Why did Sherman, Clay & Co. take on the Brunswick Panatrope?

—see Page 7
The NEW
Toman Reproducer No. 2

A Beautiful and Original Design
Improves Wonderfully, Old Phonographs as Noted Below

Heavy metal diaphragm—practically indestructible.
Constructed on an entirely new principle.
Cannot get out of order—will stand severest shocks.
Needle holder is the only part exposed—all other parts are enclosed and protected.
Enunciation of every kind of voice or instrument is clear and full.
Reproduces perfectly, extreme highest or lowest tones.
The Toman non-friction stylus suspension (no springs) gives instant response to the most delicate tones—this method also increases considerably the life of each record played.

No. 2-V. —to fit old style Victor—also fits Toman helical tone arm.
No. 2-O. —To fit Orthophonic Victor.
No. 2-C. —to fit Columbia old style machines.
No. 2-VG.—to fit very old style Victor horn type machines—also fits German-made tone arms, measuring 19 mm. at hub connection.

Produces a very fine Deep, Rich, Mellow and Powerful Tone

The Toman “Helical” Tone Arm Set

Does not infringe any U. S. Patent Not a copy or imitation

Constantly curves and tapers—Airtight in construction
No vibration or jingling on loudest tones

The walls of the Helical tonearm progressively increase in thickness from 3/32 inch at the reproducer, to 3/16 inch at the base—this construction prevents any losses or modification of sound waves as this tonearm does not vibrate even on loudest tones—whereas tonearms made with thinner walls will vibrate and frequently lose and also modify some of the sound waves. The “Helical” tonearm has a constantly tapered air column measuring 15 inches from reproducer to amplifying horn connection, and the inside walls being perfectly smooth offer absolutely no resistance to the sound waves—and, due to the perfect helical curves throughout, there is absolutely no alteration of the natural characteristics of either high or low tones, which are perfectly transmitted to the amplifying horn.

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. (13th Edition).
No dealer ever started with as great a handicap as confronted the two men whose story appears on this page and few have had such a remarkable success in such a short period of time. How the partners embarked on a sound policy of expansion, as told in the accompanying article, is a story replete with merchandising suggestions that every dealer should find interesting, instructive and valuable.

$3,000 to purchase stock and fixtures, and the same procedure followed there. We again went to the banks, told them our story and they were glad to furnish us the money at that time. We put a manager in charge of the store and gave him a salary and a percentage of the profits.

$50,000 Sales in Small-Town Store

“Our next venture was purchasing a store in Willimantic, Conn. This particular store gave us our first experience in handling pianos, as that store handled pianos in conjunction with phonographs, records and musical supplies. The manager of that store employed a salesman who lived in Stafford Springs, a town about twenty-five miles away, and who was doing business for our company in that territory, and in order for us to get the best results we thought it advisable to have a store there, so that it would not be necessary for him to go back and forth to get our merchandise. The result was a permanent store in the town of Stafford Springs, Conn., with a population of only 4,000 people, but where we have done business to the extent of $50,000 per annum. Most of this business is brought in from outside—demonstrations by the use of the telephone.

Our credits are watched very carefully, no special system is followed in regard to the receipt of money, but just and right that there be a distinction made between the cash buyer and the installment buyer. We to-day are operating eleven stores, doing a business in excess of $1,000,000, and in conjunction with the Felkin Supply Co., which is the wholesale department of the United Music Co., buys its merchandise direct from the manufacturers and resells to the United Music Co. stores.

Large Unit Sales of Radio

"When the radio business started we at first hesitated about going into this particular enterprise, as we thought it was entirely out of our field, but we waited until the time we thought was right and entered into the radio business and to-day our radio department and Stereophone is a large part of our entire business. We handle only nationally advertised merchandise and sell in large quantities, in preference to smaller sales, and find by so doing we are able to handle merchandise which is a better grade, giving us less service and, of course, more profit. We firmly believe in the trial system in the homes, as we find that doing so creates interest, that interest creates the desire and with a good closing man on the job it works splendidly.

Expand With Aid of the Bank

"At that time we were selling a phonograph and competing with another make for which there was a considerably larger demand, and we realized it was necessary to obtain the franchise on that particular make of phonograph, but due to the fact that they already had a sufficient number of agencies in town, we could not obtain it unless we bought out one of the dealers who at that time was not doing much business. His stock consisted of around $1,100 worth and he wanted $1,500 for the stock and the franchise. Of course, $1,500 to us looked unusually large. We had no possible means of obtaining same, as the person who wanted to sell insisted upon cash. However, after several conferences between ourselves we decided that we would go to one of the local banks, present our case and see how we could go on the installment plan. The bank loaned us the money, we giving them to understand that we would pay them back so much each month. This new plan was considered to our business and gave us an opportunity of getting sales that we were unable to get before, with the result that in conjunction with the house-to-house canvass we got many demonstrations by the use of the telephone. We tried to get as many demonstrations as possible, working upon the law of averages. Very soon after that we leased all of the store, put in several booths and went after the record business strongly.

"Later on we understood that there was a store for sale about twenty-five miles from Brockton, in Plymouth, Mass. We investigated and found that it would require about New London, Conn.; Wasterly, R. I.; Rockland, Mass.; Taunton, Mass.; Fall River, Mass., and Providence, R. I.

"We to-day are operating eleven stores, doing a business in excess of $1,000,000, and in conjunction with the Felkin Supply Co., which is the wholesale department of the United Music Co. That is, the Felkin Supply Co. buys its merchandise direct from the manufacturers and resells to the United Music Co. stores.

James R. Sheffield Elected Director of the Radio Corp.

James R. Sheffield, former United States Ambassador to Mexico, was recently elected a director of the Radio Corp. of America. Mr. Sheffield was an RCA director at the time of his Ambassadorial appointment, and his re-election follows his retirement from diplomatic service.
Announcing!
Another Great Knickerbocker Accomplishment

NOW! Brunswick
PANATROPES - RADIOLA COMBINATIONS - ELECTRIC RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO.
623-633 S. WABASH AVENUE
CHICAGO

October 14th, 1927.
Messrs Knickerbocker, Schoverling, Daly & Gales, Inc.,
114-120 East 23rd Street,
New York City, N. Y.

Gentlemen:

We take this opportunity to welcome you into the "Brunswick Family" for musical advancement.

We know that your slogan: "Sixty-eight Years Of Dependability", will be applied to Brunswick products to the great advantage of Dealers in the New York field.

Brunswick National Prestige, combined with the excellent local acceptance of Knickerbocker, Schoverling, Daly & Gales Dependability and Service will, we are sure, prove to be a combination of irresistible force.

Very truly yours,
THE BRUNSWICK-BALKE-COLLENDER CO.

General Sales Manager,
Panatrones & Record Division.

Ask About Our Special Dealer's Franchise Proposition

Office and Showroom
114 E. 23d St.
New York City

Phones: Gramercy 1414-1449

The Reward of Over a Half Century of Faithful Dealer Service
CHRISTMAS offers the greatest opportunity of the year to stimulate record sales. Always there are thousands of shoppers looking for the inexpensive gift with which to dispose of many of the names on their Christmas lists.

Brunswick has prepared specially attractive displays this year to help Brunswick dealers cash in more on Brunswick Records as Christmas remembrances. A special Christmas mailing piece, a beautiful six-color Christmas banner and special gift envelopes, are available now.

A Few Outstanding Christmas Records to Feature

"Silent Night" (Christmas Hymn) . . . "Holy Night" (Cantique de Noel)—sung by Florence Easton, Soprano, and chorus with orchestra. 16296
"Shepherd's Christmas Song" (Reinan Dickinson) . . . "Three Kings" (Christmas Song)—sung by Collegiate Choir, mixed voices with orchestra. 3693
"The Birthday of a King" (Neidlinger) . . . "For Unto Us a Child Is Born" (Messiah)—sung by Collegiate Choir, mixed voices with orchestra. 3694
"O Little Town of Bethlehem" . . . "The Infant Jesus"—sung by Collegiate Choir, mixed voices with orchestra. 3690
"Santa Claus Hides in the Phonograph" (Ernest Hare) . . . "Christmas Morning at Clancy's"—Irish Comedy by Steve Porter. 3689
"Night Before Christmas" (recitation by Ernest Hare) . . . "De Sandman"—sung by Criterion Male Quartet. 3688

Brunswick Symphonic Album Sets Make Ideal Gifts
Sales a Month in Small Community

The Carlisle Radio Co. in Salina, Kans., Does Not Consider Its Small Town Location a Handicap But Reaches Out for Sales

By Clement White

"SALES in our retail radio department have been averaging seventy-five sets a month," explained R. C. Carlisle, manager of the Carlisle Radio Co., Salina, Kan. "We find aggressive sales methods are needed for keeping business on the up-grade. An important essential is to keep in close touch with the buying public. Salina has 18,000 population, and is surrounded by a rich agricultural section. A portion of our trade comes from the rural districts.

"We have a well-defined sales policy. Our first consideration is to feature a well-diversified stock. We handle three leading makes of radio, which are not conflicting lines, owing to the fact that the prices vary. Our paramount idea is to feature a quality stock which meets the needs of every purpose and every purse. We display ten sample sets in the main showroom. Incidentally, attractive display is one of our major sales aids. We tie up stock display in the showroom with our window trims, which are changed two or three times a week. Attractive display focuses attention upon our stock, and encourages prospective customers to investigate our service facilities.

"Radio is a line which responds favorably to aggressive publicity. Newspaper advertising, in particular, will keep a stock of radio moving. Our expenditure for newspaper advertising runs 4 per cent on sales. This is a profitable investment, as it recruits new business, which is essential to a permanent success. The leading newspaper in Salina covers both the city and surrounding rural territory. We advertise regularly with the definite purpose of giving prospective customers buying ideas.

"The majority of our prospective customers are familiar with the radio idea. Our purpose in advertising is to induce individual prospects to consider their need of radio, and to show them the wisdom of investing in sets which give lasting pleasure and satisfaction. In addition to describing the merits of our radio in newspaper advertisements, we also emphasize our service facilities.

"Incidentally, this firm has the most up-to-date service department in central Kansas, and can repair any make of radio set. This is why we are prepared to back up claims made in our newspaper advertising. I find expert service for patrons is an outstanding factor in winning trade. Since my initial start in the radio business, I have adhered to the idea that sales should be made on a service basis. This is the logical way to create confidence among prospective customers. Moreover, the satisfied customer is a booster for the firm from which he bought his radio set. Satisfied customers are essential to business expansion.

"We use direct mail publicity in company with newspaper advertising, as the two are the most effective when used in combination. We distribute a house organ, called Timely Topics, which is appreciated by prospective customers because of its pertinent articles and attractive illustrations. This house organ carries our firm name on the front cover, and proves a helpful advertising medium, as it induces prospective customers to keep our firm in mind when in the market for radio sets.

"We also distribute circulars and mailing cards. Recently we decided to make the acquaintance of more rural patrons, so we mailed advertising literature to every farm home in Salina county, offering farmers a special get-acquainted offer. We secure good results from this kind of publicity.

"An important essential when advertising radio is to avoid the rut of generalization. It is necessary to offer specific values, and to emphasize quality and service. Original advertising copy is of maximum value for attracting new prospects.

"During the past five years I have had ample opportunity to test the merits of various sales aids. I find newspaper advertising remarkably effective, because a good newspaper goes into the homes of many desirable prospects.

"An important essential is to advertise regularly; regular distribution of house organs, circulars, etc., gives best results from a sales-building standpoint. We favor illustrated advertisements, as they are of maximum value for catching the attention of prospective customers. The public is seeking worth-while buying opportunities; we aim to make each advertisement give the impression of quality goods and superior service.

"Demonstration is one of our effective sales aids. It isn't unusual for my firm to have twenty sets in the homes of prospective customers at one time for demonstration purposes. Six salesmen canvass our territory, seeking desirable prospects. Systematic canvassing enables us to reach prospective customers who are interested in quality and service. We are succeeding in our aim to develop a permanent business, because our customers are pleased with our merchandise and with our service."

"NYACCO" Manufactured Products

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

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

NEW YORK ALBUM & CARD CO., Inc.
Established 1907

Note New Address - - - 64-68 Wooster Street, New York
Brunswick Welcomes a Great Music House

From Sherman, Clay & Co.'s 2-Page Announcement in West Coast Newspapers:

"Spectacular developments in the reproduction of recorded and broadcast music by The Brunswick-Balke-Collender Co., developments that have been weighed and tested, have convinced us that the inclusion of the new 1928 series of Brunswick Panatropes and Panatropes with Radiola will greatly enhance our service to the public."

Sherman, Clay & Co.

Everything Fine in Music

Sherman, CLAY & CO., a chain of forty retail stores throughout northern California, Oregon and Washington, is one of the largest music houses in the country. The position of this firm in the music field is indicated by the fact that one in sixty of all the pianos manufactured in the United States reaches the public through this single far-western outlet.

That this firm, animated by a conservatism and idealism that have few parallels in business, after searching investigation and careful decision has now added to its line the Brunswick Panatrope and Brunswick Electrical Records, is highly significant.

It can mean only one thing: That the Brunswick Panatrope and Brunswick Electrical Records by their merit have won this music house as they have won the trade and the great American public everywhere.
Exchange of Credit Information Between Merchants Increases Chances Against Loss

Credit Men of Columbus, O., Have Organized a "Skippers' Club" Which Is Working Out to the Advantage of All Merchants Who Do Business on the Instalment Plan

Dealers who have and are encountering difficulty in tracing the movements of delinquent customers who have changed their addresses without giving notice to creditors would do well to cooperate with other credit-granting merchants in supplying information so that the latest information would be available to every dealer and the number of "skips" materially reduced. The credit men of Columbus, O., have formed an association, the "Skippers' Club," which meets monthly. At each meeting there is an interchange of information through which the credit grantors secure many new addresses of "skip" accounts.

On or before a certain date each month each member of the club sends in a list of "skips" or lost accounts. The post office receives a copy of the list and checks it and each member receives a copy which he checks over and adds any later addresses he may have. He brings this copy to the monthly meeting.

The benefit of such an organization to any dealer who sells on the time-payment plan cannot be overestimated. The cost of issuing the lists is comparatively small and when a number of dealers join in would scarcely be felt. Not only dealers who sell on a time-payment basis would be interested but grocers, butchers and other credit grantors would prove willing to cooperate to end the menace of the dishonest customers.

Talking machine and radio dealers who are not connected with an organization of this type would do well to take the initial step in forming a group of merchants to protect their interests.

Knickerbocker Co. to Market Freed-Eisemann

The Knickerbocker Talking Machine Co., well-known wholesale distributor in New York, will market the Freed-Eisemann radio line in Manhattan and the Bronx, in conjunction with the present Freed-Eisemann distributors in this territory, according to an announcement of the Freed-Eisemann Radio Corp., Brooklyn, N. Y.

The Automatic Phonograph Co., Indianapolis, Ind., was recently incorporated to manufacture and sell musical instruments with a capital stock of $5,000 shares of no par value. The incorporators are H. L. Purdy, Homer McKee and Fred B. Johnson.

ANOTHER PEERLESS ACHIEVEMENT

THE PEERLESS VANITY

Almost the size and appearance of a lady's vanity bag.
Weighs 8 lbs.
Dimensions: 3 1/2 in. high, 12 1/2 in. wide, 12 in. deep.

Always Ready to Play When Opened
No Portable Like It on the Market
Nothing to Erect
Nothing to Dismantle
Nothing to Adjust

The Peerless Vanity is covered in attractive fabrics in two-tone effects. Carrying capacity of six records. Plays two ten-inch records with one winding. Equipment includes genuine Flyer motor, and phonic type reproducer and tone arm giving the volume of larger phonographs.

— List Price $12.00 —

Write for sample of the Peerless Vanity. Also the Peerless Vanity De Luxe in genuine leather, gold tooled, padded top, attractive colorings. These two models are in a class by themselves. The complete line of Peerless Portables range in price from $12 to $30 list.

Two Sales Winning Styles of Record Albums

Peerless Arktraft Album
Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album
Removable Pockets for Records

PEERLESS ALBUM CO.

PHIL. BAVIS, President
636-638 BROADWAY, NEW YORK
A popular feature of the new Stromberg-Carlson Receivers is their ability to play phonograph records through the audio system of the Receiver itself, as well as to receive broadcasting—a telling sales argument.

Another feature is the operation entirely direct from A.C. lighting supply without recourse to any "indirect" makeshifts; batteries, chargers, so-called dry rectifiers or dry "C" batteries—they are fool-proof.

Besides these features there is the new Stromberg-Carlson financing plan which makes the purchase of a Receiver easy—helpful both to dealer and customer.
Plan the Christmas Sales Drive Now

W. B. Stoddard Describes the Methods of Merchants Who Staged Successful Holiday Sales Promotion Campaigns—The Big Chance

THE old saying "Two heads are better than one," will be amplified by saying that "a dozen heads are best of all." This is the theory upon which Ira K. Young, general manager of the Crews-Beggs Co., Pueblo, Col., works each Fall. For several years, about six weeks before Christmas, he gives a dinner at his home. To this are invited all department heads and buyers of the store. In addition the head cashier is there, the engineer, the display manager and the advertising manager. All of these, with their wives, are the guests of "the boss" at his home. Each one is asked to note down any suggestions which he may have for making the store's holiday business better. After the dinner is over these suggestions are read, discussed, picked to pieces and talked over generally. "Under the influence of a good meal, it is surprising how much good can be done," said Mr. Young. "We get more good, sound selling ideas and suggestions at this dinner than we would in any other way. We have done this for the last four years, and every year it is more productive of suggestions that are worth while. Last year the store had twelve enormous Christmas trees, each about thirty feet high, out in front of the building. These trees were all brilliantly lighted and the effect was beautiful. It was a suggestion that came up at the November dinner."

Holiday Advertising
When the holiday advertising starts in earnest in December, the newspapers will be flooded with pages and half-pages from scores of firms. What is a man going to do to make his ad stand out in this ocean of printed publicity? The Symons Co., Butte, Mont., has solved the problem by having all of its holiday advertising in color. Whichever readers in western Montana pick up a newspaper and see publicity in red and green they can tell without looking at the signature that it is a Symons ad. Every illustration is printed in green ink. Descriptive copy and prices are set in black, with just enough red to carry out the holiday color scheme. "The chief merit of these color advertisements," said the advertising manager, "lies in the ink. It must be of a clear, bright tone, otherwise it becomes quite mediocre. The cost of using colors is about 15 per cent above the regular price, but we find it an extremely worth-while investment."

A Novel "Christmas Opening"
A novel "Christmas Opening," which greatly stimulated business—especially early buying, was adopted by W. H. Lyman & Co., Inc., Kewanee, Ill. "A special feature with us last year," said the advertising manager, "was a 'Christmas Opening' at which no merchandise was sold. This was held at the store during the first week of December, and we started it by keeping the store open the first evening from 7 to 9 o'clock. Although no merchandise was sold all the employes were at their places on the floors, and displayed and demonstrated all lines. There was a live Santa Claus, who to the effectiveness of the display. Towards the rear was a large ocean of printed pages and half-pages from scores of firms, which was set a Radiola. Drawn up to the cabinet was a large crimson-covered easy chair. Next to it was a stand with smoker's set, and a big lamp with wide spreading shade of crimson silk shed its light over all. On the floor, near the chair, was a carelessly dropped newspaper. A large art card in deep blue, red and green suggested "Give Dad a Radiola for Christmas."

Dad, however, is not the only one interested in radio, and Yo-nell-Drew Co., Orlando, Fla., made all who passed think longingly of a radio set. The large window was set to represent a drawing room. At one side was a fireplace, with candles on the mantel and Christmas wreaths on the wall. At the other side was a big Christmas tree, laden down with tinsel and ornaments. Beneath it was a phonograph cabinet. In the foreground was an easy chair, with a number of records scattered over it. In the rear was a clock pointing to the hour of midnight. Just beneath it was a radio and here sat a young woman, tuning in, evidently with the intention of getting the Christmas chimes.

Holiday Stage Party
Since men seem more attracted to radio than women, and do the greater part of the buying, Tepper Bros., Selma, Ala., staged a Stage Party in their store at the opening of the holiday season. To several hundred prospects they sent out a letter:

You are requested to be present at our Shiniing for (Continued on page 11)
A Radiotron for every purpose

RADIOTRON UX-201-A Detector Amplifier
RADIOTRON UV-199 Detector Amplifier
RADIOTRON UX-199 Detector Amplifier
RADIOTRON WD-11 Detector Amplifier
RADIOTRON WX-12 Detector Amplifier
RADIOTRON UX-200 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, Radiotron
RADIOTRON UX-240 Detectors, 1/2-Watt for Receiving and Amplification
RADIOTRON UX-213 Full-Watt Rectifier
RADIOTRON UX-216-B Half-Watt Rectifier
RADIOTRON UX-226 Half-Watt Rectifier
RADIOTRON UX-227 A.C. Meter
RADIOTRON UX-230 Full-Watt Rectifier
RADIOTRON UX-231 Half-Watt Rectifier
RADIOTRON UX-274 Voltage Regulator Tube
RADIOTRON UX-275 Rectifier Tube
RADIOTRON UX-281 Full-Watt Tube
RADIOTRON UX-287 Vacuum Tube
RADIOTRON UX-974 Vacuum Tube

The standard by which other vacuum tubes are rated

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

Your tube customers hold you responsible as their purchasing agent. Make sure of their continued goodwill by supplying them with RCA Radiotrons. You cannot afford to make your customers a try-out field for tubes of unproved quality

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA
The new Radiolas
embody the latest refinements of
radio design developed in these
famous research laboratories.

In the complete line of Radiolas are embodied
the latest achievements of the great corps of
engineers at work in the Research Laboratories
of General Electric, Westinghouse and RCA.

The outstanding features of these Radiolas are
their simplicity of operation and their marvelous
fidelity of tone.

Designed by the same engineers who planned the
leading high-power broadcasting stations, chosen
by Victor and Brunswick for exclusive use in their
finest instruments, Radiolas are everywhere recog-
nized as the standard of the radio art.

Don't handicap a good radio receiver with an inferior
unprotected loudspeaker. Ask any RCA Authorized
Dealer to demonstrate the new RCA Loudspeaker 100-A.
Compare its wonderful mellow tones with other speak-
ers. Note what a difference is made by true reproduc-
tion of voice and music.

RCA Radio Corporation of America

One of a series of color advertisements appearing
in National Magazines.
The public accepts RCA Radiolas as the standard of the radio art

The RCA mark on a radio receiver or loudspeaker is a guarantee that back of it are the resources of the Radio Corporation of America, and the world's greatest electrical manufacturers — Westinghouse and General Electric.

That is why the public compares all radio instruments with the RCA standard.
A low-priced loudspeaker that carries the RCA mark of fine manufacture

A good radio set, old or new, deserves a good loudspeaker. Broadcast reproduction can be no better than the reproducing instrument. And many a good receiver is still suffering from the handicap of an antiquated loudspeaker.

The new RCA 100A embodies electrical and acoustical refinements never before incorporated in a loudspeaker in this price range.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA
C. T. McKelvy Promoted to an Important Position

Now General Sales Manager, H. T. Roberts Co.

—Well Known in Radio Cabinet Field—Mr. McKelvy Long Connected With Trade

C. T. McKelvy, one of the best known young men in the entire music industry, has been appointed general sales manager of the H. T. Roberts Co., succeeding A. J. Kendrick, who recently resigned.

The H. T. Roberts Co. is a prominent factor in the radio cabinet business, with salesmen throughout the United States, and Mr. McKelvy has been associated with it for the past eight months, as manager of sales promotion.

Prior to his association with the Roberts Co., Mr. McKelvy spent five years with the Bruns-wick-Balke-Collender Co., in the capacity of sales promotion manager. He is one of the brightest and most energetic members of the trade and has to his credit a number of interesting merchandising campaigns which have been followed successfully by many retail houses in this country to their profit.

C. T. McKelvy is one of those rare individuals who loves work. He has an equal amount of affection for the music business, and with his dynamic, forceful personality and will to do, he is constantly accomplishing things which are of noticeable help to the jobbers and dealers with whom he has contact.

Announcement also has been made of the acquisition of Herkay & Gay radio furniture by the H. T. Roberts Co. This concern now exclusively represents a great number of the best known furniture manufacturing houses in the United States. Its program of action is governed by a well-defined policy and an aggressive method of selling. This policy has been developed under the supervision of Mr. McKelvy and it is announced that no change in the general plan will be brought about by his promotion to the sales management.

Fada Radio Distributor Appointed in Alabama

Appointment of the Bill Page Tire Co. of Birmingham, Ala., as distributor of Fada Radio in the State of Alabama has been announced by Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc. This well-known Birmingham wholesale organization will present the complete line of Fada receivers and speakers to the trade throughout the Alabama territory. Specialty men will make contacts.

Plan Your Christmas Sales Campaign Now

(Continued from page 10)

FADA T H. T. R OBERTS C O. 32 Union Square, New York

The Talking Machine World, New York, November, 1927

F. A. Magee Winner of R. M. A. Golf Tournament

Presentation of Silver Cup for National Championship Made by G. Clayton Irwin, Jr.—Permanent Golf Club Organized

The final game of the R. M. A. Golf Tournament was played at the Calumet Country Club and all honors were carried off by F. A. Magee, president of the Trav-ler Mfg. Corp., Chicago, Ill. Presentation of a silver cup for the National championship was made by G. Clayton Irwin, Jr., general manager of the Chicago radio show, to Mr. Magee on Saturday night at the show. So much interest has been taken in this golf tournament that a permanent golf club has been organized and following the comple-
Why Are Some Records Slow Moving?

Is It the Fault of the Record or Is the Dealer to Be Blamed?

By B. C. Reber

Too often in the distribution of musical merchandise the complaint is made by various retailers that certain records will not sell well. They offer objections to the style of recordings, the pieces that are offered, and many times find their shelves stocked with records which have but little or no demand. A thorough study of the retailer’s problems, however, has brought out the fact that in many instances the fault lies, not with the manufacturer nor the wholesaler, but with the management of the departments.

In the store of the J. R. Reed Music Co., at Austin, Texas, the record department is managed with unusual success by Mrs. Dene S. Newton, aided by Miss Doris McCoy, and the manner in which these two women have created a large volume of profitable business makes an interesting story.

Clever Stock Control Plan

"In the operation of a department of this kind," Mrs. Newton explained, in discussing her methods, "it is necessary to make a careful analysis of the customers, the merchandise, and the store policy. Then, these may be supplemented by some basic principles which will materially add good will and prestige to the department.

"We keep a complete stock of records, but we do not allow any record to remain on our shelves for more than thirty days. We keep a check on our record stock by having our numbers numerically. One of each record is placed in a green, or what we call a "master," envelope. All other records bearing the same catalog number are placed in the brown envelopes. In this way we are able to tell at a glance of what records we have more than an ordinary amount.

"We know at all times which records we have on hand and those of which we have a large supply. If we find that we have a few slow-moving records we make a list of those numbers and make a special effort that day to sell them out. In this way we are always able to keep our stock clear of old numbers.

"We have found that one of the greatest factors in the creating of dead stock is the fact that the public does not know you have it on hand.

Definite Record-Selling Plan

"There are a number of little courtesies which may be practiced in the sale of records which are often overlooked. We have made a definite plan for promoting the sale of records which we follow out in every instance. When a customer asks to hear a new piece of a few records which are on display, we conduct him to one of our booths, see that he is comfortably seated, wind the machine, place the record and needle and wait until the music starts before we leave the booth. We have received many compliments for our complete service in this respect and believe that it has done much in building up the sales volume which we enjoy.

"We always keep our booths and our record stock in good order. There are quiet periods during the day when this may be accomplished and it makes it very easy to take care of the business during rush periods without confusion or loss of time.

"Telling our customers of the new records we receive as fast as they come in is one of our prime assets in increasing sales. We go over the list and show the customers the new recordings whether or not they have asked for any of these pieces. Of course, we do not force ourselves upon the trade in this way, but merely take advantage of an opportunity when we are placing a record on the machine for them or when we are wrapping up other records they have purchased.

"Another thing which we have practised with quite a little success is to get a customer going out without buying, or at least without being in a record store.

"If we have an inquiry for some record which is not in stock at that time, we try to play something new for the customer, or recommend a substitute. In nine times out of ten this will lead to a sale.

Suggestion Sells Records

"Suggestion plays an important part in the success of a sale, and we always have several suggestions on hand for new records, new selections, or groups of records which will form a pleasant evening's entertainment. We study our stock very thoroughly and know every record on our shelves. This enables us to suggest something pleasing to any customer who is in doubt as to just what is desired.

"Specials, such as health records, books of the opera, etc., we order sparingly, but we promote just those which are peculiar to the interests of the customers. We have found that one of the greatest things in knowledge of a customer is to know the condition of your stock at all times, and knowing your trade, are the prime essentials in the successful management of a department of this kind."

This enables us to keep our stock down to a minimum, and, where there is some doubt as to how long a new hit will be popular, we are able to order in small quantities.

Cater to Students

"A large portion of our trade comes from students who attend the University of Texas, which is located in this city. We have put ourselves to great pains to make these students feel at home here and always welcome them to come in and hear our new records whether they buy or not. This gives us a good prestige among the students, and we have a large percentage of their sales.

"We do not believe in carrying interior merchandise, nor records which are an off-brand. All of our stock is made up of nationally advertised and nationally known lines. The classic records which we so popular several years ago have given way to dance records and jazz, but there is still a fairly good demand for these former if the field is properly worked.

"It's a thing well worth remembering in this work that the phonograph is the most widely used and enjoyed musical instrument in the world. Some people may have a preference for the piano, others the violin, others a horn; but all will appreciate hearing their favorite musical instrument played on the phonograph by some well-known artist. All of these things must be taken into consideration if the record field is to be thoroughly worked. While the largest sales may be in orchestrations, novelties, etc., it must be remembered that there are others who prefer classics, religious numbers, recitations, health records, and other selections. By knowing your trade well and keeping each regular customer in mind as new records are brought out, it is possible to cover the entire territory.

"I believe we have one of the smallest record departments of its kind for the volume of business which we enjoy. Our entire business, outside of the booths, is conducted in a space approximately nine feet square. Three sides are utilized for record shelves; the fourth opens on the aisle of the store and provides space for our small counter.

"Summing up, I believe that courtesy to the customer—and I mean doing those little things which are so much appreciated but seldom expected—letting the customer know what you have, especially in the stock which is moving slowly, knowing the condition of your stock at all times, and knowing your trade, are the prime essentials in the successful management of a department of this kind."

Rollins' Pharmacy, Chipley, Fla., recently secured the agency for Victor Orthophonic talking machines and records.
Tomorrow's Speaker—Today!

The Marvelous New A-Z Reproducer

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

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

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

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

To Phonograph Manufacturers Interested in Electric Pick-Up

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

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

The Test Alone Will Tell!

With Tonal A-Z Range From A to Z

There Is Nothing Else Like It!
Demonstrate Radio Sets as Quality Merchandise

APPLAUS for the sales methods adapted to selling high-class automobiles to those of selling radio sets may seem like a far-off comparison to some dealers, yet to Robert S. Miner, of Hartford, Conn., it is his everyday way of getting new customers.

When one hears of a display to be made in a "salon," he is inclined to think of a private exhibit of Rolls-Royces in the lobby of the best hotel in town. If the admission is free the motor enthusiast will drop in just to see the most expensive cars made.

This is exactly the logic that Mr. Miner puts behind every radio sales appeal that he makes. He was salesman for a leading automobile company a good many years before entering the radio field one year ago September 1. Naturally he still clings to a number of automobile selling ideas.

Miner's first year as a radio dealer was a success, he claims, due to the fact that he converted his storeroom into a modern "salon." In every piece of advertising literature or circular letter he distributes a paragraph was always included extending an invitation to the reader to drop in to "Miner's Salon" and see the latest radio models.

The result, according to Miner's observation, did not necessarily frighten off the middle-class prospect and draw more of the elite. Instead it gave both classes the idea that a moderate-priced radio was being displayed in an extraordinary setting.

The intimate tone given to an invitation "to a private advance display in Miner's Salon" gave the reader the impression he was personally invited to a private display. Still it was only a different way he had of asking his prospect to drop into his store. To use Mr. Miner's statement, "It was the automobile way."

Following is an example of the opening paragraphs he used in his latest letter introducing his "Autumn Salon Display":

"As in fine motor cars, so the manufacturers of fine radio equipment have adopted a policy of introducing early in the Fall the models which shall carry into the following calendar year.

"FADA radio is bringing out a marvelous new line of instruments as their 1928 series. I have just received an introductory shipment of these improved models, and intend to display them in a kind of Autumn Salon in a private advance showing throughout the week of September 12."

Such personal letters are, in Miner's experience, the most effective means of getting the prospect to see his radio stock. He spent over $800 during the first twelve months in mailing.

Clark Music Co. Sponsors Unusual Broadcast Program

An unusual and interesting broadcasting stunt was arranged and sponsored by Melville Clark, president of the Clark Music Co., 416 South Salina street, Syracuse, N. Y., at the Annual Radio and Electric Exposition held in the New York State Armory in that city recently. Miss Claudia Race, concert harpist and head of the music appreciation department of the Clark Music Co., and Miss Mary Becker, one of Syracuse's leading violinists, figured in the program in a most interesting manner. These two artists were playing from the front balcony in the large armory where the exposition was being held and they were accompanied by Ernie Mills, artist organist at the Strand Theatre in Syracuse, who accompanied them directly from the large four manual organ in the Strand. The violinist and harpist received the organ accompaniment as the output of a Radiola 28 and Mr. Mills heard the violinist and harpist through a headphone connection with the Vitaphone which is a permanent fixture in this beautiful theatre. The combination broadcast most unusually and it is the first time that this unusual feature has ever been done here.

Max Targ Mid-West Representative for Lyrophonic

Andrew P. Frangipane & Co., of New York City and Lyndhurst, N. J., announces the appointment of Max Targ, of 229 West Randolph Street, Chicago, as Western factory representative of the company. Mr. Targ is one of the well-known figures in talking machine circles and has a host of friends throughout the Middle Western territory who know him well. Andrew P. Frangipane recently returned from a visit to Chicago which resulted in not only the appointment of Mr. Targ as Western factory representative, but in the opening of a number of new accounts for the Lyrophonic line as well.

New Fada Distributor for the Philippine Islands

The Western Equipment & Supply Co., of Manila, has been appointed Fada distributor for the Philippine Islands, according to an announcement by R. C. Ackerman, export manager for F. A. D. Andrea, Inc. This company is operating in the Northern as well as the Southern islands, while in the Southern section the Photo Material & Paper Co. handle the Fada line in Cebu and Ilo Ilo. Mr. Ackerman, who recently returned from a visit to the islands, states that the future of radio is very bright there.

Metropolitan Radio Supply Co. Holds Formal Opening

Los Angeles, Calif., November 3.-The Metropolitan Radio Supply Co., carrying a full line of nationally known radio receivers and accessories, held its formal opening at 134 West Seventh street on November 1, opening the building with appropriate ceremonies appropriate to the new establishment, which has been equipped with the most modern fixtures, is conveniently located in the downtown section of the city.
Freshman EQUAPHASE

Model G-7 here illustrated is panelled entirely of genuine mahogany, and contains a large cone speaker mounted on a Baffle Board, which is placed in a remarkably resonant tone chamber, rendering exceptionally fine tone quality and "true-to-life" reproduction.

$185 COMPLETE Ready to Operate


THE LIGHT SOCKET SUPPLIES ALL POWER

Always Ready...Always Right

no acids trouble batteries no water excuses makeshifts

Sold to Authorized Freshman Dealers Only

CHAS. FRESHMAN CO., Inc.
FRESHMAN BUILDING, NEW YORK
CHICAGO LOS ANGELES

The Radio of Superior Performance
C. C. BAKER, of Columbus, is the type of music merchant who feels out new ideas. The fellows in other lines of business are doing, how they do it, and what results they achieve, and has proved on numerous occasions that he has the keenness and courage to adopt an idea that is new and radical and applies it with success to his own business. In other words, he is not hindered by precedent, but believes that modern business situations should be met with modern methods.

A Radical Innovation

Mr. Baker's latest move has been the installation of a soda fountain in his store in Columbus, where he devotes himself chiefly to the sale of talking machines and records. The soda fountain idea first caused a ripple of amusement among Baker's critics, as well as among competitors, then there was a period of serious watching, and finally expressions of amazement regarding the results of the innovation. Now the soda fountain more than pays for itself and has almost doubled the record business.

The idea of the soda fountain was conceived by Mr. Baker through watching the methods adopted by merchants in other lines to attract attention to their wares. Every ballyhoo, whether it was for a three-ring circus or a medicine show, depended upon its band to bring the crowds within reaching distance; the land auctioneer also depended upon the band to bring prospects to his sales; the new store, whether it handled furnace, drugs, or what not, generally had an orchestra to bring people in on the opening day. But what particularly impressed Mr. Baker was the fact that the successful soda fountains depended upon phonographs and automatic pianos, and even, in some cases, small opening day.

Crowds within reaching distance; the land auctioneer show, depended upon its band to bring the attention adopted by merchants in other lines to attract their patrons and to keep them coming.

Mr. Baker did not install his soda fountain on the spur of the moment. He first visited the largest cities of Ohio and got the opinions of his many friends in the music trade in that State. Some of them smiled, but all of them declared that, although radical, the plan seemed to have possibilities. Then he went to Chicago and New York and studied the soda fountain situations. He learned, for instance, that even a moderately successful fountain could attract at least 500 people a day, and he felt that if 500 people came into his store each day he could find among them a good many customers for phonographs, and particularly records. Then Mr. Baker continued his investigation to find out what kind of a fountain was best suited to his needs, and finally had the manufacturers develop one, with imitation organ pipes adorning the top, so that they would issue the music played on a phonograph.

Public Flock to Store

Finally came the day when the fountain was installed and ready for operation. Its opening was announced with becoming modesty. It was "What struck me," says Mr. Baker, "was that the music fountain, for instance, was using music to induce people to buy sundaes and mineral waters, and I could not see why it was not just as logical to reverse the process to bring customers into the music store. The soda fountain is simply a means of keeping patrons occupied while they are listening to the music."

Investigation Preceded Installation

The exposition was primarily a radio show, although electrical appliances were also the chief exhibits, and a combination phonograph-radio receiver models were also prominent in many displays. The great majority of loud speakers shown were those of the cone type, with the clock-shaped cone speaker the most popular with the public.
Sounding as it does the very depths of the sublime, reception with the Utah Speaker brings into being those mystic qualities of reproduction for which so many strive but so few ever attain.

The most complete line—ranging from $10 to $100

UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., Chicago
Atwater Kent Mfg. Co. Announces New Prices

Large-scale Operation Is Responsible for 20 Per Cent Average Reduction in Prices of All Products Made by That Concern

PHILADELPHIA, PA., November 6.—A new schedule of prices for 1928, based on manufacturing economies possible only with operations on a large scale, has been announced by the Atwater Kent Mfg. Co.

At the opening of the 1928 radio sales season, A. Atwater Kent announced to a national meeting of radio distributors here, recently, that because of tremendous production facilities he had put into operation for this season, the public will receive the benefit of a twenty per cent average reduction on all his radio products.

"It is right," said Mr. Kent, "that purchasers should share in the result of up-to-date manufacturing methods in everything. This is the tendency of the time. "In our fifteen-acre factory our production engineers and experts, since the inception of radio, have been working out manufacturing economies which smaller factories perhaps could not accomplish. These advancements have not only enabled us to maintain but to improve the standard of our product. "The new prices are in keeping with the long established Atwater Kent policy of sharing with the public the results of economies as fast as they are put into practical operation."

Nineteen twenty-eight prices are announced as follows: Model 30 receiver, $65; Model 32, $90; Model 33, $75; Model 35, $49; Model E speaker, $24; Model L speaker, $12.50 and Models H and G $15. The "B" power unit, Model B, complete with tube, is $19.50.

Brunswick Dividend

The directors of the Brunswick-Balke-Col- lender Co., Chicago, recently authorized a dividend of seventy-five cents per share on its outstanding common stock payable November 15 to stockholders of record as of November 5.

Two New Crosley Whole-salers Are Appointed

Southland Elec. Supply Co. and Kentucky Igni-
tion Co. Handling Crosley Line—Several Dis-
tributors Open Branch Offices

CINCINNATI, O., November 4.—Two new whole-
sale radio distributors have been added to the list of those who handle Crosley radio products, namely the Southland Elec. Supply Co. of Louisville, Ky., and the Kentucky Ignition Co. of Lexington, Ky. The Southland Co. will handle the Crosley line exclusively and will cover the southwest Kentucky territory.

The increase in the demand for Crosley merchandise has led a number of Crosley distributors to open branch offices. Among them are C. D. Frank & Co., Charleston, S. C., which has opened a branch at Columbia, S. C.; Harper Meggee, Inc., Seattle, Wash., which has a branch at Spokane, Wash.; Noyes Bros. & Cut-
ter, St. Paul, Minn., have opened branches in Fargo, N. D., and Billings, Mont. The Billings branch operates under the name of Chappels, Inc.

C. Bauer Sons, Inc., Open New Store in Jamaica, L. I.

C. Bauer Sons, Inc., which for the past forty years has maintained handsome quarters at 738 Broadway, Brooklyn, N. Y., has completed arrangements to open a branch at 1602-04 Jamaica avenue, Jamaica, L. I. In addition to handling leading makes of pianos, C. Bauer Sons, Inc., will have a very handsome talking machine department, showing the finest models of Victor Orthophonic instruments and Victor records. A complete radio stock will also be carried, including models in Radiola, Fada, Freshman, Crosley, Atwater Kent and other makes. A novel feature of the new Bauer store will be a reception hall where entertainments will be given, the establishment having a floor space of more than seventeen thousand square feet. Irving S. Lesser is general manager of the new Jamaica store.

C. L. Farrand Sees Season Best for Trade and Public

"The 1927-28 radio season looks like one of the best both for the trade and the listener," said C. L. Farrand, president of the Farrand Mfg. Co., in a recent discussion of business conditions.

"Radio users are in a much better position than ever before, with manufacturers today more reliable than ever," Mr. Farrand stated. "The average manufacturer in the radio trade this season has a heavy investment in patents, and in addition is licensed under one or several patent licensing agreements. As only responsible manufacturers can be licensed under any of the important patents, this automatically raises the standard of responsibility of the manufacturers in this industry."

Pelton Music Shop Opened

CALIFORNIA, N. Y., November 5.—A new music store, the Pelton Music Shop, was recently opened here by D. M. Pelton. In its initial announce-ment of the new establishment, the retailer sent out to the residents of this town and adjacent territory called attention to the complete stock of Brunswick Panatropes and Panatrope-Radiola combinations, the Columbia Viva-
tonal phonographs and records. Attention was also called to the Columbia Phonograph Hour every Wednesday night from station WOR and to the network of sixteen stations. In a P. S. message the question was asked: "Have you heard 'Two Black Crows'?"
Columbia

Announces another of a series of advertisements/

2 pages facing in color in

THE SATURDAY EVENING POST
Columbia
Viva-tonal Electric Reproduction
"like life itself"

Columbia-Kolster (shown here) - $475. Viva-tonal Columbias in both mahogany and walnut, ranging in price from $90 to $500. Viva-tonal Columbia Portables, $56.
Producing Phonograph

Two great companies have contributed to the producing of an entirely new musical instrument—the Columbia Phonograph Company, makers of the Viva-tonal Columbia and Columbia Records, and Federal-Brandes, Inc., makers of the Kolster Radio Set.

The result is the Columbia-Kolster Viva-tonal Electric Reproducing Phonograph.

It plays any standard record. Elusive tonal shadings, actually in the records, but impossible of reproduction on the ordinary phonograph, are brought out in all their beauty. The volume of sound can be increased or decreased at will, from a whisper to a fortissimo. Changes in volume have absolutely no effect upon the quality of reproduction. The definition and balance of the original are retained in their entirety.

The Columbia-Kolster gets its power from the house current. Batteries are eliminated. It requires no winding. An exquisite jewel-like topaz pilot light, set on the line of vision, indicates when the current is on. Every detail is designed to delight the eye and offer the utmost in service.

Before buying a new reproducing instrument, hear the Columbia-Kolster Viva-tonal Electric Reproducing Phonograph.

The Columbia-Kolster is now being shown by leading dealers everywhere. If you are uncertain as to the location of one of these, write us and the name and address of one near you will be sent you.

Diagram showing installation of Kolster Power Cone Speaker in the Viva-tonal Columbia.

The Columbia-Kolster (Model 900) has an "electric pickup" of new design, with unique and exclusive features. The Kolster Power Cone Speaker, inside the beautiful, high lighted walnut cabinet with its mahogany overlay, is of the electro dynamic type, and introduces a new feed-back principle. The instrument is equipped with five Cunningham tubes. It is 40¼ inches high, 31½ inches wide, and 21½ inches deep. Two drop record-bins hold twenty records each. Important exposed metal parts are gold plated, satin finish. The 12-inch turntable is overlaid with green velvet. List price, $475.00

Columbia New Process Records

Celebrity Series
Sophie Braslau
The Sweetest Story Ever Told (Suites) and Love's Old Sweet Song (Melloy) — Contralto Solos
No. 9953-M 10 in. $1.00

Instrumental Music
Columbia Symphony Orchestra
(Dir. Robert Hot Bowers)
Wedding March (Mendelssohn) "Midsummer Night's Dream" and Bridal Chorus from Lohengrin (Wagner)
No. 1001-D 12 in. $1.25

Vocal Numbers
Lee Morse
My Idea of Heaven (Is to Be in Love with You) and Side By Side
No. 1072-D 10 in. 75c

Little Jack Little
No. 1122-D 10 in. 75c

Columbia Mixed Chorus
Medley of Christmas Hymns—Parts 1 and 2 (Arr. by Bowers)
No. 5090-D 12 in. $2.25

Dance Music
Ted Lewis and His Band
Alexander's Ragtime Band and The Darktown Scrappers' Ball—Fox Trots with Vocal Choruses by Ted Lewis
No. 1004-D 10 in. 75c

Ben Selvin and His Orchestra
Play-Ground in the Sky and Wherever You Are (from "Sidewalks of New York")—Fox Trots with Vocal Choruses
No. 1135-D 10 in. 75c

Fred Rich and His Hotel Astor Orchestra
Good News and Lucky In Love (from "Good News")—Fox Trots with Vocal Choruses
No. 1105-D 10 in. 75c

Cass Hagan and His Park Central Hotel Orchestra and The Redudites
The Varsity Drag (from "Good News") (Vocal Chorus by Baur, James and Shaw) and Dancing Tambourine—Fox Trots
No. 1114-D 10 in. 75c

Columbia Musical Masterworks
Set 72 Mozart: Symphony No. 41, in C Major
No. 1117-J ("Jupiter"), Op. 551
Complete in Eight Parts (Four Records) with Album—$6.00

Set 73 Tchaikowsky: Trio in A Minor, Op. 30
No. 1113-J "To the Memory of a Great Artist"
Complete in Twelve Parts (Six Records) with Album—$9.00

Ask your Dealer for Complete List of Recent Records

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

Viva-tonal

The Electric Reproducing Phonograph

"like life itself"

Model 900  List Price $475

Plays any standard record. Batteries are eliminated. Five Cunningham tubes included in equipment. The volume can be increased or decreased at will. Marvelous tone. Beautiful, high lighted walnut cabinet with mahogany overlay.

In this single instrument, are combined the Columbia achievements in the reproduction of recorded music with the finest and latest developments in power amplification, the Kolster Power Cone Speaker.

Model 810 (closed)

List Price $530

Viva-tonal Columbia Phonographs

Before buying another phonograph, hear the Viva-tonal Columbia, the musical creation of the Columbia Phonograph Company. A wide choice of models, prices, and sizes, from the imposing No. 160 at $500 to the remarkable No. 160, the Viva-tonal Columbia Portable at $50. Some in mahogany, some in walnut. All "like life itself." Hear their living tone.

Mod. 160, List Price $50

COLUMBIA PHONOGRAPH COMPANY

1819 Broadway, New York City

Day by day, week by week, month by month, Columbia is constantly on the alert to interest the prospective customer. The selection of artists, the choice of what to record, the quality of the record itself, plus Columbia's high standard of service—all these features impress the customer, and increase the dealer's sales.

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto
Mark Strand Theatre to Feature Victor Orchestra

Nathaniel Shilkret and the Famous Victor Salon Orchestra to Be a Permanent Feature of Programs in Large New York Theatre

The Victor Talking Machine Co. announces that, after several months of negotiations, arrangements have been completed with the Chicago Firm Host to Its Executive and Sales Organization—A. Marchev, President. Outlined Ambitious Plans For Expansion

Temple, Inc., Chicago, maker of Temple loud speakers and radio reproducing equipment, entertained the firm’s executives, department heads, Central States sales organization and their wives, at a banquet at the Hotel Stevens on October 11, during the Chicago Radio Show. A. Marchev, president of Temple, Inc., was toastmaster of the evening, and outlined the Temple policy and plans for expansion. During the course of his remarks he stated that consumer acceptance of the Temple air column speaker since the June trade show, and the increased demand from distributors and dealers had caused the company to purchase an additional factory in Chicago, which will increase the present Temple output four times.

Another important announcement was to the effect that Addison H. Brown, New York City, has been added to the staff of the Crosley Radio Corp., Cincinnati, O., in the persons of Addison H. Brown, New York City, who is covering the Northwest territory, and Roy Cummings, who is working out of the New York office.

C. V. Hill With Fada

C. V. Hill, formerly with the French Nestor Co., of Jacksonville, Fla., has been added to the New York staff of F. A. D. Andrea, Inc. Mr. Hill will devote his time to special work among Fada dealers throughout the metropolitan territory.

New Crosley Salesmen

New salesmen were recently added to the staff of the Crosley Radio Corp., Cincinnati, O., in the persons of Addison H. Brown, New York City, who is covering the Northwest territory, and Roy Cummings, who is working out of the New York office.

Music Industries Conclave to Be Held in New York

Hotel Commodore Again Selected as Convention Headquarters During the Week of June 4—Making Reservations for Exhibits

The Commodore is the official hotel for the 1928 convention to be held in New York during the week of June 4, according to a vote of the board of directors of the Music Industries Chamber of Commerce. The hotel has been advised and tentative reservations for exhibits are being received. The 1926 convention was held at the Commodore and it was thought by many that the accommodations were unusually good from the standpoint of service, meals and rooms. Another important feature of this hotel is that it is easily accessible from the Central Station of the Metropolitan Transportation Company.

Dealers in Direct Current Districts! Boost Your A. C. Radio Sales

Almost any radio or talking machine needs to be demonstrated before it can be sold, but this is still more true of the new A.C. Receivers and electric talking machines. These more costly machines must be demonstrated—and to their best advantage, too. And, with the new Janette Rotary Converter they can be demonstrated—everywhere. The Janette Rotary Converter permits a perfect demonstration, free from noise or hum, in direct current districts. Dealers in these districts no longer work under a big handicap—as is shown by the sales records of dealers using Janette Rotary Converters. Also a special Janette Rotary Converter has been designed for use in the direct current house, thus increasing the number of prospective buyers of A.C. Receivers and electric talking machines. The dealer not only sells more instruments, but he also makes a neat profit on each Converter.

Write for full information and discounts

Janette Manufacturing Company

854 West Monroe Street  SINGER REAL ESTATE TRUST BLDG.
CHICAGO  NEW YORK

The Rotary Converter arrived just in time to help in the display of the series of "Hoosiers Abroad" at the Blackstone Theatre.

Among the guests at the banquet were Fred Williams, president of the Dubuque Condenser & Radio Corp., New York City; Prof. and Mrs. P. G. Andres, Prof. Fred Temple, Irving Schubot, district manager of territory No. 7; J. F. Guppy, Northwestern district manager; V. W. Behel, Jr., vice-president of Behel & Harvey, Inc.; Jack Redell, Chicago, and Franklin McDermutt, St. Louis; Mrs. A. Marchev, F. F. Hunum, comptroller of Temple, Inc., and Garet W. Denise, development engineer.

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The Janette Rotary Converter Type C13-F, shown at right, is designed especially for dealer’s use in demonstrating A.C. Receivers, combination sets and electric talking machines. A heavy duty machine capable of standing up under years of continuous operation. List .......... $104.00

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C. V. Hill, formerly with the French Nestor Co., of Jacksonville, Fla., has been added to the New York staff of F. A. D. Andrea, Inc. Mr. Hill will devote his time to special work among Fada dealers throughout the metropolitan territory.

New Crosley Salesmen

New salesmen were recently added to the staff of the Crosley Radio Corp., Cincinnati, O., in the persons of Addison H. Brown, New York City, who is covering the Northwest territory, and Roy Cummings, who is working out of the New York office.

The Janette Rotary Converter Type C13-F, shown at right, is designed especially for dealer’s use in demonstrating A.C. Receivers, combination sets and electric talking machines. A heavy duty machine capable of standing up under years of continuous operation. List .......... $104.00

Music Industries Conclave to Be Held in New York

Hotel Commodore Again Selected as Convention Headquarters During the Week of June 4—Making Reservations for Exhibits

The Commodore is the official hotel for the 1928 convention to be held in New York during the week of June 4, according to a vote of the board of directors of the Music Industries Chamber of Commerce. The hotel has been advised and tentative reservations for exhibits are being received. The 1926 convention was held at the Commodore and it was thought by many that the accommodations were unusually good from the standpoint of service, meals and rooms. Another important feature of this hotel is that it is easily accessible from the Central Station of the Metropolitan Transportation Company.

Dealers in Direct Current Districts! Boost Your A. C. Radio Sales

Almost any radio or talking machine needs to be demonstrated before it can be sold, but this is still more true of the new A.C. Receivers and electric talking machines. These more costly machines must be demonstrated—and to their best advantage, too. And, with the new Janette Rotary Converter they can be demonstrated—everywhere. The Janette Rotary Converter permits a perfect demonstration, free from noise or hum, in direct current districts. Dealers in these districts no longer work under a big handicap—as is shown by the sales records of dealers using Janette Rotary Converters. Also a special Janette Rotary Converter has been designed for use in the direct current house, thus increasing the number of prospective buyers of A.C. Receivers and electric talking machines. The dealer not only sells more instruments, but he also makes a neat profit on each Converter.

Write for full information and discounts

Janette Manufacturing Company

854 West Monroe Street  SINGER REAL ESTATE TRUST BLDG.
CHICAGO  NEW YORK

The Rotary Converter arrived just in time to help in the display of the series of "Hoosiers Abroad" at the Blackstone Theatre.

Among the guests at the banquet were Fred Williams, president of the Dubuque Condenser & Radio Corp., New York City; Prof. and Mrs. P. G. Andres, Prof. Fred Temple, Irving Schubot, district manager of territory No. 7; J. F. Guppy, Northwestern district manager; V. W. Behel, Jr., vice-president of Behel & Harvey, Inc.; Jack Redell, Chicago, and Franklin McDermutt, St. Louis; Mrs. A. Marchev, F. F. Hunum, comptroller of Temple, Inc., and Garet W. Denise, development engineer.
Every music lover

BEETHOVEN
SYMPHONY No. 6
in F Minor

BRAHMS
SYMPHONY No. I
in G Minor

VICTOR TALKING MACHINE COMPANY
should build
a library

LEADING magazines with striking Victor Red Seal advertisements are already on the news-stands and in the homes of millions of subscribers. Other arresting advertisements, dramatizing good music, are to follow. Already, Victor dealers are reporting results from this powerful campaign. You have no time to lose.

Sell your customers on the idea of having a musical library. Red Seal Records bring them the finest of all the world's music—interpreted by artists of international reputation. And, long after the concert season is over, they have the same magnificent music—ready for unlimited encores.

Of course you have read the great Red Seal merchandising book, "S. R. O.," which points out definite ways to capitalize the increasing appreciation of really fine music. It's worth rereading for its sound selling suggestions.

Particularly the customer-booklet, "A Musical Galaxy." Here's a valuable sales-maker to send to your list of special prospects. Read over the Victor prize-offer for the most effective window-display—using the marvelous Red Seal posters in full color. In the back of the big merchandising book, you'll find newspaper advertisements, specially prepared to pull prospects into your store. Run them in your local tie-up campaign. Work in as many of the publicity stories as you can.

Most important of all, see that every one of your sales-people has a copy of the practical treatise on "Getting Acquainted." Encourage them to enter the Victor contest for individual salesmen and saleswomen.

For more than a generation, Victor has exerted an immeasurable influence on the growing musical appreciation of our nation. Share that responsibility and reap the rewards that go with leadership.
Boardman & Gray Receive
30-Per Cent of Radio Business
From Profitable Trade-ins

By C. J. O’Neill

WHEN 30 per cent of a dealer’s business consists of sales resulting from trade-ins he is certain to give this market enough sales pressure to hold this volume. Bradley C. Gray, of Boardman & Gray, Albany, N. Y., realized the importance of this trade-in demand when he was made manager of the radio department a year ago, and immediately he established a fixed trade-in policy.

Mr. Gray devotes just as much time to a sales prospect seeking a little credit on a home-made set as he does the cash customer. He does so because he knows the trade-in man was responsible for $39,625 of his total business volume during the last year.

“‘There is no doubt,’” remarked Mr. Gray in giving his opinion of the trade-in field, “that the market for the sale of new radio receiving sets comprises not only all people who have no set of any kind, but in my particular location there is a big demand from those who have sets. During the past year I found many of the so-called amateur radio makers coming out for the better models. Besides the home-made set owners, we have sold new sets to those with one, two, and three tubes and receivers which were acquired at cut-price sales, through mail order houses, miscellaneous manufacturers and similar selling outlets. It seems the more they see of cheap sets, the more they crave the expensive ones.

Trade-in Prospect Is Half Sold

“The longer I study the trade-in situation the more I realize that this prospect is a good new set customer already 50 per cent sold. When a trade-in prospect approaches Mr. Gray, he is interested in radio as he does the cash customer. He does so because he knows the value of a second-hand set at a glance is very important, otherwise a dealer may underestimate a receiver so as to deprive him of a profit on the resale and also on the ultimate sale of a new set.

When a trade-in prospect approaches Mr. Gray for a credit on a new set proposition he immediately discourages the customer’s idea by making a ridiculously low bid. If the original quotation does not appeal to the customer, he then suggests he try selling it himself, for perhaps he can get a better price.

This all may sound like an independent air on the part of Mr. Gray, but as a matter of fact he is not willing to let a person interested in a new set get away so quickly. He primarily means to mark time; first to see how much the trade-in customer expected to realize; and secondly, in the course of the conversation to give the set a thorough inspection to see how much it is really worth, in the event that he would accept it as a trade-in.

Eliminating “Bargaining”

In speaking of the dealer’s position at this stage, Mr. Gray is of the opinion that, “The dealer should examine the set and quickly make an estimate of what it may promptly be resold for and should offer its owner one-half that figure. This procedure calls for an eye appraisal made promptly and a statement of an exchange offered in a manner that does not leave room for bargaining.

“Very often the prospect for a new receiver overestimates the value of his old set. This is quite natural in view of the fact that he remembers he paid two or three times the amount offered not more than a year ago for the set. He has to be reminded that manufacturers of radio equipment have made astounding progress since then, and also that his set has depreciated considerably in that short time.”

Reselling the Trade-ins

Mr. Gray never gives trade-in receivers any particular sales attention until he has an accumulation of about fifty, then he puts the entire lot up for sale. About every six months he calls in two repair men to check, test, put in working order, and if necessary refresh some of the cabinets. Hiring a couple of repair men for a couple of weeks enables Mr. Gray to resell the sets at a minimum cost.

In pricing the trade-in sets for their resale value he endeavours to make about 25 per cent on the set. At this rate of profit he allows 25 per cent of the original trade-in profit for re-conditioning purposes. A glimpse at the sales reports of the twelve months Mr. Gray made a specialty of patronizing trade-in customers will reveal that he hit on a new sales field that apparently makes his time spent well worth the labor.

$3,750 Profit From Trade-ins

During the past year Boardman & Gray accepted 125 trade-ins ranging from $25 to $125. At the rate of realizing $30 profit on each of these sets, Mr. Gray registered a net profit of $3,750 for his efforts in accepting trade-ins during this period. Even with this wholesome figure, the net profit made by Boardman & Gray per transaction in trading with used receivers has not been approached. The real harvest in this market is the profit realized on new machines. In this particular dealer’s case each of the $125 old sets were replaced by new ones averaging $250 list price, or a total of $31,250 gross sales for one year.

Guglielmo Marconi Sees
Vast Possibilities in Radio

Guglielmo Marconi, inventor of wireless telegraphy, in a recent interview, said: “This is a radio age. The world is coming more and more to doing everything by radio. So far it is only communicating and amusing by it. It will soon be educating its people and regulating all its life by it. Radio will, furthermore, acquire a larger and larger share in the life of all people as it will become more and more widely appreciated that as a science it is yet in its swaddling clothes.”

General Motors on the Air

Among the newest additions to the many fine broadcast programs that are proving factors in creating public interest in radio is the General Motors program. The first program of this series was broadcast on November 7 and will be followed regularly each Monday evening thereafter. Twenty-eight stations are in the chain.
AMAZING - POPULARITY - HAS - PROVED - ITS - MERIT

The Quali-Tone

Matched Combination TONE ARM & REPRODUCER

Retails at $7.50 Complete

Solid Brass—Heavily Nickeled

QUALITY UNEQUALED

THE amazing popularity of the Quali-Tone Matched Combination Tone Arm and Reproducer has proved its merit. Almost overnight it revolutionized completely the large and profitable replacement market.

This "Matched Combination" will outperform any reproducer, regardless of price. It is scientifically correct, gracefully curved, finished in rich, deep nickel, vibrationless and leakproof throughout. Furnished in four sizes to meet every condition as follows:

No. 7, Length 7 3/4 in. No. 9, Length 9 3/4 in.
No. 8, Length 8 1/2 in. No. 10, Length 10 in.

Order today from your jobber

DURO METAL PRODUCTS CO.
2649 KILDALE AVE. CHICAGO, ILL.

Sensation of the Industry

Packaged in an attractive carton, ready to hand out to your customers, the Quali-Tone Matched Combination solves the replacement problem. Anyone in the store can now intelligently handle replacement business. No more dead stock. No more disappointed customers. Full instructions and new screws packed in every carton.
This tag is always attached to every Genuine ULTRA

Accept No Imitations
For your own protection, look for "The Audak Company" stamped on every genuine instrument.

Cirtightness

as Necessary
to a Talking Machine

as to an incandescent BULB

You can easily imagine the unsatisfactory performance of an electric light bulb with a puncture in its glass exterior. Everyone knows that the bulb would not be worth much with air leaking in. Exactly the same condition exists when you consider a reproducer. Airtightness is one of the prime necessities; the entire air passage must be sealed, so that sound may be reproduced perfectly. Particularly the junction between tone arm and reproducer must be air-tight. Leakage means loss of compression and consequent poor performance. You can't go back on Nature.

One of AUDAK'S many exclusive features which cannot rightfully be used by others, is the absolute airtightness of its acoustic passage. It seals itself to the tone arm!

The AUDAK

565 Fifth Ave.

Makers of Acoustical and Electrical
To Music Merchants:

To increase your record sales, "the backbone of your business," try urging the sale of AUDAK REPRODUCERS. AUDAK'S performance brings out all the superfine quality of the new electrically cut records — so faithfully that no customer will be satisfied with ordinary music after once hearing AUDAK rendition.

The splendid performance of AUDAK enables a dealer to bring out the full excellence of the new records. No other reproducer has as yet achieved the efficiency of AUDAK Reproducers in this respect. Those dealers who have personally proved this, appreciating the strategic weapon placed in their hands, have proceeded to BUILD RECORD BUSINESS by demonstrating the new records under the best conditions—WITH AUDAK.

Volume and profit. It's a big discussion, with the factor of customer confidence all interwoven. This much, however, we have demonstrated and can prove to you. If you will let your trade hear the difference between AUDAK and other reproducers—as regards the bringing out of the record's virtues, we mean—you will sell more records, make more friends, see more familiar faces in your store and come out considerably ahead when the accounts are balanced.

"As ye sow, so shall ye reap." Bear this in mind and resolve to act upon our suggestion.
Artistry in Radio Design Has Widened Market

"Blending of the Artistic With the Design of the Engineer Most Important Advance in Radio"

By Walter Rautenstrauch
President Splitdorf Radio Corp.

When beauty came to grace radio cabinet design radio acceptance turned to radio demand. For there is always a demand for the beautiful. By the same token ugliness became an immediate outlaw.

The most important advance in radio from the viewpoint of practical selling was the blending of the artistic with the design of the engineer. It would be a simple matter to justify this and, at the same time, in this age of applications dealing strictly with practicalities, the natural question arises: "Does it pay?"

It is not going too far, in my opinion, to say that by making radio beautiful in design we give to it universal acceptance if not universal demand. This, in effect, is the same as stating that by housing radio apparatus in beautiful cabinets a situation is created where immediately upon observing the furniture one unconsciously feels or consciously exclaims: "I want that!"

It is somewhat the sort of thing that happens when an automobile with graceful lines passes by and you say: "What a beautiful car!" Beneath this and the radio remark is the universal "demand" for things that are beautiful. It was a great day for radio when this fundamental was recognized and radio brought in tune, so to speak, with this great fundamental of life.

Times Have Changed in Radio Demand

It would be a simple matter of detailing the various steps by which radio cabinet design was improved to give a surface indication of the increasing radio market during the comparative few years since radio broadcasting came to thrill the world. The early boxlike, makeshift enclosing of the apparatus interested a limited number of people. The novelty of radio interested more. So long as getting DX stations was the principal lure there was sufficient urge to make a saleable market for radio receivers. But there came a day when "getting stations near or far was not enough. Here began the desire for beauty in radio, the beauty that charms the ear. This was satisfied by improvements in engineering design to give quality of tone. About the same period simplicity of operation began to be asked for and the demand was met. Without going through all the technical phases I should like just to leap over everything to the time of what we call the "modern" radio set, that is to say, a receiver put out by a reputable manufacturer, giving good performance and embodying all the necessary technical framework to do so, in a word, a receiver that works well."

But if the market for radio is widened because of the fact that untold thousands have become interested in owning receivers because of the appeal of the cabinet to the eye, the responsibility of the manufacturer has increased. It is virtually a duty to-day to design cabinets that are in keeping with certain definite ac-

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

In an absolute seal of confidence and a comfortable assurance that something real is obtainable at a fair price, to improve the tone of old type phonographs. This, of course, is the IMPROVED VAL-PHONIC reproducer, renowned the world over for its superiority in performance, over similar products. A master reproducer, backed by its makers and fully guaranteed to be satisfactory in every respect. It had to be good and very good at that, to gain popularity and to continue to sell in such tremendous volume continuously.

Like our justly good Valley Forge Non Jump main springs, the IMPROVED VAL-PHONIC reproducer, by virtue of its fine qualities and excellent workmanship, has been placed in this same category for class A-1 merchandise. It is entirely new, both as to construction and materials used. Truly, it can be said that the VAL-PHONIC is the last word in reproducers. Made to fit all machines. In reproducer parlance, let the IMPROVED VAL-PHONIC be the pass-word with you and your trade.

You can't go wrong.
PAL sells itself to your customers—right over the counter—only because it offers supreme quality and unusual value.

Smartly designed—handsomely finished—built ruggedly for years of use—equipped with every known device to guarantee perfect efficiency—the very last word in portable phonograph standards. And sold at a price that practically eliminates competition, quality considered.

Five models—four and five colors in each model! Order your holiday stock from your nearest distributor today. If you are not handling PAL now, wire us collect, for the name of your distributor.

**Plaza Music Co.**
10 West 20th Street
New York
Greatest Portable Line in the Industry

$25
Retail
(Slightly Higher List in Far West and Canada)

Standard PAL
$25 List


PHONOGRAPHS
The Talking Machine World, New York, November, 1927

Our Tremendous Coast to Coast Outlets

Guarantee Greatest Phonograph Values

Fifteen New Models. Consoles, Uprights and Consolettes. Here's the phonograph, artistically designed, with new tone quality. And is specially low-priced, quality considered. Write us today for booklet and prices.

SOME TERRITORY OPEN FOR LIVE, WIDE-AWAKE, EXPERIENCED SALESMEN

Player-Tone Talking Machine Company
Office and Sales Rooms: 632 Grant St.
PITTSBURGH, PA.
SPLITZDOFF PRESIDENT WRITES
ON THE ARTISTRY IN RADIO

impossible when the cabinet was not a distinctive piece of furniture.
While radio sets were shown in windows in a "setting" now for the first time it is possible to put a receiver in its real setting. This is obvious when you consider the period cabinets and other special designs that take symmetry into account and are not just a box to house the apparatus.

Selling Hints for Dealers

Here are just a few hints as to dealer possibilities to-day in, directly or indirectly, bringing to the attention of the public the artistry in radio design:

Style. This is a companion urge to beauty and, seemingly intangible, is one of the most powerful agents for making against another of standard make is considered the strongest, if not the strongest, appeal in radio as substitute for other pieces of furnishings, this in contrast to general state-

Placement. Tied in with the idea of style and beauty is the weapon furnished the dealer to urge replacement of an older model. In those cases where performance is satisfactory to the purchaser he will not replace the older set with the newer one unless he is made to feel that the artistry of the newer model places him out front in being the possessor of something with strikingly new characteristics.

Other Possibilities in Selling Artistry. Many suggestions that, studied out, would reveal hidden possibilities, may be summarized as follows: Grouping of furniture to draw attention to that element of radio with the attendant widening of selection; the physical appeal of a window display showing carefully selected furniture, including radio model, or the same within the store, depending on individual requirements of the dealer; associating radio with classic period for the first time in furniture treatment; studying of individual customer's home and suggesting exact model that would fit in any situation.

Edmond Franklin Sause of Columbia Co. Died Recently

Edmond Franklin Sause, for a quarter of a century in the export department of the Columbia Phonograph Co., first as assistant manager, then as manager, died of heart failure on October 12th. Though the end was sudden, his health had been a matter of concern for some time. Mr. Sause was forty-three, and is survived by his widow and two young children. Mr. Sause was known as a man of exceptionally high ideals, and one who practiced them. He was thoroughly approachable, and liked working with the furniture dealer, where he himself does not carry radio, in getting information to the dealer; associating radio with classic periods, suggesting exact model that would fit in any situation.

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At almost a single stroke two of the great motives in buying are brought into play, namely, beauty, already discussed, and something that may be summed up in the word "case."

Edmond Franklin Sause of Columbia Co. Died Recently

Manager of the Export Department of the Columbia Phonograph Co. Was Connected With Organization for Twenty-five Years

Edmond Franklin Sause, for a quarter of a century in the export department of the Columbia Phonograph Co., first as assistant manager, then as manager, died of heart failure on October 12th. Though the end was sudden, his health had been a matter of concern for some time. Mr. Sause was forty-three, and is survived by his widow and two young children. Mr. Sause was known as a man of exceptionally high ideals, and one who practiced them. He was thoroughly approachable, and liked working with the furniture dealer, where he himself does not carry radio, in getting information to the dealer; associating radio with classic periods, suggesting exact model that would fit in any situation.

Replacement. Tied in with the idea of style and beauty is the weapon furnished the dealer to urge replacement of an older model. In those cases where performance is satisfactory to the purchaser he will not replace the older set with the newer one unless he is made to feel that the artistry of the newer model places him out front in being the possessor of something with strikingly new characteristics.

New RCA "Movie" Slides

A new set of colored motion picture slides is being offered to RCA authorized dealers for exhibition at local theatres. The slides may be ordered free of charge from the district office. They are free, and for ten cents each the dealer's store name and address will be imprinted in the space provided.
CAREFUL analysis of the business-building methods employed by a number of dealers who are accelerating sales in the rural districts shows that publicity, demonstra-
tions and expert service are preeminent factors in winning the orders of prospects on farms.

Sells on Basis of Service

"We make sales on a service basis," explained the manager of the Bellinger Co., dealer at Junction City, Kansas. "We use newspaper advertising, show win-
dow trims, attractive stock display in the store and personal solicitation for turning prospects into customers. We find a variety of sales aids have maximum value for broadening our sales field in Junction City and surrounding territory.

"An important essential in winning the interest of farmer prospects, and holding their con-
sidence and goodwill, is to feature radio which has been advertised in farm papers and other publica-
tions read by farmers. The average farmer has a preference for advertised prod-
ucts, and is most easily interested in radio which he has seen described and illustrated in his favorite publications. We find it advisable to tie up our local advertising with the manu-
facturer's publicity. In other words, our chief object in publishing advertisements is to acquaint prospective customers with the fact that this store is a headquarters for quality radio. While the average farmer isn't in the market for one of the highest priced sets, he demands a quality set which is guaranteed to give satisfactory service."

The Bellinger Co. displays radio near the front of the store, and keeps a well-assorted stock on display at all times. Show window displays add to the popularity of the firm's radio department. When an intensive "drive" is con-
ducted for the purpose of rounding up new prospects, both show windows are employed for displaying radio.

"This firm finds it pays to keep in close touch with customers, and that they secure maxi-
mum satisfaction from their radio investments."

Every Fifth Farmer Owns a Radio Set

ACCORDING to the report issued by the Radio Service of the U. S. Department of Agriculture there is a radio set in every fifth farm home in this country. The total number of radio sets on farms April 1, 1927, was 1,251,126 among 6,373,263 farm families, as compared with 551,003 in 1925 and 364,800 in 1924. The 1927 total is 128 per cent greater than in 1925 and nearly four times as great as the total of 1924. One of the interesting points of these statis-
tics, according to experts, is found in the fact that they indicate that farmers have been more responsive to radio advertising during the past two years than either city or town people, taking into consideration the amount of selling effort and advertising directed toward each market. The rural field offers rich rewards to aggressive dealers.

How Dealers Boost Business With Farmers

Analysis of Methods Used by Several Successful Kansas Dealers

Show Advertising, Demonstration and Service Are Big Factors

By J. K. Rodgers

"We have a service car which is a big help in giving our most remote patrons prompt serv-
ices," explained the manager. "Our paramount object is to profit from the favorable testimony of satisfied patrons, which is a salient factor in attracting the farm trade."

Display Is Brown Co.'s Key to Sales

Attractive display is a major factor in pro-
moting radio sales for the Brown Electric Co., Junction City, Kans. When the firm first be-
gan to sell radio, little thought was given the possibilities of building a profitable business in the farming sections tributary to Junction City. As soon as the firm began to display radio in the show window, and in the sales room, farmer prospects began to arrive, and in a short time ten sales were made to farmers, which offered conclusive proof of the "drawing power" of good displays and the buying power of farmers. Incidentally the Brown Electric Co. continues to give prospective customers "buying ideas," through the medium of attractive stock display.

Advertisers in Farm Papers

The Miller Electric Co., Clay Center, Kans, is another firm that finds farmers are ready buyers of radio which is advertised in their favorite publications. The manufacturer's publicity, coupled with the firm's local advertising, permits the Miller Co. to develop the farm trade without interfering with its sales activities in City Center.

"We are building a permanent business in radio and for this reason are careful to please each customer," explained a salesman. "We make a practice of encour-
gaging prospective customers to fully investigate the merits of our radio, before deciding. Without why we install sets on four days' trial. The majority of prospects decide to buy after testing the sets we install in their homes. This policy makes for satisfied patrons. We are mindful of our responsibilities to the rural pa-
trons who contribute to the growth of our busi-
ness, and cooperate with them seeking re-
tire satisfaction. A firm that expects to profit from the farm trade cannot afford to overlook the importance of these factors."
Silent Magic

Here is the Eveready Layerbilt “B” Battery No. 486, Eveready’s longest lasting provider of Battery Power.

TURN a radio dial, and presto! the home becomes a theater, a concert hall, a lecture room, a cabaret, a church, or whatever your customers will. Turn the dial and their attentive ears do the rest. That is all there is to this magic of radio.

Or almost all. If a radio set is to work at its very best, attracting no attention to itself, creating the illusion that can be so convincing, your customers should pay a little attention to the kind of power they use. There is but one direction, a simple one—use Battery Power. Only such power is steady, uniform, silent. It is called by scientists pure Direct Current. Any other kind of current in a radio set may put a hum into the purest note of a flute, a scratch into the song of the greatest singer, a rattle into the voice of any orator.

Don’t let your customers tamper with tone. Beware of interfering with illusion. Power that reveals its presence by its noise is like a magician’s assistant who gives the trick away. Recommend batteries—sell the Eveready Layerbilt “B” Battery No. 486, the remarkable battery whose exclusive, patented construction makes it last longest. It offers users the gift of convenience, a gift that they will appreciate almost as much as they will cherish the perfection of reception that only Battery Power makes possible. Order from your jobber.

Radio is better with Battery Power

Tuesday night is Eveready Hour Night—
9 P. M., Eastern Standard Time
WJZ-New York
WTOE-Philadelphia
WGR-Buffalo
WQAM-Atlanta
WMAQ-Chicago
WJZ-Des Moines
WJZ-Washington
WJZ-Cleveland
WJZ-Detroit
WJZ-Chicago
Pacific Coast Stations—
9 P. M., Pacific Standard Time
KPO-NO-San Francisco
KFSK-KOAK-Oakland
KFLA-KOON-Seattle

The air is full of things you shouldn’t miss
THE NEW SONORAS OFFER TO IN RADIO THAT TASTE CAN

THE new Sonora Light Six Highboy No. G-885, completely A. C. operated, is built to meet the growing demand of those who ask for a moderately priced but beautiful and highly efficient radio which needs no batteries of any kind. This six-tube tuned radio frequency set operates directly from the light socket on 60 cycle A.C. current by use of the new A.C. tubes. It is housed in a rich, lacquer-finished walnut cabinet and has a built-in Sonora Cone Speaker of the very latest type. Four tuned circuits operated by one selector and one adjuster, vernier controlled, afford unusual selectivity and distance range. Tube sockets are cushioned to prevent microphonic noises. Terminals are provided for either short or long antennae.

In efficiency, appearance and faithful rendition this model stands alone in its price class. There is nothing to equal it at $250.

SEVEN SONORA MODELS

Sonora now offers to the trade the finest radio instruments the world has ever known. This claim is not made in a spirit of boasting but is proved to the hilt by the enthusiasm with which Sonora radios are accepted both by Sonora dealers and their most critical customers. For Sonora has improved its own wonderful product—improved the technical exactness of circuit and chassis—improved the beauty, material and finish of its already famous cabinets—improved even the glorious mellowness of tone through which Sonora first won to fame.

The seven new models offered by Sonora are taking the public by storm. They are altering all preconceived ideas about radio performance and

ALL MODELS SINGLE DIAL CONTROL
The new Sonora Light Six Table Radio No. G880 more completely satisfies the customer than any table radio yet built. Using six tubes, employing three tuned radio frequency amplifying stages, detector, and two stages of transformer audio amplification, this latest Sonora creation is positively astonishing in its ability to pick up stations, its sensitivity to every wave length and in its remarkably faithful rendering of every musical sound. Built with a fine regard for symmetry and efficient spacing, this compact receiving set has had lavished on it the most careful craftsmanship of Sonora's designers and skilled workmen. This is a radio that you can recommend to your customers with the assurance that their opinion of it will go far in building up new business for you.

OFFER WIDE SELECTION

radio values. They have created new conceptions of what is meant by selectivity and sensitivity—ability to pick up any desired station, delicate response to every wave length. To listen to their amazingly faithful rendition of every tone and overtone in the entire range of acoustics is to experience a new sensation and to gain a novel appreciation of what radio can do. And their price is as astonishing as their performance. At $69.50 to $375, there is nothing in their range of prices to approach them in value received. Sonora is growing fast but there are still good territories open to those who can represent Sonora properly. We shall be glad to hear from you.

SONORA PHONOGRAPH CO., INC., SAGINAW, W. S., MICH.

PHONOGRAPHHS AND RADIOS

E-865—Standard Highboy
All the performance value of the Sonora Selective Six housed in beautiful burled walnut or oak cabinet. Operates with either cradle or stand assembly. Dial light, shadow-line tuning. A dollar-for-dollar value beyond comparison. Price $198.

E-870—De Luxe Highboy
In period design cabinets of hand-rubbed burled walnut, with lattice top and satin Echo Speaker. Unclutched wire ball and socket and the sensitivity of every wave length. A revelation in tone quality. Price $250.
Pioneer Electric Co. Uses Talking Billboard—One Record Is the Admission to Armory’s Festivities—Built-in Radio Sets as Permanent Set on Rear of Truck—Dealer Groups

Here! TELEVOCAL TUBES for A. C. Sets

There’s money coming to dealers selling these Televocal A. C. 226 and 227 Tubes which operate from A. C. and require no “A” Batteries.

The improved Televocal T. C. 112A and 171A Tubes will also be in great demand because their oxide-coated filaments consume but half the current—only 4.4 amperes.

Stock and sell Televocal Quality Tubes. All standard types.

Crosley Bandbox Built Into Home which he has just completed. This home, he stated, was sold on the first advertisement, and the receiving set proved to be a determining factor in its sale. A young couple starting up in housekeeping, Mr. Grebe said, “Radio is something that people want; and it is difficult to conceive of any built-in feature that would be more attractive to the average prospective home buyer than a receiving set. The customer does not become confused as to the idea, ‘Go to Godfrey’s, Victor dealer, Atlantic City, and ask for a low-priced outfit in a shore period of time.’

Uses Photographs A shore time ago there appeared in these columns the suggestion that outside salesman use good photographs of the various models of talking machines and radio receivers to supplement their verbal descriptions of the cabinet types of instruments available. This same system of selling can and should be used by dealers whose floor space is inadequate for Stocking the full lines of the various makers of instruments which they represent. As an instance, listen to B. Shaw, of the Shaw Radio Shop, New York City: “The size of my store makes it impossible to carry samples of console radio sets in stock, but by selling from a catalog made up of excellent photographs furnished by various jobbers I have sold seven high-priced outfits in a shore period of time.”

Interesting A. K. Bulletin An interesting feature of the latest issue of the Atwater Kent Radio Jumbo Bulletin is a picture page devoted to half-tone illustrations of the many activities in the Atwater Kent manufacturing, distributing and retailing fields. Interesting articles regarding dealer sales records, advertising campaign, dealer activities and the Atwater Kent Foundation makes this publication of value to dealers throughout the country who handle the line.
I am the Voice of the radio receiver....Without me, even the finest of sets is wanting. For I speak where others whisper....and whisper where others are mute. I tell everything and miss nothing....I greet Volume with a smile, and snub Distortion with disdain. I am Music's mirror....friend to the brasses....ally of the winds and reeds....helpmate of the basso....guardian of the soprano. Others, masked in similar guise, attempt to impersonate me. But in vain. For I am the real Voice of the radio receiver. I am the Farrand Oval Speaker.

Farrand
NEW OVAL

More than ever before—"THE EAR SAYS BUY!" to a Farrand demonstration. Are YOU sharing in this greater-than-ever Farrand season?

FARRAND MANUFACTURING CO., INC., LONG ISLAND CITY, N. Y.
Broadcast for Goodwill and Stop Praising Products

In Address Before Broadcasters Association George C. Furness, Manager of the Radio Division of the National Carbon Co. Says Special Pleading in Programs Antagonizes Listeners

In connection with our broadcasting over a period of years, I have given the subject of advertising over the radio a lot of thought and tried particularly to get at the essential difference between commercial broadcasting and printed advertising.

What is the technique of selling anything at any time? How are goods sold? There are two ways or a combination of them. One is to impress the buyer with the merits of your product; it is cheapest, it wears longest, it lasts longest, it looks best, it has some particular superior attribute. That I class under the general term of special pleading.

Another method which is commonly employed when possible is to obtain the good-will and fondness of the buyer for the seller, in addition to wanting to put before the buyer the special pleading as to merits of his product.

But it was difficult for the manufacturer selling through the retail trade to find ways of building up this much desired good-will. Then came radio. Radio has made it possible for the manufacturer to entertain his customers throughout the entire country, to put these ultimate consumers, if you will, under obligation to his radio advertising. He can do it, but to put them in a position where they feel kindly toward the manufacturer, where they feel that that manufacturer, that vendor, has done something for them and they should show their appreciation.

If that is true, if that is the right theory of the function of commercial broadcasting, there are very important corollaries that follow along.

There has arisen a certain etiquette of entertaining the listener, a code of social custom in the relationship between the person who is doing the entertaining and the one who is the guest. And the fundamental relationship is that while you are entertaining you do not do special pleading. You don't spoil the listener's enjoyment in the play by telling him how wonderful your product is. That should be reserved for another time and place. The paramount thing that is the function of printed advertising and has no place in radio. Each has its field; each supplements the other; but one is special pleading and the other is entertainment.

And the fundamental relationship is that while entertaining you do not do special pleading.

There is the element of friendly contact. And it is always the aim of the seller to obtain the good-will and fondness of the buyer for the seller, in addition to wanting to put before the buyer the special pleading as to merits of his product.

Baltimore Trade Cashed in on Ted Lewis' Appearance

Appearance of Popular and Exclusive Columbia Recording Artist in Local Theatre Greatly Stimulated Sales of His Recordings

Baltimore, Md., November 5—Sales of Columbia records were much helped by the recent week's appearance at the Century Theatre here of Ted Lewis and his band. The management of the theatre said this was the greatest artist appearance they ever had at their house. The theatre was packed night after night and hundreds were turned away.

Ted Lewis' act was almost a riot. It brought down the house. It stopped the show. On the opening night Lewis played and sang for an hour and twenty minutes although only scheduled for thirty minutes. When they finally tried to go on with the show, and started the main movie feature of the evening, the audience would have none of it, and stamped and cheered and yelled and whistled for Ted Lewis, downing the house orchestra completely, until, for the first time in the history of the theatre, they had to stop the main feature, shut the theatre and start the opening night Lewis and his band, and rewind the film and let Ted Lewis come back and try to quiet the crowd. Lewis then made Columbia dealers' hearts happy by saving in a stage whisper, "You know you can hear me any time on Columbia records." The theatre co-operated by placing a sign on the screen announcing Lewis as an exclusive Columbia artist, they announced this on all their lobby posters and the dealers in turn did fine newspaper advertising, put in special window displays, put six-foot posters in their windows, and as usual the four Columbia boxes, the dealer's display, the floor space of the one formerly occupied by the theatre, was more than three times that of the proportion that is the function of printed advertising and has no place in radio. Each has its field; each supplements the other; but one is special pleading and the other is entertainment.

Fada radio continues to break all records, according to Frank A. D. Andrea, president. Mr. Andrea states that during the pre-Fall season, the volume of Fada business was more than three times that of the previous year's similar period, and before the end of September Fada had a day in which the largest amount of merchandise ever shipped from its factory went toward.

"Having only recently taken over our new plant in Long Island City with several times the floor space of the one formerly occupied by us," said Mr. Andrea, "we could now use a factory twelve the size of this one. We are running at full capacity."

The Dunlap Music Store, Ossining, N. Y., is featuring the new Radiola 17 and accepting orders for future delivery of this popular radio receiving set.
EMPIRE

Tone Arms With Real Tone Quality!

Empire Tone Arm No. 75
An S-shaped, drawn brass tone arm for regular machines.

— and well made, too!

These two things—quality of tone and quality of manufacture—are essential in your tone arms if your machines are to please the ear and eye and give years of reliable service.

Empire tone arms will satisfy the most exacting requirements in these essentials. Thirteen years of manufacturing tone arms have perfected Empire parts so that tone quality and workmanship are perfect. The many thousands of machines using Empire tone arms bear testimony to this statement.

In addition to the above model we have three styles of tone arms for portable machines and several other styles for regular machines. There is an Empire Tone Arm to fit every machine.

Write or wire for quotation on your requirements. Empire prices are extremely reasonable, quality considered.

The Empire Phono Parts Co.
Established 1914
WM. J. McNAMARA, Pres.
10316 Madison Avenue — Cleveland, Ohio

PHONO PARTS
New Carryola Models revolutionize "Portable" business

New Carryola Lassie
$15.00
Supplied in three attractive colors: black, blue, brown.

New Carryola Master
$25.00
Supplied in five colors of Hombcomb: Red, blue, black, brown, green, red.

Watch for our new big announcement — Additional models, additional features.
New, Exclusive Features Add to Carryola’s Leadership—
In Value—In Sales—In Profits to You

CARRYOLA, already the world’s fastest selling phonograph, is now still further improved—in appearance, in construction, and above all in tone quality and tone volume! To hear the new Carryola Master is to realize that never before has such full-toned, mellow music come from even a Carryola. To examine and hear the new Carryola Lassie is to know that never in the history of the talking machine business has such remarkable value been offered at such a reasonable price.

How This Marvelous Tone Quality Was Achieved
After many months of development work in our experimental laboratories, the efforts of our designing department have been rewarded. An ideal combination of the units that affect tone quality have been secured. First, we improved the tone chamber—a new type grill was developed—then a Bakelite tone arm was designed and perfected. The results were amazing. But that grill we were not satisfied. We investigated and compared reproducer after reproducer, to find one that lived up to Carryola quality standards. We demanded the best reproducer available, at any cost! And we have now secured it as standard equipment on Carryola Portable Phonographs, as an exclusive feature.

New Carryola Models Now Equipped with Audak Ultra (phonie) Reproducers
You know what the Audak Reproducer means in terms of tone quality—how it brings out not only the heavy bass notes, but the ringing high notes as well. Combined with the new Carryola tone chamber and Bakelite tone arm a new standard of portable phonograph music is set. You know the Audak Reproducer is used on many expensive cabinet machines. Think what this means in sales value on a portable phonograph! And remember, this is an exclusive Carryola feature.

Why Carryola Can Offer You These Bigger Values
How can such values be offered at such moderate prices?
Here is the answer: Only Carryola can give them to you. Only the Carryola Company of America makes its own motors, tone arms, and fittings. We have our own super-finishing department for embossing and air-brushing, instituted by DuPont for us. We are manufacturers. Our prices to you must be lower—our values must be greater, for we do not have to pay many profits to other manufacturers. When these two new Carryola models are demonstrated to you, you will know at once that the extra value is there—where you and your customers can hear it and see it.

New Carryola Line Is Backed by Increased National Advertising Program
We prophesy that 1928 will be the biggest portable year in history. We are getting ready for it—improving our models—adding new models—keeping up our plant to a big production schedule. Carryola national advertising is to be conducted on a bigger scale than ever before, with live merchandising helps for the dealer included. We are doing everything in our power to give our dealers the finest line of portable phonographs ever offered—and then help them build sales.

Send for our proposition. Let us tell you what we have done what we are doing—and what we are going to do. We know that when you get our complete story you will agree that Carryola offers you the biggest profit opportunity in the talking machine field. Write us today for the name of the nearest Carryola distributor and details of our sales program.

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

Features of the New Carryola Master
Here are some of the new Carryola features that are making portable phonograph history:

New Tone Arm. The Tone Arm on the new Carryola Master is made of Bakelite—in color to harmonize with the case. The improvement in the tone quality is astounding. Surface noise is greatly reduced. And the tone arm stays in perfect adjustment. The Bakelite material, records last longer when played only on the Carryola Master.

New Audak Reproducer—the finest reproducer ever used on a machine at this price. An exclusive Carryola feature.

These are the outstanding improvements in the new Carryola models. Words—even pictures can't possibly convey to you the quality they represent. See and hear them and you will realize at once that such improvements will sell readily on demonstration.
Reproduction Unparalleled

FAIRFAX MASTERS

No. 595 and No. 570

A Graceful, Compact, Non-Vibrating, Molded Wood Tone Chamber, sweet and mellow as a violin, scientifically constructed to reproduce naturally all notes, high and low, without distortion or over-tone—this is our proud contribution to radio enjoyment.

We save you cost and trouble of mounting. Both of these Tone Chambers come to you already mounted in this box. Just shove it into the cabinet, block and it is ready to ship. Takes any standard size unit.

**TRY THEM!**

If these Tone Chambers and Fidelity Units fail to furnish the best radio reproduction you have ever heard—return them within ten days.

Money refunded with shipping charges paid both ways by us.

Unqualified Money-Back Guarantee

**DEALE R'S and JOBBER'S NOTE!**

Ideal for testing and demonstrating radio sets and apparatus.

This is the last word in true reproduction and not only satisfies the desire for the orthophonic effect, but completely captivates the lover of real music and beautiful sound.

**MOLDED WOOD PRODUCTS INCORPORATED**

219 West Chicago Avenue

CHICAGO, ILLINOIS
Last-Minute News of the Trade

Frank V. Goodman Elected
Sonora Vice-President

Popular Phonograph Executive Is Also Eastern Sales Manager of Sonora Phonograph Co., Inc.—Will Have Headquarters in New York

P. L. Deutsch, president of the Sonora Phonograph Co., Inc., announced this week that Frank V. Goodman had been elected vice-president and Eastern sales manager of the company. Mr. Goodman, who is widely known throughout the industry, will make his headquarters in New York City.

The appointment of Frank V. Goodman as Sonora vice-president and Eastern sales manager will be welcome news to Sonora jobbers and dealers throughout the country, as Mr. Goodman has been identified with Sonora activities for the past eight years and is generally recognized as one of the most capable sales executives in the phonograph industry. His numbers among his personal friends Sonora wholesalers and retailers everywhere and his intimate familiarity with every phase of phonograph merchandising coupled with his personal popularity have been outstanding factors in the marked success he has attained with Sonora since 1919.

United Air Cleaner Co.
Adds to Its Sales Staff

Several additions to the sales staff of the United Air Cleaner Co., Chicago, were made recently, according to advices received from the headquarters of the firm. Jewell Midkirk has been transferred to the sales department and made assistant to Frank F. Paul, general sales manager. George Nichols has also joined the sales organization, covering the entire country in the interest of United phonograph motors, electrical phonograph pick-ups and power amplifiers. A. E. Dreier, special sales representative of the firm, returned recently from an Eastern trip during which he visited New York City in the interest of United products.

The phonograph division of the United Air Cleaner Co., according to Mr. Paul, enjoyed in October the second largest month in the history of the firm, in point of sales volume. Considering that the firm manufactures two of the basic products of the industry, phonograph motors and electrical pick-ups, this report is indicative of extensive activities on the part of the manufacturers who use those products.

Second Radio Trade Show to Be Held in Chicago in June

Fourth Annual Convention of Radio Manufacturers Association Will Be Held in Conjunction With Show at Hotel Stevens in June

The premier event of 1928 in the radio trade, the second annual trade show of the Radio Manufacturers Association, Inc., will be held during the week of June 11-16, 1928, at the Stevens Hotel, Chicago, Ill.

Preliminary arrangements for this, the show exclusively for the radio trade, have been made by the R. M. A. show committee headed by Major H. H. Frost, of E. T. Cunningham, Inc., New York.

At the Stevens Hotel, the largest in the world, the radio trade will be given the opportunity to view the new lines of the leading manufacturers of receiving sets, parts and accessories.

During the week of the show many events of interest to the radio industry will be staged. A record-breaking attendance is expected. At the first annual show, year, more than 21,000 attended and the 1928 show is expected to draw upwards of 30,000 manufacturers, jobbers, dealers and others connected with or interested in the industry. The exhibitors are confined to members of the R. M. A. who are in good standing on February 15, 1928.

In conjunction with the trade show, the fourth annual convention of the Radio Manufacturers Association will be held. Officers will be elected for the 1928-9 year and reports received from the standing and special committees on matters of vital import. The R. M. A. annual banquet also will be held during the week of the show.

Applications for space for show space will be received at the R. M. A. office, 32 West Randolph street, Chicago, Ill.

Columbia Graphophone Co.
Stock Is Listed on Curb

First Recognition Given to Any Foreign Stock in American Financial History—Tribute to Company's Remarkable Success

The Columbia Graphophone Co., Ltd., London, England, was signalized on November 4 when its stock was listed on the Curb Exchange. The listing was the first recognition given to any foreign stock in American financial history. The stock opened up very strong, and gives every indication of being one of the leading stocks on the Curb Exchange. The listing of Columbia Graphophone Co., Ltd., was sponsored by the Guaranty Trust Co., one of the foremost financial institutions in this country.

The distinction accorded Columbia stock is emphasized by the fact that under the newly formulated rules the Curb Exchange is to admit to its unlisted section only issues of long-established foreign companies, whose reputations are based upon experience that has stood the test of time, fully seasoned and comprise what are termed investment securities with long dividend records. It is felt that in giving to the public an open market in a foreign security of high standing the Curb Exchange will perform an important and beneficial function to the public itself.

Foreign securities will be admitted to unlisted trading privileges only when the committee on listing and its expert advisers are satisfied as to their established character. The fact that the stock of the Columbia Graphophone Co., Ltd., met all these requirements is a definite tribute to the international achievements of this organization, of which Louis S. Sterling is managing director.


Announcement Made by Don T. Allen, President, Allen-Hough Co.—H. D. Leopold in Charge of Account for Agency

MILWAUKEE, Wis., November 5—Don T. Allen, president of the Allen-Hough Mfg. Co., of this city, manufacturer of Allen portables, announced this week that the Dearborn Advertising Agency of Chicago had been appointed advertising counsel for the company. The most interesting part of this announcement is the fact that H. D. Leopold, who is generally recognized as one of the foremost advertising executives in the music industries, is vice-president of the Dearborn Agency.

The Dearborn Advertising Agency will act as counsel to the Allen-Hough Mfg. Co. in all matters pertaining to advertising, with Mr. Leopold in direct charge of these activities. This will be welcome news to the trade, for Mr. Leopold has been active in the phonograph industry for over ten years, and his experience has included every phase of merchandising and publicity. Prior to his election as vice-president of the Dearborn Advertising Agency, Mr. Leopold had been identified with the Victor Talking Machine Co., the Brunswick-Balke-Collender Co. and the Carvola Co. of America, his activities including the merchandising of phonographs and records as well as the direction of sales and publicity campaigns for the various products manufactured by the two last-named companies.

The Allen-Hough Mfg. Co. is to be congratulated upon securing Mr. Leopold as advertising counsel, for their advertising campaign will be prepared along practical and effective lines. The Dearborn Advertising Agency is keenly enthusiastic regarding the future for the Allen-Hough Mfg. Co. as, under the direction of Don T. Allen and George P. Hough, this company gives every indication of being a vital factor in the portable phonograph industry.

O. P. Smith Co. to Represent Sentinel Products

The O. P. Smith Co. has been appointed as representative for the Sentinel Division of the United States Electric Corp. in the Chicago territory. The Smith organization's activities in behalf of Sentinel power units will be centered in the city of Chicago, northern Indiana, northern Illinois and southern Wisconsin.
The Talking Machine World, New York, November, 1927

An Encouraging Trade Condition

The talking machine and record business is keeping up on a most satisfactory basis, according to reports that come from both manufacturers and dealers. Although many reasons are ascribed for this steady volume of business, it is clear that no small credit, so far as record sales are concerned, is due to the widespread acceptance of the radio and the music that comes through the air.

It is noticeable that the selections heard most frequently over radio show a corresponding strength in demand in record form, and the records by artists and organizations first brought to popularity through radio programs enjoy particular success. On the other hand, talking machine artists of reputation and ability have shown a remarkable increase.

The main point to be considered is that while radio has developed to a point where it is stable and permanent, it will naturally see many improvements, possibly radical enough after a few years to warrant the replacing of even the most advanced receivers marketed to-day. As to the position it has won in the American home there can be no question, and as broadcasting and the programs offered by broadcasting stations show constant and steady improvement, there is being aroused a wide interest among those who, seeing many improvements, possibly radical enough after a few years, are equipped with radio sets.

For those who have invested liberally of their money and their time in establishing radio businesses, it might seem at first glance as though fourteen years was a very short span of life to look forward to, but it must be remembered that Mr. Caldwell based his prediction on the situation as it now stands, without taking into consideration any important developments in broadcasting or in the radio industry itself, or other factors that might have a tendency to widen the market considerably. He simply stated that on the basis of so many sets a year it would take so long to cover the field that was plainly in evidence.

Another development growing out of the popular appeal of record artists has been the booking of such artists, as well as recording organizations, in vaudeville and motion picture theatres, with the titles of the recording companies featured prominently in connection with the names of the artists and organizations themselves. When the local dealer is sufficiently alive to take cognizance of this form of billing and to tie up with the appearance of the recording unit, the results, gauged by the volume of record sales, can be made to produce an increase of business.

The interchange of artists between radio and talking machines has not only proved of advantage to both interests, but has benefited the cause of music as a whole, for it has resulted in the bringing to light and development of much latent artistic talent that might never have been discovered had not competition made necessary the careful combing of all available material for the purpose of meeting the steadily increasing demand for entertainment.

The remarkable manner in which record sales have kept up and the wide diversity of demand for records, especially a tendency toward the better sort, can be credited, too, with the strong stimulation of the instrument business, for it is necessary to have talking machines to play records, which is reflected in the statement of the Victor Talking Machine Co. that orders already on the books for the next three months amount to a volume of business exceeding all previous company records. This follows a report covering the company's business for the third quarter of 1927, showing sales of $10,883,519.12, as compared with $10,063,070.59 for the third quarter of 1926, or an actual gain of over $820,000. These figures indicate that the revival of interest in talking machines and records has not been a flash in the pan.

Looking Ahead in Radio Merchandising

The present rate of distribution, according to O. H. Caldwell, the head of the Federal Radio Commission, in a statement to the officials and representatives of the Bureau of Foreign and Domestic Commerce recently, it will take some fourteen years to place a radio set in every home in the United States. He declared that the present sale of radio sets is now approximately 1,750,000 a year, of which fully one-half are replacements, and declared that only about 25 per cent of the homes of the country, or about seven million, are equipped with radio sets.

Unfortunately, at the opening of the survey the investigators did not receive the whole-hearted co-operation of either jobbers or dealers, and although much valuable information was obtained it was not broad enough to reflect the condition throughout the
industry. As a matter of fact, of over 31,000 dealers, only 7,842 submitted reports, and they had an average of nine receiving sets and loud speakers on hand October 1. Of 936 jobbers queried, only 236 replied, their reports indicating an average of 373 receiving sets, and 385 loud speakers on hand, in addition to other accessories. While the figures thus far may be taken by some to represent a cross-section of the entire trade, they reflect, as a matter of fact, the status of only some 25 per cent of the industry. It will require more frank co-operation on the part of the distributing factors in the trade if the survey is to prove of value.

**Protection Through Credit Bureaus**

If the money lost annually by the music merchants of the country through bad credit risks, and this includes sums lost through the operations of recognized dead beats, as well as through necessary repossessions, were summed up into one total, the amount would probably prove staggering. The same rule, in fact, applies to any line of business where selling on installments plays a prominent part, and yet ways and means are frequently found for reducing this loss to a minimum through the frank exchange of credit information not only among members in one particular trade, but between those in various lines of business in the same locality.

Many cities and towns now have their credit bureaus, organized by, or for the benefit of, retail merchants, and the dealer who hesitates to make proper use of the facilities of such a bureau and to give it his support is very likely to pay rather heavily for his overcaution or neglect. The individual dealer or his credit man, no matter how careful or how intelligent he may be, cannot possibly get full and satisfactory information regarding the average customer except at a cost in time and money that would prove prohibitive. Yet, by sharing the cost of information with other merchants, and co-operating in the gathering and distribution of credit information, he is able to command a service that is calculated to save many thousands of dollars.

Credit protection to-day, with installment buying so widely in vogue, is not in any sense confined to checking up and curbing the activities of the professional dead beat, although this is an important matter. Proper credit information will concern itself with the credit status of individuals conceded to be honest, but who, falling victims to high-pressure salesmanship, are liable to pledge their own protection as well as the protection of local merchants and the good name of the installment method of selling merchandise.

The merchant who takes insurance against fire and other losses might well consider any money invested in the local credit bureau as a premium on credit insurance. It will return dividends in time and money spent in investigating numerous prospective customers, and will save credit losses in many cases where an individual investigation would not bring to light the experiences of other merchants possibly on the same street. Credit, in short, has developed to a point where it can be no longer regarded as a one-man proposition, no matter how clever the individual merchant or credit manager considers himself to be.

**Making Demonstrations More Effective**

C. BAKER, the well-known music dealer of Columbus, O., saw music being used to attract attention to, and facilitate the sale of, a great many products besides those having to do with music. For instance, the circus and the real estate auctioneer utilize the brass band to attract the crowds. The new furniture store or haberdashery uses an orchestra to advertise the opening. The soda fountain or soft-drink parlor keeps the automatic piano or the talking machine going to bring in trade and entertain them while they are buying refreshments. Mr. Baker, being a good merchant and susceptible to new ideas, reasoned that if music would sell other products it might be utilized to advantage to sell musical instruments.

The ordinary store demonstration was not proving as efficient as formerly, and the idea was to find a means for getting the public within earshot of the demonstrations and keep them within reaching distance of the music. Mr. Baker, therefore, installed a soda fountain in the belief it would attract a few hundred thirsty souls each day and give him that number of prospects to work on. He had imitation organ pipes built into the soda fountain through which came music of the latest talking machine records—continuously. His friends and his neighbors smiled and expressed doubts, but at last reports Mr. Baker’s plan had served to bring in an average of 1,000 people a day, and required tripling the space devoted to the soda fountain and its tables. Most important of all, it actually increased record sales 85 per cent.

Perhaps every dealer would not care to install a soda fountain, but every dealer might well consider ways and means for making his demonstrations effective enough to attract prospects and hold them up to the buying point. A soda fountain may not be the answer in every case, but it worked for Mr. Baker, and proved a form of publicity that has paid dividends on itself instead of demanding a constant outlay. Any and everything is worth considering that will bring people into the store. As a pioneer Mr. Baker has given the trade something to think about.

According to reports, trade associations in every field and trade association membership are constantly on the increase, for the reason that business men are fast learning the lesson that it is only by co-operative effort in many directions that the members of an industry can keep that industry in the front of the increasingly strenuous fight for the consumer’s dollar.

The trade association has ceased to be a social body, or one designed for the purpose of legislating, generally unsuccessfully, within the industry itself. The idea of business now is to meet for the purpose of co-ordinating thought and action and to work together as a body against outside competition instead of carrying on that competition among themselves. It has been proven that group endeavor, so-called, by benefiting an entire industry benefits all those within that industry as individuals in direct proportion to their importance and energy.
Eastern Division of Radio Manufacturers' Association Holds First Seasonal Meeting

Decide to Hold Second Annual R. M. A. Trade Show at Hotel Stevens, Chicago, During Week of June 11—Extra Exhibition Space Will Be Available—Talk by Federal Radio Commissioner

The first seasonal meeting of the Eastern Division of the Radio Manufacturers' Association was held November 7 at the Hotel Astor, New York, with C. C. Colby, president of the Association, in the chair. The attend- ance was very satisfactory, and it is ex- pected to continue these meetings monthly as heretofore.

Herbert H. Frost, chairman of the R. M. A. Show Committee, stated that the directors of the Association had decided to hold the second annual R. M. A. trade show at the Hotel Stevens, Chicago, the week of June 11. In addition to the exhibition hall of the hotel, which was available last year, arrangements have been made for the presentation of exhibits in the main ballroom of the hotel. These extra facilities provide for 30,000 square feet of floor space, which in all probability, however, will not be sufficient for the requirements of the manufacturers. Demonstration floors in the hotel will be available as in 1927, and the Na- tional Broadcasting Co. has volunteered to broaden the usual M. A. banquet which will be held at the Stevens during the week of the trade show. This event will probably be one of the outstanding high spots in radio history and will act as a sales stimulant the country over. Mr. Frost also commented on the signal success of the New York and Chicago radio Mohawk Corp. Announces

Price Cut on A.C. Sets

Broadened Field for Retail Sells Brought About by Marked Reduction in Prices of A.C. Operated Radio Receiving Sets

The Mohawk Corp. of Illinois, Chicago, maker of Mohawk radio receivers, has announced a reduction in price on each of its A.C. operated receivers. Hereetofore Mohawk A.C. operated sets listed at $180 additional to the price of the battery operated receivers, and a reduction of $38 in this figure has been announced. Thus the complete line of Mohawk electrics sells for $72 less than the battery models and the range in price of the A.C. direct receivers is $139.50 to $347, complete.

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced recently the appointment of Thomas Devine, manager of the company's Detroit branch. Mr. Devine has been identified with Columbia activities for many years past, having been associated with Columbia interests in Kansas City and the Dominion of Canada, and he brings to his new post a thorough knowledge of phonograph and record merchandising.

A. E. Emrick Joins Edison Phonograph Distributing Co.

Alfred E. Emrick, who traveled for the Denver Drygoods Co., former Edison phonograph jobber until 1924 and for the past two years secretary and business manager of the Denver Retail Grocers' Association, has become travel- ing representative of the Edison Phonograph Distributing Co., with headquarters in Denver. Mr. Emrick's long experience and wide acquaint- ancehip throughout the Rocky Mountain dis- trict, should prove of distinct value in his new connection.

E. T. Jones, formerly manager of the radio department of the Electrical Supply Co., New Orleans, has joined the staff of the Victor Talk- ing Machine Co. as radio engineer. Mr. Jones will work with the technical division in the Louisiana territory.

Lewis F. Rodrigues Is Freshman Export Manager

New Executive Is Possessed of a Long and Varied Experience in Foreign Trade—Was Formerly Connected With Bruno Radio Corp.

Lewis F. Rodrigues, well known in export circles, has been appointed export manager of Charles Freshman Co., Inc., according to a re- cent announcement. Mr. Rodrigues brings to

the Freshman organization a long and varied experience in foreign trade. He was formerly export manager for A. P. Villa & Bros., and was connected with L. A. Amselek Co. for many years. More recently he has been serv- ing as secretary and treasurer of the Bruno Radio Corp., Long Island City.

H. F. Hopkins Acoustical Development Corp. President

H. F. Hopkins, formerly sales and advertis- ing manager of the Borkman Radio Corp., has resigned his office with that company effective as of November 1, to take up his duties as president of the Acoustical Development Corp., manufacturer of radio and phonograph tone chambers and other acoustical devices, with offices located at 230 East Ohio street, Chicago, Ill., and factory located at Racine, Wis.

New Temple Distributors

Two new distributors were recently appointed by Temple, Inc., loud speaker manufacturer, of Chicago. G. J. Seedman & Co., New York City, became distributors of the Temple prod- ucts on November 1 in the New York City territory, and Farrar Brown & Co., of Port- land, Me., will represent the Temple line in upper New England. Al Hederman, of Boston, who was appointed New England representative of Temple, Inc., during the New York Radio World's Fair, is maintaining a close contact with Temple distributors and dealers throughout New England.

New Victor Return Privilege

The Victor Talking Machine Co. recently in- formed the trade of a new return privilege on Victor foreign-domestic records. The offer relates to a 10 per cent return privilege on all mechanically recorded records in the foreign-domestic listings. The offer is in addition to the current 3 per cent return privilege on elec- trical recordings. The first return will be au- thorized on or about April 1, 1928, but credits will apply on all purchases of this class records beginning with October 1 of this year.

Last-Minute News of the Trade

Lewis F. Sterling

Way Home From Japan

Louis S. Sterling, chairman of the board of directors of the Columbia Phonograph Co., Inc., and president of the Columbia Graph- phone Co., Ltd., London, England, has sailed from Japan November 2 and is scheduled to arrive at New York December 17. Mr. Sterling made a hurried trip from New York in connection with the recent purchase by the

show held this Fall, stating that over 500,000 people had attended these two exhibitions. Mr. Colby announced that B. P. Geddes had been appointed executive vice-president of the R. M. A., succeeding L. E. Bailey, who will in the near future devote all of his time to the Broadcast- ers' Association in the capacity of managing director. Both Mr. Baker and Mr. Geddes were present at the meeting and made brief addresses.

The chief speaker of the gathering was Com- missioner Sam Pickard, who, after many years of service in various branches of the Govern- mental radio division, had been appointed re- cently a member of the Federal Radio Com- mission. Mr. Pickard gave the R. M. A. members a resume of the radio industry in farming communities throughout the Middle West. He emphasized the value of radio to the farmer from a utilitarian viewpoint, and in response to various inquiries told the manufacturers how they could best develop this important and practically unlimited sales market. Com- missioner Pickard has, during the past few years, visited practically every farming center in the country in the interest of radio, and he was, therefore, able to give the members of the R.M.A. informative merchandising data that will undoubtedly be used to advantage in the mar- keting of radio products in farm communities.

Columbia interests of the Nipponophone Co., in Japan, and his reports to his associates in- dicate that important plans for Columbia ex- pansion in Japan were consummated during his stay in that country. In all probability Mr. Sterling will be in New York around the first of December.

Thomas Devine Manager

Columbia Detroit Branch

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced recently the appointment of Thomas Devine as manager of the company's Detroit branch. Mr. Devine has been identified with Columbia activities for many years past, having been associated with Columbia interests in Kansas City and the Dominion of Canada, and he brings to his new post a thorough knowledge of phonograph and record merchandising.

A. E. Emrick joins Edison

Phonograph Distributing Co.

New Executive Is Possessed of a Long and Varied Experience in Foreign Trade—Was Formerly Connected With Bruno Radio Corp.

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Ethel Leginska, Famous Pianist, on Columbia Hour

World-renowned Pianist, Who Has Also Won Fame as Conductor of Symphony Orchestra, Heard Over Network on November 2

The Columbia Phonograph Co. Hours, one of which is broadcast every Wednesday night over a network of some sixteen stations, continues to bring before the microphone a galaxy of famous artists of the operatic concert and legitimate and vaudeville stages. On Wednesday, November 2, one of the most famous pianists of the concert field represented Columbia to the listeners in the person of Ethel Leginska, who, in addition to her pianistic success, has the distinction of being the first and foremost woman conductor of the larger symphony orchestras.

During her appearance before the microphone of station WOR Miss Leginska, who records exclusively for Columbia, alternated piano solos with orchestral conducting. On the same program appeared Fraser Gange, British concert baritone, who is also an exclusive Columbia artist.

On November 9 the Columbia Hour was given over to old favorite songs, thirty-two of which were broadcast by twelve different vocal and instrument novelty combinations.

The Columbia Phonograph Co. recently announced that the following well-known concert artists will appear during Columbia Hours between now and March: Elsa Alsen, Sascha Jacobsen, Felix Salmond, Toscha Seidel, Musical Artists of the Art Quartet and Sophie Braslau.

Stewart-Warner Corp.

Secures an RCA License

Negotiations were completed a few weeks ago between the Stewart-Warner Speedometer Corp., Chicago, and the Radio Corp. of America, whereby the Stewart-Warner Co. secured a license under the group patents of the Radio Corp., General Electric, Westinghouse Electric and American Telephone & Telegraph Companies. The Stewart-Warner Speedometer Corp. also entered into an arrangement with Canadian Radio Patents, Ltd., a holding company, having control of certain Canadian radio patents, whereby Stewart-Warner radio receivers are now licensed for sale in the Dominion of Canada.

Addition to Crosley Plant Is Found to Be Inadequate

CINCINNATI, O., November 5.—Although a new addition to the factories which practically doubled the floor space is now in use, the Crosley Radio Corp. is finding itself cramped for space to produce sets fast enough to keep up with the demand. Production is being increased daily and 3,500 sets of one model alone, the 601 cabinet, are being made each day, the increasing popularity of this model making this production necessary.

There are now 3,000 employees on the Crosley payroll and more are steadily being added. A belt conveyor system has been installed to make possible maximum production in the space now occupied. Although every department was enlarged with the addition of space, it is believed that further expansion will be necessary in the near future.

Makes Address by Records

Secretary of Commerce Hoover from his office in Washington in October delivered the address of welcome at the opening of the convention of the American Institute of Steel Construction at Pinehurst, N. C., on October 25. The Cabinet officer's address was made in record form by the Victor Talking Machine Co. and delivered by means of an Orthophonic Victrola.

New Deca-Disc Automatic Phono. Model Announced

Automatic Record Changing Mechanism and Electric Tone Control Are Features of Latest Deca-Disc Phonograph Product

WAYNESBORO, PA., November 4.—The Deca-Disc Phonograph Co., of this city, has announced its newest model, which is known as No. 20. This is an attractive period cabineted floor model and is equipped with the full automatic record changing mechanism which is owned, controlled and manufactured by the Deca-Disc Co. A distinguishing feature of the new model is that it has electric amplification with tone control which permits it to be tuned down to a whisper or as loud as the orchestra or band itself. The entire production facilities of the plant will be centered on the new model and attractive literature has been produced on the new instrument, which is expected to be in heavy demand because of its unusual features.

Arco Electrical Corporation

CHICAGO, ILLINOIS

FORT WAYNE, INDIANA

Arco Electrical Corporation

301 East Columbia Avenue
Fort Wayne, Indiana

Send me the poster with the Special Offer. Name __________ Address ____________________________
Janette Co. Launches Intensive Sales Drive

Manufacturer of Rotary Converters for Use in Connection With A. C. Receivers and Electric Phonographs Starts Sales Campaign

The Janette Mfg. Co., Chicago, manufacturer of Janette rotary converters, recently launched an ambitious sales campaign in the interest of its products which are used in connection with the operation of A. C. radio receivers and electric reproducing phonographs. Several days ago the firm announced a new radio converter equipped with a filtering device, which is shown in the accompanying illustration.

The Janette converters have been used for a considerable length of time in changing direct current to alternating current for the operation of medical instruments and electric talking machines. The new filter is said to make the converters remarkably successful in changing direct current to alternating current for A. C. radio receivers and combination instruments. The converters are not affected by nearby electrical apparatus, such as is used in elevators or street cars. Three types of converters are made by the Janette Mfg. Co., a heavy duty model with filter for home radio use and a converter without filter for electrical reproducing talking machines only.

New Harmony Artists

Andy Sannella and His All-Star Trio of instrumentalists are a new addition to the Harmony record list. The trio includes Andy Sannella, saxophone; Frank Banta, pianist, and Sam Hermann, xylophonist. The first releases include: "Wherever You Are," "My Lady," "Diane" and "Yesterday." Irving Kaufman sings the vocal chorus for each record.

Premier Piano Claim Upheld

The Premier Grand Piano Corp. was upheld by the Patent Department in its contention that the Premier Radio Corp. had no right to use the name "Premier" in designating its radio products. The earlier user of the trade-mark for pianos was held entitled to the same mark for radio receiving sets, the latter constituting a normal extension of the piano business.

Announces Resignation

Paul Susselman, founder and formerly president of the Ideal Phonograph Co., of Pittsburgh, Pa., has announced that he has severed his connections with that organization. At the present moment Mr. Susselman has not announced his plans for the future.

In Public Favor

After their recent broadcast for the Columbia Phonograph Hour, Ted Lewis and His Band and Miss Lee Morse received more letters, telegrams and telephone calls than any radio artists who have yet appeared over the chain.

Van and Schenck Popular

Van and Schenck, exclusive Columbia recording artists, have signed a radio contract of thirteen weeks with the Standard Oil Co. of New York, at $2,000 for fifteen minutes on the air. For the week of October 24 these ever popular artists received $9,500 for three engagements, radio, night club and at the Capitol Theatre.

Movie Slides Available for Fada Retail Trade

The accompanying photo shows one of a series of movie slides available to all Fada Radio dealers at nominal cost. They are in three and four colors and provide space for the dealer's name and address. The slides may be obtained through all Fada distributors.

Van and Schenck Popular
DeForest Develops a New System of Radio Reception

Long research by Dr. George A. Somersalo resulted in fundamentally new system of obtaining radio frequency amplification.

A fundamentally new system of radio reception has been developed and perfected by the DeForest Radio Co. of Jersey City, N. J., according to a recent announcement which states that this new system is the result of long research by Dr. George A. Somersalo, well-known Finnish physicist and former research engineer of the DeForest Co.

"The Somersalo system," the announcement reads, "is controlled by Arthur D. Lord, receiver in equity of the DeForest Radio Co., and provides a fundamentally new method of obtaining radio frequency amplification without infringing any existing patents. Selectivity is obtained by the use of a special form of high frequency tuning filter placed in the antenna circuit ahead of the first tube. The rest of the circuit is untuned, the only variable or adjustable apparatus or values being the rheostats, if such method of controlling the filament supply be used. An extremely important feature is that the need of neutralization is practically eliminated. Many attempts have been made to construct an efficient and selective filter system, but a proper solution seemed impossible until Somersalo made his discovery, using a peculiar arrangement of coils in the filter system by means of which the signal passes through a series of tubeless filters without any voltage reduction whatsoever, and is later amplified by tubes. There is no oscillation present."

Ray Miller and His Brunswick Recording Orchestra are being featured at the Hotel Gibson, Cincinnati, Ohio.

DeForest Switchboard & Supply Company
Dept. 25-98, 1066 W. Adams Street
Chicago, Illinois

Kellogg ALECTRIC Radio

In addition to the A. C. line we also offer a D. C. line priced from $125 up. These lower priced Kellogg sets are unquestionably the greatest values of the season.

Kellogg cooperative merchandising plans have proved their genuine selling value. A few Kellogg distributors are in a position to accept limited commitments for pre-holiday business. Write us for details and the name of your territorial distributor.

Gulf Coast Music Co. Ties Up With Community Dance

Recently Established Music Store Wins Many Victors and Piano Prospects Through Participation in Greater Gulfport Week

GULFPORT, Miss., November 3.—The Gulf Coast Music Co., Inc., although in existence for less than six months, has done a volume of business that would be welcomed by stores established for years and located in large cities. One of the reasons for the success of the business is a willingness at all times to co-operate with local activities. An example of this spirit of co-operation took place during the past month.

During the week of October 7 to 13, Greater Gulfport week was held, and during this period some form of entertainment took place every day and night. The events were advertised widely and thousands of people from all over the coast attended. On one of the evenings when a street dance was being held, the Gulf Coast Music Co. supplied an Electrola and also provided an instrumental trio of violin, saxophone and piano, that alternated with the regular band and the Electrola in entertaining a crowd of approximately 3,000. As a result of this stunt the music house received an untold amount of good will and obtained a great number of prospects for Victorians and pianos.

J. C. Richards, president of the Gulf Coast Music Co., was formerly president of the Richard-Hereford Jewelry Co., New Orleans, and E. L. Staples, the treasurer, has had a wide experience in the music field, having been connected with Philip Werlein, Ltd., L. Grunewald Co. and the Brunswick Co.'s branch located in New Orleans.

Baltimore Columbia Dealers
in Co-operative Ad Drives

Twenty Dealers Co-operate With Columbia Wholesalers in Inserting Four Full Page Advertisements During One Week

BALTIMORE, Md., November 5.—Columbia dealers in this city and adjoining territory have found that exploitation of the "Black Crows" records has been most profitable, for not only have the Moran and Mack records sold well, but other Columbia merchandise has benefited from the publicity which the Columbia name has received.

Under the direction of the Columbia Wholesalers, Inc., distributor of Columbia products, of this city, local dealers joined in co-operative advertising and the first "Black Crows" record was given full-page newspaper space in Baltimore, Washington, Norfolk, Va., and Charlotte, N. C. The second record was also advertised by full-page space in the Baltimore Evening News, Baltimore Evening Sun and in the Baltimore Morning American twice. Twenty Baltimore Columbia dealers co-operated in placing this advertising in the local dailies and dealers in other cities served by the Columbia Wholesalers inserted similar full-page ads. The response to this effort proved conclusively the sales value of co-operation.

How Live Dealer Supplied Dance Music

Coast Music Co. supplied an Electrola and also provided an instrumental trio of violin, saxophone and piano, that alternated with the regular band and the Electrola in entertaining a crowd of approximately 3,000. As a result of
"Amplion is pleasant to listen to"

Amplion Grand
AC15—$145.00
Walnut cabinet with fine piano finish and polychrome decoration. 34 in. x 33 in. x 18 in. New Amplion balanced armature unit with straight bar Cobalt steel magnets. Cobalt steel has the highest magnetic flux density of any metal. It is used in all the most delicate measuring instruments.

Every Dealer Should Use an AMPLION GRAND for Showroom Demonstrations

This magnificent model brings to radio reproduction new standards of quality and efficiency. New Amplion balanced armature unit with straight bar Cobalt steel magnets, new double curve cone assembled on a laminated sound-board and resonating chamber.

Impartial tests by a well-known set manufacturer who wanted the best reproducer to demonstrate his sets, showed the Amplion Grand reproduced without distortion 100% of the frequencies delivered by his set.

Production of the Amplion Grand is limited by the fact that each model is personally tested and adjusted by Amplion's chief Research Engineer—each one is a laboratory model.

The Amplion Grand will be the feature of our December consumer national advertising.

The Lion Cone and Colonial Cone are the two models featured in current newspaper advertising.

Other Amplion models from $12.00 to $97.50

THE AMPLION CORPORATION OF AMERICA
The Amplion Corporation
NOW—

AMPLION'S latest addition to
"the line with least resistance"

Easy to Demonstrate

The New Amplion Revelaphone, the
lightest weight electric pick-up on the
market—and of the highest efficiency

THIS remarkable new attachment is
the result of exhaustive scientific
study and laboratory tests. The
Amplion Revelaphone was not offered for
sale until it could conform in every re-
spect to the Amplion world standard of
quality in materials, design, workmanship
and tone.

Light Weight
The Amplion Revelaphone is the lightest
electric pick-up made—the same weight
as a phonograph sound-box. This means
that it does not slow up the speed of the
turntable and alter the pitch of the record.
Nor does it injure or wear out phonograph
records; both very important points.

The magnets in the reproducing unit are
made of Cobalt Steel. This steel has a
greater magnetic flux density—"magnetic
power"—than any other metal. It is
more expensive too—but as it is the best,
Amplion uses it. Cobalt steel is also used
in all the most delicate electrical measur-
ing instruments. Owing to its extremely
high efficiency, smaller magnets are used,
with the resultant light weight. This
light weight, together with the "short
type" connection between needle and
magnetic field eliminates the distortion so
commonly found in the ordinary electrical
pick-up.

Angle of Contact
The Amplion Revelaphone is so con-
structed that the needle is applied to the
phonograph record at exactly the right
angle for the best tone efficiency. There
is no possibility of using the attachment
incorrectly. Its point of contact must
necessarily be perfect.

Other Features
The Amplion Revelaphone has a volume
control to suit the requirements of the
listener. It is equipped with a twenty
foot cord which makes it possible to have
the phonograph and the radio in different
parts of the room. Handsome antique
bronze finish.

The announcement of the Revelaphone to the
trade brought instantaneous response. Write
today for full details about this quality pick-up

531-535 West 37th Street, New York
of Canada Ltd., Toronto
Eye Value Plus Quality Features the Most Modern Radio Cabinets

C. T. McKeil, General Sales Manager of the H. T. Roberts Co., shows the progress made in radio cabinets and the effect of artistic finishes on sales—fine cabinets developing growing interest in radio among women.

There is a difference between radio cabinets and radio furniture. You, no doubt, will recall the early days of the phonograph business when the horn-type talking machine reigned supreme. Contrast this with the phonograph of today, the success of which can be largely attributed to the fine cabinetry employed in its manufacture.

Have you ever had the experience of selling on the retail sales floor?—How many times have your prospects turned on the way back to the demonstration room at such an explanation from the lady of the household?—(The lady walking over to a phonograph cabinet that has (for some reason attracted her attention.) "Is this a beautiful cabinet? This is just like the one Maude has, and it would fit in our living room splendidly.

Just to what extent eye value has contributed to the success of the phonograph would be hard to estimate.

When the radio industry first sprang into existence, you no doubt remember how all we used to sit up until the early hours of the morning with a pair of head phones clapsed tightly about our heads—listening forward, almost buried from the world in the confines of a horn type speaker which we all thought was about the finest thing in existence. If anybody opened a door, or should happen to speak above a whisper, we were highly offended. We were "listen-ing"—intently listening, trying to hear some faint voice or dying strains of an instrument from some distant point.

The next month we discussed with each other the following all-important subject: "What did you get last night? I had KFI so loud you could hear it all over the house." And so the argument began, and, as a consequence, the writer feels that radio made more members of the Ananias Club than any other one factor. Inevitably, when one of us visited the other fellow's house to "listen in," he never could get that far distant station which he had told us about.

We thought nothing of housing radio equipment. There were wires coming in from the ceiling, wires coming up from the basement, fastened to the water pipes down below. There were batteries all over the table. Most of us had ash trays, the remains of cigarettes, and what-not, strewn about us. The radio set was not in the living room or music room, but in the attic, spare room, or, in a great many instances, on the window sill. Have you ever stopped to realize that the only reason the radio set has taken its place beside the piano and phonograph is because of the cabinetry surrounding the set?

Looking Back in Radio

In those days only those who were technically inclined had radio. Every kid back then was interested in this new thing which had come into American life—radio. He studied diagrams and appropriated his weekly allowance for the purpose of building his own personal radio set. Radio was a mystery and its operation required the services of an expert to match the tubes, adjust the ground, arrange the aerial, and properly tune it in anywhere from three to ten dials. The husband was the radio fan. The wife only scolded because his interest in life seemed to be that radio set.

As in the evolution of the phonograph, these conditions in the radio industry have gradually changed. First came the radio cabinet. The cabinet did not contribute a great deal to the eye value of the set, because the basic motive behind the manufacture of the cabinet was simply to house the radio receiving apparatus—batteries, etc. This was a great step forward in the right direction, but please bear in mind that even at this time the radio set was a highly technical device and the big question of the day remained the same—"What did you get last night?"

All during this period of evolution in the radio industry the radio is replete with highly technical, electrical device and it was generally conceded that electricians and men with highly developed technical minds were the only logical ones to merchandise radio to the ultimate consumer.

Then came the almost miraculous improvement in the radio receiving set, closely followed by just as great, if not greater, developments of national broadcasting. Through national broadcasting finer artists and better music became available to the American home with a radio set and suddenly almost overnight we found the music merchant awakening to the potential sales possibilities of radio. The music trades began to realize that the radio receiver was in reality a musical instrument and should be presented to the buying public by men trained to sell. Traditionally the dealer was in reality a musical instrument and should be presented to the buying public by men trained to sell.

Eye Value Plus Quality

The radio has come into the American home and people expect the same quality of musical reproduction from the radio as they have expected in the past from the piano or phonograph, and, as a consequence, the radio receiver is destined to occupy an important position in the living room or music room of the American home. It, therefore, stands to reason that the cabinetry surrounding the radio receiver should be of the same craftsmanship and artistic design as is the phonograph or piano.

Today we find the wife becoming more and more interested in radio, which means that eye value of the radio set, even though important today, will be a greater determining factor in the sale tomorrow. It is our experience that at this time the lady is also taking a more active part in the buying of radio than ever before, and eye value, plus the quality of musical reproduction of the speaker used in the cabinet, are the outstanding factors of the sale rather than the circuit of the set, the grid, the condenser, the couplers, etc.

Accordingly, the H. T. Roberts Co. has entered into an agreement with the manufacturers interested in developing radio furniture for its company to use the Radio Corp. 100-A type speaker in its cabinets, thereby insuring an excellent quality of musical reproduction from the radio receiver placed in the cabinet in the conventional home.

The radio furniture business is a big, fine business. There is no service in the sale of radio furniture, and we confidently believe the music trades will immediately recognize the potential sales possibilities of this splendid line.

Just remember! When you sell a radio set you create a sale for a piece of radio furniture. The sale of the right kind of radio furniture opens up a great field to the music and radio merchants, not only for sets to be sold this year or next year, but think of the sets purchased prior to this time which are today sitting on tables or placed in plain box cabinets. The writer knows of a retail salesman in a large mid-Western city who opened the eyes of his employer by a house-to-house canvass with four beautiful photographs of fine radio furniture for the home.

Columbia Dealer Co-operates

Erie, Pa., November 4. The Eric Camera & Phonograph Co., Columbia dealer, is co-operating with a local newspaper and angling with music in the schools, bringing to the homes in the larger cities throughout the country we find a broadcasting station broadcasting an entirely new program in that community the finest music by the finest artists in the world. In the development of the radio receiver we find all of the complications around the husband and boys and family operates the radio receiver, which is just as simple, if not easier, to operate as the phonograph.

The tables have turned, the wife and the girls are just as interested in the radio receiver as the husband and the boys.
The swing to Balkite is no accident

That there is an enormous swing to Balkite in the Radio Power Field is now obvious. Balkite sales are greater. The number of Balkite dealers is greater. The number of jobbers who want Balkite is greater.

This swing is not an accident. In fact, when in the settling-down stage of any industry the trade begins showing a decided preference for one manufacturer it is never an accident. What has happened is that time and experience have made clear to both jobber and dealer which lines are profitable and which not.

Why the swing should be so decisive at this particular moment in the case of Balkite is quite clear.

First: year after year Balkite has been the pioneer in its field. This year as usual the Balkite line is the most advanced line of Radio Power Units on the market. Outclaimed all summer by a score of lines, the season's best sellers are again Balkite.

Second: time shows more and more the correctness and reliability of the Balkite electrolytic principle. Electrolytic rectification is not only more popular than ever with the trade but its advantages are so great that other large manufacturers are using it under license. Balkite has now three licensees in the radio field: Vesta, USL and Gould.

Third: Balkite's reputation has been built by performance at the hands of its owners. Once sold Balkite radio power units stay sold. We believe that the Balkite service record is unequalled in the radio field.

Fourth: Balkite is the third largest advertiser in radio. Important enough in itself, Balkite's consistent advertising is only part of a larger policy that believes that a sale is never complete until the merchandise has left the hands of both jobber and dealer and is in the hands of the consumer. Balkite has always given, and will continue to give every help it knows how to enable the trade to sell its goods to the public.

The swing to Balkite is only an indication that Balkite policies are bearing fruit in profit to the trade. The line is complete. With it you need no other. Concentrate on Balkite and you will make money.

Balkite "A" Contains no battery. The same as Balkite "AB," but for the "A" circuit only. Not a battery and charger but a perfected light socket "A" power supply. One of the most remarkable developments in the entire radio field. Price $35.00.

Balkite "B" One of the longest lived devices in radio. The accepted tried and proved light socket "B" power supply. The first Balkite "B," after 5 years, is still rendering satisfactory service. Over 300,000 in use. Three models: "B" W, 67-90 volts, $22.50; "B" 135, 135 volts, $35.00; "B" 180, 180 volts, $42.50. Balkite now costs no more than the ordinary "B" eliminator.


Balkite "AB" Contains no battery. A complete unit, replacing both "A" and "B" batteries and supplying radio current directly from the light socket. Contains no battery in any form. Operates only while the set is in use. Two models: "AB" 6-135, 135 volts, 135 amperes, $34.50; "AB" 6-180, 180 volts, $41.50. Special model for Radiola 28, $39.50.

FANSTEEL PRODUCTS COMPANY, INC., NORTH CHICAGO, ILLINOIS
General James G. Harbord Outlines RCA Activities at Meeting of Distributors

President of the Radio Corp. of America Delivered Interesting Talk Before Metropolitan Distributors at Luncheon in the Bankers Club—Other Executives Present

The Radiola and Radiotron distributors in the metropolitan zone were recently entertained by General James G. Harbord, president of the Radio Corp. of America, at luncheon at the Bankers Club in New York City.

An informal talk was given by Gen. Harbord, in which he outlined in detail the wide scope of the Radio Corp.'s activities throughout the world, and pointed out that the strong national and international organization of the RCA places it in a position to be of real help and service to distributors, dealers and the general public in all phases of radio merchandising.

Gen. Harbord stated that the RCA line of receiving sets would be extended and improved from time to time with the object of always making the best in radio available at all times. Touching upon the patent situation, Gen. Harbord said that the RCA licensing policy would be continued and broadened with a view to aiding in the stabilization of the radio industry.

J. L. Ray, the new general sales manager of the Radio Corp., was introduced to the gathering, and E. F. Bucher, former general sales manager and recently elected assistant vice-president, stated that his new responsibilities would not entirely divorce him from the sales department of RCA.

Among other RCA executives present were: David Sarnoff, vice-president and general manager; Quentin Adams and Modele Brunet, assistant general sales managers; W. A. Graham, I. E. Lambert, Van Ness Philip, M. S. Tinsley, C. A. Nicholas, L. R. Galvin and J. Haber.


Rome, N. Y., Holds Its First Radio Exposition

Eleven Display Booths With Wide Variety of Receivers, Speakers and Accessories Attract Large Crowds at Radio Show

ROME, N. Y., November 5.—The first radio show ever held in this city took place the latter part of last month, and was most successful. The exhibition was sponsored by the R. F. A. Radio Club and large crowds visited the eleven booths which were set up in the gymnasium of the Rome Free Academy.

The exhibitors were: Rome Tire & Battery Service, showing tubes, power units and other accessories; Northern New York Utilities, showing Philo "A" and "B" units; Spear's Music House, showing Atwater Kent; Radiola Elec. Sup.; Louds Gaziano, showing the Hyatt portable, the Metrodyne, All-American and Tilman sets; F. K. Amann, showing Stromberg-Carlsion new electric radio receivers attracted considerable attention from the thousands who attended the annual Connecticut Fair held here last month. The line of receivers was attractively shown at the display booth of McCoy's, Inc., and members of the sales staff were on hand to answer inquiries and give information regarding the qualities of the new model receivers. The accompanying photograph gives an idea of the attractive manner in which the Stromberg-Carlson products were shown.

Stromberg-Carlson Heads Prize Jury

Walter Damrosch, world famous musician, has accepted the chairmanship of the American jury which will select the winner of the contest being conducted in conjunction with the observance of the Schubert Centennial. The Schubert Centennial, together with the prize competition for two movements to be written as a tribute to the composer and in the manner in which he composed, is being sponsored by the Columbia Phonograph Co. This project has aroused international interest among both the public and the trade.

A Beautiful Cone—Rich in Tone Quality—

the New Improved

SONOCORDE

Junior Model

IT'S READY! The Senior Model of the nationally famous SONOCORDE Cone—with all the quality—plus the beautiful silk front and protected back. SONOCORDE is ONE radio speaker that the Talking Machine Dealer can afford to sell.

Just try Sonochorde! If you do not find it equals or excels the most expensive $25 speakers, we'll refund your money.

$15

BOUDETTE MFG. CO.
Address Dept. "E"

Chelsea, Mass.

$25

Bosch and Kellogg receivers; Ferguson Electric Co., featuring the Willard "A-B" radio power unit; Schuderer & Castle, showing Radiola, Sonora, Kolster and Fred-Eisenmann receivers; Funkett's Tire Shop, showing Mohawk onedial receivers; Kimball's, exhibiting batteries, tubes, and power units; Gurley Bros., featuring Atwater Kent sets in Pooley cabinets, and Sears Auto Supply Co., featuring the Federal Ortho-sonic line.

Stromberg-Carlson Receivers Shown at Connecticut Fair

New Electric Model Radio Receivers Seen in McCoy's, Inc, Exhibit at Hartford Fair—Display Attracts Attention of Visitors

HARTFORD, CONN., November 5.—The Stromberg-Carlson new electric radio receivers attracted considerable attention from the thousands who

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Interesting Events of the Trade in Pictures

Two illustrations to
Right: Graham Amplion, Ltd., London, England, maintained attractive exhibit at British Radio Show, Olympia Hotel, London. Amplion House was kept open to welcome trade and show Amplion speakers.

Below: Walter W. Clark, head of the artist's department of Victor Talking Machine Co., instructs Secretary of Commerce Herbert Hoover as he prepares to record address to American Institute of Steel Construction.

Above: Earle C. Anthony, who was elected president of the National Association of Broadcasters at the annual meeting held recently.

Left: The highly successful dealer convention staged by the F. D. Pitts Co., distributor of Kellogg radio products, concluded with a banquet at the Copley-Plaza Hotel, Boston, Mass. The gathering was said by dealers to be one of the most progressive which they had ever attended and the addresses by the officials of the Kellogg Switchboard & Supply Co. and of the Pitts organization were timely and of value. The sales and advertising plans outlined imbued dealers with a feeling of high optimism regarding the season of 1927-28.

Above: J. E. Henderson, the well-known record sales manager of the Brunswick-Balke Collender Co., Chicago, Ill., under whose direction Brunswick record sales have been steadily mounting, with the outlook growing brighter.

Left: The attractive Stromberg-Carlson exhibit arranged by Western Radio, Inc., at the Los Angeles Radio Show, held recently. The display was situated in the center of the exhibition hall and attracted thousands of visitors who displayed great interest in the many different models of Stromberg-Carlson products on exhibit. Dealers throughout the territory felt the good effects of the radio show in sales.

Above: Ernie Golden, nationally known conductor of the Hotel McAlpin Orchestra, listened to the Tunney-Dempsey fight on a Shamrock radio receiver. He was too busy to visit Chicago, so chose this method of attending the championship contest.
GREATER

Model 5
This instrument represents the culmination of advanced musical reproduction work with recent developments in design, tone arm, reproducer, and tone chamber. Covered in beautifully decorated waterproof Du Pont Fabricoid colors blue, black, or red.

Make your plans today. For this is profit time. Arrange your display of Allen Portables—the most wonderful, complete line ever created. Act now! Call the alert "live-wire" Allen Distributor near you!
WE ARE ON THE EVE of the golden season of opportunity for those who sell musical instruments, and Dealers everywhere are tuned up for the profit harvest.

Make the most of your opportunity this year by selling ALLEN PORTABLES—the one complete line built to your measure.

The time is just right to display these wonderful new portables. By an attractive showing in your windows and store you are bound to gain a world of new business—and marvelous holiday profits.

Our Distributor, nearest you, will be glad to assist. Happy to help you by supplying window displays, posters, illustrated catalogs, stock, etc. Get in touch with him today. Or if you prefer, wire or write us for attractive catalog, and we will have our nearest Distributor call upon you.
WALKING AWAY

with the NEW YORK market!

In the crucible of the world's most competitive market—New York—where many manufacturers' hopes are shattered, the new

FREED EISEMANN

Electrics 57 and 60

(Using the New AC Tubes—226 and 227)

—have swung into unquestioned leadership and unparalleled demand, establishing a new low-price standard for highest quality electric radio—compartment shielded.

These new models have jumped into a sensational success. 1229 sets were bought by dealers the first day following the announcement of these new models. Since then the huge modern plant a block long and 6 stories high, has been working day and night to try to cope with the enormous demand.

WRITE OR WIRE YOUR DISTRIBUTOR TODAY!

Licensed under Latour, Hazeltine Neutrodynne and Radio Corp. of America Patents

FREED-EISEMANN RADIO CORPORATION. Junius Street & Liberty Avenue, BROOKLYN, N. Y.
$250,000 Group Insurance for Newcombe-Hawley Forces

Group life insurance totaling more than $250,000, partly supplemented by liberal health and accident benefits, has been provided for the employees of Newcombe-Hawley, Inc., a prominent manufacturer of radio and phonograph reproducers, St. Charles, Ill. The contract is under the administration of the Metropolitan Life Insurance Co. and provides for life or total disability insurance of not less than $2,000 for each employee. In the case of factory employees it also provides health and non-occupational accident insurance of $10 per week for a maximum of thirteen consecutive weeks.

The Auditorium Orthophonic Victrola was one of the features of the annual fair held at Little Rock, Ark., last month. G. C. Moses, sales manager of Pfeifer’s, Victor dealer, arranged for the showing of the instrument, which attracted considerable attention.

A. H. Grebe Co. Is Now a Hazeltine Licensee

An agreement terminating all outstanding patent litigation has been reached by the A. H. Grebe Co., of Richmond, N. Y., and the Hazeltine Corp., Jersey City, N. J., according to a joint announcement by officials of both companies. The agreement includes the granting of a complete license to the Grebe Co. under all the radio receiving patents owned by the Hazeltine Corp. and its subsidiary corporation, the Latour Corp.

Seek Columbia Station

The Columbia Radio Trades Association recently started a movement to have one of the Denver broadcasting stations included in the Columbia Broadcasting System. The high quality of the programs is the factor responsible for this movement by the dealers.

Burns-Philp Co. Now Fada South Sea Islands Jobber

The Burns-Philp Co., of San Francisco, has been appointed exclusive Fada Radio distributor for the South Sea Islands and the Western Pacific Islands, R. C. Ackerman, export manager of F. A. D. Andrea, Inc., announced upon his return from a trip which carried him half way around the world. The Burns-Philp Co. maintains offices in the Islands and operates steamship lines between Sydney, Australia, and various Island ports, also acting extensively as traders.

Roy A. Forbes Makes Address

Roy A. Forbes, manager of sales and merchandising for the Victor Talking Machine Co., was one of the principal speakers at the recent luncheon to 1,200 welfare workers which opened the Philadelphia Welfare Federation’s annual drive for funds to carry on the work.

Red Lion Cabinets
Built exclusively for
Atwater Kent Radio

Nationally Advertised

Red Lion Cabinets are quick and easy sellers. Their sales, practically every month, have far exceeded the somewhat optimistic quota which we set for them.

Retail Prices slightly higher west of Rocky Mountains

By the makers of the Famous Red Lion Furniture

RED LION CABINET COMPANY, Red Lion, Pa.
Kolster 6-H - - $295.00
With Power Cone Reproducer:
Tubes and "A" Supply extra

Kolster 6-F - - $160.00
For Electric Operation

Kolster 6-D - - $89.50
For Battery Operation

RADIO for ELECTRIC and BATTERY OPERATION
The radio market is headed for the second great wave of prosperity, which is a selling wave. A selling wave based on the retailer showing more interest in the consumer's preferences and desires.

The public is more interested in radio today than ever it was, but intelligent selling and intelligent service are required. The public is learning value per dollar spent and discovering it in Kolster.

The retailer who will go to twenty homes and ask whether the family is interested in improved radio reception, will pave the way to a demonstration of Kolster, and will learn the meaning of the second wave of radio prosperity in his locality.

Try it! The fact that you are looked on as the local expert on radio is worth money to you.

If you wish to join the regiment of Kolster dealers who are reporting bigger and bigger sales sign the coupon below. This may give you the right to display the Authorized Kolster Dealer Sign.
Ernest Ingold Re-elected President of the Pacific Radio Trades Association

Officers and Directors of Progressive West Coast Trade Organization Are Trade Leaders—Reports of the Various Committees Show Scope of Work Under Way

At the annual meeting of the Pacific Radio Trade Association, held in San Francisco, Ernest Ingold was re-elected president, J. W. Laughlin was re-elected vice-president, and W. C. Aschenbrenner was re-elected secretary-treasurer for the ensuing year.

The report of the secretary-treasurer, including the presentation of the auditor’s report, showed cash on hand of approximately $22,000, a very remarkable condition for a trade association to be in. The list of those eligible to vote at the annual meeting showed but two members delinquent in dues, and the auditor’s report showed no unclosed items in the treasurer’s office.

Two New Sonatron Tubes Now Being Marketed

Latest Products of Chicago Manufacturer Are Designed to Operate Direct From an Alternating Current Socket

The Sonatron Tube Co., Chicago, recently announced two new alternating current tubes, No. X-226 A.C. and Y-227 A.C., designed to operate direct from an alternating current socket and dispensing with rectifier and filter. The X-226 A.C. for use in radio frequency and audio frequency amplifier circuits takes a current drain of 1.05 amperes at 15 volts, and operates with a plate voltage of 90 to 135, to a maximum of 180 volts under full power. The standard four-prong UX base is used. Y-227 A.C. is designed for use as detector in a receiver using X-226 A.C. tubes as amplifiers, though the Y-227 itself may be used as an amplifier tube, particularly in the first audio-stage. It is a heat- or self-stabilizing to eliminate the hum which sometimes occurs when A.C. tubes are used as detectors. Current drain in this type is higher than the X-226, 1.75 amperes at 2.5 volts being required for perfect performance. A five-prong socket base is used.

Operation of these tubes under laboratory conditions are said to have proved them to be remarkably efficient, free from A.C. hum, and in general affording sharp, clear-toned reception. With the demand for light-socket operating sets it is expected that the two new A.C. tubes will meet with a ready sale.

"Two Black Crows" in Booth at Radio Show

CLEVELAND, O., November 7.—Because of the fact that there is no regular radio show scheduled for this year the Wm. Taylor & Sons Co. recently devoted its entire arcade to a showing of its radio products. Much interest and many sales resulted not only in radio but in other products. A special booth at the show was devoted to "Two Black Crows." Pumpkin jack-o-lanterns surrounded by corn stalks were at each corner, and at one end stood a tree in which "two black crows" reposed. A number of Columbia records hung from the branches, and a yellow light played on the exhibit.

An Interesting Treatise

The technical service bureau of the Raytheon Mfg. Co., Cambridge, Mass., has issued a very interesting treatise upon the subject of "The Evolution of the B Eliminator." The author is D. E. Replogle, of the Raytheon Research Laboratories, and the growth and development of the B eliminator is interestingly traced from its inception up to the present date. The technical service bureau of the Raytheon Mfg. Co. has also issued articles on the Raytheon "H," a high-voltage gaseous rectifier, and Raytheon "R," an improved voltage regulator tube.

A new music store has been opened at 19 South Clinton street, Middletown, O., by Clem Imfeld. A full line of talking machines, records and other musical instruments is carried.

THE UDuell WORKS
Indianapolis, Ind.
CASWELL'S GYPSY

NOT ONLY THE FINEST IN TONE
BUT NOW THE MOST BEAUTIFUL

FURNISHED IN FIVE ATTRACTIVE HARMONIOUS COLORS

NEVER before has there been as wonderful a portable as the new Caswell Gypsy. In tone, in volume and faithful reproduction, it is a delight to those who appreciate music. Into the Gypsy is built the Caswell standard of better quality.

And, as a final touch to make it even finer, the Gypsy is now furnished in five attractive, harmonious colors, to match the decorations of the home.

In the Gypsy, Caswell offers to the trade the greatest opportunity in the phonograph field.

Retails at $25.00

CASWELL Portable Phonographs of Distinction
Milwaukee, U.S.A.
Need for a Broader Effort in Radio Retailing

Big Field for Additional Business Among the Owners of Old Sets and Those Who Have Never Purchased a Radio Receiver

By Carl H. Butman

Every American home should be equipped to receive broadcast instruction, news, entertainment and announcements of importance. Only 25 per cent of us are equipped to listen in to-day, and millions of us live almost under the shadows of broadcast antennas. It is likened to living next door to a public library and never entering or not subscribing to any local newspaper.

What is now necessary is to sell the idea of securing a receiving set, as good a one as possible, to every citizen and persuading those who are not listening in to do so. The manufacturers and dealers have been endeavoring to do this for some time, but they need the cooperation of the other elements in the real radio industry—the broadcasters, the press, and, of course, the public at large.

Need for Co-operation

Many broadcasting stations have been trying to increase the size of their audiences by increasing their transmitting power and their range; but it is now shown that this is unnecessary if they will aid the local radio dealers and shops in selling sets in their districts. There are thousands of potential fans within fifty miles of every broadcasting station without radio reception facilities.

This is a new idea for the extension of radio broadcast reception advanced by the Federal Radio Commission. While it is one that will at once have the hearty approval of every branch of the industry, to reach fulfillment it must receive the support and co-operation of the broadcasters, the manufacturers and dealers, as well as the listeners and potential listeners. Collectively these interests can put the scheme over and make the United States the first nation to have universal radio equipment, and reception. This country leads to-day in radio development, broadcasting and reception, but much remains to be accomplished before all are listening in. An exclusive statement of the Commission's attitude just received by the writer follows in part:

The Federal Radio Commission believes it has improved radio reception conditions for the six million families owning radio sets. It believes it is performing the task assigned it by Congress, and, getting it done 'conscientiously, fairly, and with all the possible dispatch that energy and long hours can accomplish.'

But it has the following suggestion to offer the industry, that is, the broadcasters and dealers. As against the six million families with radio sets which the Commission can benefit, there are sixteen million homes in America to-day without radio sets. What about them? Who will bring the blessings of good radio to them?

Radio in Every Home

There, as they see it, is the far bigger job that faces the radio manufacturers, jobbers and dealers of the country; the job of putting adequate radio service into every one of America's 22,000,000 homes. For what will it avail the American public to have good broadcast programs and clear, undisturbed reception if only a small fraction of our citizens actually have radio sets in their homes, as at present is the case?

So far only a start has been made on this huge task of equipping the great American family with radio. To date there are fitted up only 6,000,000 homes with radios, out of the 22,000,000 on the Continent, a saturation of barely 25 per cent. Only 6,000,000 radio sets are in use, yet we have 18,000,000 automobiles, 15,000,000 electrically wired homes and 8,000,000 phonographs.

Our industry and distributors are now selling radio sets at the rate of only 1,750,000 a year, a good part of that number as replacements, so that the net gain is actually only a million or less a year.

Important Problems

Two problems confront the industry: To equip all with some sort of receiver and then to learn who have better sets than the others. We should equip the public with better radio sets, encouraging them to make really adequate investments in this, the world's greatest, most marvelous merchandise. In a home where furniture, rugs, pictures and draperies are items running into three and four figures, is there any justification for economizing on a radio set and buying a cheap, inadequate one?

If the average radio listener wants to take full advantage of the total value of broadcasting and wonderful programs which are now nightly pervading his vicinity, he should in his own interest invest in the best radio set he can afford. For the radio impulses, as they come in over the air, are to-day of splendid tone value, and far better than the reproduction limits of the average receiving set. Our broadcasting stations, especially the leading ones, are transmitting music of irreproachable tonal excellence. It is only when such music is filtered through a cheap or poorly designed receiver that its beauty is obscured. Yet nearby a good receiver may be enjoying a heavy demand, are given credit for receiving sets and those who have never purchased a set. Our industry and distributors are now selling radio sets at the rate of only 1,750,000 a year, a good part of that number as replacements, so that the net gain is actually only a million or less a year.

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VESTA for VOLUME

The Complete Quality Line of Socket Power Units, Tubes and Batteries Offers EVERY Sales Advantage—

There's a Vesta Radio Power Unit to meet every demand. We have combined the ability, experience and quality of Vesta with such favorably known names as BALKITE, VER-TREX and WESTINGHOUSE.

This broadminded and far-seeing policy makes possible the most complete line with the highest sales possibilities.

No matter what your customer's ideas may be in radio power you can give it to him in the VESTA line.

Start right with this BIG Quality Line—of nationally advertised Radio Power Units, Tubes and Batteries—and build a successful business.

VESTA BATTERY CORPORATION
2100 Indiana Avenue - CHICAGO, ILL.

WRITE NAME ON THIS COUPON
Sales People to Tell How They Sell Victor Red Seal Orthophonic Records

Victor Talking Machine Co. Sponsors Competition Among Salesmen and Saleswomen to Get Important Information Regarding Sales Methods in Retail Stores

One hundred and seventy cash prizes totaling $3,000 are being offered by the Victor Talking Machine Co. to retail salesmen and saleswomen for statements, in the salesperson's own words, on the subject "How I Sell Victor Red Seal Orthophonic Records." It is announced that these statements will not be judged as to literary merit, neatness of preparation or length, but soon thereafter as the judges can reach a final decision as to the winners of the prizes. Sixty-five cash prizes totaling $1,325 for the best sales window displays on Red Seal records are also being offered to Victor dealers.

The only restriction of this contest is that one of the large colored posters, which are furnished free, must form an important part of the display. This contest also closes on January 5, 1928. The announcement of the contests and details of a forceful national advertising campaign in full color were made to Victor dealers in a beautiful brochure recently distributed by the Victor Co., with a letter signed by President E. E. Schumaker, pointing out that the plan involves more than the mere sale of Red Seal records because it is incumbent upon the entire merchandising organization to see that Victor service lives up to the highest ideals, and leadership in music presupposes leadership in every other detail of the business.

The illustrations in the new Red Seal record advertising were painted in oil by Edvard Buk-Ulreich, internationally known artist of New York and Paris, and the originals are being framed for exhibition purposes. The advertising and illustrations are designed to make an immediate and colorful appeal to people who are logical prospects for Red Seal records. Pages and double pages will be used in the leading national magazines and the scope of the campaign will be widened from month to month, according to Victor officials, with the addition of other publications and increased frequency of insertions.

Pointing out that sales are made or lost at the retail counter, the Victor Co. offers the Red Seal handbook, entitled "Getting Acquainted," for distribution to retail salesmen or saleswomen. It was prepared by Miss Dorothy Martin, who is reputed to have had phenomenal success in selling Red Seal records throughout the country. The booklet tells how to handle different kinds of customers, how to close a sale, how to get repeat orders, how to follow up inquiries, how to use a telephone, how to write sales-making personal letters and how to conduct demonstrations. There are also suggestions for cultivating the speaking voice, arranging counter displays, booth decorations, etc.

"A Musical Galaxy," a booklet offered to the public in national advertising, strikingly illustrated with reproductions of the paintings by Edvard Buk-Ulreich, and a foreword by Leopold Stokowski, is available to Victor dealers at nominal cost. Three follow-up letters, window posters, Red Seal stickers, local newspaper advertisements, publicity stories and other sales-promotion material are also offered dealers, as well as a beautifully illustrated booklet describing in detail the entire Victor line of combination Orthophonic Victrola, Electrola and Radiola instruments.

Average Radio Price Quadrupled, Says L. J. Chatten

The average price of radio has been multiplied by four since 1923, according to L. J. Chatten, general sales manager of Fada Radio, who recently returned to his desk in Long Island City from an extensive business trip which included the Pacific Coast. Mr. Chatten states that his calculations were based on exhibits in the Far Western shows, the average in 1923 being $16 and this year $269.

Radio Dialite Introduced

The Delta Electric Co., Marion, Ind., recently announced a new addition to its line of electric specialties, the Radio Dialite. This new product, a portable radio light five inches high, finished in old gold, operates from a six-volt "A" battery. Ample length of silk cord is furnished so that it may be used as a trouble light in addition to tuning the radio receiver. The Dialite, which retails at $5, may be adjusted to any position desired.

New A-K. Dealer Help

PHILADELPHIA, Pa., November 7.—The Atwater Kent Mfg. Co., of this city, has prepared a new sales aid for its dealers in the form of a flasher with special reflector, and designed for attachment directly on the Atwater Kent "B" power unit. The violet-colored light of the flasher is distinctive and similar to the light of the rectifying tube in the unit.
This is a reproduction of a message appearing in James K. Polk's Fall Catalog

WE GIVE A

FIVE YEAR GUARANTEE BOND

We hereby guarantee that

The Polk-Phone "New Reproducing Phonograph" No. Style

in possession of

manufactured by JAMES K. POLK, Inc., is made of first class materials by expert phonograph builders, in the most substantial manner. If any part proves defective in material or workmanship of the cabinet or mechanism, through ordinary usage and under normal conditions, within five years from this date, we will make satisfactory repairs, or if the defect cannot be repaired, we will make necessary replacements free of charge, if the claim is presented to us through the undersigned dealer.

JAMES K. POLK, Inc.

Attest: JAMES K. POLK, Inc.

Dealer Atlanta, Ga.

Attest: Otto Heineman, President and General Manager

25 West 45th Street NEW YORK, N. Y.

with every machine shipped from our factory

And This Is Why

We use nothing but Heineman Motors — the original and best and the only motor with which we will equip our machines and then guarantee them — and then too, we use the Heineman No. 77, the largest and finest of all Phonograph Motors — this is why we can afford to give our five year bond with each instrument.

A phonograph manufacturer's expression of faith in . . . .

HEINEMAN MOTORS

OKEH PHONOGRAPH CORPORATION
The music lovers' choice....
No. 40904
10 in. 75c.
"INDIAN LOVE CALL"
and
"GYPSY LOVE SONG"
Pipe Organ Solos by Sigmund Krumgold

SIGMUND KRUMGOLD
OKEH PHONOGRAPH CORPORATION
OTTO HEINEMAN, President and General Manager
NEW YORK, N.Y.
THERE is no comparison with any existing record needed to reveal the astounding success of the AIDA and CAVALLERIA RUSTICANA recordings sung by EMMY BETTENDORF, soprano, supported by the full chorus and orchestra of the State Opera House, Berlin, conducted by EDUARD MÖRIKE and what may be justly acclaimed a Revolution in Recording.

AIDA
(Verdi)
2nd Act, 2nd Scene
"Gloria all' Egitto, ad Iside"
No. 5127
12 in. $1.50

CAVALLERIA RUSTICANA
(Mascagni)
"Regina coeli, laetare" (Easter Hymn)
No. 5128
12 in. $1.50

OKEH PHONOGRAPH CORPORATION
OTTO HEINEMAN, President and General Manager
25 WEST 45th STREET
NEW YORK, N.Y.
So durable and so perfect—
All the advantages...and no sales disappointments...when your needle stock is protected by our

Okeh and Truetone Needles

Sole Sales Agents for....
Okeh-Truetone Needles—Heineman Motors

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Mgr...

NEW YORK, N. Y.

25 West 45th Street
H. T. Roberts Co. Announces Three New Radio Cabinets

Beautiful Design Is Feature of Latest Models

Sponsored by This Progressive Manufacturer — Equipped With RCA 100-A Speaker

Three radio cabinets of beautiful design, equipped with the RCA 100-A speaker, were recently introduced to the trade by the H. T. Roberts Co., directed by Donald J. Pieri.

All three cabinets have been created in a definite style, a modern interpretation of the Jacobean period, and the bulbous turnings, heavy mitered moldings, colorings of the pieces and selection of woods all harmonize with this general style motif. The various figurings of pollard, swirl and burl, lend a beautiful effect.

All doors, drawers and falls have been carefully fitted by hand so they fit snugly and operate easily. The sliding drawers are on steel rollers and move with freedom. The cabinets are of five-ply veneered construction, and the carvings are individually cut from solid wood. Beautiful color combinations have been developed in these cabinets through the use of selected woods, walnut, English oak swirls, English elm burl, crotch walnut, English pollard oak and satinwood. All doors have ornamented corner hinges and fold back flush with the sides of the cabinets.

One of the interesting features of the Charing model is the fact that it may be fittingly used by the consumer in the center of any room. This is possible because the cabinet is finished on all four sides, and the arrangement is such that the top need not be lifted to operate the set. The entire line of Berkey & Gay radio furniture has been designed for specific installations, the Charing being adapted for all A. C. sets and particularly for the Radiola 17. The Carlton is fitted for all battery-operated sets, and is especially suited for use with Atwater Kent, Crosley, or the Radiola 17.

The Trafalgar is suited for all sets either A. C. or battery operated.

The Trafalgar Cabinet

Roberts Co., Chicago. The cabinets are built in the factory of Berkey & Gay, Grand Rapids, Mich., recognized universally by public and trade alike as one of the outstanding leaders in the field of fine furniture manufacture, and each cabinet bears the famous Berkey & Gay trade-mark. The H. T. Roberts Co., exclusively representing the Berkey & Gay factory, and others with assets over fifty million dollars, also announces that in accordance with the Berkey & Gay policy the cabinets will be sold direct to dealers. This line of cabinets has been developed through the combined efforts of the Berkey & Gay designing department and engineering department of the H. T. Roberts Co., directed by Donald J. Pieri.

The New Trafalgar Cabinet

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The Trafalgar is suited for all sets either A. C. or battery operated.

Helycon Tone Arm No. 509

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

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

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

Pollock-Welker, Limited

Established 1907—Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Seattle Radio-Music Trade Assn. Elects New Officers

W. H. Graham, of Hopper-Kelly Co., Is President of Trades Association—Group Directors Include Leading Northwest Dealers

Seattle, Wash., November 7—An inspiring meeting was held by the Radio & Music Trades Association, of Seattle, at the Washington Hotel recently, at which time the election of officers to serve for the ensuing year took place. There was a large attendance, and the spirit and enthusiasm evidenced will serve as an incentive to the newly elected leaders. Reports from the various group directors showed excellent progress and development during the past year, and a very comprehensive program has been outlined for execution in the immediate future. Plans will be completed shortly for the launching of an intensive membership drive, with an objective of making the Association State-wide before the expiration of the year.


Moves to New Location

The Pine Lawn Music Store, St. Louis, Mo., of which John J. Long is proprietor, is now located in its new quarters at 607 Natural Bridge road. The new location affords much more display and demonstration space.
S. T. Williams Victor Co.

General Superintendent

Former Chief Engineer of the Victor Talking Machine Co. Succeeds to Post Made Vacant by Resignation of C. S. Wickes

The executive offices of the Victor Talking Machine Co. announced on October 20 the resignation of C. S. Wickes, general superintendent, who thereby ends a long and successful career of twenty-five years in the Victor service. Mr. Wickes will be succeeded by S. T. Williams, who is at present chief engineer at the Camden plant of the Victor Co.

Mr. Wickes plans to take a long rest, an experience which he has never allowed himself during the quarter century of his connection with the Victor Co. From his coming to the organization in 1902 up to the present, his career has been one of conspicuous success. His first interest with Victor was the problem of record manufacture, and for twenty-three years he was superintendent of the record plant, and one of the most important factors in developing its production from the comparatively small volume of 1902 to its present enormous output. In May, 1923, Mr. Wickes was appointed general superintendent of the Camden plant, and shortly afterward undertook the transition of manufacturing operations from those incidental to the making of the old style Victrola to those necessary to the production of the radically new and different Orthophonic Victrola and Electrola. In co-ordinating the Victor manufacturing facilities to meet this problem, Mr. Wickes accomplished what was perhaps the most important achievement of his Victor career. He leaves the company with the good wishes of all his associates.

S. T. Williams brings to his new responsibilities a background of technical training and experience of the first order. He is a graduate of St. Lawrence University (1913) and three years later received a second degree from Worcester Polytechnic Institute. He has been technical editor of the Motor World Magazine, has undertaken editorial work for various kindred publications and is the author of a book on automobile repairing. During the war the United States Government made use of Mr. Williams' remarkably versatile talents and his extraordinary capacity for work. He joined the staff of the Naval Aircraft plant at Philadelphia, organized by the Government shortly after the outbreak of the war. Here he became experimental engineer and later assistant chief engineer, and in these capacities was responsible to a great degree for the development of the flying boat known as the Navy F-5L, a parent of the present PN-9. Other military devices of a special nature were developed under his supervision.

Mr. Williams' Victor connection dates from November, 1912, and shortly after it began he was made chief engineer. In this capacity he played a part of first importance in developing the Orthophonic Victrola from a mathematical formula to a perfected commercial product. The world of science has paid tribute to Mr. Williams' conspicuous ability with particular reference to accomplishments in the field of sound. During the last commencement season St. Lawrence University conferred upon him the degree of Master of Science in recognition of Mr. Williams' accomplishments in making the new Victor instrument practically, as well as scientifically, possible.

Mr. Williams will undertake his new duties assured of the co-operation of all with whom he comes in contact in the Victor organization. His marked and generally acknowledged ability, his geniality, his infinite patience and tact, are regarded as highly valuable assets. The change in the position of general superintendent is effective as of October 19.

Stewart-Warner Earnings

The Stewart-Warner Speedometer Corp. reports a net income of $1,627,706 after all charges during the quarter ended September 30. This is equal to $2.71 a share on the outstanding 599,990 common shares. Net for the nine months totaled $4,198,632, or $6.99 a share.

The Victor Talking Machine Co. recently announced to dealers that Victor steel needles can now be ordered in lots of 1,000 envelopes with the dealer's imprint on each envelope. If desired the needles can be ordered in assorted lots 100 or more envelopes in each lot.

Values for the Phonograph Buyer

Ampliphonic
New Type Phonographs
Remarkable for tone and volume

Up to the Minute Equipment

Cast Iron Horn
Heinemann 77 Motor
Automatic Stop
Ultra Reproducers

Write for Our Complete Catalogue

CHARMAPHONE CO.
Manufacturing Since 1914

Pulaski
New York

Acme "Dri" Line of Radio Power Units Finds Favor

Products of the Acme Electric & Manufacturing Co., Recently Introduced Find Favor With Radio Dealers Throughout Country

Cleveland, O., November 7—The Acme Electric & Mfg. Co. reports that since the introduction of its new Acme Dri line of radio power units the response from the trade has exceeded all expectations. The "A" and "B" socket power unit has been particularly in demand, but the other units have also secured their share of trade and public favor.

The "A-B" unit includes a "B" power unit together with the Acme new dry charger and a U. S. L. gravity ball, glass jar battery. It is automatic in operation, being controlled by a filament switch on the receiver. Due to the use of gravity balls it is always possible to tell the condition of the battery.

The Acme "B" power unit uses a 125-mill rectifier tube which has an oxide-coated filament giving smooth operation and long life. It has a metal cased condenser designed for long life which, together with the high-quality Acme transformer and 107 Henry choke, will give satisfactory service for years. The Acme Dri charger, type AE-1, using a 1 ampere dry rectifier, is primarily designed for use on sets where the owner already has a storage battery and desires to make his radio completely electrical in operation. It is automatic in operation.

The "Dri" A socket power unit, type AED, starts charging at one ampere and tapers down automatically as the battery becomes charged. It is guaranteed for a minimum of 5,000 hours. The Acme "A" current supply is designed to serve socket-power sets employing the new AC tubes.

ILSLEY'S GRAPHITE PHONOGRAPH SPRING LUBRICANT

ILSLEY'S Lubricant makes the Motor move quiet. 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 5, 10, 25 and 50-pound cans for dealers. This Lubricant also puts up in 2-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

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NOW A
Mohawk Electric
YOU CAN SELL FOR
$139.50

And a complete line of Mohawk Console Electrics to sell for only $72.00 more than Mohawk battery models

Electric radio! The radio public wants it. And Mohawk, Originator of One Dial Radio, is first to offer it at a price within reach of every purse.

Every Mohawk One Dial Radio is now available in an Electric model that you can sell for $72.00 more than the standard battery models. This means that the Navajo, the popular Mohawk table model, can be sold for the astounding price of $139.50 (speaker additional). Other models to $347.00.

The Mohawk Electric is not a makeshift. It is a real electric receiver, operated by AC tubes, complete and ready to connect to the light socket, with nothing more to buy. Nor has performance been sacrificed. The convenience of AC operation has merely been added to the standard Mohawk features.

The quality of Mohawk Electric is not to be judged by its price. Just as Mohawk battery models are the greatest values in their field, for performance, Mohawk Electric can be matched against any Electric Receiver at any price.

With the Mohawk Electric at this price Electric Radio ceases to be a freak product that can be sold only to wealthy customers. It becomes a reality that will bring you tremendous volume sales. It makes the Mohawk franchise even more valuable than it has been in the past. Wire for details!

MOHAWK CORPORATION of Illinois • • • CHICAGO
Delegates to International Radiotelegraph Conference Guests of Radio Corp.

Special Train Brings Delegates From Washington to Inspect Receiving Plant at Riverhead, L. I.
—David Sarnoff Principal Speaker at Dinner at Hotel Plaza—Inspect Studios

Four hundred delegates to the International Radiotelegraph Conference in Washington were recent guests of the Radio Corp. of America in New York. A special train in two sections brought these radio leaders from Washington to Riverhead, L. I. After inspecting the Radio Central receiving equipment at that point, the delegates traveled in a fleet of motor buses to the Rocky Point Radio Central transmitting station of the Radio Corp. Thence they were driven to Patchogue for luncheon, followed by a trip to New York City in ample time for a dinner given in their honor by RCA at the Hotel Plaza. After spending the night in New York City, the delegates were conducted through the new studios of the National Broadcasting Co. and returned to Washington on a special train.

Among the guests were Senator Guglielmo Marconi, Secretary of Commerce Herbert Hoover and members of the Federal Radio Commission. Addressing the delegates at the Hotel Plaza dinner, David Sarnoff, vice-president and general manager of RCA, declared that the greater possibilities of radio communication are before, not behind us, and that the sum total of our ignorance on this subject is vastly greater than our knowledge. Mr. Sarnoff stated that the past achievements of radio are history, but the present is largely bound up with inventive genius and the industrial organization of each individual nation represented at the International Conference.

The future of facsimile transmission,” said Mr. Sarnoff, “when the communication unit will be the square inch rather than the word, of radio photography generally, of better broadcasting of sound, and finally of television, when both sight and sound will lie in the field of practical radio transmission, is dependent very largely upon the development of assured channels of transmission. Insofar as the Radio Corp. is privileged to contribute to international communications, I may say that we are committed to a policy and program of continued research and development. We are developing facsimile transmission to the point where we believe it will eventually be in the forefront of telegraphic communications.”


B. & O. Radio, Inc., is the name of a new radio distributing firm recently organized with offices at 23-25 Sussex avenue, Newark, N. J. The new company is carrying an extensive line, including Atwater Kent receivers, speakers and "B" power units; Pooley and Red Lion cabinets, Cunningham and Raytheon tubes, U. S. L. batteries and power units and trickle and taper chargers. Niagara batteries, Briggs & Stratton "A," "B" and "A-B" combinations and aerial wires, insulators arrestors and other radio requisites are among the other items carried.

The officers of the company are Ben. J. Oppehjem, president; Harold A. Barter, vice-president and treasurer, and M. T. Hicks, secretary, all of whom have been identified with the radio industry for a number of years.

THE LINE OF PROFIT

Excel Phonographs and Radio Cabinets

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

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

M’tg. Radio & Phonograph HARDWARE

PERFECT Portable Needle Cup Open Stays Open Closed Keeps Closed

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

Manual on Radio Interference Prepared by R.M.A.


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Electric Powered PERFORMANCE

Proves Shamrock Unsurpassed

Don't take our word for it. Just listen!

When we say that for clarity, tonal value, and selectivity the new Shamrock electric powered One Dial set is unsurpassed, we pass on to you the honest opinion of honest dealers the country over.

Write or wire for further details, description and prices.

SHAMROCK MFG. CO.
196 Waverly Avenue, Newark, N.J.

MODEL A — Exquisite two-toned walnut cabinet, 6 tubes, perfected one dial control for either battery or A and B Eliminator operation.

$75

MODEL BL ELECTRIC
Operates from sockets, 110 volts 60 cycles. No batteries, trickle charger or liquids used. One Dial control. (No other controls, switches or compensators). Five-ply walnut cabinet. Open grill door optional. Stripped of tubes $151

Complete $185

SHAMROCK RADIO SETS
First By Proven Performance
Who Wants to Bother With an Outdoor Aerial?

Who prefers an unsightly decoration of crazy poles and sagging wires to an an aerial that you just connect to the set and plug into the nearest light socket? Certainly not the thousands who are getting better reception the year round with Dubilier Light Socket Aerials!

Every set owner and every set buyer is a prospect for this modern antenna. It's neat, efficient, reliable and convenient absolutely no current. Dealers find them convenient for demonstrations as well as profitable with the sale of every radio set.

Adequately Advertised

—and sounds sold at a list price of $1.50. Get the display carton on your counter now and watch Dubilier's advertising bring in the buyers. If your jobber has not yet stocked this salable, profitable device, get in touch with us at once.

DUBILIER CONDENSER CORP.

4377 Bronx Blvd.

New York City

Who Wants to Bother With an Outdoor Aerial?
FOR CHRISTMAS
SELL SYMPHONIC

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

**LOW LOSS SYMPHONIC PHONOGRAPH REPRODUCER**

**LIST PRICE**
- Nickel Plated: $10.00
- Gold Plated: $12.00

(Slightly higher west of the Rockies)

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

**SYMPHONIC PHONOGRAPH REPRODUCER**

**LIST PRICE**
- Nickel Plated: $6.00
- Gold Plated: $10.00

(Slightly higher west of the Rockies)

This is the $6.00 number that has been so popular with phonograph dealers everywhere. A wonderful reproducer whose performance is so unusual that it sells immediately on demonstration.

Encourage your customers to give SYMPHONIC REPRODUCERS for Christmas. The donor of a SYMPHONIC REPRODUCER will be remembered for a good while by the entire family. A follow-up of those to whom SYMPHONIC REPRODUCERS are given will result in more record sales and many prospects for new type instruments. The very attractive SYMPHONIC carton makes an appropriate Christmas package.

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

**SYMPHONIC SALES CORPORATION**
370 SEVENTH AVE. NEW YORK
Money-Making Suggestions for Ambitious Merchants

Do You Retain the Customer's Good Will?—Demonstrate and Make Sales—Sheet Music Is a Profit Maker and a Customer Attraction—Make Good Terms and Don't Oversell Your Products—Opening of Concert and Operatic Season Should Mean More Record Sales

After you have completed the sale of a radio receiver to a customer what is your attitude toward the purchaser? If it was a time sale do you allow the only contact with the customer to be the mailing of a letter by the collection department reminding him of the payment due? If a cash sale, is the account written as a completed transaction without any further necessity for contact? If this is your attitude taken, how about good will? It is an undisputed fact that the service which many dealers established for years have won is due to the recommendations of satisfied customers. Why not have the salesmen visit a certain number of customers each week? The interest will please the customer and these visits will lead to new prospects and build good will with the store's customers. It may be that these visits will result in a certain number of complaints being made relative to the non-operative operation of the set. Should this happen, is it not better that the dealer know so that the necessary adjustments can be made, and the set be put in perfect working order so that the customer is satisfied and becomes a booster rather than a knocker? Radio salesmanship to be successful necessitates a certain amount of service, and this service will win good will, which is an essential to the building up of a successful business.

Demonstrations Aid Sales

The more people to whom a talking machine or a radio receiver is demonstrated, the more sales will be secured. The fact that demonstrations are of vital necessity to successful merchandising is being stressed by manufacturer, wholesalers, successful dealers, speakers at association meetings and conventions, yet many dealers are failing to widen the field for demonstrations. It is not enough to depend upon the people who enter the store through advertisements, window displays or verbal recommendations. In the case of radio receivers every broadcast program that has a wide and unusual interest ought to be heeded. It's the non-operative operation of the set. Should this happen, is it not better that the dealer know so that the necessary adjustments can be made, and the set be put in perfect working order so that the customer is satisfied and becomes a booster rather than a knocker? Radio salesmanship to be successful necessitates a certain amount of service, and this service will win good will, which is an essential to the building up of a successful business.

Regarding Sheet Music

How is your sheet music department, or have you a sheet music section in your store? This angle of the music business is one that is overlooked by many dealers despite the fact that it can be developed into a steady profit maker, and what is more, will, if properly managed, prove a customer-attraction of no small importance. It was but a few months ago that there appeared in these columns an interview with the manager of an up-State New York dealer who attributed 50 per cent of an annual business volume of $80,000 to his sheet music department.

Music pupils and teachers, knowing of the complete stock always carried, formed the habit of buying their music at this store. So much for sheet music as a customer attraction and a "feeder" for other departments. As a profit maker in itself, there are a number of ways in which sheet music can be exploited. Many dealers demonstrate records continuously in their stores or at the doorways of their stores. Many times when a dance recording is being played the listeners do not know the title of the selection. Why not have a small frame attached to the machine with the caption, "Selection now being played is, and then insert a copy of the sheet music of the selection? A New York City dealer uses this plan and has found that it stimulates both record and sheet music sales. Demonstration, however, remains the best method for selling sheet music. If it is not possible to have someone playing the piano at all times, plugging the latest numbers, why not have one of the clerks play during the busiest hours of the day so that customers entering the store for some other item will increase their purchases to include several of the latest releases of music, and passersby be attracted into the store? Give a thought to the sheet music section. It is a potential profit maker.

Don't Oversell Your Line

The advertising section of any newspaper in a large city will show that many dealers are selling on "a dollar down and a dollar a week," depending on a volume turnover to bring in profits. It is merchandising of this type that leads families to purchase instruments priced beyond their incomes. Should any interruption influence the income or any untoward circumstance put a drain upon it, the talking machine dealer is usually the first to suffer. Regarding the practice of overselling, the following state-ments of Mr. Deal, president of a company selling Atwater Kent radio, and which sold almost $100,000 worth of radio apparatus last year, is very emphatic: "Every one in this store has his instructions not to sell luxury merchandise on time to the man or woman who is buying beyond his means on the luxury side of living. You've got to have a finely balanced judgment and a lot of open-face tact to apply that rule to customers. But it's much better to make this the rule and stick to it. In other words I believe that the merchant's duty to the community, to the customer, and to himself to discourage extravagance on the part of those who cannot afford it. Normal, conservative trading over the long haul pays the merchant the biggest profits. I'd much rather have the conservative patronage of a family for thirty years than the erratic, extravagant buying of the same family for only thirty months."

Season's Opening

The concert and operatic season is again in full swing and music lovers are flocking to hear their favorite artists. Are you, as a talking machine dealer, taking advantage of the public interest in the reopening of the music season with its resultant newspaper publicity? To this question some dealers can, of course, answer in the affirmative, while others will say that the concert and operatic activities mean nothing to their trade. The latter type of dealer does not seem to be able to realize that every year there has been a decided improvement in the public's musical taste. Largely due to the instrumentality of the radio, the public is being educated to an appreciation of the better type of music. In a larger section of this house of The Talking Machine World will be found a list of concert dates of recording artists. Read it and find what artists are due to appear in your town or city. Select those who have proved popular with your clientele in the past. Write a letter to your mailing list, calling their attention to the concert and call attention to the new records these artists have made within the past year. Service of this type is never wasted, for aside from whatever sales are made, good will is engendered.

The Concert and Operatic Season is Again in Full Swing!
The Abbey All-Electric (above). Six tubes. Single illuminated dial. Single knob control. List price for all-electric operation direct from a light socket without batteries or eliminators, $175; this model for battery operation, $100. Tubes not included. Splitdorf Period Case Tone, $35.

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

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

This Lorenzo. A magnificent Italian Renaissance model, equipped with the new Splitdorf all-electric receiver operating directly from a light socket without batteries. No acids or eliminators. List price with built-in loud-speaket but without tubes, $150.

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

Investigate the unusually profitable sales possibilities of the twelve beautiful Splitdorf models priced from $45 to $800.
THE TRADE MARK
of a
reliable manufacturer
combined with that of
a dependable distribu-
tor, assures the dealer
reputable merchandise and satisfactory
service

"Blackman and Dependability—
One suggests the other"

Blackman

DISTRIBUTING CO. INC.
28 West 23rd St., New York, N. Y.

WESTON
PHILCO
FULL-WAVE

The UTAH

RAYTHEON

DAVY

BIRNBACK
Farming Territory Good Market for Electric Sets

Robert W. Porter, Vice-President of the Splitdorf Radio Corp., says that all-electric radio receiver will find immediate market.

The all-electric radio receiver will find an immediate market in strictly farming territory of close to a quarter of a million farm homes.

Robert W. Porter points out Robert W. Porter, vice-president of the Splitdorf Radio Corp.

"But the important aspect of this situation," stated the Splitdorf executive, "is not so much the immediate market but the future potential. I am considering farms alone in this discussion. By 1938 it is estimated 3,000,000 farms will be electrified. Not counting the city and town markets at all, but just taking the farming element by itself, we have a tremendous ten-year 'group' market to which to appeal on a single phase of radio development—the all-electric set.

"These statements are based on published results of a survey made by the Rural Electric Service Committee of the National Electric Light Association. In 1926, this survey points out, there were about 227,500 farms supplied with electricity, covering something like twenty-eight States. Inasmuch as this was about 105,000 more farms than were served by electricity in 1923, the rate of increase is about 35,000 per year, but the percentage of increase, if figured out and calculated on a proper basis, would mean, not 350,000 more farms electrified by 1937, but nearly ten times that number altogether by 1938.

"At a rough calculation this means that about half of the farms will be ready for all-electric radio within the next ten years or so. In addition, of course, there is the present 80 per cent of the total farm market still open to the sale of other than electric receivers, not counting replacements at all."

Temple Audibility Chart

Tests Per Cent of Hearing

One of the outstanding features at the various radio shows being held throughout the country is the exhibit of Temple, Inc., Chicago, manufacturer of loud speakers. At each of the expositions this concern has had an audioscope which gives the radio listener an index as to the accuracy with which he hears the various tone frequencies being broadcast. A novel feature of the display is that the scientific device is housed in the inside of a giant Temple air column speaker 7 feet by 11 feet. Each person tested is given an audibility chart which shows his percentage of normal hearing.

PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th Street  New York, N. Y.

PERRYMAN DEALERS DO

They have an excellent tube to sell
No tube made by anyone, anywhere, at any price gives better performance than a Perryman Tube.

They have a complete line to sell
There is a Perryman Tube for every radio purpose.

They control sales, repeat business and good will
All your competitors do not have Perryman tubes and you do not have to cut the price to sell them.

They make more profit per sale
Generous dealer discounts give more profit on each sale.

They have no replacement worries
We guarantee complete satisfaction at our expense—not theirs.

In short—selling Perryman Radio Tubes is a griefless proposition

PERRYMAN RADIO TUBES
A Complete Line of Standard Equipment for every Radio Purpose

Distance Without Distortion

Build Tube Sales—on a Firm Foundation
Wisconsin Radio and Music Trades Associations Factors in Improved Business

Milwaukee Wholesale and Retail Houses Report Business Ahead of Last Season—Recent Trade Conventions Provided Promotional Work and Trade Measures of Value—Trade News

MILWAUKEE, Wis., November 8—Wholesale and retail houses report that they are going well ahead on business for the season, and that from the indications in the trade at present this season will show some of the finest permanent results in merchandising which have ever been obtained in the history of the industry.

Two of the forces which are bringing about this condition and are building for permanency in the trade are the Wisconsin Radio Trade Association and the Wisconsin Association of Music Merchants, and their conventions held in Milwaukee recently provided promotion work and trade measures which are being taken up readily by the Wisconsin trade, particularly in the retail houses.

That fraudulent advertising done by some retail dealers is irritating the Wisconsin trade, and that customers are obtaining lower prices by comparing the new products with those on their shelves, is the condition which is being shown to facsimile of a railroad picture.

The Wisconsin trade is the Wisconsin trade, and that customers are obtaining lower prices by comparing the new products with those on their shelves, is the condition which is being shown to facsimile of a railroad picture.

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MAGNAVOX

Speaker Quality Plus

Only the electrodynamic type speaker can give the wonderful quality of radio reception possible with modern sets and broadcasting. This is the speaker created, patented and made famous by Magnavox.

As a radio merchant or set builder you should hear these new speakers in comparison with other speakers. It will result in sales and profits for you in introducing such a startling improvement to your trade.

Aristocrat Model

Floor model cabinet. Buff burl walnut panels. Two-tone mahogany legs and corners with R-4 speaker unit, 6-volt 1/2 ampere direct current type (operated from A battery) $85 list; with R-5 unit, 110-volt direct current type (operated from light socket) $90 list.

No taxes required.

R-4 Unit

For easy installation in radio or phonograph cabinets. Price $50.

R-5 Unit $55.

Write for full description of our dynamic power cone type speakers.

THE MAGNAVOX CO.

OAKLAND, CALIF.

Chicago Sales Office, 1315 S. Michigan Ave.

The Buech Saxophone Shop, located at 53 Wells street, Milwaukee, has announced the addition of a complete selection of Kellogg radios to its stock of band instruments.

The Wengel Radio Co. has been incorporated at Madison, Wis., at $10,000 with 100 shares of stock. The incorporators are Arthur M. Wengel, M. W. Wengel and J. R. Wengel.

The Kenosha Radio Co. has been opened at 315 Fifty-sixth street to feature Freshman radios. Glenn G. Balcom, a Kenosha man, who has been with the Charles Freshman Co. for several years, is manager of the new store.

The Miller Radio Studio has been opened at Hartford, Wis., by Louis G. Miller, of Neenah, Wis. The store will feature the Kellogg radio.

Harry C. Lau is building a second store on his store here to be used solely as a display room for radios, and for radio tuning.

The Forbes-Weagher Music Co., of Madison, Wis., has started a new merchandising feature designed to make the store more widely known, and to feature the latest Victor record releases and other new records, by broadcasting them through the use of special equipment over station WIBA for one-half hour on Friday each week.

The J. B. Bradford Piano Co. has been successfully featuring the new Brunswick models, and the latest recordings by direct mail advertising, inviting patrons to call and see the models and listen to their performance.

Fred H. Geyer, for fifteen years connected with the Andraes in Milwaukee, and for many years with the Julius Andrae & Sons Co., widely known radio distributors, has been named general manager of the Andrae Auto Supply Co., Milwaukee, succeeding the late F. T. Andrae.

District Atwater Kent Auditions on November 23

Ten State Winners Will Be Chosen for the National Finals—$17,500 and Six Scholarships Will Be Awarded to the Winners

PHILADELPHIA, Pa., November 8—The time is rapidly approaching for the final contest for the singers entered in the Atwater Kent Foundation's National Radio Audition. By November 23 the five district auditions for which ten state winners will qualify for the national finals will be concluded and the National Audition will be broadcast by Station WEAF over the Atwater Kent network of associated stations on two successive Sunday evenings in December. At that time the national judges will bestow cash awards aggregating $17,500 among the ten finalists, six of whom will also receive musical scholarships in a leading American conservatory. It is estimated that upwards of 50,000 amateur singers have participated in the contests throughout the country.

$650,000 Dividend for Victor Talking Machine Co.

The Victor Talking Machine Co. will receive more than $550,000 through a 40 per cent dividend declared by The Gramophone Co., Ltd., of England. Sales of the Gramophone, Ltd., of which the Victor Co. holds 850,000 shares, have shown substantial gains during the past year. The Victor Co., it is pointed out, carries these shares at a book value of 2s compared with a market value of fully paid stock of 130s.

The Demand for Quality Never Ceases

To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

CLAREMONT WASTE MFG. CO.

Claremont, N. H.
Gilt Edge Needles
—the only plated needle packed in this manner. Assures a quick turn-over at a good profit. 50 packages assorted tones—15 extra loud; 15 loud; 15 dance and 10 medium.

Brilliantone—right on quality. Quality is all-important in the sale of merchandise. This is especially true of the small items—the staples of your business.

Brilliantone Needles are staples of the highest quality. Sell these quality products. They bring customers to your store.

The organization back of these quality products

Bagshaw, known for decades as the leading manufacturer of quality phonograph needles, makes these products for your customers.

Bagshaw Needles get the most from your phonograph records—the binding tie of true reproduction.

Buy Bagshaw Needles for greater satisfaction and larger profits.

Write today for samples of Bagshaw Needles and a full line of literature.

Brilliantone Steel Needle

Company of America Inc.

370 Seventh Avenue
New York City
Hal P. Shearer Splitdorf-Bethlehem Sales Manager

New Sales Executive Is Well Known in the Industry—Sees Radio as Being Great Help to the Music Dealer—Widely Experienced

Robert W. Porter, vice-president of the Splitdorf-Bethlehem Electrical Co., and director of sales for the allied Splendidorf companies, has announced the appointment of Hal P. Shearer as sales manager of the Splitdorf Radio Corp., Newark, N. J. Mr. Shearer has been for many years a well-known figure in the piano industry and more recently closely identified with the setting end of radio. His own business, the Shearer Piano Co., was favorably known to the trade throughout the country, and he later became manager of Wurlitzer's Pittsburgh branch. Prior to coming to Splendidorf Mr. Shearer was connected with the Zenith Radio Corp. Mr. Shearer's appointment became effective immediately and he has taken up his new duties at the headquarters of the company at Newark, N. J.

$16,773,091 Are Earnings of RCA for Last Quarter

Profits Representing $2.80 Per Share of Common Stock, the Highest of Any Quarter Yet Reported, Earned by Radio Corp. of America—Directors of the Radio Corp. recently declared an annual dividend of 7 per cent on all shares of the original preferred stock that has not been converted into the present class A preferred, payable January 1. The board also declared the regular dividend of 1 1/4 per cent for the fourth quarter on the class A preferred stock, payable January 1.

Loomis Named Executive Secretary for Merchants

Well-known Trade Paper Man Succeeds C. L. Dennis as Executive Secretary of National Association of Music Merchants

C. J. Roberts, president of the National Association of Music Merchants, has announced the appointment of Delbert L. Loomis as executive secretary of that organization, to succeed C. L. Dennis, who resigned recently to accept an important new post with the Miessner Institute. Mr. Loomis took up his new duties on November 1.

The wide acquaintanceship in the music trade and familiarity with its problems enjoyed by Mr. Loomis as a result of over twenty-five years' association, which is steadily assuming increased importance in the industry through its varied activities, was a result a considerable amount of interest was aroused in Sonora merchandise to which could be traced several sales letters were addressed to hundreds of prominent citizens in the Twin Cities directing their attention to the display in the bank lobby, and as a result a considerable amount of interest was aroused in Sonora merchandise to which could be traced several sales

Belmont Corp., of Twin Cities, Sonora Distributor

Will Cover Territory Including States of Minnesota, North and South Dakota, Montana and Part of Wisconsin and Iowa

The Belmont Corp., of Minneapolis and St. Paul, was recently appointed a distributor for the Sonora Phonograph Co., Inc, covering a territory consisting of northern Wisconsin, Minnesota, North and South Dakota, Montana and several counties in northern Iowa. The Belmont Corp., of Minneapolis, has in its offices at 316 South Third street, Minneapolis, and 1210 University avenue, St. Paul, employs eight traveling representatives who will maintain a close contact with Sonora dealers throughout the territory.

This firm is well known throughout the Northwest as an electrical supply distributor, handling the well-known line of electric products manufactured by Landers, Frary & Clark, George A. Michel, president of the Belmont Corp., has been prominent in business circles in the Twin Cities for many years, is a director and stockholder of the Central Supply Co., and secretary of the Kiwanis Club.

Shortly after the Belmont Corp. became a Sonora distributor, a display of Sonora radio receivers, phonographs and portable phonographs was placed by the firm in the lobby of the First National Bank of Minneapolis for one week. Letters were addressed to hundreds of prominent citizens in the Twin Cities directing their attention to the display in the bank lobby, and as a result a considerable amount of interest was aroused in Sonora merchandise to which could be traced several sales

The Walker-Indian Co., 76 Brookline avenue, Boston, has added a radio department carrying the Atwater Kent, Kolster, Zenith and Mihawk lines

Fast work with a hammer!

Speedy Safe Economical Pack for Furniture, Phonographs and Radio Cabinets

Jiffycase

The Talking Machine World, New York, November, 1927
"B" Power — Exclusive hookup brings out deep, low notes and highest-pitched tones. Easily adjustable to all power tubes. Output of 50 milliamperes at 185 volts. Tube rectification.


Thousands of doors open to Basco dealers!

THE doors of thousands of radio homes are open to Basco dealers because:

National and localized metropolitan newspaper advertising has pre-sold the radio public on Basco Radio Power Units. People know about Basco Units—want them—open their doors to Basco!

Basco basic quality and the thoroughly satisfactory performance it assures, makes the customer glad he bought a "Basco". The merchandise is acceptable to the point of enthusiastic endorsement. That opens more doors to the Basco dealer.

Basco sales helps — attractive folders, booklets, window display, newspaper electros, dealer sign —win for Basco admission to still other homes.

And every door opened to Basco spells "profit" for some live dealer. Get your Basco credentials from your jobber — without further delay!

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.
ATWATER KENT
RADIO
1928

An Announcement by
A. ATWATER KENT

It is only right that purchasers should share in the results of up-to-date manufacturing methods. This is the tendency of the times.

In our 15½ acre factory our production engineers and other experts, since the inception of radio, have been working out manufacturing economies, possible only with operations on a large scale.

These advancements have enabled us not only to maintain but constantly to improve the quality of Atwater Kent Radio.

Therefore the public will receive the benefits of a 20 per cent average reduction on all our radio products, beginning immediately.

The new prices are in keeping with the long established Atwater Kent policy of sharing with the public the results of economies as fast as they are put into practical operation.

A. Atwater Kent

ATWATER KENT MANUFACTURING COMPANY
The vast momentum of popular demand makes possible amazing new prices for 1928

RECEIVING SETS

Model 35 . . . $49  Model 33 . . . $75
Model 30 . . . 65  Model 32 . . . 90

RADIO SPEAKERS

Model E . . . $24  Models H and G $15
Model L . . . $12.50

"B" POWER UNIT

Type R . . . $39.50  Type S . . . $44.50

Effective Now

Prices slightly higher from the Rockies West, and in Canada

A. Atwater Kent, President, 4725 Wissahickon Ave., Philadelphia, Pa.
Brunswick, Victor and Columbia Cincinnati Branches Report Increased Sales

**Expensive Model Talking Machines and Radio**

**CINCINNATI, O., November 9.—Talking machine dealers report that sales have reached a satisfactory level and state that the demand is increasing in a most encouraging way. A feature of the market that is regarded as extremely encouraging is the fact that the more expensive models and combinations are selling particularly well. All dealers report that records are moving very rapidly. Those who carry radio state that the demand is very good, especially for the more expensive sets.**

Ray Lammers, who has just opened up a new store under the name of the Ray Lammers Music House, and until the past month confined his line to small goods, has added talking machines, records and radio. He will carry the Columbia and the Brunswick instruments.

"The higher priced instruments are moving in a fine way," stated H. E. Sellers, assistant manager of the local branch of the Brunswick-Balke-Collender Co. "For a while we were a little behind in orders, but now the supply is adequate and shipments are being made promptly," H. M. Riggs, Brunswick representative-at-large in Indiana and Kentucky, who was a caller at H. M. Riggs, Brunswick representative-at-large in Indiana and Kentucky, who was a caller at the local office a few days ago, reported that in those two States business is in a very satisfactory condition, speaking from the standpoint of the talking machine trade.

David & Hanners, who recently expanded their business, added a large record department.

"Business with us is exceptionally good," stated Morris Fantie, head of the M. W. Fantie Co. "In fact, our patronage has increased so much that we are arranging to add considerable more floor space in the very near future."

The Chubb-Steinberg Music Shop, which handles various makes of talking machines and records, has been redecorated and rearranged on the inside and repainted on the outside, and everything has a spic-and-span new appearance. The two large show windows also have been improved with new furnishings and backgrounds.

At the store of the Starr Piano Co. it was reported by Charles J. Meinberg, manager, that Starr phonographs and Gennett records are moving in a satisfactory way.

The Biddle Music Store, of Reading, a suburb of this city, which has opened up a small goods store in the front part of the showroom of the Starr Piano Co., has added the Brunswick line.

**Amrad Speeds Production**

**MENFORD HILLSDALE, MASS., November 1.—The popularity of the electric radio set is visualized in a report made by Frank Hinners, assistant general manager of the plant of the Amrad Corp. in this city. "So great has been the demand for the new Amrad electrical models," states Mr. Hinners, "that over 80 per cent of the factory production is now concentrated upon this line. The demand for Amrad consoles in the Royal Series, equipped for electrical operation and using the latest RCA tubes, has reached a point where it will be necessary for our factory to work day and night to fill orders. Seventeen carloads of Berwick and Hastings consoles were delivered in the first two weeks in October and production on that same basis is expected to continue until the first of December.**

**Radio Press Chief Wanted**

The United States Civil Service Commission recently announced an open competitive examination for a chief of press service for the Federal Radio Commission. The duties will consist of keeping the public informed of the activities of the Commission. Applications must be filed not later than November 29. The entrance salary is $3,800 a year.

**American Bosch Earnings**

Net profits of the American Bosch Magneto Corp. for the first nine months of 1927 amounted to $195,314 after expenses and depreciation but before Federal taxes. Profits for the third quarter were $114,848, according to the official figures recently announced by the corporation.**

Aerials are the safest bet in radio today! All the freak radio inventions yet to come cannot hurt a good stock of aerials. And with a supply of all three types of S-H aerials in stock you can sell every type of aerial prospect within trading distance of your store. Let your store be known as "aerial headquarters"! Your jobber will help you put in a well-rounded S-H stock—with a very small investment on your part.

If your jobber doesn't carry our products write us direct

**AERIALS**

**The Steadiest Selling RADIO Items**

**List Price $2.50 to $4.00 Per Pkg.**

**List Price $1.00 Per Pkg.**

**List Price $1.00**

**Text**

"Business is fine with us," stated A. H. Bates, secretary of the Ohio Talking Machine Co., Victor wholesaler. "Among other things, we have in the past few weeks added 100 new accounts to our books, the greater part of these being secured by sending two men out in automobiles, to make demonstrations and to secure representation where we had none. And as to records—our sales of these show an increase of 40 per cent over the corresponding period of last year." The company has just added the Spoldorf radio line, and in addition to this it carries the Eriba, both lines being extremely popular in this territory.

"We have just received the new electric pick-up machine, and its demonstrations have created a sensation," stated Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co. "Our sales have shown a further increase in the past month and we are very optimistic as to the future," W. C. Fuhr, sales manager, was a recent visitor to the local Columbus office.

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If your jobber doesn't carry our products write us direct
Rola's Triumph in Speaker Engineering

By pioneering a new basic principle—the small, light, free-floating cone operating in an acoustic baffle—and by constantly improving its application with a super-efficient laminated armature driving unit; Rola has developed a new loudspeaker of incomparable performance.

Tones heretofore lost, or incompletely reproduced, come through the new Rola with absolute fidelity. Yet the blaring, blasting resonances inherent in all prior loudspeaker performance have been entirely eliminated. The result is a quality of reproduction so rich, articulate and lifelike as to defy adequate description.

An orchestra, for instance, through a Rola, is for the first time reproduced actually as an orchestra. Not only are all of its myriad tonal effects reproduced—from the deepest bass to the highest treble—but each and every instrument can now be clearly distinguished among the rest. No longer do "lost tones" or suppressed frequencies blur or distort intricate symphonic renditions.

The human voice, heard through a Rola, is actually human. You can now enjoy vocal numbers which formerly, from incomplete reproduction, lost most, if not all, of their musical richness and beauty. For only Rola delivers those subtle tone nuances which give to human voices their timbre and individuality.

Take a Rola to your home and listen to it on your own radio set. Tune to the volume required for maximum enjoyment, and on every variety of broadcast. Test a Rola as you would test any other fine musical instrument, carefully studying its matchless rendition of every program . . . Then compare it with any other speaker . . . at any price.

THE ROLA COMPANY

612 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS
FORTY-FIFTH AND HOLLIS STREETS, OAKLAND, CALIFORNIA
Radio Tone Quality Now Added to Phonograph Enjoyment

Radio has worked a revolution in the reproduction of sound. Scientific development of audio frequency circuits and apparatus, loud speakers and loud speaker units, and power tubes, has made possible a quality of tone reproduction that commonly approximates and not infrequently equals the original rendition at the broadcast studio. Indeed, the new electrical system of reproduction has demonstrated its superiority so conclusively that phonograph manufacturers, one by one, are adopting it for their newest models.

The chief obstacle to a universal popularity of the new electrically reproducing phonograph is price. Ranging from $300 to over $1000, it is prohibitive for many homes that already have an old type mechanical phonograph and a radio. To place the enjoyment of electrically re-created phonograph records within the reach of everyone, Erla engineers have produced a highly sensitive electromagnetic pickup for use in conjunction with radio receivers.

Obviously, tonal quality and volume will be no better than that normally delivered by the receiver. Good records, and an efficient, modern audio and reproducing system in the radio receiver are essential to good results.

Electromagnetic pickup, tone arm and volume control are combined in a single unit thereby economizing space and greatly simplifying installation. No changes are necessary in either the phonograph or radio receiver—either one can be operated independently of the other.

The Erla Pickup Unit described above is the same model that large phonograph manufacturers are installing in their highest priced machines. Its scientific design, sturdy construction and compact arrangement will, upon comparison, place it far above all others on the market. Price complete, $20.00.

Territories still available for jobbers and dealers

ELECTRICAL RESEARCH LABORATORIES, CHICAGO
Handsome Booklet Sent to Trade Explains Policies, Experience of Men at Head of Firm and Describes Portable Models

The Allen-Hough Mfg. Co., Milwaukee, Wis., portable phonograph manufacturer, mailed to the trade late in October a handsome eight-page booklet announcing the formation of the company and illustrating the three models of the Allen portable line. Each announcement carried on the front cover the name of the individual to whom it was sent. The opening page of the booklet read as follows: "Don T. Allen and George P. Hough announce to you—formation of the Allen-Hough Mfg. Co. Associated with us are Messrs. D. H. Halperin, B. B. Conheim, T. E. Bullard and H. E. Heilig, a group of men experienced in the development of portable phonographs and possessing a full appreciation of the needs and problems of the trade. Production is now in full force. We own and operate a large, fully equipped manufacturing plant in Racine, and in addition have taken over the entire phonograph division and ample producing facilities of the Lifton Mfg. Co., New York City." The three Allen portables, Model 5, Model 18 and Model 21, described in the October issue of this publication, are illustrated in the booklet by photographs.

The announcement is concluded in the following manner: "This line is being backed by national advertising and a complete series of dealer helps. You will have all the facts about this fine new line from one of us, in person, within the immediate future."

Music Students Find Kolster Broadcasts of Value

The Famous Composers Hour, sponsored by Kolster Radio every Wednesday night over the Columbia chain of stations, is proving to be one of the most popular features on the air, according to reports which are reaching Federal-Brandes, Inc., Newark, N. J. Students of music are finding the feature of value and classes of music pupils are entertained at the studio or the homes of different members in most of the towns scattered along the chain of radio broadcast stations. These groups are said to listen to the programs and discuss them afterwards. Twenty concerts will form the series.

Fada October Sales Double Those of Same Month in 1926

Fada Radio's October volume will more than double that for the same month of 1926. In making this announcement Frank A. D. Andrea, president of the company, called attention to the fact that the Fada business done in October, 1926, was the largest in any month up to that time. "Comparing two months at the season of the year when production facilities are stretched to the limit," said Mr. Andrea, "gives a fair basis upon which to calculate real sales progress. Moreover, we could use a factory twice the size of our new Long Island plant."

New Daven Appointments

C. B. L. Townley, sales manager of the Daven Radio Corp., announces the following new appointments in their sales organization: Walter H. Dyer, 1521 Arcade Building, St. Louis, Mo., covering southern Illinois and eastern Missouri; William S. Reid, 308 East Seventeenth street, Kansas City, Mo., covering Kansas, Oklahoma and western Missouri. Both of these men are well known to the trade and are experienced in their line.

Why R-81 is Outselling...

Sterling R-81 "B" Power Outsells because

- it brings out the finest tone quality of the receiver by exact power regulation, not too much, not too little, but just right.
- it provides plenty of power for 4 to 8 tubes including power tube.
- it sells at a price that 90% of radio owners are willing to pay.
- it is simple to install and operate.
- it carries the Raytheon Seal of Approval—the confirming stamp of dependability and long life.
- it stays sold—free from servicing and comebacks.
- it is backed by Sterling's 21 year record of electrical reliability.

These are the reasons why the Sterling R-81 is outselling from New England to the Coast. Don't overlook this opportunity for volume and clean profits. Cash in on Sterling. Get in touch with your jobber today.
The necessity of a larger dealer membership, the advantages to be derived from a strong retail association and the outlining of the plans for an intensive drive to increase the number of active dealer members, formed the chief topics of discussion at the October meeting of the Talking Machine and Radio Men, Inc., held at the Cafe Boulevard, New York.

Before introducing Joseph Mayer, vice-president of the association and proprietor of the International Phonograph Co., who presented the plan adopted by the executive committee to stimulate membership, Irwin Kurtz, president, spoke briefly, stating the need for an official association headquarters to be managed by a paid secretary who would devote his entire time to the interests of the organization. He cited, in particular, the importance of having a man keep in touch with proposed legislation at Albany, Trenton and Washington and take steps to oppose such laws as would prove detrimental to the music-radio industries and trades. In illustration of his remarks, Mr. Kurtz mentioned the passage of the Alterman Bill, which made it necessary for a dealer to give five days' notice of an intention to repossess an instrument upon which the purchaser had become delinquent, during the last session of the New York State legislature. This law was later amended through the action of the association to exempt music and radio dealers. Knowing of such a proposed law and opposing it, would prove detrimental to the music-radio industries and trades.

As a special inducement for joining the association during this period the usual initiation fee would not be asked and the only requirement is the payment of the annual dues. In return for the dues, however, the member who attends each meeting receives in luncheons more than the amount of money paid in, in addition to benefiting from the association's activities. The dues, it might be mentioned, are $15 per year.

J. V. Cremonim Buys Interest of E. T. Rigg

The Cremonim & Rigg partnership was dissolved several weeks ago and J. V. Cremonim, who is well known among the radio trade, will continue business under the firm name of J. V. Cremonim at 236 West 55th street, New York City.

Mr. Cremonim will continue to represent in New York State and New Jersey the Greene-Brown Manufacturing Co., of Chicago, maker of the popular Greene-Brown "A" and "B" power units and will also continue to function as exclusive agent for the Watsonton Table & Furniture Co., in the Metropolitan district. The export department of this company will also continue to act as the exclusive agent for the Robertson-Davis Co., of Chicago, manufacturer of the well known Meloformers & Melo-couplers, Yahr-Lange, Inc., Milwaukee, Wis. and the Reliable Parts Mfg. Co., Wellington, O. Mr. Cremonim has been recently appointed sole export agent for the Teletone Corp., of America, Long Island City, maker of Teletone speakers. Mr. Cremonim is well known as an expert, has had business activities in Hamburg and Paris and is a linguist, speaking many languages fluently.

Automatic Orthophonic in Demand at Stern's

The Automatic Orthophonic Victrola continues to sell well at the talking machine department of Stern Bros. and during the past month one or two units were sold at prices ranging from $400 to $200 worth of records. The customer desired one instrument for his home and the other for his yachting. For each he purchased a stock of records. Considerable attention with resultant results was attracted by the Orthophonic Victrola in a glass cabinet which was part of an attractive window display for a week during the latter part of October. Recent reports indicate that this store continues consistently good, with album sets remaining the best volume producer. The Columbia Moran and Mase records of "Two Black Crows" are also selling in a most desirable fashion.

Nathan Cherry Is Phonograph Mgr. of Terminal Shop

Nathan Cherry, well known in metropolitan retail music circles, recently assumed the management of the phonograph and other music sections of the Terminal Radio & Music Shop, West Thirty-fourth street. Mr. Cherry has been connected with the phonograph trade for twelve years, having been manager of Saul Birns' branch store at Second Street and Avenue B, and prior to that was a member of the sales force of the International Phonograph Co. and H. Milke, Inc.

Since taking over the music departments Mr. Cherry has added a line of Columbia Vivaldi records and reports satisfactory sales. "Two Black Crows" selling particularly well. Mr. Cherry also reports a continued demand for portables and small items of musical merchandise, particularly sheet music.

The entire interior of Gitman's Music House, 1198 Fulton street, Brooklyn, N. Y., has been redecorated in preparation for a brisk fall business. In addition, the two show windows have been retouched to add to their attractiveness.
ROSELY DISTRIBUTORS are finding a new market of opportunity with these beautiful art furniture radio cabinets. Dealers everywhere are selling the merchandise quickly and at a real profit. And the vast factories of the manufacturer are delivering 2000 cabinets per day to serve them well.

There’s a real policy and organization behind the striking success of these attractive products. The H. T. Roberts Company, presenting them, is composed of a group of recognized specialists in the production of radio furniture and radio musical instruments. A group of men, who from actual experience, understand the needs of the trade, and are able to develop merchandise for you with a quick, profitable market before it.

If you aren’t selling “Authorized Crosley Cabinets” now, send today for free, illustrated catalog, and we will gladly put you in touch with your nearest Crosley Jobber.

And other Distributors, not handling Crosley, will be more than interested in our new line of distinctive cabinets for selected Jobbers. Write today for attractive, free catalog.

All Roberts Products are Fully Guaranteed in Workmanship and Materials.

H.T. ROBERTS CO.

Executive Offices
1338-40 S. Michigan Ave.
Chicago

New York Offices
33 W. 42nd Street
New York City

Exclusively representing factories with assets over $20,000,000
Rivalry has been turned into cooperation in St. Louis, where a club of rival radio dealers has been organized under the leadership of Eugene Straus, of the Straus Co., Kolster Radio jobbers. The membership is composed of local Kolster Radio dealers. The St. Louis Kolster Club has elected officers and a board of directors and plans to meet every month to “talk shop.” At each session, a few of which have already been held, the members exchange ideas on salesmanship and prospect promotion which have been tried successfully in their own neighborhoods.

In addition to exchanging ideas, the members exchange radio sets. If one dealer has a sudden run on a certain model and his supply becomes exhausted, without waiting for a shipment from his jobber he sends out to the nearest member of the Kolster club and the necessary sets are “loaned” to him until his shipment arrives, which makes possible immediate delivery to customers. The social contact of the club meetings has brought about friendly relations between the dealers, and as a result more Kolster sales are being made in St. Louis than ever before, according to Mr. Straus, and interest in the plan is increasing steadily.

The officers of the club are: President, Lee Hellrung & Grimm Co.; Vice-President, E. E. Bruns, Baldwin Piano Co.; second vice-president, C. E. Krummenacher, Krummenacher Co., Clayton; secretary and treasurer, Thomas G. Crabb, Straus Co.


Utah Radio Products Co.

Broadcasting the Utah Hour

Fine Musical Programs Are Broadcast From the Brunswick Studio Over Station WCFL Each Sunday Evening

A series of radio programs broadcast through station WCFL, Chicago, were inaugurated early in October by the Utah Radio Products Co., of this city, maker of Utah loud speakers and units. The program is known as the Utah Hour, taking place each Sunday evening from 9:15 to 10:15 p.m. The programs are broadcast from the Brunswick studio and such organizations as the Apollo Quartet and the Neilsson String Trio have already appeared before the microphone during the Utah Hour.

Utah loud speakers and the name of the firm have become familiar to thousands of radio listeners through the use of broadcasting and once each week the Utah Hour is placed upon the air in various sections of the country, including stations in Omaha, Neb.; San Antonio, Tex.; Salt Lake City, Utah, and Atlanta, Ga.

Henry C. Forster, the treasurer and general sales manager of the Utah Radio Products Co., returned late in October from a week’s visit to the firm’s factory in Salt Lake City. It is reported that Mr. Forster proved that he is an expert marksman, as well as a prominent R. M. A. golfer, for while in the West he reduced the number of live Utah deer by one.

In Bankruptcy

A petition in bankruptcy was recently filed by the East Hampton Music Shop, East Hampton, N. Y., owned by A. G. Dundon. Liabilities are listed at $12,205.50 and assets at $1,665.83.

TEST IT. OUR VICTOR Record Service has a reputation for efficiency. Suppose you try it.

E. F. DROOP & SONS CO.
1200 G. STREET, WASHINGTON, D. C.
204-6-610 CLAY STREET, BALTIMORE, MD.
The better you know radio
the more you appreciate FADA

The same millions who have heard ROXY and RESER on the air for years are now reading their public endorsements of Fada. These famous pioneers of broadcasting, knowing radio as only they could know it, are both satisfied owners of Fada Console 8's and enthusiastic boosters of Fada Harmonated Reception. We are proud of these testimonials and of the public response to them, as reflected in Fada retail sales.

In a few localities there are still opportunities for Fada distributors or dealers. Yours may be among them. Wire or write for details on the most profitable radio franchise in America.

F. A. D. ANDREA, INC., LONG ISLAND CITY, NEW YORK


All Fada models are designed to operate with battery and are adapted for A.C. operation direct from light socket.

The Fada
Special

$95

There are five Fada models — all METRODYNE receivers — priced from 895 to 8400.

The Fada
17" Cone
17" free-floating cone — permanent Parkerized magnet. Antique bronze-finished trim. $25

Look for the name FADA
A Great Combination
High in Value—
Low in Price!

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

Models 4J and 1J Tone Arms are guaranteed unreservedly. The throw-back is our own lock nut type, positively preventing looseness or binding, yet the throw-back goose-neck is firm and cannot shake or rattles. The No. 24 Chieftain Reproducer is a marvel of fidelity and tone in reproduction. Samples will be sent on approval to all legitimate manufacturers, jobbers, and dealers. Send for yours.

No. 4J 1J/2 inch
No. 1J 7/8 inch

Nickel
STAT. BRONZE
GOLD OR OXIDIZED

3-1/4 inch
$2.50
$2.75
$3.75

3-3/4 inch
$3.75

1038 George St., Chicago, Ill., U. S. A.
It's the 86-Inch Tone Chamber that sells Newcombe-Hawley Reproducers

The Newcombe-Hawley 86-inch tone chamber is so outstanding in performance, both for mellow tone quality and ample volume, that Newcombe-Hawley Reproducers have established a new standard of radio program re-creation. A tone chamber of this remarkable length reproduces every note and tonal shading of a radio program with amazing fidelity.

The Newcombe-Hawley line appeals strongly to radio set owners, because it offers a combination of fine furniture with a truly remarkable musical instrument. You should investigate the wide selection of Newcombe-Hawley models, from the small drum speaker to the large console with room for the radio set and accessories. Write for catalog today!

Send for latest catalog with complete description of all models

MAIL THE COUPON

Newcombe-Hawley, Inc.
203 First Ave., N., St. Charles, Illinois
Please send me full information about the Newcombe-Hawley line.

Name...........................................
Address........................................
A Survey of Recorded Music

George Hantelman, of 319 Crosby street, Akron, O., has very kindly written to me the following most interesting letter:

"It was with great interest that I read and reread your enlightening article entitled 'Knowledge of music as record sales aid,' in the January, 1927, issue of The Talking Machine World.

"One sentence in particular stood out. You said, 'if merchants will not take the trouble to tell the story to the people, who will?'.

"In answer to this, let me say that for several years I have been compiling facts for publication in book form, to be entitled 'A History and Encyclopaedic Survey of Recorded Music.' At present this exists in manuscript form, running to more than three hundred and seventy-five pages, covering more than twelve thousand records, by the manufacturers all over the world.

"In my files I have the catalogs of more than forty-five recording companies in America, England, France, Germany, Italy and Spain. I am translating all the foreign-language citations into English, and appending to each notice the name of the recording company and the catalog number of the record. The work, then, is not a book of notations for fantastic programs, but a cross-index of the world's supply of recorded music, available for dealers, schools, study clubs and record collectors.

"In my own collection I have more than five thousand five hundred records, and over fourteen thousand index cards on recorded music, scores, libretto, etc. I was led to begin this work by the realization that while the coin collector, the stamp collector, the lover of porcelains, of manuscripts, of prints, etc., has catalogs giving comprehensive surveys of his particular hobby, the record collector has nothing to guide him. He, if he wants information about the world supply of records, must spend weeks of time in communication with manufacturers all over the world. It is to my fellow record collectors, of whom there are many in America and elsewhere, and of whom there would be many more if such information were available, that I should wish to dedicate this labor of love."

Mr. Hantelman goes on to ask, justly enough, what he should do with this elaborate and pains-taking piece of compilation. I should say that it ought to be published, although I am not at this moment prepared to say just how. On the other hand, this is an important matter and opens up so many side issues that it ought to be thoroughly discussed, and I hope that, after they have read these remarks, the readers of The Talking Machine World will feel moved to express their opinions.

"It seems to me that one of the principal results of the publication of a complete survey up to date of the world-supply of recorded music would be to show, for the first time clearly, the position as to the methods employed in choosing music for recording. I think that any one who has attempted to acquire any considerable number of records must have long since become persuaded that it would be a very good thing if the various recording companies in this country could be brought into line upon some policy of selection and distribution.

"Overlapping"

I can understand of course that, in the realm of dance music and of the popular ditties which for a short time are sung and whistled by everybody, there is really such a thing as overlapping, in the business sense of the term, since during their short life these ephemera sell in enormous quantities, so that there are often not enough to go around. But in the realm of the standard music it is quite another matter. For instance, last year during the Beethoven celebrations two complete sets of the nine symphonies came out. The sale of both sets was encouraging, but in point of fact if the two publishing companies had agreed to divide the set between them, one taking the first five and the other the last four, including the gigantic ninth, the same result would have been attained so far as sales for each was concerned; and the cost of production would have been halved. And similar instances of overlapping might be quoted almost ad infinitum.

"Now, if for no other reason, Mr. Hantelman's proposed survey of recorded music ought to be published, not only once for all, but annually or even semi-annually. For the sake of every one concerned a knowledge of what has been recorded, what has not been recorded, what has been produced by many, and what of equally good work, equally likely to sell, has for some strange reason, not been published at all, is highly and practically desirable. The desirability in fact is quite as much economic as artistic."

Old Records Still Needed

It may be said that the new electric recording methods have opened up such a completely new path, have effected so entire a cleavage with the past, that recording may be said to be beginning all afresh. This is to a large extent true, although it is by no means the fact that the electric recordings must necessarily and always take the place of the older records. There is no real reason for throwing into the discard the older records and records of voices or of instrumental solos or small ensembles, so far as these remain satisfactory. The recorded voices of great singers who have passed away ought of course to be retained for ever, and Mr. Hantelman's survey, if for no other reason than this, would be of the utmost value. The voices of Patti, Tamagno, Plancon, Caruso, and many another great singer now dead were recorded, often wonderfully well in the old days, and many a collector would give a good deal to have a complete set of them. Mr. Hantelman's work would fill here a genuine need.

It's Needed

Other instances of usefulness could be multiplied almost indefinitely, but I shall here be content rather with pointing to the very great utility of a world-survey from the viewpoint of the manufacturers of records. They really need the information quite as much as do the collectors. Of course they may already possess it all, but one can hardly believe this when one sees how much overlapping there is all the time for which no genuine good reason can possibly be assigned. It is absurd, for instance, that the only works by Dvorak known to the great mass of the record collectors should be The New World Symphony and the trifling seventh Humoresque. That he wrote five symphonies, of which at least two are most interesting and beautiful, a dozen "Humoresques" and some sets of delightful Slavonic Dances, besides quartets and other chamber music, songs and large choral works, hardly anyone seems to know. That no one in this country has yet brought out Brahms' magnificent German Requiem, while even his Hungarian dances are recorded to the extent only of two or three, seems hard to believe. That the Pathetique Symphony of Tchaikowsky should be every manufacturer's first thought, whilst his first piano concerto, his violin concerto, and the greater part of his opera, Eugene Onegin, remain absolutely unknown to the masses of record buyers, is again incomprehensible. Such a survey as Mr. Hantelman has been making would go far to show the absurdity of the methods, or of the guess-work now employed in the selection of musical works for recording.
A SIGNAL
for those who know

THIS SEASON is recognized by industrial economists as a critical one in Radio development. The same economic forces that stabilized the automotive industry are bringing order out of Radio chaos. The unwritten law of the survival of the fittest is operating with irresistible force.

Among those who know, United States Electric is accepted as an organization that will endure. In its comprehensive price range and patent coverage, in the strategical location of its divisional factories, it reveals the unmistakable quality of leadership.

The emblem of United States Electric is a signal of stability, prosperity and progress among those who know.

UNITED STATES ELECTRIC CORPORATION
General Offices
CHICAGO

Divisions of United States Electric Corporation
APEX DIVISION
Formerly Apex Electric Manufacturing Co., Chicago
CASE DIVISION
Formerly Indiana Electric & Mfg. Company, Marion
SENTINEL DIVISION
Formerly Sentinel Manufacturing Company, Chicago
SLAGLE DIVISION
Formerly Slagle Radio Company, Fort Wayne, Ind.
WORKRITE DIVISION
Formerly WorkRite Manufacturing Co., Cleveland, O.
Demonstrate Set Properly

J. W. and W. H. Reid, Inc., Take Advantage of Interested Crowds by Having Demonstrator Point Out the Features of the Kolster Set

Demonstrating a radio set for the passing public with profitable results means more than merely playing it out on the sidewalk, according to the firm of J. W. and W. H. Reid, Inc., who are proving it by blocking the sidewalk at Pearl and Willoughby streets, in the heart of Brooklyn, every noon hour when the weather permits.

Action in the window illustrating the advantages of the receiver, coupled with playing the set outside the window with booklets piled on it for the public to take, describing the set in detail, is the combination which has brought many prospects into their store and resulted in sales that would otherwise have passed by.

When the streets around their store are busiest, during the noon hour when workers pour out of their offices and stroll to nearby restaurants and tea rooms, the Reid's place a Kolster console power speaker on the sidewalk, connect it through a hole with a Kolster radio set in the window, and tune in some noon hour dance music. The speaker on the sidewalk is piled with literature, and a sign card leaning against it tells the passerby, "This is the Kolster console power speaker. This combination of speaker and 'B' supply can be used on your present set."

In the window, a card on the receiver being used says, "This is the set now playing." Beside it on the floor is a Kolster chassis showing how the set is built. For the action, a salesman stands beside the set being used and with the aid of sign cards tells his story to the crowd outside. He first holds up a card saying, "The new Kolster 6-tube set $89.50, equipment extra," and points to the set. He raises another card: "Note its knife-like selectivity," and reaching over to the station selector he barely touches it and points to the set. "The current as it comes from the light socket is totally unsuited for the 'A' side. It is fixed by plugging in a so-called "B Battery Eliminator," better termed a 'B Current Supply' or "Power Unit." The current as it comes from passing the record to the 'B' side, which, plugged into a jack provided in the console speaker and 'B' supply can be used on your present set."

Warning

There is still a great deal of misleading advertising appearing in the public press on radio. Unscrupulous advertisers take advantage of the fact that a vast majority of the public is unversed in the technical side of radio.

Following the popularity of Battery Eliminators, manufacturers and dealers saw the advantage of selling sets complete with power units; then there are the new A-C tube sets equipped for use with a B-Power Unit and a Transformer for the "A" side.

Many advertisements of the above popular "All-Electric Radio Sets" carry such statements as:

"No Batteries, No Eliminators, Your Light Socket Supplies All Power"

Such statements are absolute falsehoods and are unfair to honest advertisers. No electric radio set has ever been built or marketed which does not require a so-called "B Battery Eliminator," better termed a "B Current Supply" or "Power Unit." The current as it comes from the light socket is totally unsuited to operate any radio set without the use of power units.

Buy your new electric receiving set and power unit, therefore, from manufacturers and dealers who tell the truth.

This advertisement printed in the interest of fair trade by GRIGSBY-GRUNOW-HINDS CO., Chicago. Manufacturers of Majestic Electric Power Units
No improvement in Radio has had such a wonderful reception as the Temple Air Column Speaker. Because it is built on a principle scientifically correct, it brings in every Radio Program with a richness and purity of tone that is amazing. The Temple is not just another speaker for you to sell. To the contrary, it is truly a musical instrument that sells itself on a comparative basis. Hook it up on a Temple Comparator and then watch your customers select the Temple over all others.

Temple Models priced at $29.00, $37.50, $48.50, $65.00, $85.00

TEMPLE, INC., 213 S. Peoria St., Chicago
Sales Offices in All Principal Cities

LEADERS IN SPEAKER DESIGN
 Brunswick Co. Announces New Metropolitan Wholesaler

Well-known Wholesale House of Knickerbocker, Schoverling, Daly & Gales Appointed Brunswick Metropolitan Distributors

The Brunswick-Balke-Colclough Co., Chicago, has announced the appointment of Knickerbocker, Schoverling, Daly & Gales as distributors of Brunswick products in the hands of a very well-known and long-established organization. It is stated that the Brunswick Co.'s branch in New York will retain distributing rights under the management of E. R. Strauss as heretofore, and that the Knickerbocker appointment is in the nature of expansion for the Brunswick Co. in the East.

Knickerbocker, Schoverling, Daly & Gales are located at 114-20 East Twenty-third street, New York. Their headquarters are numbered among the show places in New York in distributing circles and, in addition to executive offices, are equipped with a sumptuously furnished display salon, a model window display and an auditorium for dealer gatherings.

The Knickerbocker organization has many years' experience behind it. Schoverling, Daly & Gales was established sixty-eight years ago, and the Knickerbocker Co. through its predecessors, I. Davega, Jr., Inc., the old Victor and Edison phonograph jobbing house, was established in 1879. The Knickerbocker Schoverling organization has as its executives a number of well-known for many years in talking machine circles, A. Davega, president, Henry Benjamin, A. Altman and Joseph Schwartz. The first three named are also officials of Davega, Inc., who operate a city-wide chain of music-radio stores.

Credit for having initiated the Brunswick transaction is given by Mr. Davega and his associates to Joseph Schwetz. Last June, during the Radio Trade Show in Chicago, Mr. Schwetz, who is tremendously enthusiastic over the Brunswick products, approached the Brunswick organization and began the negotiations which eventually resulted in the appointment. It is interesting to note that over twenty years ago Mr. Schwetz, who was then working for I. Davega, although only then the "office boy," as he terms it, of the firm, through his tremendous enthusiasm was the first in the establishment to meet a representative of the Victor Talking Machine Co. and urged Mr. Davega, who was then an exclusive Edison wholesaler, to take on the Victor line.

Knickerbocker, Schoverling, Daly & Gales, Inc., have a well-equipped distributing organization. In addition to the headquarters on Twenty-third street, they maintain a large warehouse at 530 West Twenty-fifth street, and they report that advice received thus far from the retail trade indicate a strong desire for the Brunswick line and a consistent merchandising campaign is being prepared. The territory covered will be from Trenton, N. J., through Connecticut and up the Hudson to Albany, including Brooklyn and Long Island.

Coincident with their appointment as Brunswick distributors, the Knickerbocker, Schoverling, Daly & Gales Co. announced their appointment as distributors of Freed-Eisemann radio sets, manufactured by the Freed-Eisemann Radio Corp., Brooklyn, N. Y. Both Freed-Eisemann and Brunswick products are now on display at Knickerbocker headquarters, and the same intensive efforts will be placed behind the Freed-Eisemann line in radio circles. The sales staff of the Knickerbocker organization will be augmented to take care of these two nationally known products.

Town Crier in New Dress

The October number of The Town Crier, the house organ of the Radio Corp. of America, appeared in a new and highly attractive dress. It is profusely illustrated and contains a wealth of suggestions for RCA authorized dealers on sales promotion and general merchandising subjects. Pierre Boucheron, advertising manager of the Radio Corp., is editor of The Town Crier and Henry T. Carey is associate editor.

It is published monthly at RCA headquarters in the Woolworth Building in New York City.

Aerovox Corp. Expands

The condenser equipment of the Globe Art Mfg. Co., Newark, N. J., has been acquired by the Aerovox Wireless Corp., New York, according to an announcement by S. I. Cole, president of Aerovox. Mr. Cole stated that the addition of this equipment greatly augments the manufacturing facilities of the Aerovox organization, which recently leased additional floor space in the building they now occupy and are operating three shifts a day to keep abreast of the rapidly growing demand for its popular products.

Death of Harry Rascovar

The many friends of Harry Rascovar, vice-president and treasurer since 1917 of Albert Frank & Co., New York advertising agency, were shocked to learn of his sudden death recently while seated at his desk dictating a letter. He was in his fifty-sixth year and at the age of thirteen joined the staff of Albert Frank & Co., in which firm his brother, James, was then junior partner. Besides his advertising business, Mr. Rascovar was a director of numerous enterprises.

"Ionized Helium"

The Secret of an Efficient Rectifying Tube

Thousands of radio users know the satisfactory service given by a Raytheon Long Life Rectifying Tube, but few know the reason.

The filament in the ordinary tube deteriorates while it is emitting electrons. In Raytheon, ionized helium gas, eighty times more conductive than copper, is used in place of a filament. This ionized helium supplies over and over again millions of electrons per second, with no deterioration to the helium. Thus in Raytheon each helium ion becomes a veritable endless chain of power.

As a result, a Raytheon tube has a far longer life and affords unvaried voltage throughout.

The efficiency of a light-socket power unit is directly dependent on the efficiency of its rectifying tube. Dealers find the Raytheon Principle a powerful sales argument when selling a Raytheon-equipped unit.

Raytheon MFG. COMPANY
Cambridge, Mass.

The Heart of Reliable Radio Power

Raytheon
If the Portable You Sell Has a Flyer Motor
It's a Good Portable

A PORTABLE phonograph can be no better than its motor. A pretty case won't pacify a customer if the motor inside goes bad.

That's why it pays to handle Flyer-equipped portables. The Flyer is the motor with the tough athletic spring, cast iron frame, specially cut precision governors, gears and bearings, and with fibre used in the fibre gear seasoned for over a year. The Flyer is the motor that must pass 77 inspections before it can be used. The Flyer is the motor that is noiseless, free from all vibration, and built to stand long years of hard use and abuse.

That is why the majority of all portables sold are equipped with Flyer Motors—manufacturers and dealers both know their business is safe and their profits sure with the dependable Flyer.

The GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for 25 Years.
Victor Co.'s Advance Orders

Indicate a Busy Year-end


Advance orders for instruments and records, for delivery in the next three months, indicate one of the biggest volumes in the history of the Victor Talking Machine Co., according to a statement by E. E. Shumaker, president of the company, made just before he sailed for Europe on the "Beregaria."

"This unusually heavy volume is not confined to any one section of the country, but is generally distributed throughout the United States," he said. "If conditions in our business can be considered as an index, the capacity of the country to absorb manufactured articles is. The increased September and October bids fair to set business. Our August business was the largest of any August in the history of the Victor Co., and is particular true of daytime broadcasting and local conditions."

Edward E. Shumaker

also stated that the company, made just before he sailed for Europe, is again filling stocks that have been depleted by heavy sales.

Mr. Shumaker will spend the next two months visiting the associated and affiliated plants of the Victor Co. in England, France, Germany, Austria, Hungary, Italy, Roumania, Switzerland and Belgium.

Interesting Experiment

in Radio Broadcasting

The National Broadcasting Co. proposes to feel the pulse of the book-reading public of America as to its interest in meeting its favorite authors over the radio. It made the initial experiment Sunday, November 6, with the well-known author, Bruce Barton, of New York City. Mr. Barton is the author of "The Man Nobody Knows" and "The Book Nobody Knows." He spoke over a network of eighteen or twenty stations upon the subject of "What Can a Man Believe." Mr. Barton is also president of Banton, Durstine & Osborne, prominent firm of New York advertising agents.

Dealers' Ability Rewarded

by Trip to Philadelphia

NASHVILLE, TENN., November 8.—The Braid Electric Co., of this city, Atwater Kent distributor, recently awarded a trip to the headquarters of the Atwater Kent Mfg. Co. in Philadelphia, Pa., to members of the dealer organization who made specific accomplishments in their sales records.

The lucky members of this "On to Philadelphia" trip were Carl Martin, of T. J. Martin, Dover, Tenn.; J. R. Riley, Porio Radio Co., Porio, Tenn., and D. E. Russell, Cayce Yost Co., Hopkinsville, Ky.

In addition to the visit to the Atwater Kent factory, the party went to New York, Baltimore and Washington before returning home. W. W. Gambill, Jr., sales manager of the Braid Electric Co., sponsored the trip and a "good time was had by all."

Discusses Electric Pick-up

for Phonograph Records

W. Shaw-Thomson, Columbia University Lecturer on Advertising, Lasts Amplion Revelaphone, Latest Electric Pick-up

The radio and talking machine, instead of being competitive, really supplement each other. This fact was pointed out by W. Shaw-Thomson, who is a lecturer on advertising at Columbia University, New York, and is prominent in advertising agency circles, in a recent discussion of the music-radio business.

"Radio has killed the phonograph business," quoth the self-appointed prophets of doom; and to a while it looked as if the prophecy was coming true," said Mr. Shaw-Thomson. "As business is a state of mind, a collective or mob impulse, and has little to do with actual facts and figures, this feeling was sufficient to affect seriously the talking machine business. As time went on, however, the opposite began to manifest itself and the radio and talking machine were found to supplement each other."

"The development of the electric pick-up for phonograph records was a further stimulus for the talking machine business. The Amplion Revelaphone, the latest pick-up offered to the trade, has features which make it especially desirable. The radio user of the pick-up finds to his delight that he can be his own broadcasting station and put on his own program when there does not happen to be a program on the air which he cares to tune in. This is particularly true of daytime broadcasting and in summer."

The electric pick-up is more than another item for the dealer to sell, it is a sales producer in many other ways. Assuming that the majority of radio set owners already own phonographs, the pick-up should prove a tremendous stimulus to sales of records. The dealer is able to make better radio set and speaker demonstrations with the use of a pick-up instead of depending on daytime broadcasting programs under adverse atmospheric and local conditions.

"The Amplion Revelaphone is the lightest unit on the market, precisely the same weight as the phonograph sound box, and is particularly desirable where records are in use for constant demonstration. An additional advantage of this lightness in weight is the elimination of the needle bias. The volume and tone control dial is also a selling feature. In addition to its use for actual demonstration, it is packed in such a way that the box itself becomes a neatly arranged eye-catching display for counter and window exhibition," said Mr. Shaw-Thomson.

Mr. Shaw-Thomson declared that every dealer should give serious attention to the electric pick-up idea.

New South Australian Fada Distributor Is Appointed

Wilmott, Frisk & Co., of Sydney and Adelaide, have been appointed Fada Radio distributors for New South Wales and South Australia, according to an announcement by R. C. Ackerman, export manager for F. A. D. Andres, Inc. In Victoria and Tasmania, A. J. Veall, of Melbourne, is the distributor. In Queensland, Fada has the Canada Cycle & Motor Agency, Ltd., said to be the largest commercial establishment there, with 110 branch offices and agencies.

Experience—

Resources—

Equipment—

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

18 years' successful experience manufacturing by the management.

10,000 acres of timberland.

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

Write us for further information

The Amplion Revelaphone

Northern Maine

Plywood Co.

Statler Building

Boston, Mass.
SANDAR continues to gain ground in the speaker field—forging ahead steadily and brilliantly—going strong all along the line—winning new laurels every week—cheered by fans and dealers alike.

There are many reasons for Sandar's outstanding success, including the consistent excellence of its performance, its unusually attractive appearance, and an exceptionally low price, $27.50, lower than that of any other licensed speaker of its size.

The Sandar Junior, retailing at $16.50, has also won its share of applause and approval, and, though still comparatively new, has already proven itself a worthy team-mate of the Senior model.

There is still an opportunity to get in on the profits accruing from Sandar's popularity by securing a franchise—write TODAY for terms and full information.

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York
Columbia Kolster Viva-tonal Electric Phonograph Shown to Pittsburgh Trade

Columbia Dealers Anticipate Big Sale of Electric Pick-Up Instrument After Hearing Demonstration—New Model Edisonic Phonographs Selling Well—Improved Conditions Reported

PITTSBURGH, PA., November 9.—Improved conditions are noted by the trade in talking machines, records and radio receiving sets. On the whole, the outlook for a brisk month or six weeks ahead for the usual holiday buying movement is excellent. Victor, Columbia, Brunswick and Edison lines are in marked demand.

Edison dealers had the opportunity to present to their patrons two new models of the Edisonic, the Schubert Edisonic, priced at $135, and the Beethoven Edisonic, selling at $225. Sales of the new Edisonic were stated to be in keeping with the expectations of dealers.

Manager Nichols, of the Columbia Phonograph Co., Inc., Pittsburgh branch, is much pleased at the marked success that has greeted the New Viva-tonal Columbia and the New Process Columbia records. The new Columbia Viva-tonal-Kolster Electric reproducing phonograph produced a marked impression on the local dealers and they are anticipating a big sale of the new combination instrument for the holiday season.

At the offices of the Playeritone Talking Machine Co., this city, I. Goldsmith, the president, was in an optimistic mood relative to business conditions, basing his views on the brisk demand for the various models, fifteen in all, of the Playeritone. He stated that the popular-priced console and consolette models were meeting with marked favor by the local dealers in the territory covered by the company.

Following the disastrous fire that wiped out the entire building occupied by the Ludwing-Hommel Co., RCA distributor, as well as wholesale radio accessories dealer, last month, the firm has taken temporary quarters at 953 Liberty avenue with a complete new stock. It was estimated that the loss sustained by the firm will be over $100,000.

The demand for the Sparton radio receiving sets has been so pronounced that the local distributor, the Standard Talking Machine Co., reports that it has been oversold and finds it most difficult to supply the requirements of the local radio dealers who wish to handle the Sparton line.

A. P. Moore has been appointed factory representative for the Atwater Kent Mfg. Co. in the Pittsburgh district and is co-operating with the Esenbe Co., district distributor of the Atwater Kent line. A. A. Boehm, an official of the Esenbe Co., reported that sales of the Atwater Kent line were highly satisfactory.

The Franklin Electric Co., Kolster radio distributor, has appointed Volkwein Bros. as local dealers. Volkwein Bros. are the largest dealers of band and orchestra instruments in the city and are also selling the Bosch radio sets.

Crosley radio receiving set dealers are finding a ready market for the entire Crosley line. The new six-tube Band Box, priced at $55, is a brisk seller and one that, due to its wonderful reception, is considered by the Crosley dealers as the "best seller." The Crosley consoles are also in demand. Sales of the Crosley Midgets, the twelve-inch and the sixteen-inch, are reported as very good.

M. V. Mansfield, president of the O. M. C. Supply Co., returned from a visit to the factory of the American Bosch Magneto Corp., at Springfield, Mass. He stated that as a result of his visit he found the facilities of the huge plant were being taxed to capacity to meet the growing demand for the Bosch line of receivers.

Leonard D. Ooge, formerly secretary of the Radio Council of the Pittsburgh Chamber of Commerce, is now representing the Aeolian Co. of New York, selling Visula, a device for aid in teaching the piano.

Under the auspices of the Standard Talking Machine Co., Victor distributor, a series of meetings of Victor dealers were held in various cities recently. Charleston, W. Va.; Wheeling, W. Va.; Oil City and Aliquoa, Pa., were among the cities visited.

The Pittsburgh Mercantile Co., one of the largest department stores on the South Side, Pittsburgh, is now handling the Kolster radio receiving sets.

The Vieiock Music House, at New Brighton, Pa., has announced the local agency of the Kolster radio line.

R. A. Curran, music dealer of Sharon, Pa., has leased the DeForest Pioneer Music House, in that place, from M. V. DeForest, who retires after many years in the music business.

Doubleday-Hill Electric Co., of this city, has been appointed distributor for the Sonochord Itunes, manufactured by the Bondette Mfg. Co., Chelsea, Mass.

The J. A. Williams Co., wholesale hardware distributor, has entered the radio field, having taken on the Fred-Eisemann receivers, Philco socket powers, Radiotrons and the line of Eveready batteries.

Sylvania Foresters Change Hour of Broadcasting

It has been announced that the hour of broadcasting by the Sylvania Foresters has been changed to 8:30 every Wednesday evening. This interesting program is placed on the air through the courtesy of the Sylvania Products Co., Emporium, Pa., maker of Sylvania radio tubes.

Build Good Will Business

Owners of radio sets are looking more and more to their dealers for service, and the dealer must respond.

Business must be built on good-will bought with satisfying service.

The best equipped service man uses a Jewell Radio Service Set

Jewell Electrical Instrument Co.

1650 Walnut Street, Chicago

"27 Years Making Good Instruments"
“Sitting Pretty”

Like a needle in a hay-stack, it is no easy matter to find an industry wherein the product of a single manufacturer enjoys the distinction of being the “acknowledged leader.”

More difficult still is it to place one’s finger on a commodity that is not only such a leader but also the unanimous choice of the buying public.

Here and there such an exclusive product is to be found—one that monopolizes the thought and consideration of the “man in the street” because of its pronounced merit and admitted superiority.

The retail merchant is “sitting pretty,” indeed, when he has the privilege of distributing merchandise that embodies these two distinctive characteristics.

So then, Victor Dealers, we who have such utilities of distinction, exclusiveness and dominance as the Orthophonics, Electrolas, Radiolas and Combinations, enjoy assets that make for a stabilized and “sweeter” business.

How are YOU going to make those assets pay you the biggest dividends?

Let “BRUNO” help you increase them!

C. BRUNO & SON, Inc.
Victor Distributors to the Dealer Only
351 FOURTH AVENUE
NEW YORK, N. Y.
1834—Almost a Century of Dependable Service to the Music Trade—1927.
Recent Radio Exposition in Twin Cities Has Had Effect of Stimulating Sales

Roy A. Forbes, Victor Sales and Merchandising Manager, New Columbia Distributor, Doing Big Business—J. E. Date Is Magnavox Factory Representative

ST. PAUL AND MINNEAPOLIS, November 8.—Following the Radio Show the dealers have enjoyed an excellent volume of radio business over the past month. The George C. Beckwith Co., Victor distributor, has been host to several of the Camden and field officers of the company. Roy A. Forbes, general sales manager, and William R. Lewis, district manager of the Chicago office, were at the Beckwith headquarters the last week of October.

Mr. Forbes came to get a "close-up" on the Northwest supply and merchandising situation. C. C. Hicks, manager of the Beckwith Co., says the supply is so far short of the demand that they are completely sold out on the Orthophonic and practically cleaned up on all other lines. The November shipments will cover about 50 per cent of the market.

The new Automatic Orthophonic with nickel-in-the-slot attachment has just arrived at the Beckwith showrooms and already several orders have been placed. The machine sells at $1,050.

H. H. Murray, chief consulting engineer of the Victor Co., has been in Minneapolis and has held meetings with the dealers on service problems. Messrs. Nelson and Tamburino, of the engineering department, have assisted Mr. Murray.

R. C. Coleman, manager of the radio department of the Beckwith Co., states that a number of new accounts have been opened and among them are the Cammack Piano Co. and W. J. Dyer & Bro., of St. Paul, for the Mohawk line and the Federal Ortho-sonic, respectively.

The radio accessory business has been very good. The Majestic A eliminator has enjoyed an excellent volume of business. The list prices on Mohawk electric receivers have been reduced and dealers are being rebated on the change.

The Kern-O'Neill Co., Columbia distributor, is doing a rushing business in its remodeled offices. J. C. Hodge, special representative of the Columbia Phonograph Co. in charge of the Schubert Centennial work, was a visitor in Minneapolis the last of October and met many of the local dealers.

Herbert Peterson, who for a number of years was with the Northwest Victor office, has joined the Kern-O'Neill staff as representative in Minneapolis and the Dakotas. E. Kinnett, of the foreign record department of the Columbia Co., stopped off for a short visit in the Twin Cities recently.

Dealers of this territory are very enthusiastic over the new model Columbia-Kolster being displayed at the Kern-O'Neill offices. Shipments of this instrument are expected in November.

J. E. Date, formerly manager of the phonograph division of the Minneapolis Drug Co., is now factory representative of the Magnavox Co. and Radio Receivers, Inc. Mr. Date has offices at 818 Nicollet avenue, where a full display is carried and a service department is maintained.

Atwater Kent Mfg. Co. Introduces Its New Receiver Operating on House Current

New Model Is Six-Tube, One-Dial Receiver, With Power Supply for 60-Cycle, 110 to 115-Volt Alternating Current—Second Announcement of Importance Made by Company Recently

PHILADELPHIA, Pa., November 9.—An announcement of widespread interest was recently made by the Atwater Kent Mfg. Co. regarding its entrance into the field of manufacturing AC radio receivers, coincident with the presentation to the trade of model 36. This model is a six-tube one-dial receiver, with power supply for 60-cycle 110 to 115-volt alternating current, and has been priced complete, including the power supply but without tubes, at $125.

The Atwater Kent Mfg. Co. in a statement announcing this new set said, in part: "Atwater Kent engineers have just developed a receiver which makes complete use of the new tubes that draw their electric power wholly from the house-lighting circuit. This set is made in two parts. One is the part which you operate—the one-dial receiver in compact form. The other is the part which you never need to touch—the power supply, which can be put beneath the table, or in a console in any out-of-the-way place."

These sets, it is announced, may be installed in any approved console designed for the Atwater Kent radio receiver.

This is the second important announcement emanating from the Atwater Kent organization during the past month. As will be found elsewhere in this issue, a new radio price for quantities of Atwater Kent models has recently been put into effect.

Many Christmas Carols Released by Columbia Co.

In four recordings recently released by the Columbia Phonograph Co. for the Christmas season, an unusual fullness is given to selections from the enduring old English Christmas hymns and carols. More than a dozen of these selections, including all the best, have been recorded by quartets, choruses and the band of H. M. Grenadier Guards, artists of wide fame.

The steady growth of Christmas carol singing in America is a development of but the past twenty years, and is the best proof we have that a native love of music is on the increase among "just folks," from whom it started in history and where it most counts.

Other celebrity releases in Columbia's holiday supplement comprise numbers by Sophie Braslau, Percy Grainger, Maria Kurenko, the Columbia Symphony Orchestra, and duets by two new singers from La Scala Opera, G. Arangi-Lombardi, soprano, and Francesco Merli, tenor.

Georg Schneevoigt Will Direct Symphony Orchestra

Georg Schneevoigt, noted Finnish orchestral leader, recently introduced on American phonograph records by the Columbia Phonograph Co. will direct the Los Angeles Philharmonic Orchestra. The engagement is a particular triumph, in that Schneevoigt, except for one guest appearance with the Boston Symphony, has never before been willing to leave Europe, where his reputation is international and of the highest distinction.
Guaranteed

100%

"AC" TUBES / 100% SHIELDED "AC" CHASSIS / EVERYTHING

COMPLETE / AT AMAZING LOW PRICE

FOR your trade that insists upon genuine direct "AC" sets with "AC" tubes, and demands superior performance—true "AC" performance without apologies.

Buckingham offers a guaranteed "AC" chassis complete with "AC" tubes and everything (positively nothing else to buy) which can be mounted in any console such as pictured on this page and retailed by you for $175 to $250 complete— at a good long satisfactory profit!

And what a set! Positively no hum or "line" noise. Selective (without being critical). Simply marvelous tone. Tremendous volume when wanted. Distance range to satisfy the most rabid "DX" fan.

No "A" eliminator. No batteries, no water, no acids, no make-shifts. Operates on 100-125 volts. Get the amazing price!

For battery or power unit operation, the same Buckingham All-Metal Totally Shielded Six chassis—designed for 201 and power tubes. Buckingham has the most rigidly built, the strongest chassis made—ships perfectly, reaches you 100% right, ready to sell.

One dial control without backlash (compensator for extreme DX and fine tuning). Expensive beauty, outside and in—yet astonishingly low priced, with a long dealer profit provided by a new retail merchandising plan.

Outdistance competition with the Buckingham. Wire or send coupon for all facts and proof.

Fourth Successful Season

BUCKINGHAM RADIO CORPORATION

CHICAGO

Solid walnut, matched burr sides and top, beautiful lacquer finish. Full nickel piano hinged top with stop. A real piece of fine furniture, guaranteed to ship without damage and not to warp or blemish in use.

BUCKINGHAM ORTHOTECHNIC junior, Model 5. Constructed of genuine walnut plywood, beautifully finished. Long travel tone chamber, Utah unit. Orthophone reception at low cost.

BUCKINGHAM RADIO CORPORATION

CHICAGO

REMEMBER
Write
BUCKINGHAM RADIO CORPORATION,
DEPT. 121
General Offices: 25 East Austin Ave., Chicago
Without obligation, you may send your cataloue and special offer for Buckingham orthophone reception at low cost.

Name

Address

City

State
Victor Statement for Three Months
Ending September 30 Shows Increase
of $820,448.53 Over 1926 Figures

CAMDEN, N. J., November 2.—Increasing demand for new types of talking machines and records is reflected in the sales of the Victor Talking Machine Co. for the three months’ period ending September 30, 1927, which shows an increase of $820,448.53 over the same period for 1926. The company’s statement for the third quarter of 1927, mailed to stockholders to-day, shows sales of $10,883,519.12, as compared with $10,630,079.99 for the third quarter of 1926. Income for the third quarter of 1927, before depreciation and provision for Federal income tax deductions, amounts to $2,645,650.24, compared with $2,372,051.60, the corresponding figures for last year. After deductions for depreciation and Federal income taxes, net profit for the third quarter of 1927 totals $2,063,517.88, while for the same period of 1926 the net profit was $1,925,654.48.

As mentioned in previous reports for the current year, the Victor Co. continues to carry its foreign affiliated companies at their net asset value as of June 30, 1926. With its report the Victor Co. submits to its stockholders a reprint of the report of the Gramophone Co., Ltd., of England, for the year ended June 30, 1927, which has just been issued. This report shows that the net earnings of the Gramophone Co., after the payment of preference dividend, amounted to (about) $1,482,579 for the year ending June 30, 1926.

Attention is called to the fact that the Victor Talking Machine Co. owns 850,000 ordinary shares of the Gramophone Co., on which 40 cents per cent has been paid up.

The earnings of the Victor Co. for the second quarter of 1927 included its proportion (about) $124,000 of the 7 1/2 per cent interim dividend, which, after deducting the British income tax, amounted to $99,016.50. The Victor Co.’s share of the final dividend for 1927 of 32 1/2 per cent, (about) $38,000, which, after deducting the British income tax, will amount to approximately $34,456, will be received in November and taken into the last quarter of the Victor Co.’s year, as against $263,513.60 (after British income tax) during the fourth quarter of 1926.

The other important foreign affiliated company, the Victor Talking Machine Co. of Canada, Ltd., whose fiscal year ends December 31, has been paying quarterly dividends of 2 1/2 per cent during the current year and its earnings continue to be most satisfactory.

Edisonic Model Chosen for California School

LOS ANGELES, CAL., November 3.—A new Edisonic now graces the Mount Tamalpais High School at Mill Valley, Cal., and the selection of that instrument with a suitable supply of Edison records offers the basis of an interesting story. The authorities of the school were undecided as to what particular instrument to select and finally hit upon the plan of having manufacturers and their representatives submit instruments for trial. When received they were placed on the platform back of a curtain out of sight of the judges and then played in rotation. After each instrument in the group had been played several times the unanimous choice was Number Five, an Edisonic playing Edison records, with Number Two, an Edisonic equipped with an attachment for playing lateral cut records, as the second choice.

Operadio Mfg. Co. Adds 6,000 Square Feet to Plant

Chicago Manufacturer of Radio Loud Speakers Now Has 20,000 Square Feet Devoted to Making Its Popular Product

CHICAGO, ILL., November 8.—The Operadio Mfg. Co. of this city, manufacturer of the Operadio loud speakers, has just added 6,000 square feet of additional space to its plant at 700 East Forty-fifth street. With this extra space the Operadio factory facilities comprise 20,000 square feet devoted exclusively to the manufacture of Operadio loud speaker products. J. M. Stone, president of the company, states that the demand for Operadio products has shown a steady increase for the past few months, making the additional factory space essential in order to give the trade efficient service and co-operation.

Addition to Operadio Plant

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BRITAIN’S BEST MUSIC TRADE DIRECTORY

MUSIC TRADES DIARY DIRECTORY and YEAR BOOK

1928 Edition Ready December 1st

THE MOST COMPLETE WORK OF ITS KIND PUBLISHED

CONTENTS

CLASSIFIED DIRECTORY—A unique feature of this list is its specialized compilation of verified and selected names and addresses of manufacturers and dealers at home and abroad.

YEAR BOOK—This section is characterized by its concentration on information of real value on subjects needing continuous reference to by those interested in Music Industries.

DIARY—Spacious for notes, and in convenient arrangement of one week to the opening; also memorandum space.

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CURRENT SUPPLY UNIT

THE KINGSTON B CURRENT SUPPLY UNIT will lead your sales this season. Nationally known, nationally endorsed, nationally advertised (The Saturday Evening Post, the National Geographic Magazine and others) a unit that will keep the set always at its perfection peak, that is handsome, expertly made and positively guaranteed—here is a unit that has everything the consumer demands, everything the dealer desires. Has three different voltage terminals, each adjustable over a wide range, making possible any desired voltage from 5 to 200. Fourth variable voltage may be easily had by connecting separate variable resistor to one of the terminals. Size: 9 inches long, 8½ inches high, 5¼ inches wide.

KOKOMO ELECTRIC COMPANY, Kokomo, Indiana
New Stores and Changes
Among Dealers During Past Month

New Stores Opened Recently Throughout Country and Changes in Management Compiled for the Benefit of Manufacturers and Jobbers

Arkansas
Berrylite—The Todhunter Music Co., of Harrison, has established a branch store here with K. C. Christ- ler in charge.

California
Steele—John Winder has opened a new music store, bearing his name, at 21 South Butler street.

Chico—Coker's Music Co. has moved to new quarters at 303 Broadway, this city.

Folsom—Alm-Sherman, Clay & Co. have opened a new branch store here, handling pianos, phonographs and other instruments.

San Jose—Joe McKernan has taken over the sheet music department of the Willy B. Allen Co. store, formerly conducted by Henry Grobe.

Colorado
Julesburg—C. H. Adair has purchased the music department of the W. J. McCoy Furniture Store, this city.

Deaver—The Darrow Music Co. has purchased the musical merchandise stock of Gleden & Marsh and has enlarged its small goods department to make room for it.

Connecticut
Rutland—M. J. Keeler has opened a new music and radio store in the Mantertham Building, 67th Street.

New Britain—Walter Kovel, formerly in charge of the piano service department of the C. J. Pierce & Co. store, has opened his own music store at 30 Rockwell avenue.

Florida
Daytona Beach—The Schubert Piano Shoppe, Inc., has been incorporated to engage in a retail music business here.

Georgia
Bremen—J. W. Crox and B. J. Langford have opened the Dunbar Music Shoppe at Church and Screamer streets, this city.

Peautee—The T. C. Martin Music Co., of this city, has been purchased by the Banjo Music Co. of Boys, operating a chain of stores.

Illinois
Chicago—The Rhythm Music House, operating two small music stores on State street, has opened a third branch at 34 West Randolph street.

Chicago—Patrick J. Cook has opened a general music store at 515 South Crawford avenue, handling talking machines, records and sheet music.

New York City
Brooklyn—The Schneidler-Jordan Music Co. has moved from 380 Bush Street to new quarters at 223 South Third street.

Indianapolis
South Bend—Lang Bros. have held the formal opening of their new three-story home at 139 West Washington avenue.

Lawrenceburg—The Rice Piano Co., of Aurora, has opened a branch store in the Schoenfeld Building, on High street, with D. G. Rice and his son, Horace, in charge.

South Bend—Delos M. Cook has been appointed receiver for the Copp Music Shop, 128 South Michigan street, of which C. W. Copp is proprietor.

Iowa
Dubuque—George J. Kohales, formerly a music dealer in Dubuque, has opened a branch store here, handling phonographs, phonograph machines and musical instruments.

Cedar Rapids—The Emerson-Hillbrunner Music Co., this city, has consolidated with the Hanson Music Co., of Delavan, and C. W. Hanson has moved to Cedar Rapids, this city.

Council Bluffs—E. E. Sear, formerly of Chicago, has succeeded W. J. Willingham as manager of the local store of the Schmoller & Mueller Piano Co.

Kansas
Wichita—The Innes Music Co. has opened an annex to its music store at 490 East Douglas avenue, which will be used until the company's new home at Lawrence avenue and William street is completed.

Topeka—Walter Green has purchased the interest of Frank Love in this firm and is now handling sheet music, phonographs and jewelry store, which will be conducted in the future as Green's Music Shoppe.

Independence—The Watkins Music Co. has moved to commodious new quarters at the corner of Maple and Liberty streets.

Massachusetts
Arlington—Proctor Mackenzie has opened a new music store and radio store at Massachusetts avenue, this city.

Michigan
Detroit—The Crowley-Miller Co. has opened a new small goods department with Maurice H. Lebow in charge.

Detroit—The Root-Hill Music Co., which opened a store on East Grand River avenue about eight months ago, has discontinued business.

Keto Rapids—C. H. Wyngaard has opened a new store here, which he has designated as the Wyngaard Music Store at the first of a new chain through this district.

Minnesota
Minneapolis—The Cammaack Piano Co., formerly located at 510 Nineteenth avenue, has taken new quarters at 27-29 Eighfth street.

Minneapolis—R. L. Lewis has opened a new music store at 3906 Main street, handling Brunswick Phonographs and a full line of radios.

Cannon—J. B. Mahaffey has opened a new music store in the Riley Building on East Third street, handling sheet music and musical merchandise.

Nebraska
Omaha—Sigurd Tolomeo has opened a musical merchandise store at 320 South Fifteenth street, called the Orpheum Music Shop.

Westwood—Samuel Benson has been appointed receiver for the Westwood Music Shop, operated by George J. McKeen, who has been declared bankrupt.

Newark—The Market & Broad Music Co. has been incorporated with a capital stock of 1,000 shares of no par common stock.

New York
Glens Falls—The Webster Piano House has been opened in new quarters at Elm and Main streets, handling a full stock of musical instruments.

Watertown—The McBurner-Hyde Piano Co., operating stores in Cortland and Fulton, has opened a new branch at 270 State street, this city.

Mount Vernon—The Babcock Piano Co., of New Rochelle, has opened a branch store at Park and Prospect avenues, this city, with George B. Gross- venor in charge.

Oneonta—James McNeely has opened a new music store at 902 Main street, handlingConn and Martin band instruments, sheet music, phonographs and radios.

Albany—The Carl W. Joseph Music Co. has taken over the business of the Larkin Music Co., 454 Broadway, and will continue same.

Oswego—The Buckingham & Moak Co., of Utica, oneonta—The Buckingham & Moak Co., of Utica, has opened a new branch music store at 133 Main street, this city.

Hudson Falls—Walter G. Webster, of Hallaven Spa, has opened a new music store at Main and Elm streets, handling pianos and other instruments.

Olean—The Wyseng Music Co. has held the formal opening of its new, enlarged warehouse building at 2205 James street, of which Walter H. Moen is manager.

Port Chester—The Hauser Piano Co. has suc- ceeded to the business of the Domen Music Shop, 273 North Main street, this city.

New York City—Simon Polmier has moved his phonograph and record store from 315 West Forty-second street to 495-1 Lenox avenue.

New York City—Joseph Demott, who formerly conducted a piano store at 933 Third avenue, has taken new quarters at 2537 Eighth avenue.

Baywood—The Gray Music Shop, 418 Knickerbocker avenue, Brooklyn, has opened a branch store at 611 Fresh Pond road.

Ohio
Oberlin—The Borgen Music Co. has been incorporated with a capital stock of $10,000 to deal in musical instruments.

Newark—A. W. Weids, who formerly conducted a music store on South Main street, has moved to new quarters at Jackson and Elizabeth streets.

Syracuse—The Allgemeine Music Co., specializing in small goods, has taken new and larger quarters here.

Youngstown—The Wolfe Music Co., of this city, which is one of the oldest music houses in Ohio, has added a new branch store for the advancement of music.

Toledo—The Hayes Music Co., of which Mack Hayes is president, has suffered a heavy loss in two successive fires, which completely destroyed his block and building on Superior street.

Scranton—The Hayes Music Co., of this city, which is one of the oldest music houses in Ohio, has added a new branch store for the advancement of music.

Erie—The Hayes Music Co., of which Mack Hayes is president, has suffered a heavy loss in two successive fires, which completely destroyed his block and building on Superior street.

Scranton—The Hayes Music Co., of this city, which is one of the oldest music houses in Ohio, has added a new branch store for the advancement of music.

Oklahoma
Atoka—The Brown Music Co., operating stores in Hobart and Nowgan, has opened a branch store here with J. P. Maddox as manager.

New Jersey
Kerro—The music store of H. N. Myers has suffered a severe loss as the result of a fire.

Pennsylvania
Philadelphia—The music store of Harry Stella, formerly located at 612 South Ninth street, has been purchased by Gloucese Russell and has been removed to Eighth and Christian streets.

Burlington—The Hanlon Music Co. has moved from 126 North Main street to 161 West Jefferson street.

Johnstown—The F. A. North Co. has opened a new branch at 1200 Eleventh street, which has three handsome display floors.

Sharon—The stock, good will and assets of the Dufresne Pioneer Music House have been purchased by

(Continued on page 90)
Constance Talmadge in her latest triumph: "Breakfast at Sunrise" and "In the radio sets of owners the Star Performers chit count-in radio as well as motion pictures.

Gold Seal Radio Tubes have won nation-wide popularity by their consistent "star performance" — the result of real quality, balance, range, and full rich tone that are a vast improvement over the tubes of a year or two ago.

Are you stillginning your radio equipment set up to date with a full collection of Gold Seal tubes? you'll be disappointed.

NOW! the public knows

- first, Gold Seal tubes were bought and used by radio fans and experimenters who wanted "something better." They became enthusiasts about Gold Seal's consistent quality and reliable uniformity.

Now — everybody knows it. The sale of Gold Seal tubes throughout the country has grown at an unprecedented rate, winning popularity and building trade for dealers.

Gold Seal dealers were promised and are getting aggressive sales help and national advertising cooperation in leading publications. Are you sharing in profits of this business growth?

Better get full particulars now — mail coupon today

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

Full Dealer Protection
All Standard Types

Gold Seal tubes are always sold at standard list prices, protecting the dealer in his legitimate profits.

COUPON
T.M.W. 11-27
GOLD SEAL ELECTRICAL CO., Inc.
250 Park Avenue, New York, N.Y.
Gentlemen—Please send me full particulars of the Gold Seal line and your attractive proposition.

Name
Address
City
Jobber □ Dealer
C. C. Embry, Columbia Syracuse Mgr., Increases Sales

Sales Volume of Syracuse Branch of Columbia Phonograph Co. Shows Consistent Gain Under the Management of Mr. Embry

SYRACUSE, N. Y., November 7—C. C. Embry, who took over the management of the local distributing branch of the Columbia Phonograph Co. on May 1 of this year, is continuing to pile up sales records, and not a month passes that the volume of sales does not show an increase of from 100 to 200 per cent over the same month of 1926.

Mr. Embry is no stranger to the phonograph field or to the products of the Columbia organization, having been connected with the company for the past seven years in Kansas City and San Francisco. He was transferred from the Western territory to take charge of the Syracuse area, and the sales records which he built up in the West have been lived up to and exceeded since his transfer. During the past month Mr. Embry gave a demonstration of the Columbia-Kolster electric pick-up phonograph to his dealers, and received advance orders from every single dealer.

Advance Programs of A.-K. Radio Hour for the Trade

PHILADELPHIA, PA., November 9.—The advance programs of the Atwater Kent broadcast on Sunday evenings are now being furnished dealers in a size which accurately fits the display frame that has been used by these dealers for other advertising purposes in the past. A recent issue of the radio bulletin issued by the Atwater Kent Mfg. Co. suggests that every dealer should use two of these frames, one for the colored reprints of Atwater Kent advertisements and the other for advance programs.

Paul Specht to Manage Loew House Orchestras

Immediately following the first week of a six months’ engagement with his orchestra at the Capitol Theatre, New York, Paul Specht, exclusive Columbia artist, was engaged as organizer, coach, director and manager of stage orchestras now being formed for the Loew chain of picture houses.

John H. Dundore, for many years manager of the Portland branch of Sherman, Clay & Co., has opened his own music store in that city.

C. C. Embry

The Curran Music Co., located at 62 East State, South Carolina

Columbia—F. J. Mellenham, Inc., has been incorporated with a capital stock of $1,000 to deal in musical instruments and radio.

Tennessee

Memphis—The Monophia Music Store has taken a section of the Thompson Bros. Building adjoining the Post Office block.

Dayton—The Kelly Music Co., of Chattanooga, has opened a branch store here, handling a complete line of musical instruments.

Texas

Waco—The Standard Music Co., of this city, has been incorporated with a capital stock of $1,000 by T. J. Standard, A. H. Sanger and A. S. Sanger.

Waco—The International Music Co., of this city, has been incorporated with a capital stock of $10,000.

Dallas—The Alco Music Co. has opened a department in the Winkle Book Store, 1609 Elm street, handling records, sheet music and musical merchandise.

Phoenix—A second store of the Vernon Music Co. has been opened in the Cy Long Building, handling a full line of instruments.

Houston—The James Furniture Co. has opened a phonograph and record department under the management of Mrs. S. A. Jones.

*UTAH*

Salt Lake City—The Walker Bros. Dry Goods Co. has opened a new music department, handling phonographs and radio and managed by Robert Nevins.

Bingham City—Truman Nielsen has purchased the Bessixler Music House from Ralph Suragner.

*Virgina*

Richmond—The Corley Co., which suffered a severe fire loss, has taken temporary quarters at 205 North Second street.

*Washington*

Seattle—Harold Weeks, Inc., has been incorporated with a capital stock of $90,000 to deal in musical instruments here.

Seattle—The University Music Co. has opened its new, elaborate warerooms with a formal reception.

*WISCONSIN*

Appleton—The music store of Meyer & Steeger has been remodeled and a new mezzanine floor has been added.

A DeLuxe Art Model, finished in rich walnut with disappearing doors and other unique features adding elegance, color, beauty and refinement to the most luxurious home.

By turning a switch this instrument will play a program of selected music continuously changing its own records.

Plays both 10” and 12” records, all makes. They center themselves, no fussing around putting them on.

Our method of electric amplification gives us a wonderful range of volume. It can be toned down to a whisper or turned on full and is as loud as the orchestra or band itself.

Live jobbers and dealers are requested to write for information, some good territory yet open.

Manufactured by

The Deca-Disc Phonograph Co.

Waynesboro, Pa.
Essential Items
Replenish your stock before you forget!

CONSOLIDATED Recommends:

PLAYOL—the quickest selling musical novelty on the market. Makes all imitations; any child can play it. Retail for 15c each. 4 dozen handsome display cartons—$2.00.

LITTLE TOT'S RECORD BOOK
Always a Wonderful Holiday Seller. Albums contain four 7-in. double-faced records with 8 or more selections. Each album contains 8 beautifully colored pictures, illustrating the subject of the record, with the complete verses, stories or games printed on the back. All records are tested before being shipped. Recommended for refinement of voice and taste; enables mothers to keep the complete album in stock.


HORNBER HARMONICAS—the last whose national advertising reaches millions for you. Besides the popular "Marine Band" illustrated here, we give rapid "Q-Lock" service on any Hohner instrument. Order this 32-piece assortment and get the new Hohner electric flasher sign FREE.

Order No. 200. Special Assortment of HORNER Harmonicas:

<table>
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<tr>
<th>Harmonica</th>
<th>List Price</th>
<th>Retail Price</th>
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<td>&quot;Old Standby&quot;</td>
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You Gain Over 50% Cash Profit
PLUS a valuable attention getter for your window.

You Invest for these Harmonicas AND the Flasher... $99.00

You Gain Over 40% Cash Profit... $7.95

Consolidated Talking Machine Co.
Consolidated Bldg., 227-229 W. Washington Street, Chicago
2949 Gratiot Ave., Detroit
1424 Washington Ave., South, Minneapolis.

New Price List just off the press—Write us!
Quaker City Wholesale and Retail Trade Prepares for Brisk Pre-Christmas Business

Decided Upward Trend in Volume of Talking Machine and Radio Sales During Latter Part of October Encourages Dealers—New Columbia Instrument Received With Enthusiasm

PHILADELPHIA, Pa., November 9.—Opening days of November encouraged the talking machine trade to look forward to the brighter future that is just ahead and indicated by the upward turn in business that took place in the past week. While October was not as active as could be desired for a Fall month, the dealers enjoyed a fair amount of sales in radio devices, but a tendency towards purchases of the light-socket types has curtailed the interest in entirely battery-operated styles. Talking machines were bought on limited scale while records moved in fairly well-maintained volume, although a falling off from the heavier late Summer sales was reported by the wholesalers.

The coming holidays now occupy the attention of the distributors and preparations are being made in anticipation of the coming Christmas demand for all lines of talking machine supplies as well as radio devices. Dealers are optimistic over the coming holidays in view of the improvement that set in with the late October, and are shopping around for gift suggestions in trade wares with interest in all lines of machines and accessories, records, albums and other goods.

Advertising and exploitation stunts have been fruitful in promoting sales among the recordings of the leading talking machine concerns throughout the month. That it pays to advertise and to take advantage of opportunities to exploit records has been verified by the volume of sales that were made on those records that have been tied in with timely appearances of artists or by other factors that give publicity opportunity in current events.

Tie-Up With Lindbergh

The month just past offered splendid advantages to tie up with the personal appearance of Colonel Lindbergh and those dealers cooperating with the moving picture industry in the opportune showing of "The Eagle Flies" reaped rewards in increased sales of the recording on the Victor of the speeches of President Coolidge and "Lindy" made during the reception in honor of the air hero recently in the National Capital.

The dealers tying up with the appearance of Colonel Lindbergh were M. Grass & Son, Lindbergh combination models and the Electrolas to be featured throughout the pre-holiday buying weeks. There also will be provided for dealers special service in selection of recordings where lists are to be prepared of Christmas gift numbers among the Musical Masterpiece sets in albums, Little Tot Books and foreign and American artists.

Distributor Leases New Home

A new home has been acquired by the Philadelphia Victor Distributors Inc., although the present quarters will not be vacated before the coming Summer months. The new site is located in the building now under construction for the Philadelphia Victor Distributors Inc., 833 Arch street, have arranged for floor displays of samples of the Orthophonic, combination models and the Electrolas to be featured throughout the pre-holiday buying weeks. These talks will be given monthly at the Chamber of Commerce and the speakers selected from the executives of the Victor Co.

Flans Series of Sales Conferences

A series of sales conferences is to be carried through this Winter by the wholesale Victor department of H. A. Weymann & Sons, 1108 Chestnut street, co-operating with the dealers in promoting salesmanship for the Victrola among the salesmen of the various firms. Beginning on November 8 the Weymann Co. will give the first of the series of educational and sales talks to the staffs of its customers in the Philadelphia Chamber of Commerce, which will be engaged for the occasion. These talks will be given monthly at the Chamber of Commerce and the speakers selected from the executives of the Victor Co.

THIS IS A VICTOR YEAR

You will reap the benefit of Holiday sales provided you have the following goods in stock.

Orthophonic Victrolas
Orthophonic Records
Combination Victrolas and Radio
Victor Electrolas

We are prepared to serve promptly every Victor Dealer who should logically buy his supplies in Philadelphia.

Philadelphia Victor Distributors, Inc.
835 Arch Street

Philadelphia
As Silent As a Fine Watch—and As Well Made

JUNIOR Motors are small editions of the famous Flyer, with the same long life, dependability and freedom from noise that have made the Flyer the most popular and most widely used motor for portables.

The Junior has a frame of cast iron, spring of the finest steel, bearings of everlasting bronze, and specially-cut precision governors and gears. It is rigidly inspected at every stage of manufacture, and cannot come to you in a portable unless it is 100% perfect and ready to stand up under long years of hard use.

The greater part of all portables sold are equipped with Junior or Flyer Motors. Dealers insist on these better motors because they have found by experience that portables equipped with them are easier to sell, give greater satisfaction, and assure freedom from returns.

Demand portables powered by Junior or Flyer Motors—and play safe.

The GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century
In Lancaster, Pa., the "Two Black Crows" records were uniquely exploited in the past month when the Herr Music House featured in the main highways of the city two riders astride hobby horses on wheels riding through the streets. Embazoned across the side of the saddles was the broadside announcement of the Black Crows.

In Philadelphia the newly opened music and talking machine store of the Music Box, Broad street below Spruce, made the mid-city its campaigning center on the Black Crows when it had two Black Crows effigies parade through the streets to advertise its business and the Columbia artists.

Feature Brunswick Recordings
Staging its big hit of the month, and one that proved to be a lively sales promotion feature for the dealers the Brunswick-Balke-Collender Co., Philadelphia branch, 40 North sixth street, made fame for its album sets of high-class records in European selections, classic organ concertos, Beethoven Symphonies and like better recordings, the newest feature for displays and sales during the introductory week of the new series.

A line of the Brunswick phonographs and records was stocked in the newly opened phonograph department of the Standard Radio Co., 611 Market street. This firm will feature the Brunswick as a permanent part of its stock.

Peirce & Phelps Feature Sonora
Peirce & Phelps, 224 North Thirteenth street, recently appointed distributors of the Sonora line, will add the latest of the modern and improved types of that make when they are placed in stock after the first of the year. The firm, distributor of radios with the local representation of the Mohawk and Crosley sets, has been enjoying an excellent Fall demand for the A. C. electric sets in both these makes.

Feature Rogers Recordings
In the main highways of the city two riders astride hobby horses on wheels riding through the streets. Embazoned across the side of the saddles was the broadside announcement of the Black Crows.

In Philadelphia the newly opened music and talking machine store of the Music Box, Broad street below Spruce, made the mid-city its campaigning center on the Black Crows when it had two Black Crows effigies parade through the streets to advertise its business and the Columbia artists.

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QRS Co. Expands
With the extension of the lines that are being exploited in the Quaker City by the QRS Roll Co., under the direction of J. F. Donnelly, as well, the local headquarters of that firm now are undergoing extensive expansion in space to accommodate the innovations in the business. Larger forces also are being employed along with the addition to the rear for the new department devoted to the wholesale distribution of the Okeh and Odeon records in the local territory. There has been acquired double floor space while the mezzanine section has been reconstructed to accommodate increased stock. M. G. & Son, filling out the mezzanine floor, also will increase space for their wholesale sheet music division.

Makes Good Use of Broadcasting
While the Lindbergh tie-up was made in conjunction with the local appearance of the noted aviator the enterprising neighboring city music house, the Robchien Piano Co., Wilminington, Delaware, showed in the profitable exploitation of the Victor recordings of that famous flyer. Having adopted a broadcasting program through WDEL, its own station located in the store, which will be carried out throughout the Wester in weekly air entertainment, the firm on October 21 gave a special Lindbergh program under direct supervision of the late William Holland. There will be conducted every Friday special radio programs featuring the Victrola and the Duo-Art piano.

Long Trip for Victor Portable
In far-off Eastern Africa there will be heard the strains of the Victor portable which was purchased in the Pennsylvania town of Carbondale in the coal regions and the store of the Fulkerson Music Co. Dr. A. C. DeWalt, a graduate in the 1927 Class of Harvard University, Dental School, will carry the Victrola portable to his native land, where he is to practice his profession. He became acquainted with the Carbondale firm on a vacation trip and purchased the portable this Summer shortly after graduation, intending to bring it home with him along with a large selection of Victrol records. The strains of talking machine reproduced music are entertaining people in all parts of the globe.

Miss Amelia Ertelt Recovered
Miss Amelia Ertelt, daughter of Richard Ertelt, head of Ertelt's Music Store, who late last Summer suffered a broken arm in a fall, has recovered from her injury and now is able to use the injured limb. The Ertelt Store has added the electric RCA radio.

Adds Fine Radio Lines
An assortment of radio has been added to the talking machine and music wares handled by the firm of M. Grass & Son. Those that now are being featured are the RCA, Zenith, Atwater Kent and Fada.

Merchandising Hints for Dealers
Philadelphia Victor Distributors, Inc., are addressing a wealth of merchandising suggestions to their dealers through letters, "Philadelphia Victor Distributors Notes," pen and ink drawings and cartoons. One communication gives interesting advance information regarding two new Victrola models, the 8-12 and 12-15, and another gives timely news regarding Victrola artists.

pen-and-ink cartoon on the latest of the
THE IMPROVED UNIPOWER

Gould Kathanode construction leads all radio "A" power improvements

The design of the new improved Gould Unipower embodies the best points of design in all previous models. To this has been added the most striking advance in battery construction for two decades. This new construction is known as the Gould Kathanode assembly. It is a principle first developed by Gould for submarine batteries. With the Kathanode battery element the new Gould Unipower has greatly increased life, care is simplified, and service costs are practically eliminated.

Gould Storage Battery Co., Inc., Depew, New York

Ask to see the finest Unipower Gould ever built and write for new low prices.

The new IMPROVED

Unipower

A GOULD PRODUCT
Little Tot albums, the Mother Goose Book No. 10; a list of Pacific Coast favorites and list of America's best sellers are three recent suggestions sent by the Philadelphia Victor Distributors, Inc., to dealers for window and wareroom display.

News Gleanings

A majority candidate for the coming Fall elections is Franklin Bunn, who conducts the music store at Princeton University in the New Jersey college town. There are bright prospects for the trade candidate, who has a host of friends in the town as well as among the students at the university.

Following an operation from an injury Mrs. Russell Allen, wife of the head of the firm of Alexander Allen & Son, 5315 Germantown avenue, Chestnut Hill, passed away at her home during the month. The Sorokin Bros., 1831 Ridge avenue, have been receiving trade condolence on the death of their father, I. Sorokin, who passed to rest in mid-October.

Another trade associate who was extended the sympathy of his fellows in the industry is President George Miller, of the F. A. North Co., 1306 Chestnut street, and of the Lester Piano Co., upon the death of his wife. Mrs. Miller passed away following an operation.

A campaign in the Philadelphia territory has been inaugurated under the local distributors of Bosch Radio, the Girard Phonograph Co., Broad and Wallace streets, on these receiving sets. The Girard Co., the local distributor of the Edison, has been successfully placing these sets in many of the leading stores in this section of the State for the coming holidays.

Innovations to the store of Fred A. Brown, 203 Allegheny avenue, are providing for the extension of his business by adding to his store space. The rear has been cut through for an additional display room and two booths have been installed in the front.

Landau Bros., Wilkes-Barre, Pa., dedicated the newly acquired store property, now the home of the firm, on October 14 and 15, when many of the local trade associates attended the opening. Among those who represented the Philadelphia distribution trade were Vice-president Harry A. Ellis and George Tatum, of the Hazleton, Pa., store of the company will be Philadelphia Victor Distributors, Inc. The new extension of his business by adding to his store 203 Allegheny avenue, are providing for the trade candidate, who has a host of friends in the town as well as among the students at the university.

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**S. R. O.**

"Standing Room Only"

Thousands of Americans stand in line patiently for hours waiting to pay high admission prices to concerts and operas. Thousands are turned away disappointed. "Sold out." "Standing room only."

America's enthusiasm for the best music has an especial significance for all of us who sell Victor Talking Machines and Records.


H. A. WEYMANN & SON, INC.
Victor Wholesalers

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**PATHEX Cameras and Projector**

**Radio Accessories**

**Penn Phonograph Co.**
913 Arch St.
Philadelphia

**PATHEX Cameras and Projector**

**Radio Accessories**

**Penn Phonograph Co.**
913 Arch St.
Philadelphia

**News Gleanings**

The program is "presented through the courtesy of Trilling & Montague, distributors of Zenith radio," and for the second half hour the name of Kolster is substituted.

**Government Radio Census**

**Reports From 7,842 Radio Dealers**

**Shows Small Stocks on Hand**

**Reports From 7,842 Radio Dealers Show an Average of Nine Receivers and Loud Speakers in Stock—Jobber Set Average Is 773**

A survey of radio dealers' stocks recently completed by the Electrical Equipment Division of the Department of Commerce, the first of its kind officially undertaken, discloses the fact that 7,842 dealers out of the 31,483 circulated replied and had an average of nine receiving sets and loud speakers on October 1. Of a total of 936 jobbers circulated 236 replied. The average number of receiving sets per jobber was 373, loud speakers, 385; "B" batteries (45-volt units), 1,200; storage batteries, 105; current supply devices, 254; alternating current tubes, 97, and rectifying tubes, 171.

Tabulation of the dealer and jobber reports reveals the stock on hand as follows: Receiv- ing sets for battery operation, 153,817; receiving sets wired for alternating current (light socket) operation, not including power supply, 9,493; loud speakers, 153,001; loud speakers with asso- ciated power amplifiers, 5,018; "B" batteries in 45-volt units, 564,721; storage batteries not associated with trickle chargers, 77,173; socket power units for "A" current supply, 15,560; socket power units not using storage battery, 7,503; "B" socket power units, 31,979.

**$10,000 Radio-Phonograph Installation Demonstrated**

**Instrument Built for LaSalle & Koch, in Toledo, Demonstrated at Salon of Bludworth, Inc., New York City**

A $10,000 radio and phonograph ensemble, built to order for the LaSalle & Koch department store, of Toledo, O., was recently demon- strated at the studio salon of Bludworth, Inc., New York City. The apparatus was conceived by T. F. Bludworth and built by his organiza- tion in co-operation with the Victor Talking Machine Co. and the Radio Corp. of America.

The operator of the ensemble sits at a con- sole similar to that of an organ. By pushing buttons, pulling switches and sliding rods, he produces musical selections with the individual touch both from phonograph records and from radio broadcasting stations.

The Bludworth-Davis Remote Control System was also demonstrated. Through a hand-tooled leather case, no larger than a cigar box, plugged into convenient wall outlets, the entire ensemble was controlled at points remota.

**The Marlow Music Store, Santa Rosa, Cal., is enlarging its radio service department.**
General Electric Battery Chargers

Push these profit-makers with the
3 Punch Plan

The new low prices on General Electric Battery Chargers (Tungar) make them easier than ever for you to sell—$14 for the 2-ampere—$24 for the 5-ampere and $10 for the trickle charger.

A million of them now in use—convincing proof of their popularity.

The popular 2-ampere Tungar gives both trickle and boost charging rates.

And we have a big new 3-PUNCH PLAN to help you cash in on General Electric Battery Charger advertising.

Prepare for Fall sales by sending in the coupon for full details of the 3-PUNCH PLAN. Send it now!

Mail this coupon

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.

Gentlemen:

☐ Please send me full details of your 3-PUNCH PLAN for dealers.

☐ Please send me the name of the nearest distributor of General Electric Battery Chargers.

GENTLEMEN:

GENERAL ELECTRIC COMPANY

MERCHANDISE DEPARTMENT — GENERAL ELECTRIC COMPANY — BRIDGEPORT, CONNECTICUT
Bond Parker Geddes Is Executive Vice-President of Radio Manufacturers' Assn.

Chosen at Recent Meeting of Board of Directors and Assumed Duties at New York Headquarters on November 1—Has Had Long Training as Newspaper Publicity Man

Bond Parker Geddes, who was chosen executive vice-president of the Radio Manufacturers' Association at a meeting of the Association's board of directors at Chicago, October 11, 1927, and who assumed his new duties November 1 at Eastern headquarters of the R. M. A. at New York, is a well-known Washington, D. C., newspaper publicity man.

"Ged," as he is known in the national capital and over the country among a wide circle of men who are national figures in public and business affairs and the press, comes to the R. M. A. with a background of seventeen years' experience in press and public relations work in and outside of Washington.

After preliminary training at Omaha, Neb., on the Bee and Daily News, Mr. Geddes entered the Washington newspaper field with the United Press as its White House correspondent, later covering both branches of Congress, the Supreme Court, the Federal departments and all other Capital activities, together with the more important national news events, such as the Titanic disaster, the trial of ex-President Theodore Roosevelt's libel suit and Harry Thaw's trial and liberation. Mr. Geddes, after about four years' experience, became manager of the United Press bureau at Washington, in charge of its staff and news gathering and presentation. Later he resigned to join the Associated Press and for about five years was chief of the Capital staff of the A. P., in charge, during America's part in the World War, and during the Versailles Treaty fight in the Senate, of its Congressional service. While with the U. P. and A. P., Mr. Geddes became a political writer, covering all national conventions of both major parties from 1912 onward. He accompanied Senator La Follette on the Wisconsin leader's stumpimg tour for the Republican Presidential nomination and in 1920 was the A. P. correspondent with the Democratic standard bearer, former Governor James M. Cox of Ohio, traveling 24,000 miles with the Cox campaign party in its "swing" around and across the country. Also Mr. Geddes had duty at the White House and on tours with President Taft, Wilson, Harding and Coolidge, accompanying President Taft to Panama and at his Summer home at Beverly, Mass., President Wilson on his Summer vacation in New Hampshire during the first Wilson term and representing the A. P. with President Coolidge during the trying period when Mr. Coolidge arrived in Washington after President Harding's sudden death.

After about eight years' service with the Associated Press, Mr. Geddes resigned to enter public relations and publicity work at Washington headquarters of the United Press, and later with the Supreme Court, the United Press bureau manager and political writer for a new national magazine, Patches.

In addition to his newspaper, press association and public relations experience, Mr. Geddes has had legal training and is a member of the bar of the Districts of Columbia, a graduate of Columbia University. Mr. Geddes is a Sigma Chi, a Mason and a member of the National Press Club and other Washington organizations. He is a native of Illinois, born at Paw Paw, the son of William M. and Jennie Geddes.

J. L. Ray Optimistic Over Business Outlook

J. L. Ray, general sales manager of the Radio Corp. of America, commenting upon sales, probabilities in the radio field during the Fall and Winter, recently said:

"At this time I can speak for RCA much better than of the industry as a whole, because the season is yet young and it is difficult accurately to appraise sales in general. I can say, however, that RCA and its dealers have never before been in so fine a position to do an intensive selling job. The new line of Radiolas seems to have captured the attention and interest of the entire country. Dealers are finding it difficult to keep single models for sale, and interest has increased. To meet this situation, RCA has developed a sales service plan which is giving them all the support they need.

Snapproach the sales record of the industry as a whole, it is gratifying to RCA and its dealers to know that the public is responding to the excellent value, reliability and performance of its product. RCA is well on its way to becoming the leading manufacturer in the industry, and we expect to have shipments up to this unprecedented level as early as the first of the year. This is a new high point in the company's history and we look forward to the future with confidence.

"The nation's strength is the nation's health. Buy Christmas Seals and help preserve it:

M. L. Miller With the Vitalitone Radio Corp.

M. L. Miller, widely known in the radio industry in sales and merchandising fields, has become affiliated with the Vitalitone Radio Corp., New York, manufacturer of the Vitalitone line of radio speakers. Mr. Miller is manager of the manufacturers' sales department, which has been created to sell to the manufacturer of sets and cabinets a new speaker developed by the Vitalitone organization.
Detroit Music Dealers State That Phonograph Sales Have Shown Decided Progress

More Buying of Phonographs in October Than in Any Other Month This Year, Dealers Report—Higher-Priced Instruments in Demand—Exhibits at Radio Show Bring Results

Detroit, Mich., November 8—There has been more buying of phonographs during October than any previous month of this year, and it is the feeling among retailers that buying will increase steadily up to the holidays.

While phonograph sales since the first of October have shown improvement over what they were in the previous months, dealers are really doing most of their business on straight radios or radio and talking machine outfits. In these combination outfits, the price is no consideration—people who want both in one are willing to pay for quality, which explains why the expensive Brunswick Paratrope and the Orthophonic Victors selling at prices of $750 are in good demand. We find record sales are good and have been most of the year. Grinnell Bros., Victrola dealers, are furnishing Orthophonic records to the Detroit News for them to broadcast over their station, WWJ, three times a week, at the supper hour. It is a reciprocal proposition, and very good advertising for Grinnell Bros. and the Victor Co.

H. C. Schultz, Inc., 442 East Lafayette street, Detroit, wholesaler of the Sonora line, had an exhibit at the Radio Show some weeks ago and reported excellent results. This concern has a live-wire force of salesmen calling on the city and state trade, and since taking over the Sonora has added a substantial list of new accounts.

The Detroit Music Co., on Woodward avenue, near Grand Circus Park, which has been a Columbia dealer since it started in business, reports an increasing demand both for machines and records and a bright outlook.

R. M. A. Patent Interchange Sub-committee Appointed

Chicago, Ill., November 9—A. J. Carter, chairman, patent interchange committee, Radio Manufacturers Association, has appointed a sub-committee which will consider proposed changes in the constitution and by-laws of the Association in connection with a successful solution of the patent problem now being discussed by the Radio Manufacturers Association's patent interchange committee. The members of this sub-committee are T. K. Webster, Jr., Ekko Co., chairman; William Sparks, Sparks-Withington Co.; H. C. Forster, Utah Radio Products Co., and C. C. Colby, Samson Electric Co.

When Is an Electric Set Not an Electric Set?

When is an electric set not an all-electric set? According to Spilfogler engineers no set is entitled to be called an all-electric set unless the manufacturer builds into the set the complete equipment necessary to "run" the apparatus. All other sets come under two classifications, they are either battery-operated or electrified. This refers, of course, to radio receivers utilizing tubes.

Jack Studner, of Studner, Cumming Co., Inc., New York City, is receiving the congratulations of the trade upon the arrival on November 11 of a son, William Edward Studner.

by Master Builders

The Bush & Lane Piano Company having stood predominant for years in the Piano industry as master craftsmen in tone quality and cabinetwork, now announce The Bush & Lane Electric Radio—guaranteeing the same exacting precision of workmanship and craftsmanship which has made the name of Bush & Lane products synonymous with all that is the finest in Music.

The TRUE notes of the human voice and the rich mellowness of all musical instruments are a reality—not a distorted reproduction—when they come from the air thru the Bush & Lane Electric Radio.

Write for full information of Jobbers Sales Plan

Bush & Lane
Piano Company
Radio Division, Holland, Michigan
President of Financing Company Says
Credit Risks Can Be Reduced by Scoring

Lawrence M. Jeger, President of Wisconsin Association of Financing Companies, in Address Before Radio Trades Ass'n Says More Accurate Results Can Be Gained by Concrete Judgments

Lawrence M. Jeger, president of the Wisconsin Association of Financing Companies, Milwaukee, proposed a new scheme of rating credit risks during his talk at the annual meeting of the Wisconsin Radio Trades Association. He would have a score card for rating all such risks, which could be used for retailers and jobbers, and which would give something concrete on which to base the final judgment of an applicant for credit.

Mr. Jeger said if all credit risks were very good or very bad, the matter of extending credit would be easy, but the difficulty lies in the fact that most of them are in between the extremes. He said there are a number of things which must be taken into consideration when judging a risk, and after thinking them all over, a mental balance is struck—and the applicant is either granted or refused credit.

"It seems to me that we probably can get more accurate results if instead of taking vague mental balances we try to reduce these to concrete judgments of the risk by building a score card," Mr. Jeger went on. "In this card we would follow somewhat the procedure of a judge at a contest or a show who sets a certain number of points on which the scoring will be based, and then rates the subject on these points.

"There are four essentials in judging a credit risk: First, how does he pay his bills? Second, what are his other obligations? Third, has he developed sufficient stability in his line of business? Fourth, has he permanence of residence?

"These are the essential points on which I grade an applicant, and I work with another which I call 'Tolerance.' By this I mean that if a man makes a down payment of more than 33 1/3 per cent of the whole sum; he is a better risk than if he pays less than this rate, and I take this 33 1/3 per cent of the whole sum; he is a better risk:

"Just to illustrate the working of this score card system, I allot forty points of the entire score to prompt payment. The man who pays promptly would receive all of the forty points; the man whose payment is slow because he has not budgeted his income to take care of such happenings. The man who suffers from seasonal unemployment I would give twenty-five points; the one living beyond his means, fifteen points; the risk given to dissipation, ten points, and the deadbeat, zero.

"Each one of the four essential points is rated in such a manner and is charted regarding other obligations, and stability as to whether the risk is married or single, and if married whether he owns his own home or is a renter. Likewise the married man is more stable in his employment than a single man." Mr. Jeger said that the business house selling on an installment basis with the carrying or accommodation charge earns more during the early part of the payments than later when the amount carried is less.

One of the greatest difficulties business houses experience with the installment customer is on rebates, Mr. Jeger pointed out, with the risk who pays his instalments before they are due and figures out the rebate in carrying charge more accurately. The man who is slow because he suffered an accident or illness, thirty-five points; the risk given to dissipation, ten points, and the deadbeat, zero.

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The man who pays his instalments more than thirty days after the due date is usually an unsound risk. The man who pays his instalments when they are due earns more during the early part of the payments than later when the amount carried is less.

Large Music Shows a Hit in Wisconsin

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Sales-Building Window Display

The "Two Black Crows," Columbia artists, have achieved another record in having the greatest number and variety of window dis-

New Mantel Cone

A new $1.25 model, with handsome two-tone walnut and mahogany frame. Especially designed to meet the requirements for a compact speaker without sacrificing tonal quality or volume. Attractive in appearance—a particularly adapted to conserve space. A real winner—moderately priced for volume sales.

Overall Dimensions: 12 in. wide; 10½ in. high
List Price $1.25
Slightly Higher in the West

All Baritone Speakers offer genuine and natural radio reception with perfect amplification over the entire audible range.

Some Distributing Territories Still Available

BARITONE MFG. CO.
844 W. JACKSON BLVD.
CHICAGO, ILL.

Great Variety of Window Displays for "Black Crows"

Columbia's Radio Hour Will Celebrate Army-Navy Game

The Columbia Phonograph Co.'s radio hour on November 23 will consist of a program as a musical climax to the football season, and to particularly celebrate the Army-Navy game, which occurs November 26.

During the first half-hour various university marching songs will be played and sung, under the direction of Arthur Johnston, the well-known harmonizer. During the second half-hour a representation will be given of features connected with the forthcoming Army-Navy game, with the assistance of a cheer leader from the Navy Club, New York.

While this program features no Columbia records, as has been the custom with other radio broadcasts given under the sponsorship of the Columbia Phonograph Co., it is beyond a doubt one of the most popular programs for the season and should serve excellently as a Columbia record advertising vehicle.

Although no window posters or streamers are being provided for the program, Columbia dealers are urged by the company to tune in on the program.
Albert B. Ayers Is Now Amrad General Manager

Promotion From General Sales Manager Is Recognition of the Accomplishments of This Popular Amrad Executive

MEDFORD HILLSIDE, MASS., November 8.—James E. Hahn, president of the Amrad Corp., has announced the appointment of Albert B. Ayers as general manager of the corporation effective immediately.

A comparatively short time ago, upon the re-organization of the Amrad Corp., Albert B. Ayers, who is well known and experienced in both talking machine and radio circles, became identified with the organization as general sales manager. The growth of sales under Mr. Ayers' direction demonstrated his remarkable executive ability and when a man was needed for the still more important duties of general manager his chief and co-executives recognized in Mr. Ayers the ideal man for the position.

William L. King, of the sales division of the Amrad Corp., reports that the company is meeting with great success with its alternating current console models and that Amrad products are meeting with an enthusiastic reception throughout the territory where sales campaigns have been conducted.

Latest Talking Machine and Radio Patents Granted


RADIO TRANSFORMER. Anthony P. Hinsky, Brooklyn, N. Y. Patent No. 1,647,094.


Special Adler-Royal Console for RADIOLA 16 and 17

This charming console, portraying the distinctive technique of its famous artist-designer, was fashioned by Adler-Royal craftsmen especially for the Radiola Models 16 and 17. Adler-Royal Cabinets, by their distinctive charm, project an appeal all their own. They contribute this noticeable sales advantage to the sets which they enclose. However favorably known the set, it speeds the sale to say "Cabinet work by Adler-Royal."
The Talking Machine World, New York, November, 1927

Controversy on Store-door Playing Being Waged Between Music Dealers and Building Managers over the pros and cons of "Shall music be dispensed in store fronts or shall it be curbed?" The question has gone before the city council for judgment. The present ordinance, which went into effect many years ago but which has never been enforced, prohibits the use of musical devices to attract crowds, etc. The music and radio dealers insist that without this means of attracting customers they lose about one-third of their business. The Oregon Music Trades Association, through its president, G. F. Johnson, has drawn up an ordinance for the approval of the council, which it feels would be just to all parties concerned. The proposed ordinance reads: "Except between the hours of 10 o'clock a.m. and 8 p.m. it shall be unlawful to operate or cause to be operated any electrical piano, phonograph, graphophone, radio or any instrument of like character or any other musical or sound-producing device of any nature whatsoever, or to sing or call out in any manner so that the music, sound or voice may be heard upon the sidewalk or street with intention of attracting the attention of persons upon the sidewalk or street, or to cause persons to congregate thereabout."

Portland, Ore., November 4.—The Portland Association of Building Owners and Managers over the pros and cons of "Shall music be dispensed in store fronts or shall it be curbed?" The question has gone before the city council for judgment. The present ordinance, which went into effect many years ago but which has never been enforced, prohibits the use of musical devices to attract crowds, etc. The music and radio dealers insist that without this means of attracting customers they lose about one-third of their business. The Oregon Music Trades Association, through its president, G. F. Johnson, has drawn up an ordinance for the approval of the council, which it feels would be just to all parties concerned. The proposed ordinance reads: "Except between the hours of 10 o'clock a.m. and 8 p.m. it shall be unlawful to operate or cause to be operated any electrical piano, phonograph, graphophone, radio or any instrument of like character or any other musical or sound-producing device of any nature whatsoever, or to sing or call out in any manner so that the music, sound or voice may be heard upon the sidewalk or street with intention of attracting the attention of persons upon the sidewalk or street, or to cause persons to congregate thereabout."

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GEORGE P. BENT COMPANY
Established 1870
LOUISVILLE

GEORGE P. BENT COMPANY
Established 1870
CROWN PIANOS
PHONOGRAPH

It has EVERYTHING

Ear Appeal
Every desirable tone value which the ear may detect in any reproducing instrument.

Eye Appeal
Noticeably distinctive cabinet designs. Craftsmanship and finish comparative to the fine piano.

Purse Appeal
A base price surprisingly moderate for the visible and demonstrable value in the instrument—a complete line of models to satisfy every trade demand from Consolette to Electric. A price range from $70 to $210. Each carrying a satisfactory margin for you.

Hear the Crown
and be convinced. We make it easy for you to do so. Write or wire today.

GEORGE P. BENT COMPANY
Established 1870
LOUISVILLE

CROWN PHONOGRAPH

Made by the Makers of PIANOS

The "Moor" A cabinet of unusual design and rare beauty. In highly figured mahogany, as shown in the illustration and also in feathery burl walnut. Antique bronze lamp and reproducer, a sideboard and music storage cabinet in keeping with the beautiful exterior. Its stylish beauty will delight you, its marvellous tone values and volume will charm you.

The "Renaissance" The illustration shows the exquisite burl walnut. A mahogany base, a marvellous sideboard, music storage cabinet, all highly figured mahogany. Velvet-faced appliance. Pull-out turntable. See and hear these beautiful instruments and you will be won to the Crown line.

Officers for the 1927-28 season of the Oregon Radio Trades Association were unanimously elected at the October meeting of the State body, which met at the Portland Chamber of Commerce for this very important occasion. James Condon, Jr., manager of the Portland branch of the L. C. Warner Co., Fada distributor, and vice-president for the past year, was elected president; Hearst Harrison, manager of the radio department of the A. K. Gill Co., vice-president, and H. A. Kilham, Balkite representative, treasurer. George J. Thompson, Jr., resigned as executive secretary of the association, a post which he has held for several years. He was elected to honorary membership in recognition of his past services. New members of the board elected were as follows: C. W. Hunter, manager of the Hunter Radio Shop; M. E. Harris, proprietor of the radio department in the McCormick Music Co.; Joseph Hallock, of Hallock & Watson; James T. Murphy, manager wholesale radio department of the Stubbs Electric Co.; E. B. Hyatt, of the Hyatt Music Co.; George L. Sammis and Carl Englehart, of the Pacific States Electric Co.

Several new accounts have been added to the Brunswick-Balke-Collender list, according to the Pacific Northwest headquarters at Portland, A. R. McKinley, numberer. Numbered among these are the Cottage Grove Pharmacy, Cottage Grove, Ore.; Broughton Jewelers & Music Co., North Bend, Ore.; Trumbly Radio Shop, Grants Pass, Ore., and the music department of McMorran & Washburn, of Eugene, Ore.

The Columbia Phonograph Co.'s new Columbia-Kolster Viva-tonal was on display at the Hotel Multnomah, October 19, 20 and 21, with Columbia dealers from all over the State attending the demonstration, conducted by L. D. Marsh, of Seattle, Pacific Northwest manager of the Columbia Co., assisted by Randall Bargelts, Oregon representative. This new Columbia product made quite a decided hit with the dealers.

Eddie Peabody, noted banjoist and Victor and Vitaphone artist, has been appointed director of the orchestra of the Broadway Theatre and is creating quite a furor in Portland. Maurice Gunsky, popular Victor artist and radio star, was an added attraction at the Rivoli Theatre the week of October 23. During his local visit he stopped at the Victor department of Lipman, Wolfe & Co. store, where he met many of his admirers and autographed his many Victor records.

The J. K. Gill Co., Portland's most up-to-date and complete bookstore, which several months ago installed a phonograph and record department with the Brunswick line, has added a complete stock of Columbia Viva-tonal recordings.

The Hyatt Music Co., at 386 Morrison street, has been appointed a Kolster dealer, in addition to Atwater Kent and RCA lines.

Taylor White, former manager of the Portland Remick Song Shop and for the past five years manager of the Laraway Music Store at Eugene, Ore., has teamed up with his brother, the well-known radio man of Eugene, and together they are running the third floor music department of the new McCormoran & Washburn store.

Issacs & Fluir have bought out the Palmer Music House, at Medford, Ore., and are doing considerable remodeling to this pioneer music house, and when finished expect to have a modern, up-to-date music establishment.

The "Music Shop" has been opened up for business at Albany, Ore., by W. Best Stevens and L. J. Bell.

Lawrence C. McGreal, formerly one of the most prominent national figures in the talking machine industry, died at Marquette University hospital, Milwaukee, Wis., on October 19. For years Mr. McGreal represented the Victor Talking Machine Co. in Wisconsin.
Baltimore Distributors and Dealers

Report Continuance of Good Business

W. H. Swartz, of Columbia Wholesalers, States That October Was Busiest Month of Year—

Droop Officials Make Similar Report—Dealers Preparing for Heavy Holiday Buying

Baltimore, Md., November 9—Business in Balti-

tome and vicinity is in excellent shape and the

casts received from both wholesalers and
dealers in talking machine and radio products

dicate that 1927 will close as one of the best

years enjoyed for some time. This feeling is

widespread and is not held by the representa-
tives of any one company, all lines figuring in the

increased sales volume.

Reports Continued Good Business

W. H. Swartz, vice-president of the Columbia

Wholesalers, Inc., distributor of Columbia

phonographs and records, Fada and Crosley

receivers and radio accessories, reports a most

satisfactory business for October, saying:

"The month of October was a very busy

month for Columbia Wholesalers, showing a

continuation of the bustling activity that began

in September. Business on all lines continued
to expand and sales were the largest for any

month this year. Considerable difficulty has

been experienced in securing sufficient stock of

the lower-priced phonograph models and many

dealers have lost sales because of lack of stock.

As a matter of fact the Columbia Wholesalers

were completely sold out for nearly the whole

month on the three most popular models.

"The great range of volume and its

pick-up machine are very enthusiastic over its

time this year. The month of October was a very

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entire State.

Business conditions on the whole are excel-

lent throughout the territory served by this

wholesale house which predicts one of the large-

est years in the history of the industry.

Strong Demand for Zenith and Radiola

The Joseph M. Zamoiski Co., radio dis-

tributor, reports that business is holding up in

the radio end, not only in Baltimore but the

entire State. There is quite a demand for the

electric sets, especially Zenith and Radiola.

Berlin & Lewis, of 1317 West Baltimore street,

are the Century Music Co., at 1311 East

street, and the Century The-

nia's dealer policies yield you

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

205 W. Camden St., Baltimore, Md.

Breaking All Sales Records

SEPTEMBER marked the 26th consecutive month in which Columbia sales showed unprecedented in-

crease. More dealers than ever before are now handling Columbia products in this territory.

The Columbia products, both phonograph and record, are 2-simply superior. Colum-

nia's dealer policies yield you

strong demand for Zenith and Radiola.

"We have just closed the largest October in

history of our company. We are enjoying a very large demand for the highest-priced combination instrument

made and our record business has been really

phenomenal. Unquestionably the finest October

ever recorded. We are now living in fear that we are rapidly approaching the greatest

scarcity of inventory ever experienced."

Cohen & Hughes, Inc., Victoria wholesalers, of Baltimore and Washington, have created

quite a lot of interest throughout the territory they serve in the Gene Tunney Health Sets

by securing an athlete to demonstrate these

health records in dealers' windows. An Elec-

trola is used in conjunction with the demon-

stration, with an outdoor speaker attached, so

that the crowds outside the windows can hear

Champion Tunney's voice as he directs the performance of the athlete. The dealers who cooperated up with Cohen & Hughes, Inc., in this publicity campaign have found that it has

well paid them for their efforts.

I. S. Cohen, president of Cohen & Hughes, Inc., at the present time making a trip

through the Carolinas, visiting all of his dealers in that section, and his reports of conditions

indicate that 1927 will close as one of the best

years in the history of the company.

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New England Dealers Are Shown Columbia-Kolster Phonograph and New Sonora Models

Columbia Dealers Enthusiastic Over New Product—Atwater Kent and Sonora Lines Find Favor—Brunswick Branch Reports Satisfactory Sales—Victor Line in Demand

Boston, Mass., November 16—Business in either the talking machine line or the radio is not what it should be at this time of year, considering the close proximity of the holiday season, although the latter is perhaps ahead of the former in actual volume and money value. The trade is wondering if there is to be much of any life to business these next few weeks, for there are only eight in which to concentrate heavily. The month of October started out fairly well, which invited some enthusiasm, but as the month went on a stagnation set in which dealers are working hard to overcome.

Dealers View Columbia-Kolster

A number of the New England dealers of the Columbia Co. have visited the Boston headquarters the past week or so to look over the new Columbia-Kolster Viva-tonal electrical reproducing instrument and they all were very enthusiastic over the latest acquisition to the Columbia output, and it goes without saying that some excellent orders were placed. Manager Parks has been flitting among the dealers throughout his territory and otherwise keeping in close touch with the New England trade.

Atwater Kent and Sonora in Favor

Business continues good with the J. H. Burke Co. headquarters have just received a large invoice of the new Sonora models, Numbers 865 and 875. The J. H. Burke Co. have visited 219 Columbus avenue, and both the Atwater Kent and Sonora lines are finding favor with dealers everywhere in this territory. Both Joe Burke and his brother, Thomas E. Burke, went over to Philadelphia for the Atwater Kent dealers' convention held on October 20, on which occasion the reduction was announced. Since their return to Boston the new price list has entailed a great deal of executive work; but the manager, who says that about the only Victor goods on hand just now are the cheaper lines, the high-priced instruments having been quickly taken by dealers who are likely to gobble up the next consignment of goods. A recent addition to the Eastern's personnel is Edward Mayo, who is now traveling through the territory as an outside record salesman. A recent caller here was Manager Davis, who is in charge of the Victor artists, and identified with the record department of the Victor Co. While here Mr. Davis attended the benefit concert for Russian music students, which was fathered by Serge Koussevitsky, conductor of the Boston Symphony Orchestra, and at which he played.

Orders Reproducers by Carload to Meet Demand

Kierulf & Ravenscroft, Pacific Coast Distributors, Find Peerless Reproducer a Quick Seller—Place Order for Three Carloads

The popularity of the Peerless reproducer on the Pacific Coast has been so great during the past year and the demand for this speaker has grown so rapidly that Kierulf & Ravenscroft, of Los Angeles and San Francisco, Peerless distributors, recently ordered three full carloads in order to fill their dealers' orders for the present and to take care of the Winter increase in radio sales.

This is the largest order ever placed by this firm, but Mr. Ravenscroft believes that it will be duplicated or increased if the steady increase in sales of these speakers is to be taken care of, and all orders from dealers filled promptly.

"You know, a good reproducer has to do more than just reproduce the human speaking voice," said Mr. Ravenscroft. "Radio wouldn't be so popular if all we had to listen to was a lot of speeches. It's got to get all the shades of expression and the flexible tones of the singing voice as well. It has to catch the deep throbbing notes of the bass and the highest treble of the soprano without making them sound like a roar or a squeak. It must recreate all of the many sounds of an orchestra.

A Billion Dollars Is Waiting

On November 15, the United States Government is obligated to redeem the bonds of the Second Liberty Loan. It will mean a billion dollars in cash or its equivalent turned over to the public, mostly in spendable amounts of from $50 to $1,000.

Present the great Victor line of instruments and records strongly enough to get your share of that billion.

Ditson Service will help you to meet demands promptly

Oliver Ditson Co. Boston

Chas. H. Ditson & Co. New York
From the smallest—

**MODEL NO. 1**
A compact portable—big in tone but small in size
Weight only 8½ lbs.
Price only $12.00

To the largest—

**MODEL GRAND**
A strictly Deluxe portable—rich in tone and appearance with 33" tone chamber
Price $35.00
—and worth it

ASK YOUR JOBBER for INFORMATION on the COMPLETE LINE or for CIRCULARS
Trade-in Problem Is Assuming Growing Importance in the Los Angeles Field

Suggestion Made to Deduct 5 Per Cent Per Month From Original Price to Protect Dealers in Trade-in Deals—Business Continues Brisk, Report Dealers

Los Angeles, Cal., November 1—The combination phonograph department faces today—as of yore, but perhaps to a greater extent than ever—that problem common to so many industries, the trade-in or allowance on old machine, problem. The rapid changes and improvements of new models are, of course, the principal causes of these conditions.

A suggestion has been made, with the idea of making things easier in the future, that all sales and sales contracts should contain a clause, which would be informative only, and in no way binding, which would set forth that the instrument purchased could be exchanged at its original price at any time, less 5 per cent of the original price per month. On such a schedule of allowances the trade-in value would be reduced to zero by the end of twenty months. Perhaps it would be too much to expect every dealer to stand pat at the end of the twenty months and to refuse to give any allowance whatever, but it would at least have a tendency toward educating the public, the first lesson being given at a time when the customer is perhaps in the most receptive mood for same.

The sales from the phonograph division of the Brunswick Co., Los Angeles, for the month of October exceeded those for the corresponding period of last year by a large percentage, which was a matter for considerable encouragement and congratulation to Irving Westphal, recently appointed manager, who took over his new duties on October 1.

Wall-Kane Head Has Three Sons Associated With Him

Nathan Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., now has associated with him his three sons in the organization. Mr. Cohen is thoroughly training the three members of his family in the business. Herman, the oldest, is in complete charge of the routing and shipping department as a stepping stone for higher executive duties planned for him. Harry is dividing his attentions between traveling and supervising in the factory. Solney, the youngest of the three, who only recently graduated from high school, is taking care of office duties.

The "Human Voice" needle, the new silver electro-plated need le has become the leading number of the Wall-Kane line and is demanding most of the factory production capacity at the present time.

Enlarges M. M. Department

The band instrument and musical merchandise section of Frederick Loesser & Co., large department store of Brooklyn, N. Y., has been rearranged and enlarged to permit of consider ably more display space. Each group of instruments is shown in a separate showcase and the arrangement is such that the prospective customer can view the instruments on display from all four sides. William A. Rider, manager of the section, states that business shows an increase over the same period of last year.

J. M. Spain, Southern California manager for the California Victor Distributing Co., wholesale headquarters for Victor products, reports sales for October, 1927, exceed by a large margin those for October, 1926. Publicity has done a good job with the Columbia line and one hears on all sides praises for the present products and optimistic predictions for the future. W. H. Lawson, Los Angeles wholesale manager, is being kept very busy dividing up and allotting goods to fill orders received from his steadily increasing number of new dealers.

Major General Harbord, president of the Radio Corp. of America, accompanied by Meade Brunet, manager of the Radotron department; Quinton Adams, manager of the Radiola sales division; Pierre Boucheron, advertising manager; G. Harold Porter, manager of the Pacific Coast division, arrived in Los Angeles recently. General Harbord was host at a luncheon given to the Radio Corp. of America distributors of Southern California.

General Harbord gave a most interesting talk in regard to the progress of the electrical laboratories of the Radio Corp. of America, and described the perfecting of the so-called Television in the near future.

W. H. Richardson, president of Richardson's, Inc., prominent Seventh street music store, was elected president of the Music Trades Association of Southern California at the annual meeting which took place October 12.
George C. Beckwith
Reports Good Business

President of George C. Beckwith Co., Minneapolis, Home From Trip, Points Out That Sales Depend on the Dealer's Aggressiveness

George C. Beckwith, president of the George C. Beckwith Co., Minneapolis, Minn., prominent talking machine and radio distributor, recently returned from a trip during which he visited a number of the leading cities throughout the country. "As a result of my trip," reported Mr. Beckwith, "I found business good almost everywhere, having talked with men in a position to know. It is simply a case of dealers keeping themselves in the public eye, offering a good line of merchandise and treating the public fairly and squarely. Just because of the healthy state of business many dealers are inclined to sit and wait for business to seek them. We have a number of live dealers in and around the Twin Cities who have made money consistently in every line they handle, including radio. Constant effort, good merchandise, a fair policy and keeping themselves before the public are responsible."

Mr. Beckwith pointed out that one prerequisite of success is to keep in the public eye favorably, and those dealers who allow the public to know that they are alive and aggressive always demand respect and attention from the buying public. Mr. Beckwith especially mentioned the R. N. Cardozo & Bros. Co., one of the largest and best-known house furnishing establishments in the Northwest, located in St. Paul. "The Cardozo Bros.," said Mr. Beckwith, "have always kept themselves where the public had to see them." At the St. Paul Radio Show, held late in September, the Cardozo organization maintained an attractive display wherein the line of Mohawk radio receivers and the Pyramonic speaker were exhibited. The booth attracted much attention from the public and Cardozo Bros. report that they are reaping the harvest.

The George C. Beckwith Co. is distributor of Mohawk products in Wisconsin, Minnesota, North and South Dakota. In addition to the general headquarters located in Minneapolis, a large branch office is maintained in Milwaukee to serve the Wisconsin territory.


An "A" eliminator, employing a dry disc rectifier, has been announced to the trade by the France Mfg. Co., Cleveland, O., which has been licensed to use the electrolytic filter made under patents of the Andrews-Hammond Corp., this particular filter being the one most popularly used in such devices to-day. It is made in two models for replacing both four and six-volt batteries.

It is said this device, under normal line voltage, will satisfactorily operate a set of eight 201-A tubes or equivalent, but for all practical purposes is recommended for use in connection with the popular five and six-tube sets equipped with power tubes. It operates only while the radio receiving set is in use and consumes no more current than the average house lighting bulb.
**Recording Artists in Concert Appearances**

**Invite Record Tie-ups**

The following list of concert dates of a number of recording artists has been compiled for the benefit of dealers who wish to promote the sale of records of artists appearing in their cities or towns. Tie ups can be effected through the medium of window display or by direct mail, calling the attention of customers to the scheduled appearances and a mention that the artist's recordings are available:

**VICTOR ARTISTS**

- November 21, Ann Arbor, Mich.; November 27, Iowa City, Ia.
- November 24, Laramie, Wyo.; November 29, Denver, Colo., Albany, N. Y.
- November 25, Akron, Ohio; December 3, Washington, D. C.
- December 6, New Rochelle, N. Y.

**COLUMBIA ARTISTS**

- November 15, Philadelphia, Pa.; November 22, Akron, Ohio; December 3, Washington, D. C.
- December 5, Lexington, Ky.; December 7, Appleton, Wis.; December 21, St. Louis, Mo.; November 29, Cedar Rapids, Ia.
- December 22, Salt Lake City, Utah.
- December 23, Chicago, Ill.
- December 25, Columbus, Ohio; December 28, Portland, Ore.
- January 23, Portland, Ore.; January 24, Vancouver, B. C.; January 25, Salt Lake City, Utah; January 4, Chicago, Ill.; December 31, New York City, N. Y.; December 31, New York City, N. Y.

**MADAME TASCHA HEIFETZ**

- November 19, Salt Lake City, Utah.

**ERIK A. H. RUSSELL**

- November 29, Canton, Ohio; December 1, Pittsburgh, Pa.

**STEWART-WARNER Matched-Unit Radio**

**7 Signs that will guide you to Profit Town**

1. **Start right—half the battle.** The road to Profit Town starts with the manufacturer. What can be done for you? Stewart-Warner makes you a complete manufacturer that every prestige and mass market man will warm up to.

2. **Cautious! Sharp Curve Ahead!** What can you do to help yourself? The Stewart-Warner way! Send a road guide to Profit Town—the first step to success! The Stewart-Warner plan today. The franchise for both is the usual result. There are no crossroads.

3. **Look! Cross Road!** Here's where the collisions occur—the crash between the high-pressure salesman and the durable good. Get out of the hole the high-pressure salesman has made. Listen to the talk of long-distance salesmen. The Stewart-Warner way.

4. **Down Grade Ahead!** Some men won't be guided by the experience of others. They make up hastily with the products of the overseas Henrys. Here's where your Magnetico and Dynamic Speakers and Units will supply the answer. They are made under old and new exclusive Magnavox patents. They possess characteristics which only the dynamic speaker can possess. They also lack the inherent objectionable characteristics of all magnetic speakers.

5. **Caution! Road Washed Out!** In spite of many warning signs, some dealers still listen to the talk of long-distance salesmen. The dealer who believes this kind of talk is an unscrupulous man. Even if he is sincere, in his heart he knows the high-pressure salesman has called his bluff.

6. **Look! Cross Road!** Here's where the collisions occur—the crash between you and a new sales proposition. Tragedy is both in the seller's and the buyer's interest. There are no crossroads. Stewart-Warner presents no 'spot' competition. This advice is free and the road is yours to travel.

7. **Caution! Road Washed Out!** In spite of many warning signs, some dealers still listen to the talk of long-distance salesmen. The dealer who believes this kind of talk is an unscrupulous man. Even if he is sincere, in his heart he knows the high-pressure salesman has called his bluff.

**Profits Town—Welcome To Our City**

Any Stewart-Warner Dealer will tell you to be in Profit Town. It won't sell you by high-pressure methods. It weighed all the facts and invited competition. Stewart-Warner dealers were invited. Why isn't it in your territory? Ask your manufacturer. He'll tell you the many reasons why you're not there. And he'll tell you how you can change your present policy to the next step—the Stewart-Warner way.

**Magnavox Speakers and Units Featured in Publicity**

Series of Leaflets Issued by Magnavox Co. Illustrate Magnavox Line of Permanent Magnetic and Dynamic Speakers and Units

**OAKLAND, CAL.**, November 4—The Magnavox Co., manufacturer of Magnavox speakers and speaker units, received a distributor to the trade a series of interesting pamphlets dealing with its various types of products and giving full details as to the outstanding features of each, their capabilities and the method of installation to secure the best results.

In the leaflet devoted to Magnavox permanent magnet type cone speakers, some facts regarding "Low noise" and "High sensitivity" are given. The speaker units are designed for use with the information that this type Magnavox speaker will pass frequencies down to about 100 cycles and transmit frequencies up to 10,000 cycles. The speakers are purposely wound with a cut-off of 5,000 cycles. The Magnavox permanent magnetic speakers have four pole pieces all exerting equal force with a special arrangement permitting the space between them to be used for the coil winding, a small air gap giving sensitivity, a small total mass to move and a small paper cone only seven inches in diameter and an extra large magnet. Both the Warwick and Hi-Seven model speakers use the same Magnavox cabinet. The two models present beautiful appearances, the Warwick with a front of Butl Bar Walnut and the Hi-Seven mounted on a mahogany easel type frame. Recommendations for the installation of the unit are given.

Three models of Magnavox electro-dynamic power cone speakers are illustrated and described. Recommendations for the installation of the unit are given. These models are Warwick and Lobory models. They are the Aristocrat, Beverly and Lobory models, and a third of which are

**Magnavox Aristocrat Model**

In a paragraph the dynamic speakers are described thusly: "Magnavox dynamic speakers differ from other speakers both in principle of operation and in design of construction. They are made under old and new exclusive Magnavox patents. They possess characteristics which only the dynamic speaker can possess. They also lack the inherent objectionable characteristics of all magnetic type speakers." Full descriptions of the principles of this speaker and instructions as to its use are contained in the leaflet. The Beverly and Aristocrat models are for use with new exclusive Magnavox permanent magnet type units for both the six-volt type and 110-volt type. The Beverly model is a table type mahogany cabinet and the Aristocrat has two tone mahogany legs and corner with Butl Bar Walnut panels. The Lobory power speaker is recommended where a 50 to 60 cycle alternating current is available. This model is a dynamic cone speaker, recifier type and a complete unit combined in an unusually artistically designed mahogany cabinet.

Three types of Magnavox power cone radio speaker units are illustrated and described in a separate leaflet with full instructions for their uses and installation, with details of their features and capabilities.
Trade Delegation Attends Revenue Law Hearing

Alfred L. Smith, C. J. Roberts and Delbert L. Loomis Represent Association of Music Merchants at Hearings in Washington

A delegation composed of Alfred L. Smith, general manager of the Music Industries Chamber of Commerce; C. J. Roberts, president, and Delbert L. Loomis, executive secretary of the National Association of Music Merchants, appeared before the Ways and Means Committee on November 3 for the purpose of presenting the views of the music industry on the double taxation feature of the Revenue Act of 1926.

For 1928

For any type of blotter requirement—

"Give it to Schilling!"

[PRODUCERS of UNUSUAL BLOTTERS]

The SCHILLING PRESS, Inc. Printers of Quality

Schilling Building

COMBINED RULER—BLOTTER—CALENDAR

A HANDY BLOTTER FOR ALL YEAR USE—FINE FOR RADIO FANS

Write for samples—prices—ideas

New Gold Seal Tube Said to Change AC to DC Current

New Rectifier Tube Developed by Gold Seal Electrical Co. Used in Battery Eliminators Is Winning Widespread Popularity

A new rectifier tube, designated as GSX-213, has been developed by the Gold Seal Electrical Co., New York. The new tube is said to change alternating current to direct current, thus making it available for radio use. It is used in battery eliminators of suitable design and is becoming widely popular among radio set owners throughout the country for this purpose, according to the manufacturers.

New Sentinel Radio Power Units Being Introduced


The Sentinel Division of the United States Electric Corp., formerly known as the Sentinel Mfg. Co., is introducing to the trade several new radio power units. There has been added to the line of "B" power units the Model B-C Junior, delivering 60 milliamperes at 180 volts. This product, which was placed upon the market November 1, retails for $37.50 equipped with the tube.

A new completely automatic "A" unit of the electrolytic type retailing at $37.50 has also been perfected. This unit delivers 3 amperes and is equipped to deliver power to any receiver regardless of the number of tubes. Features among the new products is an "A-B-C" power pack, which has been designed for manufacturers' original installation. It is built for use with the 281 tube and is absolutely dry, containing no batteries or electrolytes. The "A" section of the unit delivers 2½ amperes plus, and the "B-C" delivers up to 180 volts, thus allowing it to handle sets having as many as ten tubes, including a power tube.

Attractive Line of Metal Radio Cabinets Announced

A line of metal radio cabinets was recently announced to the trade by the Commercial Metal Works, New York, a new concern recently organized by Julius Oppenheim, who is well known as a designer. The line now consists of six consoles and two table models, and new designs will be brought out from time to time, it is announced. The cabinets are finished in old gold, bronze or antique silver, in colors.
Thos. A. Edison Featured in Radio Broadcast Program

Noted Inventor Answers Series of Questions as Part of Program to Celebrate 48th Anniversary of Invention of Incandescent Lamps

The outstanding feature of the radio program arranged by the General Electric Co. on October 21 through a hookup of forty-four stations to celebrate the 48th anniversary of the invention of the incandescent lamp by Thos. A. Edison was the appearance before the microphone of the inventor himself, it being the first time that he ever broadcast with the exception of the occasion of the golden jubilee celebration of the phonograph when he repeated into the microphone of one station his original phonographic test verse of "Mary Had a Little Lamb." Mr. Edison's part in the program was in the nature of an interview in which the inventor answered a number of questions propounded to him in a voice of surprising strength and carrying power. Mr. Edison declared among other things that he was working as hard as ever, and considered the incandescent electric lamp one of his most important inventions. He declared most inventions were made by men in their younger years because at that time they possess greater energy and will for work, and in answer to a question "Do you think that the tendency in America will be toward bigger and better business?" he said: "Competent men are not too numerous and not enough to go around. Hence large corporations have the advantage as they can afford high salaries and thus obtain better management."

Talks by officials of the General Electric Co. and a concert by the Goldman Band rounded out the program.

C. Bruno & Son, Inc., Forms Foreign Record Department

P. Silverman in Charge of New Department Recently Opened by Prominent New York Victor Wholesale Organization

C. Bruno & Son, Inc., Victor wholesale, New York City, report exceptional record business. The month of October witnessed a remarkable volume of sales, surpassing the volume of business done during the same period in all other years. For a long time C. Bruno & Son, Inc., have appreciated the opportunities afforded in the foreign record section of the Victor catalog. Its business in Victor foreign records has reached the point where a separate foreign record department has been organized to take care of this constantly growing end of the business. P. Silverman, who has been with the Bruno organization for some time, has been appointed in charge of the department.

Jerome Harris, secretary of the company, is tremendously enthusiastic over the merchandising possibilities of the Victor line of Orthophonic Victrola, Electrola and Radiola combinations. Considerable activity is manifested throughout the entire line, and Mr. Harris points out the particular opportunities afforded in the various Orthophonic or Electrola and Radiola combinations. These combination models are listed as low as $275 and range upward in a wide variety of styles and prices. The majority of these models are AC type operated.

Patent Claims Upheld

The validity of certain claims of the Lowenstein patent No. 1,221,764 of July 3, 1917, and of the Mathes patent No. 1,426,754 of August 22, 1922, was upheld by the United States District Court for the Southern district of New York, in an opinion by Judge Winslow dated November 2, 1927, according to an announcement issued by David Sarnoff, vice-president and general manager of the Radio Corp. of America. The decision held that certain radio receiving apparatus infringed those claims. Mr. Sarnoff's statement explains that the Lowenstein patent is commonly known in the radio art as the "negative grid bias" or "C battery" patent, and the invention is extensively used in radio apparatus to prevent distortion of speech and music and to reduce "B battery" consumption. That feature of the Mathes patent which was before the court is in the nature of an improvement on the Lowenstein invention and comprises an arrangement utilizing the potential drop across a resistance for securing the desired grid bias. The patents are owned by the American Tel. & Tel. Co., and the Radio Corp. of America as well as its licensees are licensed under both patents.

Weston Electric Shows Gains

The Weston Electric Instrument Co.'s report for the third quarter of 1927 shows a net income of $109,884, after depreciation, estimated Federal taxes, and other charges, equal to 71 cents earned on $7,000 class A and to 46 cents earned on $50,000 common shares. This compares with $92,768, or 55 cents and 30 cents respectively in the June quarter, and with $132,299, or 68 cents on 100,000 class A and 43 cents on 150,000 common shares in the third quarter of 1926.

Diamond T in Trouble

South Bend, Ind., November 7—On application of the Nichols Printing Co., Thad M. Talcott, Jr., has been appointed by the Superior Court as receiver for the Diamond T Radio Manufacturers, Inc. Assets are estimated at $80,000, liabilities $19,000.

Two New Peerless Portables Introduced to the Trade

Peerless Vanity and Peerless Vanity Deluxe Portable Phonographs Now Being Marketed by Prominent New York Manufacturer

The Peerless Vanity and the Peerless Vanity Deluxe are two new portable phonographs which have just been placed on the market as additions to the line of portables now being manufactured by the Peerless Album Co., New York. An outstanding feature of the Vanity is the fact that there is nothing to erect, adjust or dismantle, and it is always ready to play when opened. The placing of the record on the turntable and winding is all the attention the Vanity needs. According to Phil Ravis, president of the Peerless Album Co., who states that his organization has been working many months on these new models, the Peerless Vanity is covered in attractive fabrics in two-tone effects, and weighs only 8 pounds. It has a carrying capacity of six records and plays two ten-inch records with one winding. The equipment includes a genuine Flyer motor and tone arm with phonitotype reproducer giving the volume of larger phonographs, the manufacturer's announcement states. The Vanity Deluxe is covered in genuine leather, gold tooled, with padded top and attractive colorings, and Mr. Ravis says that the Peerless organization expects this model to be in great demand. The complete line of Peerless portables ranges in price from $12 to $30 list, covering a wide potential demand.

The Peerless Co. is also enjoying a splendid business on its well-known line of Artkraft and Loose Leaf albums, according to Mr. Ravis.

In New Home

The Phonograph Supply Co., Sioux City, La., has moved to new and larger quarters at 119 War Eagle Building, where additional facilities and new equipment will insure customers of improved service.

For more than 10 years KRASCO Motors have given satisfaction. A new Catalog gives complete details of KRASCO Motors—1, 2, 3 and 4 springs—2 to 10 records with one winding. Ask for a copy.
Amazing New AC radio tubes eliminate batteries by use of
electric house current

NEW RADIO TUBES TO
USE ORDINARY HOUSE CURRENT FOR POWER
NEW YORK, Jan. 3rd.—Much interest was aroused in radio circles
recently by the announcement that a radio tube had at last been perfected
which used ordinary electric house current in the operation of the set.

CROSLEY RADIO CORP.
Cincinnati, Ohio

STORIES in regard to the coming of AC tubes which would operate from house lighting circuits appeared in various newspaers last spring, bringing to a climax great anticipation in the public mind.

With the acquisition of a license by the Crosley Radio Corporation under a large group of patents controlled by the Radio Corporation of America, American Telephone and Telegraph Company, General Electric Company, Westinghouse Electric and Manufacturing Company, etc., the Crosley AC Bandbox is possible through the use of the new R. C. A. alternating current tubes UX226 and UX227. These tubes utilize for their filament and heating regular alternating current from the house lighting circuit.

The current is stepped down by means of a transformer without need of rectifiers to supply the heat necessary for the functioning of the tubes. The converter box, which is included with the Crosley AC Bandbox, can be tucked away out of sight. It is connected to the Bandbox by a cable and also supplies the current for the plate voltages on the tubes, replacing B batteries.

Thus the Crosley AC Bandbox functions entirely from the regular house lighting current without need of batteries, battery chargers, or any of the other usual paraphernalia which requires attention, care and early replacement.

The Crosley AC Bandbox, with the new alternating current tubes, is truly revolutionary, and brings to the radio user an entirely new conception of care-free radio entertainment of the highest standard of performance.

The Crosley BANDBOX is the country's most talked of radio! This popularity centers around two major factors:

1. The imposing array of patents under which it is built.
2. The number and quality of the features Powel Crosley, Jr., has built in it for the price.

And what value Crosley has added to the imposing engineering talent behind the BANDBOX:

1. Complete shielding of all elements.
2. Absolute balance (genuine Neutrodyne).
3. Volume control.
4. Acumulators for sharpest tuning.
5. Single cable connections.
7. Illuminated dial.

Today's radio must be adaptable to the home. It must fit into all kinds of conditions. Perhaps you have a bookcase corner—a desk compartment—a chest—or even a bureau drawer where it could be tucked away. Maybe you want it to be part of the furnishings, as an impressive console or credenza cabinet. The Bandbox fits in everywhere.

The metal outside case is easily and quickly removed. The set is solidly mounted on a stout steel chassis. All controls are assembled together in the front, cabinet panels are easily cut to allow their protrusion. The metal escutcheon is screwed on over the shafts and the installation has all the appearance of being built to order.

Two large furniture manufacturers have designed console cabinets in which the Bandbox can be superbly installed. (Shower Bros. Mfg., Co. of Blooming- ton, Ind., and the Wolf Mfg. Co. of Kokomo, Ind.) Powel Crosley, Jr., has approved them mechanically and acoustically and has seen to it that the famous Crosley Musicons are built in them, so that the best type of loud speaker reproduction may be insured.

This is the kind of a radio you have been waiting for—the real direct electric set that requires absolutely no attention. Let it run all night! Who cares? No run-down batteries greet you in the morning. You owe it to yourself to see the Bandbox and listen to its remarkable performance. If you cannot easily locate the nearest Crosley dealer, his name and address will be supplied on request. Write Dept. 26.

CROSLEY RADIO

THE CROSLEY RADIO CORP.
Powel Crosley, Jr., Pres.
Cincinnati, Ohio

"You're there with a Crosley"
dance
music
refreshed
with
beguiling
syncopation

"RAIN"

40896  RAIN, Fox Trot Vocal Chorus
       10 in. 75c
BLACK MARIA, Fox Trot
Played by Arnold Frank and His Roger's Cafe Orchestra

Okeh
race
records
of a
dusky
blues
radiance

Lonesome Ghost Blues
8505  LONESOME GHOST BLUES—Guitar and Singing
      10-in.  FICKLE MAMMA BLUES—Guitar and Singing
      75c  —Both sung and played by Lonnie Johnson

Stinging Bee Blues
8506  STINGING BEE BLUES—Vocal, with Piano and Clarinet
      10-in.  BEST FRIEND BLUES—Vocal, with Piano and Clarinet
      75c  —Both sung by Margaret Johnson

Fourteen Steps to Hell
8507  FOURTEEN STEPS TO HELL—Sermon, with Singing
      10-in.  LOOSE HIM AND LET HIM GO—Sermon, with Singing
      75c  —Both preached and sung by Rev. Johnnie Blakey,
          ("The Boy Preacher"), and Congregation

Consolidated Talking Machine Co.
227 W. Washington St.
Chicago, Illinois

Entire Trade in Middle West Territory Anticipates Favorable Holiday Sales

Warm Weather Prevalent in the Middle West During October Responsible for Slight Slump in Sales—Talking Machine Record Sales Continue to Prove Most Satisfactory

Chicago, Ill., November 10.—Phonograph and radio sales in the Middle West territory suffered a slight slump during a period of about two weeks during October. It is interesting to note that at exactly the same time in 1926 there was a dull period which lasted for about the same length of time, but which was abruptly ended with the advent of colder weather and the opening of the Christmas holiday buying season. In many divisions of business, and in many commodity lines, such as coal and clothing, a serious slump has been experienced and the only reason to which it can be attributed is the warm weather which was prevalent in the Middle West throughout October.

The lull is not regarded as a catastrophe, however, for sales for 1927 are far ahead of those for the first ten months of last year. The radio selling season was also pushed farther ahead this year, heavy sales starting fully thirty days earlier. It is expected that the holiday buying season will more than overbalance the two or three lean weeks encountered in mid-autumn and will bring sales totals to a higher peak than in 1926.

The demand for talking machine records continues unabated, although the average increase for the month of October was smaller in proportion than that of September. This reveals an encouraging fact, namely, a lively interest in recorded music and the only machine which can reproduce such music—the phonograph. Many manufacturers have in readiness new electrical reproducing instruments which will be placed on the market shortly, and the makers of electrical pick-ups and amplifier units report a tremendous amount of interest, backed by orders, from the trade.

Interest in New Columbia-Kolster

A sample of the new Columbia-Kolster electrical reproducing phonograph is now on display at the Chicago Columbia offices and the room in which the instrument is displayed is occupied almost constantly by dealers listening to demonstrations. It is expected that a stock of the new instruments will be received at the Chicago Columbia office by the middle of November.

George A. Michel a Visitor

George A. Michel, president of the Belmont Corp., Minneapolis, Minn., recently appointed Sonora distributor, spent several days in Chicago late in October visiting the Tay Sales Co., local Sonora distributor, and Ray Rielly, district manager of the Sonora organization. Mr. Michel accompanied Mr. Rielly to Saginaw, Mich., where they inspected the Sonora plant.

Paul Ash Honored

Paul Ash, popular Columbia recording artist, was a guest of honor at a farewell party staged at the Sherman Hotel on November 4, by the Chicago Comedy Club, of which Milton Weil, music publisher, is president. Mr. Ash sailed for Europe a few days ago and plans to remain on the Continent for about a month. Upon his return his orchestra will make several new records in the Columbia laboratories in New York City.

New Home of U. S. Electric Corp.

The headquarters of the United States Electric Corp. have been established in Room 1910, Bell Building, 307 North Michigan avenue, Chicago. Here Carl D. Boyd, first vice-president and general sales manager of the corporation, makes his headquarters, and a display of all products made by the various divisions of the corporation is maintained, including Apex, Case, Slagle and Workrite receivers and Sentinel power units. The office also is used by executives of the various divisions of United States Electric Corp. as their headquarters whenever they visit Chicago. Mr. Boyd started on an extensive trade tour of the country a few days after the close of the Chicago Radio Show, returning to his desk early in November.

Bush & Lane Launches Campaign

The Bush & Lane Piano Co., Holland, Mich., one of the oldest and most prominent firms in the piano and phonograph industries, recently embarked upon an extensive sales and advertising campaign to bring its new line of radio receivers to the attention of the trade. (Continued on page 112)
The line of radio receivers consists of both battery and electrically operated sets, ranging in price from $80 to $325, including table models, consoles, deluxe consoles with two speakers, a console with battery compartment.

The Bush & Lane organization has prepared many advertising and sales helps for the dealers who handle its radio and phonograph products and the line will be backed by an intensive advertising campaign. Leslie King, general sales manager, and W. Winstrom, manager of the radio division, both men of long experience in the music and radio industries, are in charge of the firm's sales activities. The Bush & Lane Piano Co. has specialized in the building of fine cabinets for many years and its products, which have enjoyed wide distribution, need no introduction to the trade.

Steinite Distributors Appointed
Steinite Laboratories, Chicago, recently announced the appointment of the Great Northern Electric Appliance Co. as distributor of Steinite radio receivers. The Great Northern Electric Appliance Co. maintains offices in St. Paul, Minneapolis and Duluth, as well as at Fargo, N. D., situated so that the territory may be covered to advantage. The American Auto Supply Co., Scranton, Pa.; the Larson Hardware Co., Sioux Falls, S. D., and the Nevada Auto Supply Co., Reno, Nev., have also been added to the list of Steinite distributors.

Visitors to Columbia Headquarters
Many visitors were received at the Columbia offices during the month, including W. C. Fuhri, vice-president and general sales manager, Columbia Phonograph Co.; J. C. Hodge, field supervisor, Columbia Musical Masterworks department, New York; Eli Obersht, Columbia executive office, New York; Norman B. Smith, manager St. Louis Columbia branch, accompanied by C. R. Salmon, St. Louis sales representative for Columbia; Arthur Bergh, of the Columbia recording studios, New York, and his associates en route from California to New York. The local Columbia offices were also favored with visits from Columbia distributors located in Lincoln, Neb.; Oklahoma City, Okla.; and Kansas City, Mo.

Majestic "A" Current Supply on Market
After more than a year of experimental work during which exacting tests were conducted with all types of radio receivers, the Majestic "A" current supply has been placed on the market by the Grigsby-Grunow-Hinds Co., Chicago. According to the executives of the firm, production of the "A" unit was purposely withheld until there was every possible assurance that the Majestic "A" would perform satisfactorily under every normal condition imposed upon it.

The new product furnishes full strength and permanent "A" power from the light socket for radio sets of from five to eight tubes, including power tubes, is absolutely dry in construction using acids on metal in the unit, the maximum output of the Majestic "A" is 2/5 amperes at six volts. For best results a Jewell 589 direct current voltmeter is recommended for determining the proper setting of the voltage regulator. The receptacle is provided on the front panel for plugging in the "B" supply, so that both "A" and "B" units are operated with one light socket connection. There is a convenient switch on the cord of the "A" unit for controlling the sources of power supply, this switch acting also as a control for the set.

In general construction the Majestic "A" is similar to the Majestic "B." The rectifier used is of the dry-plate type which has been in use for several years in battery charging devices. The Majestic "A" rectifier is supplied with a "B" supply, so that both "A" and "B" units are operated with one light socket connection. There is a convenient switch on the cord of the "A" unit for controlling the sources of power supply, this switch acting also as a control for the set.

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SCIENTIFIC thoroughness is the keynote of Zenith manufacture — thoroughness in design, in construction, in workmanship, in inspection and in shipment. So far as is humanly possible, mediocrity, carelessness, and faulty manufacture have been eliminated from Zenith Radio. So—Zenith is today the world’s largest manufacturer of high grade radio.

Three different circuits—6, 8 and 10 tubes—battery or electric—some with antenna—some with loop—others without loop or antenna—16 Models. $100 to $2500.
self with every detail of the Columbia policy and merchandise.

Quallitone Antennae in Demand

The Duro Metal Products Co., Chicago, manufacturer of phonograph tone arms and reproducers, is also well known in the radio field through its products, Quallitone loop antennae. The Deluxe model, which is illustrated herewith and which retails for $12.50, is made of selected solid walnut hand-rubbed in a natural finish. The wire spacers are of high-grade insulating material, which reduces losses to a minimum. Insulated flexible stranded wire, covered with brown silk braiding, is used on the antennae and three long leads are furnished for connecting the loop to the receiver. The Quallitone antenna is equipped with a removable center tap and either two or three leads Quallitone Antennae may be used as desired. The loops are provided with an adjustment feature which insures tight wires at all times. The Deluxe model turns within a radius of five inches and is designed for use with one-half inches and is designed for use with

UNITED MOTOR No. 5

Improved "6-Record" Motor

at a LOWER PRICE

- Perfected and proven by more than 2 years' successful operation
- Plays 6 records with one winding
- Very quiet and easy winding
- Runs evenly under load
- Very rugged in construction

Write for quotation and sample—Phonograph Motor Division

UNITED AIR CLEANER CO., 9702 Cottage Grove Ave., Chicago, Ill.

UNITED PHONOGRAPH MOTORS

(Continued from page 112)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

The Talking Machine World, New York, November, 1927

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tives. Another recent visitor to the Mohawk headquarters was Robert C. Colman, manager of the radio division of the George C. Beckwith Co., Minneapolis Mohawk distributor.

Kellogg Dealers at Dinner Meeting

One hundred dealers from St. Louis, Eastern Missouri and Southern Illinois, were present at a dinner and meeting held at the Coronado Hotel, St. Louis, on the evening of November 9. The event was staged jointly by Kellogg Switchboard & Supply Co., Chicago, and the Globe Electric Co., distributor of Kellogg radio products in the St. Louis territory. H. C. Abbott, director of sales promotion; Mac Harlan, advertising manager of the Kellogg organization, and J. R. Carter, president of the Globe Electric Co., addressed the dealers, outlining the merchandising and advertising program which is placed behind the Kellogg products.

New Valley "A" Battery Charger

A new automatic "A" battery charger is the latest product to be introduced by the Valley Electric Co., St. Louis. With this charger both "A" and "B" current supplies are controlled automatically from the switch on the radio receiver, there being an automatic relay switch constructed within the charger case. The "B" power unit is attached to the charger through a "B" power supply receptacle mounted on the back of the case. By use of the relay the charger is disconnected and the "B" power is connected to the set. When the switch on the receiver is turned off the reverse operation takes place. If "B" batteries are used instead of a "B" power unit, the charger may also be controlled from the radio set switch. The Valley automatic charger delivers either 1½ or 2½ amperes, being regulated through a

(Continued on page 116)

Unfailing Power
PLUS Outstanding Value
for TOMORROW'S
"all-electric" RADIO

THE clauamerous nation-wide demand of set owners, dealers and leading builders of "all-electric" receiving sets for the super-performing light-socket devices for batterless Radio, has established this new GREENE-BROWN line as an outstanding engineering achievement and merchandising success.

Engineers, producers and buyers of radio receivers, now recognize GREENE-BROWN current conversion principles as primary factors in improving radio reception. Even the most elaborate receiver or reproducing mechanism fails to constantly provide the utmost degree of clarity, smooth, undistorted volume, and sweet full-tone qualities demanded by set buyers of today, where the power-supply depends on batteries which lose strength from each hour of service.

Lasting radio popularity and buyer satisfaction depend chiefly on full-powered reception of fine quality. GREENE-BROWN engineering, large-scale production and low prices enable dealers and set-makers to meet all competition. Insures improved performance and salability for receiving sets of any size.

Radio-sets powered the GREENE-BROWN way pay off! No servicing hazard. The sale completes the deal. FOOLPROOF construction. Simplified installation. Operation—entirely Automatic! Nothing to break down, wear or require service. Fixed output voltages, plainly marked, and elimination of variable adjustments (exclusive in all GREENE models) insures constant controlled reception, at any distance.

For Selectivity, Volume, Tone and Clarity utterly beyond belief—until your own ears prove it—subject a GREENE-BROWN Unit to any test. Then, if it doesn't sell itself to you—DON'T KEEP IT!

SET MANUFACTURERS: There is a GREENE Power Unit to fit every set, or as many different ones you need. Write or Wire.

SOLD WITH AN ABSOLUTE GUARANTEE
Activities of the Trade in Chicago Territory

(Continued from page 115)

high and low plug installed under the lid. A strong metallic element, said to be a new type of rectifier in appearance and performance, is employed in the Valley charger. The charger switch, which automatically disconnects the "B" unit when the receiving set is turned off and likewise automatically connects the "A" unit or trickle charger so that the set user may merely turn the set switch on and off. The Vesta "B" power unit is supplied in two ca-

Valves Will Improve Your Store Front

(Continued on page 116)

Fibre needles, to deliver soft and mel-
iof radio power units made by the Vesta Battery Corp., Chicago, is a "B" power unit which has met with unusual acceptance at the hands of both the trade and the public, according to the company. Housed in a compact cabinet of rich crystal enamel with a Bakelite panel, it presents not only an attractive unit, but one equipped with cord, plug, leads and clips.

Vesta "B" Power Unit Popular

Included in the line of radio power units is the Vesta battery corp., Chicago, which is a "B" power unit which has met with unusual acceptance at the hands of both the trade and the public, according to the company. Housed in a compact cabinet of rich crystal enamel with a Bakelite panel, it presents not only an attractive unit, but one equipped with cord, plug, leads and clips.

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Valves Will Improve Your Store Front

(Continued on page 116)
Joseph Wolff and Henry Gerard Form Company

Joseph Wolff, for the past eighteen years associated with the Sonora Phonograph Co., Inc. and for a number of years first vice-president in charge of production, resigned from the Sonora organization a few weeks ago to form the Quality Factories, Inc. Associated with Mr. Wolff in this new company is Henry Gerard, for ten years identified with the Sonora organization and for a number of years purchasing agent of the company. Mr. Wolff is president and secretary of the new company and Mr. Gerard is treasurer and superintendent.

Quality Factories, Inc., have opened offices at 11 West Forty-second street, New York, and the company has already made arrangements with a number of radio manufacturers for the production of phonograph and radio industries for exclusive sales representation in the Eastern territory and in some instances for the entire United States.

The company's plans in detail together with the lines which it will represent will be announced within the course of the next few weeks.

Both Mr. Wolff and Mr. Gerard are well-known throughout the phonograph and radio industries and have an extensive acquaintance and friendship with manufacturers, jobbers and dealers. Mr. Wolff is recognized generally as one of the leading authorities on cabinet design and construction and Mr. Gerard is thoroughly familiar with every phase of the two industries through his activities as Sonora purchasing agent.

“Kellogg Sales Helps”—A Bulletin for Dealers

A bulletin captioned “Kellogg Sales Helps” was recently issued to Kellogg dealers in order to transmit to the trade some new thoughts on the advertising and merchandising of radio products. The bulletin has been received so enthusiastically by the dealers and the reaction to the first issue published in October was so gratifying to the Kellogg Switchboard & Supply Co. officials that it is planned to publish the bulletin at regular intervals. The Kellogg advertising plan, providing co-operation for the Kellogg dealers in securing how to cash in on Kellogg A. C. radio advertising, and the advertising material which is furnished free to Kellogg dealers are all illustrated and described in the bulletin.

Columbia European Sales Manager Visits Gotham

John Sabine, general European sales manager of the Columbia Phonograph Co., Ltd., and internationally prominent in the phonograph industry, is a recent visitor to this country, making his headquarters at the executive offices of the Columbia Phonograph Co., Inc., New York City. Accompanied by H. C. Cox, president of the Columbia Co., Mr. Sabine visited the Columbia factories at Bridgeport, Conn., and then left for San Francisco, where he will meet Louis S. Sterling, managing director of Columbia, to keep pace with the demand created through the Columbia Switchboard & Supply Co. officials that it is planned to publish the bulletin at regular intervals. The Kellogg advertising plan, providing co-operation for the Kellogg dealers in securing how to cash in on Kellogg A. C. radio advertising, and the advertising material which is furnished free to Kellogg dealers are all illustrated and described in the bulletin.

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Transform the S-c-r-a-t-c-h in Your Speaker to a Beautiful Mellow Tone with a

SCANLAN SPEAKER CHEST

An output transformer that will instantly eliminate all rasping and distortion caused by paralysis from high “B” voltage and allow the loud speaker to perform as it should—with a soft and mellow tone quality.

SCANLAN SPEAKER CHEST combines beauty with performance. It protects speaker coils from the shattering “B” voltage which materially decreases The Life of Your Loud Speaker.

The design and finishes of the SCANLAN SPEAKER CHEST eliminate the trouble of having to install it inside of a set. It needs no mechanic to install it. Just hook the speaker into the chest and the chest wires in the speaker-jack on set. The beauty of tone and volume is instantly apparent.

Write for complete information on audio frequency transformers and power compacts.

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In a recent chat with The Talking Machine World, W. L. Marshall, advertising manager of the Victor Co., stated that Victor dealers everywhere are evincing the keenest interest and enthusiasm in the Victor Masterpiece records and the public is responding.
Victor Dealers Receive Christmas Sales Helps

Advertising Department Prepares Handsome Brochure Illustrating and Describing Full Line—Display Material Provided

In accordance with its usual custom, the advertising department of the Victor Talking Machine Co. has just announced its dealer help for the Christmas season, and if used properly this Victor literature should be an invaluable sales stimulus to Victor dealers during the Christmas period. A very handsome brochure in several colors entitled "Bring Life and Joy and Lasting Happiness into Your Home This Christmas" features all of the various instruments in the Victor line including Orthophonic Victrolas, Automatic Electrolas, Electrola Radiolas, Orthophonic Electrola Radiolas, Automatic Electrola Radiolas and portables. The Christmas spirit is carried out in the text of the brochure and this literature is typical of the standing and prestige of Victor products.

Supplementing this publication is a Christmas hanger which reproduces the national advertising being used by the Victor Talking Machine Co. in the leading magazines during the holiday season. This advertisement, which embodies Christmas coloring, reproduces eight of the popular models in the Victrola instrument line and under the heading "Music, the Imperishable Gift," gives a vital and timely message to the millions of magazine readers, with the suggestion that the consumer visit the nearest Victor dealer in order to make an immediate selection of any of our Excellent or Super-Excellent numbers against any other furniture and reproducing equipment.

Popularity of the Audak Reproducers Going Strong

Maximilian Weil, president of the Audak Co., New York City, prominent in talking machine circles as the manufacturer of the Audak Polyphase and Singlephase reproducers, reports exceptional sales accomplishments during the month of October. The sales volume of these reproducers during the month of Octo-

Model 1221

$55.00 List
including five foot tone chamber and Utah unit

LIBERAL DISCOUNTS
to the trade can be arranged for
R. C. A., Atwater Kent, Crosley, Fada, Kolster, Bosch and other receivers

Send for complete catalogue

Plymouth Furniture Co.
25 E. Juneau Ave.
Milwaukee, Wisconsin

Real Furniture For Radio

MADE BY A FIRM WITH 40 YEARS EXPERIENCE IN MANUFACTURING FURNITURE WITH TRUE REGARD FOR ARTISTIC BEAUTY.

29
Models in Stock

Which can be fitted for any Atwater Kent, Radiola 16 or 17, Crosley or other popular radio receivers.

Write Your Own Ticket

CHARGING grace of design, refinement, smart appointments, graceful shapings, beautifully grained woods and exceptionally fine lacquer finish.

You will find all of the above points predominating in our Furniture. Display a sample of any of our Excellent or Super-Excellent numbers against any other furniture and you will find that ours has that "Eye Appealing" value and instantly creates that desire for possession.

Catalog of Complete Line Sent Upon Request

Send for Catalog of Complete Line with full description.

EHLERT'S Super-Excellent Console

EHLERT'S Super-Excellent Desk

FURNITURE THAT WILL COMPARE FAVORABLY WITH OTHER FURNISHINGS FOR THE DRAWING-ROOM, LIBRARY OR LIVING-ROOM.

 Buffalo RCA Retailers

Hold Meeting at Statler

BUFFALO, N. Y., November 10.—A meeting of authorized Radio Corp. of America dealers in this territory was held yesterday at the Hotel Statler under the auspices of Curtis N. Andrews, RCA jobber. The meeting began with a luncheon at noon and continued until the evening. The evening session was preceded by a dinner. Among the speakers at the gathering were three representatives of the Radio Corp. of America: E. A. Nicholas, district sales manager; J. Israel, service representative, and M. I. Bergin in charge of Radiotron sales. The meeting was well attended and the consensus of opinion was that it was distinctly well worth while and that the coming season will be a record breaker in sales volume.
Weymann Victor Dealers Hold First Monthly Meeting

More Than Thirty Victor Dealers of Philadelphia and Vicinity Met on Tuesday, November 8—To Meet Every First Tuesday

Philadelphia, Pa., November 10.—A meeting of the Philadelphia Victor Record Sales Club sponsored by H. A. Weymann & Son, Inc., was held at the Chamber of Commerce rooms, this city, on Tuesday morning, November 8.

Lewis Morgan acted as chairman and introduced Victor Moore, who made the principal address. It was decided that meetings would be held on the first Tuesday of each month and that a new chairman would be elected for each meeting. Miss Marian A. Mills, of the J. R. Wilson Co., will preside at the December meeting.

A booklet containing special information on the S. R. O. program was distributed to those attending by the Weymann organization.


3000 Console Speakers Per Day Made by Farrand Co.

More than 3,000 console speakers per day are being produced by the Farrand Mfg. Co., Long Island City, N. Y., for four leading radio set concerns, according to an announcement by George H. Kiley, sales manager. Early this year the Farrand Co. decided to discontinue the manufacture of console speakers on contract because of factory changes that were required, but the heavy demand for these consoles equipped with the standard Farrand speaker has caused the organization to decide to build the products for a dozen radio manufacturers during the 1927-28 season. This decision will increase production to more than double the present daily figures, according to Mr. Kiley.

New Blair & Brodrib Branch

New Britain, Conn., November 10.—Blair & Brodrib, operating a chain of general music stores in Waterbury, Bristol and New Haven, have just opened a new branch at 170 Main street, this city, with George D. Noel as manager. The store handles Hobart M. Cable pianos, Lester, Leonard, Cable & Sons and Wintner pianos as well as Victor, Edison and Brunswick phonographs and records in the talking machine department.

The Columbia Phonograph Co.'s Radio Hour on November 16 will consist of a program of "Native European Music," featuring especially 100 voices from the Swabischer Sangerbund of Newark, German, Scandinavian, Austrian and Spanish music will be played.

Zenith Radio Corp. Brings Suit Against Three Dealers

Alleges These Michigan Dealers Use Misleading Advertising to Detriment of Company—Other Suits to Be Started in Various States

Chicago, Ill., November 9.—The Zenith Radio Corp., of this city, manufacturer of Zenith Radio receiving sets, has just filed suit in the Federal Court of Detroit, Mich., against three retail stores known as Mark's Auto Accessories, Inc., Grand Rapids, Mich.; Dave's Auto Accessories, Detroit, Mich., and the John Ross Sales Co., Detroit, Mich., alleging that these dealers have been using misleading advertising in the daily newspapers in connection with the sale of certain receiving sets. The complaint, over the signature of Eugene F. McDonald, Jr., president of the Zenith Radio Corp., states that these dealers have maintained that the sets advertised were used in the expeditions to the Northern regions sponsored by Commander Donald B. MacMillan in 1923 and 1925, whereas all of the radio receiving apparatus used in these expeditions were manufactured by the Zenith Radio Corp.; of Chicago. President McDonald states further that the Zenith Radio Corp. will start suit in various States within the next few months against dealers using the same type of advertising.

The complaint asks for the issuance of an injunction restraining the defendants from directly or indirectly claiming or implying either verbally or in writing or in published advertisements or in any other manner whatsoever that the radio apparatus known as "MacMillan" sold and offered for sale by them is the radio apparatus used by Donald B. MacMillan in 1923 and 1925, whereas the apparatus used by Donald B. MacMillan in 1923 and 1925, whereas these dealers have been using misleading advertising in the daily newspapers in connection with the sale of certain receiving sets. The complaint, over the signature of Eugene F. McDonald, Jr., president of the Zenith Radio Corp., states that these dealers have maintained that the sets advertised were used in the expeditions to the Northern regions sponsored by Commander Donald B. MacMillan in 1923 and 1925, whereas all of the radio receiving apparatus used in these expeditions were manufactured by the Zenith Radio Corp.; of Chicago. President McDonald states further that the Zenith Radio Corp. will start suit in various States within the next few months against dealers using the same type of advertising. The complaint asks for the issuance of an injunction restraining the defendants from directly or indirectly claiming or implying either verbally or in writing or in published advertisements or in any other manner whatsoever that the radio apparatus known as "MacMillan" sold and offered for sale by them is the radio apparatus used by Donald B. MacMillan in 1923 and 1925, whereas these dealers have been using misleading advertising in the daily newspapers in connection with the sale of certain receiving sets.

THE JEWEL BRASS TONE ARM

WITH No. 33 REPRODUCER

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

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

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

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

JEWEL PHONOPARTS CO.

510 No. Dearborn St. Chicago, Ill.
Latest Summary of Exports and Imports of “Talkers”

Figures on Exports and Imports of Talking Machines and Records for August—General Increase Over the Year Previous

WASHINGTON, D. C., November 8.—In the summary of exports and imports of the commerce of the United States for the month of September, 1927, the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during September, 1927, amounted in value to $51,784, as compared with $59,403 worth which were imported during the same period of 1926. The nine months' total showed that we exported 102,503 talking machines, valued at $3,769,317, as against 76,137 talking machines, valued at $2,166,792, in 1926.

The total exports of records and supplies for September, 1927, were valued at $43,994, as compared with $41,007 in September, 1926. The nine months ending September, 1927, show records and accessories exported valued at $21,155,755, as compared with $19,591,339 in 1926.

The countries to which these machines were sent during September, and their values were as follows: Europe, $8,479; Canada, $9,643; Central America, $22,778; Mexico, $33,904; Cuba, $26,284; Argentina, $71,018; Brazil, $20,818; Chile, $35,129; Colombia, $74,859; Peru, $5,957; Other South America, $51,362; British India, $1,881; China, Hong Kong and Kwantung, $12,505; Philippine Islands, $24,555; Australia, $16,005; New Zealand, $4,513; British South Africa, $1,720; Other Countries, $28,975.


Alfred Zipper and O. A. Martini in Charge of New Thompson Organization—Well-known Radio Firm Has Been in Hands of Receiver

Reorganization of the R. E. Thompson Mfg. Co., one of the oldest radio firms in the country, which has been in the hands of a receiver for some time, was recently announced. The new owners have purchased the R. E. Thompson Mfg. Co., the R. E. Thompson Corp. and the Wireless Improvement Co., according to the announcement, and will shortly commence production of five-tube neutrodyne receivers. It is said that the Thompson organization owns many patents and licenses to manufacture under other patents, including the Hazeltime Neutrodyne and Armstrong regenerative circuits and certain patents governing cone speakers. Alfred Zipper and Otto A. Martini are in executive charge of the new Thompson organization, which will operate from the old factory at 66 Yerke street, Jersey City, N. J.

An Heir to E. H. McCarthy

E. H. McCarthy, vice-president of the Symphonic Sales Co., New York, manufacturer of Symphonic reproducers and well-known throughout the phonograph industry, is receiving the congratulations of his friends in the trade upon the recent arrival of an heir at the McCarthy home in Jamaica, L. I. Joseph Friedl, secretary of the company, states that Symphonic has already taken an option on the young man's services, basing this option on the outstanding success of his popular father.

Congratulations!

Herbert E. Young, Eastern manager of the Grigsby-Grunow-Hinds Co., Chicago, manufacturer of Majestic power units, is receiving the congratulations of his many friends in the trade upon the recent arrival of an heir at the McCarthy home in Jamaica, L. I. Joseph Friedl, secretary of the company, states that Symphonic has already taken an option on the young man's services, basing this option on the outstanding success of his popular father.

List

Baldwin International Ltd., Toronto

Special Adler-Royal Radiola Cabinet Favorably Received

Console Cabinet Designed to House Radiola Models 16 and 17 Wins Favor With RCA Dealers and the Public

LOUISVILLE, Ky., November 9.—The Adler Mfg. Co., of this city, reports that the special console cabinet of the Jewel casket type which was designed and made especially to house the Radiola models 16 and 17, and which is being distributed exclusively in the New York territory by Stanley & Patterson and the Times Appliance Co., has met with a very favorable reception from dealers and the public.

E. R. Manning, of Berg Co., Home From a Long Trip

E. R. Manning, treasurer and general sales manager of the Berg A. T. & S. Co., Long Island City, is back at his desk after completing a trip through Chicago, St. Louis and Dallas and other important centers en route. Mr. Manning reports the entire Antone line moving well, with a particularly marked demand for the new compact portable. New models are being designed.

Figures on Radio Exports

Exports of radio apparatus which included transmitting sets and parts, receiving sets, tubes, receiving set components and receiving set accessories in September, 1927, amounted in value to $354,864, as compared with $394,873, in September, 1926. The nine months' total up to and including September, 1927, shows exports valued at $3,858,551, as compared with $5,449,549 for the same period in 1926.
Music-Radio Dealers in Cleveland See Good Prospects for Holiday Season

Retail Talking Machine and Radio Business Improving Steadily and Wholesale Trade Receiving Plenty of Orders—Celebration of Music Week Helped Both Radio and Music Sales

Cleveland, O., November 10—Prospects for a very good holiday season are beginning to shape up well in this section. Business is improving steadily and the wholesale trade has plenty of orders coming in. More newspaper advertising has been done this year in Cleveland on radio and accessories than was ever done in the history of the city, all of which has had a beneficial effect on business. Those dealers who still have some of the old-style phonographs on hand are beginning a campaign to dispose of them during the holiday season. The call for phonograph records has been exceptional.

Due to a combination of circumstances the annual radio show for Cleveland was abandoned. One of the principal reasons was the inability to get the public auditorium at a seasonable date, due to other bookings, and there was no other suitable space obtainable.

However, with the inauguration of Music Week on October 30, the desired stimulus to things musical was accomplished, and not only did radio benefit, but every other form of music as well. This affair was the greatest thing ever put over in Cleveland and was sponsored by the Cleveland Association, which has a membership of at least several thousand, including a number of those connected with the music trades.

C. C. Price, general manager of the Cleveland branch of the H. C. Schultz Co., Inc., 1743 Chester avenue, reports that Sonora is gaining very delightful birthday party at the Winton Hotel in honor of his having reached the half-century mark in years.

The recent price reduction on the Atwater Kent line in northern Ohio resulted in a flood of orders to the distributors, the Cleveland Ignition Co., that has kept their force busily working overtime to take care of the demand. Among new dealer accounts recently opened in Cleveland is the Royal Furniture Co., which has a membership of at least several thousand, including a number of those connected with the music trades.

The arrival of samples of the new A. C. set created quite a sensation and a large number of orders were booked.

A number of personal friends, both in and out of the music trade, of A. L. Marsh, more generally known as "Tony," tendered him a very delightful birthday party at the Winton Hotel in honor of his having reached the half-century mark in years.

The Record of the week is a well made piece of furniture. Burt Bros. know how to build cabinets. In the second place, it has a particularly attractive design and finish and, last but not least, you can offer it at a price that represents real value to your customer.

While Model 264 is used by a large number of dealers as a leader, the Burt Built line consists of many other very attractive models with a wide range of style and finish.

If you are not familiar with the Burt line, it will pay you to let us send you information regarding it.

Write to-day for full details

BURT BROS., Inc.
Radio Division
Sales Office, 24 East 21st St., New York

Manning's Music Store Occupies New Building

Augusta, Ga., November 8—The formal opening of the new two-story home of Manning's Music Store, at 317 Eighth street, was held recently and the new quarters were visited by hundreds of patrons of the establishment. The new store is just a few doors from the building occupied by the Manning house since 1915 and affords exceptional display space for all kinds of musical instruments. William F. Manning, proprietor of the business, opened the store here in 1911 at 1046 Broad street, and it has grown steadily since that time. The concern handles Steinway and Milton pianos, Brunswick Panatropes and records, King band instruments, radio and musical accessories.

The Sherman Music Co., Inc., will open soon at 217 North Travis street, Sherman, Tex., with a complete line of musical instruments.

A Leader in "Burt-Built" Radio Cabinets

That Appeals to Both Eye and Pocketbook

Model No. 261

This cabinet will appeal to practically every person that enters your warerooms. In the first place, it is a well made piece of furniture. Burt Bros. know how to build cabinets. In the second place, it has a particularly attractive design and finish and, last but not least, you can offer it at a price that represents real value to your customer.

While Model 264 is used by a large number of dealers as a leader, the Burt Built line consists of many other very attractive models with a wide range of style and finish.

If you are not familiar with the Burt line, it will pay you to let us send you information regarding it.
Buffalo Dealers Facing Instrument Shortage as Holiday Demand Starts

BUFFALO, N. Y., November 10.—With the consuming public in a better buying mood than they have been in some time, Victor dealers here are facing an instrument shortage that is considered most acute.

A representative group of Buffalo Victor dealers who visited the Camden plant, and enjoyed a sojourn to Atlantic City, were T. A. Goold, Curtis N. Andrews, H. B. Koenig, Albert E. Schaller, M. E. Vestor, E. M. Vestor, local factory representative for the Victor Talking Machine Co., recently addressed members of the Mercer Club, an organization of business men, on the features of the Orthophonic Victrola.

Bust of Victor Herbert to Be Presented to New York

The American Society of Composers, Authors and Publishers is presenting a magnificent bronze bust of Victor Herbert, surmounting a granite pedestal, to the city of New York in loving memory of the great composer. The presentation is to be made in Central Park at 2 o'clock in the afternoon on Tuesday, November 29, and Mayor James J. Walker, who was a personal friend of Victor Herbert, is to accept in behalf of the city. Many musical organizations are to participate in the unveiling ceremonies.

New Store in Mansfield

MANSFIELD, O., November 8—Mansfield has a new music store in the Mansfield Music Co. which has just been opened in the Citizens' building. The new company is composed of Albert E. Schaller, an experienced musician, and Dean L. Zerby, former manager of the small goods department at Zitter's, both of whom have previously been connected with musical organizations in the city. They will carry every type of musical instrument and are equipped to give lessons on every kind of instrument which they handle.

Our Two New Numbers

Model 802. A particularly attractive, 5-ply walnut panelled cabinet, equipped with ornamental wood fibre grille and a sliding tray with panel either solid or cut for Fada, Atwater Kent 35 or 29, Crosley Bandbox or Grebe or any standard Chassis.

Model 806. Another attractive cabinet in but walnut with striking burl walnut overlays, equipped with a sliding tray for the radio set with a blank panel fitted for most standard sets.

Both cabinets finished in lacquer, hand-rubbed to a smooth semi-dull finish and both furnished with a fine horn scientifically correct and built in our own plant. Shipping weight approximately 145 lbs., for each model, packed in plywood container.

SUPERIOR CABINET CO., Muskegon, Mich.

National Agents

Studner, Cumming Co., Inc.

67 West 44th St., New York City

28 E. Jackson Blvd., Chicago
Ben H. Hoffman Is Elected President of Richmond Radio Dealers' Club

C. C. Quinn Is Named Treasurer and L. T. Christian, Jr., Secretary—Decide to Hold Monthly Meeting—Higher Priced Brunswick Instruments in Greatest Demand—Other Trade News

Richmond, Va., November 3.—Stieff's, Brunswick dealer, is experimenting with a plan of keeping open until 9 o'clock each evening. According to Joseph H. Steinbrecher, Jr., manager of the phonograph department, the plan is already meeting with good results, the record trade in particular being boosted by it. The store, located at 420 East Grace street, is in close proximity to the theatre district and quite a number of theatregoers have been attracted into the place. Phonograph music is dispensed in the entrance up to the closing hour, alternating with radio from a combination machine. This proves an extra attraction. The fact that busses, west bound on Grace street, stop at the northwest corner of Grace at Fifth, almost in front of the store, is another source of trade, many persons dropping in while waiting for a bus or when they alight from one. Members of the sales staff take turns in staying on duty after the usual closing hours. The plan may be made a permanent feature if results justify it after it has been tried out over a period of time.

Mr. Steinbrecher reports that many inquiries are being received in regard to the large combination instruments, particularly those retailing at $1,150. Two new additions to the sales staff of the firm are J. E. Stone and Ed. Buchanan, both formerly with the Corley Co.

Reconstruction of the burned home of the Corley Co., Victor wholesaler and retailer, is expected to start shortly. The company hopes to be able to resume business in the new building some time next Spring. Meanwhile it will remain quartered in a temporary home at 217 East Broad street.

Mrs. Emma J. Greener, mother of G. William Greener, treasurer of the Corley Co., died at her home in Richmond, October 17.

Mrs. Bertha S. Bay, of Richmond, and Jose Vera Ramos, manager of Stieff's, Roanoke, Brunswick dealer, were married recently. Mr. Ramos is a son of the late Manly B. Ramos, long identified with the music trade in Richmond.

Ben H. Hoffman was elected president of the Richmond Radio Dealers' Club at its annual meeting held recently. He succeeds E. W. Bogg, who filled the office during the past year. He is a member of the firm of Hoffman & Goodman. Other officers of the club are: C. C. Quinn, treasurer; L. T. Christian, Jr., secretary. It was decided to hold monthly dinner meetings during the coming year. Heretofore only called meetings have been held.

The James Cowan Co., wholesaler and retailer of phonographs and records, has added the Victor line in its retail department. J. S. Ramos, well known to the music trade, who formerly traveled for Chicago and New York houses, has joined this firm as a salesman.

Death of Nate Hast's Mother

The many friends of Nate Hast, general sales manager of the Shamrock Mfg. Co., Newark, N. J., received with deep regret the news of the sudden death of his mother, Mrs. R. Hast, at her home, 541 West One Hundred and Forty-fourth street, New York. Mrs. Hast had been in ill health for some time, but it was hoped that she would recover, and the end came with shocking suddenness.
Dealers Report Radio Sales Volume to Be From 25 to 100 Per Cent Over October of Last Year—Victor Dealers Engaged in S. R. O. Red Seal Record Drive—Other Trade News

Toledo, O., November 8.—The Fall phonograph and radio buying season is now at a high level here. Machine sales are on the average about 25 per cent ahead of last year. Radio volume, however, is from 25 per cent to more than 100 per cent in excess of a year ago. The opening of the concert season is giving record merchants the opportunity to tie up with the artists by displaying and pushing their recordings. The recent radio show attracted large crowds every evening to view the displays and hear the nationally known radio artists.

The S. R. O. Red Seal record meeting at the Commodore Peary Hotel has awakened marked interest in better music. Retail sales staffs are selling a larger number of Red Seal discs than in the past. At the Lion Store Music Rooms, according to Lawson S. Talbert, manager, Victor and Brunswick machine trade is above last year. The department is keeping volume up through the use of a new series of Victor letters. A list of 1,500 names of well-to-do people was solicited by mail. The letters were followed up by telephone and personal calls of salesmen. In the radio department, Atwater Kent sales on account of the price reduction, have reached a high sales level. The Sparton electric set is likewise selling briskly. At the J. W. Greene Co., Victor and Brunswick Radio volume is 10 per cent above last year, while radio total is 50 per cent above a year ago.

The United Music Store has doubled its floor space by taking additional room on the second floor of the building for the display of Victor and Brunswick products, Sparton, Atwater Kent and RCA radios.

The Frazelle Music House is experiencing a favorable Victor and Sonora trade, according to M. A. Frazelle, manager. Omnitrons are leading straight machines. Radio sales are running to the better types and include Zenith and Atwater Kent lines.

Harold Bros. have selected Red Seal discs by Rosa Ponselle, Harold Bauer, Galli-Curci, Marion Talley and others as topics of newspaper drives this month. On account of the S. R. O. campaign started here and in which the enterprise has a special part it is believed the time is opportune to promote sales.

The Whitney-Blaine-Wildermuth Co., according to Henry Wildermuth, treasurer, is already launching its Christmas machine drive. Victor and Brunswick lines are featured. In the radio section demand is stepping ahead. The department was recently placed under the direction of J. Harrington, who has added the Cleartone and Sparton lines.

The Toledo Radio Co. is experiencing a large business, according to Charles H. Womeldorff, manager, and president. Dealers are clamoring for Sparton sets. Harry Sparks, general manager of the Sparks-Washington Co., Jackson, makers of Sparton sets, was a Toledo visitor recently. E. R. Brower, assistant sales manager of Sparton; Stanley Ball, vice-president of the Toledo Radio Co., and Mr. Womeldorff and their families spent the week-end at the Womeldorff cottage at Devil's Lake, Mich.

Harold G. Miels Co., and R. E. Tucker, have added the Sparton line. Lloyd Spencer, sales manager of the Ampion Corp. of America, who recently returned from England, and Carl J. Main were Toledo callers.

Mr. Flightner's Music House, on Cherry street, according to Frank Flightner, proprietor, is closing an increased Columbia business. The new Columbia-Kolster models are receiving favorable consideration from patrons.

A dinner was tendered to Victor dealers and their workers jointly by the Cleveland Talking Machine Co., the Chicago Talking Machine Co., and Grinnell Bros., Detroit, on the evening of October 18. The meeting was full of enthusiasm and good feeling and did much to further the sale of better records in the Toledo field.

At the speakers' table were seated George Martin, Grinnell Bros., toastmaster and chairman of the meeting; W. A. Shirk, representing the Chicago Talking Machine Co.; Miss S. M. Yates and Mr. Kellogg, Cleveland Talking Machine Co., and Miss Josephine McKenzie, special representative of the record sales promotion department of the Victor Co.

Miss McKenzie delivered the principal address of the evening, in which she stressed the plans for selling more worth-while— or Red Seal—records as outlined in the S. R. O. book. She chose several records, which were played and their stories related in connection with the sales possibilities of the discs. A notable example was the Nut Cracker Suite, upon which she dwelt at some length.

Recently the Hayes Music Co., on Superior street, suffered a fire loss of $5,000. A few days later a second fire broke out which completely destroyed the business, with a loss of $40,000. Insurance of $10,000 was carried, leaving a serious loss. Mae Hayes, president, stated the business will be resumed as soon as a stock of merchandise can be assembled. Quarters have been opened at 420 Superior street.
$6,000 Is Average Retail M. M. Investment

Nation-Wide Survey of Musical Merchandise Field Reveals the Profit-Making Possibilities

This is the first of a series of articles dealing with various phases of the merchandising of band and orchestra instruments and small goods by talking machine dealers. The facts presented are the result of a nation-wide survey among the dealers just concluded by The Talking Machine World. - EDITOR.

BECAUSE of the lack of statistics dealing with musical merchandise as sold in talking machine retail stores, The Talking Machine World has made a survey of the entire situation as it affects the dealer and important facts have been gathered that not only show the extent of the field but also throw light on the merchandising and profit possibilities in the properly operated department. The survey was extensive in scope, covering the entire country, reports being received from the largest as well as the smallest dealers in cities, towns and villages.

Average Investment

One of the important points brought out is the size of the investment in musical merchandise by talking machine dealers. Analysis of the questionnaires returned shows that the average investment in these products rates unusually high as compared with other departments that may be considered more or less as sidelines. The average investment of the talking machine dealer in musical merchandise, in round figures, is over $6,000. This, however, does not mean that all dealers have invested that amount in stock. The answers showed investments ranging from as low as $225 to as high as $50,000.

This is interesting because it shows beyond a doubt that while some dealers have realized the great profit possibilities in musical merchandise and have developed their departments to a high point of efficiency, other dealers have failed to take complete advantage of the salability of these products. One dealer, for example, stated that his investment is only $250, and his stock is confined entirely to ukuleles and harmonicas.

Typical Small Goods Section—Harlingen Music Co., Harlingen, Tex.

Scientifically Managed Departments

On the other hand where the investment is larger invariably the dealer concentrates to a greater extent on intensive merchandising. One merchant who has an inventory of $20,000 has set aside one side of the front of his store for the department. Artistically designed show and wall cases line the department, which is operated under a sub-manager and a staff of two.

(Continued on page 126)

The complete protection of the King plan and the high quality of King instruments make a good combination. Sales are easier and profits more certain.

Full information is yours for the asking. There are enough rich territories still open to make your immediate inquiry well worth while.

Write for our booklet on “The Advantages of Becoming a ‘King’ Dealer.”

THE H. N. WHITE CO.
5215-93 Superior Avenue, Cleveland, Ohio

Manufacturers of "KING" BAND INSTRUMENTS

Protecting Your Profit—

SELLING musical merchandise demands time and energy. The dealer must go out and create business. He invests many dollars in developing prospects.

Are you getting a full and fair return on your selling effort?

The King Exclusive Franchise dealer receives absolute protection. Every inquiry is referred to him. He knows that he will get full profit on every sale in his territory.

Yet he manages to turn over his stock on an average of twelve times annually. In other words, with a very small investment this dealer manages to do a business of over $3,000 a year.

In this particular instance no special sales effort is put behind the line beyond an occasional advertisement and attractive display in the store and window.

(Continued on page 126)
IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 125)

Knight-Campbell Music Co. Maintains Clubrooms for Professional Musicians

Rooms Adjacent to Musical Merchandise Department Furnished to Provide Attractive and Comfortable Gathering-Place for City's Musicians—No Sales Are Attempted in Rooms

Not content with having secured a great proportion of the business of professional musicians located in the territory which it serves, the Knight-Campbell Music Co., of Denver, Col., recently added a new department by which it hopes to increase the professional trade and hold the business which it has already secured. This new department is known as the Knight-Campbell's Professional Musicians' Club, and is a gathering place for the musicians in every sense of the word and not a salesroom. The company has made a rule that no sales may be attempted in the clubroom, for it has been provided solely for the pleasure and comfort of Denver's professional musicians, and every effort has been made to make the club quarters comfortable and of practical usefulness.

The quarters are easily accessible from the musical merchandise department on the first floor of the store and are attractively decorated and comfortably furnished with chairs, tables, writing desks with special club stationery, telephone, magazine, etc. There is a Steinway piano, an Orthophonic Victrola with tables, writing desks with special club stationery and comfortably furnished chairs, and a complete line of instruments. An investment of this kind is sure to pay in ultimate dividends, for it is a well-known fact in retail band and orchestra instrument merchandising that to make the dealer's store a gathering point of musicians is to make that store do a large volume of trade.

This fact was immediately emphasized upon the announcement of the new clubrooms. Over 5,000 citizens and musicians throughout the city were attracted to the formal opening.

Bacon Banjo Co. Features Artists Using Its Products

The Bacon Banjo Co., of Groton, Conn., has issued a very attractive artist booklet reproducing photographs of a very large number of artists who use and endorse the Bacon banjo. Space is devoted to a description of the entire line of instruments.

Survey Reveals Dealers' Average M. M. Investment

(Continued from page 125)

salesmen, specialists in musical merchandise selling. These men all are able to demonstrate the instruments they sell. One man in particular is adept with band instruments, another with orchestra instruments and the manager himself specializes in stringed instrument sales. The department is operated strictly in accordance with the most advanced thought in business management. There is a definite plan of securing prospects, tying up with artists and visiting orchestras, advertising, window display, etc.

It is interesting to know that in proportion to population the investment of talking machine dealers in musical merchandise in large cities like New York, Chicago, Los Angeles, St. Louis is no larger than those of dealers located in smaller cities and hamlets scattered throughout the country. Of course, the actual dollars and cents investment of the leading large city dealers is greater than those of the large small town dealers, but the ratio of investment to population is about the same.

That the musical merchandise field, insofar as the talking machine dealer is concerned, is ripe for further development, is evident. Many dealers have not realized the great possibilities for profit by the installation of a musical merchandise department. Because of the smallness of investment required to get a start this is the ideal sideline for the talking machine dealer. Ease of selling and the fact that the usual small department occupies very little space are factors that favor this sideline.

How Promotion of the Knight-Campbell's Professional Musicians' Club Attracted Interested Crowds

How Promotion of the Knight-Campbell's Professional Musicians' Club Attracted Interested Crowds

The second article of this series will show how rapid turnover in musical merchandise departments in talking machine stores is building profits for many far-sighted retailers.


Musical Instrument and Accessories Manufacturers Discuss Promotion Drive

Meeting of National Association at Buffalo Discusses Plans for Promotion Campaign in Interest of Fretted Instruments—Standardization Committee Reports on Ukule

BUFFALO, N. Y., November 3.—At a regular meeting of the National Association of Musical Instrument and Accessories Manufacturers, held at the Buffalo Athletic Club here recently, plans were discussed for developing a promotion campaign in the interest of fretted instruments and drums similar to the campaign under way in the interest of other instruments, and a definite set of standards was adopted governing ukulele sizes and details of construction.

The promotion campaign will be launched as soon as possible and the Music Industries Chamber of Commerce has been asked to submit a plan for the work. In the discussion of how this work should be carried on a number of ideas were offered. One of them embraced the possibility of organizing fretted instrument clubs in industrial plants, Summer playgrounds and camps. At the present time, the ukulele excepted, there is little or no activity in the industrial field. The mandolin, guitar and banjo offer interesting material for orchestras, as is shown by the success of the string orchestras of the Metropolitan Music League of America and the Serenaders’ Club. These organizations have given a number of concerts in recent years, drawing large audiences.

The Standardization Committee, through its chairman, H. C. Lomb, announced that the work of the standardization of the ukulele had been completed and recommended two new standards for that instrument, making ten in all. The following specifications, according to the committee, are necessary for the complete, standardized ukulele:

1. Scale length (distance from nut to bridge): Inches.
   a. Standard size ukulele 13 to 13¼
   b. Concert size ukulele 13¾ to 14
   c. Tenor size ukulele 14½ to 15¼
2. Must have not less than twelve (12) frets.
3. Back must be curved or arched.
4. Body must be not less than two (2) inches deep at lower bout.

5. Top of sounding board must be of one-twelfth (1/12) inch veneer, approximately.
6. Frame or sides must be lined.
7. Sound hole must be trimmed with celluloid or inlaid purfling.
8. Ribs must be sanded or finished off smooth.
9. Frets, after corrective regulation, must be slightly rounded, to enable the player to execute the glissando without cutting fingers or strings.
10. Height of strings:
   a. Above top edge of first fret must be not less than one-thirty-second (1/32) inch nor more than three-sixty-fourths (3/64) inch.
   b. Above top edge of twelfth fret must be not less than one-eighth (1/8) inch nor more than five one-thousandths (5/1000) of an inch.

This work was begun last year, when all of the members of the association were asked to submit their ukulele products to the committee for examination and approval as to workmanship, quality of materials, measurement and tone. The instruments submitted were sent to the offices of the Chamber last Winter, where, after examination by the committee, they were accepted or rejected, according to their fitness. Those manufacturers whose ukuleles were accepted were furnished with the standard approved label, which is now being attached to all approved instruments shipped.

The quality instrument is now the standard instrument. The committee is ready to turn its attention to the banjo, guitar and mandolin.

The possibility of the next meeting of the association being held at the Greenbriar Hotel, White Sulphur Springs, Va., was discussed, but decision was reserved until later in the year. The next regular meeting is scheduled for some time in March.

D. L. Day, as president of the Musical Merchandise Manufacturers’ Association, Eastern District, extended a hearty invitation for examinations and approval as to workmanship, quality of materials, measurement and tone. The instruments submitted were sent to the offices of the Chamber last Winter, where, after examination by the committee, they were accepted or rejected, according to their fitness. Those manufacturers whose ukuleles were accepted were furnished with the standard approved label, which is now being attached to all approved instruments shipped.

The Quality Instrument is now the standard instrument. The committee is ready to turn its attention to the banjo, guitar and mandolin.


Fine Publicity for Bacon

Banjo Throughout Country

Frederick J. Bacon, president of the Bacon Banjo Co., recently concluded a trip which carried him as far as the Pacific Coast. Mr. Bacon’s many activities on this trip resulted in a wealth of publicity for the Bacon Silver Bell banjo. In San Jose, Cal., after an airplane flight, President Bacon broadcast from the Sherman, Clay & Co. store window, and later attended a banjo contest at the California Theatre. In this airplane flight it might be mentioned that Mr. Bacon played his banjo. At Sacramento, Cal., he made a high school and dealer-waroomer appearance and broadcast in the evening. High school appearances, Kiwanis Club meetings, broadcasting, airplane flights, etc., in other localities kept Mr. Bacon busy throughout the entire trip.

Elkhart Band Instrument Co. to Expand Activities

ELKHART, Ind., November 5.—The recent reorganization of the Elkhart Band Instrument Co., manufacturer of popular-priced saxophones, has placed this company on a more substantial footing and gives opportunity for considerable enlargement and advancement in its operating and sales activities.

The company’s line of saxophones has been rounded out by the adoption of standard models not heretofore manufactured and in addition, the company plans to produce a complete line of band instruments. A catalog illustrating and describing the new line is now in preparation and will be ready for distribution to the trade in a very short time.

Organizes Orchestras

The Melody Music Shop, 111 Madison avenue, Memphis, Tenn., Brunswick Panatrope and banjo instrument dealer, is specializing in organizing and training bands and orchestras throughout its territory.
Shamrock Features Three Models in 1927-28 Line

Nate Hast, General Sales Manager of Shamrock Mfg. Co., declares that the line is a success from every standpoint. The 1927-28 line of Shamrock receiving sets, both all-electric and battery operated, is a decided success from every standpoint, according to Nate Hast, general sales manager of the cabinet, for battery or A and B eliminator operation. Wave-length calibration is another feature of the Shamrock products.

The Shamrock line is marketed under a policy of full protection for selected Shamrock authorized dealers throughout the country, according to Mr. Hast, and its success is due in no small measure to the merchandising co-operation extended as well as the high quality of the products.

Radio Protective Association Appoints Permanent Board

Eleven members now comprise the board of directors of the association—hold meetings in New York and Chicago.

The Radio Protective Association which was formed some time ago in Chicago, III., announced recently its permanent board of directors to manage its affairs. The board was increased from five to eleven members, and the new board now consists of the following: Harry G. Sparks, Sparks-Wilkinson Co., Jackson, Mich.; Fred S. Armstrong, Veata Battery Corp., Chicago, III.; R. W. Augustine, Joy-Kelsey Corp., Chicago, III.; H. R. Rose, Shamrock Mfg. Co., Newark, N. J.; H. Chirelstein, Sono-\n

Referring to its recent meetings, Mr. Schuette stated that it was decided that the Association would undertake the defense of any member who may be sued for patent infringement by the Radio Corp. of America or its constituent companies, the American Telephone & Telegraph Co., the General Electric Co. and the Westinghouse Electric & Mfg. Co. During the latter part of October forty-six Eastern radio manufacturers attended a dinner given by members of the Radio Protective Association at the Hotel Astor, New York, at which plans were outlined for the utilization of the Association’s resources, legal and patent counsel as well as the moral support of its members to defend any patent suits that may be instituted.

The directors of the Association announced recently the appointment of R. W. Augustine, of the Joy-Kelsey Corp., as chairman of a special committee on patents and engineer- ing and he will name the remaining members of the committee very shortly. It is planned to work out a program of co-operative research and engineering for the members of the Radio Protective Association and the personnel of this committee will be made up from engineer- ing staffs of the companies represented in the Association as well as other engineers who are willing to co-operate with the Association’s plans.

Algonquin Electric Co. Has New Radio Circuit

A new Algonquin kit, which is claimed to be something new in radio circuits, is being shown to the trade throughout the country by H. E. Fleischer, general sales manager of the Algo-\n
quin Electric Co., New York. The kit has been christened the “New Super-Hilidyne,” and is said to employ a new vario-frequency of static reduction, with unusual distance-getting powers and selectivity combined with tone quality. It is a single-control instrument and the manu-\n
facturers claim that it does not infringe existing patents. Dealers who have examined the product have praised it highly.

Vincennes Phonograph Line in Favor With Okeh Trade

Ben Selvin has recorded exclusively for Columbia. The first release under the new contract is a coupling of “Playground in the Sky” and “Wherever You Are,” both of which are from the new musical comedy success, “Sidewalks of New York.”

Ben Selvin has the distinction of recording the famous phonograph record of “Dardanella” back in 1919, the record which sold more copies than any other up to the recent phenomenal success of Columbia’s “Two Black Crows” records. Another early hit of Mr. Selvin’s was “Three O’Clock in the Morning.”

Ben Selvin has recorded more than 3,000 selections for various phonograph companies in the past. He has been for fifteen years or-\n
dricular director in various Manhattan night clubs.

Ben Selvin and Orchestra Exclusive Columbia Artists

Columbia Phonograph Co. Secures Three-Year Contract for Exclusive Recordings of Famous Manhattan Dance Aggregation

The Columbia Phonograph Co. announces that it has secured a three-year contract with Ben Selvin and His Orchestra, by which this celebrated dance orchestra and its leader will

Vincennes Phonograph Line, in favor with Okeh Trade

L. E. Hildufer, manager of the Distributing Division of the Okeh Phonograph Corp., which recently secured the exclusive distributing rights for the Vincennes line of phonographs in the New England and metropolitan territories, reports that satisfactory progress is being made in finding outlets for the Vincennes product. Five models comprise the line and there is a price range of from $80 to $225. The first ship-\n
ments of Vincennes products were received at Okeh headquarters some few weeks ago and the instruments are now on display.

The Okeh-Odeon record line continues to show most satisfactory progress. For October sales increased more than 40 per cent and com-\n
parison with the same month of 1926 shows a doubling of volume. The Odeon 3000 and 5000 series of classical records is finding high favor with the trade and public.

G. J. Lewis in New Post

George J. Lewis is the new district representative for the Pittsburgh territory for the Brunswick-Balke-Collender Co. He succeeded H. R. Reynolds. Mr. Lewis was formerly con-\n
nected with the Brunswick offices at Cleveland. O. Mr. Lewis stated that the outlook for the season was exceptionally bright. Dealers, he stated, were highly pleased with the new models of the Brunswick line, and found it a comparatively easy matter to make sales to interested persons.
Sam Fox Publishing Co. Prepares for Intensive Campaign on Theme Song "Wings"

The Sensational Theme Melody of the Record-Breaking Film Success, "Wings," Available in Fox-trot and Concert Versions—Company Preparing for Intensive Campaign

"Wings," the Paramount film showing the war in the air, is firmly established at the Criterion Theatre, on Broadway, and from all indications will spend the entire Winter in its present location. This stirring story of the flying branch of the Army opened in August and at the present time is playing to capacity audiences with the S. R. O. sign out at practically every performance. While it is true that the story in itself is a great attraction, due credit must be given to the musical score composed by J. S. Zamecnik, which in theme and melody synchronizes with the action of the film and which has won great praise from the public, the press and the moving picture distributors. The sensational theme melody of the score is also entitled "Wings" and it is introduced, in whole or in part, some fifteen or twenty times during the presentation of the film. Lyrics have been written to the score by Ballard Macdonald and the number has been placed on the market by the Sam Fox Publishing Co., with which Mr. Zamecnik is connected. The Fox organization is planning an intensive drive on "Wings" and it is being featured in the firm's advertising. The publicity and praise which the film is receiving is proving excellent advertising for the song and the house front display at the Criterion is proving no small attraction. It is by far the most eye-arresting on Broadway, and an idea of its effectiveness can be gleaned from the accompanying photograph. The sign is many-colored with revolving propellers on the airplanes. The bodies of the planes have a glowing roll of fiery lights which make the sign particularly attractive at night. In the center of the display bursting shells are simulated.

Will Von Tilzer Clears Up Mystery of "Cot-Cot-Cotton"

You probably have seen some of the mysterious advertisements pertaining to the new fox-trot ballad, "Make My Cot Where the Cot-Cot-Cotton Grows." Quite a few of the boys in the song game tried to figure out who wrote the number, yet no one of them guessed correctly. The little stunt was staged by Will Von Tilzer, president of the Broadway Music Corp., who wanted to introduce his new number in a novel manner—in a way that would attract more than passing notice. And he certainly succeeded. Will not only had professional folk talking and guessing, but he also induced dealers in various parts of the country to try to solve the musical problem.

Introducing stunts of this sort, however, is no novelty for Will Von Tilzer. He was the first music publisher to use a reverse plate to advertise songs to the profession, and it took him two years to talk the manager of the Old Clipper into accepting his copy. Will also was the first publisher to buy an entire page for songs and use not more than one inch of it in the center—leaving the rest white. Furthermore, Will ushered in the idea of placing little ads on a page next to reading matter.

As a result of his mysterious advertising on "Make My Cot Where the Cot-Cot-Cotton Grows," Will Von Tilzer is getting away to a better start on his number than any he has had in several years. One prominent orchestra leader told Will that if the number doesn't click with a big bang, he, the leader, will eat all the orchestrations Will happens to have left over.

FIVE RECORD RECORD BREAKERS

| MR. AEROPLANE MAN | LONELY LIGHTS ALONG THE SHORE | THEY'RE SMILING ALL OVER AND ALL OVER ME | (IF IT WASN'T FOR HER) Tra-la-la-la-la-la | DON'T FORGET WHEN THE SUMMER ROLLS BY |

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York
At the Paramount Theatre during the week of October 21 when the Crawford, during his own concert, playing "Just a Memory," introduced several of the selections for which Mr. De Sylva had written the lyrics. The words were written on the screen as well as a few words by Mr. Crawford acknowledging the genius of Broadway's celebrated lyricist. Among the selections interpolated by Mr. Crawford were "April Showers," "Memory Lane," "A Cottage Small by a Waterfall," "A Kiss in the Dark?" "When Day Is Done," "Birth of the Blues," "So Blue," and "Lucky Day."

Joe Davis, head of the Triangle Music Company, reports that he has three songs that are selling big. They are: "I Ain't Got Nobody and Nobody Cares for Me," "A Good Man Is Hard to Find" and "Egypt."

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Find, of the famous composer's songs were thrown on the screen as were also a few words by Mr. Crawford acknowledging the genius of Broadway's celebrated lyricist. Among the selections interpolated by Mr. Crawford were "April Showers," "Memory Lane," "A Cottage Small by a Waterfall," "A Kiss in the Dark?" "When Day Is Done," "Birth of the Blues," "So Blue," and "Lucky Day."

The tour of John Philip Sousa and his band is bringing to the attention of the public several numbers from the catalog of Bibo, Haddon & Lang. The Sousa aggregation is introducing and featuring Sousa's arrangement of the "March of the Blues," written by Irving Bibo, with a dance arrangement by Frank Skinner. The saxophone sextette is playing "Zulu Waltz," and Miss Marjorie Moody, soprano with Sousa's band, is singing Sousa's ballad, "Forever and a Day," the lyric of which was written by Irving Bibo.

"Our American Girl," a song dedicated to Miss Ruth Eldee, has been composed by Irving Mills and Jimmy Mc. Hough and is being published by Jack Mills, Inc.

"After You've Gone," one of the leaders of the Broadway Music Corp.'s catalog, has been a "big hit" many years ago and has again re-established itself in the public's favor, is being well received all over the country as is evidenced by the daily orders and re-orders from dealers. It is also in demand with orchestra leaders.

William Wiemann, traveler for the Edward B. Marks Music Co., returned November 10 from a trip which took him to the Pacific Coast. Mr. Wiemann concluded the best trip, according to reports, ever made by a Marks salesman from the standpoint of actual results. He sold many books and new orchestrations of old numbers, in addition to such new and popular selections as "Slow River," "Just a Kiss Before the Legend," "Sugar Foot Trot" and the new fox-trot version of "Down South." Except for short trips, Mr. Wiemann will be in New York until the first of the year.

Because of mechanical demands, the Edward B. Marks Music Co. is releasing five of its old blue numbers, namely, "Chinamongo Blues," "Shoe-shine-shine-shine," "My Naughty Sweetie Gave to Me," "Has Anybody Seen My Clorome," and "There'll Be Some Changes Made." These numbers, which are from 10 to 10 years old, are being recorded by such artists as Ted Lewis, Sophie Tucker, Fletcher Henderson, Willard Robinson and Red Nichols.

Irving Berlin, Inc., has announced the release of a new song by Irving Berlin, entiltled "Together We Two," a typical Irving Berlin fox-trot ballad. Although this two weeks old, the terrific play the song has received it shows every indication of surpassing any one of his previous successes.

Harry Von Tilzer's latest hit, "Whether It Rains—Whether It Shines," is being featured by most of the leading vaudeville and dance favorites, including Ted Lewis and His Band in "Artists and Models." At the Winter Garden, Paul Specht and His Orchestra in "Cavalcade," Al Moore and His Orchestra in "Playing Keith vaudeville," Healy and Cross, popular singing comedians; B. A. Rolfe and His Palais d'Or Orchestra; Irwin Abrams' Orchestra at the Manger, Hotel; and Al Friedman's aggregation at Yoeng's restaurant.

Shapiro, Bernstein & Co., whose catalog includes some of the most popular numbers of the day, such as "Side by Side," "Worryin'," "Bye-Bye, Pretty Baby," "Just Another Day Wasted Away," "Everybody Loves My Girl," "Clementine" and a host of others, recently added two new numbers, both potential hits. They are "There's a Rickety, Rickety Shack" (by a Rickety, Rickety Road, by the writers of "Just Another Day Wasted Away," and "How Long Has This Been Goin' On?" by Bennie Davis and Pete Wendling.

Harry Barris, young composer, formerly with Paul Whiteman, recently informed the Shapiro, Bernstein organization that he has the Victor recording of "Mississippi Mud" by the Paul Whiteman Rhythm Boys to be one of the most talked of and popular vocal novelties of the season. Mr. Barris composed "Brown Sugar," which was the rage of "hot" jazz bands last season. Incidentally, Mr. Barris has renewed his contract with Shapiro, Bernstein & Co. to continue for another year.

Irving Berlin, Inc. reports the biggest selling record which it has had in years. Officials of the company pride themselves on having at least ten songs that are among the biggest sellers all over the country. Among the outstanding hits are: "Me and My Shadow," "What Do We Do on a Dead, Dewy Day?" "Russian Lullaby," "Are You Lonesome Tonight?" "C'est Vous," "Miss Annabelle Lee," "Dawning," "Together We Two," "There Must Be Somebody Else" and "Mr. Aluminum Man."

"Wings," the Paramount film, depicting the war, in which there has been played to capacity houses at the Criterion Theatre, New York, was presented to Chicago audiences at the Balaban Theatre, Chicago, on Sunday, October 30, and has duplicated its success. The score of this film, composed by J. S. Zamecnik, of the Sam Fox Publishing Co., plays no small part in its success, and aor, a popular theme song, "Wings," available in sheet music as a fox-trot and as a concert number, is continuing to be as popular with music lovers as is the film with theatregoers.
Feature "My Blue Heaven" at Three Broadway Houses

Feist Number 1 is Featured Simultaneously at Paramount, Capitol and Strand Theatres—New Donaldson Song in Great Demand

"My Blue Heaven," the new ballad hit of Leo Feist, Inc., was tendered a tribute that speaks volumes for the merit of the song. During the last week of October it was featured in the programs of the Paramount, Capitol and Strand theatres, the three largest motion picture houses on Broadway.

At the Paramount "My Blue Heaven" opened the stage presentation on October 9th and was played by Ben Black and the Paramount Stage Orchestra, with a vocal chorus sung twice by one of the members of the orchestra. At the Capitol the selection was joined by the organist and played as an organ solo on the new Capitol organ, said to be the finest organ in any moving picture house, and at the Strand Waring's Pennsylvanians played the number in their imitable fashion.

This triple exploitation of "My Blue Heaven" before audiences totaling many thousands, in conjunction with the countless number of times the song is broadcast over the air by singers, orchestras and soloists, and with the hundreds of vaudeville and night club entertainers including it in their repertories, has given the number impetus which has placed it high up on the list of the season's best sellers, where it gives every indication of remaining for a long time to come. "My Blue Heaven" is a worthy successor to "At Sundown," which led the Feist catalog for an extended period.

Shapiro, Bernstein Publish "Ain't Love Grand?"

Shapiro, Bernstein & Co., whose production numbers include the most successful "hit" shows, "Barleseque" and "Sidewalks of New York," are publishing the music of another musical comedy which, from all indications, will prove equally successful. This production is "Ain't Love Grand?" featuring Edna Leedom. It opened at the Majestic Theatre, in Brooklyn, N. Y., the last week of October and is now playing at Philadelphia for several weeks before its Broadway premiere. In both cities the show has played capacity houses and the music publisher's reviews have had nothing but the highest praise for the cast, the music and the book.

"Ain't Love Grand?" has been adapted from the French farce, "Breakfast Under the Sun." The music is by Dave Stamper and Harold Levey, and the numbers, which hold promise of giving the long list of Shapiro, Bernstein "hits," are "Lovely Lady," "Make Believe You're Happy" and "A Lost Step." It is a Schubert production.

"Cot-Cot-Cotton" Takes an Immediate Hold

The growth of the admirers and boosters of "Cot-Cot-Cotton," the new ballad fox-trot and "find" of Will Von Tilzer, president of the Broadway Music Corp., New York, during the past week or two, has been as phenomenal as that enjoyed by any song of recent years. The number has already been recorded on Columbia, Brunswick, Pathé, Edison, Victor and others and new trials are being made every day. The "air" is crowded with singers, bands and spe- ciality acts broadcasting the number, a list that seems almost like a "Who's Who in the Song World."

Among the artists using the number recently are Valentine de Lesse, Smith Brothers (Trade and Mark), Pauline Haggard over the Caval- cade Hour, the Happiness Boys, Don Marxette and his Vagabonds, Giles O'Connor, Ada Ward and many others.

Front Page Newspaper Ad at $7,000 for "Souvenirs"


A recent announcement of exceeding interest to music circles was that DeSylva, Brown & Henderson have secured the American and Canadian rights to the sensational English success, "Among My Souvenirs." This sensational "hit" by Horatio Nicholls, well-known English lyricist, was recently produced in London and made publishing history in British circles. "Among My Souvenirs" was featured at the Capitol Theatre for two weeks in succession, and the sales have owned the rights for but a short time, the executives of DeSylva, Brown & Henderson, Inc., in their destitute success that a full-page advertisement announcing it was placed on the front page of the London Daily Mail at a cost of $1,400, or $7,000.

The executives of DeSylva, Brown & Henderson are confident that the number will be one of the largest sellers of this and many other seasons and are placing the biggest campaign behind it ever undertaken by the company. Although DeSylva, Brown & Henderson have owned the rights for but a short time, "Among My Souvenirs" was featured at the Capitol Theatre for two weeks in succession, being sung by Mort Downey, tenor, the last week in October, and by Grace La Rue the following week.

Berlin Issues Collections of Negro Spirituals

The Irving Berlin Standard Music Corp. has just released four separate collections embodying fifteen of the outstanding Negro Spirituals, including such favorites as "Deep River," "I Want To Be Ready," "Swing Low," and many others. These are published for violin and piano, tenor banjo and piano, E, Bb, C Melody saxophone and piano, and voice and piano. Each volume contains both words and music combined. This is the first time these famous spirituals have been arranged for these instruments, and the advance sale indicates that there is a very big demand for them in this form.

"AMONG MY SOUVENIRS"
HERE AM I—BROKEN HEARTED
BABY FEET GO FITTING, PATTER
PLENTY OF SUNSHINE
IN DEE VAH.
SWEETHEART MEMORIES
WHEN I WAS HIKIN' WITH YOU
THOSE'S ONE LITTLE GIRL WHO LOVES
WHO'S THAT KNOCKIN' AT MY DOOR?
MY WAYWARD SONG OF LOVE
MAGNOLIA
SO BLUE
Song Hits from the Collegiate Musical Comedy—"GOOD NEWS!"

GOOD NEWS
THE VARIETY DRAG
LUCKY IN LOVE
THE BEST THINGS IN LIFE ARE FREE
THREE SONGS
JUST IMAGINE
BIG SELLERS IN FOLIOS
SANFORD, BURKE & CO.

TENOR BANDO FOLIO (2nd Edition) (Each containing fifteen great songs)

De Sylva, Brown & Henderson, Inc.
Music Publishers
145 SEVENTH AVENUE, NEW YORK CITY
De Sylva, Brown, Henderson, Subjects of Feature Story

Interesting Article Under Caption, "Words and Music That Made Us Not Unknown in Tin Pan Alley," Pays High Tribute to Writers

B. G. De Sylva, Lew Brown and Ray Henderson, the team that makes the music publishing firm which bears their surnames, were the subjects of an interesting article in the New York Times of Sunday, October 23. This article, which was captioned, "Words and Music—The Careers of Three Men, Not Unknown in Tin Pan Alley," was a remarkable tribute to the three geniuses who, as a combination, have supplied Broadway with its greatest hits during the past year. In speaking of the success which the firm has won in less than a year the article states: "At present they are drawing royalties from 'Good News,' 'I Want to Go Where You Go,' 'Dapper Dan,' 'Why Did I Kiss That Girl?,' 'Alabamy Bound,' 'Bye, Bye, Blackbird,' and others. Their first show was the 'Scandals of 1923.' Then he did the next year's 'Scandals,' 'Good News' and 'Manhattan Mary.'"

While not as much in the public eye as are the others, Robert Crawford, president of De Sylva, Brown & Henderson, is an important factor in the success of the firm. The article in closing gives due credit, saying: "The producing genius of their publishing business is Robert Crawford, also in his early thirties, who, beginning as song plugger, rose to be business manager of Irving Berlin, Inc., and then president of the new corporation."

Harry Von Tilzer Old-Time Medley Is Sales Stimulant

The Harry Von Tilzer Music Publishing Co., New York, reports a great demand for the recently issued Medley No. 1 of Harry Von Tilzer's Old-time Favorite Hits. This medley, which was compiled and arranged by Edward Kilenyi, introduces such old-time favorites as "On a Sunday Afternoon," "Down on the Farm," "Down Where the Wurzburger Flows," "Please Go 'way and Let Me Sleep," "Last Night Was the End of the World," and "Wait Till the Sun Shines, Nellie." The medley is available for the piano, for small and large orchestras.

Harry Von Tilzer, head of the company, states that not only is the medley selling well, but it has had the effect of stimulating interest and sales of his collection of Old-Time Favorites, which includes thirty-two selections written by him. This booklet, which retails for fifty cents, has the words and music of numbers listed above and others equally popular.

An exquisite, beautiful number which appeals to both theatre and dance public

Ray Henderson, the composer of the trio, is the only one who was born in his early days. He attended the University of Buffalo and studied music, paying particular attention to piano, organ and counterpoint. He worked for several music publishing houses upon his arrival on Broadway and while with Harms his first song, "Humming," was published. To again quote:

"His songs "Georgette," 'That Old Gang of Mine,' 'Follow the Swallow,' 'Why Did I Kiss That Girl,' 'Alabamy Bound,' 'Bye, Bye, Blackbird,' and others. His first show was the 'Scandals of 1923.' Then he did the next year's 'Scandals,' 'Good News' and 'Manhattan Mary.'"

"While not as much in the public eye as are the others, Robert Crawford, president of De Sylva, Brown & Henderson, is an important factor in the success of the firm. The article in closing gives due credit, saying: "The producing genius of their publishing business is Robert Crawford, also in his early thirties, who, beginning as song plugger, rose to be business manager of Irving Berlin, Inc., and then president of the new corporation."

Happiness Boys Featuring
New Berlin Selections

Ernest Hare and Billy Jones Feature "There Must Be Somebody Else" and "I Love to Throw Brass Rings on a Merry-Go-Round"

During their recent appearance as the featured stage act at the Mark Strand Theatre, in Brooklyn, N. Y., the Happiness Boys, Ernest Hare and Billy Jones, received a tremendous reception from large audiences. The long popular radio and stage entertainers sang a large group of the latest numbers, interspersed with their usual line of comedy patter. Included in their repertory were two of the latest Irving Berlin, Inc., songs, "There Must Be Somebody Else" and "I Love to Throw Brass Rings on a Merry-Go-Round."

"Dreaming Alone in Hawaii" a Steele Number

Convinced that the trend of the popular song market is again pointing to Hawaiian melodies, what with the popularity of numerous Hawaiian teams over the radio and the Ike, Fred K. Steele, proprietor of the music publishing firm bearing his name, has just issued a new ballad of this type, called "Dreaming Alone in Hawaii." The number possesses an outstanding lyric and melody and a nation-wide campaign has been launched.

Berlin Standard Corp.
Issues "Piano Recreations"

The Irving Berlin Standard Music Corp. has announced the release of a collection of twelve folios under the heading of "Piano Recreations," each folio consisting of six numbers suitable for motion pictures use, for school and for the home.

Irving Berlin, Inc., in addition to the strong list of numbers already released, has several new songs which will undoubtedly enter the list of big sellers. One novelty number, "It's in the Bag," although regular copies are not yet off the press, is being rehearsed by hundreds of acts. Among others soon to be released are two by Al Jolson, "Mother of Mine," "I Still Have You," and "Hollywood Rose."
Brunswick Records

LIST FOR NOVEMBER 3

3631 Mist Away from Me (Lee (Collins-Conn), Fox trot, with Vocals, Croonus. Jimmie Burns (Burns-Burns), Fox trot, with Vocals, Croonus.
3632 St. Louis Blues (Renaud-Conn), Orch. Silver Babies (Bennett-Bennett), Fox trot, with Vocals, Croonus.
3635 Jumping Jive (Renaud-Conn), Orch. Jimmie Burns (Burns-Burns), Fox trot, with Vocals, Croonus.
3639 Just Once Again (Donahue-Asa-Trim), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3659 Where Do I Stand (DeSylva-Katchen), Fox trot, with Vocals, Croonus. Vincent Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3670 When I'm Working (Sneve-Kitch), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3671 Spanish Eyes (Van Doren-Ford), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3673 From This Moment On (Creed-Dupree), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3693 Good Night Waltz (Paladena), Waltz, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Waltz, with Vocals, Croonus.
3697 I'm Dreaming of You (Moore-Teich), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3699 I'll Be Sorry (Donahue-Asa-Trim), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3700 Don't Wait for Me to Forget You (Marsell-Granger), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3703 Straighten Out (Creed-Dupree), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3705 A Kiss Before You Leave (Van Doren-Ford), Waltz, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Waltz, with Vocals, Croonus.
3707 For I Love You (Moore-Teich), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3709 What You Want (Donahue-Asa-Trim), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.

LIST FOR NOVEMBER 23

3631 Miss Away from Me (Lee (Collins-Conn), Fox trot, with Vocals, Croonus. Jimmie Burns (Burns-Burns), Fox trot, with Vocals, Croonus.
3635 Jumping Jive (Renaud-Conn), Orch. Jimmie Burns (Burns-Burns), Fox trot, with Vocals, Croonus.
3659 Just Once Again (Donahue-Asa-Trim), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3670 When I'm Working (Sneve-Kitch), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3673 From This Moment On (Creed-Dupree), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3698 I'll Be Sorry (Donahue-Asa-Trim), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3699 I'll Be Sorry (Donahue-Asa-Trim), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3700 Don't Wait for Me to Forget You (Marsell-Granger), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3703 Straighten Out (Creed-Dupree), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3705 A Kiss Before You Leave (Van Doren-Ford), Waltz, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Waltz, with Vocals, Croonus.
3709 What You Want (Donahue-Asa-Trim), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.

Okeh Records

LIST FOR OCTOBER 21

360 Rain (Frederick-Saunders), Vocal and Instrumental Refrain by Stan Thompson.
361 A Jug of Ale (Vest-Lunt), Fox trot, with Vocals, Croonus. Black Maria (Maria-Maria), Fox trot.
362 Fourteen Steps to Hell (Stobbs), Sermon, with Singing. Charles Harrison and Chorus (Harrison-Chorus), Sermon, with Singing.
363 Are You Thinking of Me (Sneve), Fox trot, with Vocals, Croonus. William Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
364 The Lord Made Me (Ruefenacht), Fox trot, with Vocals, Croonus. William Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
365 Don't Sleep (Hodgson-White), Waltz, with Vocals, Croonus. William Youmans (Youmans-Youmans), Waltz, with Vocals, Croonus.
367 An Afternoon's Delight (Adams), Waltz, with Vocals, Croonus. William Youmans (Youmans-Youmans), Waltz, with Vocals, Croonus.
368 You Can't Walk Back From an Aeroplane (Puckett-McMichen), Fox trot, with Vocals, Croonus. Riley Puckett (Puckett-Puckett), Fox trot, with Vocals, Croonus.
369 I've Got You (Boyer), Vocal, with Accompaniment by William Youmans (Youmans-Youmans), Vocal.
370 The Ritz Hotel (Arnor), Vocal, with Accompaniment by William Youmans (Youmans-Youmans), Vocal.
371 Lament (Egbert), Vocal, with Accompaniment by William Youmans (Youmans-Youmans), Vocal.

Edison Disc Releases

SPEAK ALL

3631 Here Comes the Show Boat (Roe-Pickard), Fox trot, with Vocals, Croonus. Brown Brothers (Brown-Brown), Fox trot, with Vocals, Croonus.
3635 Jumping Jive (Renaud-Conn), Orch. Jimmie Burns (Burns-Burns), Fox trot, with Vocals, Croonus.
3659 Just Once Again (Donahue-Asa-Trim), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3670 When I'm Working (Sneve-Kitch), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3673 From This Moment On (Creed-Dupree), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
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3697 I'm Dreaming of You (Moore-Teich), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3700 Don't Wait for Me to Forget You (Marsell-Granger), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3703 Straighten Out (Creed-Dupree), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.
3705 A Kiss Before You Leave (Van Doren-Ford), Waltz, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Waltz, with Vocals, Croonus.
3709 What You Want (Donahue-Asa-Trim), Fox trot, with Vocals, Croonus. Frank Youmans (Youmans-Youmans), Fox trot, with Vocals, Croonus.

The Talking Machine World, New York, November, 1927
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD
Ready Reference for Salesmen, Dealers and Department Heads

A One Million Dollar Business—How Partners Succeeded With a One Hundred Dollar Start
Average Seventy-five Sales a Month
Exchange of Credit Information Between Merchants Increases Chances Against Loss
Plan Your Christmas Sales Campaign
Why Are Some Records Slow Moving It’s Fair to the Record or Is the Dealer to Blame? Demonstrate Radio Sets as Quality Product
How C. C. Baker Doubled Record Sales by Installing Soda Fountain Boardman & Gray Receive Thirty Per Cent of Radio Business From Profitable Trade-in Arrangements
Artistry in Radio Design Has Widened Market
Profit-Winning Sales Wrinkles
Broadcast for Good Will and Stop Profit-Winning Sales Wrinkles
Protection Through Credit Bureaus
Making Demos More Effective Effective Affective Eye Value Plus Quality Feature the Most Modern Radio Cabinets

CORRESPONDENCE FROM LEADING CITIES

Kansan City. 56—Milwaukee, 66—Cincinnati, 66—New York, 68—St. Louis, 72—Akron—Canton, 72—Pittsburgh, 82—Minneapolis and St. Paul, 84—Philadelphia, 92—Detroit, 98a—Portland, 100—Baltimore, 101—Boston, 102—Los Angeles, 104—Chicago, 111—Cleveland, 121—Buffalo, 122—Richmond, 123—Toledo, 124

115 Star of the East—Vocal
110 Hary Bein and Vocal Chorus
100 Lucky In Love—(Entert.)*—It’s a Lucky Man, (from “Good News”)—Vocal Chorus—The Harmonian—Rainbow of California, with Vocal Chorus, Broadway Bell Boys
109 Yesterday—Vocal, with Vocal Chorus
Andy Samuels and His All-Star Trio
108 I’m Walking with the Stars—(Entert.)*—Vocal Chorus, Vernon Dallatt
107 Just Once Again—(Entert.)*—Vocal Chorus, Vernon Dallatt
106 I’d Rather Be Blue—(Entert.)*—Vocal Chorus, Vernon Dallatt
105 I Love You—(Entert.)*—Vocal Chorus, Vernon Dallatt
104 Shining—(Entert.)*—Vocal Chorus, Vernon Dallatt
103 A Shine Dream—(Entert.)*—Vocal Chorus, Vernon Dallatt
102 Zulu Waltz—(Entert.)*—Vocal Chorus, Vernon Dallatt
101 I Ain’t Got Nobody (And Nobody Cares for Me)—(Entert.)*—Vocal Chorus, Vernon Dallatt
100 I’ll Be Seeing You—(Entert.)*—Vocal Chorus, Vernon Dallatt
40 Love Story—(Entert.)*—Vocal Chorus, Vernon Dallatt
30 A Shy Tree—(Entert.)*—Vocal Chorus, Vernon Dallatt
20 I Tell ‘Em All—(Entert.)*—Vocal Chorus, Vernon Dallatt
10 How D’ya Like My Sweetie—(Entert.)*—Vocal Chorus, Vernon Dallatt

Bell Records

40 Charmaine—Waltz—The Melody Men
50 Dancing Through the Rain—Waltz—Frank Ferera’s Hawaiians
50 I Was Only a Sunbonnet—Waltz—California Syncopators
50 Back of Every Cloud—(Entert.)*—Vocal Chorus, Bell Record Boys
50 I’m a Nick—(Entert.)*—Vocal Chorus, Imperial Orch.
50 I’m Just Dreaming of You—(Entert.)*—Vocal Chorus, Imperial Orch.
50 Jaiie Gray—(Entert.)*—Vocal Chorus, California Syncopators
50 Some Boy You’ll Say O.K.—(Entert.)*—Vocal Chorus, Bell Record Boys
50 I’m Thinking of You—(Entert.)*—Vocal Chorus, Bell Record Boys
50 See You in Kentucky—Waltz—Charlie Hart
50 I’m Pat Fitter—Waltz—Charlie Hart
50 I’ll Be Seeing You—(Entert.)*—Vocal Chorus, Bell Record Boys

Harmony Records

50 Together, with Vocal Chorus, Fox-trot—Andy Sannella and His All-Star Band
50 Go Tell Your Mother That I Love You, with Vocal Chorus, Fox-trot—Andy Sannella and His All-Star Band
50 Just a Memory—Fox-trot—Andy Sannella and His All-Star Band
50 The Beggar—Fox-trot—Andy Sannella and His All-Star Band
50 I Love You—Fox-trot—Andy Sannella and His All-Star Band
50 My Blue Heaven—Tenor Solo—Kathie Kaufman
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50 Where’s That Pretty Baby—Vocal—Andy Sannella and His All-Star Band
50 Play-Ground in the Sky (From “Shadow Buddy”)—Vocal—Andy Sannella and His All-Star Band
50 I’m Talking to Heaven—Vocal—Andy Sannella and His All-Star Band
50 Mistletoe in Christmas Carols Part I and II—Vocal—Andy Sannella and His All-Star Band
50 Christmas Chimes—Vocal—Andy Sannella and His All-Star Band
50 Oh, Camelot, All Ye Faithful (Adagio Edidon)—Vocal—Andy Sannella and His All-Star Band
50 Harry’s Hawaiian Song—Vocal—Andy Sannella and His All-Star Band
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