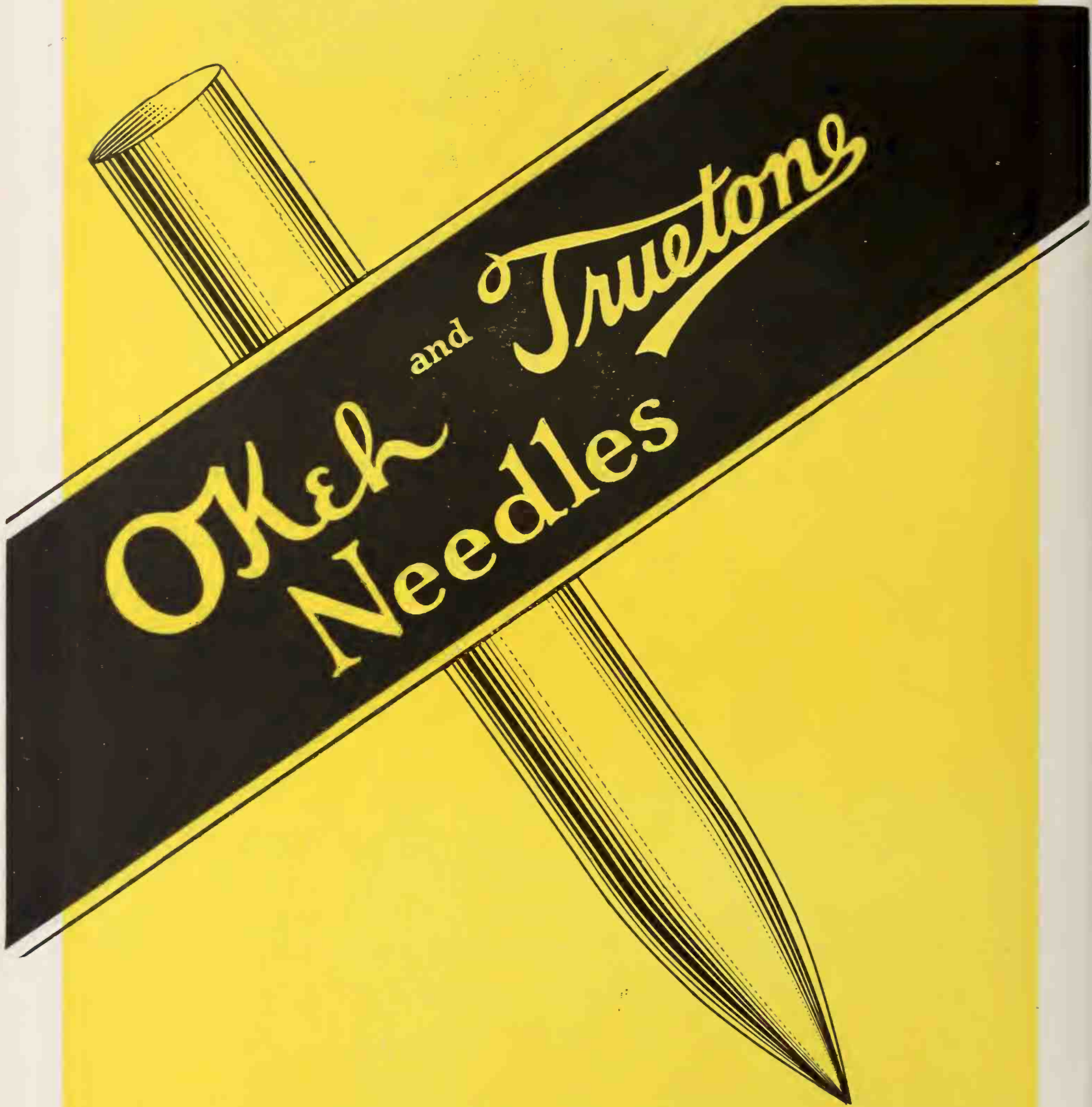
Odeon Records

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 POINT TO
MORE SALES**

Too often, so small a thing as a needle point is the difference between selling a record and putting it back in stock. For more sales use only Okeh Needles in every booth.

Instructive Addresses Featured Meeting of Standards Committee of the R. M. A.

Over 200 Radio Executives and Engineers. Representing 106 Radio Manufacturers, Were Present at Sessions Held in the Congress Hotel in February—Important Action

The Standards Committee of the Radio Manufacturers' Association met in session in the English Walnut room of the Congress Hotel, Chicago, on February 16 and 17, for the second time in the history of the Association. The meeting was attended by over 200 radio executives and radio engineers with 106 radio manufacturers represented. A. J. Carter, president of the Carter Radio Co., general chairman of the Standards Committee, called the meeting to order promptly at 10 o'clock, with an opening address by A. T. Haugh, president of the R. M. A. Mr. Haugh commented upon the fact that at the Atlantic City convention there was but little interest in standardization and he lauded the committee for the work which it had accomplished towards creating interest among the members. He predicted that the resolutions and plans made by the R. M. A. during the two-day session would go far towards a stabilization of the entire industry and he urged immediate action. Mr. Haugh then turned the proceedings over to Mr. Carter, the chairman, who introduced Roger M. Wise, chief engineer of E. T. Cunningham, Inc., who delivered an interesting and constructive talk on recent vacuum tube development.

Discuss Trade Show

H. H. Frost, of E. T. Cunningham, Inc., then discussed the R. M. A. Trade Show, to be held at the Hotel Stevens, June 13 to 19, stating that out of 19,000 square feet of space, 18,275 feet had already been sold before the opening of the meeting. One hundred and eighty-three manufacturers will exhibit radio products at the Trade Show, according to figures in Mr. Frost's possession at the time of the meeting.

Mr. Carter then instructed the various committees to meet during the afternoon to accomplish the work laid out and prepare a report for the Thursday afternoon final meeting. In response to a suggestion from one of the delegates, a new committee was appointed on loud speaker standardization, with D. J. Lippincott, of the Magnavox Co., as chairman.

On the second day of the session Professor Paul Andres, chief engineer of Newcombe-Hawley, Inc., addressed the meeting on the subject, "Audio Amplification and Sound Reproduction." The Underwriters' Labs. were represented by Chief Engineer R. M. Obergfel, who spoke on "Problems of Power Supply Devices as Applied to Radio."

Committee Reports

The standards division, represented by fifteen committees which had taken up the work of standardization on the previous day, reported the recommendations which had been made covering the following: wiring devices, condensers and dials, rheostats, transformers, plugs, jacks and switches, sockets, receiving sets, vacuum tubes, test instruments, arresters and aerials, panels, resistance units, fixed condensers, speakers and power devices. These recommendations, when finally approved, will become set standards for the entire radio industry, it is believed.

Leading Radio Manufacturers Represented

It is significant to note that radio manufacturers from coast to coast were represented at the meeting, a fact which indicates a widespread interest in standardization and the efforts which the R. M. A. is putting forth in that direction. Another forward step made at the meeting was the recommendation that the R. M. A. immediately form a technical division, to be composed of radio engineers drawn from members in its ranks.

Through the ends which the Standards Committee of the R. M. A. is attempting to accomplish, suppliers of raw materials will be

benefited because there will be a greater demand for standardized material. Consequently the suppliers can anticipate demands, carry larger stocks and make better deliveries at a reduced cost. The manufacturer with a ready source of raw material can keep his plant running at all times, make prompt deliveries and prevent cancellation of delayed orders. Parts will be made interchangeable, so that dealers or jobbers are not required to carry duplicate stocks of parts. Thus the benefit of standardization is carried down through the manufacturer, jobber and dealer to the consumer.

Early in April a printed report will be sent to all R. M. A. members, which will include all recommendations made on standards at the February meeting.

Peerless Album Co. Plans Addition to Floor Space

Phil Ravis, President of Company, Home From Business Trip to the Middle West—Optimistic Over Outlook for Peerless Products

Phil Ravis, president of the Peerless Album Co., 638 Broadway, New York City, manufacturer of the well-known line of record albums and recent manufacturer of several types of portable talking machines, has returned to New York following a trade trip through Middle West territory. Mr. Ravis covered the leading centers of Pennsylvania, Ohio and Illinois, spending several days in the city of Chicago. He returned to his offices very enthusiastic over the way the trade has received the Peerless portables and looks forward to the steady growth of this division of Peerless album business. The Peerless Album Co. is closing negotiations to take over an additional entire floor at its present address.

MAGNAVOX

CONE SPEAKER UNITS

improve any set

Best known and most readily accepted speaker.

Only 8 5/8 inches in diameter—fits any cabinet. Simplest to install—only 4 screws to turn.

Covers wide range of frequencies. Passes bass notes wonderfully clear. Beautiful tone quality with volume for largest residence use. Takes the wallop from biggest sets.

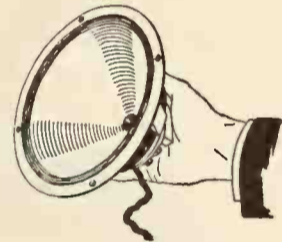
Surprisingly low list price and liberal discount.

Send coupon right now for proposition that means money to you.

THE MAGNAVOX COMPANY

General Offices and Factory: OAKLAND, CALIF.
Chicago Sales Office—1315 South Michigan Ave.

To get an idea of how the Magnavox Cone Speaker Unit fits your cabinet, cut out a circle 8 5/8 in. in diameter and use as a template. Mounting screws are 8 3/16 in. apart.



Little but loud—fits your hand and your cabinet.



Turn only 4 screws—takes only 4 seconds.

Send this coupon now to nearest office

THE MAGNAVOX COMPANY

Send full details of cone speaker unit proposition

Name

Address

City

St. Louis Dealers Consider Important Merchandising Problems at Conferences

Columbia Sales Reach a New High Figure—New Orthophonic Victrola and Radiola Demonstrated at Meeting of Victor Dealers—Atwater Kent Dealers in Conclave—Columbia Branch to Move

St. Louis, Mo., March 7.—Maintaining the fast pace set during the month of January, business in the talking machine and allied trades in the St. Louis territory for February was auspicious, and thus far has given no signs of decreasing.

Record-breaking Columbia Sales

Indicative of the trend during the month is the record-breaking volume transacted by the St. Louis and Kansas City branches of the Columbia Phonograph Co.

"A large amount of this increase is directly traceable to the national advertising campaign which has been carried on for the past eighteen months by our company: 85 per cent of which has been devoted to exclusive record advertising," said A. G. Bolts, assistant manager.

"The electrical recording process which has been used by our company for some time combined with the noiseless surface of the Columbia New Process record has also been of wonderful value in increasing the volume of sales.

"Sales of the new Columbia Viva-tonal phonographs have been so heavy that all orders for certain models have been placed on back order for the past five weeks."

The Beethoven centennial celebration during the week of March 20 to 26, which is sponsored by the Columbia Phonograph Co., is meeting with increasing success in the St. Louis and Kansas City territories, according to Mr. Bolts. Enthusiastic committees have been formed in St. Louis, Kansas City and Springfield, Mo.; Cairo, Ill.; Wichita and Hutchinson, Kan., and in Lincoln and Omaha, Neb.

Many New Accounts

One of the outstanding features of the company's activities during the month was the opening of a series of accounts that will undoubtedly result in additional increases in sales. The Baldwin Piano Co. and Nugent's department store here have recently added the Columbia to their line of merchandise.

The Rorabaugh Dry Goods Co. of Wichita, Kan., the Rorabaugh Wiley Dry Goods Co. of Hutchinson, Kan., Rorabaugh Paxton Co., Emporia, Kan., and the Rorabaugh-Brown Co. of Oklahoma City, Okla., also have installed the Columbia products.

New Home for Columbia Branch

Additional emphasis on the volume of business being transacted by the Columbia Co. in this territory is found in the announcement that the local branch of the company has been forced to seek new and more commodious quarters to provide for its expansion. The company has leased the entire third floor of the Meyer Building at 115-125 South Eighth street.

The company has already begun the installation of its stock in its new home, and it is anticipated that by March 19 its new quarters will be opened for business. Closing of a long-term lease on the new quarters was approved by W. C. Fuhri, vice-president and general manager of the company, who was a recent visitor to St. Louis.

Stages Victor Dealers' Conference

The Koerber-Brenner Co., local distributor of the Victor products, is equally satisfied over conditions generally. "Our record business is exceptionally good, while the Orthophonic Victrolas are finding increasing favor," said F. W. Rauch, manager.

The company during the latter part of the month entertained seventy-five dealers from Indiana, Illinois, Kansas, Arkansas, Missouri and Kentucky, at a conference at Hotel Statler, to demonstrate the new Orthophonic Victrola and the Radiola. The gathering was addressed by W. L. Keyes, Victor representative here, and by Mr. Rauch. A banquet was held in the evening, after which another meeting, addressed by E. A. Kieselhorst, was held. Following Mr. Kieselhorst's address the meeting was thrown open for general discussion. Interesting sales talks were made also by L. H. Duncan, of Terre Haute, Ind.; Phil Schroeder, of Vincennes, Ind., and Lou Shaefer, of Peoria.

Conducting Brunswick Classes in Selling

In an effort to obtain the maximum of sales efficiency, the local branch of the Brunswick-Balke-Collender Co. has concentrated its efforts during the month on teaching their dealers the latest in salesmanship courses. The company is conducting classes almost daily throughout the territory in its latest Panatlope salesmanship course.

Like the others in the trade, the Brunswick

Company has been experiencing a wave of good business which bids fair to continue.

Atwater Kent Dealers Convene

One hundred and fifty dealers served by the Brown & Hall Supply Co., Atwater Kent distributor, held a convention and banquet February 21 at the Hotel Chase. Addresses were made by Norman S. Brown, president, and Fred A. Wiebe, vice-president of the Brown & Hall Supply Co., and H. T. Stockholm, district sales manager of the Atwater Kent Mfg. Co.; Roger Pigeon, Atwater Kent factory representative; H. L. Doty, territorial representative for the Pooley Co. of Philadelphia, manufacturer of



H. T. Stockholm

radio cabinets for Atwater Kent sets, and C. F. Crane, of the Briggs-Stratton Mfg. Co., maker of "A" eliminators.

Norman S. Brown in his address brought out the fact that while between 25,000 and 30,000 Atwater Kent sets and speakers were sold in this territory during the year, the surface was only scratched so far as sales of radio sets were concerned.

R. M. McCormick in Brunswick Post

R. M. McCormick, of St. Louis, has been appointed head of the Brunswick record sales department in succession to Thomas E. Stevens, who has been promoted to the Chicago branch of the company. Other additions to the company's personnel are L. W. Tixier, sales representative in the southern Illinois and southern Missouri territory; Richard Kasting, special record salesman in Missouri and Illinois, and T. A. Drago, special record representative in Mississippi and Louisiana, operating out of the company's sub-branch in New Orleans.

Artophone Corp. Busy

Continuing its January activity, the Artophone Corp. has announced that its February volume has shown a tremendous increase over the same month last year. The company reported that there has been no let up in the demand for hand-painted ukuleles, banjo ukuleles, mandolins and guitars, as well as phonographs and records.

New Ortho-sonic Distributor

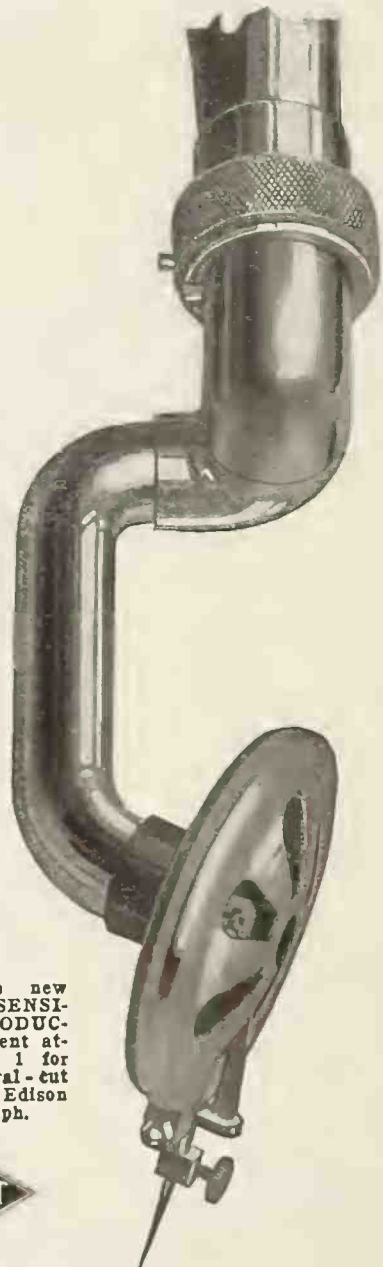
Geller-Ward & Hasner Hardware Co. has been appointed distributor for the Federal Radio Corp.'s line of Ortho-sonic radios.

Atwater Kent Line on Exhibit at New Haven Show

NEW HAVEN, CONN., March 7.—At the New Haven Show of Progress, held recently in this city, the Atwater Kent radio was prominently exhibited. This show consisted of six large floors of exhibits by manufacturers, jobbers and retailers. The Atwater Kent exhibit, which was under the auspices of the New Haven Electric Co., local Atwater Kent distributor, was very attractively arranged and situated directly in front of the broadcast station. Atwater Kent radio was also prominently shown in four other exhibits made by retail radio dealers.

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.

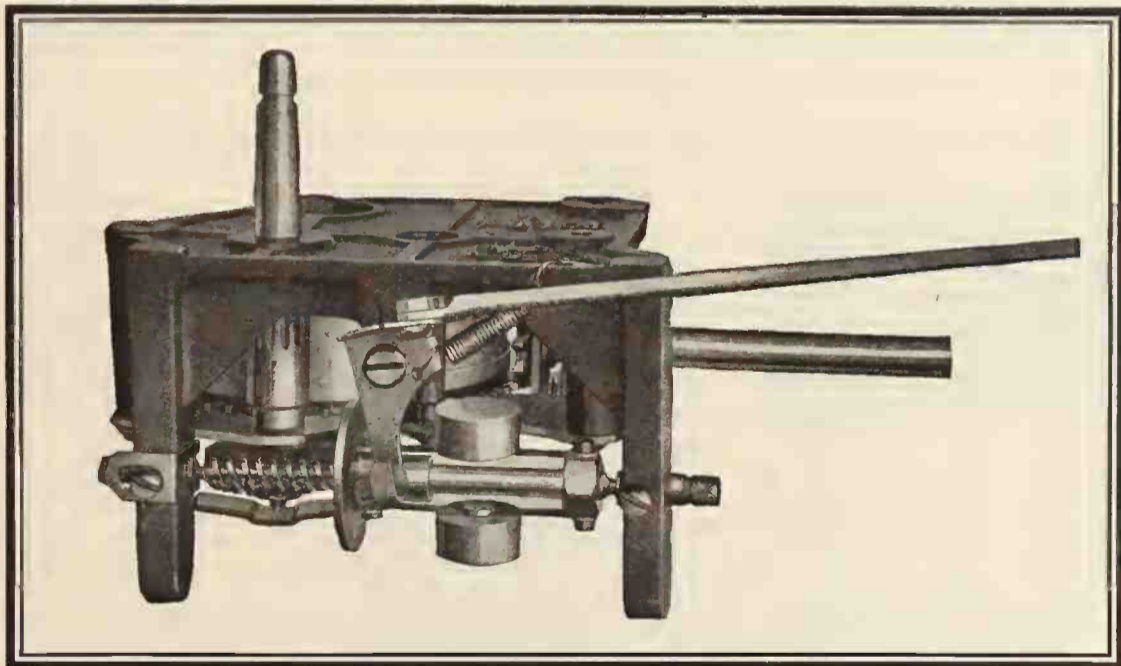
Small Portables CAN Be Noiseless, Sturdy, Safe— If They're Equipped with Junior Motors

FOR the first time the well-known qualities of the famous Flyer Motor are made available for smaller, lighter portable phonographs. The Junior Motor is a reproduction of the Flyer in smaller size, and has the same precise workmanship, the same careful inspection, the same sturdy construction that have made the Flyer the most popular and most widely used motor for portables.

The frame of the Junior is of cast iron. Bearings are of everlasting bronze. The tough spring is made of the finest steel. Like the Flyer, the Junior is inspected at every step and cannot leave the factory unless it is 100% right in every particular. The result is perfectly fitted parts which work smoothly and silently for years, without the vibration and wear which tear down cheaper-made motors in a few months.

The Junior does not add to the cost of the portables you buy. It *does* add to their value and to the satisfaction they give. And it makes any portable easier to sell and insures you against returns.

*Insist on Junior or Flyer Motors in all portables you sell, and you'll be safe—
covered by two guarantees, the maker's and our own.*



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Purchase of Plant Adds to Sparton Floor Space

Sparks-Withington Co., Manufacturer of Sparton Radio Receivers, Buys Plant With 140,000 Square Feet of Floor Space

JACKSON, MICH, March 5.—Outright purchase of the immense No. 1 Group of Earl Motors plants here is announced by the Sparks-Withington Co., manufacturer of radio receivers and automobile warning signals. These factories add 140,000 square feet to Sparton facilities. The



Earl Motors Plant Taken Over by Sparks-Withington Co.

entire site, comprising six acres and affording for further expansion, was included in the purchase.

Operations will begin immediately, transforming the factories for the use of the Sparton radio division, which will occupy the whole group. Changes will probably require two or three months. The expansion is the second to take place in the company's radio facilities within a single year, and is attributed by Sales Manager Harry G. Sparks to the nation-wide demand for the Sparton 110-AC—the light-socket set requiring no batteries and operating directly from alternating current.

"We have successfully pioneered the field of direct light-socket reception," declares Mr. Sparks. "We mean to maintain our leadership with whatever additional production facilities our distributing organization finds needful."

L. J. Chatten a Benedict

The many friends of Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc., New York, were interested in the announcement of his recent marriage, at Hammond, Ind., to Miss Henrietta May Wolfe, daughter of Mr. and Mrs. Frederick Wolfe. Mr. and Mrs. Chatten will be at home after the fifteenth of March, at Witherbee Court, Pelham Manor, N. Y.

A petition in bankruptcy was recently filed against the Flatbush Radio Laboratories, 1421 East Tenth street, Brooklyn, N. Y.

SM Junior Motor Latest Silent Motor Corp. Product

Motor, Just Announced to the Trade, Designed Especially for Small Portables—Has Several Distinctive Features—A Compact Product

The SM Junior, a new motor especially designed for small portables, with a playing capacity of two records with one winding, has been announced to the trade by the Silent Motor Corp., New York. The new motor is light, compact and inexpensive, and its success is assured, according to Martin W. Segal, vice-president of the company. Two other Silent Motor models are now being manufactured besides SM Junior. These are model DS, playing five records with one winding, and the SM Simplex for portables,

with a playing capacity of three records with one winding.

The Add-A-Phonic reproducer, recently introduced by the Unique Reproduction Co., a subsidiary of Silent Motor Corp., has met with a splendid reception. The Unique organization will be remembered through the Add-A-Tone reproducer, a successful portable phonograph accessory. The Harmony reproducer is another efficient member of the Unique line.

A streamline air column tone arm, all brass, made in one piece, is also produced by this organization and manufacturers are now able to obtain a combination Silent Motor, tone arm and reproducer at a combination price.

Herman Segal, president of the Silent Motor Corp. and the Unique Reproduction Co., has just returned to his desk from a two weeks' business trip to the Middle West and reports a very satisfactory business outlook for 1927.

Radio Corp. Launches Drive on the Radiola 20

With the slogan, "Radiola 20 is the greatest value in radio," the Radio Corp. of America is conducting a special drive for business on this popular model, the list price of which was recently reduced to \$78. The selectivity of the Radiola 20 on all wave lengths is stressed and RCA authorized dealers are urged to point out in the interest of sales, its many advantages to the consuming public.

Acme "A" & "B" Power Unit Proves Popular With Trade

Products Made by the Acme Electric & Manufacturing Co. Find Favor With Radio Set Owners—Unit Works With All Sets

One of the well-known devices used by radio fans is the Acme A & B power unit. It consists of a six-volt storage battery with a capacity of sixty ampere hours; also one B power supply unit, a two-rate trickle charger giving one-half and one and one-half amperes (this being controlled by a toggle switch) and the Acme automatic control switch.

These units are enclosed in a permanent, attractive steel case, finely finished with crystalline lacquer. Bulbs for both the charger



Acme "A" Power Unit

and B Eliminator, together with the necessary cord and sockets, are included.

This Acme A & B power unit will keep the battery on any radio receiving set properly charged regardless of the number of tubes in the set. It is automatic in operation and is controlled by the switch at set. This product has already achieved wide popularity among retail dealers.

The A & B power unit is only one item of this famous Acme line. The Acme Electric & Manufacturing Co. is also the manufacturer of the Acme automatic control switch, Acme trickle charger, Acme universal type AU charger, Acme universal B supply unit, Acme two-rate trickle charger and the Acme A power unit.

Incorporation

Max Gittel, New York, was recently incorporated at Albany to manufacture and deal in musical instruments with a capital stock of \$10,000. The incorporators are R. and M. Gittel and B. Teitler.

Phonographs and Radio Cabinets

STYLE 21
Genuine Mahogany or Walnut only.

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

STYLE 17
Genuine Mahogany or Walnut Phonograph only

STYLE 1
Gum Mahogany, Golden or Fumed Oak.

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 redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

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

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

Why hunt big game with a shot gun?

How do you go after big radio business? Are you still using shot gun methods—scattering your recommendations over so many lines of radio that you can do justice to none of them?

Or are you one of those clear-thinking progressives who in rifle fashion have "sighted" on one, possibly two, well known lines, and are able to concentrate all your recommendations on these lines, and bring down game at almost every price range?

Federal makes it easy for the retailer both to concentrate and be consistent in his claims. For so wide is the assortment of Federal Ortho-sonic models that it meets the needs of nearly every prospect. And every set is Ortho-sonic.

To offer so comprehensive a line of radio, the manufacturer must assume much added cost and expense. But Federal is convinced that such a policy is the one solution of the problem of the ineffectual retail marketing inevitably arising from too great a diversity of recommendations to prospects.

Besides completeness of line Federal offers the retailers all the advantages of a line that is utterly distinctive and outstanding. For Federal is the only Ortho-sonic radio—the only radio with the patented Ortho-sonic circuit.

Distinctive beauty of tone and of cabinet design, a vigorous policy of national and local newspaper advertising, liberal profit margin, protection from excessive competition, no signed contracts or red tape—these are just a few of the features of the Federal Retailer designation which have appealed so tremendously to the better class of retailers.

Get in touch with your Federal wholesaler. If you don't know who he is, write us—promptly.

*The sign of the
Designated Federal Retailer*



FEDERAL RADIO CORPORATION, *Buffalo, N. Y.*

(Division of Federal Telephone and Telegraph Co.)

Operating Broadcast Station WGR at Buffalo

ORTHO-SONIC*

Reg. U. S. Pat. Off.

Federal Radio

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

Burtex
TRADE MARK



Model A
Standing
Effect

Stevens Speakers

for

—more sales now
—more net profits

Stevens speakers sell themselves to eye and ear—your sales talk is merely confirmation of the customer's own impressions. That makes easy selling, quicker turnover, more profits.

You don't have to argue or persuade
—just let the Stevens do it!

*It's No Wonder They
Sell With These
Features!*

1. The patented BURTEX Diaphragm, exclusive with Stevens—only SEAMLESS diaphragm made—a fabric base formed under tension into the CONOIDAL (continuous curve) shape for perfect sound reproduction—resilient and immune to all atmospheric conditions and effects.

2. The Tensile Tension Unit—another Stevens development—balanced correctly, non-freezable—produces perfect tone quality under high voltage.

3. Mahogany Sounding Board—greatly increases resonance and volume, as in a piano.

Stevens Speakers have swept the country in a wave of popularity. Dealers are enthusiastic because they sell and STAY SOLD—no kicks or comebacks. And each Stevens Speaker sold means a flock of additional orders from friends of the first buyer. Share in the success of this fast-selling line—write now for details of our attractive proposition to jobbers and dealers.



Model "A"

1 7/8 inch diameter, complete with easel base (as illustrated) and silk hanging cord. A decorative addition to the finest interiors for hanging on wall or table use.

List Price \$25



Model "B"

1 1/2 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

STEVENS & COMPANY, Inc.

46-48 East Houston St., New York City
Made by the Pioneers in Cone Speakers



Radio Corp.'s Statement Shows Increased Earnings

Gross Income for 1926 Was \$60,437,461 as Against \$50,405,144 for 1925; Net Income Was \$4,632,009 Against \$2,852,993

The annual report of the Radio Corp. of America for 1926, recently made public, disclosed substantial increases in gross and net earnings for the year. Gross income was \$60,437,461 against \$50,405,144 in 1925, and net income after amortization, reserves and other deductions was \$4,632,009, or \$2.82 a share on 1,155,400 shares of no par common stock outstanding, against \$2,852,993 or \$1.27 a share in 1925.

Gross sales were \$56,009,607, against \$46,251,785 in 1925, reflecting the recovery in the radio instrument business. Income from transoceanic communication was \$3,599,686, against \$3,418,179 in 1925, and income from marine service was \$828,167, against \$735,179. Expenses, depreciation and cost of sales was \$6,868,795, against \$4,973,207. Against \$700,000 set aside in 1925 for amount written off contracts, good-will, etc., there was no corresponding deduction in 1926, but last year \$750,000 was set aside for the first time as a general reserve.

The corporation completed writing off \$6,326,699 in respect to contracts and good-will by charging \$3,500,000 to surplus account. The amount thus charged to surplus account in 1925 was \$1,500,000. There was \$1,326,699 charged directly to operation in 1924 and 1925 for that purpose.

After this deduction of \$3,500,000 and one of \$1,368,264 for preferred dividend payments and addition of previous surplus of \$6,353,563, surplus account for 1926 stood at \$6,117,308.

Current assets increased \$1,131,124 in 1926 and exceeded current liabilities by \$19,167,824. There is no bonded debt or notes outstanding. Plant and equipment stands at \$14,916,863, against \$13,779,510 in 1925. Reserve for amortization of patents after charging off patents expired is \$5,490,745 and represents depreciation to December 31, indicated by the schedule founded on the life of the patents. Depreciation and obsolescence reserve stands at \$3,281,552.

In their report Owen D. Young, chairman, and James G. Harbord, president, said that a radio station will be ready for operation early this year at Manila by a subsidiary in broadcasting and communication. The "beam" system of transmission is being installed in the New York-London circuit. Conditions in China prevent the opening of radio stations there.

Discussing sales of equipment, the report says: "Sales for 1926 showed a substantial increase over the prior year not only in units but in dollar value. Wholesale distribution and retail coverage for vacuum tubes were materially increased in 1926 and this was reflected in increased sales to consumers. To keep pace with the rapidly expanding business of the Radio Corp. its sales staff has been augmented. Service facilities have been expanded. Advertising coverage has been increased as circumstances warranted."

New Cunningham Amplifier Tube Is Placed on Market

A new Cunningham tube, known as CX-340, has been placed on the market by E. T. Cunningham, Inc., New York. It is an amplifier, with an amplification of 30 for resistance and impedance-coupled amplifiers. Its characteristics are as follows: Filament voltage, 5.0 volts; filament current, .25 ampere; B voltage 135-180 volts; amplification factor or "mu," 30.

Constants with which the tube is to be operated are somewhat different from those used with the Mu20 type of tube. According to the recommendation of Cunningham engineers, the complete coupling resistor should have a value of 250,000 ohms in place of the conventional

100,000-ohm resistors. When used as an amplifier with more than 180 volts at the source, the CX-340 should have a plate resistor high enough so that effective voltage across the plate and filament of the tube does not exceed 180 volts. For this reason it is recommended that a plate resistor of 500,000 to 1,000,000 ohms be used when the tube is operated in excess of maximum voltage.

Victor Releases Radiola 20 in Console Cabinet

On March 1 the Victor Talking Machine Co. released to the trade its first model of a straight radio set enclosed in a Victor cabinet. The set



Victrola Radiola 20

is the Radiola 20, which is used in several combination Victrola-Radiolas, and is a five-tube set using dry cell batteries. The cabinet is a console with one lid and space is provided for all batteries and power units. It has the Orthophonic horn, together with the Orthophonic speaker unit. The new model lists at \$135.

C. R. Bach Co. Is Western Amplion Representative

SAN FRANCISCO, CAL., March 4.—The C. R. Bach Co. was recently organized with offices at 252 Fifth street, to act as Western representative for manufacturers of radio and electrical equipment. C. R. Bach, the head of the new company, is well qualified to act in this capacity, having had many years' experience in directing the distribution of Red Seal batteries and products of the Manhattan Electrical Supply Co. Four salesmen comprise the outside staff of the company, covering northern and southern California, Oregon, Washington and the Inter-Mountain territory. Among the products which the company distributes are those of the Amplion Corp. of America.

Richard Smiley, A. K. Manager, on Extended Trip

Richard (Dick) Smiley, district sales manager of the Atwater Kent Mfg. Co., Philadelphia, Pa., has made such a name for himself as speaker before Atwater Kent dealer meetings that his services are being required in almost every part of the country. He is now on a trip to Chicago, Minneapolis, Winnipeg, Calgary, Vancouver, Seattle, San Francisco and Los Angeles, returning to Philadelphia the latter part of April.

The Schakleton Piano Corp., Frankfort, Ky., has been incorporated with a capital stock of \$50,000 to sell musical instruments.

The Greatest of
Portable Phonographs

GianTone

VOLUME

Re-Echoes Sales Volume

And now GianTone so remarkable for its volume and pure clarity of tone, re-echoes with tremendous sales volume.

The unusual demand which GianTone is enjoying proves conclusively it is a *genuine value* and not just another portable.

GianTone is an instrument of incomparable Tone, Volume and Value. Acoustically correct, it reproduces the master recorder with a fidelity that can be appreciated only by hearing GianTone.

Standing alone as the console's only rival, in its hand-tooled embossed and hand-finished case, Caswell presents an instrument of rare beauty and refinement, that can well grace the home of the most particular.

Hear GianTone once and you are won. An inquiry will bring further information, or better still, write or wire for the portable sensation, GianTone.

NOTE—Our new "Melody" Portable, retailing at \$15.00, is now ready for delivery. Watch for our announcement of this wonderful new portable next month



Price \$30⁰⁰

*Slightly higher in
Far West and South*

The well-known Gypsy Model continues to be in popular demand in the \$25.00 price class

CASWELL

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

Fred D. Williams Elected President Dobilier Corp.

Also Director of Sales—W. T. Smith, Chairman of Board—T. C. Hammond Made Vice-president and General Manager of the Firm

William Dobilier, technical director of the Dobilier Condenser Corp., New York, who organized and has headed the company since its inception, has announced the election of Fred

could devote his entire time to the development and refinement of Dobilier products.

Mr. Dobilier stated that at the present time the company is in a better position, both from a financial and organization standpoint, than ever before in its history. W. T. Smith, vice-president of W. A. Harriman & Co., Inc., as chairman of the board of directors, brings to the company a wealth of experience in industrial management and financial control which is invaluable. T. C. Hammond, who continues as vice-president and general manager, has had a

has been appointed chief engineer of the company. Mr. Houck has been associated with Mr. Dobilier for the past six years, and is well known in radio engineering circles, especially in developing the second harmonic principle (Super-Heterodyne) which he devised in collaboration with E. H. Armstrong for the Radio Corporation of America.

The Dobilier Condenser Corp. has extensive and valuable patent rights, owning or controlling a large number of patents, and has pending 175 applications covering condensers and other radio devices. It controls the basic Lowell and Dunmore patents relating to the use of electric lighting power in place of batteries for radio receiving sets. In addition, it possesses a large number of patents and applications covering devices and apparatus for use with radio receiving sets operated directly from commercial power or lighting current, whether alternating or direct. Many large manufacturing companies are already operating under the licenses granted by the corporation. A few of the companies operating under these licenses being: Philadelphia Storage Battery Co., Fansteel Products Co., Willard Storage Battery Co., Grigsby-Grunow-Hinds Co., Timmons Radio Products Corp., Federal-Brandes, Inc., Elkon Works and Freed-Eisemann Radio Corp.

Very important developments have been and still are taking place in the Dobilier laboratories abroad. These developments are under the direction of Dr. Philip Coursey, in England, and the Telefunken Co., in collaboration with the German General Electric Co. and Siemens-Halske Co., in Germany. Mr. Dobilier expects to leave shortly for consultation with these foreign interests.



(1) William Dobilier, (2) Fred D. Williams, (3) Harry W. Houck

D. Williams as president and director of sales. Mr. Williams is already well and favorably known to the entire manufacturing and distributing trade of the radio industry and his success with the Majestic B Battery Eliminator is universally known. In his new position he will be of considerable help to both manufacturers and distributors because of his definite knowledge of their problems gained through his close contact with them in the past. Mr. Dobilier has long felt the need of additional executive help in the corporation, so that he

wide experience in factory and organization management. W. J. Smith will continue as treasurer of the company.

C. H. Alvord, formerly associated with the American Bosch Magneto Co. as superintendent of factory, will be in charge of production. Mr. Alvord is experienced in the manufacture of condensers, and his intensive study of condenser problems from a production standpoint makes him especially fitted for this position.

Assisting Mr. Dobilier in his research and development work will be Harry W. Houck, who

Radio Service Firm Formed

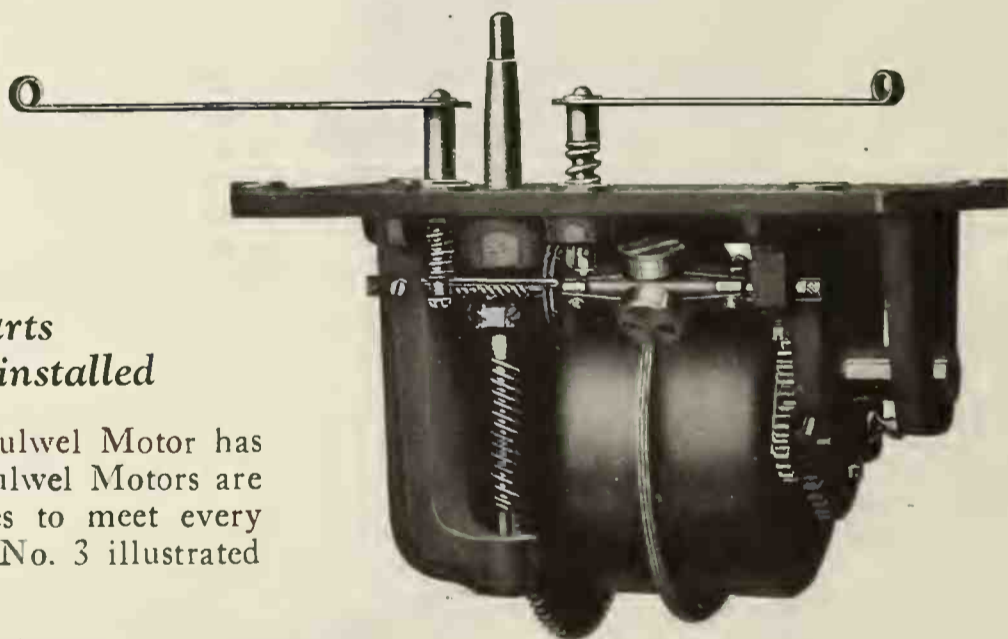
The Sparks Radio Service Co., 35 West Twenty-fifth street, New York, was recently organized to take care of the installation and repair work of dealers who lack the facilities.

Helycon Motors

The use of Helycon No. 3 Three Spring Motor has proven profitable to makers of phonographs because of—

- ease of installation
- its few parts
- interchangeability of parts
- absence of trouble when installed

No dimension of any Helycon or Pulwel Motor has ever been changed. Helycon and Pulwel Motors are made in four types and seven sizes to meet every phonograph requirement. Helycon No. 3 illustrated is one of the complete family of



Helycon Motor No. 3
Three-Spring
"Precision Built"

Helycon and Pulwel Motors
Helycon Tonearms and
Reproducers

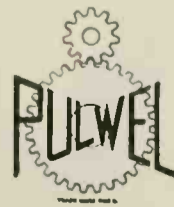
Pollock-Welker, Limited

Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Code—A.B.C. 5th Edition. Bentley's



*WITH the introduction
of the new Sonora
Portable phonograph,
the toy machine of
yesterday is obsolete,
as a radio without a
power tube*

THE NEW SONORA



To the right—No. 1 Sonora Portable in smart black fabrikoid case, "Sonora" blue lining, striking an extremely effective color combination. It is 14³/₄ inches wide, 12 inches deep and 7¹/₂ inches high, and only 13 pounds light. Nine-inch turntable—plays two 10-inch records with one winding. It is equipped with the No. 5 sound box—the same reproducing unit that is used in the newest large type reproducing phonographs which gives remarkable volume and tone.

Price \$25.00



Above—The No. 2 Portable. This instrument—the No. 2 Sonora Portable—is truly a musician's instrument. In it is the longest reproducing tone chamber in any medium or low-priced phonograph—the 54 inches from the sound box to the opening giving a tone quality until now found only in high priced phonographs. Attractive brown fabrikoid case, contrasting tan lining, 15¹/₄ inches wide, 12 inches deep and 8³/₄ inches high. The record container carries over thirty selections.

Price \$35.00

PORTABLES ARE READY-

Greatest in Volume - Richest in tone

"Clear as a Bell"

AND the new Sonora prices present a rare opportunity to dealers who desire to build a great volume of profitable business on a quality product

SONORA'S newest Portables present an entirely new reproduction principle that far surpasses anything heretofore developed!

Now the Portable is a real musical instrument — the deep booming notes and low crooning cries are brought out with a richness and wealth of volume never before believed possible in Portables—and comparable only with the recently developed new type reproducing phonograph.

We sincerely believe that anyone buying a Portable who has ever heard the new Sonora will buy no other.

Sonora dealers—the first and only ones to feature this new instrument—will gain prestige and confidence, for again the Sonora dealer has an opportunity to establish a reputation for leadership. He also has a rare opportunity to get the greatest volume of trade ever realized on a quality product—and at a time when profits are most desired.

And remember permanent profits and substantial business come



No. 2 De Luxe Portable Model—the highest type Portable phonograph ever made—the new tonal system encased in the smartest cowhide traveling case—its burnt leather edges and its smartly rounded corners make this a piece of luggage that "round the world" travelers will covet. It is 15¼ inches wide, 12 inches deep and 8¾ inches high and is equipped with the No. 5 sound box.

Price **\$50.00**

The longest tone amplification system used in any Portable. The remarkable tone and amazing volume comes through this newest invention of Sonora's acoustical engineers. The scientific tapering of this tone passage brings out maximum volume. Fifty-four inches of tonal amplification from the time the tone is picked up by the new reproducing type sound box until it emanates from the mouth of this new sound chamber.



through selling to the top half of the market—to the people who appreciate the finer things in life.

And in these days of prosperity and high wages when people are spending more money on vacation pleasures than ever before, Sonora looks confidently to its biggest Portable season.

Railroads, summer resorts, steamships, etc., will receive millions from vacationists this summer and with these new Portables Sonora dealers can get their share of this great vacation expenditure.

The price range is so wide that everyone is a prospect, beginning at \$25.00—the lowest price at which a quality instrument has ever been sold—to \$50.00 for the finest cowhide covered De Luxe Model.

And the Portables are just the beginning of the greatest line in the history of the Sonora Company. Wire now for possibilities of securing the Sonora franchise for advance samples of the new Sonora Portable and complete details of the new dealer help program.

SONORA

ANYONE can hear a Portable in a quiet demonstration booth in a dealer's store, but people buy a Portable to take out in the woods, to play aboard a motorboat or on the beach and they expect to be able to hear it above the throb of the motor and the hum of hundreds of voices.

Place the new Sonora Portable at the farthest end of your store and take your customers to the very front of the store, or, if you will, even outside the door.

Play it just once—and you will have made the most eloquent and convincing sales talk—and you'll make the sale!

SONORA

“THE HIGHEST CLASS INSTRUMENT IN THE WORLD”

Victor Dealers Urged to Make Beethoven Tie-up

Company Advises Dealers to Offer Program of Recorded Music to Music Clubs During the Observance of Great Composer's Death

The Victor Talking Machine Co. is urging its dealers to co-operate in every way possible with the observance of the death of Beethoven, one hundred years ago. In a recent letter to the trade Roy A. Forbes, manager of sales and merchandise, told dealers of the benefits which awaited them in conjunction with the programs of music clubs and societies which would, in many cases, be happy to add to their programs recorded Beethoven music on Victor records. Where possible, Mr. Forbes told dealers to use the new Automatic Orthophonic Victrola for the demonstration.

The educational department of the Victor Co. has already written 3,000 music clubs and societies offering a program of Beethoven music and has also prepared a souvenir booklet, giving a short sketch of the composer's life and listing the Beethoven music available on Victor records.

The Victor Co. recently released the Fifth Symphony of Beethoven on four twelve-inch records, played by the Royal Albert Hall Orchestra, conducted by Sir Landon Ronald, and also announced that there will be available on or about March 15, the following other Beethoven works: Quartet No. 2 in G Major, and the Quartet No. 16 in F Major, both played by the Flonzaley Quartet, and the Symphony No. 3 in E Flat Major, played by the Symphony Orchestra conducted by Albert Coates. These records are the standard album sets and are not arranged for the Automatic.

Announces New Line of Artistic Radio Cabinets

A new line of lacquer decorated and rose-wood radio cabinets has been announced to the trade by the Colonial Mantel & Refrigerator Co., Inc., of Brooklyn, N. Y. Twenty-four distinctive designs are included in this group. The Colonial Co., organized by Max Silberstein and Hyman Silver in 1899, has been successfully manufacturing furniture of the better class for twenty-eight years. The factory comprises 60,000 square feet of manufacturing space.

Discussing the company's merchandising plan J. Rothman, sales manager, stated that dealers have the advantage of access to the complete Colonial line at the factory and are permitted to make use of the company's showrooms for demonstrating, without charge, the products to prospective customers. Colonial products are sold with the guarantee of complete satisfaction and long life, according to Mr. Rothman.

Perfect Record Co. Adds to Its List of Artists

The Perfect Record Co., of Brooklyn, N. Y., has announced the addition of two new artists to its list. Art Fowler, who accompanies himself on the piano and ukulele, is proving particularly popular. Mr. Fowler began his success in "Lady, Be Good," and at present is featured at the Club Lido. Another new Perfect artist is Jimmy Lytell, the "Demon Clarinetist," with the Original Memphis Five.

Radio Congress Held

DES MOINES, IA., March 5.—A radio congress was held here recently, sponsored by the radio distributors and dealers of this city. The gathering consisted of trade representatives and members of the Iowa Radio Listeners' League, and was held to learn just what the public wanted in radio programs.

NOW! A BRACH



CONTROLIT

THE HEART OF THE POWER PLANT

to Retail **\$4.50**
at
Only **\$1.50**

Model R4 for 4 volt Batteries
Model R6 for 6 volt Batteries

Slightly Higher West of Rocky Mountains

Electrify any radio. Let the set switch operate "A" Trickle Charger and "B" Eliminator automatically with light socket current.

Over 75,000 used within the first four months—adopted standard by every leading set and power supply manufacturer.

Brach

20
years
in the
lead

Radio Products

L. S. BRACH MFG. CO.

NEWARK, N. J.



TORONTO, CAN.

Makers of the Famous
BRACH LIGHTNING ARRESTERS

"Teach the Customer to Get the Most Out of Radio by Proper Tuning and Handling"

"Tuning a Radio Receiver Is an Art," Says L. C. Lincoln, Advertising Manager of F. A. D. Andrea, Inc., Who States Improper Tuning mars Reception and Causes False Impression

Pointing out that many a radio sale is lost because proper attention is not devoted to tuning the receiver when a demonstration is made, L. C. Lincoln, advertising manager of F. A. D. Andrea, Inc., recently stressed the importance of this detail in radio merchandising. Before entering the radio field Mr. Lincoln specialized in the musical instrument field for many years.

"Tuning a receiver is an art," said Mr. Lincoln. "The simple process of twisting the dials or setting the controls makes or mars the fullest enjoyment of broadcast reception. In tuning, the human ear plays just as important a part as in operating a player-piano or playing an old-fashioned piano by hand. We all know that many a fine piano or player-piano has been made to sound 'tin-panny' by some one with no ear for music. To-day countless radio sets are meeting the same fate at the hands of their owners and, sad to relate, even storekeepers and their salesmen, in many instances, have no adequate conception of how to rightly tune in the broadcast programs."

Mr. Lincoln stated that every customer should be carefully taught by the dealer the art of tuning a receiver to get the maximum efficiency and enjoyment from radio.

"Even tubes have their limitations," said the Fada executive, "and when distortion occurs it is usually the result of forcing the set to a greater extent than the tube in the last audio stage will stand. This forcing may be done unintentionally by dealers with loud speakers outside their stores in order to obtain volume, but such dealers sacrifice tone value for doubtful advertising value, because the tone emanating from many such outside loud speakers creates a false impression in the minds of some people,

especially with those who have never had an opportunity of listening in under favorable conditions. Then there is the set owner who 'likes it loud' and leaves his dials in such position that



L. C. Lincoln

the loud tones come through so distorted that the result is noise, not true musical tone.

"An exceedingly simple method to follow in tuning is to adjust your set to the loudest notes of the orchestra so as to avoid distortion. Supposing you had happened to tune in at the moment when, according to the particular composition being played, an especially soft passage

was being rendered. Hearing the music coming in very softly, granting that you are not an accomplished musician, you would turn up the volume control so as to bring the broadcast in louder. Leaving the controls set in this fashion, what likely happens in a few moments is recognizable distortion, when a loud passage is reached by the orchestra. You should readjust the dials and leave them tuned to clear reproduction of the loud tones, even though a few moments later the volume dies down. In that event the musical score requires again the playing of soft music and you are getting it just as the person attending a concert would get it, namely, as written. This is tuning for tonal quality."

Mr. Lincoln explained that proper tuning is predicated upon a good speaker and good tubes, although even a poor combination can be bettered by careful adjustment of the dials and controls.

"If I were fond of drawing morals," Mr. Lincoln said, "I would add: Sell the best in radio apparatus and teach the customer to get the most out of it by proper tuning and handling."

Asks Law Prohibiting Fees for Radio Reception

Representative Sol Bloom Introduces Bill to Prohibit Operator of Broadcast Station From Receiving Fees From Set Owners

WASHINGTON, D. C., March 7.—Representative Sol Bloom, of New York, has introduced a bill into the House which aims to prohibit charging any fee or subscription, either directly or indirectly, from the operator of any receiving set for the right to receive matters broadcast from the station.

Unless something is done to prevent it, Congressman Bloom declared that a radio fan can be cut off from listening in on a program unless he pays for the privilege.

"This can be done," he stated, "by means of a new broadcasting apparatus, not yet in use but already available, which will make it impossible to listen in except over a receiving set equipped with a perfect attachment, to be offered to the public as soon as a system of exacting payment from radio patrons is put into effect."

Under the provisions of the Bloom bill "no broadcasting stations shall be used to broadcast any matter (a) that can be heard only by a receiving set equipped with a special device or attachment without which such matter cannot otherwise be heard; and (b) for which a charge, fee, subscription or penalty is made by such station to the public for the privilege of receiving such matter."

First Issue of Gross-Brennan Salestructor

The first issue of the Salestructor, a monthly house organ devoted to Stromberg-Carlson activities in the New York and New England territories, was issued last month by Gross-Brennan, Inc., New York and Boston, factory representative for the Stromberg-Carlson Tel. Mfg. Co., manufacturer of radio sets and equipment. The initial issue of this bulletin was devoted to an editorial telling of the reason for its inauguration, several items of news and a number of constructive selling hints for dealers, in addition to photographs showing the growth of Gross-Brennan, Inc., and charts showing the rapid growth of Stromberg-Carlson sales in the territory served by this firm.

A unique experience has been tried by the Baptist Temple Church of Rochester, N. Y., which dispensed with choir, organist and preacher, using a radio set and two large amplifiers in conducting sermons from the outside, reaching a large congregation.

New UDELL Cabinet

for
Victrola
No. 1-70



The new portable model No. 1-70 Victrola is selling rapidly, so there's a big demand ready and waiting for this new Udell Cabinet No. 403.

List only \$25

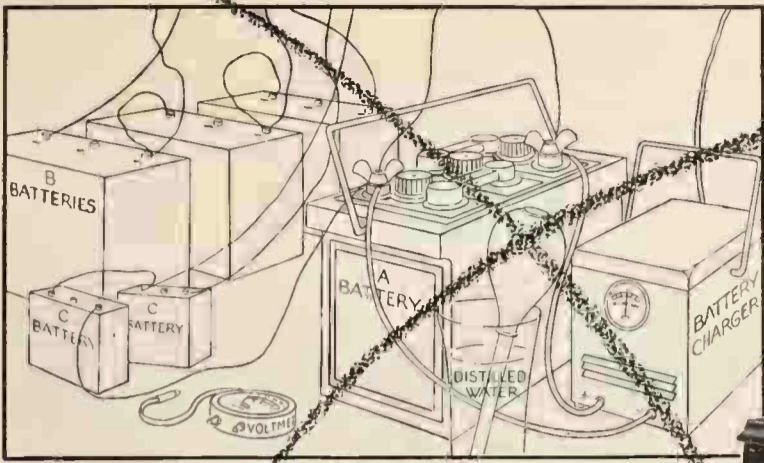
THE open and closed views at left show the beauty and utility of the new Udell cabinet No. 403. It conforms exactly in style and finish (mahogany) with the Victrola No. 1-70. The latter can be slid into the moulding, making this a complete unit for a total list of only \$75, compared with \$90 or more for a similar standard unit. Capacity, 6 record albums.

Write today for further information and complete catalog

THE UDELL WORKS, Inc.

28th at Barnes Avenue

Indianapolis, Ind.



No batteries—

Radio's most revolutionary development! Run this radio direct from house current outlet. Ordinary 110 volt 60 cycle domestic electricity transformed mechanically into smooth, quiet radio A, B and C power as you use it. Radio power supply annoyances ended for all time. A snap of the switch is the only demand radio will make upon you from NOW ON.

- No more batteries to fuss with.
- No more trickle chargers to watch.
- No more keeping something filled with water.
- No batteries to renew or recharge.
- No upsetting the home to have the radio serviced.

See these wonderful sets at any Crosley dealers, or write Dept. 26 for descriptive literature.

The Crosley Radio Corporation

Powel Crosley, Jr.,
Pres.

Cincinnati,
Ohio

Radio Energy Unit

Crosley Radio Energy Unit weighs only 13 lbs., is only half the size of an ordinary A storage battery—operates without interfering hum and with the certainty of an electric motor.

\$50

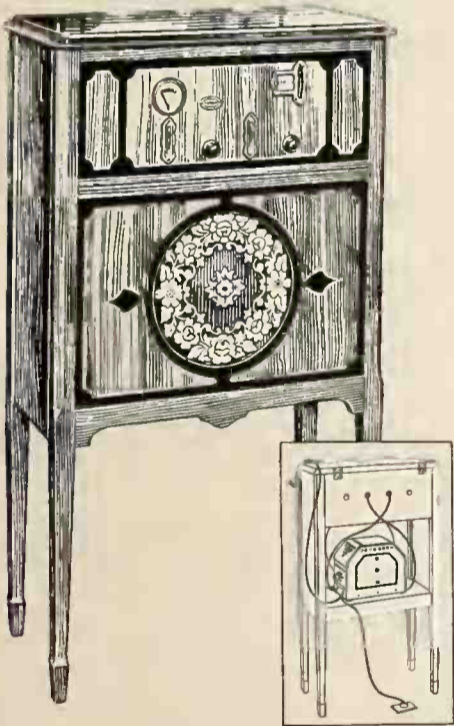
6-tube AC Receivers

For use with Crosley Radio Energy

Crosley radios designed for use with this marvelous power supply are the AC-7, a 6-tube table model at \$70, and the AC-7-C, a 6-tube console at \$95.

Crosley sets 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.

Prices slightly higher west of the Rocky Mts.



CROSLEY
RADIO

**CROSLEY
ULTRA
MUSICONE
\$9.75**

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.

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.

McPhibben-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 Toy Sales Company,
231 N. Wells Street,
Chicago, Ill.

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

Stewart-Warner Window Display Drive Resulted in Many Excellent Efforts

Educational Work in Window Display Art and Co-operation With Dealers by Stewart-Warner Speedometer Corp. Reflected in Unusually Artistic Radio Displays Made by Dealers

One of the merchandising angles which the radio division of the Stewart-Warner Speedometer Corp. has consistently stressed in its messages to Stewart-Warner dealers has been the inestimable value of attractive window displays, and that it has been successful in convincing dealers of the value of displays is evidenced by the hundreds of entries received in a recent window-display contest conducted by the company among the Stewart-Warner representatives throughout the entire country.

Drew, of Orlando, Fla., was selected as the winner. This was chosen because it combined human interest appeal with an attractive show-



Above: Display
of Barrows &
Cinkwright.



Left: Attractive Window
of Yowell &
Drew.

The contest, which took place over a period of three months, was divided into two classes; one for windows with floor space of thirty square feet or less and the other for those windows which have a floor space exceeding thirty square feet. Dealers who participated in the contest were required to submit a photograph of the window, together with a brief letter describing the display and a statement of the actual increase in Stewart-Warner matched-unit radio receiver sales for the week of the display over the week previous to the display presentation.

Many Dealers Participated

In order to stimulate competition the Stewart-Warner Speedometer Corp. gave prizes totaling \$1,000 in cash and the results more than justified the outlay of money, for from all over the country photographs were received, showing that the dealers were striving earnestly for the honor of having their window displays adjudged the best. On this page are reproduced photographs of the two winning displays, that in class "A," for the smaller windows, being that of Barrows & Cinkwright, of Hollywood, Cal., which shows three models of Stewart-Warner receivers in a dignified setting. The background shown was furnished through the rental plan of the Display Service Division of the Stewart-Warner Corp. The side panels were of wrought iron, having a red mohair shelf and a beautiful two-tone green plush background. These units were surmounted by the Stewart-Warner emblem cast in aluminum and a metal lamp added life and color to the sets displayed. Three mats of the same two-tone plush were furnished with the display.

In class "B," for windows with more than thirty feet of floor space, the display of Yowell

and Drew, of Orlando, Fla., was selected as the winner. This was chosen because it combined human interest appeal with an attractive showing of the products. Only one kind of set was shown. The display, however, also included the accessories, the Stewart-Warner antenna kit and tubes. The cards used in the display were furnished by the Display Division of the Stewart-Warner Corp.

Stewart-Warner Display Service

To the Display Service Division of the Stewart-Warner Corp., of which W. L. Stensgaard is manager, must be given the major share of the credit for the attractive displays which the company's retail representatives are showing in their windows, for this department has prepared and is renting to dealers at a nominal fee a wide range of complete displays and material to be utilized in displays. This service has won the enthusiastic approval of dealers, for it permits them to dress their windows in a fashion which would be impossible if they themselves had to supply the material.

Death of F. N. Eaton

F. N. Eaton, representative of the Pooley Co., Philadelphia, Pa., died on Sunday afternoon, February 20. Mr. Eaton had been ill since last October and had been confined to his bed since then. He joined the organization of the Pooley Co. as representative in the territory covering Delaware, Maryland, Virginia, West Virginia, North Carolina and the southwestern part of Pennsylvania. Previous to that time he was special representative for the Federal Telephone & Telegraph Co., of Buffalo, N. Y. Mr. Eaton had a charming personality which won for him many friends, both in and out of the industry, in all sections of the country. He is survived by his widow and a son.

ATWATER KENT RADIO



PEOPLE used to think that any radio set that would make a noise was wonderful. They know better now.

Quality is in such demand that a radio set has *got* to stand up and do its work or it isn't in the picture at all.

The picture isn't changing as rapidly as it did in the kaleidoscopic transformations of a year or two ago—but it's still changing.

And the more it changes, the stronger is Atwater Kent Radio's position with the public and the trade.

Every one of the more than a million owners is a walking advertisement of satisfaction. That's NOW.

Whenever any large group of people are asked what radio they expect to buy—or buy next—more people say "Atwater Kent" than any other. That's the FUTURE.

The Atwater Kent Manufacturing Company will continue to offer its dealers and the public a product that sells easily and stays sold.

And, of course, its advertising (radio's greatest campaign) will continue through the spring and summer as it has done for the past two years.

MODEL 35, illustrated, 6-tube ONE Dial Receiver, less tubes and batteries, \$70. Speaker, Model H, \$21.



ATWATER KENT MANUFACTURING COMPANY
4725 WISSAHICKON AVENUE A. Atwater Kent, President PHILADELPHIA, PA.

Write for illustrated booklet of Atwater Kent Radio

Prices slightly higher from the Rockies west, and in Canada


Retail
3
for
\$1.00

FAMOUS

Emerson Records

ELECTRICALLY RECORDED

8 WEST 32nd ST., NEW YORK CITY



Thos. A. Laurie, Columbia Assistant Secretary, Dies

Executive Who Passed Away After Brief Illness Had Spent Most of Business Career With Columbia Phonograph Co., Inc.

Thomas Allan Laurie, assistant secretary and assistant treasurer of the Columbia Phonograph Co., Inc., died at his home in Mt. Vernon, N. Y., on February 11, after a brief illness. Mr.



Thomas A. Laurie

Laurie was born in Barbados, British West Indies, in 1861, and spent most of his business life with the Columbia Co., first becoming connected with the organization in 1896, when he occupied the post of bookkeeper of the New York branch. In 1898 Mr. Laurie became the head bookkeeper of the Columbia European branch, and as other branches were opened was placed in charge of accounting and auditing for Columbia European activities, a position he held for fourteen years.

In 1912 Mr. Laurie returned to the United States as manager of the Baltimore branch of the company and some few years later joined the auditing staff, which position he held until he was assigned to the headquarters financial staff. In 1924 Mr. Laurie was elected assistant secretary and assistant treasurer, which duties he discharged actively until two days before his death.

Interment was made in Kensico Cemetery. Mr. Laurie is survived by a widow, two brothers and a sister.

Speeding Production of Thermodyne Receiver

H. R. Fletcher, Director of Sales, Spending Time Between Factory in Poughkeepsie, N. Y., and New York City

H. R. Fletcher, director of sales of the Algonquin Electric Co., Inc., manufacturer of the new Thermodyne Spanish Chest receiver, is now spending four days each week at the factory in Poughkeepsie, N. Y., speeding up production. The company announces that production problems have been solved to the extent that it is possible to make regular shipments of all present orders. Two days each week are spent by Mr. Fletcher in the executive offices of the company in New York conferring with prominent distributors. A satisfactory conference was recently held with three representative firms of Spokane, Wash.: the J. W. Graham Co., the Spokane Hardware Co. and the Holley Mason Hardware Co.

On a recent visit to the Independent Radio Co. at Montreal, distributor for Thermodyne in Canada, Mr. Fletcher witnessed the logging of stations from all over the United States.

E. A. Widmann Predicts Increased Business in 1927

That 1927 is going to be a good talking machine year is predicted by Eugene A. Widmann, president of the Pathé Phonograph & Radio Corp., of Brooklyn, N. Y. In substantiation of the general good business, Mr. Widmann quoted a very optimistic statement issued by Babson, the statistician. Mr. Widmann stated: "If every dealer would bear in mind that 1927 is going to be a good year and shape his activities accordingly and apply pre-war methods of selling, he will find at the end of the year he will have had better and more satisfactory business. Nineteen hundred and twenty-six witnessed the rebirth of the phonograph, emerging from the old chrysalis into the new instrument. Mrs. Jones bought one of the new instruments last year. Mrs. Smith, Mrs. Black, etc., will want to keep up with the Jones family and will buy the new type instruments this year. Good business will be enjoyed if dealers will go to the homes of the prospects and develop it. In other words, I believe that intensive selling will be necessary." Mr. Widmann also reported that the Pathé cone loud speaker was proving a decided success and the factory was working overtime, even at this time of the year, to take care of the demand. Mr. Widmann is an enthusiast on the cone type of loud speaker. He also touched upon the new Pathéphonic record. This new process of recording, he reports, is proving exceptionally popular with the buying public.

Pooley Co. Introduces New Period Cabinet

Latest Product of Well-known Cabinet-making Firm to Be Known as Model 2600—Equipped With A-K Speaker and Pooley Horn

PHILADELPHIA, PA., March 1.—The Pooley Co., of this city, maker of radio cabinets for Atwater Kent radio sets, has just placed on the market a new two-tone period cabinet speaker known as



New Pooley Period Cabinet

Model 2600, upon which the Atwater Kent radio set may be placed. It has ample space for battery compartments and is equipped with an Atwater Kent radio speaker unit and Pooley floating horn.

Early Ordering Evident, Says Philip A. Birnbach

All indications point to the placing of orders by jobbers and dealers earlier this year than in previous years, according to Philip A. Birnbach, president of the Birnbach Radio Co., New York, who recently returned to his desk from a business trip of several weeks through the New England and Middle West territory. Mr. Birnbach was successful in making many new distributing connections for the Birnbach line of radio accessories and reports that his organization is doing a splendid business throughout the country. Among the Birnbach radio products are loud speaker extension cord units, battery cables, replacement loud speaker and head set phone cords, battery connectors, etc.

The Denman Bros. Piano Co., Anniston, Ala., has been completely remodeled and a new front has been constructed.

RECORDING WAX

ALL TYPES

"G" Wax Specially for
Electrical Recording

F. W. MATTHEWS 126 Prospect Street
E. ORANGE, N. J.

SANDAR
SPEAKER

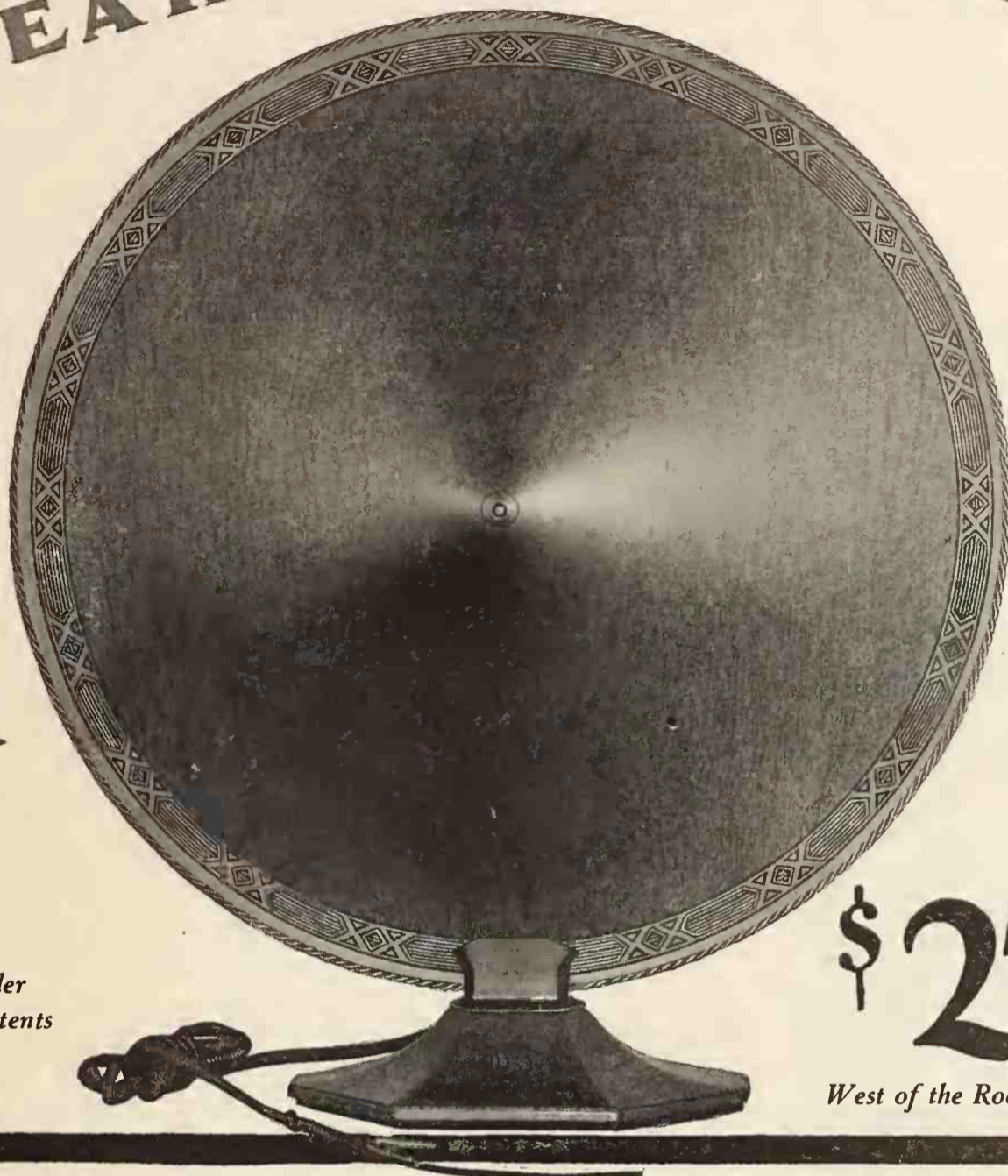
SANDAR
SPEAKER

SANDAR
SPEAKER

SANDAR
SPEAKER

SANDAR
SPEAKER

SANDAR
SPEAKER



Licensed under
Lektophone Patents

\$ 27.⁵⁰

West of the Rocky Mountains, \$30

You hear it everywhere!

SANDAR is *the* speaker of its type. Ever since this new cone speaker was introduced some months ago, its success has been phenomenal, and every day shows a steady growth in the popularity of this outstanding achievement in the field of radio. The manufacturers are striving hard to fill the dealers' orders created by the fans' demands—and you hear Sandar everywhere!

Sandar's down-

right good looks, its mechanical excellence, and its remarkable price — lower than that of any other licensed speaker of its size on the market — readily explain the widespread approval it has won. There still remains an opportunity to cash in on the profits and prosperity of Sandar by negotiat-

ing for some of the limited territory still available. So write today for terms and full information.

SANDAR SPEAKER

SANDAR CORPORATION , Crescent Plaza Building , Long Island City, New York

**"You Can't Go Wrong
With Any 'FEIST' Song"**

**"IF I DIDN'T
KNOW YOUR
HUSBAND"**

(AND YOU DIDN'T KNOW MY WIFE)

A Clever Comedy Song

by L. WOLFE GILBERT
and ABEL BAER

**"THINKING
OF YOU"**

A New Hit by Walter
Donaldson and Paul Ash

Writers of "That's
Why I Love You"

An
Alluring
Waltz
Melody

**"HONOLULU
MOON"**

by
FRED LAWRENCE

**"SAM,
THE OLD
ACCORDION MAN"**

A DIFF'RENT
DONALDSON
NOVELTY!

I'd
Rather Be
**"THE GIRL
IN YOUR ARMS"**

(Than The Girl In Your Dreams)

by
Thompson and Archer

**"WISTFUL
AND BLUE"**

A Fascinating Fox Trot Melody

by RUTH ETTING and
JULIAN DAVIDSON

LEO. FEIST, Inc.,
FEIST BLDG
231-235 W. 40th ST.,
NEW YORK, N.Y.

Merchandising Problems Considered by the R. M. A. Merchandising Committee

Interesting Report Given Out by S. B. Trainer, Chairman of the Members Merchandising Committee of the Radio Manufacturers' Association, Shows Need for Dealer Education

An interesting report has just been issued by S. B. Trainer, chairman of the Members Merchandising Committee of the Radio Manufacturers' Association, and president of the Ampion Corp. of America, showing the scope of the work of this committee. The report, which is reproduced in part herewith, and was the result of considerable work on the part of Mr. Trainer and his committee, composed of Alexander Eisemann, Louis Geyler, W. B. Ricketts, Theodore Sheldon, Ronald Webster, C. P. Cushway, George Furness, Arthur H. Lynch, C. A. Malliet, T. E. Webster and Godfrey Gort, is concrete illustration that the Radio Manufacturers' Association through its very active committees is doing important work in promoting the stability of the radio industry.

Because there are so many changes being made from time to time, although minor, in various pieces of radio apparatus, we find that the merchant or radio dealer is uninformed as to the merchandise he is selling. As a matter of fact, contact with the trade brings out very clearly that the radio dealer who sells to the consumer is an order taker and not a salesman. He simply works on the basis of selling a person what he asks for and not what would be best for that person to buy, no matter what the piece of radio apparatus may be. In addition to this, the dealer is so uninformed about the merchandise that he is selling that he is unable to answer even simple questions that are asked and is unable properly to inform the buyer as to how best to use the apparatus that is asked for.

Your committee therefore recommends that the members of the Radio Manufacturers' Association should be asked to give special attention in their sales department to do educational work to the dealer. This can be accomplished best by having the dealer supplied with educational literature to a far greater extent than has been the practice in the past. This literature should be carefully prepared so as to be readily understandable to the dealer and also to the consumer, who is usually even less informed in radio matters than the dealer. Such literature as is circulated at present is, in the opinion of your committee, too technical and therefore the dealer does not bother to study it nor can the consumer or user understand it. This educational work can also be carried on by having the salesmen of the manufacturers spend more time doing missionary work among the dealers and in that way, through personal contact, inform the dealers about the merits and the method of using the particular piece of apparatus.

A great deal of very helpful educational work can also be done through advertising. We see too much advertising that stresses the name of the product or the name of the manufacturer and too little printer's ink is used in telling the reader of the advertisement about the article itself and why it is an article that should be used.

At this particular time of the year we must give particular attention to the matter of keeping up selling pressure. Manufacturers who operate efficiently produce merchandise during the latter part of the year and plan to dispose of their accumulated stock of merchandise during the first part of the following year. In view of this natural letting up of production in mid-Winter, your committee believes there is too much of a tendency to let up on selling efforts about the same time in the year. In other words, when many manufacturers who, in our opinion, begin to think about the end of the season in January, those who really want to make a success of their business should put even more selling pressure during the first half

of each year. If this is done, it will be found by manufacturers who operate in this way that they are able to keep up their sales and do good business and take advantage of business when other manufacturers are afraid to operate in the same way.

Your committee, therefore, strongly recommends to the members of the Radio Manufacturers' Association that there should be a change of heart in this matter of selling aggressively during the first half of the year. If this is done, there will be a surprising result leading towards leveling off sales for the whole year.

Your committee also strongly recommends that the members of the association be urged to continue their advertising just as they have been doing. It is rather interesting to note a certain amount of discouragement at present time in the radio field among the manufacturers due to sales not being what they expected. Having this feeling, too many manufacturers are easing off their advertising and sales expenditures when with just such conditions existing they should be pushing strongly ahead with their advertising and with their sales efforts. The successful manufacturer when discouraged does not sit down and say "What is the use?" He gets busy and figures out ways and means of more successfully getting after business.

Your committee believes that 1927 will prove to be a year with less Spring and Summer slump than previous years and, therefore, we are doing our merchandising work with this in view, and if this is done, there will not be anything like the slump that has been experienced in previous Summers. One factor, which your committee feels is going to help the manufacturer this coming Summer, is the ability of the radio user to get good reception because nearly every radio user, except in sparsely settled districts, is nearer to a good broadcasting station than he was last year and naturally he will therefore use his receiving set more.

There have been some new factors developing during this radio season which are making it difficult for the manufacturers to get proper distribution on a profitable basis. Your committee finds that there is an increasing tendency to go direct to the dealer and not to sell through the jobber. There are many arguments for and against this method of distribution, but it still has to be proved that the manufacturers, as a whole, can operate to best advantage and most profitably in direct to dealer distribution. Your committee would like to draw attention to this condition in the radio business so that the members of the association will study the advantages and disadvantages of this method of distribution and in due course be in a position to determine whether or not this method is in the interests of the manufacturers as a whole. Your committee is not in a position to make a definite recommendation on this matter, but hopes during the next few months to have information that will be helpful to the members of the association.

Again your chairman comes back to the matter of quality as at the present time given too little attention by the manufacturers. The manufacturer of quality apparatus can count upon selling his product at a profit if, in selling such apparatus, he operates on a quality business policy, employs quality business management, quality accounting, quality collection, quality engineering and, most important of all, quality in merchandising methods. Every manufacturer wants to succeed and he can be counted upon to succeed and to be an asset to the industry if he keeps quality in mind as related to all parts of his business.

Tie-Ups With Beethoven Week Expected to Stimulate Record Sales in Twin Cities

Automatic Orthophonic Heard by Dealers at Meeting. Sponsored by George C. Beckwith Co.—Ortho-sonic Radio Added by Dealers—Brunswick Sales Meetings—New Radio Ordinance

MINNEAPOLIS AND ST. PAUL, March 8.—Columbia had a very good month in February, which exceeded January by a comfortable margin. Mrs. Helen D. Beggs is very much interested in the Northwest reaction to the Beethoven Centennial which the Columbia Co. is sponsoring. She believes there will be a generous demand for the eight Beethoven symphonies which Columbia is releasing.

Toscha Seidl, exclusive Columbia artist, received his usual ovation when he played with the Minneapolis Symphony Orchestra on February 25. The London String Quartet, also a Columbia feature, played in St. Paul on March 1. Morton Sherdahl, whose Swedish records were recently released by the Columbia Co., appeared at the Hennepin Orpheum the week of February 13, and the dealers found quite a step up in their record sales.

A new Columbia account is the Golden Rule, one of St. Paul's and the Northwest's largest department stores.

Dealers Hear Automatic Orthophonic

The George C. Beckwith Co. headquarters was the meeting place for Victor dealers in this territory who came here for the premiere of the Automatic Orthophonic Victrola. There was a fine attendance at the meeting which opened February 23 with a luncheon at the Nicollet Hotel. The dealers adjourned to a room where the model 10-50 was on display, and A. W. Deas, special Victor representative in this territory, gave the demonstration talk. Plans for the year's campaign were also discussed. Other meetings were held at Duluth, on February 25; Fargo, February 28, and Sioux Falls, March 3. Other towns are booked beyond those dates. Floor samples will be here some time in March. Victor is bringing out ten 12-inch records of Beethoven works.

The Beckwith headquarters have been remodeled to make a larger display room with the offices in the rear.

Dealers Add Ortho-sonic Radio

Ortho-sonic radio is stepping along and new accounts continue to be added. The display at the Auto Show, which was entirely of Federal Ortho-sonic sets, brought in many inquiries. Dealers are very enthusiastic over the new R20 consolette Radiola with the Orthophonic horn. It is a very attractive size and design and retails at \$135, less equipment.

Holds Brunswick Sales Meetings

Robert Devlin, special representative of the Brunswick Co., has been conducting intensive sales meetings among Twin City and Duluth dealers during February. Mr. Devlin's enthusiastic presentation of the Panatrope cannot fail to inspire the salesmen and result in increased business. W. C. Hutchings, assistant general sales manager of the Brunswick Co., was a Twin City visitor during February and called upon some of his old friends among the Twin City dealers. Special Panatrope sales drives were conducted among Brunswick dealers in St. Cloud, Fargo and Superior during February.

J. E. Date Now Magnavox Representative

J. E. Date, for some time manager of the phonograph and radio departments of the Minneapolis Drug Co., has severed connections with that firm and is now special Magnavox representative in this territory. He is maintaining temporary headquarters at the Foster & Waldo store.

Council Passes Radio Ordinance

The City of Minneapolis on February 11 passed a radio ordinance governing broadcasting stations and all forms of objectionable interference. The main point of the legislation is that every broadcasting station operating in the city must first obtain a license from the City Council, the annual fee for this license,

which expires the first Monday of May, being fifty dollars. Other features of the bill regulate the amount of antenna output, fixed according to the distance the transmitting apparatus is located from the city's boundary lines, and by the same basis the number of evening hours of broadcasting are regulated. The Northwest Radio Trade Association stood sponsor for the ordinance.

News Brieflets

The last day of the Foster & Waldo month-and-a-half removal sale was the largest of all. It was 50 per cent larger than any other previous day.

R. O. Foster and his wife are going to Pas Christian to be gone until late in March. This

is the first vacation Mr. Foster has taken from his business in fourteen years.

There was a change in management in the Cammack Piano Co. during February. R. M. Eskell succeeds E. Anderson as sales manager.

Introducing Berg Line

A new and complete line of talking machines of various types, including portables, is being introduced here, following the visit of E. R. Manning, of the Berg A. T. & S. Co., of New York.

Stage Fiddlers' Convention

CHATTANOOGA, TENN., March 5.—One of the leading events in this city recently was the old-time fiddlers' convention, held in the city auditorium. This convention brought together some of the best fiddlers of the South, among whom were Gid Tanner, Frank McMichen, Riley Puckett and Faith Norris. They all are exclusive Columbia Phonograph Co. recording artists and officials of that company report that their records enjoy an extra good sale.



The Thrill of Good Music is Trebled with the New Euphonic



Model 14
List Price \$135.00

IN the New Euphonic Reproducer is achieved mechanical perfection. A perfection that makes the artists' rendition a reproduction of ease and accuracy that is a delight. The high pitch of the soprano, the low bass, each with infinite accuracy.

The full clear tone of the Euphonic is a combination of an acoustically correct tone chamber and matched reproducer units.



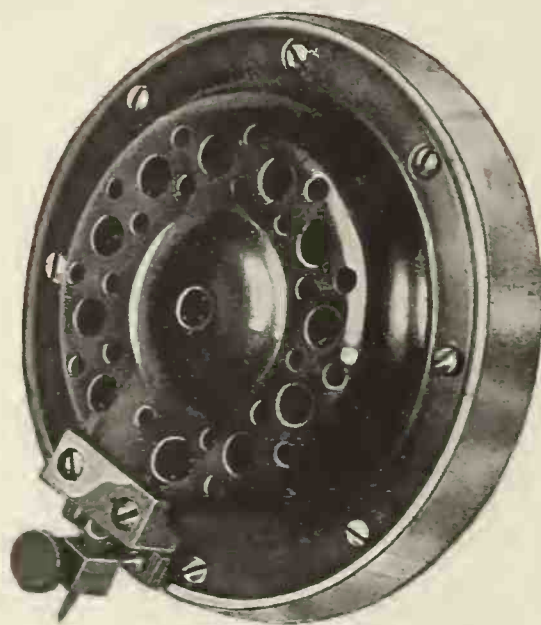
Model 9
List Price \$95.00

The New Euphonic cabinet of striking eye appeal is a creation of grace and beauty. Its hand rubbed and waxed two-tone effects distinguish the Euphonic as the finest in cabinet building.

This beautiful reproducer is recognized by the trade today as merchandise of decided merit, that offers little sales resistance and that aids greatly in building a permanent business, backed by a maker whose co-operation is ever ready.

Wasmuth-Goodrich Company
Peru, Indiana

LEA D E



\$8

[58.50 West of the Rockies]

Symphonic **S**upreme

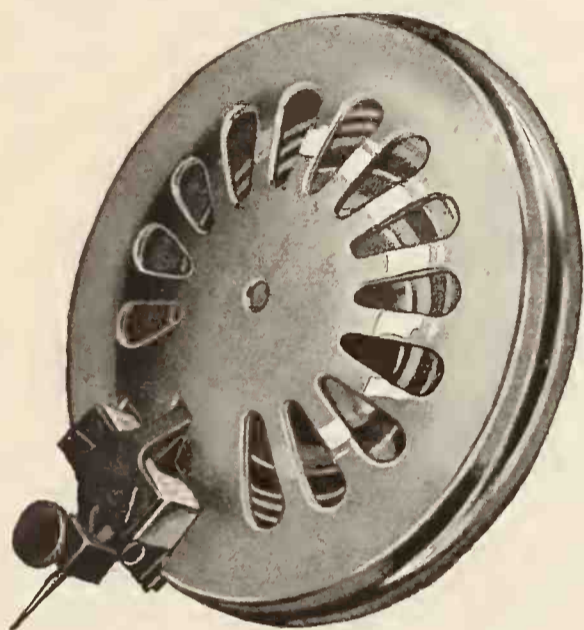
UNCEASING research engineering, plus precision manufacturing, have made today's SYMPHONIC REPRODUCER the best of them all. SYMPHONIC was the first and original independent reproducer with an aluminum alloy diaphragm. When better reproducers are built, SYMPHONIC will build them. (*Apologies to Buick*)

Symphonic

PHONOGRAPH REPRODUCER

SYMPHONIC SALES CORPORATION,

R S H I P!



\$5

(\$5.50 West of the Rockies)

Overture **Outstanding**

THE SYMPHONIC and OVERTURE REPRODUCERS are two superb products that tower above the field on their merits. Add to that the *widest distribution* and the *largest volume of sales* in the Reproducer Industry, and you have the unquestioned leadership which SYMPHONIC products enjoy.

Overture

PHONOGRAPH REPRODUCER

MADE BY SYMPHONIC

370 SEVENTH AVENUE, NEW YORK

Many Important Activities Featured the Month in the Metropolitan Territory

Victor Dealers From Entire Greater New York Territory at Initial Showing of Automatic Orthophonic Victrola—New York Phonograph Society Formed—Other Trade News

A number of events of interest to the talking machine trade in the metropolitan section occurred during the past month. What is perhaps the most important, at least to Victor dealers, was the demonstration of the Automatic Orthophonic Victrola at the Hotel Roosevelt on February 17, and which, in addition, was quite a gala event, being the first occasion at which a president of the Victor Co. addressed the members of the metropolitan district. The full account of the demonstration of the new instrument appears in another section of this issue of *The Talking Machine World*.

New York Phonograph Society Formed

Another happening of interest was the formation of the New York Phonograph Society, which took place on Monday, February 21, in a room above the music store of Marconi Bros., 126 East Fifty-ninth street, New York. The aims and purposes of this organization are four; namely, to bring together all people who are interested in the finer type of music represented in phonographic recording; to assist collectors, students, music lovers and laymen reaching out for knowledge and enlightenment along this line; to allow an opportunity for discussions and occasional talks upon all matters of interest to phonograph lovers, and to provide the opportunity to hear and compare new, unusual and old records of American and foreign manufacture, and to study standard musical compositions.

Nineteen members were enrolled at the initial meeting and selections composing a diversified program were played on the Orthophonic Victrola, the Brunswick Panatrope and the Columbia Viva-tonal. The records played at the meeting included Victor, Columbia, Brunswick, Odeon and Polydor.

Wide Interest in Beethoven Week

Dealers are anticipating a real stimulus in record sales next week when the one hundredth observance of the death of Beethoven will be held with fitting ceremonies. The Columbia Phonograph Co. and the Victor Talking Machine Co. have both supplied their dealers with material with which to tie up with the observance, and window displays featuring the music of the great composer can be seen throughout the entire city. As the music world and the radio will both pay tribute to Beethoven by special concerts, the work which is being done by dealers and which will be done between now

and the 26th, when the real one hundredth anniversary of Beethoven's death occurs, should result in a vast increase in sales of his works on records.

Big Gain in Columbia Sales

E. W. Guttenberger, manager of the metropolitan wholesale department of the Columbia Phonograph Co., reports that phonograph sales for the month of February showed a big increase over the previous month and that record sales also gained. During the month Mr. Guttenberger made a trip to up-State cities and found that trade conditions in that territory showed great improvement. The members of the sales staff of this office have been telling dealers the advantages of co-operating with the Beethoven Centennial Committee and have been successful, if the orders which have been received for Masterworks sets of Beethoven compositions can be taken as an indication.

New Okeh and Odeon Records Popular

Harry Fox, manager of the distributing division of the Okeh Phonograph Corp., reports that the sales totals reached during February were so far in advance of any other similar period that comparisons would seem out of all proportion. This increase is due chiefly to the demand for the new electrically recorded Okeh and Odeon records. The other articles of the line carried by this department, including the Berg Artone portables and Carryola portables, also show big sales.

Brunswick Branch Adds to Personnel

The New York branch of the Brunswick Co. reports a good business in all lines, with the Panatrope in special demand. Brunswick record sales also are holding up very well. An interesting and instructive sales meeting was held recently under the direction of W. J. Lorenzo, in charge of sales promotion in the Eastern territory. Among recent additions to the Brunswick metropolitan sales organization are Edwin Lahm, F. G. Cook, E. C. Mawley, Bernard Wurm and Mrs. V. Duppernell.

Celebrates First Business Year

During this month the Liberty Music Shop, 2369 Broadway, completes its first year under the management of Arthur Hill and Benjamin Kosowitz and the event is being formally celebrated. To observe the first year's completion of a most successful business, the shop has been renovated and redecorated, with the store front altered to provide greater window display

space and additional floor space inside the entrance for a more attractive showing of instruments.

Kellogg Radio a Winner for Live Dealers

The Boley-Oliver Co., Eastern representative of the Kellogg Switchboard & Supply Co., of Chicago, Ill., reports a good volume of sales of Kellogg radio apparatus during the past month. D. H. Boley stated that the dealers who put themselves behind the line and backed it up with consistent newspaper advertising were doing particularly well. During February the Kellogg line of radio receivers was added by the store of Kellogg & Bertine, 690 Madison avenue. This store is situated in one of the most exclusive residential sections of the city and has a clientele which desires the utmost in quality.

Installs Auditorium Model Orthophonic

During the past month the Auditorium model Orthophonic Victrola was installed on the seventh floor of Stern Bros. department store and for a period of ten days gave concerts at regular intervals. Despite the fact that the instrument did not show to the best possible advantage, due to the low ceiling, Miss B. B. Steele, manager of the talking machine section, reported a large increase in sales, principally of the records which were played on the Auditorium model. This store is doing a steady and consistent business, and Miss Steele anticipates a big demand for the new Automatic Orthophonic Victrola, having already secured six orders for it.

Stern Bros. will advertise records of Beethoven's compositions during the period of the observance of the composer's death.

Expands Department

The record department of the International Phonograph Co., Essex street, has been remodeled and enlarged. J. H. Mayers, who owns and manages the establishment, reports that radio sales are good, particularly of the higher-priced Stromberg-Carlson models.

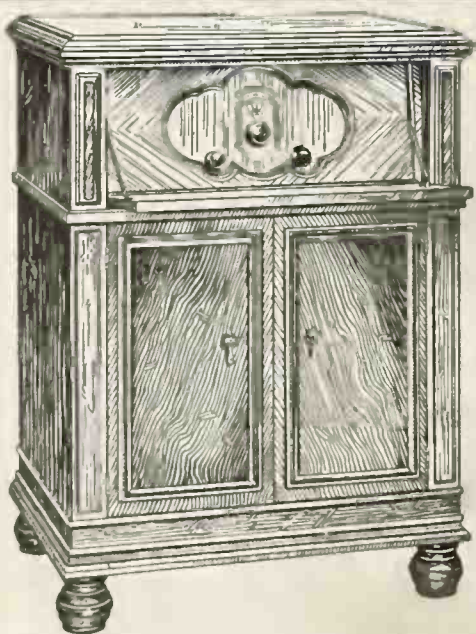
I. Bader Manager of Terminal Shop

Irving Bader recently assumed the management of the Terminal Radio & Music Shop, West Thirty-fourth street, succeeding Miss S. Phillips, resigned.

In New Home

The music store of C. A. Hanssen & Bro. recently moved from 388 Court street, Brooklyn, N. Y., to larger and better located quarters at 368 Court street.

The European Radio Phonograph Electric Corp., New York, was recently incorporated at Albany with a capital stock of \$5,000. The incorporators are J. and M. Alonzo and J. Cardona.



The Super-Six Console (with true single dial control) \$285.00
Five Tube Models \$89.50 to \$146.50
Six Tube Models \$210.00 to \$285.00

Erla receivers licensed under application for letters patent of Radio Frequency Laboratories, Inc. (RFL)

ERLA RADIO

*The Outstanding Money-Making
Radio Line for 1927 - Years ahead
in Performance and Style ~ ~
A Franchise will protect you
Write for full information ~*

ELECTRICAL RESEARCH LABORATORIES

2500 Cottage Grove Avenue

Chicago, Illinois

PERRYMAN RADIO P TUBES

"DISTANCE WITHOUT DISTORTION"

PERRYMAN RADIO P TUBES
"DISTANCE WITHOUT DISTORTION"

Three Points of Superiority

- 1. The Perryman PATENTED Bridge**
Holds the working parts in permanent alignment. Jars and jolts do not affect them.
- 2. The Perryman TENSION Springs**
Allow for expansion and contraction due to changes in temperature when the filament is heated.
- 3. The Perryman DOUBLE Filament**
Doubles the area of electron emission, doubling the efficiency and lengthening the life of the tube.

Guarantee
All Perryman Vacuum Tubes are guaranteed to be perfect in every respect and to conform with the Electrical Specifications as printed on the cartons. We agree to replace them free of charge if they ever fail because of defective material or workmanship.



Window streamer, size 9 1/2 x 30 1/2 inches



POWER YOU BET! CLEAR! PERRYMAN RADIO P TUBES

Individual figure, size 5x8 inches with easel



- 1. The Perryman PATENTED Bridge**
Holds the working parts in permanent alignment. Jars and jolts do not affect them.
- 2. The Perryman TENSION Springs**
Allow for expansion and contraction due to changes in temperature when the filament is heated.
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Guarantee
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PERRYMAN RADIO P TUBES
"DISTANCE WITHOUT DISTORTION"

Window card, size 11 1/4 x 15 inches, with easel. Counter display, size 8 x 10 1/2 inches, with special easel to hold three radio tubes



POWER YOU BET! CLEAR! PERRYMAN RADIO P TUBES

Individual figure, size 5x8 inches with easel

Here are the NEW PERRYMAN DISPLAYS

It has always been the policy of the Perryman Electric Company to give Retailers the utmost cooperation in the merchandising of their Tubes. Everything worth while is done to make Perryman Radio Tube Sales easy.

The new Perryman displays are just another step in that direction. They are lively, colorful and convincing. Seven colors are used, and the bulbs of the tubes are silvered, giving a beautiful natural effect. Properly used they will sell Perryman Radio Tubes for you.

You can use these Perryman Displays to dress a complete window or any part of it. You can use them around the store. They consist of window cards, counter displays, which support three tubes, large streamers and small figure cards, each with a small, peppy bit of copy on it.

The counter display is especially effective. It works all the time, displaying three Perryman Tubes, and demonstrating their superiority to all your customers.

Order the new displays from your distributor, or, send us your requisition direct

PATENTED PERRYMAN BRIDGE



RIGID CONSTRUCTION



TENSION SPRINGS



Patented June 22, 1926

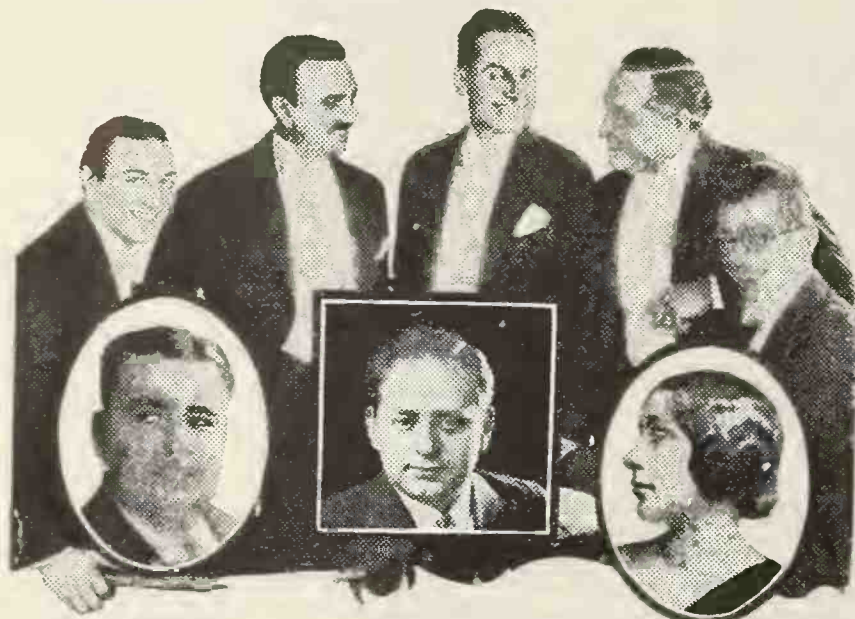
PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th St., N. Y. North Bergen, N. J.



Merrymakers a Feature of Brunswick Popular Hour

Well-known Male Ensemble, Virginia Rea, Frank Munn, Frederic Fradkin and Brunswick Concert Orchestra Heard in Concert

The Brunswick Hour of Music, heard on March 4, broadcast over the National Broadcasting Co.'s Blue network, including eight stations, was devoted to popular entertainment, with the famous "Merrymakers" male ensemble as the featured artists. In addition to Lewis James, tenor; Franklyn Baur, tenor; Elliot Shaw, baritone, and Wilfred Glenn, bass, who comprise the "Merrymakers," the following solo



Above: Merrymakers. Below: Frank Munn, F. Fradkin, Virginia Rea artists were also heard: Virginia Rea, soprano; Frank Munn, tenor, and Frederic Fradkin, violinist. The Brunswick Concert Orchestra, under the direction of Walter G. Haneschen, accompanied the vocal and instrumental solos.

The program was a diversified one composed

of the better known hits from current musical shows, popular songs and old favorite melodies. In addition imaginary trips were made to Spain and Vienna, with the artists singing the songs of those lands, and a visit to the American cabaret in Vienna as the outstanding feature of the unusually excellent program.

Radio Nautical Apparatus for Great Lake Steamers

A contract calling for the installation of Freed-Eisemann radio direction finders and auxiliary operating equipment was recently awarded to the Freed-Eisemann Radio Corp., Brooklyn, N. Y., by a group of companies operating forty-four Great Lakes steamers. This is one of the largest contracts for radio nautical apparatus ever placed, according to Freed-Eisemann officials, and the initial installation is to be completed in the Spring. Each installation consists in part of a rotatable closed loop connected with the operating mechanism in the pilot house, and a visual indicator. This apparatus is designed to eliminate the uncertainty of signals heard through fog, storm or darkness, and to enable captains of vessels to see the exact position of an oncoming ship and thus avoid collision. The apparatus fills a real need and should be instrumental in preventing marine disasters.

Radio Proves Efficient Entertainer on Train

Seven-Tube Federal Ortho-sonic Receiver Installed on Missouri Pacific Express Train

The practicability of radio reception aboard railroad trains was proved beyond question recently during a demonstration on a fast Missouri Pacific train between Omaha and Kansas City, Missouri, when twenty-six stations were received with excellent volume, and as many others passed by because of low signal level. Among the twenty-six stations actually used for entertainment, those more than 500 miles away included Dallas, Fort Worth, Cincinnati, New Orleans, Los Angeles, Wheeling, W. Va. and Lansing, Mich.

Arrangements were made with the Missouri Pacific Railroad by the distributors of the Federal Radio in Omaha to install a Model F-10 seven-tube Ortho-sonic receiver in a club car of the M. P.'s new fast train on the initial run from Omaha to Kansas City. The only obstacle encountered was the shielding effect of the steel car body, and this was readily overcome by running a wire above the roof.

The significance of this incident makes itself apparent to radio lovers and transportation officials everywhere. Given a receiver of high quality, travelers obliged to make long journeys by rail can look forward to the excellent entertainment afforded by the best radio stations.

Ultra-phonic Reproducer Featured in Japanese Ad

Full-page Advertisement in Japanese Newspaper Features Well-known Reproducer—M. Weil Gives Credit to Talking Machine World

Unusually interesting is the reproduced advertisement from a Japanese newspaper advertising an American product. This advertisement occupied a full page, corresponding in size to our tabloid dailies. Despite the fact that it appeals to Japanese readers it will be noted that the name of the product, the Ultra-phonic



Ultra-phonic Featured in Japan

reproducer, is carried out in English and used as part of the trade-mark.

Other than the fact that the product is an American one, it proves that music merchants are a progressive clan no matter in what country they are situated. While reproducers, of new and modern style, are widely presented and accepted in this country, the situation in the music trades of other nations indicates similar progress and alertness in advancing the interests of the talking machine record.

The Ultra-phonic reproducer is manufactured by the Audak Co., 565 Fifth avenue, New York City, and Maximilian Weil, president of that company, the inventor of the Ultra reproducer, was glad to credit to The Talking Machine World the fact that his original relationship with the Japanese music distributor was gained through The World. He stated further that the Audak Co. is doing a very heavy export business and that well over 90 per cent of this has been received from subscribers to The Talking Machine World. Naturally he felt no need to speak of The Talking Machine World's influence in creating sales for his products in this country as that is general trade knowledge.

Carroll Furniture Co. Is Exclusive Columbia Dealer

ATLANTA, GA., March 5.—The Carroll Furniture Co., long established as one of the largest and finest furniture dealers in this city, recently opened a phonograph and record department. The store will handle Viva-tonal Columbia phonographs and Columbia New Process records exclusively.

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

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.

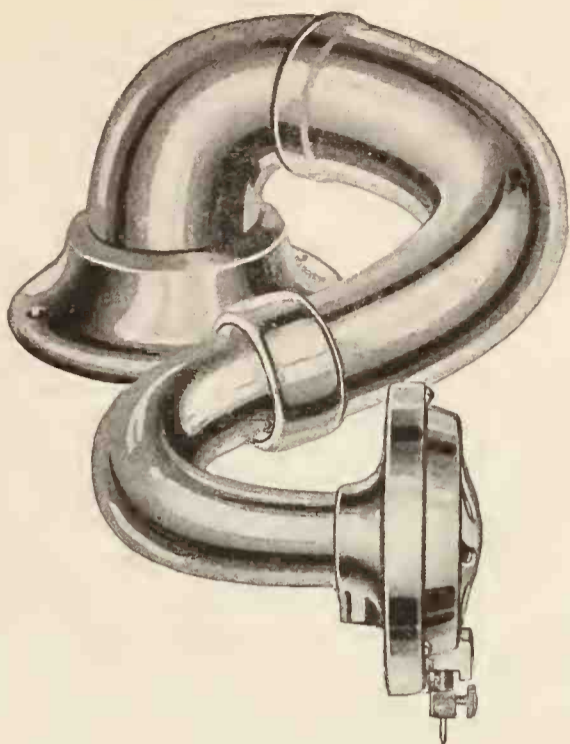
VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City
PHONE LEXINGTON 9956-2163



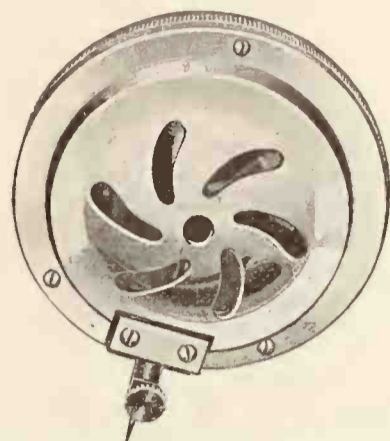
Back View of the New No. 90 Military Oro-Phone Reproducer

New developments again indicate Oro-Tone leadership! This new No. 90 reproducer back-construction so reinforces the back plate that it produces a louder, more solid, and deeper tone than ever before. No flat back construction equals it in performance. Patent rights covering this new design have been applied for.



The New Oro-Tone D-1 Tone Arm

Nickel Finish—List\$ 7.50
Gold or Oxidized Finish—List.. 10.00

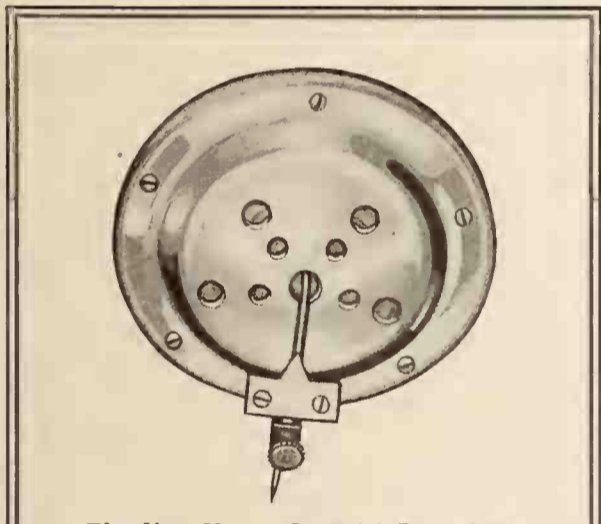


Front View of the New No. 90 Military Oro-Phone Reproducer

We maintain that the performance of the No. 90 reproducer cannot be excelled by any other reproducer on the market, regardless of price. The new back design, with 1/4 inch deep rings, combines with the original features embodied in this reproducer to elevate it to new heights of perfection.

Nickel Finish—List\$ 7.50
Gold or Oxidized Finish—List\$10.00

No Extravagant Promises—No Untrue Statements— Oro-Tone Products Sell on Their Merit Alone!



The New No. 94 Imperial Reproducer

The new No. 94 Imperial Oro-Phone Reproducer is the latest Oro-Tone achievement. It is fitted with our special Oro-Metal-Alloy diaphragm, which enables it to produce rich, true tones. Extreme volume, with excellent depth and high range, are produced without the rattling or chattering so common in reproducers of this price class. It can be relied upon to reproduce every note in the musical scale with absolute fidelity. The low price and wonderful performance of this new reproducer will give it a sale impetus that you should cash in on! At its price, it cannot be equalled for quality! Get in touch with us immediately—ask for prices and samples. You can make some quick money by writing today!

Nickel Finish\$5.00
Gold or Oxidized Finish 7.50

For twelve years THE ORO-TONE COMPANY has been associated with the manufacture of reproduction devices for phonographs. In that time we have grown to be the world's largest exclusive manufacturers of tone arms, reproducers, attachments, equipments, and amplifying devices—and we can prove it!

Oro-Tone products are made *complete* in our own factory, from dies and tools right through to the finished plating process—and we can prove it!

Oro-Tone was the first to produce and offer to the music trade the new, deep-toned reproducers. We were months ahead of our nearest competitor,—and we can prove it!

The Oro-Tone factory is open for inspection at all times. We are glad to show interested parties detailed steps in the manufacture of Oro-Tone products, from the raw materials through to the finished article. We invite dealers and jobbers to witness the detailed operations and expert craftsmanship employed in producing tone arms and reproducers that can be truthfully advertised and legitimately sold!

New developments are constantly offered by Oro-Tone. The D-1 full-curved type tone arm possesses features that assure beautiful amplification of the

richest, most perfectly reproduced music. Heavy brass walls, in keeping with the massive construction throughout, prevent loss of sound or change in tone values. No sound can escape—the construction is absolutely air-tight. Tipping or binding is eliminated, and permanent operation assured, by a double row of ballbearings in the base. The D-1 can be supplied in 8 1/2 and 10 1/2 inch lengths—10 1/2 inch is the correct length for the Victor.

Develop your vast sales field by demonstrating the newly improved No. 90 Military Oro-Phone Reproducer in combination with the D-1 tone arm. This is without a doubt the finest combination that can be secured. It is a revelation in reproduction perfection!

Get the full details of the honest, genuine value offered in the Oro-Tone line! Get the profits offered by Oro-Tone prestige and reliability! Write to us today for a complete story!

Manufacturers, Jobbers and Dealers: Ask for Samples and Prices.

THE ORO-TONE COMPANY
1010 George Street, Chicago, Ill., U. S. A.

ORO-TONE for a better tone

Kansas City Trade Optimistic as Signs Point to Increased Sales Activities

Brunswick Dealers Enthusiastic Over the New Panatrope—Demand Covers Entire Columbia Line—Automatic Orthophonic Victrola Arouses Interest—Public Interest Shown by Sales

KANSAS CITY, Mo., March 8.—Talking machine demand is showing a satisfactory comeback after the dullness of the period following the Christmas buying season, and dealers and distributors here feel that the next few months are going to be busy. The demand for records has never been more healthy and active than during the two months since Christmas, in the opinion of all dealers here. Radio demand has by no means subsided and dealers predict another month of good radio business before Spring sets in.

T. H. Condon Optimistic

T. H. Condon, head of the phonograph division of the Brunswick branch here, says that conditions with his company in this territory are very good at present, and predicts that 1927 will be a big year in the phonograph business. Following a rather slow demand in January, February has come back with a good demand in all the Brunswick lines, with records also receiving a considerable interest from the public. The local branch has just received the new Panatrope P-13 with de luxe equipment, priced at \$575. This model in a highboy cabinet is expected to be well received by the dealers and the public.

Stages Educational Dealer Meetings

Ralph Hooke, special Chicago representative of the Brunswick Co., spent two weeks in Kansas City and the surrounding territory during February, visiting the trade, and holding dealer meetings. Mr. Hooke was introducing the sales promotion and educational program of the company to the dealers in this territory. Mr. Hooke pointed out the importance of an extensive demonstration program on the part of the dealers in putting over a successful job of

phonograph selling during the coming year. He reported that he had found conditions in a very healthy state through this territory, and saw nothing to prevent a big business year.

Entire Columbia Line Moving

W. B. Ockenden, manager of the Columbia Phonograph Co.'s branch here, says that machines in all models are moving in good volume here, especially the larger machines which are taking unusually well with the public. Sales of portables have been a feature of the Winter business of this wholesale branch. Masterworks albums are moving with a speed which is surprising to Mr. Ockenden.

Public in Buying Mood, Says Heltzel

M. L. Heltzel, manager of the Nederman Piano Co., branch of the Knabe Studios, reports a very good business in the first two months of the year in phonographs. He says that people are in a buying spirit and that the store is finding more activity shown this year than at this time last year. Mr. Heltzel reports a good sale in all lines of phonographs and says that they have sold a good number of portables to apartment dwellers.

Introduce Automatic Victrola

J. W. Jenkins Sons' Music Co. recently demonstrated for their salesmen the new Automatic Orthophonic Victrola, which will play twelve records without attention. The machine, the only one in Kansas City, was shown at a meeting of the salesmen at the Hotel President on February 24. The Jenkins Co. will soon have two additional retail stores in Kansas City, to be opened about the middle of March. One is to be in the downtown business section of the city, but several blocks from the main store, in a building owned by the company

and occupied by some of its wholesale departments. The lower floor has been leased until now, and a retail store, representing all the departments of the central store, will soon be installed there. The second branch will be located in one of the outlying shopping districts at 3913 Main, where another store in miniature will be in operation about March 14. Paul Jenkins, son of J. W. Jenkins, senior member of the firm and president of the company, will manage the South Side shop.

Vitalitone Cone Speaker Enjoying Big Sales Volume

Model of Spanish Galleon, Finished in Antique Polychrome, Designed by Prominent Sculptor—For Use on Table or as Wall Hanger

The new Vitalitone cone loudspeaker, illustrated herewith, is enjoying a splendid sales volume, according to Vitalis Himmer, president



Vitalitone Cone Speaker

of the Vitalitone Radio Corp., New York. This speaker was designed to combine both beauty and quality. The frame, stand and model of a Spanish galleon, executed in bas-relief, was made by a prominent sculptor and is finished in antique polychrome. The Vitalitone unit is attached to the rear of the ship and the cone is attached to the unit. It may be placed on a table, a pedestal or hung on the wall. The unit is claimed to be free from buzzing, even with a large voltage input.

Uses Motorcycle, Horse and Dog Team to Deliver Set

MALONE, N. Y., March, 7.—Harry C. Gruber, Federal Ortho-sonic dealer of this town, had an interesting experience recently in delivering and installing a Federal radio set. He had agreed to install the receiver on a certain date and set out to do so during a heavy Adirondack storm.

He set out on motorcycle and arrived at Chateaugay several hours late; the next stage of the trip was made in a hired cutter; the next stage across Chateaugay Lake had to be made on foot with the set on his shoulder because the ice was covered by a foot of water, and the last stage was made by sled and dog-team, arriving at the destination at midnight.

The installation was completed in the dark and was voted a complete success and then came the return trip, which proved more arduous than the trip out, Mr. Gruber arriving back in Malone the next day at noon.

Victor Plea Sustained

The plea of the Victor Talking Machine Co., contending non-suit in the proceedings against it by Mrs. L. M. Green, on grounds of breach of contract, was sustained by Federal Judge Moscovitz in Brooklyn recently. The plaintiff was granted twenty days in which to file an amended complaint.

Seattle Firm Chartered

The University Music Stores, Inc., Seattle, Wash., have been incorporated with a capital of \$50,000.

A Challenge



Gold Seal Challenges the Radio Tube Field on

1. **PRODUCT**—for uniformly highest quality; superior tone; and longer life.
 2. **PACKAGE**—for attractiveness of container; convenience in handling, test and demonstration; and freedom from breakage.
 3. **DEALER HELP**—for liberal co-operation and substantial aid—a square deal to all.
- PROFIT**—for unprecedented rise to quick-selling popularity.

Backed by a large national advertising campaign and the straight-forward guarantee of a strong company, the Gold Seal line offers many advantages to jobbers and dealers. [Mail coupon today for full details.]

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 large stereophonic applications give increased volume
List price \$4.90

Types GSX-201a and GS-201a

The popular general purpose type for amplifier or detector. Long life and high efficiency
List price \$1.75



Type GSX-310D
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 GKS-200A

For use as detector only. Giving superior strength on weak signals—especially desirable for distance
List price \$4.00



COUPON
GOLD SEAL ELECTRICAL CO., Inc.
30 Park Avenue, New York, N. Y.
Gentlemen—

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

Name _____

Address _____

City _____

T.M.W.-3-27

PHONOGRAPH *and* RADIO CABINETS



QUALITY · WORKMANSHIP · BEAUTY

- Q** All indications are that 1927 will be a banner year in the phonograph and radio industries.
- Q** We are prepared to execute orders in any quantity, with regular deliveries guaranteed.
- Q** We can furnish all popular styles and finishes in Uprights, Consoles and Table Cabinets for phonograph or radio, as well as phonograph-radio combinations.
- Q** Located adjacent to eastern markets with shipping facilities unexcelled.
- Q** 150,000 square feet of factory space.
- Q** Deliveries guaranteed when and where promised.
- Q** Expert workmanship.
- Q** Highest manufacturing standards.
- Q** Prices that satisfy.

Let us quote on your requirements

JAMESTOWN MANTEL COMPANY

CABINET MAKERS
JAMESTOWN, NEW YORK

Association Meeting and Dance Outstanding Event of the Trade in Los Angeles

Two Hundred and Fifty Representatives of the Trade Present at General Meeting of Music Trade Association of Southern California—Automatic Victrola Introduced

LOS ANGELES, CAL., March 5.—The outstanding feature for February, in the opinion of many in the trade, was the general meeting and dance of the Music Trades Association of Southern California which took place on the eighth and was attended by two hundred and fifty managers of phonograph departments, phonograph salesmen and record sales ladies—as well as by ladies and men from other music store departments. Herbert Witherspoon, who was the guest of honor, together with Mrs. Witherspoon—who was known to all record lovers as Florence Hinkel—seemed to be especially appropriate to the phonograph people, for they had all sold the basso's Red Seal records and the soprano's blue label. Abe Lyman and his orchestra appeared through the courtesy of Howard L. Brown, Southern California manager of the phonograph division of the Brunswick Co., and were greeted with tremendous enthusiasm.

Automatic Victrola Stirs Enthusiasm

The most representative group of Southern California Victor dealers ever assembled at one time attended a banquet and sales meeting at the Biltmore Hotel, March 4th, through the invitation of Sherman, Clay & Co., Victor distributors. They numbered between one hundred and fifty and two hundred and represented Victor dealers from Bakersfield in the north to San Diego in the south. Philip T. Clay, president of Sherman, Clay & Co., and Otto May, Western general manager of the Victor Co., traveled from San Francisco especially to attend this meeting. Griffith P. Ellis, Southern California manager of Sherman, Clay & Co., acted as host.

After a most delightful dinner, the company withdrew to a special hall where the new Automatic Orthophonic Victrola had been placed on exhibition for demonstration and seats for the accommodation of all had been provided. Mr. Clay, in his accustomed clear and concise manner, outlined the merchandising plans for the year and Mr. May presented in an impressive speech the new instrument, demonstrating its remarkable features.

New Columbia City Salesman

F. O. Edwards was recently appointed by W. E. Henry, Columbia California branch manager, as special Los Angeles city salesman. Mr. Edwards has had considerable experience in the past, both in the wholesale and retail fields of the phonograph business. He was wholesale traveler for the Cheney Phonograph Co. in the State of Ohio and, previous to that, was manager of the phonograph department of F. C. Henderson Co., Boston. Just prior to his new appointment, he was managing the phonograph department of Richardson's, Inc.

E. R. Manning a Visitor

A recent visitor here introducing the new line of upright model phonographs, as well as portable talking machines, was E. R. Manning, of the Berg A. T. & S. Co., New York.

Barker Bros. Hollywood Store Sets Mark

J. W. Boothe, general manager of the music department of Barker Bros., states that his house is much gratified with the returns from

the new Hollywood branch store, which was opened two or three months ago. He declared that the success of this branch reflected much credit on Leo Shatney, manager.

Sonora Representative Visits Southland

H. E. Gardiner, Pacific Coast representative of the Sonora Phonograph Co., arrived in Los Angeles on February 1st, having just returned from a trip to the East and to the factory and headquarters of the Sonora Co. Mr. Gardiner was accompanied by W. W. Cross, manager of the music department of Jackson Furniture Co., Oakland, who declared that this, his first Eastern trip, was an inspiration.

Herb Wiedoef in Local Theatre

Brunswick dealers are gratified at the engagement of Herb Wiedoef and his Orchestra in Los Angeles. They have a ten weeks' engagement at the Boulevard Theatre, which as in the case of the Uptown Theatre, where Abe Lyman and his orchestra have been for some time engaged, is under the West Coast Theatres, Inc. Two such orchestras in the town at one and the same time afford many opportunities for publicity.

Arizona in Good Shape

T. J. Murphy, traveling field representative of the Brunswick Co., has just returned from an extended trip to Arizona and reports business in a most prosperous condition. His business-getting results amply justify his statement.

Old Edison Gem Phonograph Offers Voices From the Past

Voices of Members of "Borrowed Time Club" Recorded Twenty-five Years Ago Reproduced on Same Machine at Recent Anniversary

The story of the most interesting use of an old-time Edison Gem phonograph with its wax cylinder records comes from Chicago, where the members of the "Borrowed Time Club," an organization in Oak Park, a suburb of that city, used the old phonograph and have used it for over a quarter of a century for making records of the voices of the club members.

The Borrowed Time Club was organized many years ago, but was reorganized in 1902 under its present title. A person to become a member must be at least 70 years old, the idea being that after that the term of life beyond the allotted threescore-and-ten is "borrowed." When the club was reorganized in 1902, Philander Barclay, in addition to making a collection of historical photographs and data for preservation, also made Edison records of the voices of a number of members of the club, which were at that time placed in the vault of the Oak Park bank, where they were kept until last month when the club celebrated its twenty-fifth anniversary.

The feature of the celebration was the reproduction of the voices of the members who made up the organization a quarter of a century ago, all of whom have since passed away. The recordings have been unusually well made and

the reproductions were almost weird in their faithfulness. Before the conclusion of the ceremonies the present-day members of the club recorded their voices on the old Edison Gem, and these records were placed in the vault of the bank, where they will remain for another quarter of a century, or until the fiftieth anniversary of the club.

The anniversary celebrations of the club and the particularly interesting use of the Edison Gem phonograph for presenting the voices of deceased members was widely commented upon by the local press, and the Chicago Tribune published a photograph, showing several of the present club members gathered about the old phonograph.

New York Album & Card Co. Settled in New Quarters

New Location Permits of Concentrating the Manufacturing Processes on One Floor—Reports Good Demand for Nyacco Products

The New York Album & Card Co. is now established in its new location at 64 Wooster street, New York City. These new quarters allow concentration of its manufacturing on one floor, whereas in the smaller building formerly occupied two floors were necessary. The space has been carefully laid out from an efficiency standpoint and includes general offices and the private office of Max Willinger, president of the company, and a large area of manufacturing space. The New York Album & Card Co. is now rounding out twenty years of manufacturing Nyacco products. While Nyacco record albums have been probably its best known product in the talking machine field, it will be remembered that the New York Album & Card Co. is also the manufacturer of Nyacco radio receiving sets and Nyacco portables. The company is also manufacturer of the Nyacco line of photograph and autograph albums. While the New York Album & Card Co. enjoys good general business in the two latter lines in department and other stores, many talking machine dealers are finding these products profitable.

Berg Official Reports Big Portable Sales Increase

E. R. Manning, of the Berg A. T. & S. Co., Long Island City, N. Y., manufacturer of Berg Artone portables, and Artone upright and console model phonographs, returned to the home office of his company late last week. Mr. Manning made a trans-continental trade tour starting by way of Richmond, Atlanta and New Orleans, in the South covering Texas, chiefly Dallas and El Paso, and later the whole Pacific Coast. After visiting Los Angeles, San Francisco, Portland and Seattle, Mr. Manning returned East by way of St. Paul and Chicago.

Upon his return Mr. Manning stated that the new products of the Berg Co. have met with wide favor everywhere. The portable business has already shown an increase this year. All together, January, 1927, shipments were 231 per cent over 1926, and he estimated that the February figures would show a 240 per cent increase.

TEST IT.

OUR VICTOR



Record Service

has a reputation for efficiency.

Suppose you try it.

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.



**PHONOGRAPH CASES
RADIO CASES**

Reinforced 3-ply Veneer

**The Standard Case for Talking
Machines and Radio Sets**

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.

NOW

you can do away with
your 6 volt storage
"A" BATTERIES



**ONCE AND
FOR ALL**

REG. U.S. PAT. OFF.

ELKON "A" POWER

With the Elkon "A" Power dealers can, at last, CONSCIENTIOUSLY go after the tremendous market awaiting them for "A" battery eliminating devices. For the Elkon "A" Power is BASICALLY and RADICALLY different.

It has been built with ONE IDEA.

To give smooth, silent, flawless, filament "A" power, unvarying level voltage, which eliminates for all time the uncertainty involved in the use of even the finest storage batteries.

It is based upon the unique Elkon principle of rectification. The principle which, discarding tubes, liquids and moving parts, has revolutionized all previous conceptions of rectification. Here is an item that will sell and STAY SOLD. That will make you a real profit—and satisfied customers.

It is one of the items that the dealer who is building for the future of his business is taking pains to identify himself with.



Silent, Inexhaustible, Dependable
A permanent installation—made to serve and endure
Constant Power Constantly
\$60.00 list

For further information or demonstration write

ELKON WORKS
Subsidiary of P. R. Mallory & Co. Inc.
Weehawken, N. J. Inc.

Manufacturers of Elkon Trickle Charger, Elkon
Three Ampere Charger, Elkon "A" Power.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Introduction of Automatic Orthophonic and Beethoven Week Interest the Trade

New England Dealers See and Hear New Victor Instrument at Luncheon Meeting—Plans Under Way for Active Participation in Beethoven Centennial Celebration—Other News

BOSTON, MASS., March 8.—The new Automatic Orthophonic Victrola, which runs continuously for an hour, playing twelve different selections, was formally introduced to the New England dealers at a luncheon at the new University Club a few days ago. Allan Steinert was toastmaster at the luncheon and from the Victor personnel there were present James A. Frye and Stephen Pratt, Ivan H. Purinton, of the Victor engineering department, and R. A. Bartley, Jr. Frank Crumit, of the "Queen High" company playing in this city, was present, and so was Jack Renard and His Orchestra, and selections from the recordings of both of these were played. Mr. Bartley described the new instrument and stated that it would not be placed on the market until March 21. The new instrument was previously demonstrated in Portland, Me., and from Boston it was taken to Providence, and later to Hartford, Conn., and to Burlington, Vt. There were about 200 at the Boston luncheon.

Active in Behalf of Beethoven Week

J. A. Hodge, special representative of the Beethoven centennial committee, which is headed by George Eastman, chairman, has been in town and doing some most effective work toward creating an interest in the forthcoming anniversary, which is to be so widely observed. Mr. Hodge has been able to organize local musical interests in the chief New England centers, all of whom will play a big part in their respective districts, so that the week of March 20 promises to be something out of the ordinary in musical annals. Local newspapers have given considerable space to the event. While making his headquarters for the time being in Boston Mr. Hodge has done considerable traveling about New England.

Brunswick Settled in New Home

Manager Harry Spencer has now got his new Brunswick quarters at 314-316 Stuart street fairly well settled though naturally there are many minor things to be straightened out.

Mr. Spencer kept open house informally on Thursday, February 24, for it happened that there were many talking machine dealers in town for another occasion, and a large number of them, as soon as they saw the Brunswick Co.'s new sign stretched across the front of the building, were moved to cross the threshold and congratulate the Brunswick distributor in his new environment. The guests were treated to a demonstration of the Brunswick Panatrope, although practically all of them were already more or less familiar with the instrument; and a happy conclusion of the impromptu reception was that many orders were left behind for early delivery. Sidney Schwartz, the official demonstrator for the Panatrope, is kept busy visiting sales conferences and familiarizing Brunswick dealers with this new merchandising item.

Charles Johnson in New Post

Charles Johnson, for some time associated with the Eastern Talking Machine Co. at the Essex street headquarters, has severed his relations with the house and accepted a position with the American Bosch Magneto Corp., for which he began work on March 1. His place at the Eastern has been taken by Emmet Ryan, who also has been with the company for several years.

Columbia Records by Irish Artists

Manager Bill Parks, of the New England department of the Columbia Co., has just returned from New York where he completed arrangements for recordings by some more of New England's popular Irish artists, these including Michael Ahern, James Claffey, the Irish fiddler, who won the contest in Lewiston, Me., and Walter McNally, who is soon to give a recital here. These records should be available soon.

Profitable Tie-ups With Artists

Speaking of Columbia, Paul Specht and his associates, Columbia artists, recently appeared at Loew's State Theatre in this city and, during the week of their appearance, the R. H. White

Co. arranged for a concert in its music department at noon, announcing the concert over the radio. The department was crowded to capacity and a splendid business in records by this group was the result of the concert. Another Columbia artist whose sale of records has been large is Ted Lewis, who has been appearing in Boston and Springfield.

A Clever Window Display

The Italian Book Store, Columbia dealer in New Britain, Conn., lately had a novel window that attracted a good deal of attention and was the means of selling many records of the selection "Fire." It was a small cardboard house equipped with electric lights and a fan inside so that the effect was of a house ablaze.

Features Beethoven Week

The March number of The Phonograph Monthly Review, of which mention has been made in several previous issues of The Talking Machine World, is out to-day. It is a Beethoven centennial number and is as artistically gotten up as has been every issue.

Successful Phonograph Society

The Providence (R. I.) Phonograph Society bids fair to be a big success and its roster of officers is as follows: President, J. Harvey Barber; vice-president, Mrs. Marion L. Misch; secretary, A. P. DeWeese, and treasurer, Walter Briggs. It is of special interest that now there are eight of these societies functioning. Last week one was formed in New York City, one is about to be formed even in Bermuda, and shortly there will be one in Cleveland. The Boston society's next meeting will be held on Thursday evening, March 24, at the new Brunswick headquarters at 314-316 Stuart street and it will be a Beethoven centennial concert.

Excellent Outlook for Sonora

The Sonora business, according to Manager Joe Burke, was not as good in February as was hoped for, but there were sufficient orders ahead to warrant the feeling that March was to make a good showing. Mr. Burke has a well-mapped-out policy which he is planning to closely follow this year. The new Sonora models are highly regarded by dealers.

Drayton-Erisman, Inc., moved the first of the month from 34 Avery street to 128 Summer street. The company is now negotiating for the Starr talking machine line.

Another Victor Year



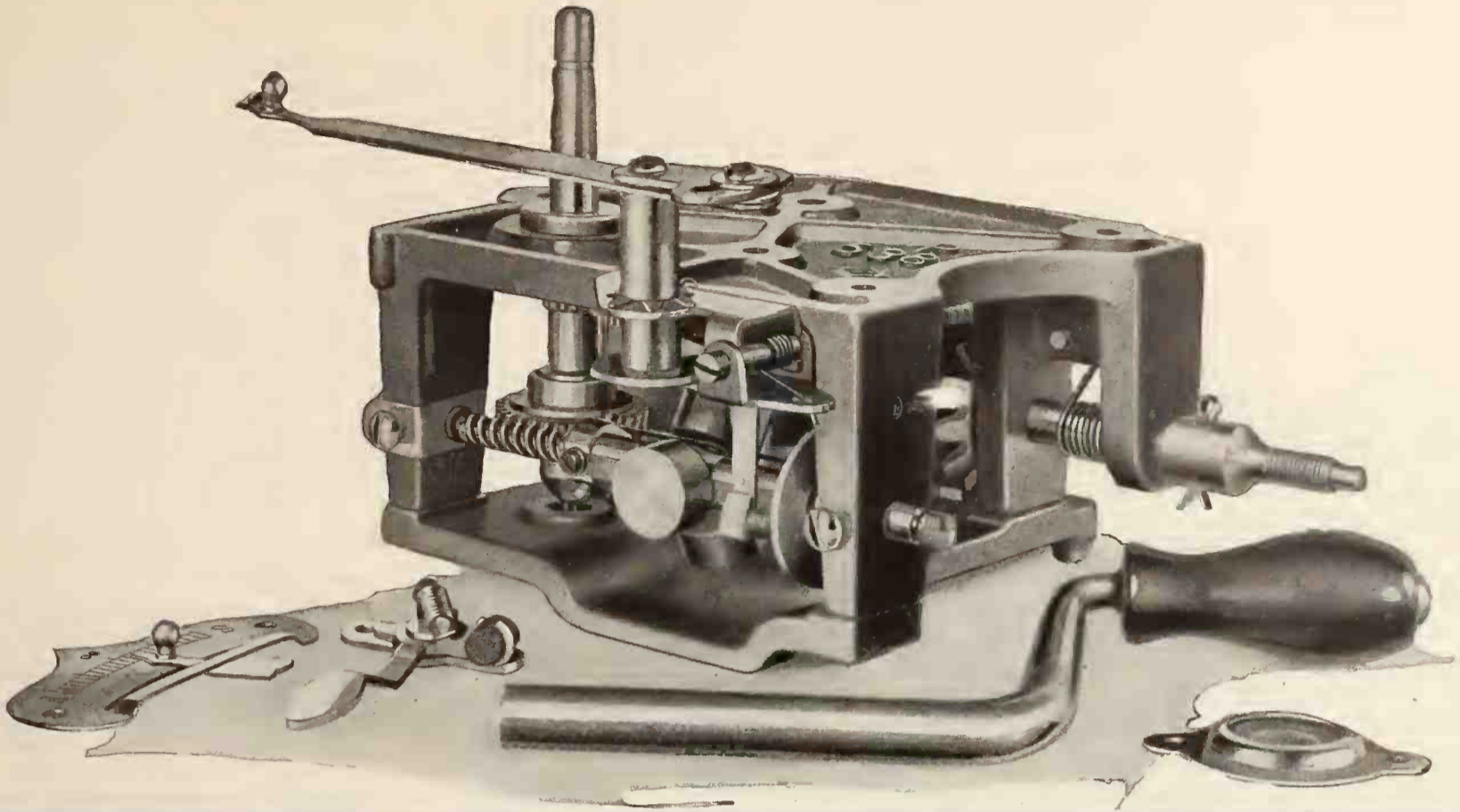
The year promises to set a new high mark in Victor production and distribution and the dealer who handles the Orthophonic Victrola and the Victor Orthophonic records enjoys an opportunity limited only by his efforts. Proper service is the first requisite toward capitalizing this great opportunity and this means the Ditson sort of service with its facilities and the long experience back of it.



Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK



Makers, Dealers, Buyers All agree on the Flyer—

Of all portable phonographs sold, the country over, the vast majority are equipped with Flyer motors.

THAT'S because the Flyer is made with the precision of a fine watch, carefully inspected at every stage of manufacture, and passed only when it is 100% perfect.

The Flyer is made with a cast iron frame, a remarkably tough athletic spring, precision-cut governors and gears, everlasting bronze bearings—made in every part to stand years of hard steady use.

Manufacturers of portables know the Flyer, and use it because it helps the sale of their machines. Dealers know the Flyer, and demand it because it means easier sales, more sales and *no returns*. Buyers know the Flyer from reputation and past experience, and never question the portable that's Flyer-equipped.

The Flyer leads in sales because it leads in quality and dependability. Insist on Flyer-equipped portables, and play safe.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Trade in Buffalo Enthusiastic Over New Automatic Orthophonic Victrola

Several Demonstrations in Western New York Territory Sponsored by Leading Distributing Concerns—Dealers Plan Tie-Ups With Beethoven Week—Trade Activities of the Month

BUFFALO, N. Y., March 8.—February and early March produced a better volume of phonograph business than did the same period a year ago. Record business has shown a vast increase in volume of sales as compared with last year. February sales in radio were better than in January and the outlook is bright.

Wide Interest in New Victor Products

Victor products are getting a good volume of publicity through introduction to the trade of the new Automatic Orthophonic Victrola. There is considerable speculation among consumers regarding the new instrument. For their satisfaction, the dealer trade has been promised samples of the new instrument by March 21, when a general announcement to the public will be made. Buffalo's Victor jobbers, the Buffalo Talking Machine Co. and Curtis N. Andrews, were pleased with results of the announcement dinner held February 23, when more than 150 dealers of this territory responded to an invitation to be their guests at the Hotel Statler, where R. A. Bartley and Mr. Brown, Victor representatives, outlined details of the machine and introduced the new Victor radio model R-20. E. M. Vestor, local factory representative of the company, also was present at the speakers' table. Dealers from the central part of the State, and some from western New York as well as sections of Pennsylvania, attended the jobbers' dinner and demonstration of the new machine at the Seneca Hotel in Rochester. Hosts at this Victor affair were W. D. Andrews, of Syracuse, and the Elmira Arms Co., of Elmira, wholesalers.

Plan Tie-up With Beethoven Week

Columbia dealers throughout the entire district are planning a co-operative campaign for Beethoven week, March 20-26. E. L. Wallace, manager of the local distributing office, is justly proud of having at the head of the Beethoven campaign committee George Eastman, of Rochester.

Columbia record sales are continuing on the upgrade, while the volume of business in Vivatone phonographs remains steady.

Okeh Record Sales Grow

Okeh record sales are continuing to show an increase in volume since introduction of the electrically recorded discs. The American records are popular in all dealer sections of the territory, F. D. Clare, manager of Iroquois Sales Corp., distributor, reports.

New Sparton Set a Sales Builder

The new Sparton electric radio receiving set is building up sales at the H. B. Alderman Co., distributor. This set is almost directly responsible for the excellent February business,

which eclipsed January, according to the sales manager, R. H. Davison.

Receivers for Herrick Corp.

The Herrick Mfg. Corp., of Jamestown, one of the country's largest builders of radio cabinets, has been placed in the hands of receivers and is in control of Earle R. Morrison and Augustus F. Allen, appointees by the court. It is declared by officials of the company that inability to collect certain of its accounts forced the receivership, although the concern is solvent if its assets can be collected and realized upon.

Brief but Interesting

The Hunt Furniture Co. has bought the stock and fixtures of H. A. Pemberton & Son, bankrupt Salamanca retailers.

More than 150 members of the Rochester Radio Trades Association attended the first annual dinner and frolic late in February.

The Radio Trades Association of Buffalo will hold its next annual show in September, it was decided at a recent meeting.

The Jamestown Radio Trades Association has just appointed a paid investigator to follow up all power interference complaints.

James B. Lennie, former member of the advertising staff of the Federal Radio Corp., has resigned to take up new duties in California.

Hornell's first radio show, held the last week of February, conducted in conjunction with the automobile show, was a marked success.

Paul C. Fleer, president of the J. N. Adam Co., has recovered from a very serious illness.

Arthur W. Erion, head of the Erion Piano Co., also is back in his office after an illness extending over several weeks.

Martin Schwable, formerly with the Liske Music Store on Genesee street, has been placed in charge of the Victrola department of the Erion Piano Co.

Max Lang, Columbia dealer in Olean, has moved to his new and greatly improved store at 239-41 North Union street, Olean.

D. S. Spector's Views on Instalment Plan Buying

Instalment plan buying, when well regulated, is beneficial to both customers and dealers, in the opinion of D. S. Spector, general manager of the merchandising division of Federal-Brandes, Inc., manufacturers of Kolster radio sets and Brandes speakers. Mr. Spector points out that instalment sales of radio merchandise is a well-established custom and expressed the view that it would be a mistake to try to curb this merchandising outlet.

"A great deal of American buying is on the instalment plan by popular demand," said Mr. Spector. "The man who overbuys on the instalment plan will overbuy anyway, usually on open account with no predetermined time or method of payment. Many people want to enjoy radio sets while paying for them. Companies in the radio industry are organized to take care of this buying plan, and its use has proved a success from the viewpoint of both the buyer and the seller, just as it has in other industries."

Kenneth Casey Recording for Columbia Co. Catalog

Popular Motion Picture and Vaudeville Artist Enters Recording Field—Has Big Following

Kenneth Casey, popular, versatile star of stage and screen, now bids fair to gain fame in another field, for he recently made his first Co-



Kenneth Casey

lumbia record, in which he displays all of that charm of voice and personality that has won for him nation-wide acclaim.

Radio Control Law Helps the Industry and the Public

Discussing the enactment of the radio control law by Congress, M. C. Rypinsky, vice-president of Federal-Brandes, Inc., and chairman of the transmitter section of National Electric Manufacturers Association, said that it was the best news which could come to the radio industry at this time.

"The radio industry and the public are distinctly benefited," said Mr. Rypinsky. "This legislation embodies many of the suggestions of the National Radio Co-ordinating Committee and is therefore representative of the entire industry. We believe that this legislation will drive from the public mind the uncertainty as to what will happen in broadcasting. People's confidence will be renewed, the present scramble for wave-lengths ended, and the existing interference speedily cleared up."

THE SONG HITS FROM FLORENZ ZIEGFELD'S GORGEOUS PRODUCTION

"RIO RITA"

Lyrics by JOSEPH McCARTHY Music by HARRY TIERNEY

Book by Guy Bolton and Fred Thompson

"FOLLOWING THE SUN AROUND" — "I'M OUT ON THE LOOSE TONIGHT"
"RIO RITA" — "THE JUMPING BEAN" — "THE KINKAJOU"
"THE RANGER'S SONG" — "IF YOU'RE IN LOVE, YOU'LL WALTZ"

Published by LEO. FEIST Inc., 231-5 W. 40th ST., NEW YORK, N.Y.

IT could be retailed at \$25, if judged by its size, strength, handsome appearance, and tone.

BUT we have organized the production and shaved our profit, to prove that the biggest value in the market comes from "Consolidated."

List price of The Nifty is only

\$15



Write your nearest jobber or direct to

The Nifty is nearly a year old and a wonderful success. It has every feature of the average \$25 portable—and greater strength. Nothing undersized about it, except the price.

Consolidated Talking Machine Co.

Consolidated Building

227-229 West Washington Street, Chicago

Minneapolis: 1424 Washington Ave., South

Detroit: 2949 Gratiot Ave.

BE PREPARED FOR A BIG SEASON OF THE NIFTY

Harold Rieder, Organist, Recording for Columbia

Popular Organist, Formerly Connected With the Rivoli and Criterion Theatres in New York, Makes Solos for the Columbia Catalog

Harold Rieder, for the past four years organist at the Tivoli Theatre in Newark, New Jersey, has made a recording of organ solos for the Columbia Phonograph Co. Mr. Rieder



Harold Rieder

was born in Dexter, Mich., in 1894, and studied at the Michigan State Normal College Conservatory. From 1914 to 1917 Mr. Rieder was organist at the Woodward Avenue Presbyterian Church and from 1916 to 1918 was director of the Adrian College Conservatory. In 1919, after being discharged from the United States Army, Mr. Rieder became instructor in music theory at Michigan State Normal College. His first theatre position was at the Majestic in Detroit. From there he came to New York, where he was engaged first at the Rivoli, then at the Criterion.

Join Freed-Eisemann Staff

Leslie G. Thomas, formerly in charge of production and tests in the Fada organization, has joined the Freed-Eisemann Radio Corp., Brooklyn, N. Y., as executive in charge of the plant,

according to an announcement made by the Freed-Eisemann Corp.

Harry Dreyer, formerly research engineer of the Hazeltine Corp., has also joined the Freed-Eisemann organization in a technical capacity.

It is learned that while Freed-Eisemann intends to continue several of its models throughout 1927, it is starting developments in the way of electrification of receiving sets.

Victor Co. Sales for Past Year Total \$48,664,000

1926 Proved to Be Second Largest Year in the History of Victor Talking Machine Co.—Public Paid About \$100,000,000 for Products

Sales of Victor merchandise for the year 1926 amounted to \$48,664,000, according to a statement recently issued by the Victor Talking Machine Co., which is following a policy of making public all essential facts concerning the business for the information of investors. This is the first official disclosure of a year's sales ever made by the company and the new policy was inaugurated following the placing of Victor stock on the market for ownership by the public.

The total reached in 1926 was the second largest ever reached in the history of the company, being exceeded by 1921, when a total of \$51,281,276 in sales was reached. It was further stated that business for the last quarter of the year reached a total of \$16,077,000.

Of the \$48,000,000 total approximately \$40,000,000 represents sales of Victor talking machines and records as previous figures of combination radio and talking machine sales placed the total at \$17,000,000, list prices. The popularity of the Orthophonic instruments and records may be estimated when it is taken into consideration that with the trade mark-up the amount of money which the general public paid for the products during the first full year of the new instrument's manufacture approximated \$100,000,000.

Pathé Demonstration Record

In order that the buying public may become familiar with its new type of recording, the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has announced a new demonstration record to be sold for ten cents. This is a double-faced recording.

New Reproducing Principle in Amplion Grand Speaker

Speaker Is a Combination of Special Sound Board, an Air Column and a Double-braced Cone—Adds to Tone Quality

An entirely new principle of sound reproduction is employed in the new Amplion Grand loudspeaker, according to officials of the Am-



Amplion Grand Open

plion Corp. of America, New York. This development is a combination of a specially built sound board, an air column and a cone, resulting in a remarkable depth of note, resonance and natural tone. The cone is double-braced, and each complete instrument is personally tested by the Amplion engineering staff.

The Amplion Grand, illustrated herewith, both



Amplion Grand Closed

open and closed, does not need a power amplifier, but functions perfectly with one.

The Amplion officials are pointing out to their dealers the fact that a speaker of the type of the Amplion Grand opens up a new market for both receiving sets and Amplions among people who have not heretofore considered radio reproduction true music because of the quality of the speaker used. The new model is 34 inches in height and 33 inches in width, and is listed at \$135. Competent engineering critics state that the Amplion Grand represents one of the greatest strides forward in the science of radio sound reproduction.

Long Distance Secured in Showing of Kolster-Brandes

An unusual experience in dealer demonstration was recently reported to Federal-Brandes, Inc., by the Courier Radio Shop, Hart, Mich., Kolster-Brandes dealer. During a demonstration of a Kolster set at the home of a customer in the nearby town of Walkerville the dealer was asked if the receiver could get distance. He turned on the power, slowly turned the signal control and brought in 2LO London on the loud speaker. The set was sold right there. The next night the customer is reported to have tuned in Sydney, Australia; San Juan, Porto Rico, and Havana, Cuba. A sworn affidavit detailing these results is now in the possession of Federal-Brandes, Inc., in New York.

The Radio Corp. of the Philippines, a subsidiary of the Radio Corp. of America, recently opened a large broadcasting station at Manila using the call letters KZRM.

The Latest—Most Efficient Product of Its Kind on the Market



The Socket "A & B" Power Unit

consists of a six-volt storage battery with a capacity of forty ampere hours; also an Acme B Power Supply Unit, a Two-Rate Acme Trickle Charger giving $\frac{1}{2}$ and $1\frac{1}{2}$ amperes (this being controlled by a toggle switch), and the Acme Automatic Control Switch.

Attractive Container

These units are enclosed in a permanently attractive steel case finely finished with crystal-line lacquer. Bulbs for both the charger and B Eliminator together with the necessary cord and sockets are included.

Acme "A & B" Power Units will keep the battery on any Radio Receiving Set properly charged regardless of the number of tubes in the set. Automatic in operation. Controlled by switch at set.

Type AB-1 complete, ready to operate, lists at

\$67.50 East of the Rockies

Ask your Jobber or write us for complete information on our entire line of Acme Charging Equipment.

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



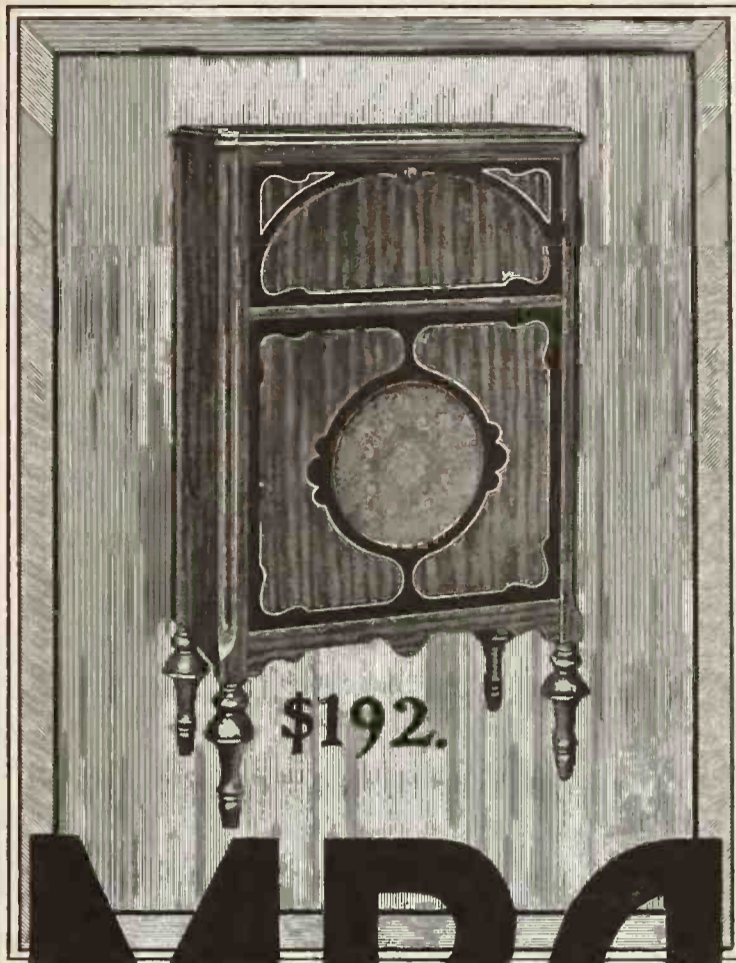
Model AC-9

7 Tube, 2 Dial, Batteryless

This two dial control set is designed especially for AC power, for use with the Amrad AB&C Power Unit. Easily operated, marvelous selectivity. Furnished with Power Unit but without tubes.

\$142

Console Model\$192



\$192.



Model S-733

7 Tube, 2 Dial, Battery Type

Owners of this Amrad Neutrodyne report complete satisfaction. High ratio vernier controls simplify tuning. Volume is controlled by a single adjustment. Beautifully designed cabinet finished in two-toned mahogany. Without accessories.

\$77

Console Model\$127

AMRAD

7 tube Neutrodynes of Quality and Precision

AMRAD Neutrodynes are built with the greatest skill and precision. Each set must pass certain high standard tests before it leaves the factory.

The great skill and engineering feats of the Amrad Laboratories are manifest in the circuit as well as in the beautifully designed cabinets.

Produced under mass production methods influenced by Powel Crosley, Jr., combined with Amrad's engineering skill, these genuine neutrodynes are the greatest values on the market.

The console model, AC-9-C, is an unusual value. It is a 7-tube set with two-dial control. All the necessary power is furnished by the Amrad AB & C Power Unit, an efficient power supply

tested under actual home conditions for more than a year and operating from AC currents, 100-120 volts, 60 cycle. No trickle charger is concealed in this unit.

No more power supply troubles. Just snap the switch and the set is in full operation. The cabinet is of beautiful two-toned mahogany finished, with the genuine Crosley musicone built in. This is a wonderful value at \$192, with the power unit, but without the tubes.

Write Dept. 7C7 for descriptive literature and information



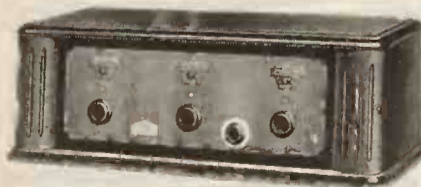
"B" Eliminator

Will furnish B current voltages 22½, 30 or 45, 69, 90, 135 or 180. Maximum volts, 180 at 50 mls. Unit is housed in a metal cabinet and finished in black enamel. \$35

AMRAD CORPORATION

Medford Hillside, Mass.

Efficient 5 tube genuine Neutrodynes, unsurpassed in the radio market anywhere at this price!



\$60

Model S-522

5 Tube, 3 Dial, Battery Type

Amrad quality is again exemplified in this beautifully made and proportioned set. The simple, yet elegant lines of this set are pleasing to the eye. Actual reports of performance are remarkable. Simple to tune and easy to operate. Also made in

Console Model\$110



\$125

Model AC-5

5 Tube, 3 Dial, Batteryless

A compact efficient set delivering the utmost in radio enjoyment at the lowest possible cost. No batteries to fuss with. Operates direct from light current. Unusual selectivity, volume, and tone make this the greatest neutrodyne value on the market.

Console Model\$175

Outlines Plan for Showing the Automatic Victrola

Roy E. Forbes, Manager of Sales of Victor Talking Machine Co., Urges Dealers to Demonstrate to Secure Best Results

In a recent letter to Victor dealers Roy E. Forbes, manager of sales and merchandise of the Victor Talking Machine Co., outlined the manner in which the Automatic Orthophonic Victrola is to be introduced and urged dealers to avail themselves of the opportunity of using this instrument to bring profits to their stores, not only from its sales, but through the interest it will create in the entire Victor line. In part Mr. Forbes said:

"Demonstration is the keynote . . . just as it was when the Orthophonic Victrola was presented in November, 1925. Demonstration will sell Automatic Orthophonic Victrolas . . . and out of the vast amount of interest which the Automatic model will arouse, all models of the Orthophonic Victrola will sell . . . with a corresponding increase in record sales.

"Nothing that we could do at this time could possibly have so much influence on the public as this Automatic Orthophonic Victrola. The way in which it is presented and the manner in which you follow it up will have a very definite bearing on your 1927 general volume. We are backing it up with one of the most extensive and elaborate promotional campaigns in the history of the business.

"The first step in the sales campaign is to present this instrument before private and semi-private groups of the most influential citizens in the community—before the press—prior to Opening Day on March 21, when the instrument will be available for display and demonstration in dealers' stores.

"To assist you in shaping your campaign, you will have a balanced assortment of 'selling material'—a large, brilliantly colored window display on the Automatic instrument; ready-made ads; invitation forms to invite your leading citizens to pre-showings of this instrument; the complete sales plan outlined to you in a special issue of the 'Voice of the Victor.'

"While you are working—our great national newspaper and magazine campaign will break with a tremendous force. Our car cards will carry the Automatic Victrola message to millions of people . . . our men, working in cooperation with wholesalers, will be available to assist you in giving demonstrations of this instrument to your public both before and after Opening Day. Keep in close touch with your wholesaler . . . he will assist you in every possible way."



Model AC 15

THE AMPLION GRAND

List Price \$135

This remarkable instrument utilizes a new principle of radio reproduction—a combination of soundboard, air-column and cone, in a handsome walnut cabinet, 34"x33"x18 1/4". Every Amplion Grand is a laboratory model, personally tested and approved by Amplion's Chief Engineer.

ANOTHER NOTEWORTHY SUCCESS!
The Amplion Cone, Model AC-12 . . . \$30
A proven success because it has established a new standard in radio reception!

Amplion Reproducers from \$12 to \$135

Place an order with your jobber today

THE AMPLION CORPORATION OF AMERICA
Suite C, 280 Madison Ave. New York City
The Amplion Corporation of Canada Ltd., Toronto, Ont.

AMPLION

Stewart-Warner Makes Fine Business Report for 1926

Net Profits for Year Shown as \$5,108,886 After All Charges—Equals \$8.51 on Company's Capital Stock—Controls Nine Plants

The annual report of the Stewart-Warner Speedometer Corp., Chicago, the most comprehensive in the history of the company, reveals a record working capital position with a ratio of current assets to current liabilities of seven to one, as compared with an average of six to one for the last seven years, and with a ratio of two and one-half to one in 1926.

Net profits for the year ended are shown as \$5,108,886 after depreciation, federal taxes and all other charges. This is equal to \$8.51 a share on 599,990 outstanding shares of the company's capital stock.

As of December 31, 1926, the balance sheet shows a net working capital of \$12,277,041, as compared with \$11,957,444 in 1925, and \$7,240,170 two years ago.

The Stewart-Warner Speedometer Corp. today has a total of nine plants situated at Chicago, Bridgeport, Meriden, Conn.; Newark, N. J.; Belleville, Ont., and San Domingo, West Indies. These plants comprise over two million square feet of space and together with the sales and service organizations require the services of approximately nine thousand employees.

The largest growth of the firm has occurred in practically the past ten years, and the plant capacity to-day is four times as large as in 1916. Working capital has increased five times, tangible assets have multiplied about five times, while annual earnings have more than doubled.

C. B. Smith, president of the corporation, in a letter to stockholders, discloses some interesting data concerning the diversified activities and products of the company. The letter is reproduced herewith:

"The present corporation was organized in November, 1912, to succeed a business started in 1906. While originally a manufacturer of automobile accessories, it now produces a widely diversified line of products and holds an outstanding position of leadership in seven branches of industry. Concurrently with the acquisition and development of its manufacturing properties, the corporation has enlarged and broadened its own and controlled selling facilities, these additions to assets and earning capacity being accomplished largely through reinvestment of earnings. The rapidity of its growth, most of which occurred in the last ten years, is shown by the fact that its plant capacity to-day is about four times as large as in 1916. Working capital has increased five times; tangible assets have multiplied about five times, while annual earnings have more than doubled. Radio sets and equipment is a new line added in 1925 that holds material promise for the future time.

"The establishment of authorized service stations is a development of 1926. It is planned to increase the number of stations to about 500, to the end that Stewart-Warner will have adequate sales and service stations in every representative town in the United States. Anticipating what has taken place in the development of a world market for American automobiles, Stewart-Warner years ago established and now has 56 distributors abroad."

F. A. Schiller, of United R. & E. Co., on Trade Tour

F. A. Schiller, president of the United Radio & Electric Co., 418 Central avenue, Newark, N. J., manufacturer of Ureco radio tubes, is away on an eight-weeks' trade tour, visiting many of the Ureco distributors and dealers. Mr. Schiller's itinerary covers Cincinnati, Indianapolis, St. Louis, Kansas City, Minneapolis, Chicago and Detroit. The United Radio & Electric Co. is featuring, this season, its power and rectifier tubes.

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

Duane Wanamaker With Grigsby-Grunow-Hinds Co.

Appointed Director of Advertising and Sales Promotion of Chicago Firm, Manufacturer of Majestic "B" Current Supply

The Grigsby-Grunow-Hinds Co., Chicago, Ill., manufacturer of the Majestic "B" current supply, has announced the appointment of Duane



Duane Wanamaker

Wanamaker as director of advertising and sales promotion. Mr. Wanamaker was for six years Western manager of the Talking Machine Journal, with headquarters in Chicago. Prior to this connection he was identified with various publications, in charge of advertising and merchandising service, and has also served as advertising counselor for a number of organizations at various times.

The Grigsby-Grunow-Hinds organization has extensive plans for the new year, including the expansion of its advertising efforts, bearing especially on plans for co-operating with Majestic distributors and retailers. Mr. Wanamaker is well qualified to direct this campaign, for he has been in charge of various advertising programs in his previous experience and is familiar with jobbing, retailing and manufacturing activities.

Announce New Ceco Tube

PROVIDENCE, R. I., March 8.—The C. E. Mfg. Co., Inc., maker of Ceco radio tubes, has issued an announcement of the latest addition to the "Ceco" family, which is known as type "K", a special radio frequency tube. It is claimed by the C. E. Mfg. Co. that when this tube is used in the radio frequency stages of the average receiver reception will be "pepped up."

Sails for England

John C. Jay, a partner in J. & W. Seligmann & Co. and a member of the Executive Committee of the Victor Talking Machine Co., sailed for England recently on the "Paris" to confer with officials of the Gramophone Co., Ltd., in which the Victor Co. has a controlling interest.

Medical students of the University of Pennsylvania recently took notes when an electric stethoscope with radio loud speakers attached amplified the human heart beat ten billion times, it is reported.

Brilliantone Steel Needles Are The Largest Selling Needles Made!

Known and sold all over the world!

Stack up all the cheap needles made—analyze the sales of so-called needle manufacturers who are flooding the country with inferior products.

Then check the sales of Brilliantone Steel Needles—the old, established, tried and *proved* genuine quality needle!

You'll find Brilliantone outselling all others over and over again—proof that the *quality dealer* demands *quality product*—that he places genuine satisfaction ahead of price appeal.

Don't play with cheap needles—particularly when you can furnish your customers genuine Brilliantone Steel Needles and make a substantial, worth while profit!



UNIFORMITY!

Brilliantone Steel Needles are of one uniform length, thickness, points and TONE! Made by the original makers of steel needles—largest concern of its kind—under highest standard of quality. Needles that you ought to sell!

FREE!

If you are not selling Brilliantone Steel Needles, send coupon NOW for FREE assortment. Try them in comparison with others. Convince yourself of Brilliantone's superiority. Cut out and mail coupon NOW!

Brilliantone Steel Needle Co. of America, Inc.

370 Seventh Ave., New York City



Brilliantone Steel Needle Co. of America, Inc.,
 370 Seventh Ave.,
 New York.

Gentlemen:
 Please send me your FREE assortment of Brilliantone Steel
 Needles to be used in comparison with others. It is understood that
 I incur no obligation by requesting these needles.

Name.....
 Address.....

A New
Sterling
Raytheon Tube
"B" Eliminator
With Switch
\$28⁰⁰



HERE is the new Sterling Raytheon equipped Eliminator for sets up to six tubes and for Radiolas 20, 25 and 28. In addition to providing adjustable voltages for detector and amplifier stages, this new model RT-81 offers the convenience of switch control and guarantees 135 volts at 20 milliamperes.

Selling at the remarkably low list price of \$28.00, including Raytheon tube, this new Sterling is a quality product through and through. It embodies the same high-grade workmanship as the thousands of Sterling RT-41's which have been sold, but adds the convenience of the switch and the longer life of the Raytheon tube.

RT-81 is truly a splendid selling line. It enables you not only to talk Sterling quality to your customers, but Raytheon quality too, together with that all-important factor **LOW PRICE!**

This is our first announcement of the RT-81. Why not be first in your district to display it. Phone your source of supply today, or write the factory direct for full particulars.



"B" ELIMINATORS
Raytheon Equipped
in Three Models

- RT-81 for Radiolas and sets up to six tubes \$28.00
- R-99 "B" Power Unit for multi-tube sets \$45.00
- R-97 "B" & "C" Power Unit . . \$55.00

A Sterling model for every requirement.

THE STERLING MFG. CO.

2831 Prospect Ave. : Cleveland, O.



**Sales of More Expensive Instruments
Bring Up Revenue of Cincinnati Dealers**

Optimism Permeates Trade as Good Business Continues Unabated—Demonstration of Automatic Orthophonic Victrola Excites Wide Interest—A. & N. Music Co. Branch

CINCINNATI, O., March 8.—Dealers report a substantial increase in the demand for talking machines and records, comparing the present season to the same period of last year. The average sale is bringing a larger amount of money than it did then, it is pointed out, this being due to the fact that a larger percentage of the customers are selecting the more expensive types of instruments. Practically all dealers report an unusually large demand for records.

Automatic Victrola Demonstrated

The latest thing in the talking machine line to be shown in this city is the new Automatic Orthophonic Victrola, which plays twelve records in succession, these being fed from a magazine and discharged one by one when finished. This was demonstrated here in Hotel Gibson, on February 23, by the Ohio Talking Machine Co., to dealers of the city and vicinity, about ninety persons being present. Later it was demonstrated by the company to dealers in Louisville, Ky.; Indianapolis, Ind.; Terre Haute, Ind., and Dayton, O.

W. C. Fuhri a Visitor

Recent visitors to the local agency of the Columbia Phonograph Co., of which Miss Rose Helberg is manager, were W. C. Fuhri, general sales manager, of N. Y., and R. J. Mueller, district manager, of Cleveland. "The new Viva-tonal Columbia is moving splendidly in this city and in all parts of our territory," said Miss Helberg. "The demand for records is very large, and it seems to be growing each week."

Starr Co. Increases Display Space

The Starr Piano Co. is increasing the display space in its local store by removing the demonstration booths from the lower floor and removing them to a floor above. This makes available for display purposes approximately double the amount of space there was before, and a generous portion of this will be given over to the Starr line of talking machines. "The Gen-uett Electro Beam record has met with sudden and great approval, and the demand for it is increasing every day," said W. M. Purnell.

George P. Gross Optimistic

"Conditions are better than they were at this time last year; business is on the up-grade and prospects seem very bright," stated George P. Gross, head of the Geo. P. Gross Co. "Talking machines are in good demand, especially the more expensive models. There is an excellent demand for records, which shows that owners are using their machines all the time, and not merely having them in the house as an ornament."

A. & N. Music Co. Opens Branch

A new talking machine store has been opened in Norwood by the A. & N. Music Co., which is operated by William N. Appel. This makes the fourth store in the company's chain, it having others at 517 West Sixth street, 904 East McMillan street, Walnut Hills, and 821 Monmouth street, Newport, Ky.

Brunswick Shop Adds Gulbransen

The Brunswick Shop, operated by Louis H. Ahaus, is no longer an exclusive talking machine and record store, as it is now handling the Gulbransen piano, a small grand and a special player. "This extension of our business activities will not be allowed to interfere with our talking machine and record trade," explained Mr. Ahaus.

Fire in Chubb-Steinberg Shop

A mysterious fire broke out in the basement of the Chubb-Steinberg Music Shop the night of February 24, but the flames were extinguished before a great amount of damage was done upstairs in the store, and business was not seriously interrupted. According to the fire mar-

shal, the fire started in five different places, and for this reason it is thought that it was the work of an incendiary. The store is owned by Howard L. Chubb and Ely Steinberg, neither of whom could think of a person who would wish to injure them by such an act. The loss is estimated to be in the neighborhood of \$1,500.

**Ethel Leginska to Record
for Columbia Exclusively**

World-Famous Pianist and Composer Signs Contract to Make Piano Recordings for Columbia Catalog—Exclusive Artist

Ethel Leginska, recognized universally as one of the greatest women pianists, recently made her first recording of piano solos for the Columbia Phonograph Co.

Leginska was born in Hull, England. At an early age she went to Germany for her pianistic



Ethel Leginska

education, later becoming a favored pupil of the great Leschetizky in Vienna. When she returned from her studies on the Continent to England to make her debut and start what has since proved to be a sensational career, she won a veritable triumph from the first, a triumph that has since taken her all over Europe and America until her name and fame have become international.

**William L. Jacoby Elected
President of Kellogg Co.**

Kellogg Switchboard & Supply Co. Announces Election of Widely Known Banker-Engineer

William L. Jacoby, for the past eight years vice-president of A. G. Becker & Co., Chicago, Ill., a well-known investment banking house, was elected president of the Kellogg Switchboard & Supply Co., Chicago, on March 3. Mr. Jacoby has for many years been an important figure in banking, financial and engineering circles, and his activities in these fields give him exceptional qualifications to function as the head of one of the most prominent manufacturing organizations in the Middle West. Mr. Jacoby was graduated from Lehigh University as mechanical engineer, and for many years was engaged in the steel business, being associated with the Latrobe Steel Co., Latrobe Steel & Coupler Co., and the Inter-Ocean Steel Co. He organized the latter company, designed and built its plant in co-operation with the famous engineer Julian Kennedy, and was president up to the time of the sale of the property to the Railway Steel Spring Co.

Later Mr. Jacoby was engaged in special engineering work for various prominent concerns and individuals in the business world, and then became president of the Hewitt Motor Truck Co. and of the American District Telegraph Co. and its subsidiaries. He left the latter company to become associated with A. G. Becker & Co., which connection brought him into intimate relations with various industrial activities, including the presidency of an agricultural implement company, the head of an automobile manufacturing company and other executive capacities.

Hohner Harmonicas and Accordions Again Win Highest Honors



“World’s Best” Reed Instruments Awarded Grand Prix at Sesqui-Centennial

BY maintaining the high standard established more than seventy years ago—a standard of quality and excellence that has won meritorious recognition for Hohner products at all world’s fairs in the past—M. Hohner, Inc., has again won highest honors.

In awarding the Grand Prix at the Sesqui-Centennial International Exposition in Philadelphia, the Jury of Awards not only conferred the highest honors within its power to be-

stow upon a musical instrument, but in so doing testified to the superior quality, perfect construction and excellent workmanship of the Hohner products.

It should be a matter of genuine satisfaction to the dealer to know that in selling Hohner merchandise he is selling musical instruments that enjoy the largest popular demand and that give to him and to his customers the highest possible quality that money can buy.

M. HOHNER, Inc., Dept. 72, 114 East 16th St., New York

Canadian Address: Hough & Kohler, 468 King Street, W., Toronto

*Fascination
Inspiration
Education
Entertainment
Accuracy*



*Health
Portability
Durability
Convenience
Popularity*



Tangible Proof of the **ARTONE**

Portables—Table Models



Artone No. 79
Two Tone Brown Finish

\$85

Shipments January 1927

231%
over January 1926

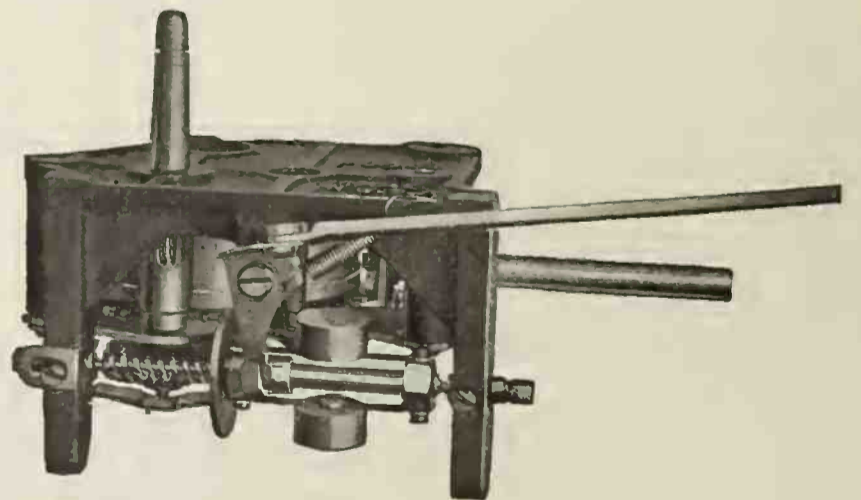
Investigate this High Quality, Growing Line



Artone No. 1 \$30

Adopted 100% for
Smaller Artone Models

1927 JUNIOR FLYER MOTORS



Designed and Manufactured by
The General Industries Company
ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.



BERG A. T. & S. CO.

Merit and Popularity of **PRODUCTS**



Large Models

Shipments February 1927

240%

over February 1926

Investigate this High Quality, Growing Line

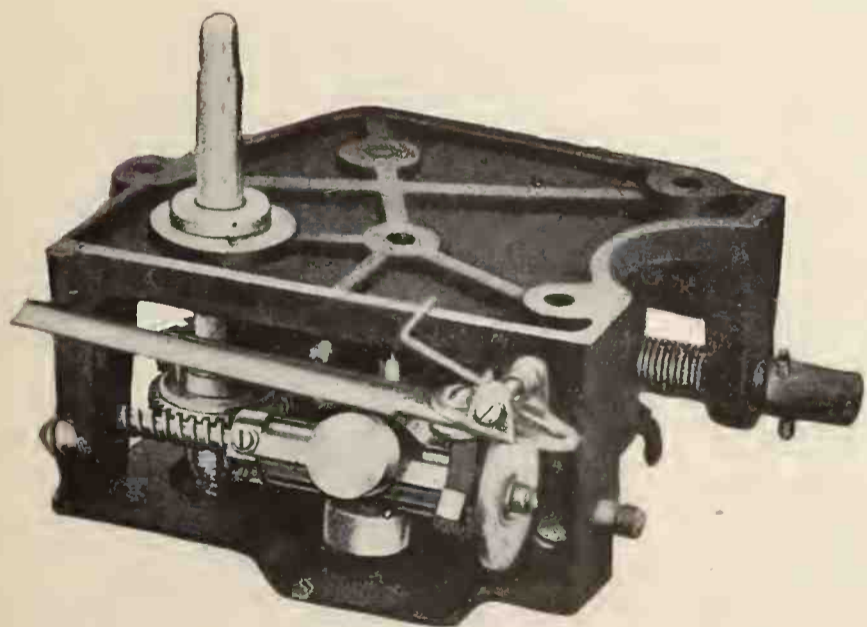


Artone No. 8 \$15

Estimate Using 100,000
Flyer Motors in 1927



Artone No. 125
Two Tone Brown Finish
\$125



Designed and Manufactured by

The General Industries Company
ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

IMPROVED FLYER MOTORS

Long Island City, N. Y.



Toledo Talking Machine Dealers Turn to Demonstrations as Sales Stimulant

Trade Factors Realize That Constant Demonstrations of the Latest Instruments Are Certain to Create an Interest That Reacts to Their Advantage in Increased Sales

TOLEDO, O., March 8.—Leading dealers here realize that the Brunswick Panatrope, Victor Orthophonic and Columbia Viva-tonal machines need to be demonstrated to a larger number of persons if they are to receive the patronage which such outstanding instruments deserve. Therefore Spring campaigns will center upon demonstrations. Machines will be placed in homes on trial and in every available public place for demonstration. Newspapers and direct mail will assist in putting over the sales effort. The new Automatic Orthophonic, recently shown for the first time to dealers, will be woven into the promotion plan. Retailers believe such intensive work will arouse a great deal of new interest in the phonograph.

Toledo Association Organized

The Toledo Radio Trades Association was organized recently at a meeting in the Elks Club. Membership is made up of retailers and wholesalers. Officers are Harold G. Miehl, president; A. R. Oberwegner, vice-president, and Clifford Johnson, secretary and treasurer. According to Mr. Johnson, the purpose of the Association is to better radio conditions in general. Much constructive work has already been started.

Selling Many Combination Instruments

The Lion Store Music Rooms are selling combinations to customers in the well-to-do middle class. Demonstrations of the Orthophonic are being carried on vigorously—machines are placed in homes and public places on trial. The department is selling a large number of semi-classical records. Record meetings are held each Thursday morning when salesgirls are instructed in the art of selling more and better discs.

L. S. Talbert and A. J. Pete, merchandising manager of the store, attended the demonstration of the Automatic Victrola as the guests of the Chicago Talking Machine Co. at the Hotel Congress in Chicago. Invitations will be mailed to a list of 6,000 to hear the new instrument at the store as soon as it is upon the floors.

R. C. Elwell Succeeds E. A. Kopf

Robert C. Elwell has succeeded E. A. Kopf, resigned, as manager of the talking machine and radio departments. Sales in each division for the first two months of the year are ahead of the same period of 1926, it is said.

R. C. Elwell and W. W. Baillie attended the demonstrations of the Automatic Victrola at the Wade Park Manor, Cleveland, where a dinner was given to visiting dealers by the Cleveland Talking Machine Co.

Grinnell Bros. Promote Opera

Grinnell Bros. are devoting a large part of their time and effort to promoting the Chicago Civic Opera Company, which is appearing at the Masonic Temple in Detroit this week. Records of the artists as well as the entire personnel of the group are given prominence in window settings. The new 1225 spring-drive Victor Electrola is featured in window exhibits.

Charles Bell and Harry J. Reeves attended the Grinnell demonstrations of the Automatic at the Hotel Statler in Detroit. Robert Higgins is a new member of the sales staff here. The firm does a large volume of business with schools and educational institutions of various types.

Adds to Sales Personnel

The Whitney-Blaine-Wildermuth Co., Brunswick and Victor dealer, has added Fred. Carter and Herbert Gade to the sales staff. According to Henry C. Wildermuth, treasurer, the Spring sales drive on phonographs and radio is under way. C. E. Coe is in charge of the radio section. Posters and streamers of late records are employed in colorful window combinations here.

Irish records, on account of the approach of St. Patrick's Day, are featured. Mr. Wildermuth, John Gade and Herbert Gade attended the Automatic demonstration in Detroit, while David Blaine, president; C. E. Coe and Miss M. Plotkin visited Cleveland to hear the machine.

Animated Window Draws Crowds

The Frazelle Music House benefited largely from an animated record window. That is, miniature figures of the orchestra propelled by electricity and keeping time with the music of discs conveyed to the street through loud speakers, stopped scores of passers-by. The Sonora portable is given prominence in department displays. Frank H. Frazelle, president, and Benjamin Jasper, sales manager, attended the Automatic Orthophonic demonstration in Cleveland.

Warren L. Kellogg in New Post

Warren L. Kellogg has been appointed representative of the Cleveland Talking Machine Co., Victor and Atwater Kent wholesaler for western and northwestern Ohio. He has a wide acquaintance with the music trade in the territory through his association with the old Toledo Talking Machine Co.

United Music Store Busy

The United Music Store is enjoying an excellent radio and talking machine trade. Harry Skolnick, in charge of the radio department, stated that the sale of Atwater Kent and Sparton sets is brisk. A St. Patrick's Day window with plenty of green will feature Irish records.

Plans Special Service for Dealers

The Toledo Radio Co. has inaugurated a special service for dealers. Glenn Goodsell, service expert of the Sparks-Withington Co., Jackson, Mich., manufacturer of Sparton radios, is covering the territory with J. Stanley Ball. He is showing dealers how to render high-class service at a minimum cost and is pointing out how calls may be reduced.

Charles H. Womeldorf, president, announces that the firm has added the Gypsy portable made by the Caswell Mfg. Co.

Ties Up With Vitaphone in Theatre

The J. W. Greene Co. has disposed of a gratifying number of better records as a result of its tie-up with the Vitaphone recently installed in the Temple Theatre. Attractive window displays pictured the Vitaphone artists: Case, Elman and Martinelli and their recordings.

C. J. Morris, Yahr-Lange Ad. Manager, Plans Campaign

New Sales Promotion and Advertising Manager Has Had Wide Experience in Advertising and Publicity Fields—Stresses Displays

MILWAUKEE, Wis., March 5.—Some of the most interesting sales promotion plans of the season are promised in the plans formulated by C. J. Morris, sales promotion and advertising manager of Yahr-Lange, Inc., who was appointed to the position the first of the year.

Mr. Morris is a graduate of the University of Wisconsin school of journalism and advertising and for the past four years has been associated with the Milwaukee Sentinel in charge of the radio department, and the educational department of the paper. Previous to his connection with the Sentinel Mr. Morris was connected with the Scrips-Howard Publishing Co. in the advertising department.

Mr. Morris stresses the importance of window displays in his selling campaign, and has arranged that windows shall play an important part in the March and April sales drive which Yahr-Lange, Inc., is putting on. The billboard

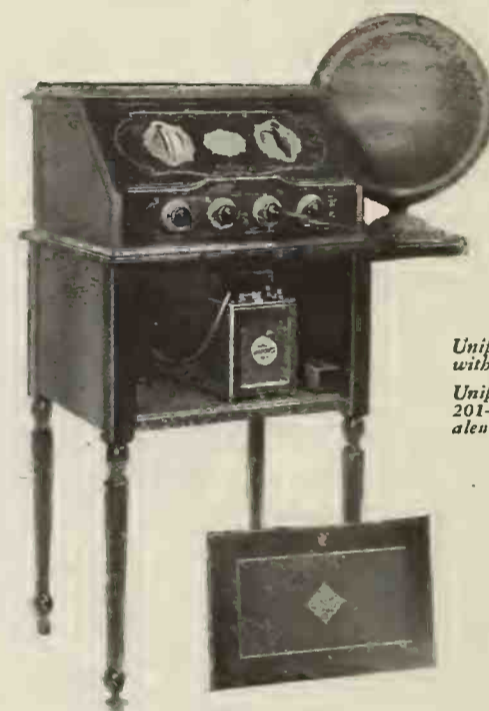
campaign on the Yahr-Lange Super-Ball antenna which was put on in Chicago was directed by Mr. Morris, and he states that a similar project will be put over in the entire country.

Yahr-Lange, Inc., is also specializing in a strong dealer-merchandising service under Mr. Morris' direction. Many of these are contained in the new catalog sheets which have been published and which are being sent to dealers to supplement the other merchandise information contained in the loose-leaf catalog issued by the company, and which contain helps and suggestions bearing on dealers' problems and intended to actively aid them in carrying out sales promotion projects.

Bond's Shop Remodeled

NASHVILLE, TENN., March 4.—In preparation for a greatly increased business in phonographs and records Bond's Graphophone Shop, a large Columbia dealer of this city, recently remodeled its entire store, adding considerable space.

O. O. Scudder, proprietor of the Dalton Music Co., Dalton, Ga., was a recent visitor to the Atlanta office of the Columbia Phonograph Co.



Unipower AC-4 (\$33.00) with Radiola 20.
Unipower AC-6-HA, for 201-A tubes or their equivalent, \$42.50.

Power Operation for RADIOLAS

Now you can meet the demand for powerizing Radiola 20

UNIPOWER AC-4 for "A" power in Radiolas means one-switch operation of set and power combined—whether a "B" eliminator or batteries are used.

Unipower is easy to install—far easier than complicated battery-charger-switch combinations. In Unipower these elements are concentrated in one compact unit—especially designed to fit in the restricted space of Radiola consoles.

A special connection on Unipower makes it possible to attach a "B" eliminator, so that both "A" and "B" power may be controlled by the Unipower switch which also takes the place of the Radiola set switch.

Just now Unipower makes a particularly attractive combination with Radiola 20.

Write us or your jobber for full details. Gould Storage Battery Co., Inc., 250 Park Ave., N. Y. C.

Unipower is manufactured by the makers of the famous Gould Batteries for automobiles, submarines, railways, farm-lighting, fire alarm service and emergency city-power.

Unipower

A GOULD PRODUCT
AUTOMATIC "A" POWER WITH "B" POWER CONTROL

SUPER-HARMONIC

TRADE MARK
PORTABLES

RIVALING IN TONE THE LARGE PHONOGRAPHS

IN the SUPER-HARMONIC Portable we have incorporated the highest developments of engineering skill and acoustical science which heretofore were only obtainable in the large and expensive cabinet type phonographs.

THE SUPER-HARMONIC produces the new broad tones with 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 and the result when played with either the new type or old type records is a tone of great volume, warmth and beauty.

THE SUPER-HARMONIC in point, size—compactness and weight is ideal and sells at a price no higher than the OLD TYPE portables.



PRICE
\$25⁰⁰
Entire U. S.
Slightly higher in
Canada

Colors: Black, Blue, Gray, Green and Maroon

Powerful motor—all brass gooseneck throw-back tone arm. Covered with the finest materials in newest grains—three-ply wood boxes—hardware of the best.

SUPER-HARMONIC SOUND BOX

The 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 and will last indefinitely. 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**

JOBBER—DEALERS: WRITE FOR SAMPLES, DISCOUNTS, TERRITORY NOW—IMMEDIATE DELIVERIES.

*Not Assemblers, Every Part, Excepting
Motors, Made in Our Own Plant*



Super-Harmonic Corp. of America

BRIDGETON, N. J.

G. Warren Baker, President, and Duryea Bensel, Chief Engineer

The Trade in PHILADELPHIA and LOCALITY

Introduction of Automatic Orthophonic Featured the Month in Quaker City

Dealers Throughout the Entire Quaker City Territory Enthusiastic Over New Instrument—Addresses by Victor Executives and Local Wholesalers—News of the Month

PHILADELPHIA, PA., March 4.—Victor dealers throughout the entire territory served by Philadelphia gathered at the Bellevue Stratford Hotel



Louis Buehn

of this city, on February 16, as the guests of the Philadelphia Victor Distributors, Inc., and H.

A. Weymann & Son, Inc., Victor distributors, for the first presentation of the new Automatic Orthophonic Victrola. The morning business session was opened by a speech of welcome made by Louis Buehn, president of Philadelphia Victor Distributors, Inc., who welcomed the attending dealers on behalf of the Victor Talking Machine Co., H. A. Weymann & Son, Inc., and the Philadelphia Victor Distributors, Inc. Mr. Buehn touched upon the happenings in the Victor field during the last two years and presented as the keynote of the day's session a trinity composed of the factory, the dealer and the distributor. In the promotion of sales of Victor products, he pointed out, the responsibility was equally divided between the factory, the dealer and the distributor and the equally whole-hearted application of effort on the part of each was a prime necessity for the best results.

H. W. Weymann, head of H. A. Weymann & Son, Inc., Victor distributors, was the next speaker. He presented to the Victor dealers Roy A. Forbes, general sales manager of the Victor Talking Machine Co., and in doing so skillfully touched on the wonderful achievements of the sales department under Mr. Forbes' guidance. Mr. Forbes held his audience closely as he interestingly talked on the merchandising of Victor products, both instruments

and records, and in the course of his remarks touched upon the new Automatic Orthophonic Victrola.

Following the morning session the two distributors entertained their guests at luncheon, following which the screens were removed and the dealers, for the first time, beheld this newest product of the Victor Talking Machine Co. The presentation was made in an ingenious



H. W. Weymann

way. On each side of the machine were two easy chairs, in which were seated a young man
(Continued on page 94)

Your Selling Plans

should feature the advantages of

**The Orthophonic Victrola
Combination Victrola and Radiola
Electrolas and Orthophonic Records**

Combination Instruments will undoubtedly grow in favor this year and any sales plan not featuring these will fall far short of its complete possibility.

Tie up with VICTOR ADVERTISING and BROADCASTING and increase your Record Sales

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia

The following fourteen manufacturers are the only ones licensed to manufacture Neutrodyne receivers and the protective policies maintained by the Hazeltine Corporation and Independent Radio Manufacturers, Incorporated, apply only to the Neutrodyne receivers made by them:

THE AMRAD CORPORATION
Medford Hills, 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, Cal.

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.

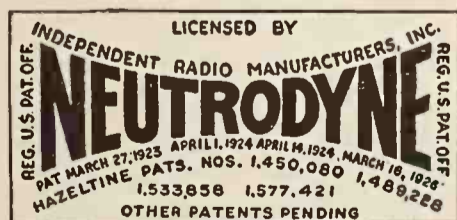
WARE RADIO CORPORATION
New York City

THE WORK-RITE
MANUFACTURING CO.
Cleveland, Ohio

HAZELTINE CORPORATION
(Sole owner of "Neutrodyne" patents and
trade-mark)

INDEPENDENT RADIO
MANUFACTURERS,
INCORPORATED

(Exclusive licensee of Hazeltine Corporation)
Look for this trade-mark



It is your protection against patent infringement
liability

This stabilizing influence...

NEUTRODYNE

ONE question about radio is being asked on every hand: "What is a good set to buy?"

That is what the public asks of those who are supposed to know the facts about radio.

And more and more is the public being told just this: "Get a Neutrodyne."

For Neutrodyne the reliable, Neutrodyne the non-interfering, Neutrodyne the simple to operate, Neutrodyne the unique and inimitable, sets a standard of performance for home radio. Engineers knew from the beginning that without the Neutrodyne principle, Neutrodyne results—which mean the best possible results—would not be had. The public, through bitter experience, has learned this at first hand.

So, when you ask yourself, "What is a good set to sell?" you can make yourself the answer: "Get a Neutrodyne."

For Neutrodyne has demonstrated, in the laboratory, in the shops of the nation, in homes everywhere, and even in the courts, that it is unique not only in principle, but in permanence. Designed solely for broadcast reception, kept in the forefront of the art by thirty radio engineers, Neutrodyne has never known a set-back. It is here "for the duration of broadcasting"—and for the profit of dealers and the pleasure of listeners.

"GET A NEUTRODYNE"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

and a young lady. Suddenly the machine started playing Sousa's famous march, "Stars and Stripes Forever." Upon the conclusion of this selection the young man instinctively arose to change the record and the needle, but was reminded by his companion that this was not necessary as this machine was the Automatic Orthophonic Victrola. Scarcely had she finished speaking before the next record was being played. Later she opened the doors and showed the mechanism as one after another of the twelve records which had been selected were automatically placed upon the turntable, the tone arm swinging to the right, the needle engaging the groove, the record played and upon its completion the tone arm, raising, swung to the left and the record was deposited in a lower drawer, and then followed a duplication of the process with the next record. Due to a prior request all applause was saved until the last record was played and the enthusiasm then displayed emphasized the hearty manner in which the new machine was accepted.

C. E. Gilbert, district sales manager of the Victor Talking Machine Co., then thoroughly explained this wonderful new instrument, how it was operated and the fact that, despite its almost human accomplishment, it only had fourteen moving parts, which speak for its dependability from a mechanical standpoint. Mr. Gilbert then presented the marketing plan of the Victor Co. for the new instrument, which was described as being similar to that used in the presentation of the Credenza over a year ago. Following a series of private demonstrations to prominent personages in various cities, under the auspices of the local dealers and distributors, it was announced that the new machine would be placed upon the market for public sale on March 21. Comprehensive series of advertisements for prior insertion in local newspapers, magazines and car cards have been provided.

The next speaker of the afternoon was W. R. Marshall, director of the Victor advertising department, who told in full detail of the Victor Co.'s plans for advertising the Automatic Victrola and displayed samples of the advertisements that were to be run, as well as a series of window cards for the dealers' windows to be used in conjunction with the display of the new product.

Following Mr. Marshall's address, Mr. Gilbert threw the meeting open to general discus-



3 1/2 inches diameter
Patented 1922

Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

Philadelphia, Pa.

942 Market Street

sion. Dealers entered heartily into the general forum and many ideas were presented and discussed that were not only valuable to all those present, but clearly showed the deep analysis that the individual dealer had made in the merchandising of Victor products. Before the afternoon session was over the instrument was removed and sent by truck to New York for its initial showing the next day. The remembrance of it, however, remained, for before the session was closed substantial orders had been placed in the hands of local distributors by those present for the new instrument.

In the evening the local distributors were again hosts to the dealers at an elaborate banquet, served in the hotel, in honor of E. E. Shumaker, president of the Victor Talking Machine Co. Following the serving of the banquet the Peerless Quartet and Billy Murray, Victor artists, entertained the large gathering.

Then followed the big event of the evening. All evening those present had eagerly anticipated the message from E. E. Shumaker, president of the Victor Co. It was the first time in the memory of many of those present that the chief executive of the Victor Co. had ever attended a local banquet and addressed them, and his message was looked forward to by all. Mr. Shumaker was then introduced by Mr. Buehn, who acted as toastmaster, and in his address stressed the need for aggressive merchandising and the responsibility of each division of the business, whether it be retail, distributing or the manufacturing end, to each other. He brought out the fact that the Victor Co.'s stock was no longer in the hands of the bankers who had purchased it, but it was now a great public corporation, such as the telephone company and many of the public utility corporations of this country and bespoke the dealers' co-operation in conducting the business in a manner that would be highly profitable to all concerned. Upon the conclusion of Mr. Shumaker's address, J. R. Wilson, of the J. R. Wilson Co., who operates several Victor stores in Phila-

delphia, arose and tendered a vote of thanks to Mr. Shumaker for his presence and to the Louis Buehn Co. and H. A. Weymann & Son, Inc., who made the events of the day possible. Upon the conclusion of the banquet Mr. Shumaker was kept busy greeting the dealers who surged forward to meet the new chief executive and who in turn were introduced to Mr. Shumaker by Mr. Buehn.

Dealers Eagerly Await New Products

While the talking machine market has been less active since the post-holiday restocking has been completed there nevertheless has been a continuance of the activity in the recordings on a parity with closing days of the old year. Dealers have been cautious in their restocking, in anticipation of newer inventions which were reported to be in the making with the early days of the year, and which now are being shown to the trade preliminary to the introduction to the public of the recently perfected models.

Though the dealers have been buying only for the immediate needs they now are confident that the new instruments will not interfere with the sales of the former, owing to the higher prices that are being asked for the 1927 innovations. However, no booming orders have been listed with the distributors either for the radios or talking machines, owing to possibilities of even more radical departures in both these instruments. And so the wholesalers are awaiting the time when renewed interest will promote a more active market for the standard types that have been the leaders in sales during the past year.

Records have been sought with more confidence and with growing popularity of the current dance numbers and popular songs now in favor.

Make Record in Zenith Sales

Trilling & Montague, well-known and successful radio distributor of this city, reports that its organization has achieved the highest record for the sale of Zenith DeLuxe models, ranging in price from \$650 up, in the recent contest among jobbers' salesmen selling the Zenith line. The Zenith Radio Corp., of Chicago, awarded prizes to the three highest men in the Trilling & Montague organization, who were Benjamin Gushner, David Hornats and Joel Levitt.

P. A. Ware in South

P. A. Ware, merchandising manager of the Atwater Kent Mfg. Co., of this city, is on a trip through the South to further the activities he is promulgating in the East. He will make stops at Birmingham and Mobile on the way to New Orleans.

Widespread Beethoven Observance

A week devoted to the masterworks of the famous composer will commemorate the 100th Anniversary of the death of Beethoven from March 20 to 26 in Philadelphia as part of the nation-wide tribute to the great master sponsored by the Columbia Phonograph Co. Manager J. J. Doherty, of the Quaker City branch of the Columbia Co., has planned a comprehensive program as well as exploitation campaign for the dealers handling the Masterworks series of records and this no doubt will prove profitable to the trade.

Under the direction of Manager Doherty, the celebration has taken definite form in the Beethoven Centennial Committee appointed in the respective cities now arranging for the anniversary tribute with the following cities already completely organized for the big musical fes-

(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

ZENITH
THE CREBE

KOLSTER

GROSLY

Acme Products
Amperite
Amplion
Balkite
Brandes
Bremer-Tully
Burgess Batteries

Dubilier
Eagle Chargers
Exide Batteries
Farrand
General Radio Co.
Hammarlund
Hartford Battery

Heath
Jewell Meters
Majestic Eliminators
Mar-Co
National Products
Pacent
RCA Radiotrons

REL Products
Silver-Marshall
Sterling Meters
Tab Batteries
Timmons
Tower's Products
Weston
and many others

Write for our 1927 Catalog

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

49 North Seventh Street "Grow With Us" Philadelphia, Pa.

Here's a brand new selling point!

Ever since the beginning of the radio industry, Tungar has been the most popular battery charger. And now here's just one more selling point to add to your list.

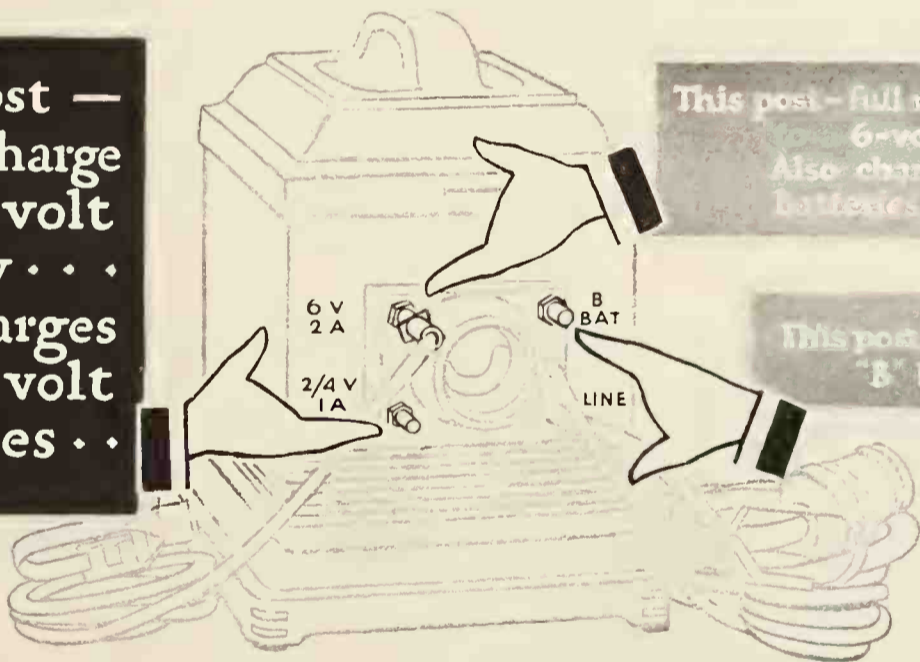
The two ampere Tungar will *trickle charge* a 6 volt "A" battery or give it a full rate boost—depending on the post that is used.

It will also charge 2 or 4 volt "A" batteries, all "B" batteries—and automobile batteries as well.

Just tell your customers the whole Tungar story. Let them know the full value of this remarkable charger, that is produced by General Electric.



This post — trickle charge to a 6-volt battery . . . Also charges 2- or 4-volt batteries . . .



This post - full rate charge 6-volt battery Also charges auto batteries

This post - charges all "B" batteries



Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

East of the Rockies
2 ampere Tungar—\$18
5 ampere Tungar—\$28
Trickle Charger—\$12

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC COMPANY

BRIDGEPORT, CONNECTICUT

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

tival of Beethoven works: Philadelphia, Atlantic City, Trenton, Wilmington, Harrisburg, York, Allentown, Reading, Scranton, Wilkes-Barre, Lancaster, Norristown, Pottstown, Bangor, Mt. Union, Lewistown, Camden, Princeton and Conshohocken. These cities have been organized in line with the National Advisory Board's plans to pay tribute to the great composer. This board is headed by George Eastman, of Rochester, N. Y., and has in its membership more than 100 college presidents, prominent patrons of music, artists and public officials who are co-operating with the local committees.

New Masterworks Sets Released

For that week Manager Doherty will release twenty-five new Masterworks recordings of Beethoven, and all played by such noted musical conductors as Wilhelm Mengelberg and Felix Weingartner. These will be at the disposal of the dealers, who will be provided with window displays adapted for the exploitation of the recordings and consisting of Beethoven cards, streamers, booklets on the life of the Master Musician, and other pieces for the exploitation of the numbers. Many dealers have arranged to send the Vival-tonal machines and the recordings to the various gatherings that will be held during the Beethoven Centennial Week celebration.

Public Schools Co-operating

Manager Doherty has received the encouragement and advice of high public officials in planning the Beethoven Week celebration in the public schools of Pennsylvania and New Jersey, and has won the commendation of the authorities for the splendid educational program planned. The public school principals have arranged a concert that week with Beethoven programs in all classes and the high schools will hold essay contests on the Master. Special exhibition of Beethoven relics have been gathered by the Art Alliance and will be on display at the Club Rooms on Rittenhouse Square. All members of the Philadelphia Phonograph Society have consented to give the Masterworks of Beethoven in concerts in the homes with their friends as an audience, while the newspapers have made preparations to tie up with widely scattered news on the various events to take place while the week's celebration is held. These items will appear in both American and foreign papers. Dealers are alert to the benefits to be incurred from so widely

**Don't Overlook This
Profit-Making Opportunity**

**Orthophonic
Victrola — Radiola**

No. 7-3 and 7-30

Now \$325

This new price brings it within the reach of all

Prompt dependable service

H.A. WEYMANN & SON, INC.
1108 Chestnut Street — Philadelphia, Pa.

Victor Wholesalers

GUARANTEE

GUARANTEE PORTABLE

Furnished in

**COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH BLUE**

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Helneman 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

an exploited event and already have stocked heavily for the occasion by orders for the Beethoven and other Masterworks recordings.

Joseph Bauer Ill at Home

Joseph Bauer, prominent among the Columbia dealers in the Reading, Pa., trade, has been confined to his home suffering from a dislocated shoulder. He is proprietor of the Bauer Music Shop, which has been making a lively business for the Columbia in that section.

Diamond Music Shop Opens

A branch shop has been opened by the Wolbert Stores, 2840 Germantown avenue, at 2123 Germantown avenue, and known as the Diamond Music Shop. Columbia Harmony records will be sold exclusively.

Tie-up With Ted Lewis

Two tie-ups with Ted Lewis upon his appearance here with the show, Lemaire's Affairs,

were effected by the M. S. Store, in the Tioga district, and George Ross, exclusive Columbia dealer, with the Frankford Music Store. These Columbia recordings were well bought up when Ted made his debut with the show here.

Louis Buehn on Vacation

President Louis Buehn, of the Philadelphia Victor Distributors, is taking in the Southern tour en route to the Pacific Coast. He has been making New Orleans his camping grounds for the present preparatory to a tour of the Coast resorts in Los Angeles, making the rounds in a six-weeks' itinerary.

New Victor Agencies Opened

Two new stores have been added to the Victor line in the southern New Jersey territory. A. Oliva has opened a combination furniture store and Victor shop in Hammonton, N. J., while another similar store has been opened in Glassboro, as the MacFadden & Nutt Co.

Effective Theatre Tie-ups

A novel tie-up has been made by the M. & S. Music Shop, Columbia dealer, 3604 Germantown avenue, with the Strand Theatre just across the way from the store. A large sign in the window announces that the M. & S. has on sale any featured record that is played at the Strand as the various recordings are included in the program.

Pushes Old-Time Records

Old-Time Favorites in the list of the Columbia records have been effective in raising the month's sales for the Keback Piano Co., of Reading, Pa. H. Keback, who owns the store, reports an increased patronage as the public is made aware of the list of the old-time melodies.

New Brunswick Models Introduced

A mid-February concert demonstrating the three latest Brunswick models was held in the Penn Harris Hotel in Harrisburg, Pa., under the auspices of the Philadelphia branch, with District Manager George A. Lyons directing the program. More than forty-one dealers from the locality were present and joined in the dinner and social diversions provided in the program. As the three new models were shown they were described by William Lorenzo, who represented the Chicago headquarters of the Brunswick Co., as the featured speaker. There were present, besides the Brunswick dealers, several other trade representatives carrying

(Continued on page 98)

This tells where Your SPRING and SUMMER PROFITS Will Come From!

The "Filmo Library," an exclusive Bell & Howell feature, is to motion picture equipment what Records are to the Phonograph.
Timely releases. Immediate markets.

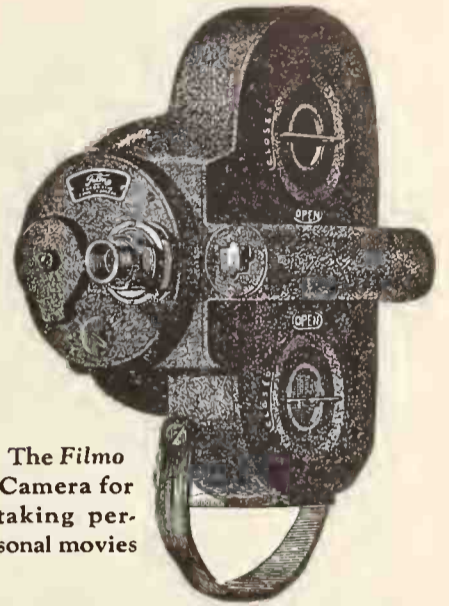
YOU know what the phonograph business would be without records!—a one-time sale with no "natural" turnover following. With the new "Filmo Library," Bell & Howell have injected even *quicker* and *easier* profits into motion picture camera and equipment selling.

The "Filmo Library" is composed of reels of *motion picture entertainment*—shown *in the home* by means of the Filmo Projector. New releases are made monthly. These reels are *bought outright* by the customer—at little more cost than raw film, and leaving a nice profit with you.

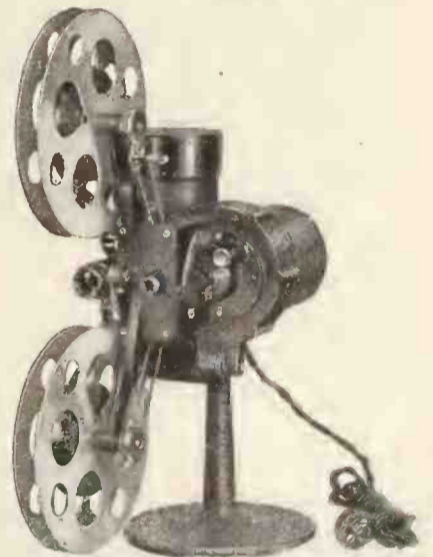
Eager thousands are buying the Filmo Library movie *Golf Lessons*.

Are you selling them? Other thousands are interested in the National Park Series. First editions of the Yellowstone Park pictures were snapped up in a hurry. And all the other National Parks—Mt. Rainier, Zion, Glacier, Rocky Mountain and the rest—are to follow, as well as Pikes Peak, Niagra Falls and other American beauty spots.

And here's a direct music tie-up. A movie of the story of Beethoven's Moonlight Sonata. March 20 to 27 is Beethoven Memorial week. Enormous sales are anticipated on the Sonata film. Will you sell them? Mail the coupon for proposition and get the complete story of Spring and Summer profits.



The Filmo Camera for taking personal movies



The Filmo Projector with which motion pictures are shown in the home

Profits in the whole Filmo line

To begin with, the *Filmo* camera and projector shown here represent substantial initial sales. Demand is already created through our powerful National advertising and dealer helps. No technical experience is necessary to handle this line. All necessary skill is provided for in the equipment itself.

Then—Bell & Howell Company is the *only* manufacturer supplying a complete line of amateur movie accessories—everything in supplementary equipment a movie fan can possibly want or ask for. *More profit for you.* Bell & Howell Company has furnished practically all the professional cameras and equipment used in the movie industry for twenty years. We and *we only* have a motion picture proposition for you that is *complete*. Mail the coupon now and get it.



The only exclusively 16 m/m film production plant in the world. The Film Laboratories on Sunset Boulevard in Hollywood, where Filmo Library films are made.

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 Avenue, 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 96)

 <p>ZENITH and FADA Radio</p>	<p>PATHEX Cameras and Projector Radio Accessories</p> <p>Penn Phonograph Co. 913 Arch St. Philadelphia</p>
--	--

other makes of talking machines, and who have decided to add the Brunswick as result of the demonstration. The models shown were the High Boy Panatrope, which has the 104 RCA Cone, never before installed in a small cabinet stand, and a speaker that is worth \$275, but with the combination model is sold for \$575. The other two models were the elaborate \$1,200 cabinet and the No. 7, a six-tube Radiola in the Brunswick cabinet, retailing for \$285.

Develops Big Export Business

William Posner, who recently became sole proprietor of the Guarantee Talking Machine Supply Co., has been making a special feature of supplying foreign markets with the portables

of his own mark. The very latest addition to the list of importers among the foreign markets is a Japanese distributor, who will feature the Guarantee portables and Keen Tone in the Flowery Kingdom. There have been developed within recent weeks two new shades in the coverings for the portables, red and green, which have proved very popular with the trade and which have been shipped from factory headquarters here, 35 North Ninth street, in large quantities.

Adds Zenith Line

The Linton Co. has added Zenith radios to the Victor Talking Machine and RCA and Atwater Kent sets in the Frankford avenue store.

Atwater Kent Wholesalers Sponsored an Interesting Meeting of Retail Dealers

Annual Meeting Proved to Be One of the Most Important Held in This Territory—Dealers' Problems Discussed by the Speakers—Entertainment Enjoyed

PHILADELPHIA, Pa., March 4.—The annual meeting of the Atwater Kent radio dealers in the Philadelphia territory held yesterday proved to be one of the most inspirational and valuable dealer gatherings that have been held. This meeting was under the combined auspices of the Louis Buehn Co. and the Motor Parts Co., Atwater Kent distributors of this city. The Hotel

who sold the million sets." In response Mr. Collamore generously passed credit for this remarkable accomplishment to the dealers. In a few well-chosen words Mr. Collamore painted an optimistic picture of the outlook.

Following Mr. Collamore's address, J. A. Prestelle presented an interesting talk on merchandising. Mr. Prestelle, who was introduced



Majestic was selected as the scene of action. The business session opened with T. W. MacDowell, convention manager of the Atwater Kent Mfg. Co., as chairman. A welcome to the dealers was extended in speeches made by Louis Buehn, president of the Louis Buehn Co., and Carl Wilkening, president of the Motor Parts Co. Greetings from the Atwater Kent organization were conveyed by C. William Geiser, district sales manager of the Atwater Kent Mfg. Co., also of this city, who in the course of his remarks paid a tribute to the particularly effective work of both distributors in the territory, and congratulated the dealers upon the sales in the territory, which up to date are reported as 100 per cent over last year.

No Atwater Kent gathering is quite complete without the genial presence and inspiring message of Vernon W. Collamore, general sales manager of the company. In introducing Mr. Collamore, the production of the millionth set was referred to and he was introduced as "the man

as an imminent bridegroom, did not let that fact hinder him from making a masterly presentation of the proper merchandising of Atwater Kent radio sets and speakers, using for illustration purposes a projection machine with well-selected films.

B. R. Stauffer, general sales manager of the Pooley Co., Philadelphia, Pa., followed with a talk on Pooley cabinets, in which he stressed the many fine points of the arm-chair model. J. F. McCoy, district manager of the Southeast territory, also had a message for the assembled dealers, which he admirably presented.

The subject of service is one that is claiming the attention of every radio dealer and, therefore, the message on that subject by L. A. Charbonnier, service manager of the Atwater Kent Mfg. Co., was eagerly received. Charles S. Coleman, of the Red Lion Cabinet Co., Red Lion, Pa., was present and told the dealers of his product.

The final address, and what may be well de-

scribed as the keynote speech of the afternoon, was made by R. E. Smiley, district sales manager for the Middle-Western States for the Atwater Kent Mfg. Co. Mr. Smiley chose as his subject "The Penalty of Leadership," and delivered a strong message of inspiration and helpfulness that was well calculated to be remembered by those present.

An innovation introduced during the afternoon's program that excited considerable interest and enthusiasm was the music furnished by an orchestra composed entirely of Atwater Kent dealers in the territory. Aside from the enjoyable entertainment during the afternoon through the playing of this orchestra, its formation proved very valuable in creating a strong get-together spirit among the dealers. Rehearsal nights have been eagerly looked forward to and from the very first meeting the number in the organization has grown with many additional applications still being made.

Following the meeting dinner was served in the main dining room, with the Louis Buehn Co. and the Motor Parts Co. as hosts. At the speakers' table were the speakers of the afternoon, together with Charles E. Miller and C. E. Sheppard, of the Louis Buehn Co., and Robert Marden, of the Motor Parts Co., to whom a large share of credit for the success of the affair was due. After participating in an elaborate menu the dealers were addressed by Dr. E. J. Cattell, prominent after-dinner speaker, who kept all interested through the series of alternately highly amusing and serious thoughts that he presented.

The evening's entertainment was augmented by a number of acts of vaudeville, which were greatly enjoyed by all. Practically every one of the Atwater Kent dealers in the territory was present and subsequent messages received by the distributors from these dealers claimed that the gathering was one that was genuinely beneficial to their business.

It has been said that "a prophet is not without honor save in his own country." This maxim has been proved false in Philadelphia, the home of Atwater Kent radio. The increase of 100 per cent in sales volume and the tremendous enthusiasm displayed at this meeting proved otherwise. Also just a short time previous to the meeting the Philadelphia Inquirer ran a special Atwater Kent section and it may be remarked that the amount of advertising space taken by dealers to feature Atwater Kent products was exceptional.

Woodward & Lothrop Secure Atwater Kent Radio Line

WASHINGTON, D. C., March 7.—Woodward & Lothrop, operating the largest department store in this city, have chosen Atwater Kent radio and are enthusiastically placing their vast merchandising facilities behind the Atwater Kent line. Full-page newspaper advertisements appeared in the Washington newspapers under the signature of Woodward & Lothrop announcing their appointment as dealers in Atwater Kent radio sets and speakers. Woodward & Lothrop also prepared a particularly attractive window devoted to a presentation of the Atwater Kent line and Pooley cabinets.

Pathé Corp. Issues Folder on Exclusive Record Stars

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has issued an attractive eight-page folder on exclusive Pathé artists. A separate page is devoted to each artist and includes a photograph and a brief biography together with a list of recordings available upon Pathé records. Among the artists included are Cliff Edwards (Ukulele Ike), Lee Morse, Boyd Senter, Willard Robison, Annette Hanshaw, Betty Morgan and Jay C. Flippen.

Geneva —
\$185 List



Winona —
\$80 List



*Time's Verdict
stands—an idea
that's making
Radio History!*

Our prediction that the MOHAWK One-Dial Control *must* achieve leadership in the radio field is verified by time. It was no idle boast. We knew we were on the right track—that our long pioneering would bring big success. MOHAWK has more than arrived. It is the *marvel* of the One-Dial field. Dealers who shared our faith are cashing in on their foresight. The MOHAWK is “classy,” of distinctive craftsmanship that captivates the eye. In value, performance and technical excellence this 6-tube, One-Dial Control set is writing an amazing story of *public acceptance*. Step into this picture of assured profits—join the ever-increasing family of MOHAWK dealers who are wiring “repeat orders” to meet a keen public demand. Our sales contract, with its co-operation pledge, is unusually *attractive*. Let the MOHAWK make money for you. Wire or write today.

PONTIAC—(Above) Shielded. Burl walnut, drop front. Built-in loud speaker. 46 inches high. List price **\$140**

SENECA—Mohawk One-Dial, six-tube shielded radio set in walnut drawer. List price... **\$57.50**

CHEROKEE—Shielded. Rich walnut, hand-rubbed, piano finish. Full piano-hinged. 10¾ inches high, 13¼ inches deep, 15½ inches long. List price **\$65**

WINONA—Shielded. Rich walnut. 24 inches long. List price **\$80**

CHIPPEWA—Shielded. Rich walnut, two-toned. Built-in loud speaker. List price **\$110**

GENEVA—Shielded. Front full burl walnut, inlaid. Loud speaker built into dome, 44 inches high. List price **\$185**

POCAHONTAS—Shielded. Burl walnut inlaid. Built-in loud speaker with 5-foot horn. 45½ inches high. List price **\$300**

Prices west of the Rockies slightly higher. Canadian prices 40 per cent higher.

Mohawk Corporation of Illinois

Established 1920—Independently Organized in 1924

2220 Diversey, at Logan Boulevard, Chicago

Mohawk One  **Dial** **Radio**

Columbia Baltimore Distributor Reports Tremendous Gains Since First of Year

Rapidly Increasing Sales Volume Is Concrete Indication That Retailers Also Are Enjoying a Prosperous Season—Automatic Orthophonic Introduced to the Trade

BALTIMORE, Md., March 10.—“Columbia business for the month of February was extremely good, showing an increase of 98 per cent over the big February, 1926,” declared William H. Swartz, vice-president of Columbia Wholesalers, Inc. “Furthermore, February ran well ahead of January, which is also unusual, as it is a shorter month. Columbia Wholesalers have found it necessary to take on additional help and have had to work night after night during the whole month.

“Both machine and record sales during February were well ahead of January, and the increased business on the large Viva-tonal models was very pronounced. The decorated model No. 710 continues to be the best seller on the list.

“Columbia dealers in this territory are again starting the outside selling campaign and, due to the salability of the decorated Viva-tonal models, outside salesmen have been running from \$1,000 to \$3,000 worth of Columbia business per month. Several dealers in this territory put in full-page advertisements in local papers featuring the laminated construction of the Columbia New Process records, and found same helped record business materially.

“Dealers in both Baltimore and Washington found sales benefited by tie-ups with the appearances at local theatres of Columbia artists.

“Beethoven Week, which is being sponsored by the Columbia Phonograph Co., has met with instant response on the part of the music dealers of such cities as Baltimore, Washington and Norfolk, etc. In Baltimore the Civic Symphony Orchestra will give two exclusive Beethoven concerts during Beethoven week; the famous Peabody Orchestra will give an all-Beethoven program with a special address explaining the life and works of this famous composer. The schools are also planning special commemoration exercises, while Baltimore's big radio station, WBAL, will give eighteen hours of Beethoven music during this celebration with a special address concerning his works.

“Columbia and other dealers will back this up with special window displays provided by

the Columbia Co. and anticipate good sales from the big Columbia advertisements that will be inserted announcing Columbia's release of complete recordings of all Beethoven's compositions.

“The Washington Beethoven committee has been organized with Dr. Barrett as chairman, and a representative group of music leaders from this city is laying out an energetic campaign to make Beethoven's name and works a byword in the homes of the capital city.

“Radio sales continue in good volume, Fada and Mohawk sets showing a very fine increase over the same period last year.”

L. L. Andrews, president of the Columbia Wholesalers, Inc., made trips to these factories and also to the Philco factory to secure more products.

W. H. Swartz, vice-president, visited the New York offices and Bridgeport plant of the Columbia Co. in an effort to get more products and extended the trip to New Hampshire and Canada for a few days of much-needed rest.

Victor dealers here are anxiously awaiting the release of the new Automatic Orthophonic Victrola, following a demonstration which was attended by about 300 dealers in the territory served by Baltimore and Washington distributors. The meeting was held at the Southern Hotel and consisted of afternoon and evening sessions and was addressed by officials of the Victor Co. E. C. Shumaker, president, spoke on “Merchandising”; Roy A. Forbes, sales manager, on “Victor Products and Productions,” while C. B. Gilbert, vice-president, explained the new Automatic Orthophonic Victrola.

E. F. Droop & Sons, in co-operation with A. Eisenbrandt & Sons, gave a public demonstration of the Automatic Orthophonic Victrola at the Belvedere Hotel on March 9, which was attended by a number of State and city officials, as well as many of the leading business and professional men of the city.

The following night Cohen & Hughes, the other Victor jobbers here, gave a demonstration to a select group of citizens at the Vagabond Theatre.

“Our February business showed a very sub-

stantial increase over January and February, 1926, which were two of the best months in the history of the firm,” declared W. F. Roberts, manager of E. F. Droop & Sons. “Victrolas retailing around \$1,000 have been the best sellers since the first of the year and with the new Automatic coming on the market this month I look for March to set a new record for dollars-and-cents business of our firm. Advance orders already in show dealers have no doubt about the public taking to the Automatic when it is placed on the market the latter part of this month.”

M. P. Smith, who was formerly with the organization, has returned as assistant manager of Cohen & Hughes, Inc., Victor jobbers. James Robinson, who is well known to the trade in Pennsylvania, is now covering the Keystone State for Cohen & Hughes.

Stewart-Warner Corp.'s 1927 Advertising Campaign

Air Advertising Campaign Followed by Extensive Magazine and Billboard Drive Will Help Dealers Secure Increased Sales

One of the most extensive air advertising campaigns in the history of broadcasting is to be inaugurated in 1927 by the Stewart-Warner Speedometer Corp., Chicago, as a special aid to its nation-wide dealer organization. The purpose of this campaign is to stamp on the minds of at least fifty million people the name of the Stewart-Warner matched-unit radio line.

The air campaign is to be followed up by an extensive newspaper, magazine and billboard advertising program. The hook-up of these two forms of advertising, it is believed, will bring to Stewart-Warner dealers a large volume of sales and the air advertising feature is unusual in that it will not be a chain broadcasting arrangement. It will be spread over the country through the medium of individual stations situated in all parts of the United States and arrangements are now being perfected which will include approximately fifteen powerful stations in the hook-up. This is known as program exchange broadcasting. Various radio stations throughout the country will broadcast programs sponsored by the Stewart-Warner Speedometer Corp. and in return WBBM, the Stewart-Warner Air Theatre, Chicago, will give an exchange broadcasting program for the other stations.

Crosley Sales for January Break All Previous Records

Sales in January of this year of radio sets and accessories manufactured by the Crosley Radio Corp. are announced by its sales department as totaling 220 per cent of the total sales for January of the previous year. This increase has continued throughout February, although exact figures are not yet available. Crosley sales for the entire year 1926 showed a considerable increase over those for 1925. The most striking advance was made in export sales, which reached a total in 1926 of 400 per cent more than in 1925.

M. Max Forms New Concern

Marx Max, who retired some few weeks ago from the management of the talking machine, radio and piano departments of Gimbel Bros., recently announced the establishment of Radio Merchandisers, Inc., which will, it is understood, conduct a chain of music and radio departments and stores throughout the country. The first unit of the new concern will be located at the Estey Piano warehouses at 12 West Forty-fifth street, New York. The headquarters of the new concern are located in the Equitable Life Assurance Building, Seventh avenue and Thirty-second street.



High, High, High Up in the Sales

If sales of Columbia products may be taken as a barometer of business conditions, everybody selling anything that has received the endorsement of the public is sitting pretty.

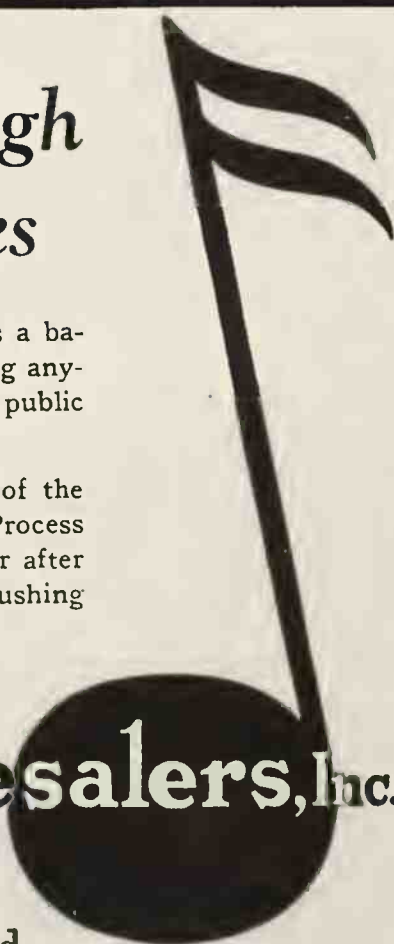
The month after month increase in our sales of the Viva-tonal Columbia and the Columbia New Process Records is nothing short of remarkable. Dealer after dealer is piling up profits by taking on and pushing the Columbia line. You can do likewise.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



Winner of Grigsby-Grunow-Hinds \$1000 Prize for Name

F. R. Grady, of Oldtown, Me., Scores With "Elimatron" and the Slogan "The Perfect Radio Power" for Majestic B Current

In newspaper advertisements which appeared about March 1, the Grigsby-Grunow-Hinds Co., Chicago, announced the winner of the thousand-dollar prize offered for a new name and slogan for the Majestic "B" current supply manufactured by that firm. F. R. Grady, of Oldtown, Me., was the winner with his suggestion "Elimatron" and the slogan "The Perfect Radio Power." Mr. Grady was finally awarded the prize after examination by the judges of many thousands of suggestions in the contest. Many and varied names and slogans were offered by enthusiastic radio fans familiar with the Majestic current supply and many thousands who became attracted by the contest advertising visited dealers and asked for a demonstration.

Mr. Grady's letter containing the prize-winning name and slogan is reproduced herewith: "It seems appropriate that Majestic Eliminators should adopt a new name and slogan. While those used, at present, were very good when eliminators and their characteristics were something of an unknown quantity the public is so familiar with the device that the words have lost much of their original force. The name "Elimatron," a blending of the old and the new, has, I think, these qualities. The slogan suggested is, I believe, appropriate for much the same reason: it describes the device exactly in the fewest possible words."

Progressive Stages Show of New Radio Products

Progressive Musical Instrument Corp. Has Open House Exhibition of Lines It Distributes—Many Metropolitan Dealers Attend

The Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, well-known distributor of musical instruments and radio products, recently gave its first open house exhibition of new radio products, phonographs and other goods.

Many dealers from the Metropolitan area attended the event and showed interest in the demonstrations. A buffet lunch was served from ten o'clock in the morning until late in the evening.

Besides the officials of the Progressive Co., which included A. W. Landay, Ben Landay and Edward Biel, the exhibition was attended by many of the executives of the manufacturers of the products shown. Among the latter were Robert W. Porter, vice-president and general sales manager of the Splitdorf Electrical Co.; Leslie Stevens, president, and J. B. Price, sales and advertising manager of Stevens & Co., Inc.; N. P. Bloom, president of the Geo. P. Bent Co., and secretary of the Adler Royal Co., and others.

The products shown included Splitdorf radio receivers, Eveready batteries, DeForest receivers, Ware-Gray Co. products, the full line of products of the L. S. Brach Co., including lightning arresters, antenna outfits and the Brach "Controlit." There was also shown the new Melofonic speaker, a Progressive Musical Instrument Corp. product. The products of the Progressive Corp. are in popular demand throughout the country.

David Sarnoff Has Third Son

The many friends of David Sarnoff, vice-president and general manager of the Radio Corp. of America, were interested in the recent announcement of the arrival of a third son at the Sarnoff home, 17 East Eighty-ninth street, New York City.

Attention Dealers

FADA
Radio

75% Increased
Sales 1926 Over 1925

Our
Records
Show

PHILCO

400% Increased
Sales 1926 Over 1925

Cunningham Tubes, Burgess Batteries, Balkite, Brach and other accessories also showed substantial increases.

If you are located in Maryland, Delaware, District of Columbia, Virginia, North Carolina or adjacent territory, write us and we will show you how to increase your radio business for 1927.

Mohawk
One Dial
Radio

Columbia
Wholesalers, Inc.
205 W. Camden St.
Baltimore, Md.

Cunningham
Tubes
BURGESS
BATTERIES

Richmond Retailers Stocking Up for Expected Demand in Spring and Summer

Caution Marks Buying of Some Dealers—All Lines Enjoy Fair Demand—Columbia Furniture Co. Takes on the Columbia Line of Phonographs—Other News of the Trade

RICHMOND, VA., March 7.—Dealers in this territory are reported to be stocking up fairly well for the Spring and early Summer season, anticipating an especially good business in portables as well as in other lines, although business just now is somewhat below par in some sections for this period of the year. Many of the dealers still maintain a policy of cautious buying for fear they may become overstocked on some of the lines.

Walter D. Moses & Co., Victor dealers of this city, report that the new Orthophonics, Credenza model, continue as best sellers. Collections for the most part are reported to be well up to the average, except in certain cotton-growing areas where the low price of that staple crop has put a decided crimp in business generally.

Goldberg Bros., wholesalers, say that they are now filling a large number of orders for portables and consolettes and they are anticipating much bigger trading in these lines this Spring than there was last year. The firm announces the addition of Sol Clarke to its sales staff. He will cover Georgia. Adolphus Hutzler, with territory heretofore restricted to eastern North Carolina, is now traveling all of South Carolina in addition to that territory.

James K. Polk, Inc., Sonora distributor, reports that there is a marked increase in orders for Sonora sets and the new electrical Okeh records, which are also distributed. The company is in receipt of word from L. Oppleman, Lynchburg dealer, handling this line, that the new records are taking big with his trade and he expects them to be an even bigger success as the season progresses. The Norton Furniture Co., of Norton, Va., is a new dealer appointed by the Polk Co.

The Columbia Furniture Co., of this city, announces through Kenneth Lord, manager of its phonograph department, that it has added the Columbia line of instruments and records to its regular line of Victors. Those records, he says, are very popular with customers who are looking for popular hits and old-time melodies. His February record business, he says, was the best in the history of his firm. Mr. Lord reports that he is also getting good results out of his

battery of three Audaks. He has had this system in operation for two years and finds that it is just as satisfactory as demonstration booths. The firm is just now featuring Atwater Kent radio sets. One of its front windows is equipped with an array of forty of these sets. Under the direction of Jack Herbert, manager of the radio department, special demonstrations are given up to 10 o'clock each evening in the store. Mr. Herbert reports that he got big results out of a radio demonstration recently in the Brookland motion picture house, wide interest in the set being shown.

The Corley Co. recently gave a demonstration at the William Byrd Hotel of the new Automatic Orthophonic Victrola, entertaining a group of forty or more Richmond music lovers. This was followed by a similar demonstration at the King Cotton Hotel in Greensboro, N. C. Representatives from the Richmond office on this occasion were Frank W. Corley, general manager, and Fred Kessnich, wholesale manager. Victor Taylor, known as the pinch hitter of the Corley road staff, came in from Roanoke to help put over the idea there. Mr. Corley went from Greensboro on a trip through the South, which he expected would take him as far as Florida. Mr. Kessnich availed himself of the opportunity to make a trip through West Virginia before returning to Richmond.

Horace Lukhard, manager of the radio department of the Corley Co., reports that the wholesale trade has responded liberally to announcements introducing the new Victor Orthophonic Radiola, retailing at \$135; a considerable volume of orders having been received since the notices were sent out.

Westervelt Terhune on Trip

Westervelt Terhune, manager of the Atlanta branch of the Columbia Phonograph Co., is making a tour of the State of Florida with G. S. Simmons, State representative for the Tampa Hardware Co., Florida jobber for the Viva-tonal Columbia phonograph and Columbia New Process records.

Improvement in Business in Cleveland Territory Creates Optimism in Trade

Automatic Orthophonic Victrola Meets With Enthusiastic Approval of the Trade at First Local Demonstration—Robert L. White Music Co. to Add "Talkers"

CLEVELAND, O., March 7.—Business is beginning to pick up and shows improvement over a month ago. The arrival of new models of several phonographs created a great deal of interest and the trade, generally speaking, is in an optimistic frame of mind. Phonographs and records have been selling as well as can be expected for this time of the year. Radio sets and accessories especially have had a good sale.

Automatic Orthophonic Introduced to Trade

Victor Orthophonic Day was the biggest event for some time past and was held on February 22 to introduce the new Automatic instrument. This newest addition to the Victor line met with enthusiastic approval from the four hundred-odd dealers and their sales people who saw it and heard it played. The demonstration and get-together meeting was held at the Wade Park Manor, one of the city's leading hotels, and the Cleveland Talking Machine Co. sponsored the event. Howard Shartle, president of the company, acted as chairman. After luncheon those of the ladies who did not care to stay for the business session were taken to the matinee at Keith's Theatre. The business session then got under way and the first speaker was Howard Shartle, who spoke on the sales possibilities of the Victor line and commented on the poor showing some of the sales people had made. He cited an instance where he had employed a shopper who had called on ten stores and in only one instance did the saleslady attempt to sell her more than one record and none tried to interest her in an instrument. He urged the trade to concentrate on Victor products and cited a number of dealers who had found this to be a very successful policy.

A very inspiring talk was given by Roy A. Forbes, general sales manager of the Victor Co., who told about the policy of the company and what the new Automatic model meant to the trade. He described President Shumaker of the company as being square in every way and eminently fitted to guide the destinies of the company as he had a wide knowledge of the business through being vice-president in charge of sales, advertising and merchandising. He stressed the point that there was no funda-

mental change in the company and that the men who were responsible for the Orthophonic's success were still in charge. He said there was no cause for pessimism and that the prospects for the next twelve months were good.

Other speakers were Lloyd Engler, assistant sales manager of the Victor Co.; N. H. Norvell, district Victor representative, and S. S. Larmont, of N. W. Ayer & Son. The new Automatic was also demonstrated. The banquet was served in the Gold Room and music was furnished by an Auditorium Orthophonic Victrola. At the conclusion of the meal Mr. Shartle announced that President Shumaker had been taken ill and would not be able to be present and that Mr. Forbes would read his address. This address received great applause and regret was expressed by Mr. Shartle on behalf of the assemblage that Mr. Shumaker had not been able to be present. The other speaker of the evening was Charles C. Parlin, manager of the Division of Commercial Research of the Curtiss Publishing Co., who described very graphically what was being done by the Victor Co. to make the new machine known to the public.

In Hands of Receiver

One of Cleveland's oldest music stores went into receiver's hands this month, the McMillin Music Co. A number of suits were filed against the concern and judgments taken in Municipal Court and the store closed. The receiver was appointed by Common Pleas' Court on request of creditors.

Schirmer Subleases White Store

A sublease for five years has been taken on the store of the Robert L. White Music Co., in the Old Arcade, by the G. Schirmer Music Co., Inc., of New York. The company has had this space for a number of years.

Plans to Add Radio and Phonographs

The Robert L. White Music Co., which has been located in the Old Arcade for the past thirty-three years, has decided to again sell radio and phonographs and has leased additional space for that purpose. Their location is one of the best in the city and until last Spring the company had always sold those lines when they

discontinued them on account of lack of space. It is probable that the new department will not be opened until Mr. White gets back from his trip to Florida. The company now handles a complete line of small goods and is agent for the King line of instruments and is featuring the new King saxophone at present.

Deca-Disc Automatic Phonograph Welcomed by Trade

Clarence Croft, Secretary of Deca-Disc Phonograph Co., Predicts Big Demand for Continuous Playing Phonograph Within Year

WAYNESBORO, PA., March 4.—The Deca-Disc Phonograph Co. of this city, which announced its improved automatic phonograph last month, reports genuine interest manifested on the part of the talking machine trade in this device. The Deca-Disc Co. for several years has earned a reputation as a manufacturer of coin-operated automatic phonographs. The refinement of this product and its production in a small compact mechanism that will fit the ordinary phonograph has opened up a new field for this organization—that of the home.

Clarence Croft, secretary of the company, states: "The public has not as yet demanded the continuous playing phonograph because up to the present date very few have seen it. We believe that in the very near future as the public becomes familiar with it there will be a decided demand and every manufacturer will give this subject serious thought. This is the age of music and the continuous player will add much to dinner parties, card parties, dances, and other social events."

Otto N. Frankfort Off on Trip to the Pacific Coast

General Sales Manager of Mohawk Corp. of Illinois Visits Leading Trade Centers on Route—Factory Busy Supplying Demand

Otto N. Frankfort, general sales manager of the Mohawk Corp. of Illinois, left the Chicago headquarters of his firm on February 26 for a four-weeks' trip throughout the West. Mr. Frankfort is at the present time visiting distributors of Mohawk one-dial receiving sets on the Pacific Coast and he has already stopped at a number of prominent trade centers, including Omaha, Des Moines, Denver, Salt Lake City, Los Angeles and San Francisco. According to reports from the Mohawk general offices, the factory has continued to be very active since the first of the year and there is apparently little sign of a decrease in demand for the popular Mohawk products.

No. 94 Imperial Reproducer Introduced by Oro-Tone Co.

A new talking machine reproducer, known as No. 94 Imperial, was introduced a few weeks ago by the Oro-Tone Co., Chicago, manufacturer of phonograph equipment. The most important feature of the Imperial is its processed aluminum diaphragm covered with an attractive face guard. The new reproducer is similar to the No. 90 Oro-Tone sound box and will retail for \$5. It is furnished in either nickel, gold or oxidized finish.

W. C. Green Furniture Co. Is Exclusively Columbia

CHATTANOOGA, TENN., March 5.—W. C. Green Furniture Co., this city, is a recent addition to the already large number of exclusive Columbia dealers. This large furniture store recently installed a phonograph and record department, taking on the Columbia line exclusively.

Something New
Next Month

WATCH!



Mutual Phono Parts Manufacturing Corp.
610-614 BROADWAY (Cor. Houston St.) NEW YORK CITY

FACTORY REPRESENTATIVES

Max Targ, 229 W. Randolph St., Chicago, Ill.

Canadian Acme Screw & Gear, Ltd., 1209 King St., W., Toronto, Can.

Industries Unidas, S. A., Balderas 110, Mexico City, Mex.

*Plug it in
and
forget it!*



JOHNSON NEUTRAL SOLUTION *Trickle Charger*

FORGET you have an "A" Battery. Enjoy permanent "A" power and eliminate the bother of having your battery charged. Just hook on a Johnson Trickle Charger, plug it into the light socket, and forget it. It will deliver a constant .6 Ampere charging rate as long as the battery is below normal—yet it cannot overcharge. Johnson Trickle Chargers do not lose their efficiency nor does their charging rate decrease with age. Month in and month out they continue to keep the "A" power supply at its proper level.

Neutral Solution The neutral solution used in Johnson Trickle Chargers is harmless to rugs and clothing and entirely odorless. This eliminates a serious and expensive annoyance.

Silent A Johnson Charger does not have to be disconnected when the set is in use. It is absolutely silent—no hum—giving 24 hours charging efficiency each day.

Short Proof No danger from short circuits, for the coil caps and base are made of solid molded rubber assuring perfect insulation.

Electrodes Will Not Corrode The electrodes will be found entirely free from scale or corrosion even after months of constant use, insuring extremely long life.

Built to Last

Johnson Trickle Chargers have had the advantage of intensive research work and are constructed of the finest materials obtainable. There is nothing to wear out—nothing to stop this permanent source of "A" power

Johnson Neutral Solution Trickle Chargers are carried by the better jobbers. Get in touch with yours today and get in on the real profits which this better accessory produces.

Retails for—
\$8.75



Johnson

MOTOR PRODUCTS CO.
308 NORTH SHELDON ST. CHICAGO



DEALERS

want to know

how

to get

more business!

When you study this record business it all reduces to recordings, hits and artists. Why some records don't sell isn't nearly so interesting as why electrically recorded Okeh Records do sell ... satisfy ... and return customers for more Okeh Records.

*Okeh Artists are national entertainers
Okeh hits are the latest and best selling*

SELL
Okeh
Records

Write for the details of an Okeh Dealer's License

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

Introduction of Automatic Orthophonic Victrola Outstanding Event of Month

Two Hundred and Fifty Victor Dealers From Middle Western States Hear New Instrument at Meeting Sponsored by Wholesalers—Fair Business Continues—The News

CHICAGO, ILL., March 10.—Business conditions in the Middle West music-radio trade during the month of February and early days of March were, with few exceptions, considered favorable, according to reports from various divisions of the trade. While the early Spring and late Winter months are ordinarily supposed to bring with them a depression and lull in buying, no drastic slump has been experienced by the trade in this territory.

In talking machine circles there is said to be a noticeable trend toward electrically controlled machines, due, perhaps, to the modern practice of harnessing electricity for various household uses as well as entertainment purposes. There is also noted an increasing number of sales of radio-phonograph combination machines, because of the desire of the purchaser to conserve room in his home and combine two instruments of entertainment in one attractive piece of furniture. As an indication of the phonograph and radio business in and near Chicago, one distributor of a well-known make of talking machines and radio receivers stated a few days ago that his sales had exceeded those of January by 35 per cent.

Portable phonographs, in the very months that they were considered as shelf merchandise

two or three years ago, have moved very fast during February and the early part of March, with many dealers adding lines of the small machines for the first time. Records have enjoyed a fine demand since the first of the year with the dealer taking advantage of every opportunity offered in the way of sales promotion helps, such as the approaching Beethoven Week, to push appropriate recordings.

Notable Gathering of Victor Dealers in Chicago

Two hundred and fifty Victor dealers from the Central States, and several from far distant points such as Louisville, Ky., gathered in the Florentine Room of the Congress Hotel, February 21, to see and hear for the first time the new Automatic Orthophonic Victrola. The meeting was sponsored by the Chicago Talking Machine Co., Victor wholesaler, and the dealers were welcomed by W. C. Griffith, president of the distributing house.

Edward E. Shumaker, president of the Victor Talking Machine Co., came to Chicago for the meeting, but he was taken ill while in the city and returned to Camden at once. In his absence Roy E. Forbes, manager of sales and merchandising of the Victor Co., read Mr. Shumaker's address, giving a short history of the Victor Co., and outlining plans for future

development. C. Lloyd Egner, formerly manager of the Chicago district sales office of the Victor Co., who has been transferred to the Camden headquarters, addressed the dealers, as did Charles W. Hyde, sales manager of the Chicago Talking Machine Co.

Lawrence Richardson, Victor representative in Chicago, conducted the demonstration of the new Automatic phonograph.

At 7 o'clock the dealers were guests of the Chicago Talking Machine Co. at a dinner in the Florentine Room, the entertainment being furnished by an Auditorium model Orthophonic Victrola installed especially for the event. The initial appearance of the new Automatic machine at the afternoon session resulted in a large number of orders for the Chicago Talking Machine Co. from dealers in this territory, practically every retailer present placing an order at once for the new product.

Series of Victor Dealer Meetings Arranged

A series of meetings has been arranged for the purpose of giving Victor dealers and their sales people throughout the Middle West an opportunity to inspect the new Automatic Orthophonic Victrola. These meetings have been arranged by the Chicago Talking Machine Co. with the idea of making them convenient for as many dealers as possible. Starting on February 28 with a two-day Chicago meeting at the Palmer House, the new Automatic machine will be shown in the leading cities of Illinois, Michigan, Indiana, Kentucky, Ohio, Wisconsin, Iowa and Nebraska. The last of the meetings will be

(Continued on page 106)

THE Vitanola Service Bureau announces with pleasure to the trade their appointment as exclusive Chicago and Illinois distributors for the J. A. Fischer Co., Philadelphia, manufacturers of "Valley Forge" phonograph parts.

THE addition of the well known "Valley Forge" line to the already complete stock of Vitanola parts places us in the unique position of being able to fill your wants with the greatest facility. We have enlarged our organization to handle the increased business, and are prepared to carry on, and give added meaning to our pledge of quality and service.

OUR own resources and those of the people we represent are at your disposal—we recommend that you try them.

Vitanola
Service Bureau

11 East Austin Ave.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

held on March 10, and the first public demonstration will be given on Monday, March 21.

Illinois Distributor for J. A. Fischer Co.

An announcement was made a few days ago to the effect that the Vitonola Service Bureau, Chicago, had been appointed exclusive Chicago and Illinois distributor for the J. A. Fischer Co., Philadelphia, manufacturer of Valley Forge phonograph parts, main springs and the Val Phonic reproducer.

Under the management of Milton S. Schiff, the Vitonola Service Bureau was organized several months ago to supply Vitonola dealers with parts and repair materials, and also to service other makes of phonographs. The appointment of the firm as Fischer representative was effective March 1.

Harry Alter Co. Soon in New Home

According to an announcement made a few days ago, the Harry Alter Co. of Chicago, nationally known radio distributor, will occupy



Harry Alter Co.'s New Home

within the next month its own building, now being erected at Michigan avenue and Eighteenth street. This is the third time that the Harry Alter Co. has been forced to change its location in order to take care of its increasing activities, and the new building contains almost twice the present floor space or approximately 90,000 square feet. The structure was especially designed with the view to expediting the handling of orders and will be one of the finest occupied exclusively by a radio and electrical jobber. The building is ideally located, as it is situated in the heart of the Chicago radio district, a short distance from the downtown business section and easily accessible from all parts of the city.

Harry Alter, the founder and president of the firm, is still in his early thirties and has as associates his three brothers. Leo Alter has charge of the financial phase of the business, Arthur S. Alter is head of the sales department, and Irving C. Alter devotes his time to mer-

chandising. The Harry Alter Co. is widely known through its monthly publication of The Pocketbook, which is used extensively as a buying guide by music and radio dealers. The increased floor space as well as the carefully laid plans of the new building will allow the Alter organization to render larger and better service to its many customers throughout the country.

Enjoy Gulbransen Concert

The third concert featuring the Gulbransen registering piano, under the auspices of the Winegar Furniture Co., Gulbransen dealer, was given at Kelloggsville School, two miles from Grand Rapids, Mich. More than 400 persons were present and enjoyed the program of instrumental and vocal music and special features.

Introduce Erla Dual Charger

Electrical Research Laboratories, radio manufacturer of Chicago, has just announced a new battery charger, to be known as the Erla Dual Charger. The new product contains no tube, no vibrator and no acid. It has two charging rates, one and one-half amperes and two and one-half amperes. The Erla Dual is a compact charger finished in black crystalline metal and the list price will be announced shortly after the middle of March.

H. D. Schoenwald With Brunswick Co.

Harry D. Schoenwald is now connected with the record division of the Brunswick Co. as a field representative, working in co-operation with distributors of Vocalion records. Mr. Schoenwald was formerly president of the Piano Club of Chicago, and was recently connected with the United States Music Co., Chicago, manufacturer of player rolls.

Large Earnings of Davis Industries, Inc.

Earnings of the Davis Industries, Inc., Chicago, phonograph and radio manufacturers, for the year ended December 31, were the largest reported in the last four years, totaling \$259,237, after all charges, but before interest, against \$232,741 in the preceding year. These earnings are equivalent to \$10.36 per share on the 25,000 class "A" shares against \$9.30 a share in 1925.

The income account follows: Sales, \$780,261; gross profits after depreciation and cost of sales, \$484,534; balance after selling and administration expenses, \$259,237.

The principal changes in the balance sheet position are probably due to the financing during the periods covered by both. There was a

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

gain of nearly \$200,000 in working capital, largely accounted for by a larger total of accounts receivable.

Roy T. Anderson in New Post

Roy T. Anderson, formerly of the Lincoln-Lilly Advertising Agency of Chicago, recently became vice-president and sales manager of the Buckingham Radio Corp., radio set manufacturer of this city. Mr. Anderson has been associated in the advertising business for over eight



Roy T. Anderson

years and brings to his new connection a wealth of merchandising experience. The Buckingham Radio Corp., according to a recent announcement by Mr. Anderson, is now making active plans for a larger national distribution of its line of chassis, cabinets and one and two-dial receivers.

Q R S Buys Vocalstyle Masters

The Q R S Music Co., of Chicago, player roll and radio tube manufacturer, recently announced to the trade the purchase of Vocalstyle masters from the Vocalstyle Music Co., Cincinnati, O. The Vocalstyle Co. recently discontinued the manufacture of player rolls, and in the belief that many of its old customers would be desirous of securing Vocalstyle rolls, the Q R S company made arrangements to continue production at the Vocalstyle factory until the raw materials are consumed, after which the rolls will be produced under the Q R S label.

Tay Sales Co. Complimented

In the Monday, February 28, issue of the Chicago Herald and Examiner there appeared a double-page spread Sonora advertisement which attracted considerable attention from the Chicago public and radio-music trade. The left-hand page contained a large illustration of a Sonora Standard console receiver, and twelve dealer advertisements, divided as to their location in various parts of the city.

The right-hand page of the advertisement contained an illustration of two letters received by C. S. Tay, president of the Tay Sales Co., local Sonora jobber. One letter, signed by Frank V. Goodman, sales manager of the Sonora Phonograph Co., Inc., expressed his ap-

(Continued on page 110)

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.

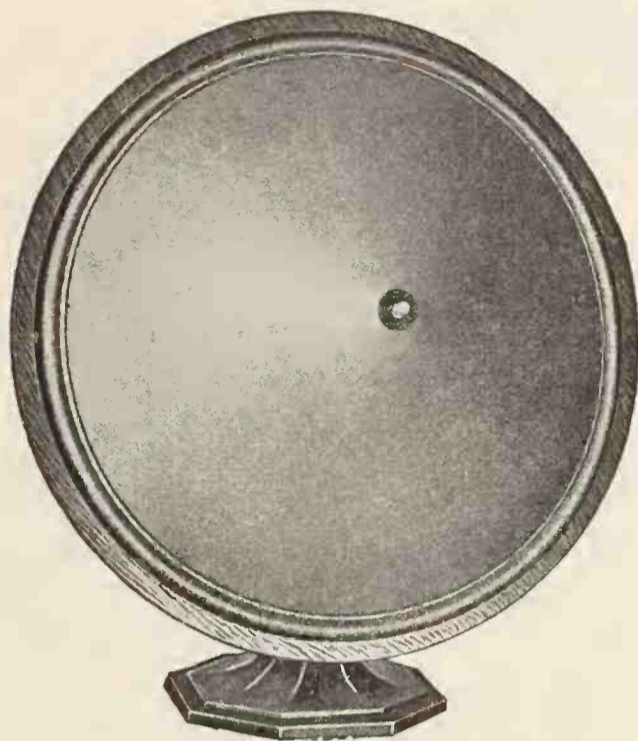
INCORPORATED UNDER THE LAWS OF ILLINOIS

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arctico Co.

TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2057 Grand Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.



Licensed and Manufactured
under Patents 1414801

Slagle Speakers Say It All!


*Recommended by Hammarlund-Roberts
for use with their Hi-Q set Kits*

A high quality speaker improves even the best receiver. A Slagle Speaker makes any set better. But used with a Slagle Receiver, the result is all that any one could ask in the way of radio performance.

15 years is a long time in the radio industry but from the beginning the name of Slagle has stood for just one thing—the finest products that engineering skill, expert workmen, and painstaking inspection can turn out. No one need tell you what that means in the radio business.

SLAGLE RADIO COMPANY, Fort Wayne, Indiana

High Grade Radio Products Since 1911

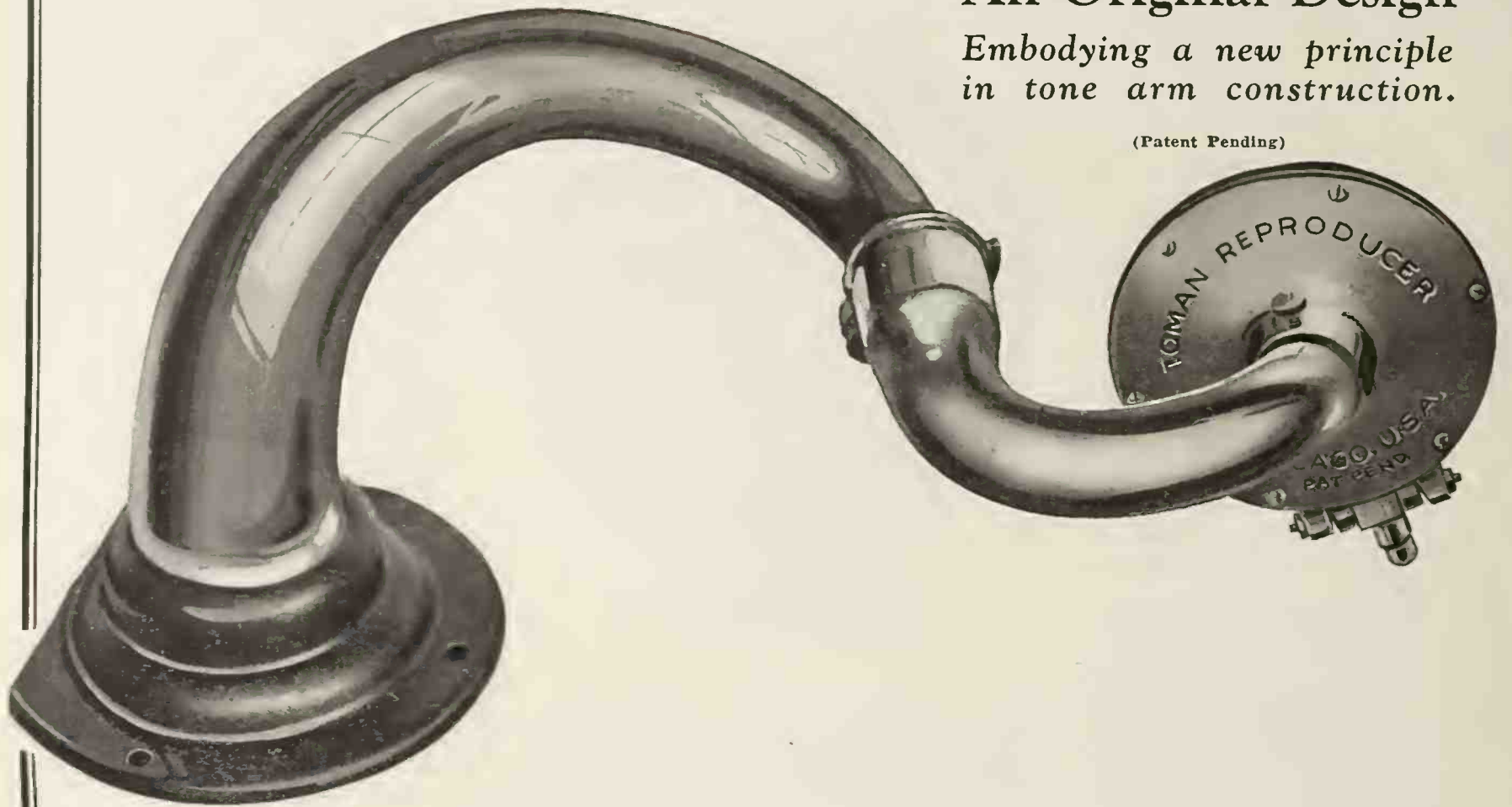

Slagle Radio

The Toman "Helical" Tone Arm Set

An Original Design

Embodying a new principle
in tone arm construction.

(Patent Pending)



Specially designed for use with latest type long amplifying horns. Hole in base $1\frac{3}{8}$ inch diameter—Distance from center of base to needle holder in playing position about $9\frac{1}{2}$ inches.

Constantly curves and tapers

Air tight in construction

No vibration or jingling on loudest tones

The walls of the Helical tone arm progressively increase in thickness from $3\frac{3}{4}$ inch at the reproducer, to $3/16$ inch at the base—this construction prevents any losses or modification of sound waves as this tone arm *does not vibrate even on loudest tones*—whereas tone arms made with thinner walls will vibrate and frequently lose and also modify some of the sound waves. The "Helical" tone arm has a constantly tapered air column measuring 15 inches from reproducer to amplifying horn connection, and the inside walls being perfectly smooth offer absolutely no resistance to the sound waves—and due to the perfect helical curves throughout, there is absolutely no alteration of the natural characteristics of either high or low tones, which are perfectly transmitted to the amplifying horn.

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 Toman "Helical" Tone Arm Set

Does not infringe any U. S. Patent

Not a copy or imitation

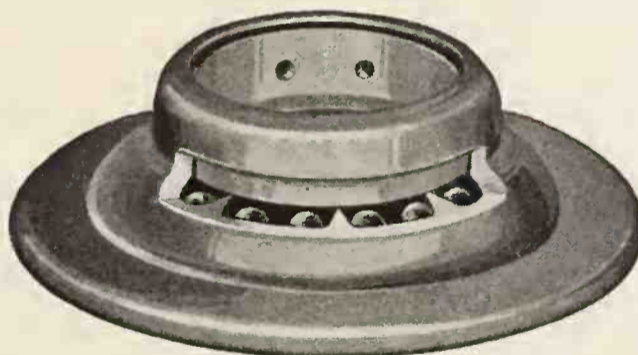
Produces a very fine, deep, rich, mellow and powerful tone, surpassed by none



*Durability of construction prevails throughout the entire unit
Note the strong and efficient construction of the base*

The ball race is machined as smooth as glass.

Ball container has spacers preventing piling up of balls, insuring perfectly smooth movement of tone arm, with minimum of friction.



The Toman reproducer was placed on the market last summer, and met with great success. This reproducer, besides producing a remarkably fine, deep, mellow, and powerful tone, has the great advantage of being practically indestructible in construction, the diaphragm being made of alloyed metals—in

which magnesium predominates—and is 15/1000 inch thick. It is suspended in such a manner that it is very sensitive, and reproduces perfectly extreme highest or lowest tones. This construction is far superior to the extremely thin diaphragms used in many other reproducers, which are very fragile, and easily damaged.

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).

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

preciation for the splendid sales efforts which had been put forth by the Tay Sales Co. in the Chicago territory. Mr. Goodman complimented the Tay organization on the advertising cooperation elicited from Sonora dealers, pointing out the effectiveness of the six full-page advertisements which appeared in the Herald-Examiner during November and December. He attributed almost entirely to this advertising the unusual fact that the Sonora company was unable to keep up with immediate shipping orders at any time during December on console receivers and that the supply of these models was entirely exhausted at Christmas and also on January 1, 1927.

The second letter, addressed to Mr. Tay by F. W. Schnirring, advertising manager of the Sonora Co., stated that the Tay Sales Co. and Chicago Sonora dealers had realized one of the outstanding achievements in radio advertising and merchandising last Fall, when twelve Sonora dealers banded together and ran six full

pages in the Herald-Examiner on Sonora merchandise over their own firm signatures. Mr. Schnirring stated that the results of this advertising are best proved by the sales records of each of these dealers and that the Chicago territory required practically the entire Sonora factory stock of console receivers to supply the Christmas demand in this market.

The six advertisements referred to in the letters written by Mr. Goodman and Mr. Schnirring were reprinted in miniature on the right-hand page.

New Tube Introduced by Sonatron Co.

The Sonatron Tube Co., with headquarters in Chicago and branches in New York, Newark, Detroit and Windsor, Canada, recently introduced a new radio tube known as Sonatron R F 201-A. At the time that the new tube was introduced two Chicago broadcasting stations, WGN and WGES, were engaged in an interference war, WGN claiming that the other station was interfering with the reception by listeners

of its program. The wave-lengths in question were only 40 kilocycles apart and the new Sonatron tube was introduced at the time the controversy was at a white heat.

In making the announcement, the Sonatron Co. stated that the R F 201-A, used in every radio frequency socket, would eliminate interference between these two stations. According to the manufacturer, the reaction of the Chicago public was very favorable, one prominent local dealer experiencing a rush of tube business incomparable to any in the history of his firm. In St. Louis, Cincinnati, Milwaukee and New York similar broadcasting conditions existed and the Sonatron advertising campaign is said to have brought the same result in these trade centers.

The new Sonatron R F 201-A is a radio frequency power tube which replaces the standard 201-A in the radio frequency sockets. The new tube retails at \$3.00.

Richard P. Pickering Appointed Sales Manager

According to a recent announcement made by F. A. Magee, president of the Trav-Ler Mfg. Corp., Chicago, Richard P. Pickering has been appointed sales manager of the firm. Mr. Pickering was formerly associated with Caples Co., a Chicago advertising agency, in the position of merchandising manager. The Trav-Ler Mfg. Corp., manufacture the Trav-Ler five-tube portable radio receiving set.

To Represent Acme Electric & Mfg. Co.

The Empire Sales Co., 123 North Sangamon street, of this city, was recently appointed sales representative in the Indiana and Illinois territory for the Acme Electric & Mfg. Co., Cleveland, O., maker of trickle chargers, radio and electrical specialties.

Beethoven Centennial Interests Trade

The interest in the Beethoven Centennial sponsored by the Columbia Phonograph Co. is gaining momentum day by day, according to reports from the local Columbia office. All Columbia dealers in the Chicago territory are preparing to hold Beethoven recitals during the week of March 20 to 26, playing for their patrons any one or all of the twenty-five new Beethoven Symphonies recently released by Columbia. The Chicago Daily News plans to run an essay contest for school children under the age of nineteen years and hundreds of women's clubs throughout the State of Illinois are planning to hold Beethoven recitals during the week. Columbia dealers are offering their assistance wherever needed in arranging programs of Beethoven music in their local communities.

Marvin D. Holt's Important Work for Dealers

Through an error in an article which appeared in the February 15 issue of The Talking Machine World the name of Marvin D. Holt, of the Cornell Electric Mfg. Corp. Chicago office, was misspelled. Mr. Holt is a special representative of the Cornell organization and he co-operates with dealers in designing window displays of the Cornell Voltage Supply "B" battery eliminator and vernier dials.

Introduce New Eliminator for All Batteries

The Greene-Brown Mfg. Co., Chicago, has perfected and will introduce shortly a new eliminator for all batteries, which operates directly from the light socket, supplanting A, B and C batteries. The new power unit, employing but one tube of 300 milliamper capacity, had been tested with many different makes of radio receiving sets, before an audience of radio critics and engineers, before it was pronounced ready for the trade. At the outset, however, the first units are to be used by manufacturers in their own sets, since a change in wiring is necessary.

In the tube, which is manufactured by the Q R S Music Co., two electrodes project into a cap and the bulb is filled with helium gas. When the current is applied to the electrodes an arc is set up between the two points and the

(Continued on page 112)

Tone Values Distinguish KIMBALL PHONOGRAPHS

Several
New Models



Style 300



Style 250

Size: 42 $\frac{1}{8}$ inches high; 31 $\frac{1}{8}$ inches wide; 22 $\frac{5}{8}$ inches deep

The above illustrate two new models—*new construction*, not just new Styles. If you do not know the attractiveness of the Kimball line, be sure to *see* and *hear*.

Write or wire for information

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Avenue

Kimball Bldg., Chicago



Manufacturers and Dealers

Skillful and complete control of production of Quali-Tone tone arms assure a higher and ever-increasing degree of quality and perfection—not common today in quantity production. Quali-Tone is advanced in standard with new improvements and typifies the best that will be modern and desirable, at the same irreproachable price. We invite your investigation for a superior quality at any cost.

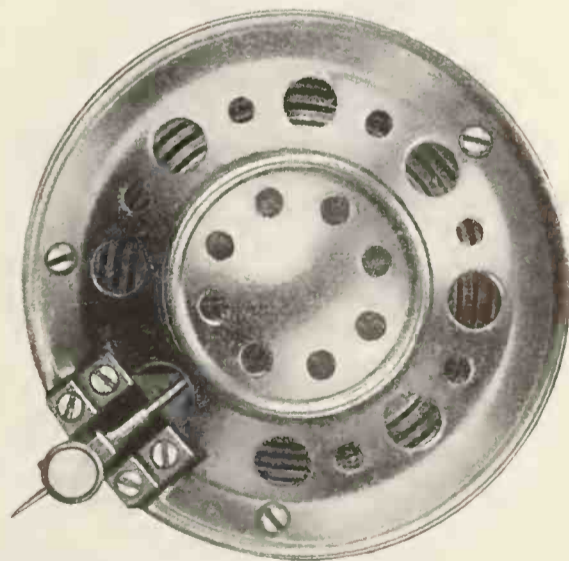
THE QUALI-TONE "ALL BRASS" TONE ARM BUILT FOR TONE, DURABILITY AND STRENGTH



Manufactured in lengths 8½ ins., 9¼ ins., 10 ins.

QUALI-TONE'S REPRODUCER

A marvelously improved instrument that assures an unbelievable perfection of reproduction, not to be found elsewhere. This reproducer demonstrates most emphatically the superiority that Quality always guarantees. It is the result of master workmanship with the finest materials obtainable according to the most advanced principles of design. Dealers as well as manufacturers appreciate this unvarying excellence which represents such profitable business for them.



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.

Dealers— We invite your correspondence on Quali-Tone's Dealer Plan

MANUFACTURED BY THE PHONO-PARTS DIVISION OF

Duro Metal Products Co.

2649 North Kildare Avenue

Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

GOLD WAVE AERIAL**Guaranteed to—**

- ① Give you stations not previously received.
 - ② Bring in greater distance.
 - ③ Improve tone and selectivity.
- or Your Money Back**

We make these claims without reservation. This famous Gold Wave Aerial has been put to thousands of tests. Recommended by all radio engineers. Broadcasting stations use it for better results. Can't corrode. Gives remarkable results when used on any make Radio set. 7 strands—gold-plated—Aerial 100 feet long. Installed like any other aerial.

Over 4,000 dealers now selling them. Jobbers—Dealers—Agents write for discounts and territory.

Luxem & Davis Mfg. Co.
6229 Broadway Dept. G-3 Chicago

electrons are conveyed through the gas to the plate of the tubes, the relative position of the electrodes controlling and determining the A-C component.

According to the announcement, many manufacturers of radio receiving sets have already sent receivers to the Greene-Brown factory for testing and experimental purposes with the unit.

W. G. Link on Columbia Sales Staff

According to an announcement received from the Chicago office of the Columbia Phonograph Co., W. G. Link, formerly merchandising manager of the local branch, has been appointed to a position on the sales staff. Mr. Link will care

for the needs of Columbia dealers in the South Chicago territory and nearby Indiana towns. It is quite a coincidence that Mr. Link should have been promoted to the sales staff after exactly twelve years' service, to the day, with the Columbia Phonograph Co. He has been associated with the Columbia company since he started his business career and having worked in practically every department in the local Columbia office, he is well qualified to give dealers intelligent service and cooperation.

Arthur Bergh to California

Arthur Bergh, director of recording for the Columbia Phonograph Co., passed through Chicago during February en route to California. He was accompanied by his recording associates and planned to record on the Pacific Coast most of the popular numbers in demand by Columbia dealers in that section of the country.

H. J. Edwards "Down East"

H. J. Edwards, sales manager of Electrical Research Labs., Chicago, visited Boston and the New England territory during the early part of March, maintaining his headquarters with the Erla distributor in Boston, the National Radio Service.

Pure Nickel Diaphragms for Baritone Products

The Baritone Mfg. Co., Chicago, maker of loud speakers, loud speaker units and electrical pick-up arms for phonographs, recently announced that pure nickel diaphragms are now standard equipment in all Baritone products. The quest for the proper material for loud speaker diaphragms has been a problem with many radio manufacturers and many metals, fabrics and compositions have been experimented with in an effort to secure a perfect diaphragm.

The Baritone executives sought a material having strength sufficient for a diaphragm with one-half the thickness of the usual substances. The new Baritone diaphragm, made of pure

nickel three-thousandths of an inch in thickness for extreme sensitivity and four-thousandths of an inch in thickness for speech amplification, is said to reproduce the low notes equally as well as the higher tones.

Interesting Filmo Film

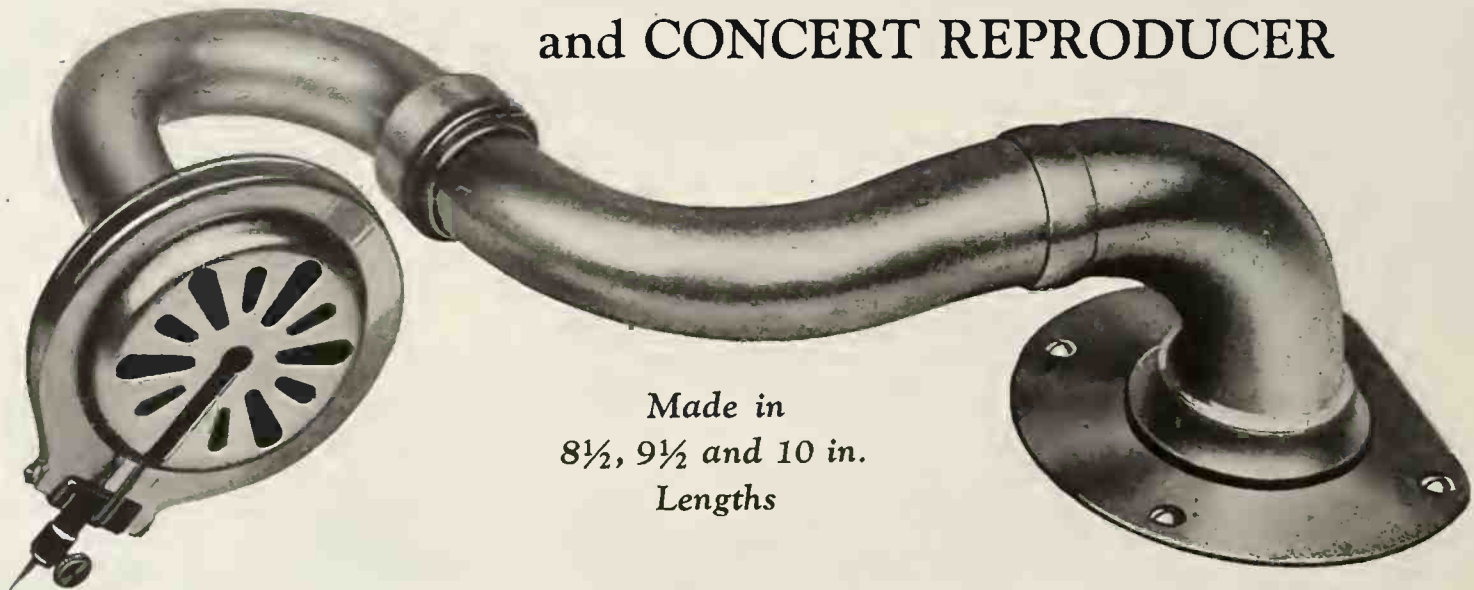
In a recent issue of Filmo Topics, a publication devoted to the interests of Filmo motion picture camera users, and published by the Bell & Howell Co., Chicago, there appears an interesting story headed "To My Grandson, Buddy Green." The story relates how H. H. Roemer, general sales manager of the Bell & Howell

**One of the Filmo Picture Title Cards**

Co., started a most interesting film story, a life history, or a "filmography" of a lively growing American boy from his cradle days onward.

All that Mr. Roemer needed was a small black card, a pen, scissors, china white ink, back copies of magazines and a paste pot. A pioneer among amateur movie devotees, he had already taken several hundred feet of film of his grandson, Buddy Green, when he got his first title writer. The first pictures, which were taken when the subject was three months old, were interesting to the members of the family, but when shown to friends it was necessary to explain verbally the setting and the time and, of

(Continued on page 114)

THE JEWEL BRASS TONE ARM**and CONCERT REPRODUCER**

Made in
8½, 9½ and 10 in.
Lengths

The Only Tone Arm on the market having the same taper used by manufacturers in making brass band instruments. The fact that band instrument manufacturers have used this taper for over two hundred years is convincing evidence that it is perfect for amplifying sound waves. By placing the Jewel Brass Tone Arm with this large Concert size reproducer on the old Victrola or other talking machines, you will greatly improve the reproduction, reduce the surface scratch, and also give the phonograph a better eye-value than it had in the first place.

We also manufacture attachments for phonographs

JEWEL PHONOPARTS CO.

154 WHITING ST.

CHICAGO, ILL.

Model 2000 Broadcaster Combination

The Phonograph

with
all factors incorporated
for realizing new and
amazing tones



Height, 47½"—Width
28"—Depth 20"

The Radio

Six tubes—one dial control—
all metal shielded construction
—employing the "split knob"
principle of tuning resulting in
desired selectivity, long distance
reception and fine tone quality.

Phonograph and Radio

The Double Amplifier Does It

The Cabinet

Constructed of Burl Walnut and diamond shaped mahogany front, trimmed with satin wood—enhanced by genuine imported inlay. All heavy panels of finest selection. Heavy two spring motor.

The Reproducing System

After an exhaustive search in this country and abroad we decided on the ULTRA-phonic reproducers. This decision was made after giving present day reproducers the most severe tests and finding the ULTRA-phonic overwhelmingly superior. We found ULTRA performance inimitable. It is accepted by music merchants as the standard and is unquestionably recognized everywhere as by far, the very best.



The Standard by which all reproducers are judged and valued!

All Broadcaster phonographs, in addition to the ULTRA-phonic reproducer, are equipped with the famous scientifically tapered tone arm manufactured by the Audak Co.

Available without radio. Hear the tone!!!

BROADCASTER CORPORATION

2414 West Cullerton Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

course, the pictures were not complete in themselves.

Mr. Roemer first secured a number of black title cards which fit into the slit of the title writer, and then assembled his other equipment, including an iris vignetter for "fade-out" and "fade-in" effects, and a rewind and splicer. He then ran through the projector all of the film, close to one thousand feet, and with pencil and paper he noted ideas which came to him as he watched the film. Searching through copies of illustrated magazines, he found the type of embellishments he desired for his titles. These he cut out, pasted to the title cards, retouched them with pen and white ink and lettered them. The Buddy film thus illustrated shows the life of Buddy during his cradle days, and closes with a scene of an actual snow storm with a "goodnight," and Santa Claus driving away in a sleigh.

Death of M. C. Schiff Shock to Trade

The talking machine trade was shocked to learn of the death of M. C. Schiff, president of the Vitonola Talking Machine Co., Chicago, on February 18. Mr. Schiff, who has been suffering from heart disease for the past year, and was confined to his home for the past six months, had taken little part in business activities during that time.

Mr. Schiff was a resident of Chicago for many years, and left the banking business in 1914 to enter the phonograph industry with his brothers, the late Samuel S. Schiff, Henry T. Schiff and B. J. Schiff, founding the Vitonola Talking Machine Co. The firm started on a small scale, developed into a nationally known institution, and played an important part in the phonograph manufacturing field in the years which followed.

The business grew rapidly, due to the efficient management of Samuel S. Schiff and M. C. Schiff, but with the death of the former and the illness of M. C. Schiff, the firm went through reorganization. Because of the death of Mr. Schiff the business is now being liquidated.

Mr. Schiff was one of the most popular and well-known executives in the phonograph trade and he was president of the Phonograph Manufacturers National Association, founded about two years ago.

The funeral services were conducted at Piser's Chapel, in Chicago, on February 21 by Wiley M. Egan Chapter, R. A. M., and the John Paul Jones Lodge, of which he was a member.

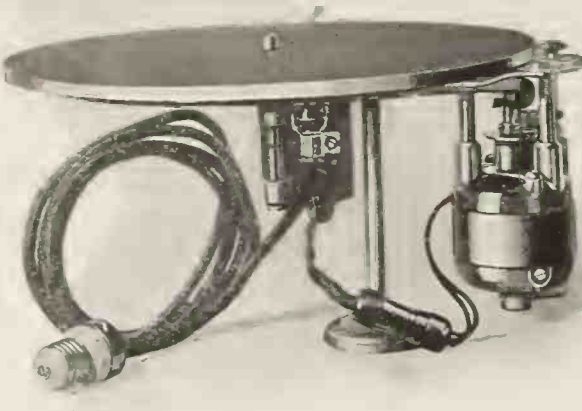
Not Introducing—

Just renewing an old acquaintance, the Arnold Electric Phonograph Motor has been tried and proven satisfactory for over 15 years.

Ideal for use in new machines or for replacing spring wound motors.

The motor is simple to install, operates on either AC or DC current and is absolutely noiseless.

LAKESIDE SUPPLY CO.
73 West Van Buren Street
CHICAGO, ILL.



Write for prices and detailed description

The funeral is said to have been one of the largest in Chicago accorded a private citizen.

Mr. Schiff was 56 years old. Left as survivors are his widow, Mrs. Celia Schiff, his brothers, Benjamin and Henry, and his sisters, Mrs. Kate Cohen and Mrs. Rose Trilling.

Form Phonograph Manufacturers' Sales Ass'n

Robert Illing and W. A. Fricke recently announced the formation of the Phonograph Manufacturers' Sales Association, with headquarters at 216 North Michigan avenue, Chicago. The firm will act as factory representative in the Chicago district for phonograph manufacturers. Mr. Illing was formerly associated with the Vitonola Talking Machine Co. and Mr. Fricke has been identified with the phonograph and radio trade for many years.

Rialto Music House Has Big Okeh Drive

During the third week of February the Rialto Music House, with two stores on State street, ran an interesting advertising campaign on Okeh records. The Rialto Shop, on North State street, is directly opposite the Chicago Theatre, where Boyd Senter, Okeh record artist, was appearing in the Opera vs. Jazz program which took place at that particular time. The Rialto advertisements contained an illustration showing Mr. Senter in different poses with twelve of the thirty different instruments which he plays and heralding him as the "one-man jazz band." Mr. Senter, between his appearances at the Chicago Theatre, per-

sonally met his admirers at the Rialto shop and autographed, at stated intervals during the day, all of his new Okeh records purchased. As a result, Boyd Senter record sales were greatly increased, especially his latest release, the "New St. Louis Blues."

Wurlitzer Featuring Mohawk Line

The Wabash avenue store of the Rudolph Wurlitzer Co. in this city has been closing an excellent Mohawk business, and according to the present plans of this store, Mohawk re-



A Lesson in Mohawk Salesmanship

ceiving sets will be featured extensively throughout the year. During December over 600 Mohawk consoles were sold, in addition to a large volume of other Mohawk models. In the accompanying photograph Charles Strawn, merchandise manager of the Rudolph Wurlitzer Co., Chicago, is giving the members of the sales staff a sales talk on Mohawk sets, and, judging from the results during the past few months, his talk was well worth while. Eugene Farney (shown at the extreme right of the photograph), general manager of the Wabash avenue store of the Rudolph Wurlitzer Co., is keenly interested in the success of Mohawk sets, and the volume of business closed with this well-known line has far exceeded his expectations.

Luncheon of Western Division, R. M. A.

The regular monthly luncheon of the Western Division of the Radio Manufacturers' Association was held at the Palmer House, Chicago, February 10, with seventy-two delegates present. P. C. Lenz, Jr., of the Runzel-Lenz Electrical Mfg. Co., treasurer of the R. M. A., acted as chairman of the meeting and made a report on the R. M. A. Trade Show, to be held June 13 to 19 in the Hotel Stevens, Chicago. At the time of the luncheon 18,000 square feet of the 19,000 available had been sold, he stated.

Mr. Lenz then introduced Walter Strong, publisher of the Chicago Daily News, the guest of honor at the luncheon. Mr. Strong, who is chairman of the Radio Co-ordinating Committee, reported the latest development in Washington on the radio bill, then pending in Congress.



TWO MODELS AVAILABLE

Model F.W. 4—For the average receiver without power tube
For 50-60 cycle A.C., List price.....\$22.00
For 25-40 cycle A.C., List price.....\$24.00

Model D4—For multi-tube receivers and those using power tubes—All Voltages are variable
For 50-60 cycle A.C., List price.....\$27.50
For 25-40 cycle A.C., List price.....\$30.00

There are no "bugs" in the Molliformer "B" ELIMINATOR

Thousands of fans have built their own B-Units from Molliformer parts with perfect success. Almost without exception these units are still giving trouble-free service even after years of hard use. Now, after three years of actual tests in the hands of owners who have constructed their own Molliformers this marvelous "B" Eliminator is offered to the trade, completely assembled, ready for operation.

The Dealer selling the Molliformer is not experimenting with a new and untried device. He is selling an instrument that has proven itself by years of unequalled performance. He knows, too, that there will be no loss of profit on expensive service calls, for the Molliformer sells well and stays sold without service. Every Molliformer B-Unit employs the improved silixite aluminum rectifier.

SOLD DIRECT TO DEALERS AND SET MANUFACTURERS

Exclusive territory still available. If you are looking for a B-Unit in which the discount represents all profit, send in your order for a sample Molliformer.

C. E. JACOBS MFG. CO.

2808 N. KEDZIE AVE., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

He lauded the R. M. A. for the work it had accomplished and thanked the radio manufacturers for the co-operation which they had extended to the Radio Co-ordinating Committee in its attempt to secure adequate legislation in order to safeguard broadcasting and the radio industry itself. A. J. Carter, chairman of the Standards Committee, outlined to the manufacturers the purpose of the meeting which was held at the Congress Hotel on February 16 and 17. He stated that among other accomplishments the meeting was expected to bring about a standard set of specifications which might be used by architects with reference to radio equipment in home, hospital and hotel wirings. Experts are now engaged in drawing up these specifications, which will prove of undoubted value.

M. F. Flanagan, executive secretary of the R. M. A., reported on the credit committee in the absence of D. MacGregor, chairman of that committee. Mr. Flanagan stated that the

credit committee of the Association was now actively functioning and should be a real asset to the organization.

Death of Henry A. Otis

Henry A. Otis, of Chicago, a well-known and popular figure in the talking machine industry, died at the Lake View Hospital, Danville, Ill., on February 6. Mr. Otis had been in ill health for the past three years and had been taking treatments at the Danville institution.

Mr. Otis was born on a farm south of Chicago, on November 4, 1859, and started his business career with Revell & Co., Chicago, in the woodworking department. He was associated with various phases of the furniture and cabinet industry all of his life and his connection with the phonograph trade dates back to 1913. He served as factory superintendent of the Perkins Phonograph Co., Chicago, for a period of eight years and he was recognized as an authority on plant management, cabinet

production and materials. He resigned his position with the Perkins Co. early in 1925 and was the leading figure in the organization of the Phonograph Manufacturers' National Association, serving as secretary.

A few months ago Mr. Otis became Western representative of the Mutual Phonoparts Co., New York City, in the Middle West territory. He leaves as survivors his widow, Hannah, and two sons, Harold A. Otis and Charles W. Otis, both of Chicago.

Introduces New Model Radio Set

The radio receiving set illustrated below is the newest model to be added to the line of



Showers Laphonic Model

radio products manufactured by Showers Bros. Co., Chicago, Ill. This model, known as the Laphonic, contains the 1927 chassis and is manufactured under a license granted by the United States Navy Department. The Laphonic embodies a six-tube tuned radio frequency circuit with one detector and three stages of audio frequency, and among its features is the on-dial control.

The cabinet, finished in walnut, is modeled after the latest phonograph design and an attractive grille of gold cloth wire shields a Utah cone speaker. The cabinet is fitted with a drop-leaf, and when desired the chassis may be completely enclosed. Spacious compartments have been allowed for batteries, chargers and other power units. The Laphonic model will retail for less than \$100.

Trimm Co. Introduces New Radio Device

The Trimm Radio Mfg. Co., Chicago, maker of loud speakers, units and head sets, has perfected a device called a distortion indicator and switching device, by means of which a comparison may be made of any one of four loud speakers. It also has an .0-15 milliammeter in series with the switch, so that by means of this device a quick comparison of the values of various reproducers can be made and indication



Trimm Distortion Indicator

of proper biasing is also shown on the meter, hence if there is any distortion present it can be readily noticed. This latest product of the Trimm Radio Mfg. Co. is said to be a valuable aid to dealers, salesmen and service men.

E. R. Manning in Middle West

Several days recently were spent in Chicago (Continued on page 116)



Seasonal Sales

Products which have a seasonal appeal are sure profit makers.

Radio lightning arresters are good items to stock now for the spring sales.

The JEWELL lightning arrester when connected in the antenna circuit is a lightning protection for the radio set that cannot be excelled.

A case of glazed brown porcelain in which an accurately calibrated air gap is sealed, makes the arrester suitable for either indoor or outdoor installation. Underwriters Laboratories listing is carried by all JEWELL lightning arresters.



Jewell Lightning Arrester (Listed by Underwriters)



Pattern No. 117

Then there is the problem of Service—which is solved very nicely by the use of the JEWELL radio service set, pattern No. 117.

This is the time of year when the quality of your service will determine how many of the radio sets sold on a time basis during the holidays will remain complete sales.

Good service will cinch the majority of doubtful sales.

Pattern No. 117 Radio Service Set—tests—batteries, charging rates, current, circuits, transformers, tubes, B-eliminators, condensers, resistances, A-eliminators, in fact, it will make any test required by a radio set.

Write for a copy of our radio instrument catalog No. 15-C and ask about discounts

Jewell Electrical Instrument Co.

1650 Walnut Street - Chicago

"27 Years Making Good Instruments"



News of the Trade From the Chicago Territory

(Continued from page 115)

by E. R. Manning, of the Berg A. T. & S. Co., of New York. Besides his line of portable talking machines, which have been known here for the past two years, the Berg Co. is presenting a very complete line of upright and console phonographs covered in elaborately embossed fabrikoid covering.

Albert Boehlke Made Sales Manager

Albert Boehlke has been appointed sales manager of the Chicago district for Majestic Current Supply Units, manufactured by Grigsby-Grunow-Hinds Co. Mr. Boehlke has been engaged in dealer promotion work with Grigsby-Grunow-Hinds Co. in the Chicago zone for some time past and therefore is exceptionally well qualified to fill his new position. He will co-operate closely with Majestic distributors in the Chicago territory in merchandising Majestics to dealers.

Zinke Co. Issues Interesting Booklet

The Zinke Co., Chicago, which functions as a sales department for radio and electric equipment manufacturers, recently mailed to the trade a booklet entitled "Sales—At What Cost?" The publication contains some very interesting figures on automotive and radio markets, which have been gathered from a variety of sources. The Zinke Co. has been closely associated with jobbers and distributors for twenty-two years and has been active in the radio field since radio became a commercial possibility.

Incorporated in the publication is a detailed outline of the manner in which the Zinke Co. becomes the complete sales department of the factories which it represents, securing distribution through distributors in the United States and Canada, the business relations with those outlets having been established and advanced through twenty-two years of contact.

Reproductions of the advertising matter, sales helps to dealers and other material of that nature developed by the Zinke organization are also illustrated in the publication. Among the products sold by the Zinke Co. are Borkman radio loud speakers, manufactured by the Borkman Radio Corp, Salt Lake City, Utah, and Oriole radio receivers, products of W.-K. Electric Co., Kenosha, Wis.

A Visitor From New Zealand

A. B. Gibbons, financial director of Hope-Gibbons, Ltd., Stewart-Warner radio distributor of New Zealand, visited Chicago, accompanied by Mrs. Gibbons and their daughter, late in February. Mr. Gibbons spent some time at the Stewart-Warner general offices, conferring with the executives of the corporation.

Congratulations

Robert Himmel, president of Hudson-Ross, Inc., radio distributor of Chicago, was married to Miss Goldy Zagel, daughter of Mr. and Mrs. Jacob Zagel, on Sunday, March 6. The

wedding ceremony took place at the home of the bride and Mr. and Mrs. Himmel departed after the ceremony on a two months' honeymoon to Honolulu.

Announcement by Vesta Battery Corp.

One of the evidences showing the increase in demand for replacement batteries is the latest announcement by the Vesta Battery Corp., Chicago, showing a substantial reduction in price on both automobile and radio batteries. This has been made possible by increased production and in keeping with the Vesta policy of giving the public the benefit of advantages in manufacturing costs, the corporation has reduced the prices because of its record-breaking year in 1926. Vesta battery prices are now at the lowest figure in thirty years of battery building.

Ruben Rectifier Incorporated in Elkon Products

Ruben Rectifier Now Used in Elkon "A" Power Unit and in Charger—Does Not Use a Solution and Employs No Tubes

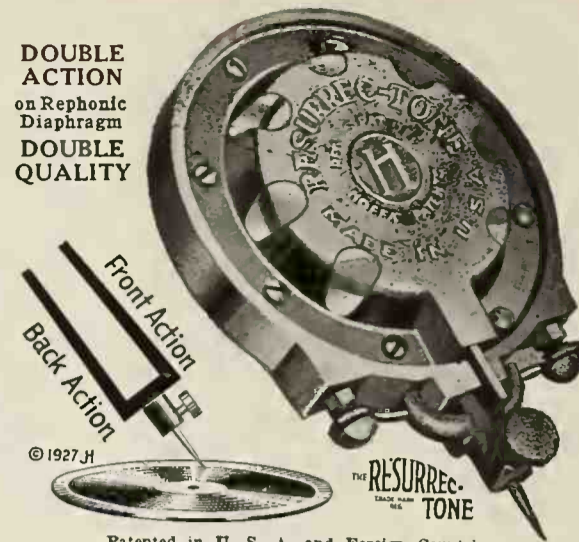
The dry electrolytic rectifier, first announced more than a year ago as a part of the Elkon trickle charger, has now been incorporated in the Elkon A Power unit and the Elkon 3 Ampere charger, and is giving entire satisfaction throughout the country, according to officials of the Elkon Works, Inc., Weehawken, N. J. The dry rectifier was the result of several years of scientific research by Samuel Ruben, who arranged to have his invention marketed through the products of the Elkon Works.

The Ruben rectifier does not use a solution. It uses only a pair of discs between which is formed a film that performs the rectification, although no moisture is present other than that which happens to be in the air. This exclusive principle of bone dry rectification has proved to be very popular among radio fans from coast to coast. Operating without liquids of any kind, the Elkon trickle charger and A power obviously appealed to the feminine members of the household. From the standpoint of economy and operation another advantage lies in the fact that no tubes are required, and from the standpoint of entertainment, it is pointed out that there is no noise or interference of any kind.

The Elkon charger is guaranteed not to overcharge, because it is equipped with the inherent Elkon tapering characteristic by which the charge decreases as the battery becomes replenished. There is nothing to burn out, break, spill or spoil, according to Elkon engineers, and short circuiting cannot harm the charger.

The commercial development of the Ruben dry rectifier, not only as regards the trickle charger but many other uses to which it is applicable, has been placed exclusively in the hands of the Elkon Works, whose engineers are

DOUBLE ACTION
on Rephonic Diaphragm
DOUBLE QUALITY



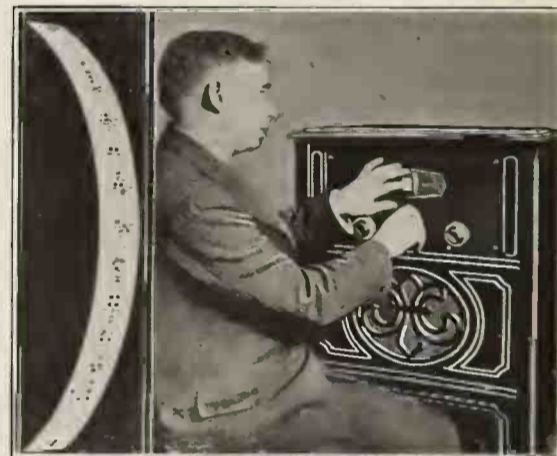
Patented in U. S. A. and Foreign Countries
Equipped with the Rephonic Diaphragm

HOFFAY PHONO CO., 145 East 92nd St., New York City
Distributors Wanted : Export a Specialty

actively engaged in developing other uses for it. The rectifier is covered by patent applications, as is the process of manufacture for all purposes.

How the Blind Are Able to Operate Kolster Radio Sets

One of the most unique radio installations was recently made by Federal-Brandes, Inc., manufacturer of Kolster receiving sets and



Radio Installation for the Blind

Brandes speakers, at the Maine Institute for the Blind at Portland. When William Lynch, assistant superintendent of the Institute, and Everett Astel, mechanic at that institution, installed Kolster sets in their homes they were faced with the problem of tuning in their favorite programs without seeing the station selector. This was solved by a varied arrangement of pin-heads, converting the single dial numbers into the Braille system of raised characters, similar to their books. The illustration herewith shows Mr. Astel selecting his station as quickly as a fan who uses his eyes, and the inset shows how he marked the selector. The decision to purchase Kolster sets was originally made on the principle "let your ear decide."

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.

SHAMROCK

RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS

SHAMROCK MANUFACTURING COMPANY

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



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.

Automatic Orthophonic Victrola Latest Product of Victor Talking Machine Co.

(Continued from page 18)

It is designated on the instrument as the "reject" button. While the instrument is operating as an automatic talking machine, any record



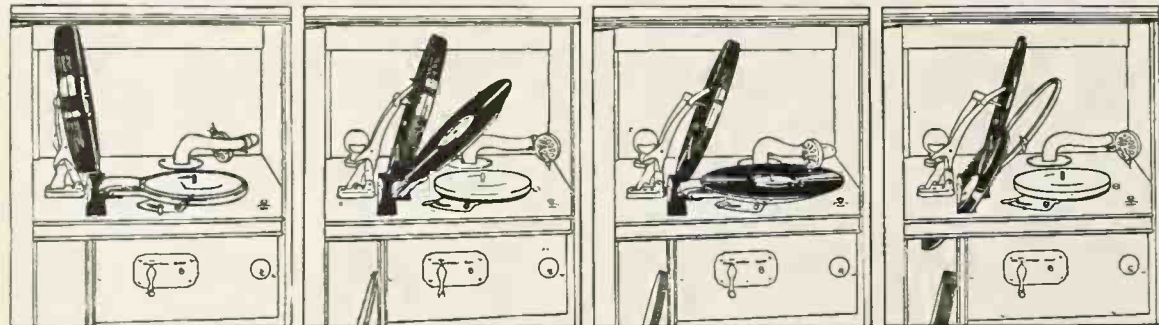
Automatic Orthophonic, Closed

may be ejected from the turntable at any desired point in the music, by a slight pressure on this reject button. When the button is so

be mixed. An index lever must be set for either 10-inch or 12-inch records, as the case may be, before the record-changing mechanism is set in motion. The setting of this index lever determines the point at which the needle will descend to the surface of the record. By means of this same lever the entire record-changing mechanism may be thrown out of gear, so that one record at a time may be played if the operator desires to change records by hand.

Thus, with the magazine once filled with twelve records of the same diameter, the index lever properly set and the instrument started, the twelve records are played to completion, deposited in a receiving drawer below the magazine, and the motor automatically cut off. No attention is required from the operator until it is necessary to again fill the magazine and press the button for another run of twelve records.

The eccentric groove on the blank portion of the record nearest the center is essential to the operation of the Automatic Victrola. This eccentric groove has been pressed into all Victor records produced in the last three years, and when played on non-automatic Victor instruments of recent manufacture it operates a turntable stop. Records not having the eccentric groove may be played on the automatic instru-



Views Showing Steps in Operation of the Automatic Mechanism

pressed, the needle and soundbox are lifted, the tone arm moves to one side, the lift-ring tilts the record off the turntable, and returns to the magazine for the next record. The instrument may be shut off at any time by stopping the motor.

The magazine may be filled with either 10-inch or 12-inch records, but the two may not

ment, but only when it is being used as a non-automatic instrument.

Program carriers holding twelve records each are provided as record storage albums. Various program selections of twelve records each may be placed in these carriers, and lifted out together and placed on the magazine spindle as desired. Long musical works, such as complete

symphonies requiring up to twelve record surfaces, may be played to completion on the automatic instrument without attention from the operator. Also, assorted programs of twelve dance, vocal or instrumental records may be played.

In the case of symphonies or other long recordings, the records for use on the automatic instrument are pressed in series. If the selection requires twelve surfaces, it will be pressed on one side of twelve records, in one-two-three order. On the other side of the same twelve records will be another selection of equal length. When the first side of the twelve records has been played they drop into the receiving drawer in proper sequence, for playing the other side without necessity for rearrangement.

Tungstone needles, which will play many records before it is necessary to change them, are used in the automatic instrument. Recently the Victor Co. has developed a black point tungstone needle, the point of which is treated with a hardening agent. This black point needle will play a substantially greater number of records than the long-playing tungstone needles which have been in use for a number of years.

The sound-reproducing system of the automatic instrument is the Orthophonic Victrola, introduced by the Victor Co. in the Fall of 1925. This instrument, designed upon the principle of matched impedance, was the outgrowth of telephone research, and made possible the reproduction of the greater range of sound engraved on the record by the new electrical recording process.

Oro-Tone Tri-Flex Tone Chamber Wins High Praise

The Tri-Flex tone chamber, introduced last August by the Oro-Tone Co., phonograph equipment manufacturer of Chicago, is attracting considerable interest in the radio field, according to advices received from the Oro-Tone headquarters. Several radio cabinet manufacturers, building cabinets both for receiver manufacturers and the radio trade, have adopted the Tri-Flex chamber, as have a number of phonograph manufacturers in the last six months, securing a license from the Oro-Tone Co. for its use and construction.

The Tri-Flex chamber is designed on the double deflection principle with what is known as a "broken" air column. By means of a device which can be placed near the turntable of the phonograph the user may change the tone of the talking machine, or radio loud speaker, as the case may be, by turning a lever, making the tone deeper or sharper as seems to be most desirable.

J. W. Murray Treasurer of Okeh Phonograph Corp.

Otto Heineman, president of the Okeh Phonograph Corp., New York, announced this week the appointment of J. W. Murray as treasurer of the company, succeeding David Goldman, who is no longer associated with the company. Mr. Murray is ideally qualified for his new activities, as for many years he was associated with the Columbia Phonograph Co. and the Dictophone Corp. in important positions.

Doehler Co. Earnings

The annual report of the Doehler Die Casting Co., Brooklyn, N. Y., for 1926, which was recently published, discloses an exceptional record in both earnings and financial condition. It is stated in this report that sales for 1926 amounted to \$7,080,207. Current assets are listed as \$1,523,477 and current liabilities \$240,700, a ratio of 6.3 to 1 compared with 1.5 to 1 for the previous year. The sales increase for 1926 over the preceding year is given as 4.09 per cent.

LOUDEST ON EARTH

THE NEEDLE →

THE PACKET →

THE DISPLAY CASE →

SONGSTER
COLLAR NEEDLES
The Loudest Made
SHEFFIELD MANUFACTURE
SONGSTER COLLAR NEEDLES

The Record Needle for 1927

Write for Samples and Terms to
the Sole Makers

J. STEAD & CO., LTD., Manor Works, SHEFFIELD, ENG.

Increased Production



World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-2.. **\$49.50**



A remarkable value is this console, paneled entirely of genuine mahogany. Contains built-in cone speaker. Spacious battery compartment. Model 7-F-3 **\$79.50**



"The Masterpiece of Masterpieces" is this distinctively beautiful radio. Contains a 12-inch cone speaker built right in the cabinet and a spacious compartment for all accessories. Paneled in genuine mahogany. Model 7-F-5 **\$99.50**



This massive console is a refined piece of furniture with battery and speaker compartments enclosed. Paneled entirely of genuine mahogany. Twelve-inch built-in cone speaker. Model 7-F-4 **\$109.50**

Permits us to consider a limited number of additional Dealers at Points where our representation is not complete at this time ~ ~

Six tubes ~ One Control **FRESHMAN MASTERPIECE**

Advantages of the Most Profitable Franchise in Radio

- ¶ Protective policy to enable franchised dealers to operate without fear of unfair competition.
- ¶ Consistent profits on installment sales.
- ¶ National and co-operative sales producing advertising and publicity.
- ¶ Elaborate dealer service facilities.

You do business direct with the manufacturer whose interests are your interests

Wire, write or phone for detailed information on Freshman merchandise and dealer policy.

CHAS. FRESHMAN CO., INC.

Freshman Bldg., New York

2626 W. Washington Blvd., Chicago

800 N. Spring St., Los Angeles, Cal.

World's Greatest Radio

Chicago Civic Grand Opera Company to Make Akron Appearance Late This Month

Metropolitan Stores, Inc., Increase Floor Space—Davis, Burkham, Tyler Discontinue Business—Victor Dealer Ties Up With Appearance of Art Landry Orchestra

AKRON-CANTON, O., March 7.—With the advent of sunny skies, improved employment and easing of bank loans, retail music business in the Akron-Canton area appears much brighter, according to leaders in the industry interviewed the past week.

Almost double the former floor space is now devoted to talking machine records at the store of the Metropolitan Stores, Inc., which recently was opened at its old location. The company acquired an adjacent room and remodeled.

Earle Poling, Akron music dealer, announces sufficient guarantors have been obtained to assure the engagement, in Akron, late this month, of the Chicago Civic Grand Opera Company.

The store of Davis, Burkham, Tyler, for

the past ten years located on East Fifth street, East Liverpool, has been discontinued. Olen Dawson, manager of the store during its existence, has entered the music business for himself.

With the acquisition of the piano department of the George S. Dales Co., Akron music dealer, by the W. H. Stowe Piano Co., the third floor, which had been the piano salon, will be given over to additional talking machine display space.

All officers and directors of the Henry Ackerman Piano Co., Marion, O., have been re-elected. O. H. Boyd, was named president and general manager; Mrs. O. H. Boyd, vice-president; Henry Ackerman, secretary and treasurer.

Alterations are being made to the store of the Baker Music Co., Marion, O., and when com-

pleted almost double the present floor space will be available for talking machines.

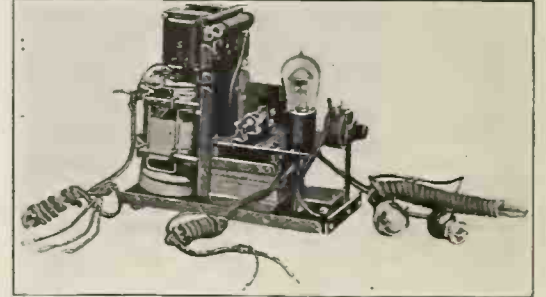
Art Landry, well-known orchestra leader, who has been three weeks at Loew's Theatre, at Canton, visited the Victrola department of the Klein-Heffelman-Zollars department store and for an hour autographed his recent records for those who purchased them.

New Crosley AC Radio Sets Include Compact Power Unit

Unit Converts Electric Current From Lighting Circuit Into "A," "B" and "C" Power—Rectifying Tube Insures Quiet Operation of Set

Batteryless operation at moderate cost has been achieved in a new light-socket radio set developed by engineers of the Crosley Radio Corp., and recently announced.

The most novel feature of this new six-tube set is its compact power unit, which converts



Interior View of Crosley Power Unit the electric current from the lighting circuit into "A," "B" and "C" power, and supplies all the current necessary to operate the set. This unit is only 4½ inches by 9¼ inches by 10½ inches in size, and yet it has a power output capacity considerably in excess of the requirements of the set. It contains no batteries or acid, and draws current from the electric light lines only when the radio set is in operation.

The set itself is similar in many respects to some of the more popular types of battery-operated sets. It is built in two styles of cabinets—one a table model with sloping panel, and the other a console model with built-in reproducers. Tuning is accomplished by means of a single drum-type station selector, together with auxiliary controls for sharp tuning. There are six tubes, with a power tube in the last stage, so that ample volume is obtained.

Buffalo Radio Trade Assn. Plans Educational Campaign

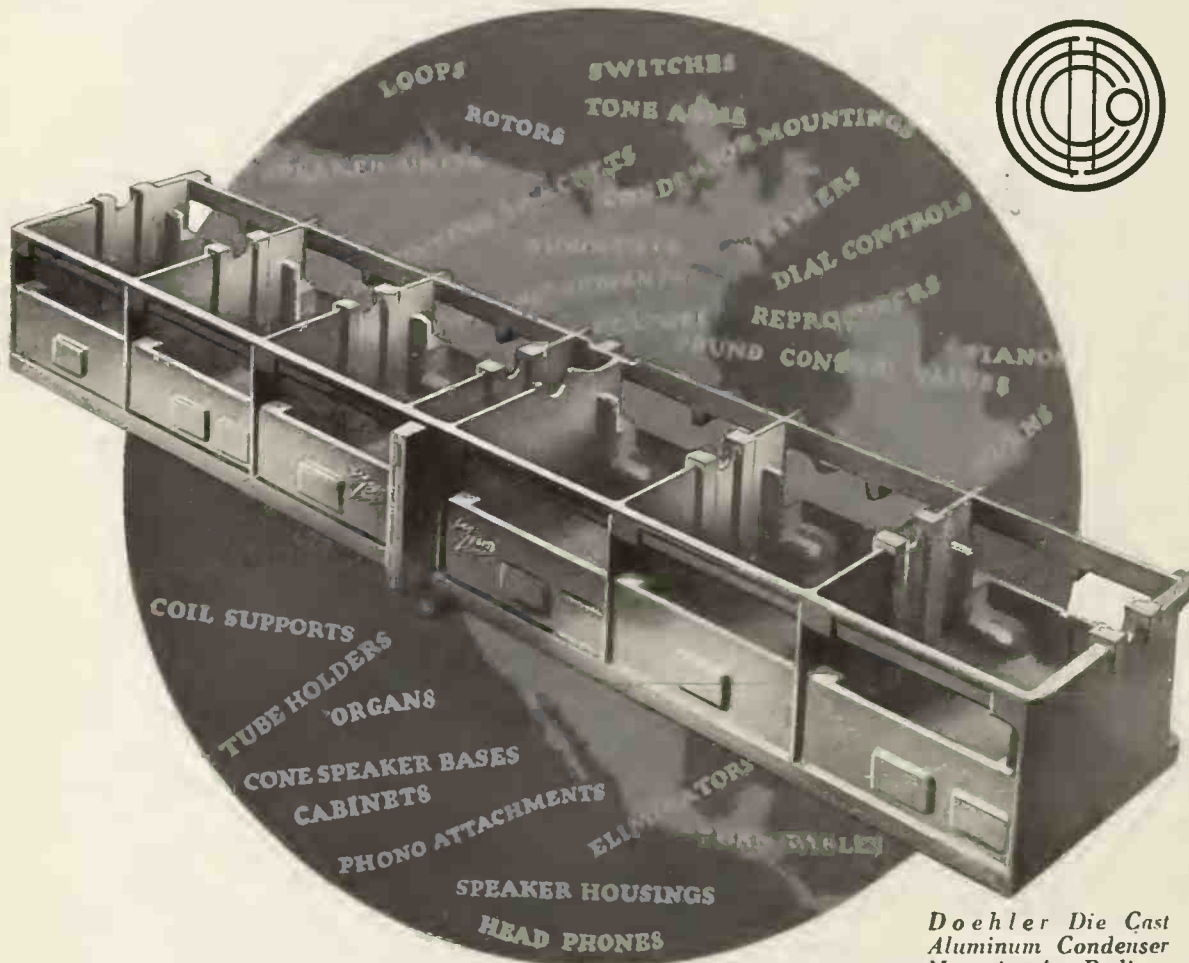
BUFFALO, N. Y., March 7.—Suggestion of John M. Kibler, president of the Buffalo Radio Trades Association, at the March meeting, that the association adopt an educational co-operative newspaper advertising campaign beginning early this Spring, to continue throughout the season, ordinarily considered dull, was received with enthusiasm by members present, and there is no doubt that the plan will be carried through. Mr. Kibler asked the dealers and jobbers present to offer suggestions that might make radio a year-round business, that will overcome its present seasonability. Many helpful thoughts were presented, and it was pointed out that the present condition has been brought about through propaganda spread by the dealer, jobber and manufacturer more than by the public.

Results of the membership drive were reported as more satisfactory than hopes of the most optimistic men taking part in the drive. It is expected that during the drive, which closes March 31, the present membership will be more than doubled.

Buffalo's radio show, it was announced, will be held September 10 to 16, three weeks in advance of last year's show. It will be held in Broadway auditorium, as usual.

A committee will be appointed by the directors at its next meeting, to be known as the "trouble committee," to follow up complaints of listeners on interference.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS



Doehler Die Cast Aluminum Condenser Mounting for Radio

LEADERS in American industry recognize that price alone does not constitute the "last word" in buying Die Castings. Where accuracy, uniformity, finish and prompt delivery are determining factors, the unequalled facilities of the four great Doehler plants strongly recommend themselves. Repeated experience in the past 20 years proves Doehler Die Castings DO save time and money. We will gladly show you examples and confer with you on your problems . . . A copy of our Catalog will be mailed on request.

DOEHLER DIE-CASTINGS

Also designers & manufacturers of DOEHLER Vending Machines for selling, sampling and advertising purposes.

DOEHLER DIE-CASTING CO. Brooklyn, N. Y. ~ Toledo, O. Batavia, N.Y. Pottstown, Pa. Plants at



**FIRST
RADIO TRADE SHOW**
Hotel Stevens
CHICAGO
June 13th to 18th

“Be Sure You Are Right, Then Go Ahead” is an old maxim that applies with special force to radio. How many of you dealers and jobbers have had your profits eaten into by unsound, unsalable merchandise, the products of inexperienced and unreliable manufacturers?

You can eliminate these losses in the future and be sure you are right, before you buy, by attending the First Exclusive Radio Trade Show held under the auspices of the Radio Manufacturers' Association in Chicago week of June 13-18th. At this show will be exhibited only the products of the industry's foremost and reliable manufacturers, firms that have weathered the storms of radio and are in the industry to stay. Their products are the highest quality, guaranteed and readily salable.

Distributors, dealers and jobbers will be admitted by invitation only. Write for full particulars and invitation today.

The show is being held under the management of G. Clayton Irwin, Jr., General Manager of the Radio World's Fair and the Chicago Radio Show.

**Meetings Scheduled for
R. M. A. Annual
Convention**

MONDAY, JUNE 13
Registration and committee meetings.

TUESDAY, JUNE 14
R. M. A. Open Meeting. President's address followed by two speakers. Meeting of all jobber and dealer associations. Harold J. Wrape, President of the Federated Radio Trades Association, presiding.

WEDNESDAY, JUNE 15
R. M. A. Open Meeting.
Radio Week Committee Meeting.

THURSDAY, JUNE 16
R. M. A. Closed Meeting. For election of officers and transaction of other business.
Meeting of Technical Section R.M.A. Annual R.M.A. Banquet. Introduction of new officers, etc.

FRIDAY, JUNE 17
R. M. A. Closed Meeting. For appointment of committees, unfinished business, etc.

The R M A
Trade Show
Is Being Held
In Conjunction
with the
3rd Annual
R M A Convention

Radio Manufacturers' Association Trade Show

Room 1800, Times Building, New York City

Automatic Orthophonic Victrola Is Demonstrated Before Milwaukee Trade

Victor Dealers Preparing for Instrument's Introduction to Public—Radio Trade Association Discusses Summer Radio Promotion—Yahr-Lange Putting on Sonora Sales Campaign

MILWAUKEE, Wis., March 7.—One hundred and seventy-five Victor dealers in the Middle Western territory attended the sales meeting and presentation of the new Automatic Orthophonic Victrola sponsored by the Badger Talking Machine Co., in Milwaukee. G. F. Ruz, president of the company, opened the meeting, and Harry Goldsmith followed his address with the company's message to the dealers. Other speakers at the meeting included Bill Lewis, newly appointed district sales manager for the Victor Talking Machine Co., and Geoffrey J. Daly, Victor representative in the Milwaukee district. The new instrument, described in another section of this issue, was presented by Miss Madeline Davies, of the sales promotion department of the Victor Co.

A banquet and entertainment for the dealers concluded the meeting. Aileen Stanley, widely known as "The Victrola Girl," who was playing in an engagement at the Palace Theatre during the week, was a guest of the evening, and sang for the group.

Discuss Summer Radio Promotion

The Wisconsin Radio Trade Association held a meeting at the Elk's Club, in Milwaukee, on February 28, to discuss the promotion of radio during the Summer months. The first of the plans of the association to be put into effect is the salesmen's contest, which will be put on during March, and which is expected to be a great stimulus to radio sales.

Radio in Schools

A furthering of radio projects in Milwaukee is also seen in the fact that high schools here are turning to radio for instruction of their students. The physics laboratory of each high school has been equipped with a radio set and other wireless equipment, and talks, programs and other instructive matter are picked up for the students' benefit.

The Yahr-Lange Co., wholesaler of the Sonora in Wisconsin and Michigan, is putting on a Sonora sales campaign for March and April, which promises to surpass all previous efforts of this kind. A sales contest is included in the campaign.

Another feature of this promotion will be a window campaign among dealers throughout the territory. During this period there will be forty-two Sonora windows in Milwaukee and over twice that number in the State.

The Yahr-Lange Co. will soon place a new loudspeaker on the market which will be known as the Yar loudspeaker. The loudspeaker is somewhat of an innovation in that field and is designed to give out both low and high notes equally well.

An exceptionally good sale is noted on the Yahr-Lange Super-Ball antenna, and C. J. Morris, sales promotion manager of the company, states that the billboard campaign now under way in Chicago will be carried out all over the country. One hundred and sixty billboard signs, sixty of which are illuminated, are used in the Chicago campaign, and this, together with publicity and advertising in newspapers, and radio trade journals, and most of all the merits of the ball itself, have made it a dominant factor in aeriels.

Bright Outlook for Brunswick

Carl Lovejoy, Brunswick representative in Milwaukee, says that business is better than fair and that the outlook for Spring and Summer is very encouraging. The demand for the Panatrop 128 and the Panatrop Radiola 148 is so great that it is almost impossible to meet it.

J. R. Geary Visits America

J. R. Geary, president of the Nipponophone Co. in Japan, manufacturer of phonographs and records, and one of the most prominent members of the Japanese industrial world, arrived in America recently for a two months' visit. In a chat with The Talking Machine World Mr. Geary stated that his company closed in 1926 the best year in its history, paying out of its reserve account all outstanding payments on 21,000 shares. The company now has a paid-up capital of 42,000 shares, each share having a fifty yen value (\$25.00). Mr. Geary, in addition to his activities in the phonograph business, represents in Japan the International General

Electric Co., and he is responsible for the tremendous success attained by G. E. interests throughout that country.

During his stay in America Mr. Geary is visiting phonograph factories with the idea of taking back with him any new ideas in manufacturing and production that have proved efficient in this country. The Nipponophone factories are now working to capacity and new types of phonographs have been introduced with marked success. One of the executives in Mr. Geary's company is L. E. Gillingham, who has been identified with phonograph activities in this country and Japan for the past twenty years.

Giersdorf Sisters Now Exclusive Columbia Artists

Three Giersdorf Sisters, Long Popular With Vaudeville Patrons, Contract to Record Exclusively for Columbia Co. Catalog

The Giersdorf Sisters, Rae, Irene and Elvira, have joined the Columbia Phonograph Co.'s list of exclusive artists. These accomplished stars



Giersdorf Sisters

have been entertaining the public for many years, for both their father and mother were well known throughout the country, and as soon as the three daughters were old enough they became part of the act. For fourteen years the Giersdorf family toured the country, playing in nearly every town, small and large, that boasted a stage.

Plaza Music Co. Plans Many New Dealer Helps

The sales promotion and advertising departments of the Plaza Music Co., 10-22 West Twentieth street, New York City, manufacturer of Pal, Regal and Kompact portables and Banner and Domino talking machine records, are being arranged now for the Spring and early Summer season. This department of the Plaza Co. has for many years made unusual efforts to co-operate in a most constructive way with its distributors and dealers. Each year it rearranges its plans and issues entirely new material, using, however, the best thoughts that have proved meritorious through use by the trade. The coming season's plans will be along more extensive lines than ever.

New Crosley Distributors

The Lincoln Motor Sales Co., Baltimore, Md., the Minot Supply Co., Minot, N. Dak., and the Churchill Drug Co., Cedar Rapids, Ia., have been appointed distributors of Crosley radio apparatus in their respective territories. The latter concern is a branch of the company of the same name at Burlington, Iowa, and a distributor of Crosley sets for some time.

The annual meeting of the stockholders of the Radio Corp. of America will be held on May 3 at Room 942, Woolworth building.

Remarkable Value! The Modernolette Portable Now Reduced to \$25 List



For years this machine sold for \$35 list and has always been a good seller at that figure.

Now with the price reduced to \$25, as of March 1, 1927, we have widened the market for you.

This is the same Modernolette we have always built. Not a toy, hastily put together to meet a demand at a price, but a real phonograph of high quality and sturdy construction.

Smooth, evenly sustained action is assured by the use of the well-known Heineman motor. Tone chamber is built in as in standard size phonographs. High-grade reproducer on demountable tone arm brings out clearly the wide range of tones in the modern record.

Solid, beautifully finished, black walnut cabinet (no imitation leather or paper) strongly reinforced at corners and with strong leather suit-case handle. A record album is fitted in the cover.



Send sample order NOW and protect yourself on spring and summer deliveries

MODERNOLA COMPANY

Station Street (Ferndale)

JOHNSTOWN, PA.

All Space for Radio Manufacturers Assn. Trade Show in Chicago Is Sold

Managers Are Endeavoring to Obtain More Exhibit Space as Many Manufacturers Have Been Unable to Secure Booths—Complete List of Exhibitors to Date

The complete sale of all booth space at the Radio Manufacturers Association Trade Show, to be held in Chicago the week of June 13, was announced by G. Clayton Irwin, Jr., managing director, prior to his sailing on a short vacation trip to Porto Rico. Mr. Irwin will be back at his desk on March 17.

"Efforts are being made to secure more exhibit space," Mr. Irwin said, "and we have a special waiting list of manufacturers who are anxious to exhibit."

A drawing for space location was held in Chicago, at the Congress Hotel, on February 21, and all booths were assigned by lot in rotation with the numbers as drawn, thus giving the smaller concerns equal opportunities at choice booths, as all space in the show is restricted.

The complete list of exhibitors to date as announced by Mr. Irwin indicates that the show will be representative of the industry. The list follows:

Allen-Bradley Co., The Abex Co., Acme Apparatus Co., Acme Wire Co., Adler Mfg. Co., Aero Products, Inc., Aerovox Wireless Corp., All-American Radio Corp., Aluminum Co. of America, American Bosch Magneto Corp., American Elec. Co., Inc., Amplion Corp. of America, Ansco Products, Inc., F. A. D. Andrea, Inc., Apex Elec. Mfg. Co., Atwater-Kent Mfg. Co., Audiola Radio Co., Belden Mfg. Co., Benjamin Elec. Mfg. Co., Borkman Radio Corp., Bosworth Elec. Mfg. Co., L. S. Brach Mfg. Co., Bremer-Tully Mfg. Co., Briggs & Stratton Corp., Brooklyn Metal Stamping, Brown & Caine, Inc., Buckwalter Radio Corp., Burgess Battery Co., Camfield Radio Mfg. Co., Carter Radio Co., C. E. Mfg. Co., Inc., The Celeran Co., Central Radio Labs., Compressed Wood Corp., Continental Fibre Co., Cornish Wire Co., Crosley Radio Corp., Crowe Name Plate & Mfg. Co., E. T. Cunningham, Inc., Daven Radio Corp., DeForest Radio Co., DeJur Products Co., Tobe Deutschmann Co., Diamond Elec. Specialty Corp., Diamond T. Radio Co., Diamond Vacuum Prod., Dongan Elec. Mfg. Co., Dubilier Cond. Corp., H. H. Eby Mfg. Co., The Ekko Co., Electrad, Inc., Elec. Research Lab., Fansteel Prod. Co., Inc., Farrand Mfg. Co., Inc., Federal-Brandes, Inc., Federal Radio Corp., Forest Elec. Co., Freed-Eisemann Corp., Chas. Freshman Co., Inc., Herbert H. Frost, Inc., General Radio

Co., Gold Seal Elec. Co., Inc., Gould Storage Bat. Co., Inc., Greene & Browne, Grigsby-Grumow-Hinds Co., Howard B. Jones, Howard Radio Co., Hoyt Elec. Inst. Co., Imperial Molded Prod., Indiana Mfg. & Elec. Co., International Resistance, Irvington Varnish & Insl., Jefferson Elec. Mfg. Co., Jewell Elec. Inst. Co., Karas Elec. Co., Kellogg Switchboard, Keystone Radio Labs., King Mfg. Co., Kodel Radio Corp., The Lignole Corp., Arthur H. Lynch, Inc., Magnavox Co., Maring Wire Co., Martin Copeland Co., Mohawk Corp. of Ill., Leslie F. Muter Co., Murad Radio Corp., National Carbon Co., Newcombe Hawley, Inc., Perryman Elec. Co., Pfanstiel Radio Co., Philadelphia Storage Batt. Co., Platter Cabinet Co., Polymet Mfg. Corp., Polley Co., Potter Mfg. Co., Inc., Premier Radio Corp., Priest-O-Lite Co., Inc., Radio Corp. of America, Radio Master Corp., Raytheon Mfg. Co., Reichmann Co., Runzel-Lenz Elec. Mfg. Co., Sandar Corp., Samson Elec. Co., Sangamo Elec. Co., Scoville Mfg. Co., Shamrock Mfg. Co., Slagle Radio Co., Sonora Phonograph Co., Sparks-Withington Co., Splittorf Elec. Co., The Sterling Mfg. Co., Stevens & Co., Stewart Battery Co., Stewart-Warner Speed Corp., Talking Machine World, Timmons Radio Products, Tower Mfg. Corp., Trimm Radio Mfg. Co., Utah Radio Products, U. S. Tool Co., Inc., United Radio, Van Horne Co., Inc., W-K Elec. Co., Walbert Mfg. Co., Geo. W. Walker Co., Webster Elec. Co., The Webster Co., Wells Radio Mfg. Co., Westinghouse Union Batt., Weston Elec. Inst. Corp., The Workrite Mfg. Co., Zenith Radio Corp. and Yaxley Mfg. Co.

Vesta Battery Corp. Has Unusually Successful Year

The Vesta Battery Corp., Chicago, manufacturer of radio batteries and power units, in its annual report, made public about the middle of February, showed a net profit of \$166,932 after Federal taxes and all other charges, equal after preferred dividends to \$4.99 a share on thirty thousand shares of \$10 par common stock outstanding. This compares with a net profit of \$23,089 or 10 cents a share on the common stock in the previous year. The showing of the corporation is the best made in recent years, and net sales climbed from \$1,557,457 in 1925 to \$1,974,678 in 1926.

The directors of the corporation met on

February 17 and declared the usual quarterly dividend of \$1.75 on the preferred stock payable March 1, to stockholders of record on February 17. Although the improvement in earnings has given rise to the belief that the common stock is in line for dividends, officials do not anticipate any such action until later in the year.

Nate Hast Appointed Sales Manager of Shamrock Co.

Pioneer Radio Sales Executive Previously Was, for Three Years, With Shamrock Organization—Now on Trade Trip

Nate Hast, a well-known sales executive in the radio trade, has returned to the Shamrock Mfg. Co., 196 Waverly avenue, Newark, N. J., as sales manager. Mr. Hast is one of the pioneer radio sales executives and previously spent three years in the Shamrock organization. For the past two years he has been associated with other radio activities. Mr. Hast is now away on a trade trip and renewing acquaintances with his many distributing friends throughout the country. Herman R. Rose, the executive head of the Shamrock organization, in making the announcement of the return of Mr. Hast to Shamrock activities, stated that in a large way there would be no decided change in Shamrock plans or its products during the coming season. In one of the Shamrock models there will be, owing to increased production during the past season, a reduction in price.

The Shamrock Mfg. Co. was one of the first to produce a perfected single-dial radio set. This product has been in the homes of the country for the past two seasons and despite its popular price is recognized as a quality product. The Shamrock products are marketed through distributing organizations and high-class retail sales outlets under a specially arranged dealer plan.

It Humanizes old Phonographs!

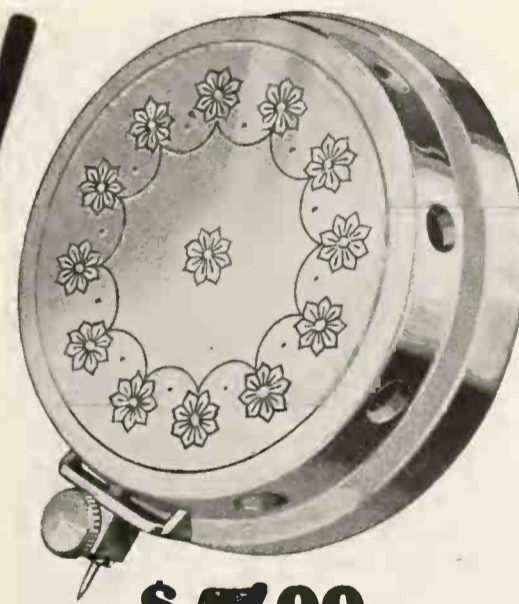
**Transforms Old Talking Machines Into New Models,
Opening Up a Vast New Field for Sales and Profits**

There are over twelve million old-style talking machines in homes throughout the United States. By simply replacing their present reproducers with the new Sil-Vox Silver Voice, the music of all these obsolete phonographs can be turned into vibrant brilliancies of original tone and volume with purity and power.

Every owner of an old-style talking machine is a live prospect for a Sil-Vox Silver Voice reproducer.

You can get your share of this new business. Stock Sil-Vox reproducers now, as our consumer advertising campaign has already been started to spread the good news among talking machine owners that their old machines can be quickly transformed to give the marvelous tone of the new models by simply equipping them with Sil-Vox reproducers.

Write for full particulars and attractive discount



**\$5.00
LIST**

*There Is None Better
at Any Price*

SILVOX SILVER VOICE

**B.M.S.
PRODUCTS**

BROOKLYN METAL STAMPING CORPORATION
718-728 Atlantic Ave.
Brooklyn, New York

Brings Record Matrices From London to New York

Daniel Rudge, Messenger Boy, Brings Recordings of Beethoven Compositions, Valued at \$25,000, in Time for Beethoven Centennial

Matrices of records valued at \$25,000 were delivered to the Columbia Phonograph Co., Inc., New York, the latter part of last month by Daniel Rudge, English messenger boy, who brought the packages from London aboard the



Daniel Rudge, Mayor Walker and Luke Muldoon "Aquitania." The records were works of Beethoven, made by the Royal Philharmonic Society of London, and the records to be pressed from the masters are being released to Columbia dealers in time for sale during the observance of the centennial of Beethoven's death.

Rudge was the guest of the Beethoven Centennial Committee for the few days' stay in New York and on his arrival was welcomed by the Western Union Messenger Band and a delegation of messenger boys, headed by Luke Muldoon. The accompanying photograph shows Daniel Rudge accompanied by Muldoon on a visit to the City Hall, where he was welcomed by Mayor James J. Walker.

The Music and Radio Trades Association of Seattle, Wash., is sponsoring the formation of a Radio Listeners League.

Leading Distributors Take on Algonquin Radio Line

Extensive Newspaper Advertising Campaign in Preparation to Aid Dealers—Production of Semi-floating Cone Speaker Increased

Production of the new Algonquin semi-floating cone speaker has reached 400 per day, according to an announcement by H. R. Fletcher, director of sales of the Algonquin Electric Co., manufacturer of the new Thermiodyne receiver. Mr. Fletcher states that nearly all the former Thermiodyne distributors and dealers have joined the Algonquin family since the reorganization, and an extensive local newspaper campaign is now in preparation as a dealer help, supplementing the national and trade paper advertising of the Algonquin Electric Co.

Among the active distributors that have recently added Thermiodyne products are such representative firms as the Pyramid Motor Equipment Co., New York City; Edward K. Tryon Co., Philadelphia; Rudolph Wurlitzer Co., Cincinnati; Listenwalter & Gough, Los Angeles; Bailey & Co., Atlanta; Henry Paulson & Co., Chicago; Woodward, Wight & Co., Ltd., and Maison Blanche Co., of New Orleans; Buchanan-Waughan Auto Co., Texarkana; Duffy-Powers Co., Rochester; Joseph Woodwell Co., Pittsburgh; Consumers Rubber Co., Cleveland; Clinard Electric Co., Winston-Salem; Justus & Parker Co., Columbus, O.; Motor Equipment Co., Wichita; Hub Cycle & Auto Supply Co., Inc., Boston; Cycle and Auto Supply Co., Buffalo; Federal Radio & Electric Co., Paterson; Rudolph Wurlitzer Co., North Tonawanda; Poughkeepsie Mill Supply, Poughkeepsie, and the Independent Radio Co. of Montreal, Canada.

The Hobart M. Cable Co., 11 West Broadway, Shelbyville, Ind., has purchased the Victor agency from the Pearson Piano Co.

George Thau Joins Record Staff of C. Bruno & Son

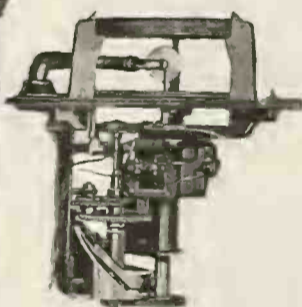
Mr. Thau Has Had Many Years' Experience in Handling Victor Products—John Johnson Increases Business in Jersey Territory

C. Bruno & Son, Inc., New York City, Victor wholesaler, has announced the addition to its staff of George Thau. Mr. Thau has had approximately fourteen years' record experience. Up to about two years ago he was connected with the record department of the Blackman Talking Machine Co. and is with the Bruno organization in a similar capacity, after an absence of two years from this particular work. It is reported that increased record service in the Bruno organization is a direct result of Mr. Thau's connection.

Another new member of the Bruno organization who is making a record is John Johnson, who became a member of the Bruno sales staff about nine months ago. Mr. Johnson covers northern New Jersey and lower New York for C. Bruno & Son and the increased business from that territory visualizes the intensive cooperation that Mr. Johnson is extending.

Eckhardt Corp. Secures New Factory Location

PHILADELPHIA, PA., March 8.—The Eckhardt Corp., whose general offices are conveniently located at 213 South Broad street, this city, has secured a factory at Fifty-fifth street and Hunter avenue. The new Eckharmonic factory is of modern construction and will provide maximum manufacturing and shipping facilities. The new quarters are being fitted out with the most modern machinery. The success with which the Eckharmonic radio met since its introduction made necessary larger manufacturing facilities.



Changes its own records
Plays ten records continuously
Either ten or twelve inch records
It repeats the program over and over
Will play a predetermined number of records
Foolproof, simple and compact
Will go in any ordinary cabinet
Ideal for dinner, card parties or wherever continuous music is wanted
Records can be changed as readily as on a single disc phonograph
Will increase the sale of records
Will be the sensation of 1927

DECA-DISC Automatic Phonograph

Distributors and Dealers everywhere are displaying tremendous interest in our announcement last month of the first and only successful Automatic and continuous program playing phonograph.

Its simplicity and compactness has aroused the curiosity of many, as it can be marketed in any modern cabinet for the home whether the smallest or most massive. The mechanism shown above is complete ready to place in the cabinet.

Live dealers should write for information

Manufactured by

DECA-DISC PHONOGRAPH COMPANY, Waynesboro, Pa.

Widespread Demand for Empire Phono Parts Line

W. J. McNamara, President of Empire Phono Parts Co., Home From Trip, Reports Trade Confidence and Bright Outlook

CLEVELAND, O., March 5.—W. J. McNamara, president of the Empire Phono Parts Co., of this city, manufacturer of Empire tone arms and sound boxes, returned recently from a short trip which included a visit to some of the phonograph manufacturers in the Middle West. Mr. McNamara was gratified to find a feeling of confidence and stability in the phonograph industry that is reflected in the orders being re-



New Plant of the Empire Phono Parts Co.

ceived by the manufacturers from dealers in every section of the country. Plans are being made by the phonograph manufacturers for a normal and prosperous year with the new types of instruments meeting with the hearty approval of the trade generally.

The new Empironic sound box and drawn-brass tone arm, recently introduced by the Empire Phono Parts Co., is proving successful beyond the company's anticipations and Mr. McNamara is receiving substantial orders for these products from the manufacturers whom he has served for many years. The new Empire plant at 10316 Madison avenue, as shown in the accompanying illustration, provides ample facilities for the expansion of the company's business, and this plant, with its exceptional facilities, has been visited by many members of the trade. The growth of the Empire Phono Parts Co. since 1914 has been steady and consistent, reflecting in a considerable measure Mr. McNamara's familiarity with every phase of phonograph parts manufacturing, and the efforts which he has made to give efficient service.

Burt Radio Cabinets Now Equipped With Amplion Unit

PHILADELPHIA, PA., March 8.—Burt Brothers, furniture manufacturers and makers of Burt-built radio cabinets, have announced that these cabinets are now equipped with a special Amplion unit and a seventy-two-inch air column horn. The Burt line consists of nine models in a variety of finishes, including lacquer. F. H. Amann, in charge of the New York offices, reports that the new equipped cabinets are proving very popular in the metropolitan territory.

The New York Herald-Tribune on Sunday, March 6, issued a special Atwater Kent radio section. As in other cities, the local distributors, E. B. Latham Co., E. A. Wildermuth, C. J. Edmond Co. and the Pooley Co., and the Red Lion Cabinet Co., used display space of large dimension and a host of local metropolitan dealers were represented in smaller space. This advertising, in conjunction with forceful news articles, made a particularly strong presentation of the Atwater Kent lines in the metropolis.

Beethoven's Moonlight Sonata on Film Picture

Musical Masterpiece of Famous Composer Released Coincident With the Nation-wide Observance of Beethoven Week

Coincident with the observance of Beethoven Week, March 20 to 26, in memory of probably the world's greatest composer, is the release by the Bell & Howell Co., Chicago, through the Film Library of the first 16 m/m film presentation ever made of Beethoven's "Moonlight Sonata." The remarkable film dramatization of this musical masterpiece is a production of Film Picture Plays, Inc., Hollywood, Cal., the only company in existence devoted exclusively to the making of plays for use in the 16 m/m film projector which is now commonly used in homes.

Using this film, music lovers who know and enjoy the moods of the great Beethoven can now accompany renditions of his music with a picture drama of a characteristic episode of his life. Musical accompaniments of Beethoven, either on the piano, the reproducing piano or on the phonograph, make this motion picture play an ideal double means of musical and picture entertainment in the home. Music dealers who have made special preparations to provide Beethoven's compositions in the various forms during March will undoubtedly have the Sonata itself available in the form of records for the piano or phonograph for use with the motion picture.

Beethoven's "Moonlight Sonata," as played by the Film Picture Plays, Inc., company, under the experienced direction of the well-known director, Louis Chaudet, shows this group of screen artists at their best.

As the premiere appearance of Film Picture Plays, Inc., in the screen world, the "Moonlight Sonata" in excellence of presentation and quality of photography is the equal of any similar production ever released for professional motion picture use.

The next Film Picture Plays feature of interest to the music world which will soon be released through the Film Library will be the "Parade of the Wooden Soldiers," the musical fantasy of march made famous by the marching marionettes in Balieff's Chauve Souris. This film lends itself to the actual music of the piece in a manner that makes the showing novel.

Okeh Phonograph Corp. Fetes Adolph Heineman

The office of the New York distributing division of the Okeh Phonograph Corp., on Eighteenth street, was the scene of general festivities on Saturday, March 5, upon the occasion of the sixty-ninth birthday of Adolph Heineman, who has charge of the credit department. Mr. Heineman was surprised with a huge birthday cake decorated with sixty-nine candles. Upon the conclusion of an enjoyable afternoon all adjourned to a restaurant, where Otto Heineman, brother of Adolph and president of the Okeh Phonograph Corp., was host at a sumptuous repast tendered to the staff of the distributing organization in recognition of the exceptional sales record accomplished during the month of February. Allan W. Fritzsche, general sales manager of the Okeh organization, was also present. The branch is managed by Harry Fax.

Stromberg writes: "We Recommend It!"

STROMBERG-CARLSON
TELEPHONE MANUFACTURING COMPANY
Rochester, N. Y., Dec. 1, 1926.

Kimberly-Clark Co.
Gentlemen:

We use Cellupacking in the packing of our loud speakers. We place Cellupacking directly on the finished rims and pedestals of our cone speakers at the places where the speaker comes in contact with the packing container. We have used your Cellupacking for over a year and find that it serves the purpose for which we are using it most satisfactorily. Only too glad to recommend it to anyone who wishes to protect finished surfaces from marring or scratching due to rubbing or being in contact in the shipping container.

E. H. Lamm
Purchasing Agent



THE endorsement of hundreds of America's leading manufacturers has been sufficient to cause many others to test Kimpak in their shipping departments.

Today Kimpak is specified wherever finish must be protected, where damage, or marring of surface, would result from lesser packing protection.

The Stromberg Loud Speaker is known wherever radio is known. Its perfect finish is protected by Kimpak.

Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

Crepe Wadding



Kimpak is the product of a thousand uses. Resilient, soft as down, it is saving money in repairs and refinishing both for the manufacturer and the dealer.

Why not give Kimpak a test under ordinary conditions in your own work? Let us send you a free roll to try. Results will amaze and please you. Write today—make any test you wish.

KIMBERLY-CLARK CO. Neenah, Wis.

Sales Offices: 208 S. La Salle St., Chicago, Ill.
51 Chambers St., New York City
(Please mention this magazine when writing.)

Toman "Helical" Tone Arm Set Is Announced

E. Toman & Co., Chicago, Marketing Tone Arm Specially Designed for Use With Latest Type Amplifying Horns—Popular With Trade

E. Toman & Co., Chicago, Ill., pioneers in the manufacture of tone arms and sound boxes, announced on March 1 their "Helical" tone arm set, which is specially designed for use with latest type long amplifying horns. The "Helical" tone arm is very attractive in appearance, as it constantly curves and tapers. In announcing this important addition to the company's popular line of products, E. Toman, head of the company bearing his name, said: "The walls of the 'Helical' progressively increase in thickness from 3/32 inch at the reproducer to 3/16 inch at the base. This construction prevents any losses or modification of tone waves as there is no vibration even on loudest tones. The 'Helical' has a constantly tapered air column measuring 15 per cent from reproducer to amplifying horn connection, and the inside walls, being perfectly smooth, offer absolutely no resistance to the sound waves. Due to the perfect helical curves throughout there is no alteration of the natural characteristics, of either high or low tones, which are perfectly transmitted to the amplifying horn.

"The 'Helical' tone arm is an original design (not a copy or imitation) and it does not infringe any U. S. patent. The base is ball-bearing, very strongly constructed, with spacers in the ball container, insuring perfect smoothness of movement. The ball race is machined as smooth as glass. The main arm is die cast in one piece, and the throwback elbow in one piece."

E. Toman & Co. have received many expressions of approval from members of the trade in connection with the constructional quality of the "Helical" tone arm set, as well as its attractive design, and during the past few weeks several die-casting engineers have visited the Toman factory for the purpose of examining the new set carefully, for it represents something decidedly original in the manufacturing of die-cast products.

The Brook-Christoferson Furniture Co., Olympia, Wash., recently added a line of Victor talking machines to its stock and is planning an active merchandising campaign.

New Type of Advertising for New Edison Phonograph

Thos. A. Edison, Himself, Responsible for Interesting New Copy in Questionnaire Form Now Appearing in National Magazines

Beginning with the Literary Digest of March 5, there has been launched a new and interesting series of advertisements regarding the New Edison phonograph and records, the advertisements being written under the personal direction of Thos. A. Edison, and being in the form of questionnaires regarding phonographs and music reproduction which Mr. Edison, himself, answers. The advertising is particularly timely in view of the fact that Mr. Edison has during the past year or so received wide publicity for the questionnaires which he has developed for others to answer, and there will be thousands who will unquestionably be interested in seeing how the inventor answers questions that are put to him. A personal touch is given to the advertising by the introduction of Mr. Edison's official okay in the lower right-hand corner of each piece of copy.

Latest Member of Radiotron Tube Family Is the UX-240

The UX-240 Radiotron, which in general appearance and physical dimensions is similar to the well-known UX-201-A, is the newest member of the Radiotron tube family of the Radio Corp. of America. It is the result of widespread interest of amateurs in resistance coupling a high mu tube especially designed with a view to providing high amplification, and suitable as a detector as well as an amplifier. The UX-240 is a storage battery tube with a one-quarter ampere, long-life filament of the thoriated tungsten type. A standard UX basis is provided. This tube is intended to provide the highest practical voltage amplification so essential in resistance coupled amplifiers. Its characteristics are as follows: filament voltage, 5.0 volts; filament current, .25 amperes; maximum plate voltage, 180 volts; recommended B voltage, 135-180 volts; voltage amplification factor (mu) 30; plate resistance, 150,000 ohms; plate current at rated voltages, .2 milliamperes.

With the appearance of this new type of tube it is expected that resistance coupling will become increasingly popular with amateurs.

Electrical Research Labs. Introduce New Receivers

"Queen Marie" and "Gainsborough" Five-Tube Sets Now Being Marketed

Two new receiving sets were recently introduced by Electrical Research Labs., Chicago, the "Queen Marie" and the Erla Standard console "Gainsborough." The "Queen Marie," shown in



Erla "Queen Marie" Model

the accompanying illustration, is a deluxe model finished in dark American walnut. It has a list price of \$146.50 and \$159.50, east and west of the Rocky Mountains, respectively.

The "Gainsborough," which is similar in appearance, although smaller, is also finished in dark American walnut. Both models contain the Erla five-tube receiver and a long gradually expanding air column horn. Both of the new models are said to have met with immediate approval from dealers and customers, one feature which met especial favor being the Erla Omnitonic speaker, which is situated in the lower part of the cabinet instead of above the chassis.

Intensive Campaign on Cornell B Eliminator

An intensive merchandising campaign is now under way on the Cornell B eliminator, manufactured by the Cornell Electric Mfg. Co., Long Island City. J. W. Sullivan, general sales manager, is now in the Middle West, where he is arranging with local dealers in various communities for a specially designed series of window displays, tied up with advertising and publicity in the local newspapers. The details of this campaign are under the direction of M. D. Holt, manager of the dealers' special service department in the Cornell organization. One of the angles of this localized sales effort is the use of the slogan, "Patronize your neighborhood store and neighborhood dealer first." One particularly successful campaign of this description was recently put across in Howard, Ill., through the co-operation of William J. Thiry's Electric and Radio Shop and the Howard News.

W. C. Fuhri Visits Atlanta

W. C. Fuhri, general sales manager of the Columbia Phonograph Co., recently spent several days in and around Atlanta, Ga., with Westervelt Terhune, manager of the Atlanta branch of the company. Mr. Fuhri was very enthusiastic over the continuous gains made by the Atlanta branch month after month.

The Silver Electro-plated Needle

THE HUMAN VOICE

Especially adapted for electrically recorded records

Attractive prices for jobbers

WALL-KANE NEEDLE MFG. CO., Inc.

3922—14th Avenue, Brooklyn, N. Y.

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

Automatic Orthophonic Is Shown to Indianapolis Trade

Dealers Preparing to Put Efforts Behind New Instrument—Tendency Is Toward Purchase of High-Priced Instruments

INDIANAPOLIS, IND., March 7.—Local conditions in the radio and talking machine trade have reflected largely the weather conditions of this area. Dealers who heretofore have enjoyed a healthy radio business have experienced a slump of buying in this merchandise. This condition has been largely the result of poor reception and the Spring-like weather of the last month. Continuing from the holiday season up to the middle of February, radio sales, both in the cheaper and higher-priced sets, have moved especially well. In almost all instances all dealers interviewed state a successful movement has been maintained in the electrically driven machines. The Brunswick Panatrope and the Victor Orthophonic still lead the field with indications that a new volume record will be established in 1927 as the popular appeal seems to extend to these instruments.

W. J. Baker, manager of the local Brunswick Shop, reports that sales of Panatropes are very good. Mr. Baker expresses the opinion that there is a general trend toward a higher-priced and electrically driven instrument and present sales indicate such a demand. "Naturally," states Mr. Baker, "sales in radios have slowed up somewhat, due to poor reception at this time of the year, and it is doubtful whether or not sales will pick up to any great degree until later in the year. General conditions, however, point to a satisfactory year in talking machine sales."

Through the courtesy of the Brunswick Shop, the Panatrope was featured at the Circle Theatre playing in comparison with the Circle Orchestra. Such an instrument was, likewise, used at the exhibit of the Willys-Overland Co., at the Auto Show held at the Fair Grounds. The record business has been especially good, with popular numbers predominating.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., reports that the movement in talking machines has tended toward the higher-priced of the Orthophonic models. He notes a tendency of the trade to something a little better in the talking machine. The movement of the mechanical instruments has been good and, in the opinion of Mr. Herdman, will increase as Spring opens. Record sales at this store are ahead of their last year's record.

At the Home Complete Exposition to be held at the State Fair Grounds the first week of April, the Baldwin Piano Co. is having brought, through the courtesy of the Victor Talking Machine Co., the Auditorium Orthophonic Victrola, which will be a feature of that exhibit.

George Stewart, of the Wilson-Stewart Music Co., dealer in radio, the Orthophonic and Columbia phonographs, is confined to his home with a severe cold and is unable to be at his store. In a previous conversation with Mr. Stewart he expressed himself as well pleased with the talking machine sales, with indications for a continued increase of sales.

A recent meeting held at the Lincoln Hotel on Friday last featured the new Automatic Orthophonic model which will be shortly introduced in this territory. The new model plays twelve records. Dealers see a large field for the sale of such an instrument and are preparing to push it.

Sales Force Reorganization

The selling staff of the Crosley Radio Corp. has recently been reorganized in accordance with a junior and senior salesmen plan. Large territories are allotted to the older salesmen, who are known as "senior salesmen." Under each of these older men there are several "junior salesmen."

Robert W. Porter Elected Splitdorf Vice-President

Former General Sales Manager Elected to Vice-presidency Will Continue to Direct Sales—Anticipate Big Increase in 1927 Sales

Robert W. Porter, general sales manager of the Splitdorf Bethlehem Electrical Co., manufacturer of Splitdorf radio receivers, spark plugs, magnetos and other products, has been elected vice-president in charge of sales. This announcement was made by Walter Rautenstrauch, president of the company.

Mr. Porter, in recent years, has been active in directing radio sales. Prior to the advent of radio he was an executive in one of the leading talking machine companies. He is widely known in both industries and has been in close contact with distributors and dealers and understands thoroughly their problems. At the last meeting of the board of directors of the Splitdorf Bethlehem Co. Mr. Rautenstrauch re-

ported the results of a thorough canvass of the territory in which the Splitdorf Co. is represented by 10,000 dealers and he stated that commitments on 1927 business were already in advance of 1926.

Fada Production Increases

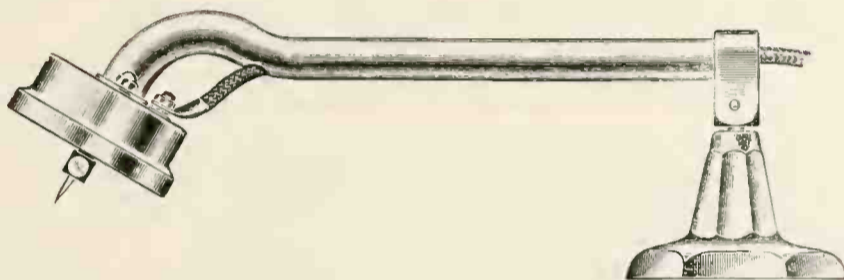
The combined sales of Fada radio in January and February equaled the total volume of business done for the first eight months of 1926, according to an announcement made by R. M. Klein, general manager of F. A. D. Andrea, Inc.

"For the fourth time since January 1 it has been found necessary to increase the pace of production at the Fada plant," said Mr. Klein. "In the large metropolitan centers February sales were in excess of the January volume, and both sets and loud speakers are included in the increased production."

Raymond L. Hoefler, of E. A. Wildermuth, Atwater Kent jobber of Brooklyn, N. Y., was married recently to Miss Mae Casey.

MAGNAPHON

ELECTRICAL RECORD REPRODUCER



The Magnaphon will transform the old type phonograph or any of the small portables into Electrical Reproducing Machines.

It will improve the performance of the old records to a remarkable extent and will render the new records with a clarity and richness truly startling. The deep bass notes that were heard but faintly, the drum beats that sounded like muffled taps, the very high notes that were entirely missing, will issue forth, through the instrumentality of the MAGNAPHON, with a lifelike mellowness and brilliance.

There are 15,000,000 old type Phonographs and 6,600,000 Radio Sets in use. The sale of Portable Phonographs has reached tremendous proportions.

Here is a huge market for the sale of the Magnaphon, particularly during the dull summer months when radio reception is at its worst and the portable attains its greatest sale—for every buyer of a portable phonograph is also a potential buyer of a MAGNAPHON.

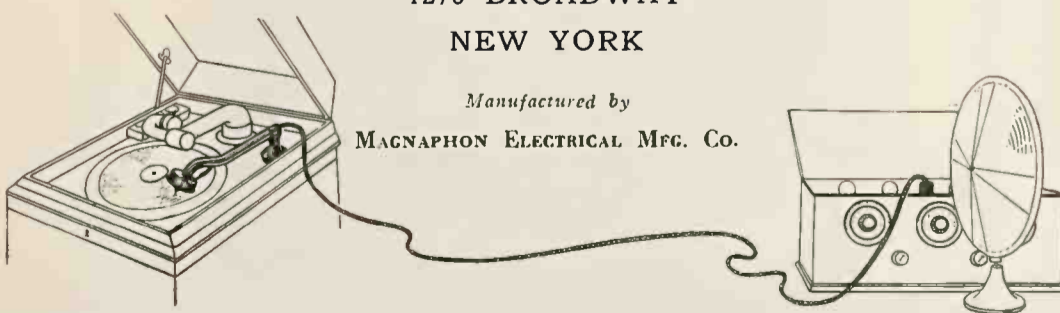
The New Model B is now ready for immediate delivery from stock.

LIST PRICE \$12⁵⁰

TECTRON RADIO CORPORATION

1270 BROADWAY
NEW YORK

Manufactured by
MAGNAPHON ELECTRICAL MFG. CO.



R. C. Ackerman Appointed Fada Export Manager

Widely Known Executive in the Talking Machine Industry Now in Important Post With F. A. D. Andrea, Inc.

The appointment of R. C. Ackerman, one of the most widely known executives in the phonograph and talking machine industry, as export manager for Fada radio, was recently announced



R. C. Ackerman

by R. M. Klein, general manager of F. A. D. Andrea, Inc., New York. Mr. Ackerman succeeds J. F. Meyer, who has resigned to engage in export work in another field.

Mr. Ackerman's business relations have been to a large extent with the phonograph trade throughout the world. Thirteen years ago he entered the employ of the Victor Talking Machine Co. as assistant export manager. Three years later he joined the General Phonograph Corp. and became assistant general sales manager and export manager.

Three Models in Mutual Line

The Mutual Phono Parts Mfg. Corp., New York City, is now manufacturing three models of the modern type of reproducer. They are the Baby Mutual, Junior Mutual and the Master Mutual, all of which are equipped with the Saxophonic diaphragm.

54 Brunswicks Sold in Week by San Antonio Firm

Use of Cash and Credit Price and Steady Follow-up of Prospects the Means That Made This Business Possible

The Household Furniture Co., of San Antonio, Tex., achieved the feat of selling fifty-four Brunswick phonographs, the retail price totaling \$5,000, or about ten times their normal sales for one week, and they could have sold more Madrid console models if they had been in stock.

Of course there were reasons for this great volume of sales. One of these reasons, so said P. P. Pyle, Brunswick salesman for the San Antonio district, is the manager of the phonograph department, A. P. Koloskey. Mr. Koloskey is a man of much merchandising experience and directs his advertising and his men to good advantage.

Another reason is the 1,200 to 1,300 active accounts on the books of the company. It is a part of the agreement that each customer, rich or poor, makes when he buys from the Household Furniture Co. on time that he will appear in person at the office each month to pay his bill. The office is at the back of the store and the aisle leading to it runs through an attractive display of the newest models of phonographs. Passing along this avenue of phonographs monthly, as he must, he is reasonably sure in the course of time to become enamored with and buy one of them.

A third reason is that the company follows the plan of concentrating its sales-efforts for one week on one department at a time. The first week in November was phonograph week with them, as was also one week in December.

This highly successful sale was announced to the public with half-page advertisements in the two Sunday newspapers of San Antonio and again in half-page ads in two of the papers on the Wednesday following. It was said in these advertisements that the customers could have their choice of a great variety of models and prices and have what they wanted on easy terms. Specifically, the customer is given twelve months in which to pay. Each phonograph as it stands on the floor bears a card showing a cash price and a credit price. A flat 10 per cent is frankly added to the cash price for the privilege of credit.

Hugh L. Smith Gets Post With James K. Polk, Inc.

RICHMOND, VA., March 7.—Hugh L. Smith, who was appointed Virginia representative of James K. Polk, Inc., distributor of Okeh records and Honest Quaker main springs and repair parts,



Hugh L. Smith

on January 15, reports that business throughout the State is most satisfactory and that dealers are optimistic for a continuance of prosperous conditions. Mr. Smith, prior to taking over the Virginia territory, held the post of assistant manager of the local branch and was, for a time, with the Atlanta office.

Victor Records Via Radio

An interesting radio program was broadcast on Friday, March 11, from 2 p. m. to 3 p. m., from station WGL, New York, consisting of selections recorded on Victor Orthophonic records and played on the Orthophonic Electrola. The broadcast was sponsored by Louis Jay Gerson and Victor dealers were informed of the event in time for them to tie up.

Fire Damages Wall-Kane Co.

A fire which occurred at the headquarters of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., on Thursday, March 3, played serious havoc with the offices of the company in the front of the building. However, all records were saved and the manufacturing and shipping departments were not inconvenienced, and the production continues unabated.

Modernola Portable Reduced

JOHNSTOWN, PA., March 9.—The Modernola Co., manufacturer of the Modernola portable and Delano radio receivers, has announced a price reduction on the Modernola portable. This portable, which was formerly listed at \$35, has now been reduced to \$25.

Brunswick Dividend Declared

CHICAGO, ILL., March 7.—The directors of the Brunswick-Balke-Collender Co. have authorized a dividend of 1 3/4 per cent, payable April 1 on the outstanding preferred stock to holders of record as of March 20.

Farling Opens Branch

J. J. Farling, proprietor of the Farling Music House at Selinsgrove, Pa., has opened a new branch store at Mifflinburg.

Walter B. Fulghum, formerly sales manager of the Crosley Radio Corp., has been appointed to a similar position with the P. A. Geir Co., Cleveland, O., maker of vacuum cleaners.



ARGUS ELECTRIC RADIO

Marking an Era in Radio as distinctive as the discovery of Electricity itself

ASK YOUR JOBBER ABOUT THE ARGUS

257 West 17th Street
City of NEW YORK.

Be first to introduce this remarkable
Batteryless Receiver in your territory.
Your Jobber has direct mail and
local Advertising Campaign ready
for your immediate use

Plaza Music Co. Introduces Table Model Phonograph

"Fine Arts Micro-Phonic Table Model" Is Trade Name of Product—Designed to Get Improved Tone From Small Instrument

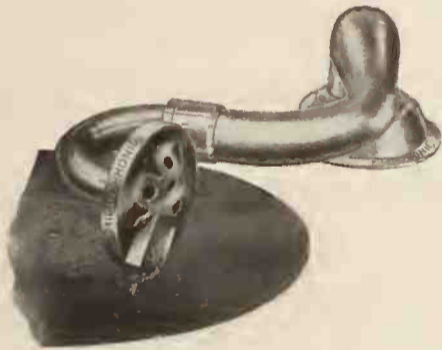
The Plaza Music Co., 10-22 West Twentieth street, New York City, manufacturer of Pal and Regal portables and the Kompact camera-sized portable, announced this month to the



New Plaza Table Model

trade a new table model phonograph. This new model is a quality product, embodying some entirely new features in small-type talking machines, and is being marketed under the trade name, "Fine Arts Micro-Phonic Table Phonograph."

This new talking machine is equipped with the Plaza Music Co.'s Micro-Phonic sound box and tone arm and incorporates improved prin-



Micro-Phonic Tone Arm

ciples in sound amplification in its tonal chamber. Although this table model is not oversize, it carries an exceptional lengthy amplifying chamber arranged in compact space along entirely new lines. It was designed purposely to improve electric recording reproduction in small model machines.

This new Plaza Music Co. product is smart in appearance and is finished in mahogany.

Harry W. Acton Discusses Importance of the Needle

Harry W. Acton, general manager of the Brilliantone Steel Needle Co., New York, in a recent interview with *The World* regarding the importance of the needle in phonographic sound reproduction, stated: "The advent of the new type of phonographic reproduction has greatly enhanced the appreciation of true tonal value throughout the entire country. The day passed long ago when ordinary reproduction of sound was considered marvelous. To-day the public demands perfect tone recreation with all the depth and tone shadings that were recorded into the recording. The new type of talking machine, with its increased length of horn, matched impedance and the new type of delicate metal diaphragm used in the reproducer, have all contributed to the improvement of tonal reproduction. However, the task

of transcribing this sound devolves upon the needle itself. No matter how modern or improved the talking machine or record may be, it can be spoiled through the use of a poor needle. To the uninitiated mind a needle is a needle, but the magnifying glass discovers the difference. We have had communications from a number of men outside of the talking machine industry who are making serious research into the subject of needles and their importance to tone reproduction. This same subject should engross the attention of every dealer selling talking machine needles as well, for as a matter of good, sound, common sense merchandising the dealer should realize that selling cheap needles does not work towards satisfaction on the part of the customer, and, speaking from the other standpoint, the selling of a quality and uniformly made needle not only provides satisfaction but is well calculated to increase, not only needle sales, but record sales as well."

Maryland Music Dealers Launch New Association

Frederick P. Stieff Named Temporary President of New Organization Founded at Meeting on Monday—To Combat Musical Legislation

BALTIMORE, Md., March 7.—Initial steps for the formation of the Maryland State Association of Music Merchants were taken at a meeting called by C. J. Roberts, State commissioner, at the Hotel Rennert recently. Representatives of the music trade from Baltimore and other parts of the State attended and after a luncheon organized by electing temporary officers as follows:

Frederick P. Stieff, president; Joseph A. Kunkle, first vice-president; C. J. Levin, second vice-president; N. M. Michael, secretary, and W. A. Eisenbrandt, treasurer.

In assuming office Mr. Stieff stressed the necessity for a strong organization in the State and appointed a membership committee, consisting of N. M. Michael, Jos. A. Kunkle and John Stengle, to canvass the trade before the next meeting, when permanent officers will be elected.

A legislative committee consisting of C. J. Roberts, W. A. Eisenbrandt, S. W. Aholl and C. J. Levin was appointed to co-operate with Attorney General Hill in relation to pending bills in the general assembly affecting the music trade of the State. Mr. Hill told of the bill which would remove the restraint on pianos and other musical instruments and after quite a discussion it was decided to leave the matter in the hands of Mr. Hill, who would make a report at the next meeting. Another bill in which the trade is considerably interested is one strengthening the conditions of contract sales on merchandise of all kinds.

Music houses represented at the meeting included: Chas. M. Stieff, Inc., Chickering Ware-rooms, Kunkle Piano Co., Kranz Smith Piano Co., Peabody Piano Co., Caulfield Piano Co., Laurens Music Co., Eisenbrandt Sons and Kobra Music Co.

T. E. McCausland, Inc., has been incorporated at Wilmington, Del., with a capital of \$300,000 to deal in musical instruments.

Reserve for Bad Accounts Subject to Income Tax

U. S. Board of Tax Appeals Rules That Such Sums Set Aside by Instalment Dealers Are Not Deductible From Gross Income

WASHINGTON, D. C., March 8.—Merchants selling musical instruments on the instalment plan may not set up a "reserve" for the collection of bad accounts, it has been held by the United States Board of Tax Appeals.

The decision of the board was rendered in a case where a taxpayer engaged in business on the instalment-sales plan at the close of each operating year set up in his books an account designated "reserve for cost to collect bad accounts" and, in his income and profits-tax returns for such years, deducted from gross income the amounts so added to reserve as collection expenses. The board held that such method of accounting does not clearly reflect income, since no portion of the outstanding accounts were treated by the taxpayer as worthless, and that expenses incident to the collection of such accounts at some future date should not be deducted until actually incurred.

Musical Art Quartet Is Recording for Columbia Co.

The Musical Art Quartet, the members of which are Sascha Jacobsen, first violin; Bernard Ocko, second violin; Louis Kaufman, viola, and Marie Romaet-Rosanoff, 'cello, has recorded some of its finest interpretations for



Musical Art Quartet, Columbia Artists

the Columbia Phonograph Co. catalog. This group of artists has proved a most welcome addition to the comparatively small group of quartets devoted to chamber music.

Demonstrate the Automatic

CANTON, O., March 7.—Victor dealers in this city and vicinity attended a demonstration of the New Automatic Orthophonic Victrola, held at the Hotel Northern, on Friday, March 4. The event was under the auspices of the Cleveland Talking Machine Co., working in conjunction with a representative of the Victor factory. The assembled dealers were enthusiastic and anticipate a big Spring business.

The introduction of some new style upright and console model phonographs covered with fabrikoid was made in Portland, Ore., recently by E. R. Manning, of the Berg A. T. & S. Co., of Long Island City, N. Y.

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE
Write—Star Machine & Novelty Co., 9-11 Watsessing Ave., Bloomfield, N. J.

HAPPENINGS IN THE DOMINION OF CANADA

Henry Morgan & Co., Ltd., Announce the Addition of Orthophonic Victrola Line

Old-established House Will Handle His Master's Voice Products—Recording Artists in Personal Appearances—Victor Branch Managers and Travelers Hold Meeting—Other News

MONTREAL, CAN., March 8.—So conservative a banker as Sir Frederick Williams-Taylor, general manager of the Bank of Montreal, when interviewed on the subject of instalment selling in this country, said: "The question of instalment buying has lately come to be discussed by our bankers. But it is not thought to have been overdone. Provided initial payments are large enough, I can see no harm from the present system."

The announcement that Henry Morgan & Co., Ltd., will handle His Master's Voice products marks the addition of a very important and old-established house of reputation to the line of progressive phonograph dealers who have taken on this instrument. Henry Morgan & Co., Ltd., have always maintained the most dignified methods in the conduct of their business. Their aims have always been artistic, and in taking on the Orthophonic Victrola they pay a decided compliment to the artistic standing of this instrument which has won a tremendous vogue owing to the merits of the instrument itself, and to the great line of artists in both vocal and instrumental fields who can be heard through this medium. The Orthophonic will be strongly featured by this house and the department will be in capable hands.

The greatest of living 'cellists and one of the greatest of living musicians of any kind, Pablo Casals, Victor artist, whose visits to Montreal have become annual and always most popular events, gave a recital the past week at His Majesty's Theatre to a crowded house. Dealers profited by tie-ups.

Jack Denny, known to radio fans through station WJZ, New York, and Brunswick artist, has been booked for a long engagement at the Mount Royal Hotel. Vernon G. Cardy, manager of the hotel, plans to share Denny to a large extent with the Montreal public through the use of radio so those who are not actually dancing in his restaurant may listen at home to the music of this popular leader. Jack Denny and his entire original orchestra are to be known hereafter as the Mount Royal Hotel Dance Orchestra. Brunswick dealers are cashing in largely in the call for this leader's various recordings.

J. W. Barnes, well known in Vancouver, B. C., in connection with his important executive position with Walter F. Evans, Ltd., is now a member of the Victor Talking Machine Co., Ltd., organization, Montreal.

The first lap of the New Year has seen a real stir in merchandising activity through the efforts of His Master's Voice, Ltd., in institut-

ing these five distinct Victor sales contests: (1) Victrola sales; (2) record sales contest for towns of over 25,000 population; (3) record sales contests for towns under 25,000 population; (4) advertising contest; (5) window display contest.

Executive branch managers and road ambassadors from coast to coast of Victor Talking Machine Co. of Canada, Ltd., and of His Master's Voice, Ltd., met recently in a two days' conference in Montreal, and discussed matters of material importance in connection with the present and future welfare of the company. On the first evening the company entertained its guests at dinner at the Windsor Hotel in celebration of a year of exceptional business with indications of even better in 1927. Among those present were Edgar M. Berliner, president; B. Gardner, treasurer; H. J. Trihey, the company's counsel; Walter J. Staats, vice-president of the Victor Talking Machine Co., Camden, director in charge of all foreign affairs, and as such chairman of the Board of Victor Talking Machine Co. of Canada, Ltd.; Elmer C. Grimley, treasurer, Victor Talking Machine Co., Camden, treasurer of New York and Chicago Talking Machine Cos., director of Victor Talking Machine Co. of Canada, Ltd. Addresses were made by Mr. Berliner, Mr. Staats and Mr. Grimley. Following the dinner the party adjourned to the theatre to enjoy the remainder of the evening.

Burndept of Canada, Ltd., and Amplion Corp. Merge

Combined Firm Will Continue Business Under Name of Amplion Corp. of Canada, Ltd.—Canadian Government to Seek Fee Dodgers

TORONTO, CAN., March 7.—The radio industry is very obviously still in its infancy and, in fact, it is estimated on good authority that the saturation of the market is only about 24 per cent complete. By the time the other 76 per cent of the market is satisfied about 50 per cent of the total market will be ready for replacements. In addition to this the market will require many millions of dollars' worth of maintenance equipment, such as tubes, batteries, chargers and parts, as long as radio sets are in use.

Effective in February, Burndept of Canada, Ltd., with its distributing system, amalgamated with Amplion Corp. of Canada, Ltd., which to date has been interested only in the manufacture and importation of Amplion loud speakers. The two companies will combine under the name of the latter with head office at 130 Richmond street, West, Toronto.

According to D. H. Pollitt, director of sales and advertising of the De Forest Radio Corp., of Toronto, Ont., Canada is three years ahead of Great Britain in the design, practice and marketing of radio. Mr. Pollitt has just returned from overseas, after completing a survey of the radio industry in Europe.

Radio fans who dodge the dollar license are liable to encounter considerable static when the Dominion Government inspectors, accompanied by Royal Canadian mounted policemen, ring their front doorbells and ask to see the receipt for this year's fee. Fee dodgers, it is claimed, number nearly two hundred thousand.

A. Carey & Sons, Ltd., with a capitalization

of \$55,000, represents the incorporation of A. Carey & Sons, the well-known radio firm of Hamilton, Ont.

The De Forest Radio Corp., Ltd., announces that through their associates, the Crosley Radio Corp., of Cincinnati, they have arranged to broadcast a series of Sunday afternoon musical programs over the WEAFF chain.

Large-sized newspaper copy is appearing in all leading dailies throughout Canada featuring the introduction of the new Brunswick model the "Gerona," which retails at \$115. This new instrument in the Brunswick series has made an instantaneous hit with the trade and orders are being received from all leading centers throughout the Dominion.

D. E. Bremner has been appointed sales manager of Carter Radio, Ltd., Toronto, succeeding J. M. Van Atter. Mr. Bremner was in Chicago for a week, conferring with Carter Radio Co., and the Canadian firm's associated company, All-American Radio Co., Ltd.

Winnipeg Radio Dealers Predict Good Business

WINNIPEG, MAN., March 7.—Captains of industry in the East are looking to Western Canada more and more every month. They realize that the West is fast becoming stabilized and with stability comes confidence and they are anticipating a large increase in the general trade of this part of the Dominion. Dealers generally are now optimistic as regards radio and phonographs.

The Hudson's Bay music department, Winnipeg, Man., is exceeding all expectations. In one day twenty-six radio sets were sold.

The phonograph and radio department of J. A. Banfield, Ltd., is now in charge of Mr. Hughes, late of the Hudson's Bay Co.'s store at Winnipeg.

H. Westman, assistant manager for some years of the music department of T. Eaton Co., Ltd., Winnipeg, has been promoted to be manager of the music and radio department.

Hazeltine Royalties in 1926 Totaled \$432,616.04

The annual report of the Hazeltine Corp., owners of the patents covering Neutrodyne radio receivers, has just been submitted to stockholders. The report, signed by R. T. Pierson, president of the company, shows the total royalties earned by the Hazeltine Corp. during 1926 amounted to \$432,616.04. The net earnings were \$297,031.86. All together \$218,750 was paid to stockholders in dividends.

Among other things the president's report says: "Your corporation has paid dividends regularly since the completion of its first fiscal year. In the last two years it has distributed a total of \$525,000 to stockholders. In addition to distribution, your company paid \$310,000 in cash out of earnings for 80 per cent of the capital stock of the Latour Corp. and the entire capital stock of the Carloyd Electric & Radio Co.

"The stabilizing influence upon the radio industry beginning in 1925 gained further force during 1926. Its effect has been to strengthen soundly organized manufacturers and eliminate weaker competitors."

The Pueblo Music Co., 1319 East Evans avenue, Pueblo, Col., has secured a franchise to handle the products of the Victor Talking Machine Co., and last week received a large shipment of the new Orthophonic machines and records.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.
Montvale, New Jersey

Sales of Phonographs Increase in Pittsburgh Territory Through Demonstrations

Atwater Kent Dealers of This District Hold Meeting Under Auspices of Esenbe Co., Jobber—Dealers of All Talking Machine Lines Report Increased Sales—News Brieflets

PITTSBURGH, PA., March 7.—Trade conditions in talking machine and radio circles of the Steel City are showing signs of improvement. This is especially true of high-grade instruments, such as the new Orthophonic Victrola and the Brunswick Panatropé, as well as the Columbia Viva-tonal phonograph.

Demonstrations Aid Sales

An outstanding feature the past few weeks were the demonstrations of the various talking machines. Practically all the dealers in the downtown section utilized direct mail service, supplemented by telephone calls, to invite visitors to their shops, where demonstrations were held. It was quite surprising, one dealer stated, to observe the large number of persons who responded to the invitations to listen to the Orthophonic Victrola, the Brunswick Panatropé and the Columbia Viva-tonal.

Direct Mail Proves Profitable

Thomas A. Coyne, manager of the talking machine department of the Rosenbaum Co., in speaking of methods to obtain new business said: "We use our mailing list most frequently and endeavor to word our invitations in such a manner as to secure the greatest number of favorable responses. We find that when once a visitor has come as a result of the mailed invitation that an interest has been aroused and the matter of a sale is only a question of right procedure."

Atwater Kent Dealers at Dinner Meeting

Over 125 Atwater Kent radio dealers of the Pittsburgh district were guests at an informal dinner held at the William Penn Hotel on Wednesday evening, February 23. The dinner was sponsored by the Esenbe Co., Atwater Kent distributor. The meeting proved to be a very interesting and profitable one to all of the dealers present. H. M. Swartz, who presided, made a brief address of welcome. He

closed by introducing Dale Brown, secretary of the Better Business Bureau of Cleveland, who made an interesting address. The principal talk of the evening was delivered by P. A. Ware, the well-known and popular merchandise manager of the Atwater Kent Mfg. Co. Mr. Ware used a stereopticon in the course of his talk, showing a number of views of the Atwater Kent plant and also some very practical illustrations on how and how not to make sales of Atwater Kent radio sets.

Interesting News Brieflets

Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, returned from a month's cruise to the West Indies. Mr. Hoffmann stated that he was amazed at the apparent lack of musical instruments, such as talking machines and radio sets, in some of the cities and towns that he visited in the Caribbean.

George A. Winter, of the Winter Music Co., Erie, Victor dealer, left for a two months' trip to California.

The O-M-C Radio Supply Co. has leased, for a long term of years, the first-floor store-room in the building at 119-121 Ninth street, and the second floor of the same building has been leased by the Hirsch Radio Co.

Announcement has been made of the appointment of William Barry Hamilton as general manager of the C. C. Mellor Co., Victor and Brunswick dealer.

The new Sonora portable phonograph is meeting with popular favor among the dealers in this section and sales are reported as excellent.

Van and Schenck, the noted Columbia record artists, spent a week at the Harris-State Theatre, Washington, Pa. G. W. P. Jones Music Co., Columbia dealer there, featured the Van and Schenck Columbia records during the stay of the artists and sold a large number.

Utah Conditional Sales Bill Now Pending Is Opposed by Music and Other Trades

Col. Joseph J. Daynes, of Daynes-Beebe Music Co., Voices Opposition on Behalf of the Music Dealers—Talking Machine Sales Reported Good—President's Speech Helps Radio Sales

SALT LAKE CITY, UTAH, March 5.—The Conditional Sales bill before the House of Representatives came in for a "roasting" a few days ago at the hands of more than fifty prominent business men engaged in lines which are sold on the time-payment plan. The meeting was at the State Capitol and the occasion was a public hearing on the bill granted by the legislative committee into whose care it has been placed. Col. Jos. J. Daynes, widely known as the president and manager of the Daynes-Beebe Music Co., of this city, was the speaker for the music merchants' delegation. He said it was already hard enough for the merchant to do business on the time-payment plan when so many were ready to slight their contract, while others were actually "Dead Beats." The speaker said the recording of the transactions would cost his own firm about \$4,000 a year. He also pointed out the hindrance it would be to business because of the fact that people would hesitate to make a purchase when they knew its details were to become public property through being recorded at the office of the local official recorder.

The talking machine business is good. A lot of business is being done by those selling electrically equipped instruments. The Columbia Store Co., distributor of the Columbia line, is doing some special work in connection with Beethoven Week, commencing March 20. Schools and colleges are being lined up for co-

operation. Mr. Delzell, manager of the company, said they had a very fine business in February.

The John Elliot Clark Co., Victor distributor, is holding a dealers' meeting at the Hotel Utah, March 9, for the purpose of demonstrating Victor instruments, and discussing business matters in general. "We cannot get enough Orthophonics to meet the demand," said a member of the Clark Co.'s staff this week. "Business has broken all records."

Brunswick Panatropes and Radiolas are selling well, according to a member of the Brunswick-Balke-Collender Co.'s local force.

The radio business is also good here at this time. The speech of President Coolidge, on Washington's Birthday, was heard here and did much for radio. The authorities of the Mormon or Latter-day Saints Church threw open the doors of the great Tabernacle on Temple Square and invited the public to listen.

Mrs. Christensen, sales manager of the Daynes-Beebe Music Co., is on a tour of Europe with her sister and brother-in-law.

Victor Dealers Entertained by Sherman, Clay & Co.

SAN FRANCISCO, CAL., March 5.—Victor dealers of San Francisco, the Bay region and from other points in northern California to the number

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

WANTED: Salesman to carry pocket sample of non-competitive accessory. Write for full information to J. Abrahams, 942 Market St., Philadelphia, Pa.

WANTED: Salesmen (2) Orthophonic Victrolas, pianos and radios. Only thoroughly experienced. Good opportunity. Good salary and commission to right parties. M. Udko & Co., Inc., 224 Flatbush Ave., Brooklyn, N. Y.

WANTED: Records: Self Mastery, by Emile Coué. Copyright 1923, Columbia Phonograph Co., Inc., both in French and in English. Communicate with E. C. Moen, 337 West 70th St., New York City.

POSITION WANTED: Manager and buyer, eight years' experience with two well-known retail stores selling phonographs, radio and pianos. Address "Box 1597," care The Talking Machine World, 383 Madison Ave., New York City.

Exceptional Opportunity

Leading radio cabinet manufacturer has openings for three or four first-class young salesmen who are experienced in the sale of phonographs, radio and radio cabinets. Exceptional opportunities for the right men who possess the necessary qualifications. Address with full details to "Box 1598," care The Talking Machine World, 383 Madison Ave., New York City.

of about 125 attended the dinner given at Hotel Whitcomb on the evening of March 2, by Sherman, Clay & Co. and the Victor Co. to introduce the new Automatic Victrola to the trade. The dinner was an outstanding event in this week's trade circles. P. T. Clay, president of Sherman, Clay & Co., made a lengthy and interesting address. He was followed by Otto L. May, district sales manager of the Victor Co., who introduced the new instrument, the merits of which aroused great enthusiasm. A talk was also given by L. L. Ryder, Sherman, Clay & Co.'s service engineer, on dealers' service responsibilities.

New Argus Products Coming

Marcel Wallace, chief of the experimental laboratories of the Argus Radio Corp., New York City, during the past few months has been putting the finishing touches upon various new Argus products which will shortly be produced. It is hinted that the Argus Corp. will place on the market an electrical pick-up for the talking machine. An announcement regarding this and other products is expected before long.

Ira Greene, treasurer and sales manager of the organization, who recently returned from an out-of-town trip, found that Argus dealers were achieving exceptional sales records.

John E. Hunt Retires

John E. Hunt, who is retiring as head of Hunt's Leading Music House, White Plains, N. Y., announces the sale of the business to a group of employes who have been connected with the establishment for a number of years. The new officers are: Herbert S. Bardenheuer, president; Leonard E. Teed, treasurer; Constantine Sciliano, vice-president, and William Armbruster, secretary.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the sixty-sixth of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

The Beethoven Centennial

The announced intention of the Columbia Phonograph Co. to engineer a series of commemorative concerts, recitals and lectures upon the occasion of the centennial of the death of Ludwig van Beethoven is something in the way of an innovation such as the industry a few years ago could hardly have conceived. The meaning of it all is, of course, that far-seeing merchandisers realize that their future depends upon their being able to build up among the people at large a better understanding and love of high-class music. This realization is to-day general among the important minds in the phonograph industry. Not as a matter of sentiment, but as a matter of business, the education of the American public to a better understanding of music has become something of the utmost and immediate importance.

Why is this? Simply because the future of the phonograph industry lies in building up the demand for records. Only records of standard music, however, are in this respect of importance. No matter how many dance records may be sold month by month throughout the land, there is no telling when some new fad will come along, change fickle public taste and kill demand. Standard recordings, on the other hand, when once popularized, sell steadily and forever. That is the lesson which the phonograph manufacturers have learned, and they are not the men to stand still when they have seen the way forward.

Take It Up

Merchants, then, who care for their sales, who want to make the year 1927 one of increased business, should consider carefully this matter of the Beethoven celebration. For they need not think of it as something out of the ken of the ordinary man. On the contrary, they should realize that there is being presented to every merchant in every community an unrivaled opportunity to capitalize a great event to his own advantage.

For the Beethoven centennial is this year to have the attention of every musical organization in the world which possesses any artistic significance. Symphony orchestras all over the country, and in every foreign land as well, will play Beethoven's nine symphonies, his Egmont, Leonore, Fidelio, Prometheus and Coriolanus overtures, and, with soloists, his five concertos for piano and the one for violin, with orchestra. The choral societies will present his oratorio, the Mount of Olives and his Solemn Mass in D Minor, and will help the symphony orchestras in the choral finale of the ninth symphony. The pianists will play the sonatas, the variations in C Minor, the Diabelli variations, and the solo parts of the piano concertos. The violinists will play the violin concerto and the violin parts of the sonatas for violin and piano. The 'cellists will play the 'cello and piano sonatas. The operatic organizations will give Fidelio. The singers of songs will sing An die Hoffnung, Adelaide and Ah perfido. The chamber music groups will play the quartets, the trios and the sextet. And so on.

All this the millions will hear via radio. Tens of thousands will attend the concerts and the recitals in person.

How to Profit

Now considering that (including imported English and German records now obtainable

through American recording houses) all nine symphonies, many of the piano, violin and other sonatas, several of the string quartets, the piano concertos, the violin concerto, and so on, are all to be had in recorded form, it surely will be in order for talking machine merchants to cash in on all this interest.

Beethoven

Ludwig van Beethoven died on the twenty-sixth day of March, 1827, at the age of fifty-seven. He was born six years before the Declaration of Independence was given to the world. He died only two years before George Stephenson demonstrated the first practical railway locomotive. Thus his life lay between two great eras and he looked forward from the old into the new. He was the first composer to understand the meaning of the pianoforte, the first who divined its possibilities, weak and feeble as it was in his day. Iron had not appeared in pianofortes when he died, or at least was just beginning timidly to show itself. Yet this man, who had been stone deaf ever since 1820, wrote for the pianoforte music such as men had never even imagined, and left to pianists for a hundred years to come tonal and technical problems which only the greater among them have been able to master.

Beethoven not only created, as it were, the modern idea of the pianoforte and thus set builders to attempting to realize that idea, but he also revolutionized the orchestra and the writing of music for it. He was the first definitely modern composer. Besides him the pelucid Mozart and the charming Haydn sound quaintly old-fashioned. He makes the noisy,

egotistical formless moderns sound appallingly empty and meaningless. His third, fifth, seventh and ninth symphonies still stand in a class by themselves.

Beethoven did more. He made the string quartet as we know it to-day. Haydn first fixed the form, as he did also for the symphony and the sonata, all of which indeed are almost interchangeable terms. But Beethoven poured into these forms the wine of life, and they became living souls. He who can listen unmoved to the C major quartet, first of the set dedicated to Prince Rasmouffsky, to the "harp" quartet, or to the last three of the works in this form, should not be in the music business.

What to Do

The Columbia Co. is ready to help every one to put on a Beethoven celebration. And if for any reason this invitation cannot be accepted, there is no difficulty in doing something of the sort on one's own responsibility. A study of the catalogs will show what is available in the way of records of the master's music. A local teacher, critic or other musician will be glad to give some explanatory talks. Pictures, portraits, illustrated data of every kind are easily obtained. Let the merchant call in some good professional advice, pay a visit to the public library, do some hard thinking; and then go ahead and capitalize the national interest which is now already being awakened. For there is a market for good music. It is a market which can be indefinitely expanded. The present occasion is highly favorable for the beginning of steady work along this line.

British Trade Brisk Through Tie-Ups With Musical Events and the Fairs

The British Industrial Fair and the Leipzig International Fair Are Centers of Attraction for the Entire Industry—Celebrate Beethoven Week—Other News Events of Month

LONDON, ENGLAND, March 1.—Business continues brisk. The fact that the leading gramophone companies are linking up with the thousand and one musical events of the country and the ever-increasing improvements in recording has kept the public quite aware that the gramophone is one of the live factors of the day. The interest of the trade during March will be centered on two great fairs—the British Industrial Fair, at the White City, which closes March 4, and the Leipzig International Fair. At the former the gramophone and record manufacturers are well represented. A very interesting display is being made by J. Stead & Co., Ltd., of a fine line of Songster needles and Vulcan mainsprings. There is also quite a line of portables shown.

Beethoven Week, which will be celebrated March 20 to 25, has put the gramophone well in evidence; new recordings of the masterpieces of Beethoven have been issued by the Gramophone Co. and the Columbia Co. The latter has sponsored the movement here by arranging to record the entire nine Beethoven Symphonies, twelve quartets and a number of sonatas, concertos and other works, in order to insure this music being available for thousands of simultaneous performances during the memorial week. The Royal Philharmonic Orchestra, the Queens Hall Orchestra and the Halle Orchestra were employed for these recordings; the conductors being widely known as Beethoven exponents. The undertaking is estimated to have cost the Columbia Co. something like twenty thousand pounds. Much publicity was secured in this connection by sending a London messenger boy to New York on the Aquitania with twenty-five thousand dollars' worth of matrices of these records

for the use of the American Centennial Committee. This splendid work of the Columbia Co. has brought to it many complimentary expressions of appreciation.

W. E. Clifton, the inventor of the Cliftohone, has announced a new instrument in which electrical amplification is used to obtain an immense volume. In this connection Mr. Clifton utilizes the Celestion loud speaker to convert the electrical energy into sound after a three-valve amplifier has magnified it approximately forty-five thousand times.

I understand that the holders of considerably more than the requisite 80 per cent of the shares and option certificates of Columbia (International) Ltd., signified their acceptance of the offer to purchase their holdings made by Columbia Graphophone, Ltd.

His Majesty the King has granted his Warrant of Appointment to the Gramophone Co., Ltd., (His Master's Voice). The company already holds a similar Warrant from Her Majesty the Queen.

The Columbia Co. has just issued a record of 14,000 voices which was taken while Community singing was in progress at the Fulham Football Ground. Thomas P. Ratcliff, of the Ampico Co., here, was the conductor.

The annual dinner of the Gramophone Manufacturers' Association is to be held on March 23, at the Restaurant Frascati. The Edison Bell Co. will provide the musical program during the evening.

Mr. and Mrs. Ben Landay are receiving the congratulations of their friends on the arrival of Miss Beverly Jane Landay.

IN THE MUSICAL MERCHANDISE FIELD

How New York Band Instrument Co. Makes Big Impression Through Use of Small Ads

Limited Advertising Appropriation Is No Bar to the Effective Presentation of Products in Newspapers—Small Goods Should Be Presented Apart From Other Musical Instruments

The majority of talking machine dealers now operate musical merchandise departments in which are featured small musical instruments of all kinds. Many of these departments are barely paying their way, and certain types of dealers have reached the point where they be-

come merchandise business is evidenced by the experiences of other successful dealers. The three advertisements illustrated on this page show how the New York Band Instrument Co., New York, is bringing the message of the lines it handles to thousands of newspaper readers

give an example of how a limited advertising appropriation may be used to the greatest advantage in promoting business.

It is time for talking machine dealers who have money invested in small goods to awaken to the fact that there is plenty of business to be had. In the columns of *The World* during the past several years the thought has been hammered home as strongly as possible that talking machine business is to be had, but the dealer must go out after it, and must make a vigorous fight for sales. This is just as true of the musical merchandise business, and the profits of this department during the next year undoubtedly will be measured entirely by the effectiveness of the sales promotion efforts put forth by the dealer.

Striking Use of Small Space Made by the New York Band Instrument Co.

lieve the small instruments have no place in the talking machine store.

A musical merchandise department certainly has no place in the store of a talking machine dealer who does not realize the tremendous possibilities for profit in the operation of such a department. There are so many factors in favor of the talking machine dealer carrying small musical instruments that it seems almost silly to enumerate them. Considering the smallness of the investment involved the opportunity for profit makes the musical merchandise department ideal.

The big point is that the same intelligent sales promotion that is successful in moving talking machine and record stock is necessary to get sales volume of small musical instruments. The dealer must get in back of the department with advertising, direct mail, window display, other forms of publicity and experienced salesmen. He must have in back of the counter a man who understands his business, not an order taker or a clerk. If he cannot see his way clear to do this and of promoting musical merchandise sales intelligently and vigorously he had better drop the department. Usually the dealer who is pessimistic regarding this branch of his business is the type who has not made even a half-hearted effort to make it successful. Because he has very little money tied up in small goods he does not give it the attention he does to the other branches of his business, and yet it is safer to say that this department properly operated will bring the net profit of any store up to a satisfactory total.

The talking machine dealer must advertise his musical instruments just as he advertises talking machines and radio. He must operate the department as a separate branch of the business, and he must appropriate a sum of money for advertising. It is far better for the dealer to use separate space in putting across his musical instrument products to the public than to make his talking machine advertising a hodge-podge to include everything he handles.

That this is the logical way of creating musi-

cal merchandise business is evidenced by the experiences of other successful dealers. The three advertisements illustrated on this page show how the New York Band Instrument Co., New York, is bringing the message of the lines it handles to thousands of newspaper readers daily. Now the New York Band Instrument Co. is a general musical instrument house. It handles talking machines, records and radio as well as small musical instruments, and each department is operated separately. Each has a manager of its own who is responsible for the success of his particular field of operation.

The advertisements illustrated occupy small space, but they are mighty effective in attracting attention and show how striking it is possible to make small advertisements, and also

Minnevitich and Harmonica Band Making Eastern Tour

New York Band Instrument Co. Ties Up With Band's Appearance in New York Theatre—An Opportunity for Dealers

The New York Band Instrument Co. took advantage of the recent appearance of Borrah Minnevitich and His Harmonica Band at Fox's City Theatre on Fourteenth street, New York, to strongly feature Hohner harmonicas in window and interior displays.

The act includes, in addition to the well-known Mr. Minnevitich, virtuoso of the harmonica, a crowd of school boys all of whom are expert in the playing of the instrument and they played, in addition to popular and standard numbers, a symphonic work, written for the harmonica. Mr. Minnevitich also played excerpts from the "Rhapsody in Blue," of George Gershwin.

Dealers in other cities will have an opportunity of effecting tie-ups with this unique musical organization as it is scheduled to make a tour of leading Eastern cities.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 133)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



An unlimited sales field, quick turnover and low selling costs are merchandising qualities much sought by dealers. All three are found in Hohner Harmonicas

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

Association of Musical Instrument and Accessories Mfrs. Meets in Buffalo

Annual Mid-Winter Two-Day Session Discusses Idea of Securing Slogan to "Sell" Playing Musical Instruments—Asks the Chamber to Operate Credit Information Bureau

BUFFALO, N. Y., March 4.—The annual mid-winter meeting of the National Association of Musical Instrument and Accessories Manufacturers was held at the Buffalo Athletic Club recently. The meeting, which conducted sessions for two days, was presided over by Walter M. Gotsch, of Chicago, whose efficient handling of the meeting enabled the expediting of considerable business in the short time allotted. Representatives of twelve of the twenty-eight members were present.

One of the chief topics of discussion was the securing of a slogan to sell musical instrument playing to the nation and a recommendation was made to the Music Industries Chamber of Commerce for consideration of the slogan problem, with a pledge to raise \$1,000 for the development of interest in the slogan provided the industry as a whole raises another \$2,000.

It was also voted that the Music Industries Chamber of Commerce be asked to operate a credit information interchange service for the

purpose of checking jobbers of musical merchandise, and to suggest to the National Association of Band Instrument Manufacturers that they permit it to become a joint service for both associations.

The committee on standardization reported through its chairman, H. C. Lomb, and was instructed to proceed with the standardization of guitars and mandolins, bowl-shaped and flat. It was also authorized to withhold or recall certificates of standards for instruments which do not conform to reasonable minimum limits of quality or materials.

The co-operative advertising plans of the association have been making great headway. This is the arrangement under which a series of six mailings to five thousand music dealers in a direct-by-mail campaign is to be made. Two of the series have already been sent and a third is planned for May.

The Rex Melody Shop, New York, has been incorporated to deal in musical instruments.

Vega Instruments Used in Boston Radio Station

BOSTON, Mass., March 7.—Boston's new radio station, WBET, which is sponsored by the Boston Evening Transcript and the First National Bank, of this city, featured Vega instruments on its opening night. Dok Eisenbourg & His Sinfonians, one of the local high-grade orchestras, had the honor of opening the new station. It is stated the trumpets and trombones in Mr. Eisenbourg's orchestra are Vega instruments of the highest grade. Mr. Eisenbourg thought so well of them that he wrote a personal letter of commendation to the Vega Co., in which he stated it was the first time he had ever endorsed musical instruments in his many years of professional directorship.

The Vega Co. has issued a broadside on the new Vegaphone. This literature printed in red, white and black is well calculated to attract the eye of the customer.

Saxophone Popularity in Army Is on the Increase

WASHINGTON, D. C., March 4.—A statement issued recently by the War Department tells of the increasing popularity of instruments of the type used in jazz orchestras among the musicians in the various branches of the Army. The statement reads: "The influence of modern music is revealed in the variety of implements now being asked for on requisitions to the office of the Quartermaster General under the guise of military band equipment. Saxophones, of course, find increased popularity. Other requested items include steamboat and choochoo whistles, Chinese tomtoms, cowbells and even cuckoos. The military band is not only a potent influence in the maintenance of the morale of the army by the inspiring music played at concerts and parades, but fully as important are the bands' contributions to the recreational features of garrison life. Army authorities are inclined, therefore, to look with favor upon efforts to produce modern music for the soldiers' dances and entertainments."

J. B. Pollock in New Post

John B. Pollock, well-known violinist and saxophonist, is now connected with H. A. Weymann & Son, Inc., Philadelphia, Pa., in the retail merchandise department selling musical instruments. Mr. Pollock has just returned from North Carolina where he was engaged with the Meyer Davis Orchestra during the Winter.

H. A. Weymann & Son, Inc., has brought out a new mandolite with a tenor scale, and which is called the Tenor Mandolite.

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.

J. W. Greene Music Co., Toledo, Ohio, Launches Specialized Sales Campaign

Manager of the Musical Merchandise Department Divides Prospects According to Instrument Played and Makes Special Mail Drive on Each Classification

TOLEDO, O., February 28.—There exists excellent opportunities, at this season of the year, for small goods dealers to corral a fine volume of trade among professional musicians for many among them, after working since early in the Fall, are ready for a new saxophone, banjo or other instrument and for new accessories. Musicians are in the market constantly for musical merchandise and therefore improvements, additions and changes which are ever being made give the dealer many opportunities to acquire new business and new friends.

A Specialized Campaign Idea

Sam Sautelli, recently appointed manager of the J. W. Greene Co. small goods department, has launched a letter campaign which is proving highly successful. He is a member of the local musicians' union which places him in touch with practically every professional musician in the city. It also enables him to reach beginners studying under teachers, who, for the most part, are also members of the organization.

The drive is divided into divisions, such as clarinet players, banjo, drums, violin and so on. A separate letter is being sent to each of these groups announcing that Mr. Sautelli has taken charge of the department and during the coming week will have a special display of banjos, for instance, for the inspection of those interested in that instrument. New models and improved features are stressed. The campaign is not alone different but its appeal is directed solely at the person interested in a particular instrument. In this manner waste is reduced to a minimum. Dealer helps are used as envelope stuffers in this drive.

Display floor and wall cases have been re-trimmed with green velvet backgrounds which permits the exhibit of merchandise to best advantage. The department is also using a large number of catalogs and small dealer helps in window displays. These are placed, opened, close to the instrument to which they relate.

Kenneth Kneisel formerly with the J. W. Greene Co., has joined forces with the new Wurlitzer store in Detroit. Irving Lohr representing William Lang, Paramount banjos, called on local dealers on his recent Western trip which took him as far as Omaha.

Few Really Good Old Violins

Clarence S. Buchanan, violin maker, who has his work and service shop in connection with the music store of D. M. Caughling & Co., on Adams street, decries the old violin hoax, which has been practiced for years and is still paying big dividends to the perpetrators. He says the large and most reliable dealers in America have been going to Europe for years in search of old violins and many have agents abroad to pick up every instrument which is worthy of the name old. The truth of the matter is that relatively few violins can stand the test of age and quality. The majority of old violins should, more properly, be called second-hand violins, he believes.

Mr. Buchanan stated that violin sales have been more numerous lately. Apparently more young folks are becoming interested in violin music.

Making Good Use of Trade Papers

Fischer's Music Store is using trade paper stories and illustrations of successful school bands, prominent orchestras as well as noted artists, as window display material to show beginners what may be accomplished if efforts to master an instrument are properly applied. The store proposes to train students in the store studios where five instructors teach the various instruments of the orchestra. The purchase price of a horn includes five lessons which are

enough to give the prospective player an insight into the work and effort necessary to become a worth-while player.

The store goes further than this, according to Hyman Rothenstein, president, for it not alone trains the musician but endeavors to place him in an orchestra after he has reached a certain standard of perfection. If orchestra openings are scarce the house organizes a band among its students and through this system pupils are practically assured of work. Bacon banjos, Martin band instruments and Ludwig drums are included in the lines carried.

Good Work for Musical Education

The Musical Education Association recently

addressed a letter to students which has acted as an encouragement in the school work and has drawn a considerable number of beginners into the classes just starting.

Buys Out Partner

Ernest Dahlen, who with Fred Worch has been operating the small goods department of the S. W. Goldsmith Music & Furniture Store, Columbus, O., has purchased his partner's interest in the business.

Organizing Harmonica Bands

Miss Ruth Townsend, supervisor of music in the public schools of Paducah, Ky., is organizing harmonica bands among the pupils.

F. F. Friday has purchased the band and orchestral instrument department in the Wiley B. Allen Co. store, Los Angeles, Cal.



\$75.
"Little Wonder"
Special
List \$93.75
Case \$15 extra

A VEGA Banjo

with resonator and flanges
for \$75. and \$100. retail

DEALERS—You can talk about artistic appearance, a wonder for tone, and the highest attainable quality for the price. The "Little Wonder" and "Whyte Laydie" Special Models have these admired qualities, and a trial will convince the prospect. Their flashy appearance, durable and sturdy construction, and rich, penetrating tone are features that give a lifetime of service and enjoyment to either amateur or professional banjoists. Every individual is a "Little Wonder" or "Whyte Laydie" Special Model prospect.



\$100.
"Whyte Laydie"
Special
List \$125.00
Case \$15 extra

In the "Little Wonder" and "Whyte Laydie" Special Models the tone is clear and brilliant, due to the ring mounted under the head, giving forth that distinct banjo twang which is characteristic of Vega Banjos. The high polish natural wood finish and the beautiful flange design make these models exceptionally attractive. A real buy for your customer.

Write today for further details.



The VEGA Co.

155-6 Columbus Ave., Boston

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 135)

"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.

**Harmonica Popularity
Is Steadily Increasing**

News Dispatches From All Sections of the Country Show How This Small Instrument Has Come Into Wide Use

News dispatches from all sections of the country show the steady gains in popularity of the harmonica and its widespread use. At Washington, D. C., the Junior high schools of the capital have inaugurated instruction in harmonica playing. George Hurt, widely known musician and teacher, is in charge of the classes. It is interesting to note that the Hohner harmonica has been selected as the official instrument.

On the Pacific Coast the popularity of the harmonica vies with that of the East. The tour of Arthur Turelly, champion harmonica player, throughout the section resulted in the formation of a number of harmonica bands. Wherever he

Every Dealer

WILL WANT A COPY OF THE

New Leedy Catalog
"N" (OUT NOW)NINETY-SIX PAGES—TWO HUNDRED AND FIFTY PHOTOGRAPHS
—THIRTY NEW INSTRUMENTSALL ABOUT THE NEW
PROFESSIONAL FLOATING
HEAD SNARE DRUM**Leedy**

Send a postal for yours today—Mailed free

Leedy Mfg. Co.

INDIANAPOLIS, INDIANA

appeared his presence was accompanied by a harmonica contest and the organization of harmonica orchestras. Mr. Turelly appeared in a chain of theatres throughout the West and his tour was so successful that he was booked for a second appearance in the entire chain. It is interesting to note that in Berkeley, with its beautiful homes and its close proximity to the University of California, the interest in the harmonica is as great as it is among the newsboys of other cities. In Berkeley alone three bands with forty members each were organized.

At Fort Smith, Ark., the Fort Smith Harmonica Band celebrated its first anniversary a short time ago. It is a tribute to the harmonica that the interest in this instrument is even greater than at the time of the formation of the band.

In San Antonio, Tex., the musical instrument department of A. F. Beyer has found it particularly profitable to specialize on small instruments, especially harmonicas and ukuleles. Miss Lena Hughes, manager of this department, reports that the increased interest in harmonicas on the Pacific Coast has resulted in a run on this department that almost exhausted its stock.

**Impressions of a Trip
Through H. N. White Plant**

Interesting Article in Cleveland Newspaper Gives Interesting Facts Concerning the Manufacture of King Line of Instruments

CLEVELAND, O., March 7.—In 1893 Henderson White was a repairman in a retail music shop when he decided to start his own business, and to-day he is president of H. N. White Co., one of the largest manufacturers of band instruments in the world. An interesting article telling of the establishment of the White organization and including impressions of a trip through the present-day factory appeared in a recent issue of the Cleveland Press. In part this article read as follows:

"Sheets, rods and sticks of brass slowly are transformed into instruments that now are heard through a million radio sets. From a brass sheet to a grunting tuba held in the arms of the musician in front of an oldtime saloon is a far cry, but one of the instruments can be turned out ready for shipment in ten days by one man. One is turned out every five minutes.

"Every measurement, from the slightest bend to the cover for the valves, must be mathematically exact. One mistake means a bad note. This in turn ruins the instrument and it is either scrapped and re-made, or else repaired if possible. Instruments from the White Co. are sent out perfect. No low-muted saxophone will ever spoil a perfect moonlight dance.

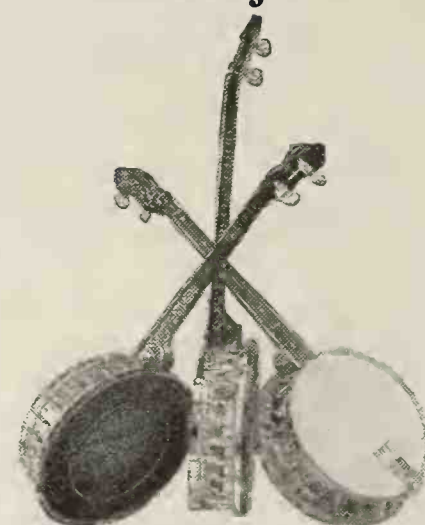
"Nearly 200 skilled men work at the factory. Their art is so complicated that even skilled artisans in other lines find it a puzzle.

"Three hundred parts make up a saxophone. When the instruments are finally assembled, ready for little Willie to blow his lungs out, they are given a bath in the huge plating vaults, where silver and gold plating is applied. This section of the plant is the most complete in the United States.

"After drying, the scratches are taken off, they are polished, buffed and burnished, and the instrument is ready for the testing room.

"This room is acoustically perfect with an ever-regulated temperature of 70 degrees. Then the fun begins. Scales are gone up and down with reckless abandon. Every man in the factory is an expert player on all the instruments from the piccolo to the tuba."

The writer also stresses the point that the difference in price of White products represents a difference in finish rather than in quality of tone, workmanship or materials. The same high quality must be a feature of the lowest-priced instrument that leaves the factory as it is of the highest-priced. To this policy may be largely credited the popularity of the entire line.

**"Silver Bell"
Banjos**

Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.**David L. Day Reports
Improvement in Outlook**

GROTON, CONN., March 7.—David L. Day, treasurer and general manager of the Bacon Banjo Co., Inc., of this city, who recently returned from a trip which included many of the principal cities of the Middle West, has an interesting report regarding trade conditions as experienced by his organization. He states, in part: "I found that although conditions had not been up to expectations during the month of December and the first weeks in January, they are improving right along. Although February final figures are not available, business seems to be coming through splendidly and we figure our sales will be equal to the same months last year, when, by the way, we made a wonderful showing. The orders coming in at this time seem to be for the higher-priced goods."

Frederick J. Bacon, president of the company, has been in St. Louis, Little Rock, Memphis and Kansas City. He has appeared before a number of clubs and high schools in the various cities he has been in and also has broadcast from several stations.

**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.

GLEANINGS *from the* WORLD *of* MUSIC

Photoplay Houses Present Publishers With Greatest Factor in Exploitation

Constant Development of Music Programs in Those Houses Make Them Assume Greater and Greater Importance in Publishers' Song Publicity

Photoplay houses throughout the country are being built larger and larger each year. They are a predominating influence in American life and they are making great inroads in all other forms of entertainment. Their programs, however, are not by any means confined to photoplays, for one of the factors which has won them huge success, and which is generally recognized, are the musical programs. Besides large orchestras of the symphonic character, all modern photoplay houses are equipped with an organ, and these organ programs are not confined by any means to standard organ works, as it is quite the thing to use popular song slides with the organ rendition in at least one part of the program. These song slides are unusual productions. They are prepared by the popular publisher often in the form of a sketch. Through this means the organist introduces with the slides and accompanying music a background by which is introduced the popular song itself. The variety of these song slides seems to be quite endless, as no two sets of slides are similar in character or in method of approaching the audience. In fact, the larger popular publishers to-day have a special department that does nothing else but write exclusive material for these built-up song presentations.

Besides the orchestra and the organ, the larger photoplay houses to-day are booking vocal artists and singing acts of every description. They are able to obtain the very best talent for these purposes, as they have in their favor not only larger seating capacity but also modern sales methods whereby houses are opened early in the day at unusually popular prices. At the regular afternoon show period these prices are raised and in the evening they are raised again. Thus the photoplay house is able to appeal to all sizes of pocket-books and keep the house filled during much longer hours than is possible for any dramatic, music or strictly vaudeville house.

The popular publishers recognize the modern photoplay house as probably the best means of song exploitation available. It is much better than the dance orchestra, where the dancers hardly have much knowledge of the title of the number being played. Popular publishers say it is far superior to radio because the photoplay program is confined to fewer songs well presented to a receptive audience.

At the opening of the new Roxy Theatre S. L. Rothafel, who has long been an originator in presenting musical programs in combination with photoplays, is to introduce further innovations as regards music. These can be awaited with interest because they will mean much to music exploitation and doubtless will be the forerunner of a new type of musical program in photoplay houses everywhere.

Visitors who have recently toured Europe freely state that the European music hall and some other types of entertainment are fast becoming passé. The photoplay house, with its feature pictures and its musical programs, is making great inroads into other fields everywhere. In a large way this is the history of entertainment in this country and it shows that the taste and appeal for music is universal. For many months English producers and publishers have been complaining that the music hall did not pay. Recently one photoplay exhibitor purchased a string of twenty such houses, which are to be turned into photoplay theatres. It is music that is making this possible, because when the old character of photoplay houses was in its glory it made no inroads upon vaudeville, the music hall or other forms of entertainment to any great extent. The new era of photoplay music can be watched with interest because it will mean considerable to the music industries and to musical life.

Feist Numbers in Original Window Display

McCrorry Store in Cleveland Links Up With Broadcasting Activities of Fred Dempsey

Fred Dempsey, who represents Leo Feist, Inc., in Cleveland, Pittsburgh, Buffalo and surrounding territory, has won the name in the trade of originator of unique radio programs, window displays and other activities that further the exploitation of popular music. Mr. Dempsey, by the way, is probably the only popular publisher's representative who broadcasts from stations in Cleveland territory, where he makes his headquarters. His name is widely known to radio enthusiasts for hundreds of miles from these stations. Due to these wide publicity activities, Mr. Dempsey has succeeded in getting unusual co-operation from music merchants. His name itself means something to music purchasers and in co-operating with him on the songs he exploits music stores find it to their advantage.

Herewith is shown an original window display originated by Fred Dempsey, which appeared in the J. G. McCrorry store of Cleveland, O. The window, decorated in various colors, has as the outstanding feature the broadcasting aerials of a typical radio station. In the center of this is a placard uniting Mr. Dempsey with the songs he exploits. This

window attracted unusual attention and increased considerably during this special showing the sales of the music department.

The songs featured in the window are the Leo Feist, Inc., numbers, "In a Little Spanish Town," "Sunday," "It Made You Happy When You Made Me Cry," "Just a Bird's-Eye View



Featuring Feist Numbers of My Old Kentucky Home" and "Thinking of You," all big sellers for Feist at present.

Prager on His First Trip for Robbins-Engel

Featuring New Song, "I'll Always Remember You," as Well as Other Outstanding Prints of Catalog Which Bid Fair to Be Popular

Bernard Prager, long connected with the Edward B. Marks Music Co., and who recently joined the sales staff of Robbins-Engel, Inc., is on the road making his initial sales trip for his new associates. Mr. Prager's first trip will be only a short one of several weeks, but a little later in the season it is to be extended over much larger territory.

On his present trip Mr. Prager will feature the new song, "I'll Always Remember You." This number is proving one of the big successes of the Robbins-Engel catalog and is featured by many orchestras, including that of Paul Whiteman. Other numbers that will receive his attention and be again presented to the trade, all outstanding Robbins-Engel prints, are "Trail of Dreams" and "Calling," both numbers that have been very active. He will also feature the Robbins-Engel songs from Earl Carroll's "Vanities," including "Who'd You Love?" "Hugs and Kisses," "Climbing Up the Ladder of Love" and "Alabama Stomp," as well as the standard catalog and the motion picture music, which has long been an important part of Robbins-Engel activities.

Here They Are!

It All Depends on You

I Wonder How I Look When I'm Asleep

So Blue

Oh, Baby! Don't We, Get Along

I Want to Be Miles Away From Ev'ryone (And Just a Little Closer to You)

I'm in Love Again
—By Cole Porter

Does She Love Me?—
POSITIVELY! ABSOLUTELY!
By Sam Coslow and Jean Herbert

DE SYLVA, BROWN AND HENDERSON, INC.

Music Publishers
De Sylva, Brown & Henderson Bldg.
745 Seventh Avenue New York

THE GREATEST OF ALL
"GOOD-BYE OLD PAL,
GOOD-BYE"
"FLAT TIRE MAMMA,
PAPA GONNA GIVE YOU
SOME AIR"

Order from Your Jobber or from

Wolverine Music Pub. Co.
688 E. Columbia St., Detroit, Mich.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Sam Fox Musikverlag, Berlin, Organized to Cover Central Europe and the Balkans

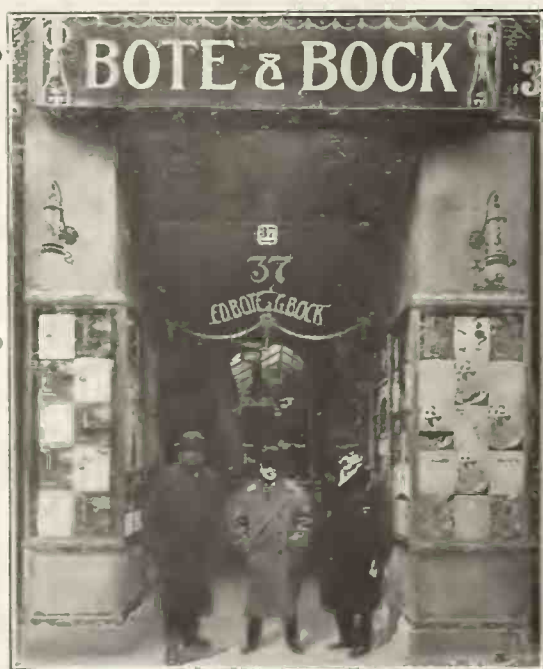
New Representation for American Publisher Under the Sponsorship of Bote & Bock. One of the Leading Music Firms of the Continent

BERLIN, GERMANY, February 15.—The Sam Fox publishing companies for various nations and territories in Europe have been completed through the organization of the Sam Fox Musikverlag, headquarters Berlin, Germany. This new Fox organization, which is one of the most extensive of all of the new Fox European outlets, is under the sponsorship and direction of Ed. Bote & G. Bock, one of the oldest established publishing firms of Europe, operating wholesale music establishments.

The firm of Ed. Bote & G. Bock was established in 1838 and is still under the direction of the same families. The heads are of the

way, Sweden and Finland. Through this latter arrangement the Hansen branches at Oslo, Norway and Stockholm, Sweden, will directly distribute Sam Fox publications.

With the continuation of G. Alsbach & Co., Amsterdam, Holland, as an agency for Sam Fox publications and the re-arrangement with Keith-Prowse & Co., Ltd., who sponsor and direct Sam Fox Publications, Ltd., London, and the more recently announced Editions Musicales Sam Fox Paris, under the direction of Couesnon & Cie, the American firm of Sam Fox Publishing Co. is catering to the music lovers of the world. Australia, New Zealand, Japan, South America are covered.



Exterior of Bote & Bock

younger generation and both the Bote & Bock firm and the Sam Fox Musikverlag have as executive directors Anton and Gustav Bock.

From the headquarters of the Sam Fox Musikverlag, 37 Leipziger Strasse, Berlin, the whole of central Europe is covered. This arrangement includes Germany, Czecho-Slovakia, Poland, Lithuania, Latvia and Danzig. Through this Berlin organization representation has been arranged by Sam Fox for the appointment of Figaro Verlag, Vienna, who will act as a branch of the Sam Fox Berlin Co. and will cover the countries of Austria, Hungary and Balkan States—Roumania, Bulgaria, Jugoslavia and Greece, with independent distribution in the capitals of these countries.

Simultaneously the appointment has been made of Wilhelm Hansen, Copenhagen, as another important factor in the distribution of Sam Fox Musikverlag prints in Denmark, Nor-

"The Love Waltz" to Be Widely Featured

Flammer Number, Theme Song of New Swanson Photoplay, Arouses National Interest

Harold Flammer, president of Harold Flammer, Inc., 113 West Fifty-seventh street, New York, has just returned from a trade trip through Middle West territory. Mr. Flammer stated that he found the sheet music business in a healthy condition and the dealers unusually optimistic for this season of the year.

While away one of the important plans of Mr. Flammer was the introduction of his new composition, "The Love Waltz," which is to be widely featured as the theme melody in the exhibition of the new Gloria Swanson photoplay "The Love of Sunya." He found co-operation for his plans everywhere, not only with the trade but with photoplay exhibitors, who are using the song slides with organ performances of "The Love Waltz" weeks in advance of the Gloria Swanson picture in their territories.

Dealers everywhere are arranging, Mr. Flammer said, to make special window displays of "The Love Waltz" during the showing of the photoplay "The Love of Sunya" in their cities.

Bitner Goes to Coast

Edgar F. Bitner, general manager of Leo Feist, Inc., is away on a six weeks' trip to California. Mr. Bitner, while presumably going away for a rest, will undoubtedly look over the possibility of Far West compositions, which, in recent years, have quite often proved popular. Undoubtedly also he will find much pleasure in meeting his many trade and personal friends. Later Mr. Bitner will visit all of the Feist branch offices.

"Blue Skies" Widely Featured by Dealers

Philadelphia Territory Has Special "Blue Skies" Week Featuring Berlin Number

The new Irving Berlin song, "Blue Skies," published by Irving Berlin, Inc., 1607 Broadway, New York City, was made a special feature by retailers in Philadelphia recently, when through a concerted movement that territory had a "Blue Skies Week." During the week of this



Silver's Store Display

special campaign practically every retailer in the city gave some window space to the title pages of this Berlin song. Some of these windows proved very attractive and produced a larger than ordinary volume of sales.

New Donaldson Songs in the Feist Catalog

In the new group of releases from the catalog of Leo Feist, Inc., are five numbers and it is important to remark that four of these are from the pen of Walter Donaldson. These songs are of typical Donaldson character and are being introduced by Leo Feist, Inc., during the past six weeks for exploitation. They are "Sam, the Old Accordion Man," "He's the Last Word," "At Sundown" and "If You See Sally." The additional number to these Feist releases is a song from the pens of L. Wolfe Gilbert and Fred Rich, called "I Still Believe in You."

James Kendis, writer of "I'm Forever Blowing Bubbles," "Feather Your Nest" and other successes, is the composer and publisher of a song recently introduced by the Clicquot Club Eskimos, one of the featured acts in radio. The song is entitled "The Rose I Shall Always Remember."

Feist Songs Feature New Orleans Theatre Opening

"In a Little Spanish Town" and "It Made You Happy When You Made Me Cry" Saenger Theatre Presentations Prove Hits

"In a Little Spanish Town," the big success in the catalog of Leo Feist, Inc., was used as a feature musical number at the opening of the Saenger Theatre recently in New Orleans. This new theatre compares very favorably with the Paramount in New York. Despite all the excitement and enthusiasm following the opening of this New Orleans photoplay house, J. H. Saenger, who directs the theatre, found time to wire the following congratulations to the publisher.

"Your Feist song 'Little Spanish Town,' as featured in the organ presentation at the opening of the new Saenger Theatre, made a wonderful hit. Congratulations. Kindest regards."

Simultaneously Lester Santly, of the Feist firm, received the following telegram from R. P. Matthews, vice-president of the Robert Morton Organ Co.:

"At opening of greater Saenger Theatre Feist songs 'Spanish Town' and 'It Made You Happy When You Made Me Cry' were featured in organ presentation by John Hammond making most tremendous hit I ever witnessed on a presentation unit. Congratulations."

"King's Henchman" Scores Hit at Metropolitan Opera

Deems Taylor's Work, Published by J. Fischer & Bro., Enthusiastically Hailed Both by the Press and the Public at Its Premiere

The eagerly awaited Deems Taylor opera, "The King's Henchman," had its first public performance in the Metropolitan Opera House, New York, on Thursday, February 17. The opera, hailed as an immediate success and the best of American productions, was played to a brilliant audience who greeted it with extraordinary enthusiasm.

The book is by Edna St. Vincent Millay, the score by Mr. Taylor and the leading parts were played by Americans. The setting is Anglo-Saxon, based upon history and legend which tells of Eadger, of Wessex, King of England, in the early part of the tenth century, thus giving the basis for the proper operatic atmosphere and the use of historical costumes.

There is a brief and brilliant orchestral prelude which announces the knightly music of the King before the curtain rises on the opening scene of Eadger's court at Winchester. Throughout the whole opera Mr. Taylor's score shows his melodic gifts and he makes much of the atmosphere that is provided in the libretto through mystery and climaxes. There is a folk song of Cornwall which Mr. Taylor is particularly qualified to utilize, due to his long experience in choral writing.

Among the artists who took leading parts were Lawrence Tibbett, Edward Johnson, Florence Easton, Merle Alcock, George Meader, William Gustafson and Louis d'Angelo. The conductor was Tullio Serafin and the chorus master was Giulio Setti.

Deems Taylor and Edna St. Vincent Millay were sought out at the close of each act and at the conclusion of the performance and escorted to the stage to take curtain calls. They were presented with two huge laurel wreaths tied with red, white and blue ribbons with their opera's name, "The King's Henchman," and its date, February 17, 1927, "with the compliments of and congratulations of the Board of Directors of the Metropolitan Opera Co." To Mr. Taylor was also presented a large cigarette cabinet from thirty American singers of the company, half of whom had taken part in the evening's performance. The performance, accord-

ing to Mr. Gatti, was for the first time in the premiere of a native work sold out.

J. Fischer & Bro., 119 West Fortieth street, New York City, publish the score.

Since the above reception of Deems Taylor's work the Metropolitan Opera Co. has arranged with him for another American operatic work to be finished within the next two years and to be used at the opening of the new Metropolitan Opera House or before, if completed.

"Collette" Scores in Philadelphia Premiere

New Musical Comedy, Due in New York Shortly After March 1—Score Published by Leo Feist, Inc., Contains Several Hits

A new musical comedy called "Collette" recently opened at the Forrest Theatre, Philadelphia, Pa. It is billed to have its New York premiere shortly after March 1. "Collette" is said to be provided with some of the best music of the year and the Philadelphia papers all predict its popularity. The book, lyrics and music are by Joseph J. Garren and among the stars in the cast are Allan Prior and Desiree Ellinger. Prior will be remembered for his unusual success in "The Student Prince." The comedy is well cared for in the hands of Solly Ward and Victor Morley. Others in the cast include Marcella Shields, Gertrude Vanderbilt and Adeline Bendon.

In a musical way there is one song in "Collette" which will take its place among the season's hits. This is "There's Just One 'You.'" Close second for popular runners is a song called "I Want You For My Own" and the lighter numbers include "I've So Many Sweethearts," "Necking" and "Pick Up Your Feet." Leo Feist, Inc., is the publisher of the production's score.

The Forrest Theatre in Philadelphia, by the way an old landmark, following the three weeks appearance of "Collette" will be torn down. Its last musical show is a fitting production to mark the end of the Forrest history. It fully bears up the theatre's record of serving thoroughly enjoyable shows.

Sam Fox Co. Opens Drive on Song "Chinese Moon"

The Sam Fox Publishing Co., of Cleveland, O., and New York, has just opened a Spring campaign on its song, "Chinese Moon." In its plans the Fox firm proposes to use every channel of song exploitation in advancing the interests of this number. Owing to the quality of this musical offering, it has already been found a good piece of material for photoplay presentations. The first of these was given at the Allen Theatre, Cleveland, O., and arrangements for presentations in many other cities, including Detroit and Chicago, have already been made. William Robyn was brought from the Capitol Theatre, New York, for the Allen Theatre, Cleveland, "Chinese Moon" presentation.

Although "Chinese Moon" is an American publication taken over by the Fox organization some months back, it has already won wide popularity in Europe. It is considered one of the biggest successes in England to-day and it is a feature number in the Folies Bergere Show, Paris. The Berlin Co. of the Fox organization has issued a German version of "Chinese Moon" and a Scandinavian edition has also appeared through the Fox sub-agency there, Wilhelm Hansen.

"Chinese Moon" has already appeared on some of the leading talking machine records and doubtless will be in every catalog shortly.

The Natural Voice Talking Machine and Radio Cabinet Co., Oneida, N. Y., has changed its name to the Oneida Cabinet Corp.

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NEW YORK

Advance RECORD BULLETINS for April, 1927

Victor Talking Machine Co.

LIST FOR MARCH 4

- 20455 Blue Skies—Fox-trot, George Olsen and His Music 10
- Where's That Rainbow?—Fox-trot, George Olsen and His Music 10
- 20437 I Know, That You Know—Fox-trot, Nat Shilkret and the Victor Orch. 10
- Like He Loves Me—Fox-trot, Waring's Pennsylvanians 10
- 20457 In a Little Spanish Town—The Revelers 10
- Blue Skies—Johnny Marvin-Ed Smalle 10
- 20452 Sam, the Old Accordion Man—Williams Sisters 10
- Nothing Else Matters Anymore, Williams Sisters 10

LIST FOR MARCH 11

- 20465 Schultz Is Back Again—Four Aristocrats 10
- I Gotta Get Myself Somebody to Love, Four Aristocrats 10
- 20462 High, High High Up in the Hills—Frank Crumit 10
- Crazy Words, Crazy Tune—Frank Crumit 10
- 20458 In a Little Spanish Town ('Twas on a Night Like This)—Jesse Crawford 10
- Just a Bird's-eye View of My Old Kentucky Home—Jesse Crawford 10
- 20467 Hello! Swanee, Hello!—Fox-trot, Waring's Pennsylvanians 10
- Since I Found You—Fox-trot, Waring's Pennsylvanians 10
- 20466 Yankee Rose—Fox-trot, Roger Wolfe Kahn and His Orch. 10
- I'm Looking Over a Four-Leaf Clover—Fox-trot, Jean Goldkette and His Orch. 10

LIST FOR MARCH 18

- 20471 What Does It Matter?—Waltz, Nat Shilkret and the Victor Orch. 10
- Hoosier Sweetheart—Fox-trot, Jean Goldkette and His Orch. 10
- 20472 Somebody Else—Fox-trot, George Olsen and His Music 10
- Look at the World and Smile—Fox-trot, Jean Goldkette and His Orch. 10
- 20473 Crazy Words, Crazy Tune—Fox-trot, Irving Aaronson and His Commanders 10
- I Never See Maggie Alone—Fox-trot, Irving Aaronson and His Commanders 10
- 20463 It All Depends on You, Franklyn Baur-Jesse Crawford 10
- I'm Looking for a Girl Named Mary, Lewis James-Jesse Crawford 10

LIST FOR MARCH 25

- 20474 Rio Rita—Fox-trot, Nat Shilkret and the Victor Orch. 10
- The Kinkajou—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 20476 At Sundown (When Love Is Calling Me Home)—Fox-trot, George Olsen and His Music 10
- Here or There, as Long as I'm With You—Fox-trot, Waring's Pennsylvanians 10
- 20477 Ya Gonna Be Home To-night? (Oh, Yeh? Then I'll Be Over)—Smith Brothers (Trade-Mark) 10
- Hoosier Sweetheart (Say Who), Smith Brothers (Trade-Mark) 10
- 20478 Everything's Made for Love—Gene Austin 10
- Oh, How She Could Play a Ukulele, Johnny Marvin 10

Columbia Phonograph Co.

CELEBRITY SERIES

- 5068-M Prelude in C Sharp Minor (Rachmaninoff), Op. 3, No. 2—Piano Solo...Ethel Leginska 12
- Prelude in G Minor (Rachmaninoff), Op. 23, No. 5—Piano Solo...Ethel Leginska 12
- 129-M Home, Sweet Home (Bishop)—Instrumental, Musical Art Quartet 10
- Old Folks at Home (Swanee River) (Foster)—Instrumental...Musical Art Quartet 10

DANCE MUSIC

- 887-D What Does It Matter?—Waltz, with Vocal Chorus by Gladys Rice and Franklyn Baur, Paul Ash and His Orch. 10
- You're the One for Me—Fox-trot, with Vocal Chorus by Gladys Rice and Lewis James, Paul Ash and His Orch. 10
- 860-D Blue Skies—Fox-trot, with Vocal Chorus by Charles Kaley...The Knickerbockers 10
- To-night You Belong to Me—Waltz, with Vocal Chorus by Vincent Van Tuyl, The Cavaliers (Waltz Artists) 10
- 880-D Yankee Rose—Fox-trot, with Vocal Chorus by the Orchestra—Paul Specht and His Orch. 10
- If All the Stars Were Pretty Babies—Fox-trot, with Vocal Chorus by Johnny Morris, Paul Specht and His Orch. 10
- 855-D My Little Bunch of Happiness—Fox-trot, with Vocal Chorus by Charles Kaley, Leo Reisman and His Orch. 10
- Angel Eyes—Fox-trot, with Vocal Chorus by Charles Kaley...Leo Reisman and His Orch. 10
- 867-D Sam, the Old Accordion Man—Fox-trot, with Vocal Chorus by Al Lentz, Al Lentz and His Orch. 10
- If You Can't Tell the World She's a Good Little Girl Just Say Nothing at All—Waltz, with Vocal Chorus by Al Lentz, Al Lentz and His Orch. 10

- 881-D Muddy Water (A Mississippi Moan)—Fox-trot, with Vocal Chorus by Charles Kaley, D. Voorhees and His Earl Carroll's Vanities Orch. 10
- Who Do You Love? (From "Earl Carroll's Vanities")—Fox-trot, with Vocal Chorus by Charles Kaley, D. Voorhees and His Earl Carroll's Vanities Orch. 10
- 882-D Moonbeam! Kiss Her For Me—Fox-trot, with Vocal Chorus by Lewis James and Elliott Shaw...Howard Lanin and His Orch. 10
- Forgive Me—Fox-trot, with Vocal Chorus by Lewis James...Howard Lanin and His Orch. 10
- 885-D 'Deed I Do—Fox-trot, with Vocal Chorus by Johnny Marvin...The Radiolites 10
- Coronado Nights—Fox-trot, with Vocal Chorus by Johnny Marvin...The Radiolites 10
- 874-D Since I Found You—Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (S. C. Lanin, Dir.) 10
- You Know, I Know Ev'rything's Made for Love—Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (S. C. Lanin, Dir.) 10
- 871-D Crazy Words, Crazy Tune—Fox-trot, with Vocal Chorus by Johnny Marvin, Fred Rich and His Hotel Astor Orch. 10
- High, High, High Up in the Hills—Fox-trot, with Vocal Chorus by Johnny Marvin, Fred Rich and His Hotel Astor Orch. 10
- 857-D A Tree in the Park (From "Peggy-Ann")—Fox-trot, with Vocal Chorus by Tom Stacks, Harry Reser's Syncopators 10
- Where's That Rainbow? (From "Peggy-Ann")—Fox-trot...Harry Reser's Syncopators 10
- 859-D When I First Met Mary—Fox-trot, with Vocal Chorus by Milton Watson, Paul Ash and His Orch. 10
- Honey Do—Fox-trot...Paul Ash and His Orch. 10
- 870-D Delilah—Fox-trot, with Vocal Chorus by Lewis James...The Knickerbockers 10
- I Found a Million-Dollar Baby (In a Five and Ten Cent Store)—Fox-trot, with Vocal Chorus by Lewis James...The Knickerbockers 10
- 856-D If I Didn't Know Your Husband and You Didn't Know My Wife—Fox-trot, with Vocal Chorus by Al Lentz and Irving Loonan...Al Lentz and His Orch. 10
- I Never See Maggie Alone—Fox-trot, with Vocal Chorus...Al Lentz and His Orch. 10
- 883-D I Love the College Girls—Fox-trot, with Vocal Chorus...California Ramblers 10
- Stockholm Stomp—Fox-trot, California Ramblers 10
- 863-D Who'll Be the One?—Fox-trot, with Vocal Chorus by Peabody Trio...The Seven Aces 10
- Have You Forgotten?—Fox-trot, with Vocal Chorus by Peabody Trio...The Seven Aces 10
- 866-D Oh, How She Could Play a Ukulele—Fox-trot, with Vocal Chorus by Rick and Snyder, Al Handler's Alamo Cafe Orch. 10
- Havin' Lots of Fun—Fox-trot, with Vocal Chorus by Rick and Snyder, Al Handler's Alamo Cafe Orch. 10
- 862-D Sidewalk Blues—Fox-trot, Cook and His Dreamland Orch. 10
- White Ghost Shivers—Fox-trot, New Orleans Owls 10
- 861-D Someday Sweetheart—Fox-trot, The Charleston Chasers 10
- After You've Gone—Fox-trot, The Charleston Chasers 10

VOCAL RECORDS

- 869-D When I First Met Mary—Vocal Duet, Ford-Glenn 10
- There's a Little White House (Where the Red, Red Roses Grow)—Vocal Duet, Ford-Glenn 10
- 886-D Muddy Water (A Mississippi Moan)—Vocal, Charles Kaley 10
- High, High, High Up in the Hills—Vocal, Charles Kaley 10
- 878-D Blue Skies—Vocal Trio...Giersdorf Sisters 10
- In a Little Spanish Town—Vocal Trio, Giersdorf Sisters 10
- 864-D Tell Me To-night—Vocal Duet...Ford-Glenn 10
- Pal of My Lonesome Hours—Vocal Duet, Ford-Glenn 10
- 865-D There Ain't No Maybe in My Baby's Eyes—Vocal...Ruth Etting 10
- 'Deed I Do—Vocal...Ruth Etting 10
- 879-D Rosie O'Ryan—Tenor Solo...Franklyn Baur 10
- I'm Looking for a Girl Named Mary—Tenor Solo...Lewis James 10
- 875-D Where Do You Work-a, John?—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- Bridget O'Flynn (Where've Ya Been?)—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- 884-D I've Lost All My Love for You—Vocal, Kenneth Casey 10
- A Lonesome Boy's Letter Back Home—Vocal, Kenneth Casey 10

INSTRUMENTAL MUSIC

- 858-D In a Little Spanish Town—Organ Solo on the Wurlitzer Organ, Tivoli Theatre, Newark, N. J. Harold L. Rieder 10
- Mary Lou—Organ Solo on the Wurlitzer Organ, Tivoli Theatre, Newark, N. J., Harold L. Rieder 10
- 868-D Golden Showers—Waltz, Ferera's Hawaiian Instrumental Quintet 10
- Hawaiian Sunset—Waltz, Ferera's Hawaiian Instrumental Quintet 10
- 877-D Bisbee's Waltz, Henry Ford's Old-Fashioned Dance Orch. 10
- Baxter's March and Two Step: Intro. "Nancy Lec." Henry Ford's Old-Fashioned Dance Orch. 10
- 876-D A Perfect Day—Vibraphone Solo, George Hamilton Green 10
- Whispering Hope—Vibraphone Solo, George Hamilton Green 10

SACRED MUSIC

- 50035-D Messiah: And the Glory of the Lord (Handel)—Mixed Chorus, Dr. Henry Coward and the Sheffield Choir 12
- Creation: The Heavens Are Telling (Haydn)—Mixed Chorus, Dr. Henry Coward and the Sheffield Choir 12
- 50033-D Messiah: Lift Up Your Heads (Handel)—Mixed Chorus, Dr. Henry Coward and the Sheffield Choir 12

- Messiah: (a) His Yoke Is Easy and His Burden Light; (b) Behold the Lamb of God (Handel)—Mixed Chorus, Dr. Henry Coward and the Sheffield Choir 12
- 50034-D Messiah: He Was Despised (Handel)—Contralto Solo...Carrie Herwin 12
- Messiah: O Thou That Tellest Good Tidings Zion (Handel)—Contralto Solo, Carrie Herwin 12
- 50032-D The Palms (Faure)—Tenor Solo, Lewis James 12
- Hosanna! (Easter Song) (Granier)—Tenor Solo...Lewis James 12
- 872-D The Unclouded Day—Vocal Duet, Homer A. Rodeheaver-Doris Doe 10
- Satisfied There—Vocal Duet, Homer A. Rodeheaver-Doris Doe 10
- 873-D Brighten the Corner Where You Are—Vocal, Homer A. Rodeheaver 10
- If Your Heart Keeps Right—Vocal, Homer A. Rodeheaver 10
- FAMILIAR TUNES—OLD AND NEW
- 15123-D Shortening Bread, Gid Tanner and His Skillet-Lickers with Riley Puckett 10
- I Don't Love Nobody, Gid Tanner and His Skillet-Lickers with Riley Puckett 10
- 15121-D The Wreck of the Royal Palm Express—Vocal, Al Craver 10
- The Wreck of Number Nine—Vocal, Al Craver 10
- 15125-D Put My Little Shoes Away—Vocal, Riley Puckett 10
- Take Me Back to My Old Carolina Home—Vocal...Riley Puckett 10
- 15122-D I'll Be With You When the Roses Bloom Again—Vocal Duet...Burnett and Rutherford 10
- Lost John—Vocal Duet, Burnett and Rutherford 10
- 15124-D I Don't Reckon That'll Happen Again, Fate Norris and the Tanner Boys 10
- New Dixie...Fate Norris and the Tanner Boys 10
- 15126-D Barbara Allen—Vocal...Al Craver 10
- The Three Drowned Sisters—Vocal...Al Craver 10

Brunswick Records

- 3426 Blue Skies (Berlin)—Fox-trot, for Dancing; with Vocal Chorus, Vincent Lopez and His Casa Lopez Orch. 10
- Since I Found You (Clare-Woods)—Fox-trot, for Dancing; with Vocal Chorus, Vincent Lopez and His Casa Lopez Orch. 10
- 3433 In a Little Spanish Town ('Twas on a Night Like This) (Lewis-Young-Wayne)—Voice, with Guitars with Nick Lucas Orch., "The Crooning Trouhadour" 10
- Put Your Arms Where They Belong (For They Belong to Me) (David-Santly-Ackman)—Voice and Guitar, Nick Lucas, "The Crooning Trouhadour" 10
- 3411 "Je T'Aime" Means "I Love You" (Gourand)—Fox-trot, for dancing; with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch. 10
- He's The Last Word (Kahn-Donaldson)—Fox-trot, for Dancing; with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch. 10
- 3407 Washboard Blues (Carmichael-Callahan-Mills)—Fox-trot, for Dancing, Red Nichols and His Five Pennies 10
- That's No Bargain (Nichols)—Fox-trot, for dancing...Red Nichols and His Five Pennies 10
- 3403 In a Little Spanish Town ('Twas on a Night Like This) (Lewis-Young-Wayne)—Waltz, for Dancing; with Vocal Trio, Castlewood Marimba Band 10
- Still Waters (Schafer-Wayne-Golden)—Waltz, for Dancing...Castlewood Marimba Band 10
- 3413 The Little White House (At the End of Honey-moon Lane) from "Honeymoon Lane" (Dowling-Hanley)—Tenor, with Orch...Frank Munn 10
- One Alone—from "The Desert Song" (Harbach-Hammerstein-Romberg)—Tenor, with Orch...Frank Munn 10
- 3163 Alma Mater (Barnes)—Male Voices; Furman (S. C.) University Glee Club, J. Oscar Miller, Director 10
- Lo, How a Rose E'er Blooming (Praetorius) (Arr. by A. T. D.)—Male Voices, Furman (S. C.) University Glee Club, J. Oscar Miller, Director 10
- 3177 (a) Alexander (Brewer) (b) Old New York University (Ferns)—Male Voices, New York University Glee Club, Alfred M. Greenfield, Conductor 10
- The Palisades (Genns) (Arr. by Stoessel)—Male Voices, New York University Glee Club, Alfred M. Greenfield, Conductor 10
- 3415 Ev'rything's Made for Love (Johnson-Tobias-Sherman)—Fox-trot, for Dancing; with Vocal Quartet...Vincent Lopez and His Casa Lopez Orch. 10
- Song of The Wanderer (Where Shall I Go) (Moret)—Fox-trot, for Dancing; with Vocal Quartet...Vincent Lopez and His Casa Lopez Orch. 10
- 3383 One Golden Hour, from "The Wild Rose" (Harbach-Hammerstein-Friml)—Waltz, for Dancing...Carl Fenton's Orch. 10
- Twilight, from "Earl Carroll's Vanities" (Henry-Hamilton)—Waltz, for Dancing, Carl Fenton's Orch. 10
- 3435 Muddy Water (Trent-De Rose-Richman)—Comedian, with Orch...Harry Richman 10
- Ain't She Sweet (Yellen-Ager)—Comedian, with Orch...Harry Richman 10
- 3260 Throw Out the Lifeline (Ufford)—Baritone, with Orch...Homer Rodeheaver 10
- Yield Not to Temptation (Palmer)—Baritone, with Orch...Homer Rodeheaver 10
- 3231 Come to The Fair (Taylor-Martin)—Tenor, with Orch...Allen McQuhae 10
- Sound of the Irish Bell's (Brandon-Trent)—Tenor, with Orch...Allen McQuhae 10
- 30115 Last Rose of Summer, Intro.; In Flotow's "Martha" (Moore)—Soprano, with Orch., Edith Mason 10
- Good-Bye (Melville-Tosti)—Soprano, with Orch., Edith Mason 10
- 15121 Lohengrin—Prelude to Act III (Wagner) Symphony Orchestra, Cleveland Orchestra, Nikolaj Sokoloff, Conductor 10



LATEST RECORD BULLETINS—(Continued from page 140)

- Lohengrin—Wedding Music—Act III—Scene I (Wagner)—Symphony Orchestra, Cleveland Orchestra Nikolai Sokoloff, Conductor
- 3452 Yankee Rose (Holden-Frankl)—Fox-trot, for Dancing; Harry Archer and His Orch. High-High-High Up in The Hills (Watching The Clouds Roll By) (Lewis-Young-Abrahams)—Fox-trot, for Dancing; Vocal Trio by The Bonnie Laddies
- 3428 Here or There (As Long As I'm With You) (Davis-Greer)—Vocal Duet with Piano, The Radio Franks White and Bessinger My Little Bunch of Happiness (David-Akst)—Vocal Duet with Piano, The Radio Franks, White and Bessinger
- 3455 Ev'ry Little While (Steel-Heagney)—Fox-trot, for Dancing; with Vocal Chorus, Ben Selvin and His Orch. Never Without You (Davis-Burke)—Fox-trot, for Dancing; with Vocal Chorus, Ben Selvin and His Orch.
- 3454 'Deed I Do (Hirsch-Rose)—Fox-trot, for Dancing; with Vocal Trio by The Bonnie Laddies, Park Lane Orch. I Love You But I Don't Know Why (Malie-Capman)—Fox-trot, for Dancing; Vocal Trio by The Bonnie Laddies, Park Lane Orch.
- 3434 I Love The College Girls (Jaffe-Bonx)—Fox-trot, for Dancing; Vocal Trio by The Bonnie Laddies Six Jumping Jacks Crazy Words—Crazy Tune (Vo-do-de-O) (Yellen-Ager)—Fox-trot, for Dancing; Vocal Trio by The Bonnie Laddies Six Jumping Jacks
- 3440 Pretty Lips (Donaldson-Straight)—Fox-trot, for Dancing; with Vocal Chorus, The Clevelanders When I First Met Mary (Little-Verges-Shay)—Fox-trot, for Dancing; with Vocal Chorus, The Clevelanders
- 10276 Falling in Love With You (Davis-Meyer)—Baritone, with Orch. John Charles Thomas Calling Me Back to You (Seaver)—Baritone, with Orch. John Charles Thomas
- 50062 Kreutzer Sonata—Part I (Beethoven)—Violin and Piano, Bronislaw Huberman and Sigfried Schultz Kreutzer Sonata—Part II (Beethoven)—Violin and Piano, Bronislaw Huberman and Sigfried Schultz
- 50063 Kreutzer Sonata—Part III (Beethoven)—Violin and Piano, Bronislaw Huberman and Sigfried Schultz Kreutzer Sonata—Part IV (Beethoven)—Violin and Piano, Bronislaw Huberman and Sigfried Schultz
- 50064 Kreutzer Sonata—Part V (Beethoven)—Violin and Piano, Bronislaw Huberman and Sigfried Schultz Kreutzer Sonata—Part VI (Beethoven)—Violin and Piano, Bronislaw Huberman and Sigfried Schultz
- 3442 My Little Bunch of Happiness (Davis-Akst)—Fox-trot, for Dancing; with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch. I Can't Believe That You're in Love With Me (Caskill-McHugh)—for Dancing; with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch.
- 3425 Here or There (As Long As I'm With You)—Fox-trot, for Dancing; with Vocal Chorus, Ben Selvin and His Orch. Sam, the Old Accordion Man (Donaldson)—Fox-trot, for Dancing; with Vocal Chorus, Ben Selvin and His Orch.
- 3432 Where's That Rainbow, from "Peggy Ann" (Hart-Rodgers)—Fox-trot, for Dancing; with Vocal Chorus, Frank Black and His Orch. A Tree In The Park, from "Peggy Ann" (Hart-Rodgers)—Fox-trot, for Dancing; with Vocal Chorus, Frank Black and His Orch.
- 3431 Sing, from "Betsy" (Hart-Rodgers)—Fox-trot, for Dancing; with Vocal Chorus, Park Lane Orch. Sweeter Than You, from "Twinkle Twinkle" (Kalmar-Ruby)—Fox-trot, for Dancing; with Vocal Chorus, Park Lane Orch.
- 3439 I'm Looking Over a Four-Leaf Clover (Dixon-Woods)—Voice, with two Guitars, Nick Lucas "The Crooning Troubadour" High-High-High Up in the Hills (Watching the Clouds Roll By) (Lewis-Young-Abrahams)—Voice, with Guitar, Nick Lucas, "The Crooning Troubadour"
- 3462 The Little White House (At the End of Honeymoon Lane) from "Honeymoon Lane" (Dowling-Hanley)—Piano solo, Lee Sims It Made You Happy When You Made Me Cry (Donaldson)—Piano solo, Lee Sims
- 3443 Crazy Words—Crazy Tune (Vo-Do-De-O) (Yellen-Ager)—Comedienne, with Orch., Vaughn De Leath Since I Found You (Clare-Woods)—Comedienne, with Orch. Vaughn de Leath
- 3438 The Sphinx (Just Sits and Thinks and Thinks and Thinks) (King-Warren)—Fox-trot, Anglo Persians Under direction of Louis Katzman Delilah (Memories of Dardanella) (Rose-Fisher)—Fox-trot, Anglo Persians, Under direction of Louis Katzman
- 3444 Im Looking Over a Four-Leaf Clover (Dixon-Woods)—Fox-trot, for Dancing; with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch. Ain't She Sweet (Yellen-Ager)—Fox-trot, for Dancing; with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch.
- 3410 I Know That You Know, from "Oh Please" (Caldwell-Youmans)—Fox-trot, for Dancing; Piano Duet with Orch; with Male Quartet, Phil Ohman and Victor Arden with Their Orch. One Alone, from "The Desert Song" (Harbach-Hammerstein-Romberg)—Fox-trot, for Dancing; Piano Duet with Orch., and Male Quartet, Phil Ohman and Victor Arden with Their Orch.
- 3381 Maybe, from "Oh Kay" (Gershwin)—Soprano and Tenor, with two Pianos; Phil Ohman and Victor Arden at the Pianos, Virginia Rea and Franklyn Baur Someone to Watch Over Me, from "Oh Kay" (Gershwin)—Soprano and Tenor, with two pianos; Phil Ohman and Victor Arden at the Pianos Virginia Rea and Franklyn Baur
- 10267 Zigeunerweisen—Part I (Gypsy Airs) (Op. 20) (Sarasate)—Violin Solo; Piano by Maurice Nadelle Mishel Piastro Zigeunerweisen—Part II (Gypsy Airs) (Op. 20) (Sarasate)—Violin solo; piano by Maurice Nadelle Mishel Piastro
- 15122 Marriage of Figaro (Deh, veni, non tardar) (Mozart)—Soprano, with Orch.; in Italian, Elisabeth Rethberg Magic Flute (Pamina's Air) (Mozart)—Soprano with Orch.; in German Elisabeth Rethberg

Edison Disc Records

SPECIALS

- 51922 Sweet Adeline Your'e the Flower of My Heart (Gerard-Armstrong) . . Metropolitan Mixed Chorus Maggie Murphy's Home (Harrigan-Braham) Metropolitan Mixed Chorus
- 51924 The Little White House (At the End of Honeymoon Lane) (from "Honeymoon Lane") (Dowling-Hanley) Frederick Kinsley on the Midmer-Losh Pipe Organ Roses Remind Me of You (Davis-Sherman-Burke) Frederick Kinsley on the Midmer-Losh Pipe Organ
- 51928 Strumming (The Blues Away) (Sargeant Marvin) . . Johnny Marvin "The Ukulele Ace" with Clarinet and Guitar by Andy Sannella 'Deed I Do (Hirsch-Rose)—Johnny Marvin "The Ukulele Act," with Clarinet and Guitar by Andy Sannella
- 51930 Bisbee Medley—Waltz—Henry Ford's Old-Time Dance Orchestra I Want to Go Tomorrow, Henry Ford's Old-Time Dance Orchestra
- 51931 The Desert Song—Selection (A Romantic Operetta; Intro: "It," "The Desert Song," "One Alone," "Let's Have a Love-Affair," "The Riff Song" (O. Harbach-O. Hammerstein, 2d-S. Romberg) Peerless Concert Orchestra My Sweetheart Waltz (Pease-Veo-E. G. Nelson) Peerless Concert Orchestra
- 80877 Captain Mac! (P. J. O'Rielly and Wilfrid Sanderson) Arthur Middleton Dear Heart Of Mine (Vendell-Woods-Hall) Arthur Middleton
- 51926 At the End of the Way (Rev. W. C. Poole and B. D. Ackley) Homer Rodeheaver and Chorus So Wonderful (H. H. Whitney) Homer Rodeheaver and Chorus
- 51936 One Alone (from "The Desert Song") (O. Harbach-Oscar Hammerstein, 2nd-Sigmund Romberg) Frederick Kinsley on the Midmer-Losh Pipe Organ Mary Lou (Abe Lyman-George Waggoner-J. Russel Robinson), Frederick Kinsley on the Midmer-Losh Pipe Organ
- 51938 Hand Me Down My Walking Cane (Singing, Fiddle, Harmonica, Banjo and Guitar)—Ernest V. Stoneman and The Dixie Mountaineers Tell Mother I Will Meet Her (Singing, Fiddle, Harmonica and Guitar), Ernest V. Stoneman and The Dixie Mountaineers
- 51939 Nola (Felix Arndt)—Whistling Solo by Carson Robison, (The Kansas Jay-Bird) Playing his own Accompaniment Whistling Solo by Carson Robison (The Kansas Jay-Bird) Playing his own Accompaniment
- 51941 Yankee Rose (Sidney Holden and Abe Frankl), Piano Solo by Duke Yellman Since I Found You (Sidney Clare and Harry Woods) Piano Solo by Duke Yellman
- 51942 The Birth of The Shamrock (Jamie Kelly and William Cahill) Charles Harrison The Harp That Once Thro' Tara's Halls (Thomas Moore) Joseph M. White
- FLASHES
- 51921 You Went Away Too Far (And Stayed Away Too Long)—Fox-trot, (Alfred Bryan and J. V. Monaco) Saxophone, Accordion, Banjo and Piano The Florida Four When I First Met Mary—Fox-trot, (G. A. Little, J. Verges and L. Shay), Saxophone, Accordion, Banjo and Piano The Florida Four
- 51923 Rhapsodie Russe—Fox-trot Overture Featuring "Vo'ga Boat Song" and Tschaiakowsky's "1812" (J. Nussbaum) Harold Veo and His Arrowhead Inn Orch. Pale Moon (And Indian Love Song)—Fox-trot (Frederick Knight Logan), Harold Veo and His Arrowhead Inn Orch.
- 51925 One Alone—Fox-trot (from "The Desert Song") (Otto Harbach-Oscar Hammerstein 2d, and S. Romberg), B. A. Rolfe and His Palais D'or Orch. "Je T'Aime"—Means "I Love You"—Fox-trot (from "Gay Paree") (Powers Gouraud) B. A. Rolfe and His Palais D'or Orch.
- 51920 Yankee Rose—Fox-trot (Sidney Holden and Abe Frankl) Oreste and His Queensland Orchestra with Vocal Refrain Desert Eyes—Fox-trot (May Singhi Breen and Peter De Rose) Oreste and His Queensland Orchestra with Vocal Refrain
- 51919 Who Do You Love?—Fox-trot (Ray Klages-Hugo Frey-Fred Rich), Don Voorhees and His Earl Carroll's "Vanities" Orchestra—Singing by Harold Yates Blue Skies—Fox-trot (Irving Berlin) Don Voorhees and His Earl Carroll's "Vanities" Orchestra—Vocal Refrain by Harold Yates and Cooper Lawley
- 51927 Muddy Water (A Mississippi Moan)—Slow Drag (Jo' Trent-Peter De Rose-Harry Richmond), Don Voorhees and His Earl Carroll's "Vanities" Orchestra—Singing by Harold Yates Song of The Wanderer—A "Roving" Fox-trot (Neil Moret) . . Duke Yellman's Parody Club Pals
- 51929 Sam, The Old Accordion Man—Fox-trot (Walter Donaldson) Earl Oliver's Jazz Babies, Singing by Tom Howard I Love The College Girls—Fox-trot (Moe Jaffe and Nat Bonx), Earl Oliver's Jazz Babies, Singing with Vocal Chorus
- 51933 If Tears Could Bring You Back to Me (I'd Cry My Eyes Out For You)—Fox-trot, (Howard Johnson-Irving Bibo-Phil Moore) Ernie Golden and His Hotel McAlpin Orchestra—Vocal Refrain by "Cookie" (The California Sunshine Girl) How'd Ya Like To Meet Me In The Moonlight? (Aw Come On Let's Do)—Fox-trot, (Gene Austin-Sam Coslow-Maceo Pinkard) Harry Pollack and His Orchestra—Vocal Chorus by Jack Davis
- 51934 Forgive Me—Fox-trot (Jack Yellen and Milton Ager) Ernie Golden and His Hotel McAlpin Orchestra—Vocal Refrain by "Cookie" (The California Sunshine Girl) Where's That Rainbow?—Fox-trot (from "Peggy Ann") (Lorenz Hart and Richard Rodgers) Harry Pollock and His Orchestra
- 51940 That Saxophone Waltz (Jules Mingo and Berry J. Sisk),

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SH--SH--SH--
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by Gus Kahn & Isham Jones

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by KAHN and DONALDSON

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NEW YORK CITY

(Continued on page 142)

LATEST RECORD BULLETINS—(Continued from page 141)

Jack Stillman's Orchestra—with Vocal Refrain Love Me All The Time—Waltz (Ann Bennis-Ed. Rose-Frank Magine).

GENERAL GROUP

73010 Di Mey playant willen wi planten (Gezongen in het Nederlandsch) Drie Koningen Lied (W. Pypers).....A. Noordewier-Reddingius

McGee and Jubilee Singers Assisting, Arizona Dranes 10

INSTRUMENTAL RECORDS

40762 Wild Cat (Venuti-Lang)—Violin and Guitar, Joe Venuti-Ed Lang

Second Baptist Church Trio 10 He'll Fix It All (McClurkins)—Sacred, with Piano Accomp....Second Baptist Church Trio 10

Vocalion Records

15511 Blue Skies (Berlin)—Comedian, with Orch., Harry Richman

Edison Blue Amberol Records

5278 I'm the Man That Rode the Mule Around the World—Singing, Jews Harp, Harmonica, Fiddle and Guitar.....Vernon Dalhart

OLD-TIME TUNE RECORDS

45084 The Fatal Wedding—Singing, with Fiddle and Guitar.....Ernest V. Stoneman

Okeh Records

FEBRUARY 25 RELEASE 40754 Blue Skies (Berlin)—Fox-trot, with Vocal Refrain by Vaughn De Leath.

VOCAL RECORDS

40768 Muddy Water (A Mississippi Moan) (Trent-DeRose-Richman)—Contralto, with Orch., Vaughn De Leath

IRISH RECORD

21034 The Green Groves of Erin—Irish Reel, with Violin and Piano.....Charles McDonough

RACE RECORDS

8441 The Great Day of His Wrath (Rev. J. W. McBride)—Spiritual; Sermon, with Singing.

LATEST RECORD BULLETINS—(Continued from page 142)

- Chorus Fleetwood Orch.
- When I First Met Mary (Little-Verges-Shay)—
Fox-trot, for Dancing, with Vocal Chorus,
Tuxedo Orch.
- 5122 When I Was Single—Vocal Duet, with Mando-
lin and Guitar,
Lester McFarland and Robert A. Gardner
- Sarah Jane—Vocal Duet, with Mandolin and
Guitar and Harmonica,
Lester McFarland and Robert A. Gardner
- 5021 Going Down the Road Feeling Bad—Vocal Trio
by Hopkins Brothers, Instrumental,
The Hill Billies
- Texas Gals—Ukulele by John Hopkins, Instru-
mental The Hill Billies
- 1079 Baby Won't You Please Come Home (Warfield-
Williams)—Fox-trot, for Dancing, Vocal
Chorus by Evelyn Thompson,
Fletcher Henderson and His Orch.
- Some of These Days (Brooks)—Fox-trot, for
Dancing, Vocal Chorus by Evelyn Thompson,
Fletcher Henderson and His Orch.
- 8071 El Chilpayate (Cancion Mexicana) (I. Fernan-
dez Esperon)—Soprano and Baritone, with
Orch. In Spanish
Margarita Cueto y Juan Pulido con The Castilians
Sonsa (Del Hoyo)—Tango, Soprano, with Orch.
- 15524 Moonbeam! Kiss Her for Me (Dixon-Woods)—
Fox-trot, for Dancing.....The Bostonians
- Yankee Rose—Fox-trot, for Dancing,
Vanderbilt Orch.
- 15522 My Little Bunch of Happiness (Davis-Akst)—
Fox-trot, for Dancing, with Vocal Duet,
Al Goering's Collegians
- Ev'ry Little While (Steele-Heagney)—Fox-trot,
for Dancing, with Vocal Chorus
Kensington Serenaders
- 5126 Casey's Whistle—Voice and Guitar
Lester McFarland
- Clover Blossom—Voice and Guitar,
Robert A. Gardner
- 1081 Rattle Snake Groan (Miller)—Comedienne, with
Violin and Piano Luella Miller
- Dreaming of You Blues (Miller)—Comedienne,
with Guitar and Violin.....Luella Miller
- 8080 En La Chinampa (At the Chinampa) (Jose C.
Cantu)—Tenor and Soprano with Orch. In
Spanish, Acompanamiento por la Orquesta
AcostaDuetto Acosta (Patino-Guzman)
- Corriendo y Volando (Running and Flying)
(Arr. Ed. Tavo)—Vocal Trio, with Orch.; In
Spanish Acompanamiento por la Orquesta
Acosta Trio National

Emerson Records

DANCE RECORDS

- 3112 Birth of the Blues—Fox-trot, with Vocal Chorus,
Fred Hall and His Orch.
- Moonlight on the Ganges—Fox-trot, with Vocal
Chorus Fred Hall and His Orch.
- 3113 Yankee Rose—Fox-trot,
Frank Dailey and His Orch.
- Somebody Else (From "Yours Truly")—Fox-
trot, with Vocal Chorus. Marlborough Dance Orch.
- 3114 That's My Hap-Hap-Happiness—Fox-trot, with
Vocal Chorus Marlborough Dance Orch.
- There's Everything Nice About You—Fox-trot,
with Vocal Chorus... Frank Dailey and His Orch.
- 3115 Half Moon (From "Honeymoon Lane")—Fox-
trot, with Vocal Chorus. Fred Hall and His Orch.
- Someone to Watch Over Me—Fox-trot, with
Vocal Chorus Bert Kaplan and His Orch.
- 3116 At Sundown—Fox-trot, with Vocal Chorus,
Bert Kaplan and His Orch.
- I'm Looking Over a Four-Leaf Clover—Fox-
trot, with Vocal Chorus,
Bert Kaplan and His Orch.
- 3117 Idolizing—Fox-trot, with Vocal Chorus,
Marlborough Dance Orch.
- Blue Skies—Fox-trot, with Vocal Chorus,
Frank Dailey and His Orch.
- 3118 It Won't Be Long Before She Belongs to Me
—Fox-trot, with Vocal Chorus,
Pennsylvania Syncopators
- It's This One To-day and That One To-morrow
—Fox-trot, with Vocal Chorus,
Pennsylvania Syncopators
- 3119 Thrown Down Blues.....Original Indiana Five
- St. Louis Blues.....Original Indiana Five

VOCAL RECORDS

- 3120 Ain't She Sweet?—Novelty Solo,
Honey Duke and His Uke
- Crazy Words, Crazy Tune—Novelty Solo,
Honey Duke and His Uke
- 3121 Song of the Wanderer—Tenor Solo... Arthur Fields
- Swanee River Trail—Tenor Solo..... Arthur Hall
- 3122 What Does It Matter?—Tenor Solo... Arthur Fields
- I'm Looking for a Girl Named Mary—Tenor
Solo Charles Hart
- 3123 Voom Voom (Moaden on the Gayden)—Novelty
Duet The Topnotchers
- I Love the College Girls—Novelty Duet,
The Topnotchers
- 3124 Muddy Water—Tenor Solo..... Arthur Fields
- It All Depends on You—Tenor Solo... Arthur Fields

STANDARD RECORDS

- 7157 Listen to the Mocking Bird—Whistling Solo,
Billy Golden
- Carry Me Back to Old Virginny—Contralto
Solo Nevada Vanderveer
- 7158 American Patrol—March... Emerson Military Band
- El Capitan—March Emerson Military Band
- 7159 Softly and Tenderly—Vocal Duet... Johnston-Durant
- Rock of Ages—Vocal Duet..... Johnston-Durant
- 7160 My Wild Irish Rose—Tenor Solo... Walter Scanlan
- Mother Machree—Tenor Solo..... Walter Scanlan
- 7161 The World Is Waiting for the Sunrise—Tenor
Solo Frank Taylor
- Marcheta—Tenor Solo Charles Harrison
- 7162 Prisoner's Song—Vocal Solo..... Vernon Dalhart
- After the Ball Is Over—Vocal Solo. Vernon Dalhart
- 7338 Let Me Call You Sweetheart—Tenor Solo,
Arthur Hall
- Meet Me To-night in Dreamland—Tenor Solo,
Franklyn Baur

Gennett Records

(Electroheam Black Label Records)
POPULAR DANCE RECORDS

- 6026 There Ain't No Mavbe in My Baby's Eyes—
Blues Fox-trot ... Harry Pollock's Blue Diamonds
- A Blues Serenade—Blues,
Johnny Silvester and His Playmates
- 6027 Song of the Wanderer—Fox-trot,
Johnny Silvester and His Playmates
- One Alone (From "The Desert Song")—Fox-

- trot Harry Pollock's Blue Diamonds
- 6028 Carolina Mine (Your Rolling Stone Is Rolling
Home)—Waltz Mendoza's Music Masters
- Consolation—Waltz Dreamland Specialty Orch.
- 6029 It's O. K. Katy With Me—Black Bottom
Rhythm; Fox-trot,
Felix Ferdinando and His Orch.
- Just One More Kiss—Melody Fox-trot,
Harry Pollock's Blue Diamonds
- 6031 Still Waters—Waltz Mendoza's Music Masters
- Let's Forgive and Forget—Waltz,
George Flores' Clover Gardens Orch.
- 6037 Blue Skies—Fox-trot,
Felix Ferdinando and His Orch.
- Forgive Me—Fox-trot,
Lou Gold, with the Melody Men
- 6038 The Sphinx—Oriental Fox-trot... Arabian Knights
- My Little Bunch of Happiness—Fox-trot,
Arabian Knights
- 6039 Sunny Hawaii—Fox-trot... Gowan's Rhapsody Makers
- I'm Looking Over a Four-Leaf Clover—Fox-trot,
Gowan's Rhapsody Makers
- 6045 Make Me Know It—Fox-trot,
Jelly James and His Fewscians
- Georgia Bo-Bo—Fox-trot,
Jelly James and His Fewscians

COMIC VOCAL

- 6046 The Worst Rose of Summer—Laughing Record,
Vaughn De Leath
- By the Side of the Omelette Sea. Vaughn De Leath
- POPULAR VOCAL RECORDS
- 6030 The Coat and Pants Do All the Work (And the
Vest Gets All the Gravy)—Vocal,
Jack Kaufman-Belle Brooks
- He Knows His Groceries—Vocal,
Jack Kaufman-Belle Brooks
- 6032 Perhaps You'll Think of Me—Vocal,
Delores Valesco
- Charmaine (From "What Price
Glory?")—
Soprano Delores Valesco
- 6033 What Did Romie-O-Juliet (When He Climbed
Her Balcony)—Instrumental Novelty,
The Five Harmaniacs
- Brotherly Love—Shimmy One-step,
Johnny Clesi's Areolians
- 6035 When I First Met Mary—Quartet... Peerless Quartet
- Sam, the Old Accordion Man—Quartet,
Peerless Quartet

RACE RECORD

- 6034 I Know I Got Religion—Negro Sermon, with
Singing... Rev. J. M. Gates and His Congregation
- I'm Going to Heaven if It Takes My Life—
Negro Sermon, with Singing,
Rev. J. M. Gates and His Congregation

FOREIGN—SPANISH

- S-6036 Los Amancaes—Fox-trot; Spanish Dance,
Orquesta de Los Toreros Musicos
- Los Ninos Terribles Del Pavillon—Shimmy
Spanish Dance. Orquesta de Los Toreros Musicos

POPULAR VOCAL

- 6040 I Don't Want to Forget..... Delores Valesco
- I Can't Believe That You're in Love With Me
—Vocal Solo Delores Valesco
- 6041 Hello, Bluebird Irving Kaufman
- Lonely Eyes Irving Kaufman
- 6043 Blue Skies Walter Woolf
- Play Gypsies, Dance Gypsies..... Walter Woolf
- OLD TIME FIDDLIN' AND SINGIN'
- 6044 The Poor Tramp Has to Live.... Ernest Stoneman
- Kenney Wagner's Surrender Ernest Stoneman
- RACE RECORD
- 6042 Waiting at the Beautiful Gate—Negro Sermon,
Rev. J. M. Gates and His Congregation
- You Belong to That Funeral Train—Negro Ser-
mon..... Rev. J. M. Gates and His Congregation

Banner Releases

DANCE RECORDS

- 1922 Crazy Words, Crazy Tune—Fox-trot,
Bill Perry's Entertainers
- Cock-a-Doodle, I'm Off My Noodle—Fox-trot,
Bill Perry's Entertainers
- 1923 Coronado Nights—Fox-trot... Imperial Dance Orch.
- Oriental Moonlight—Fox-trot... Imperial Dance Orch.
- 1924 I'm Looking Over a Four-Leaf Clover—Fox-trot,
Sam Lanin's Dance Orch.
- Take Your Finger Out of Your Mouth—Fox-trot,
Fred Rich's Dance Orch.
- 1925 High, High, High Up in the Hills—Fox-trot,
Bill Perry's Entertainers
- You and Me and You—Fox-trot,
Imperial Dance Orch.
- 1926 Honolulu Moon—Waltz The Four Hawaiians
- Rio Nights in Hawaii—Waltz... The Four Hawaiians
- 1927 It All Depends on You—Fox-trot,
Jack Pettis and His Band
- Muddy Water—Fox-trot... Jack Pettis and His Band
- 1928 Nesting Time—Fox-trot... Sam Lanin's Dance Orch.
- You Made My Dreams Come True—Fox-trot,
Hollywood Dance Orch.
- 1929 I Gotta Get Myself Somebody to Love—Fox-trot,
Jack Pettis and His Band
- Moonbeam! Kiss Her for Me—Fox-trot,
Willie Creager's Dance Orch.
- 1930 I Wonder How I Look When I'm Asleep—Fox-
trot Fred Rich's Dance Orch.
- A Tree in the Park (From "Peggy Ann")—Fox-
trot Fred Rich's Dance Orch.
- 1931 Indiana Shuffle—Fox-trot The Indiana Five
- Coffee Pot Blues—Fox-trot The Indiana Five

VOCAL RECORDS

- 1932 Blue Skies—Tenor Solo, with Orch. Accomp.,
Irving Kaufman
- Pal of My Heart—Tenor Solo, with Orch.
Accomp. Charles Harrison
- 1933 When I First Met Mary—Male Duet, with
Piano Accomp. Hare-Jones
- I May Learn to Forget Some Day—Tenor Solo,
with Orch. Accomp. Charles Harrison
- 1934 What Does It Matter?—Tenor Solo, with Orch.
Accomp. Irving Kaufman
- Forgive Me—Baritone Solo, with Orch. Accomp.,
Arthur Fields
- 1935 I Never See Maggie Alone—Male Duet, with
Piano Accomp. Hare-Jones
- Bridget O'Flynn—Male Duet, with Piano
Accomp. Hare-Jones
- 1936 Sam, the Old Accordion Man—Male Duet, with
Piano Accomp. The Radio Imps
- If I Didn't Know Your Husband—Male Duet,
with Piano Accomp. The Radio Imps
- 1937 The Prisoner's Sweetheart—Tenor Solo, with
Orch. Accomp. Irving Kaufman
- Just a Dream of You Dear—Tenor Solo, with
Orch. Accomp. Charles Harrison

PIPE ORGAN RECORDS

- 2142 The Palms—Pipe Organ..... Edmund Cromwell
- Holy City—Pipe Organ..... Edmund Cromwell
- 2143 Hosanna—Pipe Organ Edmund Cromwell

(Continued on page 144)

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LATEST RECORD BULLETINS—(Continued from page 143)

- Christ the Lord Has Risen—Pipe Organ, Edmund Cromwell
- HAWAIIAN RECORD**
- 2144 In a Little Spanish Town—Hawaiian Guitar Duet, Ferera-Paaluhi
- Hawaiian Twilight—Hawaiian Guitar Duet, Ferera-Paaluhi
- RACE RECORDS**
- 2145 I'm Going to Shout All Over God's Heaven—Spiritual, The Commonwealth Quartet
- Little David Play on Your Harp—Spiritual, The Commonwealth Quartet
- 1938 Tell Me How Did You Feel—Sermon, with Choir, Rev. J. M. Gates
- Dying Mother and Her Child—Sermon, with Choir, Rev. J. M. Gates

Harmony Records

- DANCE SELECTIONS**
- 352-H What Does It Matter?—Waltz, with Vocal Chorus by Tom and Jerry, WMCA Broadcasters
- Put Your Arms Where They Belong—Waltz, with Vocal Chorus by Jimmy Flynn, The Harmonians
- 350-H You're the One for Me—Fox-trot, with Vocal Chorus by Irving Kaufman, Ross Gorman and His Virginians
- I'm Looking Over a Four-Leaf Clover—Fox-trot, with Vocal Chorus by Irving Kaufman, The Harmonians
- 348-H Song of the Wanderer (Where Shall I Go?)—Fox-trot, Tommy Christian and His Orch.
- 'Deed I Do—Fox-trot, Tommy Christian and His Orch.
- 346-H Muddy Water (A Mississippi Moan)—Fox-trot, Royal Troubadours
- Oriental Moonlight—Fox-trot, Royal Troubadours
- 354-H At Sundown (When Love Is Calling Me Home)—Fox-trot, with Vocal Chorus by Tom and Jerry, WMCA Broadcasters
- Swanee River Trail—Fox-trot, with Vocal Chorus by Frank Bessinger, WMCA Broadcasters
- 363-H Hello, Cutie—Fox-trot, with Vocal Chorus by Jack Wilson, Lou Gold and His Orch.
- You Know, I Know, Ev'rything's Made for Love—Fox-trot, Lou Gold and His Orch.
- 355-H It All Depends on You—Fox-trot, with Vocal Chorus by Irving Kaufman, Broadway Bell Hops
- I Wonder How I Look When I'm Asleep—Fox-trot, with Vocal Chorus by Irving Kaufman, Broadway Bell Hops
- 364-H I've Never Seen a Straight Banana—Fox-trot, with Vocal Chorus by Irving Kaufman, The Harmonians
- Lily—Fox-trot, with Vocal Chorus by Irving Kaufman, The Harmonians
- 361-H Yes, Flo! (The Gal Who Never Says "No")—Fox-trot, with Vocal Chorus by Joe Candullo, Joe Candullo and His Everglades Orch.
- My Sunday Girl—Fox-trot, with Vocal Chorus by Joe Candullo, Joe Candullo and His Everglades Orch.
- 349-H Forgive Me—Fox-trot, with Vocal Chorus by Murray Amster, Lou Gold and His Orch.
- Pretty Lips—Fox-trot, with Vocal Chorus by Tom Stacks, The Night Club Orch.
- 345-H Cock-a-Doodle, I'm Off My Noodle, My Baby's Back—Fox-trot, with Vocal Chorus by Tom Stacks, The Night Club Orch.
- Oh, How She Could Play a Ukulele—Fox-trot, with Vocal Chorus by Tom Stacks, The Night Club Orch.
- 358-H There's Everything Nice About You—Fox-trot, with Vocal Chorus by Jack Wilson, The Westerners
- Proud—Fox-trot, Tommy Christian and His Orch.
- 353-H Snag It—Fox-trot, The Dixie Stompers
- Ain't She Sweet?—Fox-trot, The Dixie Stompers
- 362-H Clarinet Marmalade—Fox-trot, The Emperors
- A Blues Serenade—Fox-trot, The Emperors
- VOCAL SELECTIONS**
- 356-H What Does It Matter?—Vocal, Irving Kaufman
- It All Depends on You—Vocal, Irving Kaufman
- 360-H Hoosier Sweetheart—Vocal, Jane Gray
- 'Deed I Do—Vocal, Jane Gray
- 359-H I'm Looking Over a Four-Leaf Clover—Novelty Singing Quartet, The Harmonizers
- My Connecticut Gal—Novelty Singing Quartet, The Harmonizers
- 347-H Rosie O'Ryan (Sure, I Love You)—Vocal, Jimmy Flynn
- Bridget O'Flynn (Where've Ya Been?)—Vocal Duet, Harmony Brothers
- 351-H Muddy Water (A Mississippi Moan)—Vocal, Mack Allen
- Song of the Wanderer (Where Shall I Go?)—Vocal, Mack Allen
- 357-H I've Never Seen a Straight Banana—Vocal, Jane Gray
- Hello, Cutie—Vocal, Jane Gray

Regal Releases

- DANCE RECORDS**
- 8240 It All Depends on You—Fox-trot, Jack Pettis and His Band
- I Wonder How I Look When I'm Asleep—Fox-trot, Fred Rich's Dance Orch.
- 8241 I'm Looking Over a Four-Leaf Clover—Fox-trot, Sam Lanin's Dance Orch.
- Cock-a-Doodle, I'm Off My Noodle—Fox-trot, Bill Perry's Entertainers
- 8242 Nesting Time—Fox-trot, Sam Lanin's Dance Orch.
- You and Me and You—Fox-trot, Hollywood Dance Orch.
- 8243 Crazy Words, Crazy Tune—Fox-trot, Bill Perry's Entertainers
- Muddy Water—Fox-trot, Jack Pettis and His Band

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- 8244 I Gotta Get Myself Somebody to Love—Fox-trot, Jack Pettis and His Band
- Take Your Finger Out of Your Mouth—Fox-trot, Fred Rich's Dance Orch.
- 8245 Coronado Nights—Fox-trot, Hollywood Dance Orch.
- Oriental Moonlight—Fox-trot, Hollywood Dance Orch.
- 8246 Moonbeam! Kiss Her for Me—Fox-trot, Willie Creager's Dance Orch.
- A Tree in the Park (From "Peggy Ann")—Fox-trot, Fred Rich's Dance Orch.
- 8247 High, High, High Up in the Hills—Fox-trot, Bill Perry's Entertainers
- You Made My Dreams Come True—Fox-trot, Imperial Dance Orch.
- 8248 Coffee Pot Blues—Fox-trot, The Indiana Five
- Indiana Shuffle—Fox-trot, The Indiana Five
- 8249 Honolulu Moon—Waltz, The Four Hawaiians
- Rio Nights in Hawaii—Waltz, The Four Hawaiians
- VOCAL RECORDS**
- 8250 Bridget O'Flynn—Male Duet, with Piano Accomp., Hare-Jones
- I Never See Maggie Alone—Male Duet, with Piano Accomp., Hare-Jones
- 8251 What Does It Matter?—Tenor Solo, with Orch. Accomp., Irving Kaufman
- I May Learn to Forget Some Day—Tenor Solo, with Orch. Accomp., Charles Harrison
- 8252 Sam, the Old Accordion Man—Male Duet, with Piano Accomp., The Radio Imps
- If I Didn't Know Your Husband—Male Duet, with Piano Accomp., The Radio Imps
- 8253 Blue Skies—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Just a Dream of You Dear—Tenor Solo, with Orch. Accomp., Charles Harrison
- 8254 When I First Met Mary—Male Duet, with Piano Accomp., Hare-Jones
- Forgive Me—Baritone Solo, with Orch. Accomp., Arthur Fields
- 8255 The Prisoner's Sweetheart—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Pal of My Heart—Tenor Solo, with Orch. Accomp., Charles Harrison
- PIPE ORGAN RECORDS**
- 8256 Christ the Lord Has Risen—Pipe Organ, Edmund Cromwell
- Hosanna—Pipe Organ, Edmund Cromwell
- 8257 Holy City—Pipe Organ, Edmund Cromwell
- The Palms—Pipe Organ, Edmund Cromwell
- HAWAIIAN RECORD**
- 8258 In a Little Spanish Town—Hawaiian Guitar Duet, Ferera-Paaluhi
- Hawaiian Twilight—Hawaiian Guitar Duet, Ferera-Paaluhi
- RACE RECORDS**
- 8259 Dying Mother and Her Child—Sermon, with Choir, Rev. J. M. Gates
- Tell Me How Did You Feel—Sermon, with Choir, Rev. J. M. Gates
- 8260 Little David Play on Your Harp—Spiritual, The Commonwealth Quartet
- I'm Going to Shout All Over God's Heaven—Spiritual, The Commonwealth Quartet

Domino Releases

- DANCE RECORDS**
- 3894 Crazy Words, Crazy Tune—Fox-trot, Bill Perry's Entertainers
- Cock-a-Doodle, I'm Off My Noodle—Fox-trot, Bill Perry's Entertainers
- 3896 Coronado Night—Fox-trot, Imperial Dance Orch.
- Oriental Moonlight—Fox-trot, Imperial Dance Orch.
- 3893 I'm Looking Over a Four-Leaf Clover—Fox-trot, Sam Lanin's Dance Orch.
- Take Your Finger Out of Your Mouth—Fox-trot, Fred Rich's Dance Orch.
- 3898 High, High, High Up in the Hills—Fox-trot, Bill Perry's Entertainers
- You and Me and You—Fox-trot, Imperial Dance Orch.
- 3902 Honolulu Moon—Waltz, The Four Hawaiians
- Rio Nights in Hawaii—Waltz, The Four Hawaiians
- 3897 It All Depends on You—Fox-trot, Jack Pettis and His Band
- Muddy Water—Fox-trot, Jack Pettis and His Band
- 3899 Nesting Time—Fox-trot, Sam Lanin's Dance Orch.
- You Made My Dreams Come True—Fox-trot, Hollywood Dance Orch.
- 3895 I Gotta Get Myself Somebody to Love—Fox-trot, Jack Pettis and His Band
- Moonbeam! Kiss Her for Me—Fox-trot, Willie Creager's Dance Orch.
- 3900 I Wonder How I Look When I'm Asleep—Fox-trot, Fred Rich's Dance Orch.
- A Tree in the Park (From "Peggy Ann")—Fox-trot, Fred Rich's Dance Orch.
- 3901 Indiana Shuffle—Fox-trot, The Indiana Five
- Coffee Pot Blues—Fox-trot, The Indiana Five
- VOCAL RECORDS**
- 3905 Blue Skies—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Pal of My Heart—Tenor Solo, with Orch. Accomp., Charles Harrison
- 3908 When I First Met Mary—Male Duet, with Piano Accomp., Hare-Jones
- I May Learn to Forget Some Day—Tenor Solo, with Orch. Accomp., Charles Harrison
- 3903 What Does It Matter?—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Forgive Me—Baritone Solo, with Orch. Accomp., Arthur Fields
- 3906 I Never See Maggie Alone—Male Duet, with Piano Accomp., Hare-Jones
- Bridget O'Flynn—Male Duet, with Piano Accomp., Hare-Jones
- 3904 Sam, the Old Accordion Man—Male Duet, with Piano Accomp., The Radio Imps
- If I Didn't Know Your Husband—Male Duet, with Piano Accomp., The Radio Imps
- 3907 The Prisoner's Sweetheart—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Just a Dream of You Dear—Tenor Solo, with Orch. Accomp., Charles Harrison
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- Holy City—Pipe Organ, Edmund Cromwell
- 0171 Hosanna—Pipe Organ, Edmund Cromwell
- Christ the Lord Has Risen—Pipe Organ, Edmund Cromwell
- HAWAIIAN RECORD**
- 0170 In a Little Spanish Town—Hawaiian Guitar Duet, Ferera-Paaluhi
- Hawaiian Twilight—Hawaiian Guitar Duet, Ferera-Paaluhi
- RACE RECORDS**
- 0173 I'm Going to Shout All Over God's Heaven—Spiritual, The Commonwealth Quartet
- Little David Play on Your Harp—Spiritual, The Commonwealth Quartet

- The Commonwealth Quartet
- 3909 Tell Me How Did You Feel—Sermon, with Choir, Rev. J. M. Gates
- Dying Mother and Her Child—Sermon, with Choir, Rev. J. M. Gates

Wilkes-Barre Victor Trade Hears Automatic Instrument

WILKES-BARRE, PA., March 4.—Victor talking machine dealers of this city and vicinity were given a demonstration of the new Automatic Orthophonic Victrola recently and expressed great enthusiasm over the possibilities of the new instrument. The demonstration was conducted by Robert Hopkins, territorial representative of the Victor Talking Machine Co., assisted by Charles Dudley, and it was attended by officials and representatives of the New York Talking Machine Co.; C. Bruno & Son, Inc.; American Talking Machine Co., Brooklyn; Collings & Co., Newark; H. A. Weymann & Sons and Philadelphia Victor Distributors, Inc., both of Philadelphia.

Pennsylvania Music Trade Interested in Legislation

HARRISBURG, PA., March 8.—Music dealers throughout the State have signified their approval of two bills now pending before the Pennsylvania Legislature. The first exempts talking machines, radio apparatus and household furniture, leased, hired or conditionally sold from levy and sale on execution or distress for rent. A supplemental bill requires the keeper, owner or person in charge of any storage establishment or warehouse to keep record of the address to which goods are removed and to disclose this information to any one claiming title to the property.

S. B. Davega Employes Gather at Annual Banquet

Members of the S. B. Davega Employes Co-operative Association, consisting of the entire staffs of Davega, Inc., the Knickerbocker Talking Machine Co. and Schoverling, Daly & Gales, together with their families and guests, attended the annual dinner of the association at the Hotel Biltmore on Sunday evening, February 27. The 400 who comprised the party were entertained by well-known artists, including the Radio Franks, Irving and Jack Kaufman, "Prince Piotti," M. Gardner, Henry Tobias and others.

Atwater Kent Hours Popular

The Atwater Kent radio hours, presented on Sunday evenings, continue to greatly interest the public by reason of the excellence of the programs. Of especial importance was the broadcasting of the delightful program given by the famous London String Quartet, on the evening of March 6, and the special St. Patrick's Day program of Irish songs, interpreted by Allan McQuhae, tenor, and Minc. Marie Narelle, soprano, on the evening of March 13. McQuhae needed no introduction to the public by reason of his delightful programs of last Summer and Mme. Narelle has long been esteemed as a singer of Irish songs.

Emanuel Blout, Inc., New York, will undertake the operation of department store music and radio sections, starting with Luckey, Platt & Co., of Poughkeepsie, N. Y.

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RADIO MICA
American Mica Works
47 West Street New York

Changes in Executive Staff of Victor Sales Department

C. L. Egner Appointed Assistant Manager of Sales and Merchandise—Several Changes Among District Sales Managers of Company

CAMDEN, N. J., March 1.—The following important changes have been made in the executive staff of the sales and merchandising department of the Victor Talking Machine Co.: C. Lloyd Egner, formerly assistant manager of the traveling department, and more recently a district sales manager, has become assistant manager of sales and merchandise with offices in Camden; R. A. Bartley, Jr., formerly with the promotion department, has been appointed district sales manager for the Northeastern States with his office in New York; W. R. Lewis has been appointed district sales manager for the Central Western States with offices in Chicago, and F. G. Hawkinson has been appointed district sales manager for the South Central States with offices in New Orleans. It is stated that in each case the assignment is in recognition of special aptitude for the particular kind of work involved.

Bridgeport Atwater Kent Dealers Hear Addresses

BRIDGEPORT, CONN., March 7.—The D'Elia Electric Co., of this city, Atwater Kent distributor, was host to Atwater Kent radio dealers in the territory which it serves on February 24 at an annual meeting of Atwater Kent radio dealers, held at the Hotel Stratfield, this city.

Charles A. D'Elia, president of the distributing organization, made an address of welcome to dealers. Greetings from the Atwater Kent factory in Philadelphia were presented by John E. Delp, Jr., district sales manager for the Metropolitan New York district. Vernon W. Collamore, general sales manager of the Atwater Kent Mfg. Co., spoke on the 1927 outlook. Other topics and speakers included "Merchandising," by J. A. Prestele, sales promotion department of the Atwater Kent Mfg. Co.; "Atwater Kent Products," by W. H. Clarke, district field representative; "Pooley Cabinets," by B. R. Stauffer, vice-president and general sales manager of the Pooley Co., Philadelphia, Pa.; "Red Lion Cabinets," by Charles Coleman, of the Red Lion Cabinet Co., Red Lion, Pa.; "Service," by L. A. Charbonnier, service manager of the Atwater Kent Mfg. Co., and "Where Selling Starts," by John F. McCoy, district sales manager of the Southeastern section of the United States for the Atwater Kent Mfg. Co. T. W. McDowell, convention manager of the Atwater Kent Mfg. Co., was chairman.

At the conclusion of the business session dinner was served in the ballroom, at which Dr. Edward J. Cattell was speaker of the evening.

WEAF's New Home Will Be at Bellmore, L. I.

Arrangements have been completed by the National Broadcasting Co. for the erection of a new transmitting station on the south shore of Long Island about twenty-five miles air line from New York City. The station will be at Bellmore, Long Island, and is scheduled to open about June 1. This will be the new home of station WEAf, which is being moved from its present location in New York City because its transmission interferes with the work of the Bell Lab. and its location in the heart of an area of skyscrapers and steel structures limits its effective radiation in certain directions, notably in Westchester and Connecticut. The studios of WEAf will remain in New York City and will be connected by land lines to the new transmitter at Bellmore.

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New Crosley Salesmen

Five new salesmen have gone on the road for the Crosley Radio Corp. since the first of the year. E. L. Shephard, who was in charge of the Servicing Department at the Crosley factories for several years and who is well known to the trade, will sell radios in the Middle Western territories. W. L. Sayre and Thomas L. DeLime are new junior salesmen in the New York territory. Sayre will travel the entire State of New York, while DeLime will concentrate upon New York City proper. O. T. Thorsen, the new junior salesman who will work Chicago, has assisted with the dealer authorization work in the Crosley offices for some time. W. R. Perkins will be junior salesman in charge of the city of Detroit.

Show Material for Abroad

The display division of the Stewart-Warner Speedometer Corp., Chicago, radio manufacturer, recently made a shipment of show material to Milan, Italy, to be used by the Stewart-Warner radio distributor of that country in one of Italy's greatest expositions. The material sent is said to be of the type that will make an outstanding exhibit for Stewart-Warner radio receiving apparatus in that country.

C. C. Hopkins Improving

Charles C. Hopkins, export manager of the Crosley Radio Corp., recently underwent a major operation at the hospital of the Mayo brothers. His condition is favorable.

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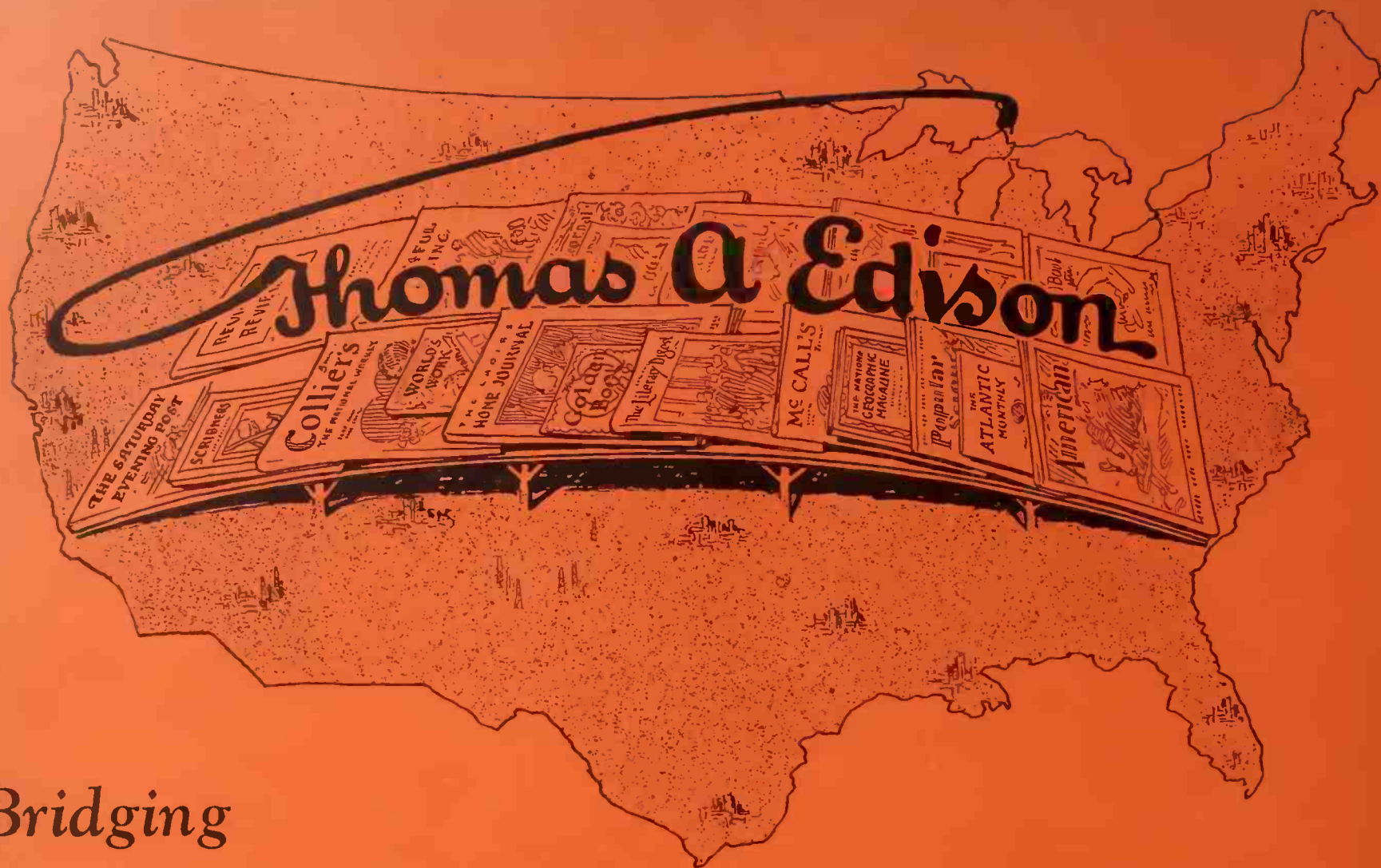
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MICHIGAN

Detroit—The R. B. Alling Co.

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St. Louis—Silver-tone Music Co.

NEW JERSEY

Orange—Edison Phonograph Distributing Co.