

The Blue Book of the Business

The Talking Machine

JOURNAL

THE NATIONAL PUBLICATION OF THE PHONOGRAPH AND RADIO INDUSTRY

Hed H. Anderson
EDITOR

June 1927

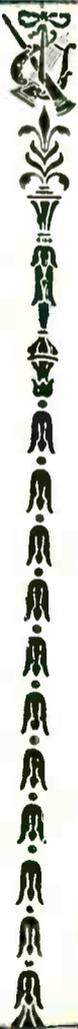


You can match this music
against the world

Brunswick Panatropes
Brunswick Prismatones
Brunswick "Light-Ray"

Electrical Records

Brunswick



MUSIC

PRE-CONVENTION

NEWS

THE TRADE
AUTHORITY

COMPLETE

RADIO SHOW

NEWS



Where the *Highest Musical Taste* is served

See our Exhibits at the Music Industries Chamber of Commerce, Hotel Stevens, Chicago, June 6 to 11. Also at the Blackstone Hotel in Chicago, June 13 to 18.

The
Stromberg-Carlson
H O U R

Tuesday Evenings 8 to 9
 Eastern Daylight Saving Time

George Olsen
 and his
 Stromberg-Carlson Orchestra
 through

WJZ, WBZ-WBZA
 KDKA, KYW, WJR

Stromberg-Carlson is licensed under patents of Hazeltine Corporation, Radio Corporation of America, La Tour Corporation and Radio Frequency Laboratories, Inc.

WHERE expensive pianos are carried in stock—where people go to buy residence organs—where rare violins may be purchased—there you are likely to find Stromberg-Carlson Radio Receivers on sale.

Dealers who have long served the highly cultivated musical tastes, know that in radio a Stromberg-Carlson has no superior as a musical instrument. And the patrons to whom these dealers cater are well aware of it.

A Stromberg-Carlson dealership will attract to your store a discriminating clientele; while the price range of the instruments themselves, \$180 to \$340, give wide sales possibilities.

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

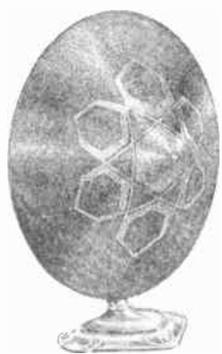
Stromberg-Carlson

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

When writing Stromberg-Carlson Telephone Mfg. Co. please mention The Talking Machine JOURNAL

Grebe Announces

a
Complete
Line



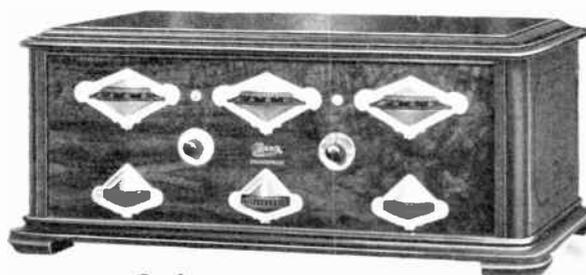
Grebe 20-20 Cone
\$35



Grebe B & C Socket Power
Type 671 \$50
less tube



Grebe Synchrophase Seven \$135



Grebe
Synchrophase Five \$95

Complete line on exhibition at R. M. A. Trade Show, Chicago, June 13th to 18th

Grebe Synchrophase Seven

New principles greatly increase tone quality, selectivity and distance: viz.,

- 1 Single Controlling Dial
—for easy and accurate tuning.
- 3-Point Tuning Drive
—smooth running, permanent adjustment.
- 5 Tuning Stages
—maximum selectivity and fidelity of tone.
- 7 Useful Tubes
—for tone, volume and distance.

Litz-wound Binocular Coils and tube isolating circuits give uniform selectivity and signal strength. Shielded metal deck—totally concealed rigid wiring—Colortone with full tone range—cabinet of selected butt grain walnut, French marquetry inlay panel of exquisite design and workmanship.

Grebe Synchrophase Five

Special features provide exceptional tone quality, selectivity and distance: Colortone— one, two or three-dial control at will—power tube operation—complete wave-length and broadcast range—Litz-wound Binocular Coils.

Grebe 20-20 Cone

A marked advance in quality sound recreation with all the color of complete reproduction of high and low notes—reduction of second harmonics—freedom from "paper rattles"—heavy mounting base insures stability—20" in diameter, 20° angle, bronze finish.

Grebe Socket Power

Type 671—Reliable, self-adjusting "B" and "C" power supply—quiet—ample voltage for 180-volt power tube—for 5 and 6-tube receivers and the Synchrophase Seven—durable, fool-proof, shielded and sealed against tampering.

A. H. Grebe & Co., Inc., 109 West 57th Street, New York City
Factory: Richmond Hill, N. Y. Western Branch: Los Angeles, Calif.

The **GREBE**
SYNCHROPHASE
RADIO

TRADE MARK REG. U.S. PAT. OFF.

The oldest
exclusive radio
manufacturer



BUILT LIKE A VIOLIN



List price
TIP TABLE MODEL
\$40

Our complete line will be shown and demonstrated in Room 556A, Stevens Hotel, during the Chicago Show. Only when you hear the amazing *expression* Teletone speakers give radio reception, will you realize the quick sales possibilities it offers.

TELEPHONE

announces a

TIP TABLE CONE SPEAKER

This novel speaker not only achieves the famous acoustic excellence of Teletone Speakers, but actually can be used as a table as well!

Skilled musical instrument makers have given their long experience to each detail of its manufacture. Only spruce wood is used on the interior—wood comparable in quality to that used in the finest violins. A full floating armature unit operates equally well on voltages from 90 up.

The stand and frame which acts as a sounding board are made of genuine mahogany.

Only the increased manufacturing facilities of our large new plant enable us to offer this unique speaker at such an attractive price.

TELEPHONE CORPORATION
of AMERICA

Room 556A, Stevens Hotel

COMPLETE DISPLAY AND DEMONSTRATION

THE BLUE BOOK OF THE BUSINESS



VOL. XXII JUNE No. 6

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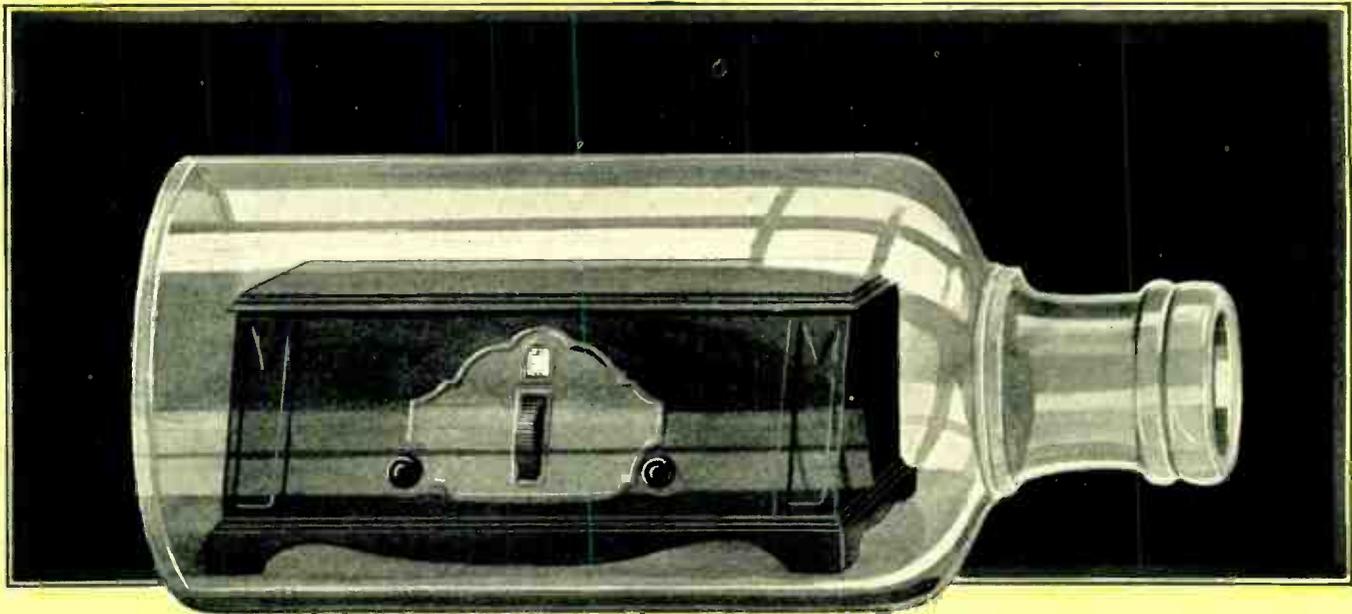
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Vol. XXII 6—Editorial and General Offices Henderson Publications Inc., 5941-3 Grand Central Terminal, New York, N. Y. Telephone, Murray Hill 10466-10467. President, Glad. Henderson; Vice-President, G. A. Henderson; Secretary and Treasurer, C. E. Strange. Published monthly on the First. Entered as second class matter at New York, N. Y., under act of March 3, 1879. Price 35c the copy. \$3 the year. 2 years \$5. (Foreign postage, \$2; Canadian postage, \$1.) Printed in U. S. A.

Your Radio Speaker is the neck of the bottle.



The notes that *will not* come through the speaker do not come through at all

RADIO BUYERS buy radio reception! In the last analysis the set purchaser doesn't buy the *circuit*, or the *cabinet*—he buys *what comes out of the speaker!*

Yet, a recent investigation shows that fifty per cent. of all service calls arise from unsuitable or inadequate accessories, including speaker.

You sow the seeds of dissatisfaction when you sell a "cheap" speaker with a good radio set. It may increase sales for the moment, but it doubles come-backs and service cost in the end.

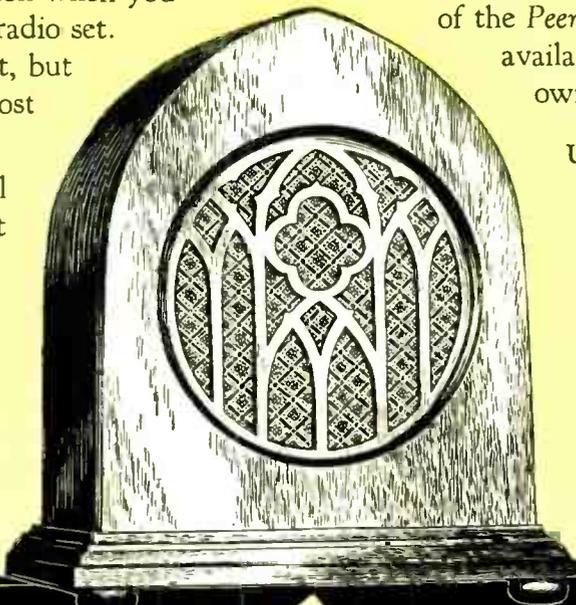
Dealers who have learned this, sell *Peerless* Reproducers with their set

1200 Dealer-Boosters!

A year ago, *Peerless* Reproducer was known to few. Today, one of the season's outstanding successes. Twelve hundred dealers who handled it are rapidly signing up for 1927. There's a reason—the *Peerless* stays sold—and sells receivers, too!

sales. One dealer reports 60% better collections on installment sales since he standardized on *Peerless*. Another says: "We use your *Peerless* exclusively on demonstrations. Purchasers are seldom satisfied with anything else once they hear the *Peerless!*"

Send for the *Peerless* Portfolio, showing *Peerless* construction, letters from enthusiastic dealers and an outline of the *Peerless* Localized Advertising campaign, available to every *Peerless* Dealer over his own name in his own locality.



UNITED RADIO CORPORATION

Makers of the *Peerless* Reproducer

15-1 Caledonia Ave., ROCHESTER, N. Y.

Makes Any Radio Better!

Peerless Reproducer gets those low notes that old-day speakers miss. Reading this won't convince you—but hearing the *Peerless* WILL!! Ask your jobber to send you a sample. If your jobber doesn't stock *Peerless*, write us for name of nearest one.

Peerless

REPRODUCER

UR-108

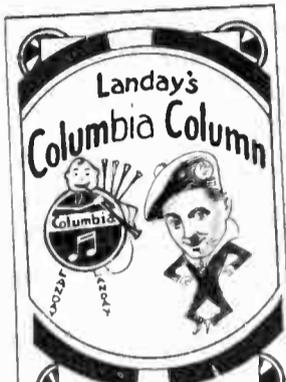
See Announcement New *Peerless* "A" Power Supply on Page 15

When writing United Radio Corp. please mention The Talking Machine JOURNAL

Landay Is Telling New York

You in Your

Columbia Phono
1819 Broadway,
Canada: Columbia Phonogra

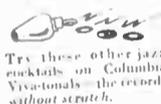


If you like your **SCOTCH** straight **Will Fyffe** will supply you

A record making engagement at the Palace Theatre has proved that the public is enthusiastic over the sonorous songs and droll delivery of this lovable professional Scotchman.

Record making indeed, for as usual, Columbia has caught his act on the Viva-tonal records, made the new way—electrically. As usual, Landays invite you to hear these bonny ballads in any of their stores.

Where the Blue Bells Grow
Dr. McGregor
Will Fyffe



Try these other jazz cocktails on Columbia Viva-tonals—the records without stretch.

Where's that Rainbow (from Peggy Ann) Sing (from Betsy) The Singing Sophomores

Come to Landays for your eye-opener
Landay's C. C. Conductor

P.S.—The full line of Columbia Viva-tonal instruments on exhibition. Stores Marked (*) Open Evenings Till 10 P. M.

Landay BROS.

LANDAY HALL
S. W. Cor. 42nd St. * and 6th Ave.
Herald Sq.—6th Ave. Bet. 34th & 35th Sts. Conn. to L.I.R.R.
427 5th Ave. Bet. 38th & 39th Sts.
Bronx—945 So. Boulevard * (near 163rd St.)
Newark—726 Broad Street *
Mt. Vernon—64 So. 4th Ave. *
Yonkers—11 No. Broadway *
Jamaica, L. I. 161-05 Jamaica Ave. *
NEW HAVEN BRIDGEPORT HARTFORD



Spring! Waltz! Romance! Curtain!

If you feel the urge of youth—rush to Landays and listen to Columbia's New-Process, Scratchless, electrical recording of

I Could Walk Forever with You (from *The Light in the Piazza*)

Then rush back home (yours or SOMEONE'S) and watch for results.

There's magic too in these other latest Columbia releases which you can hear under ideal conditions at Landays.

Where's that Rainbow (from Peggy Ann) Sing (from Betsy) The Singing Sophomores

For the classicists, the new Viva-tonal recording of

Maestri (from *Maestri*)

Yours for sentiment and action.

Landay's C. C. Conductor

P.S.—The full line of Columbia Viva-tonal instruments on exhibition.

Landay BROS.



Dance Fans Jazz Friends

The Column Conductor makes his bow!

Hello Everybody! I'm fairly bursting to talk to you.

That's why Landays, instead of hiring a hall, are giving me this space in which to speak to you regularly.

My first delightful privilege is to announce that from now on Landays will carry a huge up-to-the-second library of Columbia new process records, the record without stretch, made the new way—electrically.

Come to Landays where you can see, hear, compare and appreciate the wonderful Columbia Viva-tonal records in the wonderful Landay setting of courtesy, convenience, and completeness.

See what all the shooting's about. You'll like it.

Landay's C. C. Conductor

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NEW HAVEN BRIDGEPORT HARTFORD

Lovers of Wagner or Puccini Disciples of Debussy or Greg

Watch this Column for the latest News of your hobby. Landay's Columbia Column will appear regularly in this paper.



Happiness Boys!

OH BOYS! BOOLES AND BOOLES OF HAPPINESS! Come to Landays and get your share. Sables, gables and hearts in these new Columbia Viva-tonal records, made the new way—electrically.

Month

The Happiness Boys

And for those who like their music more seriously:

Second Hungarian Rhapsody (4 parts, 2 records) by Franz Liszt and the New Queen's Hall Orchestra.

Come to Landays Happiness Headquarters
Landay's C. C. Conductor

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NEW HAVEN BRIDGEPORT HARTFORD

about **Columbia** **NEW** **PROCESS** **Records**

Tell'em Town

graph Company
New York City
pà Company, Ltd., Toronto



A \$25 seat
is good for
only one night
but—
at Landays, 75c
buys joy forever.

Scene 1
Opening night at the
Ziegfeld Theatre. Seats
hours, and whisk—your
tantalizing tunes and
are forgotten.

Or let the silk hat, cape
and dramatic delivery of
TED LEWIS give you
the high spots of the re-
cently opened and tre-
mendously successful
Hulou Le Maire's Affairs.
Lily—Ted Lewis Band
Wandering in Dreamland
Ted Lewis Band
895 D 75c
Admission, service and
courtesy, free.

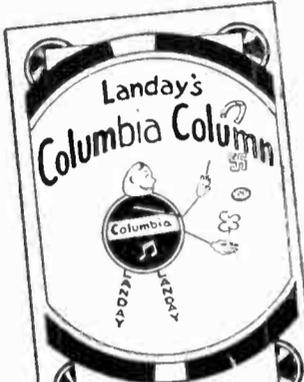
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161-05 Jamaica Ave. *
NEW HAVEN BRIDGEPORT
HARTFORD



Lucky!

ash from the
Musical Comedy
Success

The sooner you get
to Landays for these
wonderful new
Columbia Viva-tonal
recordings—made the
new way—electrically
the luckier you'll be.

Dancing the
Devil Away
(From "Lucky")

That Little
Something
(From "Lucky")

Don't Fool with His
Earl Carroll Vanities
Orchestra

Another pair of
prizes.

A Lane in Spain
The More We
Are Together
The Columbians



Wear Your
Sunday Smile
The Far Away
Bells

Fred Rich and his
Hotel Astor Orchestra
Hear the new releases
in a Landay setting
quite in keeping with
the beauty of these
Columbia gems of
musical repro-
duction.

Jewels of the
Madonna
Intermezzo
Act 2 & Act 3

The British Broadcast-
ing Co.'s Wireless
Symphony Orchestra.
Yours for good luck.

Landay's C. C.
Conductor

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NEW HAVEN BRIDGEPORT
HARTFORD



Moran & Mack

are calling
at your
home for
an extended visit

Will you pay 75c to
listen to that dull,
languid, listless, side-
splitting dialogue
from the Vanities as
often as you please?
Don't be silly!

As usual, Columbia's
Viva-tonal, scratchless
records, made the new
way—electrically—have
captured this priceless
prize.

As usual, Landays are the
first to offer it.



Two Black Crows
Parts I & II (2 Sides)
Moran & Mack

Uncoil these other cork-
ing numbers and watch
your popularity increase.



Put Your Arms
Where They Belong
What Does It
Matter—
Harold L. Rider,
Organist

Cock-a-Doodle I'm
Off My Noodle
Frisco Bay
The Georgians

Hurry and surprise
your friends. The
Landay triplets,
Courtesy, Conven-
ience and Comple-
ness will be on hand
to greet you.

Landay's C. C.
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NEW HAVEN BRIDGEPORT
HARTFORD



Let TED LEWIS high hat you!

RED HOT—

right off the griddle
from Le Maire's
Affairs, come these
wonderful song hits
recorded as only Ted
Lewis can play 'em.
And why? Because
they are Columbia
Viva-tonal records,
made the new way,
electrically.

And how—without
scratch!

Lily
(Le Maire's Affairs)
Wandering in
Dreamland
(Le Maire's Affairs)
Ted Lewis' Orch.



When My Baby
Smiles at Me
Keep a Little
Sunshine in Your
Heart for Me
Ted Lewis' Orch.



And what else?
My Sunday Girl
At Sundown
Cliquot Club Or-
chestra with vocal
chorus

More space at Landay
stores than in this
column to continue
with the list. A much
better chance for you
to appreciate the
records if you come
and listen.

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NEW HAVEN BRIDGEPORT
HARTFORD

RADIO IS BETTER WITH *BATTERY* POWER



Are you using the *wrong size* batteries?

It is well worth your while to answer this question—

Because many radio users are connecting the smaller Light-Duty "B" batteries to loud-speaker sets, when all such sets require the Heavy-Duty size that lasts much longer;

Because batteries misused in this way may lead them to think that batteries are not the best source of "B" power, whereas:

1. Well-made dry cell "B" batteries of the right size (Heavy-Duty for loud-speaker sets) offer the best source of "B" power supply for all

receivers operated at normal voltages. Batteries are superior in reliability, lower first cost, operating economy, quality of reproduction, and general satisfaction. Radio is better with *Battery* Power.

2. Of all Heavy-Duty batteries, the Eveready Layerbilt "B" Battery No. 486 is the longest-lasting; it is the most economical source of "B" current on the market today, and is required by the vast majority of present receivers.

Your customers are not getting the best in radio unless they use batteries, and they are not getting the best in batteries unless you sell them the Eveready

Layerbilt. Sell this battery and you gain not only the immediate cash profit, but you also increase your good-will through the satisfaction the battery gives. Order the Eveready Layerbilt from your jobber.

NATIONAL CARBON CO., INC.
New York San Francisco
Atlanta Chicago Kansas City
Unit of Union Carbide and Carbon Corporation

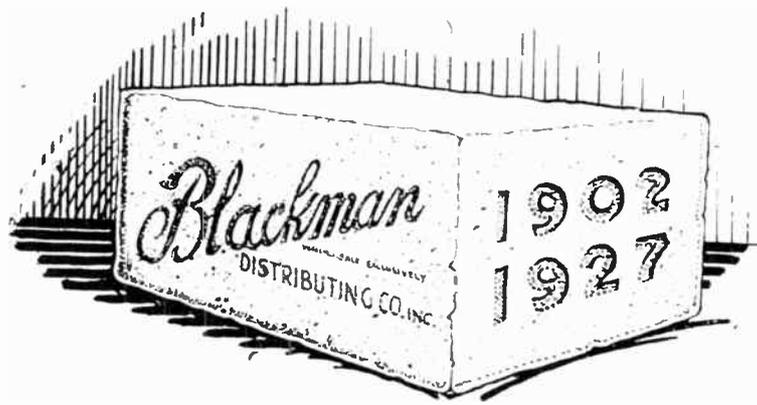
Tuesday night is Eveready Hour Night—8 P. M., Eastern Standard Time

WEAF—New York
WJAR—Providence
WEEF—Boston
WFI—Philadelphia
WGR—Buffalo
WCAE—Pittsburgh
WSAI—Cincinnati
WTAM—Cleveland
WWJ—Detroit
WGN—Chicago

WOC—Davenport
WCCO—Minneapolis
KSD—St. Paul
KSD—St. Louis
WRC—Washington
WGV—Schenectady
WHAS—Louisville
WSB—Atlanta
WSM—Nashville
WMC—Memphis

The air is full of things you shouldn't miss

When writing National Carbon Co., Inc. please mention The Talking Machine JOURNAL



A CORNER STONE IN THE RADIO INDUSTRY

IT has been our continued effort for twenty-five years to develop a dependable distributing organization as contact between responsible manufacturers and reliable dealers in New York and vicinity. For twenty-three years this effort was confined to the talking machine industry.

We have now reached our stride in Radio and are confident that our activities in the coming season will emphasize the stability of our slogan "Blackman and Dependability—one suggests the other."

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

28 West 23rd St., New York, N. Y.

MAGNAVOX

has something to say!

A three year old query common in the radio trade is now answered by Magnavox introduction of a remarkable power cone speaker (electro-dynamic type on which Magnavox alone retains fundamental patents). No permanent magnet type speaker can compare with these power speakers having no inherent cut-off, with their impedance constant over the entire audio range and giving full volume 50 to 12,000 cycles. (They are equipped with a filter cut-off at 5,000 cycles to minimize tube distortion). Types R-4 for 6 volt DC operation and type R-50 for 110 volt AC, the latter regularly equipped with a built-in power unit using one 216B rectifier tube and one 210 power audio amplifier tube.

The new Magnavox power cone speakers will be available in attractive cabinets and as units only, for easy installation in any cabinets. An attractive merchandising plan is offered to reliable, established radio merchants to cash in on these speakers which will be the outstanding fast selling radio accessory this season.

A new type permanent magnet cone speaker in several types of housings at popular price ranges will make the Magnavox speaker line the most complete.

Rectifier Tubes

Magnavox now introduces to eastern territory their rectifier tubes in 60 mil., 85 mil., and 150 mil. sizes after long experiment and a year's use of these tubes by the Pacific Coast radio trade has proven them very long lived, noiseless and possessing a great reserve of power.

Eastern dealers and jobbers can now handle Magnavox speakers without conflict with other makes of sets for which they have established connections.

Write the sales representative in your territory for the new plan.

The MAGNAVOX Co.

General Offices and Factory, Oakland, California

Chicago Sales Office, 1315 South Michigan Avenue

Special Notice

The research, engineering and manufacturing facilities of Magnavox will be concentrated on speakers and tubes for national distribution. Receiving sets will be made for Pacific Coast distribution.

New England States, New York & Northern New Jersey
The John P. Rainbault Co., 50 Church Street, New York City

Penna., Southern N. J., Del., Md., Va. & Nor. West Va.
R. R. Hawley, 1015 Chestnut St., Philadelphia, Pa.

Nor. Ohio (except N. W. Corner) & N. W. Penn.
Brewster P. Kinney, 1375 Euclid Ave., Cleveland, Ohio

So. Ohio, Southern W. Va., Eastern Ky., & So. Indiana
S. C. Holston, 608 First National Bank Bldg., Cincinnati, Ohio

So. Michigan, N. W. Indiana and N. W. Ohio
The Magnavox Company, 1315 So. Michigan Ave., Chicago, Ill.

No. Wisconsin, Minnesota and Dakotas
J. E. Date, Excelsior, Minn.

So. Illinois, Missouri, Arkansas & Kansas
Robert W. Bennett, Syndicate Trust Bldg., St. Louis, Mo.

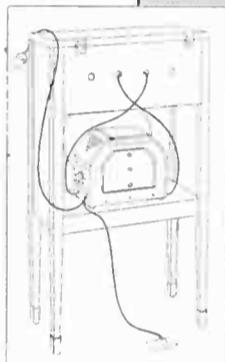
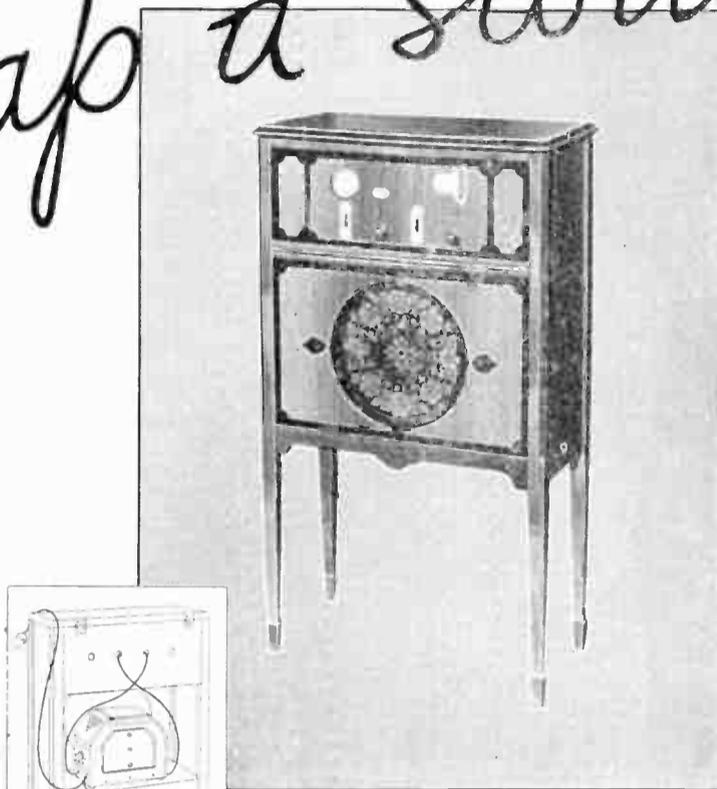
N. W. Ind., No. Ill., So. Wis., Iowa, Nebr. and all southern states east of Texas
The Magnavox Company, 1315 South Michigan Ave., Chicago, Ill.

Texas, all Rocky Mountain and Pacific Coast States and British Columbia
The Magnavox Company, 2725 East 14th St., Oakland, Calif.

Canada excepting British Columbia
R. S. Williams & Sons Co., Ltd., 468 King St., West, Toronto, Can.

When writing The Magnavox Co. please mention The Talking Machine JOURNAL

Snap a switch



The 6 tube Console pictured above stands 40 inches high—contains skillfully engineered shielded circuit—single drum dial control. Musicone built in. Price without tubes and power unit—\$95.

- No more batteries.
- No battery charger to watch.
- No batteries to water.
- No failure of the power plant, just as you sit down to a fine program.
- No upsetting the house to have the radio serviced.
- No apologies to make to callers that the batteries have just run down.
- No batteries to recharge.
- No batteries to renew.

A B and C Power from the light socket for the latest model Crosley A C Radios

This power unit weighs 13 lbs., stands 9 inches high and is 4 inches wide and requires no more attention than a vacuum cleaner or an electric iron. It transforms mechanically ordinary 110 volt 60 cycle house current into smooth quiet radio energy. *No interfering hum!*

Price, **\$50**

Crosley radios especially designed to use this battery eliminator are the 6 tube AC-7, a neat table model of the famous Crosley single drum control receiver selling at \$70, and the 6 tube console model AC-7-C pictured above at \$95.

Prices slightly higher west of the Rocky Mountains

Crosley Musicones \$9.75 and \$14.95.

Write Department 56 for descriptive literature.

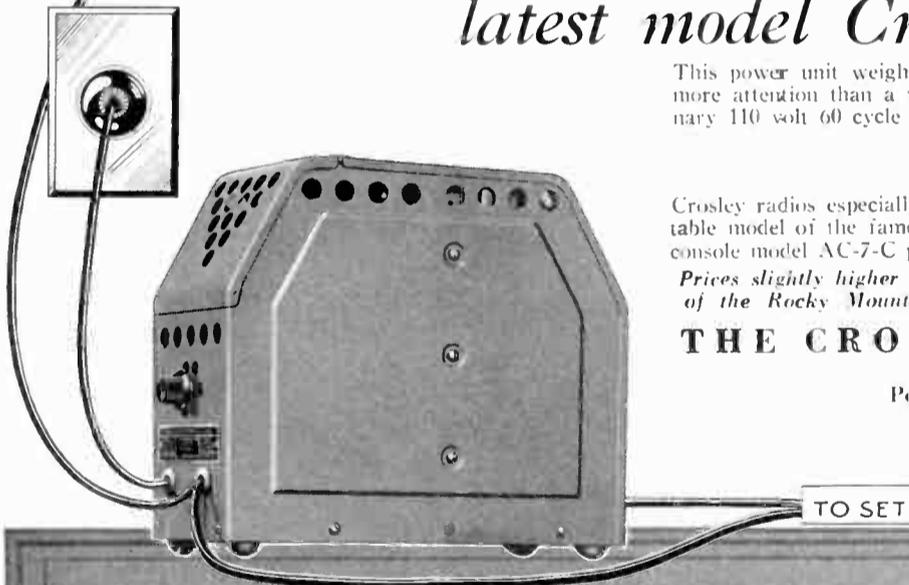
THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr.
Pres.



Cincinnati,
Ohio

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



CROSLEY

BETTER COSTS LESS

RADIO

When writing Crosley Radio Corp. please mention The Talking Machine JOURNAL

Radio-Art

REG. U.S. PAT. OFF.



\$**95** LIST

EQUIPPED WITH BUILT-IN

*Farrand
Speaker*

No 18-S

Dimensions:
50½ inches high
19½ inches deep.
28 inches wide.

MUSICAL PRODUCTS

22 West 19th Street

SOLE FACTORY

When writing Musical Products Distributing Co. please mention The Talking Machine JOURNAL

Cabinets

DOMINATE

the New York Market

And they are now available to a limited number of wholesale distributors in other sections of the country.

In one short year "Radio Art" Cabinets have become the outstanding leaders in the most competitive of radio markets—New York. A lot different in design and details—a great deal better in wood and construction—less expensive in price—such values developed tremendous sales by the New York radio dealer.

Each cabinet is designed to accommodate practically all standard makes of radio receivers. Interchangeable panels are furnished to fit the set designated by the dealer.

Farrand Cones and Amplion Speakers are used exclusively for built-in speakers.

We would like to tell our story to a limited number of desirable wholesale distributors throughout the country. Write—and when you are in Chicago during the R. M. A. Show see the complete line on display at The Blackstone Hotel. This invitation, of course, includes all radio dealers.



Radio Art Cabinets include ten distinctive models, at a price range of \$85 to \$350 List.



No. R-5035-D
28 in. wide, 19 in. deep, 48 in. high
\$125 list
Decorated in Chinese Red



No. 15-S
18 in. wide, 19 1/2 in. deep, 50 1/2 in. high
\$125 list



No. 65-A
30 in. wide, 20 in. deep, 54 in. high
\$125 list



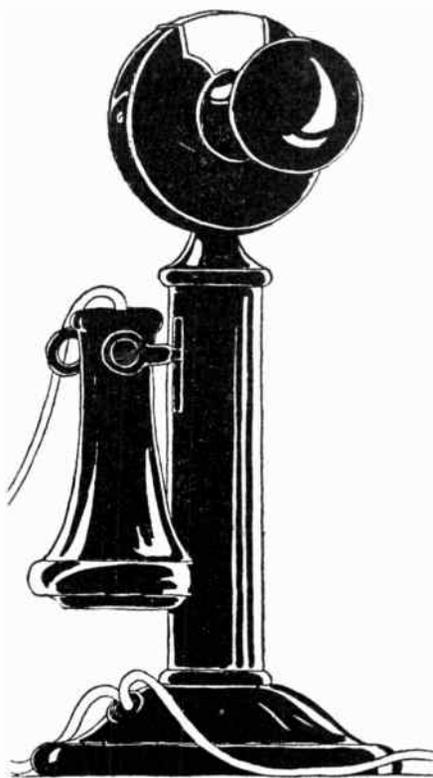
No. 85
35 in. wide, 20 in. deep, 57 in. high
\$245 list

DISTRIBUTING CO.

REPRESENTATIVES
New York City, N.Y.

BRIGGS

When writing Musical Products Distributing Co. please mention The Talking Machine JOURNAL



If you were to telephone to ten thousand jobbers and dealers with a sales message, and not one took up your proposition, would you blame the telephone?

Too many advertisers blame the medium instead of the message. The message comes first!

For carrying your trade information, The Talking Machine Journal gives you a greater prestige by reason of its "quality" policies. No "stencil" advertising is solicited or accepted.

So termed "consumer" advertising is wasted without trade acceptance of a radio product and manufacturers must realize the economy and potency of the dealers' good will.

A good dealer can sell any radio set that he, alone, has been "sold" on. You don't need to worry about sales to the public with the jobbers and dealers squarely behind you.

ATWATER KENT RADIO

—than any other

More people *want* Atwater Kent Radio
than any other.

More people *buy* Atwater Kent Radio
than any other.

More people are *satisfied* with
Atwater Kent Radio than any other.

More dealers *make money* out of
Atwater Kent Radio than any other.

WHY?

EVERY SUNDAY EVENING:— The Atwater Kent Radio Artists bring you their
summer program at 9:15 Eastern Daylight Time, 8:15 Central Daylight Time, through:

WEAF New York	WGN Chicago	KSD St. Louis
WEEL Boston	WCAG Pittsburgh	WWJ Detroit
WRC Washington	WGR Buffalo	WCCO Mpls.-St. Paul
WSAI Cincinnati	WOC Davenport	WGY Schenectady

Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY

4724 WISSAHICKON AVENUE

A. Atwater Kent, President

PHILADELPHIA, PA.

You would pick the
VINCENNES
 Blindfolded



VANDALUSIA—one of the complete line of Vincennes Veraphonic Phonographs.

IF YOU'RE going to be at the Convention at the Stevens Hotel, you needn't read further than to note our headquarters: Room 2100. For there the talk of the show will be the New Vincennes Veraphonic Phonograph that 9 out of 10 people pick with

their eyes shut. (There can be no doubt about the tone quality). You can prove it yourself. When you see the magnificent cabinet work and learn of the proven "Vincennes Merchandising Plan", you will realize what "Vincennes for 1927 Profits" means.

If you don't come to the Convention, write.

VINCENNES PHONOGRAPH COMPANY
 Vincennes, Ind.

When writing Vincennes Phonograph Co. please mention The Talking Machine JOURNAL

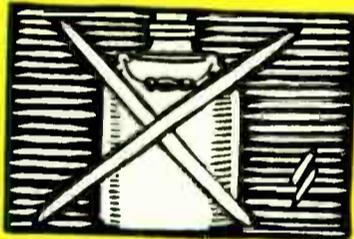


A new "A" Power Supply

[[and, we believe, Better]]



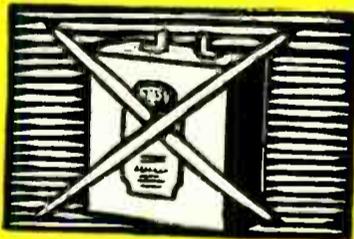
As uniform and dependable
as the Central Station Electric
Light Supply



No Liquid



No Storage Battery



No paper, mica or
electrolytic condensers
of any sort



Sponsored by United Radio
Corporation of Rochester, N.Y.
makers of Peerless Reproducers

NEW . . . in principle
. . . in construction . . .
in results! A fool-
proof power supply
that gives a depend-
able Direct Current
without hum or cycle-
beat.

You have seen "A"
Power Units—but you
have never seen this
Unit. You may have
heard their sales claims,
but who has matched
this one-year Uncon-
ditional Guarantee?

See this "Peerless"
"A" Power Supply at
Booth No. 2, First Radio
Trade Show, Stevens
Hotel, Chicago, the
week of June 13. It
will be one of the
really NEW things on
exhibit.

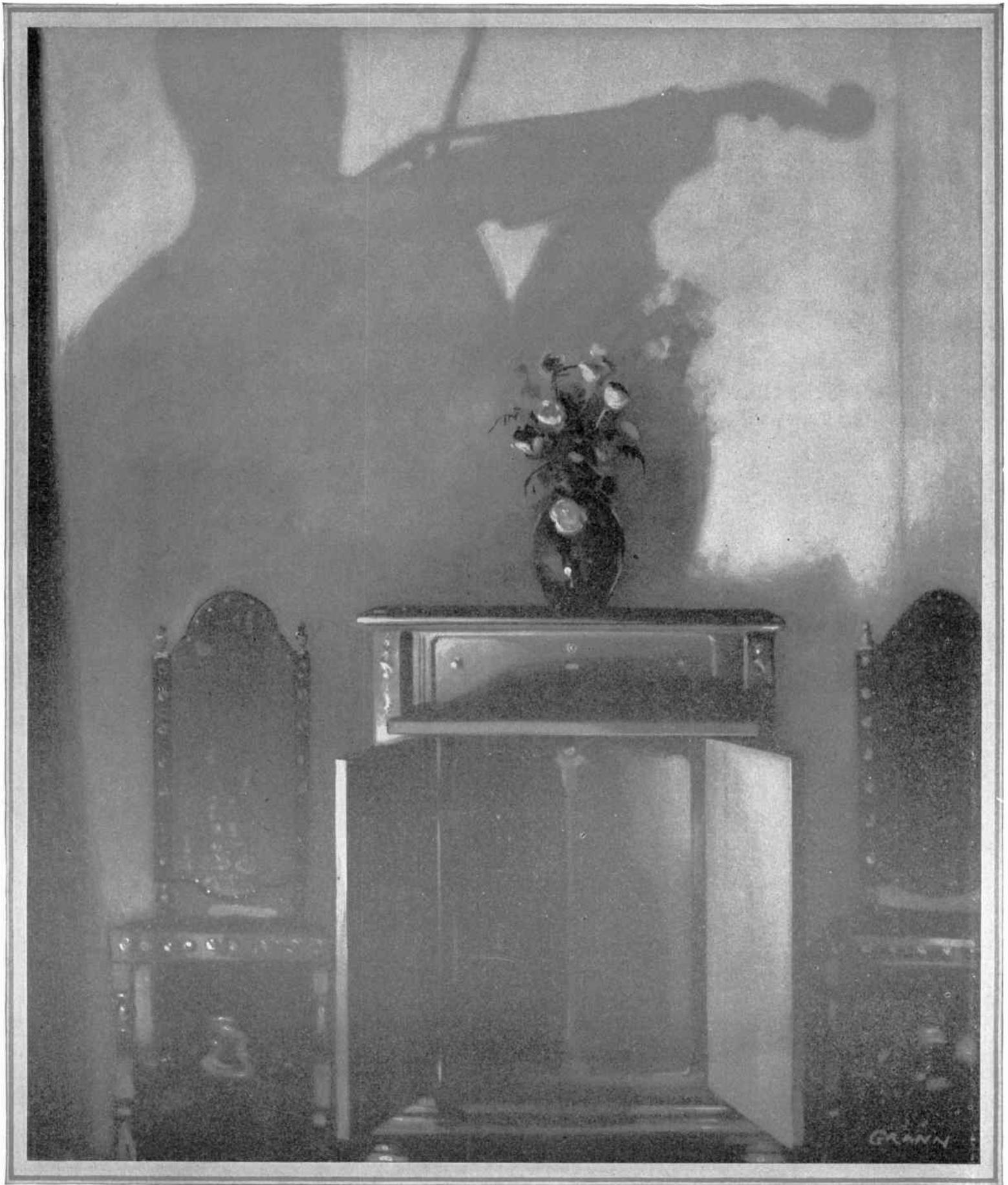
UNITED RADIO
CORPORATION

Makers of
Peerless Reproducer

15 Caledonia Avenue
ROCHESTER, N. Y.

S. E. MAY, President
A. T. HAUGH, Sales Manager

Unconditionally **GUARANTEED** for One Year



Sparton's rank among the leaders of the radio industry is easily understood when Sparton's quarter-century of achievement in other fields* is remembered. Without this foundation such recognition would have come none the less surely, for Sparton Radio is the most advanced expression of Radio science and of electrical and cabinet craftsmanship. Sparton models range from the superlative "110 A. C.", a light socket receiver requiring no batteries of any kind—to battery operated sets of outstanding performance.

*Sparton Motor Horns



*Like a Rare old Violin ~
Rich-Vibrant-Soul-Stirring*

SPARTON RADIO

"The Pathfinder of the Air"

The Sparks-Withington Company, Jackson, Michigan, U. S. A.
Pioneers of Light-Socket Radio without batteries of any kind

(1927)

When writing The Sparks-Withington Co., please mention The Talking Machine JOURNAL



THE TALKING MACHINE JOURNAL

HENDERSON PUBLICATIONS, INC., Publishers, 5941 Grand Central Terminal, New York, N. Y.

VOLUME XXII
NUMBER 6

NEW YORK, June, 1927

\$3.00 THE YEAR
35 CENTS A COPY

Business

By Dr. Frank Crane

Princeton University publishes an interesting fact about the present graduating class. Over sixty percent answered the question of what sort of a career they intended to follow by saying "business."

Twenty years ago the overwhelming majority of graduates chose the professions. At that time less than twenty percent selected business. This is in line with the general trend. At one time only two callings were considered "honorable." They were careers in the army and careers in the church. All others were considered somehow to be on a lower scale with business coming somewhere near the tail.

Then at a later date the "professions," law, medicine, ministry, etc. were held to be the occupations of life that held honor in the following. Yet all the while the fruits of business were easily accorded a place above the salt at the banquet. When "merchant princes" became wealthy there was honor in that, but the means to that end was looked down upon somewhat.

The Spanish proverb: "If a dog has

enough money he is called Mr. Dog," always held true but only within the past few decades has business as a means that produced many of the good



things of life been accorded the honor that is its due. This is a step away from the old insidious idea that

leisure and indolence is somehow better than toil and labor. It heads away from the aristocratic conception and its false scale of values. It pins the ribbon where it belongs—on the producer instead of the consumer.

One reason America has led in the development of new methods and means in business has been that there has never been the same snobbishness against business here that has characterized the societies of some older countries. The best brains have turned to it instead of being shunted away from it by false ideas of what was an "honorable" career. Shorter working hours and better working conditions for all is one of the results of having greater intelligence in business.

Rousseau says that society began when someone had genius enough to put up a fence and say that all inside it belonged to him. Business is one of the powerful influences of society and the more educated and intelligent minds that take it up for a career, the more intelligently it will be run and the greater will be the benefits to all.

Copyright, 1927, by Dr. Frank Crane

PROMINENT MEMBERS OF THE TALKING MACHINE
INDUSTRY—XCVI



The Talking Machine
JOURNAL

FRANK DORIAN
Assistant to the President
COLUMBIA PHONOGRAPH COMPANY

The image features a black and white portrait of a man with a mustache and glasses, wearing a suit and bow tie. The portrait is set within a decorative Art Deco frame. At the top of the frame is a banner with the text 'The Talking Machine JOURNAL'. Below the portrait is a rectangular box containing the man's name and title.

As We See The Talking Machine Business

WHILE IT IS EVIDENT THAT THE DAY has gone forever when a man can peel off a few ten dollar bills and become a phonograph manufacturer, as he did in 1920, straws indicate that a breeze has been stirred up by the recent developments in the industry whereby there will be an "influx" of new talking machine manufacturers. The "phonic" type instrument has created an entirely new market and if an industry can have 500 manufacturers as it once did, it would seem logical from the outsiders' viewpoint, that several dozen new manufacturers could enter now and survive.

NOTHING STANDS IN THE WAY TO prevent any new concern from making a phonograph, except dealer acceptance. But we can assure these new concerns that the junk of 1927-28 will go the same way as the junk of 1920—only it will go out quicker. Much more capital will be required as there are fewer supply houses to hoodwink; the established concerns are more aggressive now than ever before; dealers are wiser than ever, for they have paid money to find out that an extra discount does not compensate for name value, and the shortage of good salesmen will prevent aggressive sales work of the kind necessary to distribute the so termed "unknown" phonograph.

WE HAVE SEEN HUGE CABINET phonographs being built that resemble the three hundred dollar product, and to a South African ape might be considered on par with the quality products. But there is a big difference outside of the fact that the price is less. It is difficult to look into the "works" of these models and to see that a cheap motor has been used instead of a motor of good quality, playing the proper number of records, nor to see that the horn has been patched instead of being manufactured properly. Defects of construction, either done wilfully or through inability, mean the same in the value of the product, and a word of caution is not amiss in view of the pending developments that are bound to take place in this industry. When you buy phono-

graphs for re-sale purposes from any manufacturer, know something about the house and consider the past work of the manufacturer as the proper basis to guide you in taking on the line. Our advice is to reminisce back to 1920 and then stick to the tested and tried lines—products that are dollar for dollar value whether you purchase them on a price or prestige basis.

WITH SONORA REMOVING ITS general offices to Saginaw, Mich., only one phonograph manufacturer remains in New York City—the Columbia Phonograph Co. Columbia is fortifying the city and will do its best to maintain its new slogan: "New York's only phonograph manufacturer."

NEW YORK TALKING MACHINE & Radio Men, Inc. are at the discount problem again. Interesting facts are related that the present discounts are not large enough. Others say that bigger discounts mean more price cutting, claiming that many dealers are cutting prices even with present discounts. So there you are! As the golfer said: "What's par on that hole?"

THE TRADE WILL WELCOME BACK TO the fold one of the country's leading talking machine men—a man who is well known from coast to coast and who is one of the most able wholesale executives in the wholesale fraternity. We refer to Arthur D. Geissler, formerly president of the New York Talking Machine Co., Inc., and the Chicago Talking Machine Co., Inc., Victor wholesalers, and who is now president of the Standard Home Utilities, Inc., 1 Park Avenue, New York, factoring such well known products as Crosley and Amrad radio receivers, Standard sewing machines and several other allied products to be announced shortly. Hugh Ernst, a master of the art of talking machine distribution, is associated with Mr. Geissler as vice-president and general manager of the company. We extend our heartiest congratulations and best wishes.

Pictorially Speaking!



O. W. Ray is now vice president and general manager of the Silas E. Pear-sall Co., nationally known distributors.



Is the girl in this window alive? We don't know, but we do know that the Goodson Radio Co., Fullerton, Calif., are so far from dead that they won the window contest sponsored by Ray Thomas, Inc., Atwater Kent distributors for Southern California.



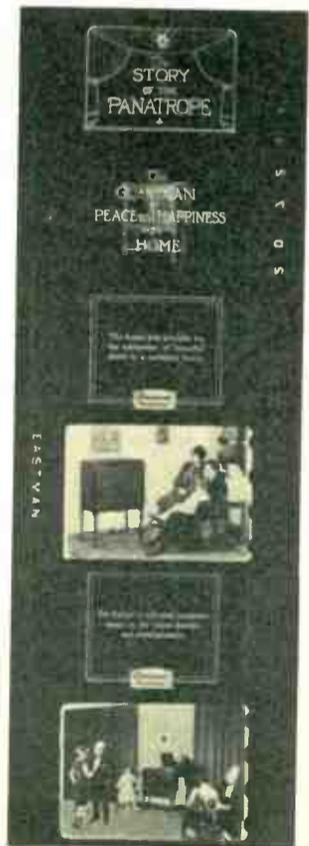
Harry Abrahamson, Detroit Electric Co., keeping in touch with business.



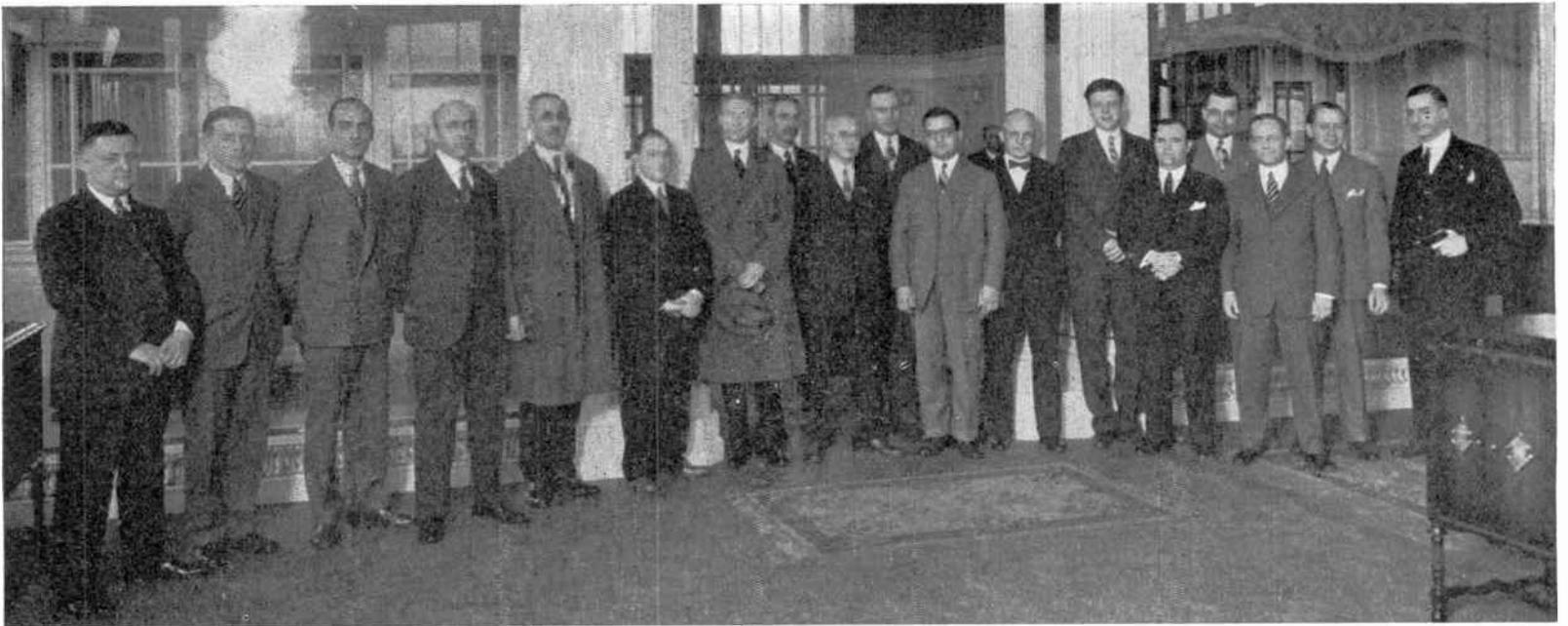
Colonel De Pinedo is famous for at least two things: flying across the Atlantic and recording for Columbia.



The beautiful new Oakland Phonograph Co. store. Ernest Ingold designed the table on the left and has sold thousands of them.



The story of the Panatrope is told in pictures on the theory that one photo is worth an hour's sales talk.



The opening of the Brunswick exhibit on the Boardwalk at Atlantic City was a big event. Some of those who attended are shown here. Left to right: E. E. Neil Philadelphia branch manager; W. J. Lorenzo, special representative; C. F. Shaw, C. D. McKinnon, of the Chicago office; Mayor A. M. Ruffu of Atlantic City; G. A. Lyons, Philadelphia district manager; Major Frederick Hickman, president of the Atlantic City Chamber of Commerce; Major John Hartnett; G. Rohr, manager, Underwood Typewriter exhibit; A. J. Schamerhorn, manager General Motors exhibit; G. H. Lewis, manager, Westinghouse Electric exhibit; F. H. Holmes, L. C. Chase "Velmo" exhibit; Thomas Husselton, Chamber of Commerce; J. C. McDermott, manager, Burroughs Adding Machine exhibit; R. T. Burroughs, manager, International Business Machines exhibit; R. B. Scull, Crane exhibit; Edward Strauss, manager, New York district of the Brunswick company; and George Mead, prominent Philadelphian.



Jay M. Schwartz, new Freed-Eisemann sales promotion manager, has grown up with radio. He will plan cooperative advertising and sectional publicity.



Here's where Fada products are born. F. A. D. Andrea and Lewis M. Clement, chief engineer, in the company's New York laboratory. Mr. Andrea is sitting down for a change.

It is easy to see why these three windows won the first prizes in the recent contest of New Jersey Radio, Inc. Bower's Music Shop is in Rahway, N. J.; the Radio Studio is at Clifton, N. J.; and Baker Bros. does a big business in Newark, N. J.



This cut-out for window display must be seen to be appreciated. It is part of Bell & Howell's plans to make everybody a movie maker.



As We See The Radio Business

NOTHING WE CAN WRITE HAS MORE editorial strength than the accompanying letter from a radio jobber located in the middle west. It proves the opinion expressed in The JOURNAL a number of times—that jobbers and dealers should be careful in selecting a line, the statement being frequently heard giving 50% of a jobber's success to the set handled. Considering the age of our industry, this problem is old, but we are happy to say that less radio merchandise is offered today at cut prices than at any time previous to the last three years. We expect to see a dwindling of distress merchandise, for jobbers are refusing to give large orders to manufacturers and dealers are concentrating their activities on one, two or three sets instead of handling a dozen as heretofore. In other words, all indications point to an improvement in general radio conditions—and it looks as if there would be continued movement towards better marketing conditions.

THE FOLLOWING LETTER FROM THIS jobber is in reply to a certain inquiry made by The JOURNAL—

“Because our connections with the—company the past year not only cost us many thousand dollars, but at the same time almost ruined our business, we naturally took offence at this solicitation.

“It brought to our mind the fact that the advertising done by—had been a big factor in our taking on the sale of their products. For this reason we considered that the publications that helped build up the—sales were really a party to the crime, and it came to our mind that publications are somewhat responsible for the actions of the companies whose products they advertise.

“If we remember correctly the New York Times has a policy of offering to pay back the full purchase price of any article purchased through advertisements in the New York Times in which the buyer has not received his money's worth. Surely a buyer of a—set at \$125.00 one day, the next day to be able to buy it at \$30.00 has just cause for complaint. We paid back hun-

dreds of dollars ourselves to dealers to whom we had sold—sets.

“We do not believe we are alone in taking the stand that publications are somewhat responsible for the actions of their clients. We also believe that if publications would have a policy of only accepting advertisements from companies that are willing to stand back of their products and their prices that these publications would meet with a very enthusiastic reception. We believe practically every radio dealer in the country would subscribe for a magazine that refused to accept advertisements from companies that would agree not to dump their products. If a company is bankrupt we appreciate that their product would have to be dumped, but as long as they stay in the business we think it is the most unbusinesslike policy they could pursue. We think it tends to tear down their sales organization to a much greater extent than the few dollars they might quickly realize on a dump.

“The radio dealers throughout the country have stood too much of this kind of poor business tactics, and as a class they are absolutely disgusted with radio for this reason. We also believe a factory with a good product and who would offer the dealers a clean cut protective policy would have no reason to dump. We also believe that advertisements stating this policy would be worth many times the value of an advertisement just showing a picture of their set in the conventional way. With our best wishes, we are,”

To those concerns who do not believe that trade papers are read by jobbers reread the second paragraph of this wholesaler's letter.

IN A RECENT “INQUIRING REPORTER” column of a Metropolitan newspaper everybody asked how they found radio broadcasting since the activities of the radio commission replied that reception is very much improved. Before the appointment of the commission, there was much clever advertising featuring sets which were supposed to cut through the worst interference. Now that reception is so much better in the minds of the public, there might be an idea here for some aggressive selling.

PROMINENT MEMBERS OF THE RADIO
INDUSTRY XLI

The
Talking Machine
JOURNAL



ARTHUR T. HAUGH
President
RADIO MANUFACTURERS ASSOCIATION

We Chopped \$38,000 Off Our Radio Service Bill

We Learned That We Were Paying to Keep Inefficient Radio Sold

By A. R. Filante

Manager Radio Department Frederic k Loeser & Co., Inc.



THREE months ago we were advertising and pushing a line of electrified sets complete with all accessories. Needless to say, the accessories were not of the best. At that time we had twenty-seven service men in our radio department and they were busy all the time. It seemed to me that we were on the wrong track and that we were having too many service calls from our customers. As an experiment we sent out our men with high grade accessories on all their calls—higher grade than the set included originally—and substituted this better equipment. In some cases we furnished the new equipment ourselves and in others we had the customer pay the actual cost price. Immediately the number of service calls began to fall off rapidly and to-day six men are doing the service work that twenty-seven did before.

As a result of this investigation we have changed our policy entirely. The whole tone of our advertising has been altered, stressing the quality of the instruments, the pleasure they will give, their beautiful cabinets, etc. We make no attempt to get trade on a price basis. Although the price is mentioned in every advertisement, of course, it is not used as a special inducement.

The trouble with our former policy was

obviously that the sets we had been selling on a price basis were costing us more money to keep sold than those bought for quality only. Figuring \$35 a week salary



A. R. Filante

price of these sets is about the same as the cheaper electrified sets we were selling before, which makes it possible to supply them with equipment that is of the very best. Our electrified sets sell for a higher price and are also all equipped with the best accessories we can buy.

The lesson we have learned can be applied by every dealer in the radio business. Undoubtedly the light-socket set is the coming set, but any dealer who lets his enthusiasm for electric power gets the better of his judgment is sure to have a lot of trouble on his hands. There will be many electrified sets on the market and they will sell well, but if their accessories are not of the best they will mean no profit to the dealer because his service costs will be running too high.

Since we have changed to quality equipment, we have found also that, in addition to less after trouble, the class of our customers has been much improved, the cash value of our sales has not decreased, and the general tone of our radio department is better. Sensible people seem to realize that merchandise selling for less than the average price must have something the matter with it. People who buy on a price basis are the poorest kind of customers. They have not learned that it is not so much what you pay as what you get that is important and that those who secure the best bargains are often those who bargain the least.

for each service man, the twenty-one extra men were costing us in salaries alone something like \$38,000 a year. Taking into consideration the additional overhead, the trouble we were having with our customers, and the smaller profit from the cheap sets, it didn't take much figuring to conclude that there was no money for us in cheap radio apparatus.

In the low price field we now sell sets supplied with battery power only. The

With the change in merchandising policy which Mr. Filante tells about in this very interesting article, the advertising policy also went through a metamorphose. On the left is a typical radio ad featuring the low priced radio set electrified. This, says Mr. Filante, cost money to keep sold. On the right is a powerful appeal which actually brought more business which cost hundreds of dollars less to service.

SMASHING ANOTHER PRICE PRECEDENT!
Starting Tomorrow, a Distribution of the Famous

Malone=Lemmon Console Radios

At This Unheard of Low Price! *Electrified!*

Complete In and No Extra to Buy

\$129.50

The best of Malone=Lemmon would have been famous had it been designed a single radio new set. It is a radio in every way and wide for the thousands of radio people who will see it in operation in some of the most successful radio sets of today. Loeser has featured the Malone=Lemmon receiver before thousands of people in New York City and Metropolitan district because they are so highly satisfactory in every respect.

We have a set of these superlative receivers at the price of \$129.50. This is a 1927 model. At this price, you will find it hard to believe that you are getting a set of this quality.

REMEMBER IT IS A MALONE=LEMMON THAT you are getting. It is a radio in every way and wide for the thousands of radio people who will see it in operation in some of the most successful radio sets of today. Loeser has featured the Malone=Lemmon receiver before thousands of people in New York City and Metropolitan district because they are so highly satisfactory in every respect.

REMEMBER IT IS A MALONE=LEMMON THAT you are getting. It is a radio in every way and wide for the thousands of radio people who will see it in operation in some of the most successful radio sets of today. Loeser has featured the Malone=Lemmon receiver before thousands of people in New York City and Metropolitan district because they are so highly satisfactory in every respect.

No "B" Batteries, no Battery troubles! The above special low price is for the latest model Malone=Lemmon, fully equipped and installed to work from the electric light socket. Own Terms, in Reason.

The Best There Is in Radio

Frederic k Loeser & Co.

BROOKLYN

Only the Best in Radio *Frederic k Loeser & Co.* Only the Best in Radio

BROOKLYN

National Music Week

CA Seat in the First Row

At the Most Wonderful Concerts and Recitals in Your Own Home

Fada Neutrodyne Radio

ELECTRIFIED \$259 ELECTRIC

YOU WILL BE SEATED IN THE FIRST ROW OF THE MOST WONDERFUL CONCERTS AND RECITALS IN YOUR OWN HOME. This is the only radio set that gives you the same clear, rich, and powerful sound as the best of the world's great orchestras. It is the only radio set that gives you the same clear, rich, and powerful sound as the best of the world's great orchestras. It is the only radio set that gives you the same clear, rich, and powerful sound as the best of the world's great orchestras.

A Reasonable Down Payment, the Balance from Your Current Income

Servicing New Radio Owners

How A. L. Young Follows Up the Sale of Each Set

By M. A. Gordon



OO often the radio dealer says good-bye to his customer when he has completed the sale, or at least when he has received all the payments on an installment account. Talking machine dealers, however, know that profits just begin after the original sale has been made, for in that field the ensuing record sales have been a big source of income.

Arthur L. Young has developed a method of keeping in close touch with his customers long after they have bought their first set, and he reports that this method has proved very profitable. His system, in short, is to offer them a year's service for their new radio. This offer is made either at the time of the sale or shortly afterward, and the service is paid for in advance. This results in not only a profitable service department, but in numerous sales of small accessories from the service men's calls.

"Instead of dodging the radio service problem," Arthur Young stated, "we go out and make money from it. In our piano department we have for years been doing considerable business just in tuning and refinishing old instruments. With radio we have applied the same principles and have found the same kind of profits. It is reasonable that a radio, even though it works efficiently, is bound to have small minor troubles develop through months of constant use. Terminals become loose, tubes wear out, connections are rusted. The owner who is not technical does not wish to bother with inspecting his set, even if he could detect the troubles. Through our monthly service calls, we are able to keep the radio in perfect working order. Incidentally, but very important, we pick up a surprising amount of orders for new tubes, new batteries, new loud speakers, and even new sets.

"Our method of charging the customer for a year's service at the time of the sale works particularly satisfactorily. When the prospective owner decides to buy, his chief worry is keeping his set in operating condition. Of course, many stores will offer him free service, but it doesn't take much logic to show him that such salesmen's offers cannot compare with a bought-and-paid-for regular service. If he is paying by installments, the difference in price is hardly noticed. Then he feels free to call on our service department whenever he thinks there is something wrong with his set, or he awaits the regular service calls.

"In soliciting this kind of

Mr. Young draws a clever comparison between the auto and the radio set to show his customers that their receivers will need a regular inspection call even with no trouble apparent.

business, we go after more than our own accounts. Of course, the plan is explained to every new customer, but we also try to reach radio owners who have bought their equipment in other stores, many of whom are dissatisfied with the 'free' service they aren't getting. We have a big mailing list, which we are continually increasing with new names, and this is circularized regularly.

"Another important item in our offer is the fact that we only charge the customer ten dollars a year for this service and tell him that we make up the difference ourselves. In actual practice, of course, with the sale of accessories and development of new leads, we make a good profit on this department."

Mr. Young maintains his own service department in his Brooklyn store and has the men calling all the time. Through his mailing lists and several branch stores, he has built up a following over Long Island within a radius of over twenty miles of his store. He specializes in service, whether it be pianos, talking machine or radio and has made his specialization profitable.

The plan Mr. Young uses in conducting his service department is an outgrowth of his past experience in re-finishing and tuning pianos, coupled with the energy to develop an aggressive service department

which can make money in its operation. It must not be misunderstood that Mr. Young neglects his instrument sales for the sake of service calls. He conducts a good business in radio and talking machines, but he believes that the dealer who stops merely with the selling of an instrument loses a big part of his possible profit.

The Young store is located in Brooklyn in a section which at first hand does not seem too favorable. Nevertheless, Mr. Young tells us that there is a surprising amount of local business. He has followed up all his sales, so that in reality his influence follows his customers wherever they move. By this method, when many of his regular clients moved out of Brooklyn to live farther down Long Island, they continued to buy their music and radio goods from Mr. Young. The result today is that he is selling to a large following all over the Island. Of course, his follow-up work, both by direct mail and by his service calls, was indispensable in this continued contact.

The close cooperation with his customers brings Mr. Young more business than merely replacement sales. As the number of customers grows, the tube business alone should expand to a very considerable item. Improved accessories, such as a new loud speaker or battery eliminator, are obvious sales. Even new sets are sold to present owners and, of course, the old customers give a host of tips on new prospects. The success of the whole plan lies in working it thoroughly and persistently.

The amount of actual money it brings in and the good will it builds up with customers certainly makes it worth the most careful attention, to say nothing of the fact that it eliminates the cost of service worry which has been causing so much trouble.

PHONOGRAPHS



Everything in MUSIC
Est. 1915

PIANOS



RADIO



REPAIRS and INSTALLATION

ARTHUR L. YOUNG
2124-26 FULTON ST.
BROOKLYN, N. Y.

Telephone:
HADDINGWAY 9172



Headquarters for
ATWATER KENT—STROMBERG CARLSON—GAROD—FRESHMAN—
CROSLLEY—R C A

EDISON LAMPS and KODAKS



RE: Your Radio Apparatus.

After every thousand miles, most wise automobile owners take their cars to the shop for general inspection and adjustment. It saves them money and big repair bills - whether the car is a Ford or a Rolls Royce.

So it is with the modern Radio Set. Each month (representing about 100 hours use) should a complete and thorough inspection be made of the many pieces of apparatus contributing to the operation of your set. Wires to the various batteries should be scraped clean, the green "mould" around the terminals of your batteries removed, posts on top of charger cleaned, distilled water added to battery and charger, tubes tested for efficiency, batteries tested for charge, etc., etc. The sum total of these adjustments result in maximum efficiency for your set and longer life for your equipment.

Effective October let the price of all our radio sets will be increased \$10. to provide for a monthly inspection service. To this \$10. charged our customers, we are adding \$5. of our own making up the \$15.00 that we actually pay our Service Department for this work.

In order not to discriminate against our radio patrons of previous years, this new feature of our department is extended to them at the same price as to new patrons. Will you kindly indicate on the enclosed card whether or not you wish to avail yourself of your rights as the purchaser of a radio set here.

Assuring you of our desire to fully cooperate with you at all times, we are

Very truly yours,
Arthur L. Young.

Please return enclosed Postal Card.

ALY/GD

Date _____

Gentlemen:

(do not)

I (do) wish to avail myself of one year's Monthly Radio Inspection Service for \$15., ten dollars of which is to be paid by me in advance and five dollars to be paid by Service Dept. of A. L. Young.

Work will be guaranteed.

Make of Set _____ Name _____

Address _____

Music Convention Focuses All Eyes on Chicago

Annual Meetings Draw Dealers from All Parts of the Country



A WELCOME mat has been brushed off and vacuum-cleaned in Chicago for the allied Music Industries Conventions, June 6-11. From indications of reservations, it appears that thousands of delegates from all parts of the United States will flood the Windy City for that week, to confer on all angles of the business of selling talking machines, pianos, and musical merchandise.

Although previous Music Conventions have been lacking in direct discussions on merchandising talking machines, Edward H. Uhl, president of the National Association of Music Merchants, promises that this important field will be covered in the planned discussions. There has been a tremendous revival in talking machine interest among the public, and with the introduction of new principles of reproduction as well as the addition of radio to form combination instruments, it is considered that the talking machine should come in for its share of attention at the annual conventions. Recently there have been a number of radio manufacturing firms to receive membership in the asso-



Edward H. Uhl

ciations and some of these will conduct a display in the Stevens Hotel during the meetings.

This year, with the Radio Manufacturers' Association trade show following directly upon the music convention, many radio jobbers and dealers will plan their trip to Chicago a few days earlier in order to attend the first meetings. On the other hand, there will doubtless be a number of music delegates remain after the convention gatherings in order to inspect the new radio models. Both meetings will be held in the Stevens Hotel.

With the number of important talking manufacturers located in and about Chicago, the delegate to the Music Convention should not pass up the opportunities of his stay in that city to visit these plants. There will, of course, be displays from some of these firms, but it is a wise plan to figure on an extra day in the program in order that the delegate may have time to see the factories behind the products.

Many important problems come up for discussion at the meetings scheduled on the convention program. Monday morning will see the first routine work, such as the validation of railroad tickets and registration. This will be immediately followed by the mass meeting of all delegates, planned for the Grand Ball Room of the Stevens Hotel. This gathering takes place at a mammoth lunch, always an inspiring event and one which starts the week with a rush.

Tuesday morning sees one of the most important meetings for the dealer delegates. This is the meeting of the National Association of Music Merchants which will take place in the North Ball Room of the hotel. Wednesday morning there will be a second gathering of this same organization and on that evening is scheduled an event which should be very interesting to all delegates. This is the Grand Finals of the Chicago Piano Playing Tournament. Thursday cleans up much of the business of the week. The Music Merchants will hold their last meeting in the morning. In the evening is the grand banquet of the associated industries, the climax of the social gatherings of the week.

Almost equally important to the meetings is the close personal contact of delegate with delegate in the display rooms and corridors of the hotel. From conversations spring the solutions of problems which dealers have encountered in their home towns. From other dealers or members of the trade, they learn how these problems have been met and conquered in other towns. The delegate can learn more in four convention days than in four business months.

Be on hand for every meeting and carry your share in the live discussions, which are the meat of the meetings of conventionites.

Here's the Complete Program for the Convention

Monday, June 6

- Morning —Registration and validation of railroad tickets.
- 10 A. M. —Advisory Board, National Association of Music Merchants, Private Dining Room No. 1. Executive Committee, National Piano Manufacturers Association, Private Dining Room No. 4.
- Noon —Luncheon and Mass Meeting, Music Industries Chamber of Commerce, Grand Ball Room.
- 2:30 P. M.—Directors, Musical Supply Association of America, Private Dining Room No. 3.
- 6:30 P. M.—Dinner and Annual Meeting, National Piano Travelers Ass'n, Hotel Drake.

Tuesday, June 7

- 9:30 A. M.—Convention Sessions National Association of Music Merchants, North Ball Room. National Piano Mfgs. Association, Private Dining Room No. 4. National Piano Technicians, Private Dining Room No. 2.
- 12:30 —Luncheon, Association of Musical Merchandise Manufacturers (Chicago Zone) Private Dining Room No. 9.
- 2:30 P. M.—Conventions Sessions National Piano Technicians, Recital Hall, American Steel & Wire Company, Musical Supply Association of America, Private Dining Room No. 3.

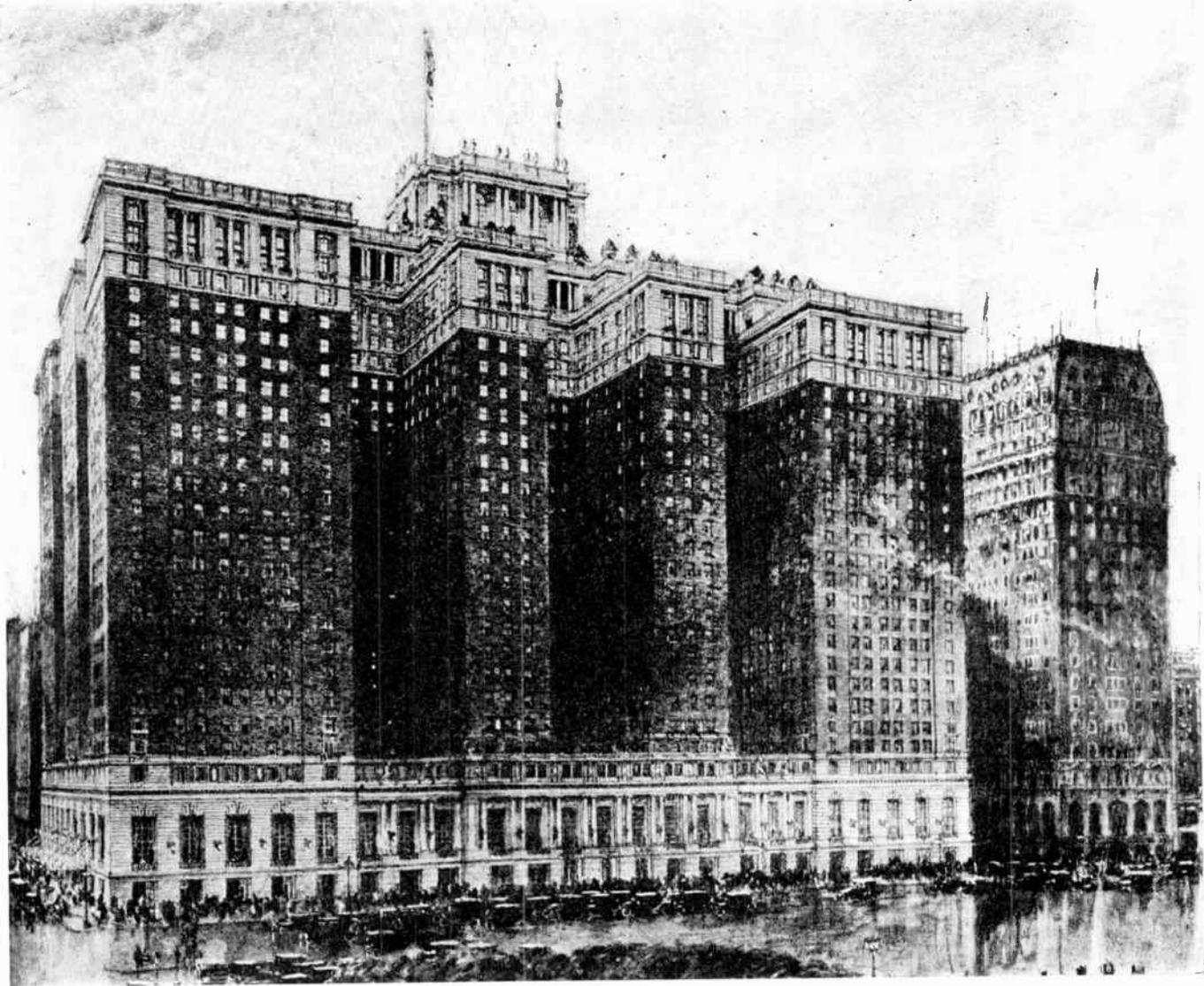
- 6:30 P. M.—Dinner, National Piano Technicians Association, Recital Hall, American Steel & Wire Company. Dinner, Association of Musical Merchandise Mfgs. (Chicago Zone) North Ball Room.

Wednesday, June 8

- 9:30 A. M.—Convention Sessions National Association of Music Merchants, North Ball Room. National Piano Mfgs. Association, Private Dining Room No. 4. National Association of Musical Instruments & Accessories Manufacturers, Private Dining Room No. 5.
- 2 P. M. —National Association of Band Instrument Manufacturers, Private Dining Room No. 5.
- 8 P. M. —Grand Finals, Chicago Piano Playing Tournament, Grand Ball Room.

Thursday, June 9

- 9:30 A. M.—Convention Sessions National Association of Music Merchants, North Ball Room. National Musical Merchandise Association, Private Dining Room No. 3.
- 1 P. M. —Luncheon, delegates to Music Industries Chamber of Commerce, followed by Annual Meeting.
- Evening —Annual Banquet, National Association of Music Merchants (Entire trade invited) Grand Ball Room.



The Stevens Hotel

Immense Stevens Hotel Fills with Delegates

Many Important Problems Will Be Attacked by Associated Industry



AS IT is the proud claim of the associated Music Industries that this year it will require the largest hotel to house the thousands of delegates who will flood Chicago June 6-11, the Stevens Hotel only recently completed, offered what are perhaps the most complete facilities of any building in any city, and it is pointed out that these facilities will be entirely at the disposal of the music convention delegates.

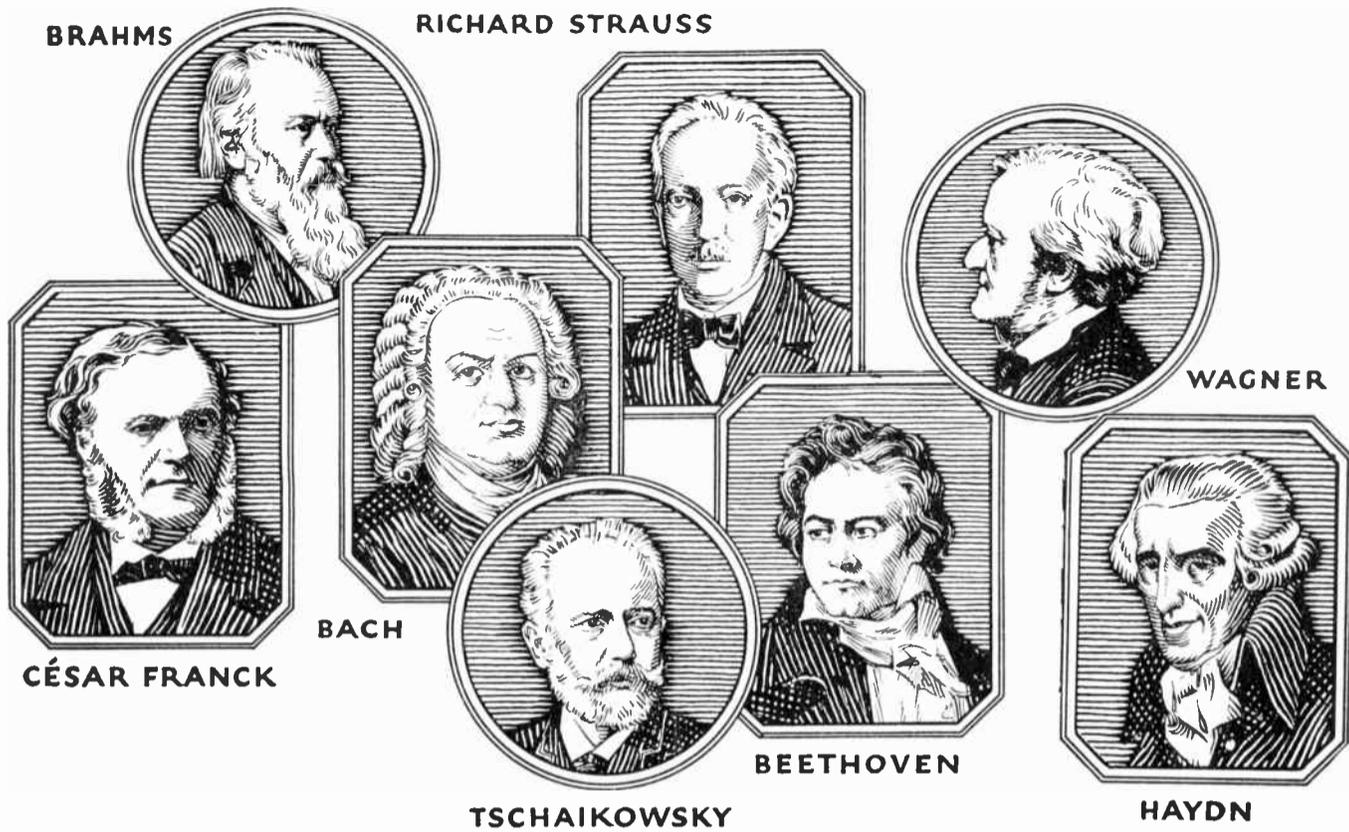
There will be even a greater array of exhibits than ever before, according to advance reservations at the hotel. Exhibits are limited to only those manufacturers and jobbers who belong to the musical associations, and recently there have been a number of radio and talking machine firms appointed to membership, so that

doubtless our branch of the associated industries will have a good representation. Manufacturers not members desirous of having their merchandise where delegates can inspect it have made arrangements with other nearby hotels and there will be a number of worth-while displays close to the Stevens. During the week, a number of Chicago manufacturers and jobbers are planning special demonstrations at their headquarters and dealers will be welcomed to view the products.

During the convention, the delegates should visit these exhibits, but they should not forget the main purpose of the gathering. They are going to Chicago to meet other members of the industry, to get together and thresh out problems which have arisen during the last year. The officials whom they appointed a year ago have been working for twelve months for the good of the industry. It is of greatest

importance that the delegates attend the meetings and hear what has been accomplished and what remains still to be done. New officers will have to be elected to carry on the good work, and new problems to be tackled outlined. The program has been designed to give the greatest value to every attending delegate and deserves the full attention and support of the members.

Many of the most successful members of the trade will be present at the association meetings. They will tell the delegates their methods and will help work out solutions for common difficulties. The officers of the associations include men who have made their own businesses profitable and their work for the entire industry is one of the most valuable assets of the trade. At the convention, the delegate has the opportunity of drawing upon the sum total of all the wisdom and experience in the music industry.



Boosting the Symphony Album Triples Your Record Sales

The Classics Become Popular
When Introduced in This Way

By *F. N. Sard*

Sales Promotion Manager, Columbia Phonograph Co.



IN selling album sets of classical records, dealers are catering to a somewhat different class of trade than with jazz and must adopt slightly different selling methods. The jazz trade, although substantial, is basically a transient and variable one subject to whims and quick changes in taste. The classically minded, however, are steady customers as a rule and their taste does not fluctuate so radically. Music is a most important part of their lives; they are therefore willing to pay well for the music they like. One dealer is now averaging \$300 to \$400 a day in records alone whereas he was doing about \$50. A large proportion of this business is in masterworks albums and other high grade records.

The sales methods necessary for a similar success with the new records, although different, are not so different as many dealers have supposed. More tact, more ingenuity, a better knowledge of the catalogue—that is about all. Frightened by the bugaboo of “highbrow” music, some dealers have thought that it would be impossible to sell a symphony album without being able to talk like an expert. They have been timid about approaching customers on the subject of classical records because they have been afraid of blundering if they should happen to pick a music-

ian for a prospect. The actual experience of successful dealers, however, indicates that although a knowledge of music is a great help to anyone selling anything connected with music, the most important factor of all is sales ability. There are many good musicians who could never sell a single record in spite of all their musical knowledge, and there are many salesmen who can sell thousands of dollars worth of them in spite of an almost complete ignorance of the subject. In those comparatively rare cases where a record salesman happens to be an accomplished musician as well, it will be found, as a rule, that when he is handling a customer, his methods differ very little from those of other good salesmen who know much less about music.

“The best way to sell records,” says the manager of one of the most famous stores in the country, “is to put a record on the machine and then leave the customer alone. Too much talk may kill the sale.” This same manager thinks that too much musical knowledge is really somewhat of a handicap to a salesman. He is inclined to get technical and to talk the prospect out of the sale after he has talked him into it. He is like a radio mechanic trying to sell a radio. All that is really necessary is to know what the catalogue contains, how to pronounce the names of the composers, and the simpler facts about the compositions themselves. Every time the

record clerk makes a sale, he will have advanced just that much in his knowledge of how to sell best. From the experienced musicians with whom he talks, he will pick up a lot of information and if he plays the records over for himself and makes an honest effort to understand them better, it will not be long before he knows more music than he ever thought possible.

Since the people who are the best prospects for the new record albums are in many cases those who have been little interested in the phonograph before, it is necessary to attract their attention by means of window displays, newspaper advertising, and space in concert programs. The enormous amount of publicity given the classical series during Beethoven week has acquainted many with the fact that such records are available, but this campaign should be only the beginning of a steady program of publicity designed to get all the music lovers in the community into the dealer's store. As each new album is issued, it should be featured in window displays and other advertising. Direct mail has been found to be a most effective way of getting the most out of an album customer. One dealer sends individually typed letters to his list, which he has classified according to musical taste, and finds that it pays him handsomely to do so. His letters are written with the greatest care, sometimes taking several days to prepare. Another store manager

sends out catalogues and announcements with an individual salesman's card in the envelope. Each salesman must take care of his own list and address the envelopes by hand. The method has been very productive, and since the announcements go out not oftener than every two weeks, the time needed for addressing the envelopes is not important. Customers feel that they are getting personal attention and seldom go to other stores.

"But what if we do learn to sell these records," says a dealer, "are there enough people in my city who understand music to be worth bothering with?"

The idea that this kind of music is somehow very different from other music, such as jazz, is entirely wrong. How it got started is hard to say, for over in Europe almost everybody is as familiar with the classics as we are with jazz. And we ourselves are more familiar with the works of the great composers than we have any idea. Practically the entire score of "Blossom Time," one of the most popular successes that ever ran on Broadway, comes from Schubert. Six companies are now on the road playing all over the United States. Everywhere they go they make a hit and yet the music is Schubert and Schubert is in the Masterworks series of Columbia records.

The fact is that the alleged difference between "highbrow" music and popular music is fictitious. There is only good music and bad music. All good music rests on the common ground of genuine tunes and rhythms. That is as true of Beethoven as it is of Berlin. Folk tunes



SCHUBERT

form the basis for the melody of both, and the dance gives the rhythm to both. The four movements in which most of the classical compositions are written is an outgrowth of the old dance suite in four movements. Classical and modern music both have this same basis.

"Anybody is a prospect for these albums," said one dealer. "Anybody who likes music enough to come in to buy a record, no matter what kind, can be sold one or more of the albums with little or no trouble. In many cases all that is necessary to make a sale is to get the customer to listen to a record. A man wants a popular record. We sell it to him and then we say, 'Did you know that you will find the same tune in Soandso's Symphony?' We play part of the symphony, he recognizes the tune, and is so thrilled to think that he can understand the classics that he buys the album without further argument." In introducing the classics to a prospect of this sort, it is well to play the lighter dance movements first—by that is meant the minuets, prestos, etc. In most of the symphonies and quartets, the complicated parts come at the beginning and the easiest parts at the end. The last movements are generally full of simple tunes and string rhythms that make them hard to distinguish from good popular music. They will intimidate no one and will thrill most of us.

When any one hears a concert or symphony for the first time he may not like the complex part at first, but after he has heard it several times, he will understand it better. The works of the masters are like a full course dinner: they contain solid food as well as dessert. And just as we can not get along without some substantial nourishment, in music we must have substantial pieces as well as light ones. Every time we hear the same composition, we get more out of it than we did before. We are surprised to discover that we do not become tired of it and pretty soon we want to hear other works of the same composer. Our taste continues to develop in this way. From one composer we go to another. At one time a customer will say to the salesman, "No, I don't like Beethoven. Give me some more Schubert." And the salesman, if he is wise, will not argue, for he will know that sooner or later this man will find that he does like Beethoven after all. In music, taste



DVORAK

grows, developing in each person along much the same lines. What we happen to have heard most of will shape our taste at any particular time. When someone prefers Bach it may simply be that he has happened to hear him first and has not heard many of the others. Later on he will discover the rest and will like them, too.

There is really nothing so very surprising in this universal love for music. Our ears are all of the same construction, we all have the same fundamental emotions, and musical sounds affect our emotions in practically the same way. The only basic difference between the man who says, "I like only jazz," and the man who says, "I detest jazz," is that one has heard nothing but jazz and the other has heard good

classical music and bad jazz. Music taste changes and develops, but it is always present in every one of us. It can grow and deepen, but it can never be extinguished.

For the music dealer, this is of the greatest importance because it means that practically everybody is a prospect for some form of music and that nobody has ever



MOZART

been sold all the music he will buy. There is no saturation point in the music trade.

The substantial quality of the customers who buy the classical albums is another point mentioned by some dealers. Sales totals are always larger than with ordinary records and it seems to be no harder to sell an album than a dollar and a half record, once you have discovered that you can do it. In one case a woman came into a store for the first time to buy a single record, which she said she wanted for her daughter. The salesman put on the chorus at the end of Beethoven's Ninth Symphony. The woman had never heard anything like it and was so thrilled that the next day she came back with her daughter and bought forty albums—all that the series contained at the time. Other dealers have customers who buy every new album as it is issued. One dealer has customers in distant cities who still continue to buy from him because he first introduced them to the masterworks. He sold nine separate customers each a set of nineteen albums when he first took on the line, and many of these customers have come back since for the new albums that have been added to the series.

A taste for good music seems to be much like a taste for ripe olives—hard to acquire at first but never given up afterwards. Dealers have mentioned actual cases of poor families saving a penny at a time for the next album for their collection. To get customers such as this is well worth while.



This window sold hundreds of masterworks

Are You Writing Your Sales in Red Ink?

Better to Lose an Installment Sale Than to Later Lose the Installments

By Adolph Mayers



SO MUCH has been said and written recently about installment buying that dealers seem inclined to forget that it is not installment buying that is causing trouble but the improper management of

the credit department. There is no objection to selling on time if the customer is a good credit risk and can afford the article, but there are many serious objections to selling on credit when the risk is doubtful or the article is too expensive for the purchaser to buy. By careful supervision of this department, we have reduced our yearly credit losses to the remarkably low figure of one per cent a year.

Dealers are often so anxious to make a sale, that they will close their eyes to possible future trouble and open an account that they know very well will probably turn out bad before long. They have then lost the sale, lost a customer, and perhaps lost some money too, if they are unable to repossess the merchandise

We check up the references of all applicants for credit and employ an experienced credit man with a large staff of clerical assistants to handle that department. If the report is not favorable, we return the deposit and refuse the sale. "But doesn't this cause hard feelings and lose you a customer?" we have been asked many times. Sometimes it does, but generally a little tact will take care of the situation and will keep the customer friendly. We take

pains to explain that the article purchased is perhaps a little too expensive for the size of the buyer's income and show him something else that will do the work for



Adolph Mayers

less money. In most cases the customer will appreciate this interest in his welfare, and even if he doesn't and leaves in anger, we have only lost a customer that we would have lost later on when he defaulted in his payments.

We never open an account without a very substantial down payment. If the buyer can not pay a fairly large amount at the start, he is sure to find the regular installments too large. He will then become a bad account and may lose us money. A dealer should never try to sell a more expensive article than the customer can afford, even if it is a cash sale. The success of his business is dependent on the continued trade of all his customers and if he sells them expensive merchandise that they should not buy, they will not come back again. They will always regret having made the purchase and will remember him with ill will.

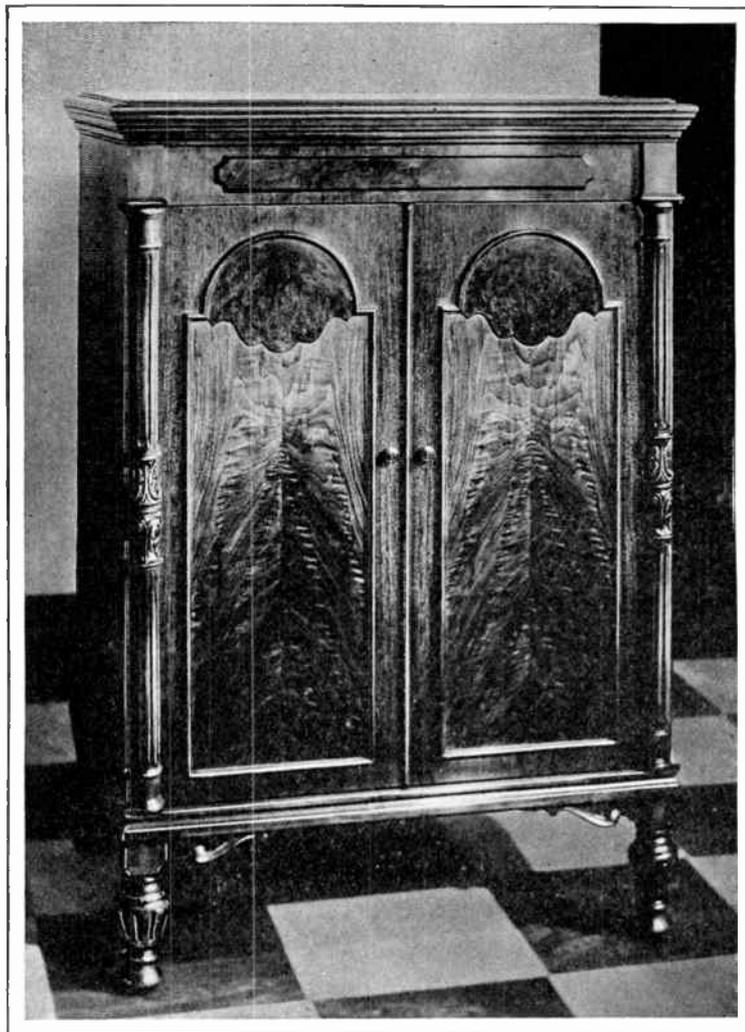
Our remarkable record of one per cent a year collection losses makes the operation of our installment department a very profitable part of our business and one that we would not want to give up. Repossession of merchandise on which payments are behind helps to keep this loss to such a low figure, and we do not hesitate to take back an article on which large sums have been paid. In one case I remember a piano on which \$400 had been paid and which was voluntarily returned. This was out of the ordinary, but we often get articles on which there have been many payments. We do not hesitate to take back such articles because we have performed our part of the bargain and realize that it is only by living up to the letter of the contract that we can continue to operate our installment department.

By putting our credits in charge of an experienced and efficient man and by giving him all the clerical help he needs—something that many dealers would not even consider—we are able to handle collections with the utmost efficiency. We never permit a customer to let a payment lapse without calling it to his attention. Once he has missed a payment, he will think he can do it again, and very soon you will have a "slow" account where you might just as well have had a good one. We keep a visible card file of all our accounts, with colored signals to indicate the credit status, whether it is good, slow, or in default. This enables us to check the credit of any customer simply by glancing at his card, which takes only a few seconds. All the data relating to his account is on the card if it is wanted.

At one time we tried operating as some of the large department stores do, advertising on credit and small payments; but we found that it did not work. If a dealer is operating his store properly, carrying the right goods, employing good salesmen, and buying carefully, he will not have to resort to trick methods of getting trade. What the customer really wants is good merchandise at fair prices, sold to him by courteous and experienced salesmen.

MON TUE WED THUR FRI SAT												1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31											
STORE 1 NAME <i>William H. Brown</i> ACCT <i>12290</i>																							
ADDRESS <i>338 East 57 St.</i> PHONE <i>Sch. 7996</i> FLOOR <i></i> APT. <i>3</i>																							
TERMS <i>WEEKLY 5 on Thurs</i> COLLECTING <i></i>																							
DATE	DEBIT	CREDIT	BALANCE	PAID TO	REASON FOR NONPAYMENT	DEBIT	CREDIT	BALANCE	PAID TO	REASON FOR NONPAYMENT													
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How A. H. Mayers checks up installment accounts



*The Panatrope,
Model P-14*

*Listing at
\$525*

A New Panatrope at a Lower Price but with Real Performance Value

HERE is the instrument every Brunswick Dealer has been hoping for — the marvelous electrical reproduction of the PANATROPE brought down to a price easily within the reach of the average family.

The P-14 represents an entirely new achievement in music for the home. This PANATROPE model is contained in an incomparable cabinet of highly figured walnut to beautify the interior into which it goes. A radio-jack built in the rear enables this instrument to be used as the loud speaker for the owner's radio set.

Here at a moderate price are thousands of hours of matchless entertainment!

This PANATROPE, Model P-14, is on display at all Brunswick branches.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO • IN CANADA: TORONTO

When writing The Brunswick-Balke-Collender Co. please mention The Talking Machine JOURNAL

Getting the Jump on Radio Service Problems

Discount the Troubles in Advance
by Selling the Proper Equipment

By D. O. Minter



It is safe to say that almost 90 percent of the average radio dealer's service troubles would be eliminated if he would be perfectly frank with his customers at the beginning instead of concentrating so hard on his sales talk that he makes the buyer think the set will operate automatically.

"Can I get Los Angeles?" asks the customer and the salesman answers "Yes," without qualification, although he knows very well that the weather, interference, location, etc., have a lot to do with radio reception. The result is that some night when the customer can not get anything but the local stations, he is going to blame it on the set and make trouble for the dealer. "Don't promise your customers the world," says Howard T. Cervantes, service manager of Haynes-Griffin Radio Service, Inc., one of the leading New York dealers. "Don't promise the world because you won't be able to make delivery and you are letting yourself in for a lot of trouble. Be perfectly frank with your customers from the beginning and you will end by making more sales and will cut down your service costs considerably. We never make any promises about distance because we never know exactly what range the set will have after it is installed and because there are so many sources of interference. The very first night after we have installed a set, conditions may be such that reception will be very poor and unless we have explained this beforehand we will have a useless trouble call in the morning. When a customer enters a store we find out how much he expects to spend and what he expects to get with the set. We ask him these questions without beating about the bush and when we are demonstrating the sets we answer all questions in perfect fairness. If he inquires about interference we explain to him that existing broadcast conditions, about which he has read in the papers, are not the very best and that he will run into a certain amount of trouble at times. There is no use in trying to dodge these questions because they will have to be answered sooner or later anyway."

Selling as complete an outfit as possible is another point stressed by Mr. Cervantes. For example, it is always better to sell such sets as the Radiola 20 or 28 equipped with meters, because they will enable the radio user to take better care of his set and will eliminate many service calls. As the battery runs down, for example, the rheostat must be advanced, but without a meter it is impossible to know how far to put it ahead, and the tubes may be ruined. Many of the high-

er priced sets are already equipped with meters at the factory but many others are not. Selling the extra parts requires a



Weston Radio Set Tester

Here are a couple of samples of service helps the dealer should not be without. They will aid him to rapid, accurate and profitable radio service. See that your service department is properly equipped!



Jewell Radio Service Set

better salesman and more effort, but it pays in the end in a more satisfied customer and fewer service calls. But you can not sell these extra parts unless you go into the details of the operation of the set to some extent and explain the bad features as well as the good ones.

"We do not make rash promises," continued Mr. Cervantes, "but what we do promise we live up to. Every set sold is on a seven day trial basis. If the customer is not satisfied in that time we will

take back the set. This makes it necessary for us to be as definite as possible in our instructions and to install every set ourselves. We give free service for thirty days and then have an optional arrangement by which the customer can pay a charge of \$25 for a regular monthly service call, with a reasonable number of extras. Sometimes it is hard to sell this additional \$25 cost with the set, but after the customer has paid a few regular service charges he is generally only too glad to take the service. We would make more money by charging for each call, but the contract with the customer is worth more to us than the small profit we could get out of our service department. As an inducement to get the customer to take the service when he buys the set, we agree to sell him any accessories that may be necessary from time to time at a 10 percent discount. This keeps him tied to us year in and year out, and gives us many additional sales through leads and a new set when the old one is out of date.

"Our service department is conducted in the most efficient way possible. Each man has a definite territory that he calls on, with the result that he soon gets to know all the sets in his district and can reduce the time of his calls to a minimum. We keep a record of every set sold, its location, equipment, aerial location, etc., and any repairs that are made are also recorded. As a result we know all the details of practically every set we have out and when we get a service call, we can generally tell what the trouble is before the man gets there.

"We operate five trucks for service and installation and have a well equipped service laboratory with two men. Every new set received is gone over carefully before it is allowed to go out and the woodwork and parts are rubbed up as well. When an order comes in for a new set, it is telephoned to the laboratory and the next morning when the installation man is ready to go out he stops and picks up all the sets to be installed in his territory, without having to wait for any last minute tinkering. He knows that the set has been carefully inspected and that all he has to do is make the installation.

"During the winter we keep fifteen men busy installing and servicing and we have almost that many in the summer. I might say in addition, that another important advantage of our yearly service charge is that it enables us to keep our good men the year round. Good service men are hard to find and if we had to get a lot of new ones each year, letting them all go again in the summer, it would be pretty hard for us to run our department efficiently."

Tune in on the **1st** RADIO TRADE SHOW **CHICAGO**



PROGRAMME
of **EVENTS** and
GUIDE to the
PROMINENT
EXHIBITS

Hotel Stevens - Chicago - June 13th to 18th 1927



Floor Plan of the Stevens Exhibition Room

Here's the List of Exhibitors in the Stevens

Abox Company	5	Erla Radio Co.	102	Precision Prod. Co.	112
Acme Apparatus Co.	91B	Fansteel Products Co.	2B	Premier Radio Corporation	16
Acme Electric Mfg. Co.	122A	Farrand Mfg. Co., Inc.	100	Prest-O-Lite	40
Acme Wire Company	135C	John E. Fast & Co.	122B	Q. R. S. Music Co.	145A
Adler Mfg. Company	124	Federal Brandes Co., Inc.	113	Radio Corporation of America	89
Aero Products, Inc.	12	Federal Radio Corp.	78	Radio Master Corporation of America	83
Aerovox Wireless Corp.	156	J. B. Ferguson, Inc.	111B	Raytheon Mfg. Company	82
All American Radio Corp.	79	Ferranti, Ltd.	98A	Reichmann Company	106
Allen-Bradley Co.	142	Forest Electric Co.	75	Runzel-Lenz Elec. Mfg. Co.	72
Aluminum Co. of America	117	Formica Insulation Co.	111A	Samsen Elec. Company	70
American Bosch Magneto Co.	65	Freud-Eisemann Radio Corp.	87	Sandar Corp.	17
American Electric Co.	11	French Battery Company	149	Sangamo Elec. Co.	98B
American Mechanical Labs.	136A	Chas. Freshman, Inc.	128	Seoville Mfg. Co.	134
Amplion Corp. of America	147	IL H. Frost, Inc.	58	Sentinel Mfg. Co.	154
Amusco Products Co., Inc.	103	General Instrument Corporation	66	Shamrock Radio Co.	146
P. A. D. Andrea Co.	80	General Radio Co.	115	Showers Bros.	54
Apex Elec. Mfg. Co.	94	Gold Seal Elec. Co.	97	Shugle Radio Co.	64
Atwater-Kent Mfg. Co.	188	Gould Storage Battery Co.	116	Sonatron Tube Co.	110B
Audiola Radio Co.	18	Greene-Browne Mfg. Co.	157	Sonora Phonograph Co., Inc.	107
Baritone Mfg. Co.	41B	Grigsby-Grunow-Hinds Co.	85	Sparks-Withington Company	83
Belden Mfg. Co.	69	Hammarlund Mfg. Co., Inc.	136B	Splidorf Elec. Company	99
Benjamin Elec. Mfg. Co.	143	Howard Radio Co.	129	Standard Piano Bench Co.	38
Borkman Radio Corp.	146	Hoyt Elec. Instrument Co.	14	Steinite Lab.	41C
Bosworth Elec. Mfg. Co.	21	Imperial Molded Products Corp.	19	Sterling Mfg. Co.	68
L. S. Braeh Mfg. Co.	60	Indiana Mfg. & Elec. Company	96	Stevens & Co., Inc.	53
Bremer-Tully Mfg. Co., Inc.	101	International Resistance Co.	1	Stewart Battery Co.	56
Briggs & Stratton Corp.	71	Irvington Varnish & Insulator Co.	139	Stewart Warner Speedometer Corp.	126
Brooklyn Metal Stamping Co.	43	Jefferson Elec. Mfg. Co.	130	Sunlight Lamp Co.	123B
Brown and Caine, Inc.	152	Jewell Elec. Instru. Co.	132	Superior Cabinet Co.	110A
Buckwalter Radio Corp.	144	Johnson Motor Prod. Co.	23	Talking Machine Journal	31
Burgess Battery Co.	51	Howard Jones	90	Timmons Radio Products Corp.	9
Canfield Radio Mfg. Co.	13	Karas Elec. Co.	73	Tohe-Deutschmann Co.	145
Cannon & Miller, Inc.	158	Kellogg Switchboard & Supply Co.	81	Tower Mfg. Co.	55
Carter Radio Co., 390 S.	95	Keystone Radio Labs.	15	Trimmo Radio Mfg. Co.	50
C. E. Manufacturing Co.	20	King Mfg. Co.	92	Tripple A Spec. Co.	123A
The Celeron Co.	120	Kodak Radio Corp.	76	Tyrman Elec. Corp.	49
Central Radio Labs.	3	The Lignole Corp.	135A	Universal Battery Co.	65A
Compressed Wood Co.	42	Artlitz Lynch, Inc.	148	United Radio Corp.	4
Continental Fibre	109	The Magnavox Co.	59	U-S-L Radio Co., Inc.	35
Cornish Wire Co.	88	Maring Wire Co.	137	Utah Radio Products Co.	61
Crosley Radio Corp.	86	Martin-Copeland Co.	46	Valley Electric Co.	131
Crowe Name Plate & Mfg. Co.	57	Mohawk Corp. of Ill.	153	The Van Horne Co.	22
E. T. Cunningham, Inc.	141	Mu-Rad Radio Corp.	125	Vesta Battery Co.	134A
Daven Radio Corp.	113	William Murdoch Co.	150	Victoreen, Inc.	135B
DeForest Radio Co.	67	Leslie F. Muter Co.	63	Walbert Mfg. Co.	84
De Jur Products Co.	8	National Carbon Co., Inc.	108	Webster Co.	52
Diamond Elec. Spec. Corp.	104	Newsonbe-Hawley Company	127	Webster Electric Company	6
Diamond T. Radio Mfgs.	36	O'Neil Mfg. Co.	77B	Wells Radio Mfg. Co., Inc.	121
Diamond Vacuum Prod. Co.	45	Paragon Elec. Corporation	41A	W-K Electric Co.	44
Dongon Elec. Mfg. Co.	47	Perryman Elec. Co., Inc.	48	Weston Elec. Instrument Company	74
Dubilier Condenser Corp.	91A	Pfanstiehl Radio Co.	118	Westinghouse Union Battery Co.	82
Eagle Charger Co.	134B	Philadelphia Storage Battery Company	119	The Workrite Mfg. Co.	34
IL H. Eby Mfg. Co.	7	Platter Cabinet Company	105	Yale Electric Co.	156
Ekko Company	2A	Polymet Mfg. Corp.	155	Yaxley Mfg. Company	37
Electrad, Inc.	10	Pooley Company	151	Zenith Radio Corporation	114
Electric Merchandising	27	Potter Mfg. Company	39		
Elkon Mfg. Company	77A				



Clay Irwin



WHAT will eventually prove to be one of the greatest forward steps towards stabilizing the radio industry is the Radio Manufacturers Trade Show in the Hotel Stevens, June 13-18. This is the first time in the history of the trade that a successful effort has been made to have manufacturers prepare their lines well in advance of the selling season and to present them to the dealers. The inevitable success of this plan means that a Spring show for the trade only will be one of the regular features of the yearly plan of merchandising.

With the rapid growth of the radio giant in the past few years, it was perhaps inevitable that new models should be announced whenever a manufacturer found a new circuit or a new piece of furniture which would carry the chassis, whenever his competitors announced new lines or whenever he felt that his old products were losing novelty. Flaming announcements that at last the perfect set had been invented were tossed indiscriminately into an industry, already sufficiently upset with the clash of competing circuits. Larger manufacturers alone worked towards a regular time of announcing new models, and now the radio show concentrates all announcements at the best time of the year.

The trade show will yield its greatest benefits to the dealer. He is able to visit the Stevens display at a time when he is not too occupied with selling and judge what products will give him the best profit for the next year. After seeing what will be on the market, he can return to his store and make his arrangements for new stock later in the Summer. Instead of being squeezed with a stock of out-of-date receivers, he has ample opportunity of clearing his shelves for new instruments.

The trade show in Chicago will be one

of the most complete exhibitions of radio yet gathered under one roof. Although it is planned for the trade only, the manufacturers realize that it is vitally important that they present to their dealers all the products which they expect to sell this Fall. For this reason, a representative gathering of displays, with very few manufacturers to be listed among those missing, fills the huge exhibition hall and overflows into the hotel rooms. Although the dealer may be thoroughly sold on the lines he now represents and expects to continue them next year, he should see what those lines will be then and see what his competitors will be offering the public.

According to Major Herbert H. Frost, chairman of the show committee of the Radio Manufacturers' Association, the tremendous demand for exhibit space has made it impossible to supply all the room desired. The exhibition hall of the hotel contains approximately nineteen thousand square feet but over forty-one thousand were called for by the first applications alone. By cutting down the size of the allotments, however, it has been possible to accommodate all but the late comers. With this remarkable interest in the show and with the fine work that has been done by such men as G. Clayton Irwin, general

1927-28 Models at First Radio Trade Show

Entire Industry Concentrates
in the Stevens Hotel, Chicago

Program of R. M. A. Meetings

*Program Scheduled for Chicago
Trade Show and Annual Convention*

Monday, June 13

- 10:00 A. M. Registration and committee meetings.
- 2:00 P. M. Opening of the trade show.
- 5:00 P. M. Closing of the trade show.
- 7:30 P. M. Opening of room exhibits. These exhibits will be open during the week with the exception of Tuesdays.

Tuesday, June 14

- 10:00 A. M. R. M. A. open meeting. President's address followed by two speakers.
- 2:00 P. M. Trade show opens.
- 5:00 P. M. Trade show closes.
- 8:00 P. M. Meeting of all jobber and dealer associations, Harold J. Wrape, president of the Federated Radio Trades Association, presiding.

Wednesday, June 15

- 10:00 A. M. Open meeting.
- 12:30 P. M. Radio Week Committee Meeting.
- 2:00 P. M. Trade show opens.
- 10:00 P. M. Trade show closes.

Thursday, June 16

- 10:00 A. M. Closed R. M. A. meeting for election of officers and other business.
- 2:00 P. M. Opening of trade show.
- Meeting of technical section of R. M. A.
- 7:30 P. M. Annual R. M. A. banquet, introduction of new officers, etc.

Friday, June 17

- 10:00 A. M. R. M. A. closed meeting for the appointment of committees, unfinished business, etc.
- 2:00 P. M. Trade show open until 5:00 P. M., closing at that time to permit manufacturers to get their exhibits ready for leaving Saturday.

manager of the Radio Manufacturers' Show Association, there can be no doubt that everyone who goes to Chicago will find his time has never been spent to better advantage.

Among the other reasons for great advance interest expressed in the convention is the list of speakers arranged for. Herbert Hoover, Secretary of Commerce, will be the honor guest and the principal speaker at the R. M. A. banquet Thursday evening and will also speak at the meeting of the Federated Radio Trade Association. Others who will be heard at various times are Paul B. Klugh of the National Association of Broadcasters, and Merlin H. Aylesworth of the National Broadcasting Co.

At the joint meeting of the R. M. A. and the Federated Radio Trade Association, Arthur T. Haugh, president of the R. M. A. will speak and Fred Woods, statistical expert of the Hearst interests, will have a lot of data on merchandising. On the Federated Radio Trade Association program are William M. Webster, Automotive Equipment Association, Herbert H. Frost, first president of the R. M. A., and former Congressman Frank D. Scott. Other equally important speakers are also on the various programs.

Announcing
The FIRST
COMPLETE LINE
of SPEAKERS
by STEVENS

FACTS
in the product
SELL
themselves

A salesman is twice as good on his job when the product has advantages that really *stand out*. The product *sells*—it *stays* sold—its genuine merit has a way of sowing the salesman's road with the seeds of many an order that crops up unexpectedly. Like the boy's big snowball that grows as it rolls—sales grow when the product has the superiority that business can stick to. In every store—every home—where a Stevens Speaker is tried out you have people convinced of the advantages of Stevens Speakers. What the Stevens does—in tone and ability to hold its tone quality *permanently*—is the result of what the Stevens has inside of it. Each model is *right* because all its principles have been carefully worked out by the pioneers in Cone Speakers.



Model WT-27—19 in.
Smooth beaded frame in hand rubbed Jasper brown mahogany finish—Stevens Armature Unit and special output transformer—seamless Burtex conoidal diaphragm in bronze with "Golden Chime"—silk hanging cord with rosette.
Price \$45.00



Model CT-27
17 in.
Colonial model—hand rubbed frame in Jasper brown mahogany—seamless Burtex conoidal diaphragm in bronze with "Golden Chime." Stevens Armature unit and special output transformer.
Price \$35.00



Model PT-27—19 in.
Height 5½ ft., on Spanish Renaissance metal standard—gracing the most elaborate interior—every decorative and electrical feature of the Stevens line—20-ft. extension cord—peerless in the speaker field.
Price \$65.00



Model B-27—17 in.
Equipped with Stevens 2-point suspension armature unit—seamless Burtex conoidal diaphragm—hand rubbed frame—Jasper brown mahogany and bronze finish with "Golden Chime." Price . . . \$25.00



Model A-27
14½ in.
Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime." Price . . . \$18.50

6 EXCLUSIVE
Scientific Superiorities

- 1 Burtex—woven fabric material—the only material from which diaphragms can be formed without breaking fibres of the material. Not affected by water, humidity, heat or cold. Strong, resilient, does not require careful handling.
- 2 Conoidal curve—the scientific curve of sound reproduction. The entire fabric of diaphragm is under tension—responsive to the full range of tones and over-tones.
- 3 Permanence of tension—the ideal tension of the diaphragm is permanent regardless of its age and conditions of atmosphere and temperature.
- 4 The Stevens T. T. Unit with armature anchored at both ends is proof against "freezing" at even the highest voltages, as when power tubes are used. This unit is highly sensitive and rugged—no distortion even under extreme conditions.
- 5 Mahogany sounding board giving the fullest resonance.
- 6 Full line of speakers—each carefully developed—to meet the full range of requirements.



Don't fail to see and hear them at the
R. M. A. Trade Show, Stevens Hotel,
Chicago, Booth 53

Stevens Speakers

STEVENS & COMPANY, Inc., 46 East Houston Street, New York

Be sure to visit our Booth No. 97 at the R. M. A. Trade Show, Stevens Hotel, Chicago, week of June 13.

When writing Stevens & Co. please mention The Talking Machine JOURNAL



*The Stage is now set for
the Greatest Performance
in Radio History*

Sit with the pioneer electric set manufacturer, who is still a lap ahead.

A Phenomenal set with new innovations.

Choice of electrolytic or tube rectification.

Produced by

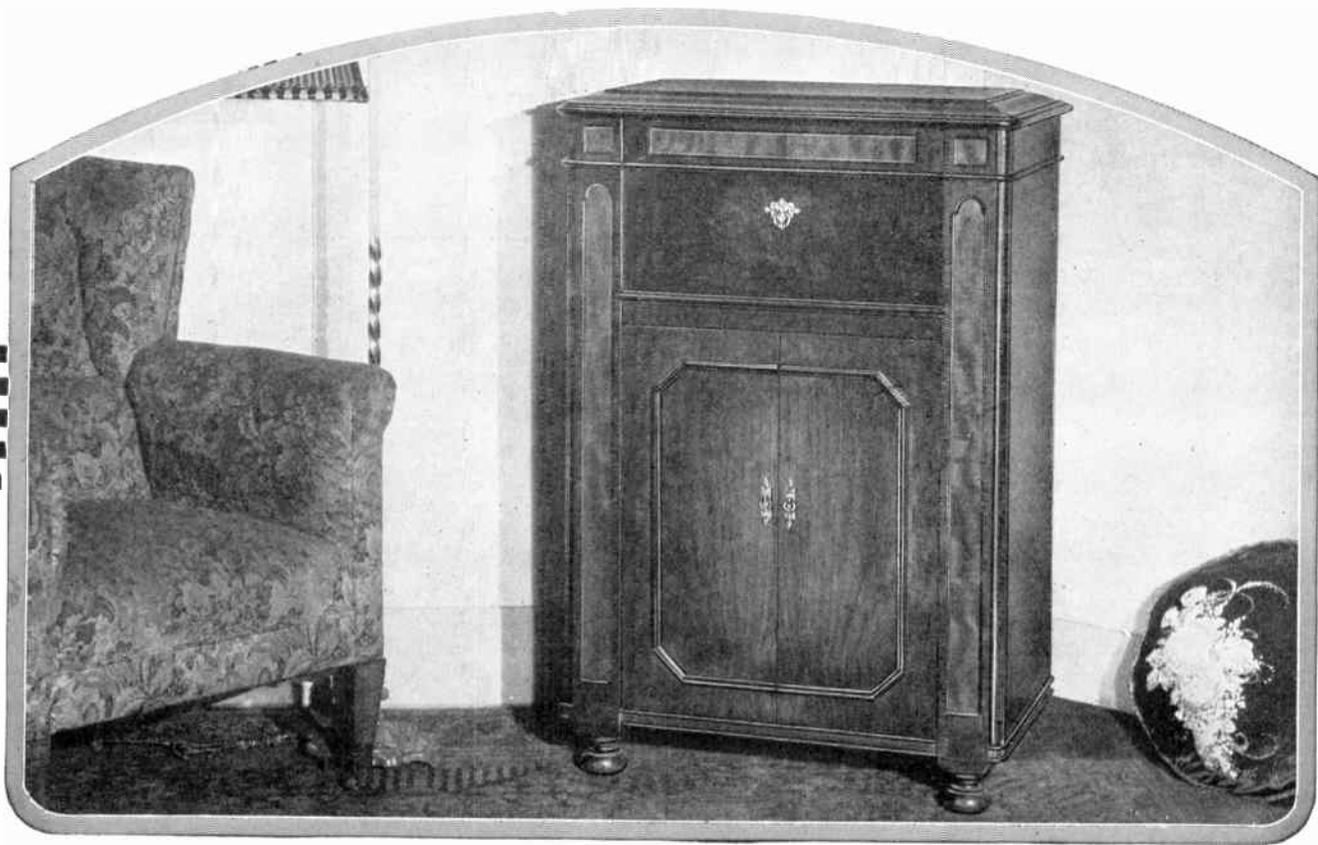
**ARGUS RADIO CORPORATION,
257 West 17th St., New York, N.Y.**

(Above is the story-act now before it is too late.)

*Next showing
at the R.M.A.
Convention
HOTEL
STEVENS
Chicago, Ill.*

Prices ranging from \$110 to \$675

When writing Argus Radio Corp. please mention The Talking Machine JOURNAL



One of the Counterphase 8 Consoles

Year after year every Bremer-Tully product has been a continuous and ever growing success.

A vast army of experienced and satisfied "fans" will swear by any product that B-T build.

They *know* from personal past experience.

Their influence and recommendation is a powerful factor.

And the dealer who handles the B-T line knows that back of the product lie these years of experience in the design and construction of every essential unit used in Counterphase Receivers.

"A customer stops in almost daily to inform us that without doubt he is the owner of the best set in the world," says a B-T dealer in Shreveport.

If that's the kind of customers you want the B-T Counterphase will help you get them,—and keep them.

The B-T line now includes seven set models from \$100.00 up,—B-Power Units and a WONDERFUL NEW SPEAKER, all of which will be featured in an advertising campaign this season far beyond anything previously attempted.

B-T sets are sold only thru authorized and protected dealers. If you write today you may still be in time to secure a franchise,—

*Visit us at the Trade Show
Booth No. 101*

*and see the complete line
—Or—*

*write us for further information
and details of our dealer
proposition.*



Counterphase 8 Console

Bremer-Tully Mfg. Company

520 S. Canal St.

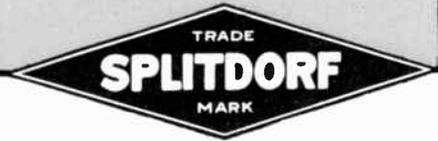
Chicago, Ill.



When writing Bremer-Tully Mfg., Co. please mention The Talking Machine JOURNAL

SPLITDORF

strikes a new NOTE in



To meet TODAY'S merchandising conditions

1. Eleven models, many offering all the following features, ranging in price from \$45 to \$1000.
2. Table, floor and authentic period furniture models.
3. Cone and horn speakers meeting today's requirements.
4. Dual system of audio impedance amplification, yielding surpassing quality of tone ranging from 16 to 10,000 cycles—entire range of audibility.
5. Hilograd system of radio frequency amplification yielding equal power over entire broadcast waveband.
6. True single dial tuning and modulating controls.
7. Phonograph record electrical amplifying system incorporated in sets accommodates Splitdorf Bi-Radiophone* pickup for reproduction through radio loud speaker.
8. Adequate national advertising and dealer sales helps.
9. Splitdorf radio receivers manufactured under license association with Radio Corporation of America, General Electric Company, Westinghouse Electric & Manufacturing Company, and the American Telephone & Telegraph Company.

Models on display June 13th to 18th inclusive at Radio Manufacturers Association Trade Show, Exhibition Hall, Stevens Hotel, Chicago—our Booth No. 83.

Some valuable jobber territory still open—correspondence solicited

SPLITDORF RADIO CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Co.

NEWARK, NEW JERSEY

*Trade-mark

When writing Splitdorf Radio Corp. please mention The Talking Machine JOURNAL

PERFOR

That sets new standard

THIS IS THE LINE WITH



← **ELECTRIC!**
Caswell-Runyan Console C-4—Spanish straight line cabinet. Unusually heavy construction. Stump walnut finish. Contains 84-inch phonic-type horn capable of delivering the finest tonal reproduction and unusual volume on both high and low notes. A cabinet of rare grace. **List Price, cabinet C-4, including loud speaker unit . . . \$100.00**
 It is pictured to the left with Model Electric 11, making a complete electric console set.

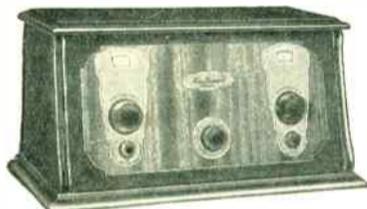


→ **Caswell-Runyan Console C-1**—A full-size graceful Tudor cabinet, finished in figured walnut. Violin-wood tone chamber. Handsome cross-bar affords additional leg support. Metal drop pulls. **List Price, cabinet C-1, including loud speaker horn, less unit . \$40.00**
 Set pictured in cabinet is model NR-9, a 6-tube Neutrodyne receiver.

→ **MODEL 800-C-8**—This novel 8-tube set can be moved from room to room. Has four stages Neutrodyne TRF. Beautiful Renaissance cabinet. Illuminated rotating drum designates station settings. Complete interstage shielding and individual tube shielding. Embodies the latest advances in radio engineering. **List Price \$395.00**



→ **MODEL NR-9**—Six tubes, single control. Three stages Neutrodyne TRF, one of which is inductively tuned. Complete metal shielding. Equipped with New Freed-Eisemann "Inductor". **List Price \$100.00**



← **MODEL NR-8**—Six tubes, two controls, two stages Neutrodyne TRF and one stage inductively tuned Neutrodyne radio frequency. Complete metal shielding. Equipped with New Freed-Eisemann "Inductor". Mahogany cabinet. **List Price \$90.00**



New Construction Features

1. New telephone switchboard type wiring.
2. New 100% safety factor in design of all moving parts.
3. New oversize accurate bearings on all controls, insuring rigidity.
4. New drive system of tuning controls giving velvet-smooth operation.
5. Rigid inspection after every step in construction.
6. New service-proof volume control with automatic switch.
7. New Freed-Eisemann "Inductor", an exclusive feature which, for the first time, provides equal amplification on all wave lengths.
8. A new high standard of selectivity!

FREED

When writing Freed-Eisemann Radio Corp. please mention The Talking Machine JOURNAL

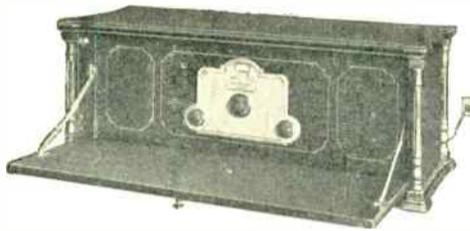
MANANCE

creates vast early demand

COMPLETE PATENT COVERAGE



Caswell-Runyan Console C-3—Jacobean period secretary, figured walnut finish. The very newest in radio cabinet design. Accommodates all necessary equipment. Rigidly constructed. Comes equipped with phonic-type (coiled) sound chamber, noted for exceptional tone quality. List Price, cabinet C-3, including loud speaker horn, less unit \$70.00
Set pictured is model NR-8, a 6-tube Neutrodyne



ELECTRIC 11—Genuine electric receiver using standard tubes and only one additional tube. (No batteries, chargers, chemicals or dry cell tubes.) This 6-tube receiver has 3 stages of Neutrodyne TRF, one of which is inductively tuned. New Freed-Eisemann "Inductor" is incorporated. Audio frequency stages are supplemented by output transformer. Complete metal shielding. List Price \$225.00



Caswell-Runyan Console C-2—Full-size luxurious Early American period cabinet. Heavily constructed. Finished in figured walnut. Violin-wood tone chamber having splendid acoustical properties. Handsome wooden cross-bar affords additional leg support. List Price, Cabinet C-2, including loud speaker horn, less unit \$55.00
Set pictured in cabinet is model NR-9, a 6-tube Neutrodyne.



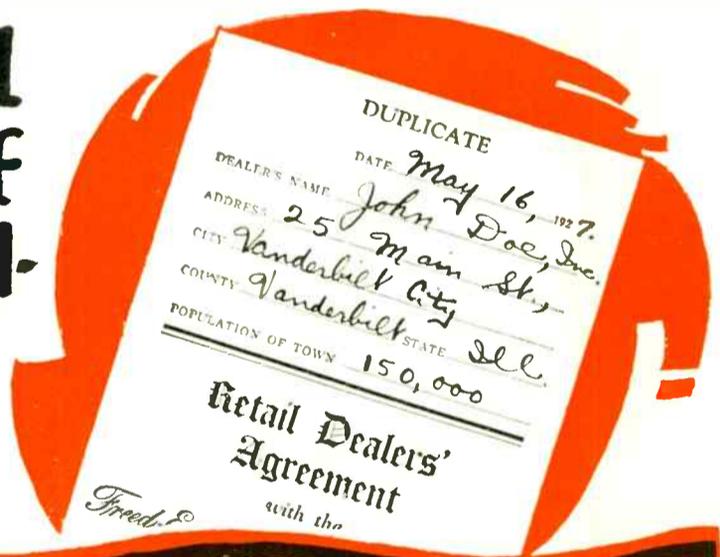
MODEL NR-77—An advanced 7-tube, single control Neutrodyne receiver. Four stages Neutrodyne TRF and two stages audio frequency supplemented by output transformer. Equipped with Freed-Eisemann "Inductor". Each radio stage individually shielded. Audio frequency stages in separate metal compartment. New type loop. List Price (including loop) \$175.00



MODEL NR-66—Single control, 6-tube Neutrodyne. Three stages Neutrodyne TRF (the first stage inductively tuned). Each radio stage completely shielded in separate metal compartment. Equipped with New Freed-Eisemann "Inductor". List Price . . . \$125.00

The most liberal dealer discount of any nationally advertised line

Write today for nearest distributor's name and address
FREED-EISEMANN RADIO CORPORATION
Junius St. & Liberty Ave., Brooklyn, N. Y.



EISEMANN

When writing Freed-Eisemann Radio Corp. please mention The Talking Machine JOURNAL

Greatest of All Radio Achievements Majestic "A"

The FIRST really successful "A" Battery
Eliminator.

Absolutely fool-proof. No liquids whatever.
Entirely dry. No hum.

Majestic "A"—Majestic "B" and the radio
receiver ALL controlled by the switch on
your set.

AMAZING in simplicity of design—
efficiency of operation—and in price.

SEE IT at

R. M. A. Trade Show

Stevens Hotel, Chicago

June 13-18 • Booth 85

Write for catalog sheets or ask your jobber's salesman

GRIGSBY-GRUNOW-HINDS CO.

4564 ARMITAGE AVE., CHICAGO, ILL.

Radio's Outstanding Profit Maker for 1927=1928

RADIO merchants fortunate enough to secure a Fada Franchise will find the new Fada Special a source of profit and tremendous word-of-mouth advertising. No service nightmare follows the sale of a Fada. The unprecedented VALUE this new Fada product offers will put sales resistance down for the count! Here is Harmonated Reception within reach of all—quality at a price.

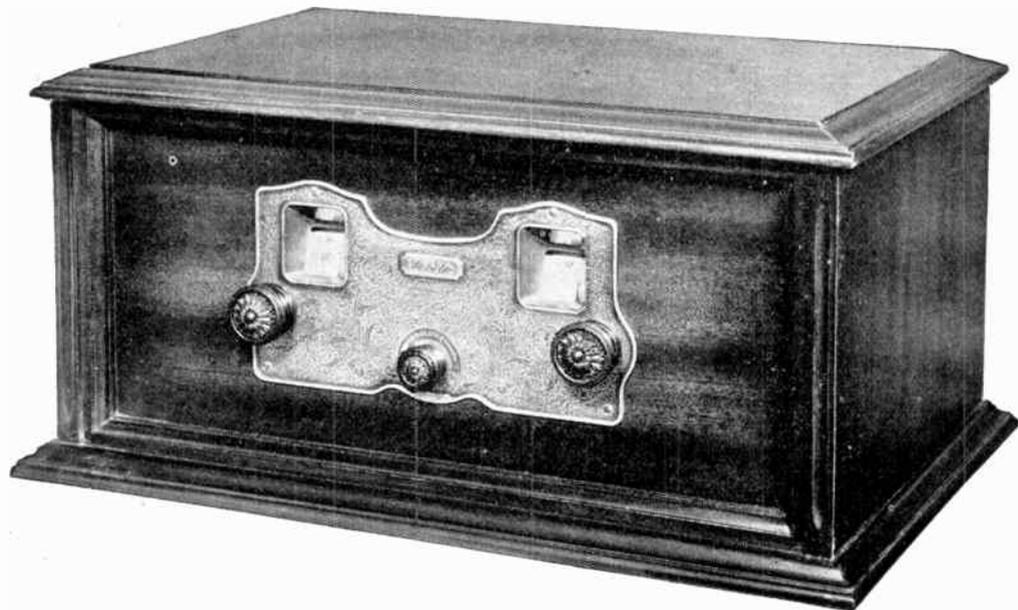
FADA Radio

F. A. D. ANDREA, INC., 1581 Jerome Avenue, New York City

The FADA SPECIAL

Six tubes—three stages of radio frequency—detector—two stages of audio frequency. *Equalized amplification.* Solid pressed-steel chassis. Shielded two-dial control. Extremely low current drain on batteries. **\$95**

Prices slightly higher West of the Rockies



Complete Fada line can be seen at Booth 80, Radio Merchants Association Show—June 13 to 17—and at our Display Rooms, 2619 South Michigan Ave., Chicago, Ill.

When writing F. A. D. Andrea, Inc. please mention The Talking Machine JOURNAL

A DEALER FRANCHISE

Backed by a
NEW RADIO STANDARD



TO OUR jobbers and dealers, the Amrad Franchise represents a highly profitable connection. There will be only a limited number, however, because the Amrad policy is to restrict jobbing territory to exclusive distributors—and appoint exclusive dealers only.

This means close cooperation with our jobbers and dealers—and in back of it all a radio set unique in the industry. For we have created, as a result of four years of engineering progress, a heavy-duty, 6, 7, and 8 tube chassis, pure single dial, solid copper shielded, so selective, so exquisite in tone, so rugged in construction that it fully deserves the praise it has met with wherever it has been shown.

Complete line of Royal Series Amrad Receivers on exhibition at the Chicago Radio Trade Show, also full outline of Amrad National Advertising in Saturday Evening Post and daily papers. Stevens Hotel—539-A

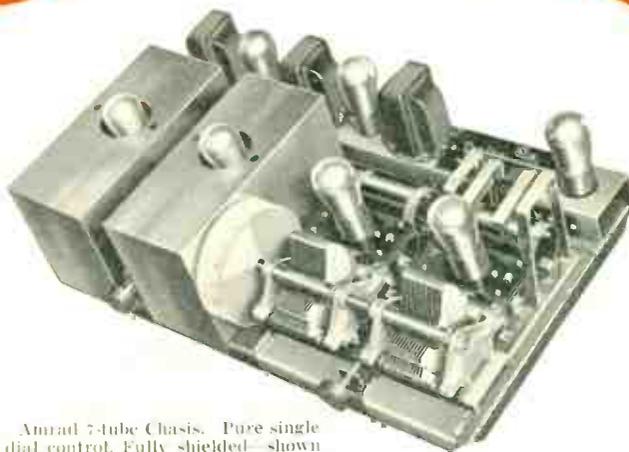
For full information regarding open territory, address

The Amrad Corporation

Medford Hillside
Mass.

(Manufacturers of Amrad Sets under R. C. A. and
Manufacturers of Amrad Sets under R. C. A. and

AMRAD
7-TUBE CHASSIS

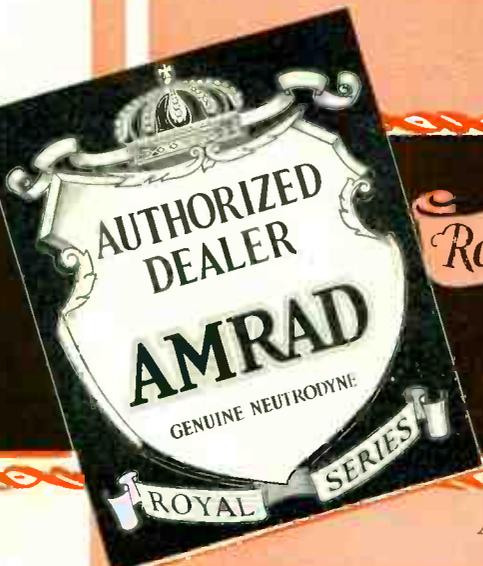


Amrad 7-tube Chassis. Pure single dial control. Fully shielded—shown above with two shields removed. Micrometer precision and extra-heavy construction has given to every part, from condenser gang to tone filter, an exclusive quality and exactness that means once installed the Amrad set may be forgotten. It won't need service.

THE BERWICK 6-TUBE CONSOLE
6-tube chassis and built in Cone Speaker, in cabinet of dark, selected walnut, simple and graceful in design. Drop door in front. Loop or antenna operated.

THE WINDSOR
7-TUBE COM-
PACT

Pure one dial control, fully shielded, loop or antenna operated. Artistic cabinet of hand polished walnut. Extremely selective—with mel-low tone character.



Royal Series

AMRAD

NEUTRODYNE

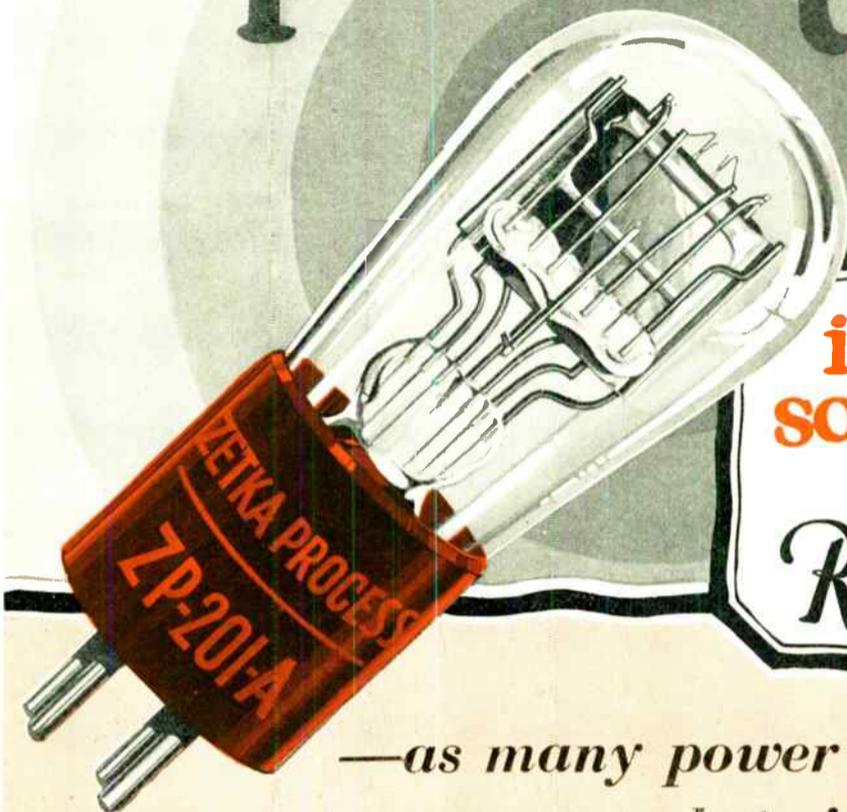
A sign of utmost quality

When writing The Amrad Corp. please mention The Talking Machine JOURNAL.

JOBBERS

- Albany, N. Y., Fort Orange Distributing Co., 125 Madison Ave.
- Binghamton, N. Y., L. C. Grummond Co., 16 Morgan St.
- Boston, Mass., Dewey Radio Dist. Co., 635 Atlantic Ave.
- Boston, Mass., Regal Lgt. Co., 132 Lincoln St.
- Buffalo, N. Y., H. I. Sackett Electric Co.
- Buffalo, N. Y., Vim Cycle & Hardware Corp., 137 Bwy.
- Chicago, Ill., Leonard-Lynn Radio Co., Inc., 302 S. Wells St.
- Chicago, Ill., Monarch Electric Co., Adams & Desplaines Sts.
- Cincinnati, Ohio, Stanley A. Morsbach Co., 132 E. Court St.
- Dallas, Texas, Atlantic Sales Co.
- Dallas, Texas, Automotive Appliance Co.
- Dallas, Texas, Higgenbotham, Bailey, Logan Co.
- Dallas, Texas, Moore Bros. Electric Co.
- Dallas, Texas, Schoelkopf Co.
- Davenport, Iowa, Herman J. Horst, 415 West Third Street
- Davenport, Ia., Sickles & Preston Co.
- Detroit, Mich., Kopy-Ross 1306 Randolph St.
- Detroit, Mich., K. O. Tire Stores, 2114 Grand River Ave.
- Detroit, Mich., R. W. Kumber, 13186 Pinehurst St.
- Fort Madison, Ia., Perfection Sales Co.
- Ft. Worth, Texas, Cogdell Auto Supply Co.
- Grand Island, Neb., Plank Products Co.
- Kansas City, Mo., Standard Laboratories, 1106 Walnut St.
- Keokuk, Ia., Smith-Meyling Battery Co.
- Kansas City, Mo., Richards & Conover Hardware Co., Fifth & Wyandotte Sts.
- Kansas City, Mo., Gus-Hin-Bacon Manufacturing Co.
- Lewiston, Me., Maine Warford Co.
- Minneapolis, Minn., Automotive Supply Co., 124 Washington Ave. N.
- Minneapolis, Minn., Plant Auto Equipment Co.
- New York City, Sanford M. Bookey, 221 Fulton St.
- New York City, Parsons & Whittemore, 299 Broadway.
- New York City, Weber-Rance, 225 West 57th St.
- Niagara Falls, N. Y., Niagara Radio Stores, 122 Third Street.
- Oklahoma, City Okla., Self, J. M. Supply Co., 511 No. Broadway.
- Oklmulgee, Okla., Moore, John M., Co.
- Omaha, Nebr., National Accessories, Inc., 2051 Farnum St.
- Philadelphia, Pa., Lockwood Radio Co., Inc., 637 Market St.
- Reading, Pa., Lewis J. Gamster, 5th & Walnut Sts.
- Reading, Pa., Geo. D. Barbey 4th & Walnut Sts.
- Rochester, N. Y., Sternberg, H. D. Corp., 152 Broad St.
- Rock Island, Ill., Beardsley Specialty Co.
- St. Louis, Mo., Rice-Stix Co., Dept. 62.
- St. Louis, Mo., Wholesale Radio Co., 211 No. 10th St.
- Sherman, Texas, Hardwicke Elter Co.
- Sioux Falls, S. D., L. & L. Auto Sup. Co.
- Springfield, Mass., United States Radio Corp., 328 Dwight St.
- Washington, D. C., Harris Hdwe. Co.
- Washington, D. C., Potomac Battery & Electric Co., 1627 14th St., N. W.
- Wichita, Kans., Seesholts Fowler Radio Co., 113 No. Market St.
- Xenia, Ohio, Famous Auto Supply Co.

ZP-201-A power tubes



in every socket—
Without Re-wiring!

—as many power tubes as there are sockets in your set

Think of it—without altering a single wire you can now use power tubes in every socket.

Do you know what this means to you? Just this! When a customer walks into your store today seeking to improve his set with a power tube, you can sell him not *one*, but a power tube *for every socket . . .* the new Zetka process ZP 201 A.

The oxide filament 1/4 amp. ZP 201 A

power tubes will give you everything you want in radio—power, selectivity, realism. *And more.* They will effect a saving in "A" and "B" current that materially lengthens the hours of battery service.

An installation of ZP 201 A's in every socket of any one of your demonstration sets will convince you that every socket *should* have a power tube . . . a ZP 201 A. The price—\$2.50 each—invites the purchase of a whole new set.

ZP 201 A is one of a complete line of clear glass tubes—each one meeting a definite radio demand

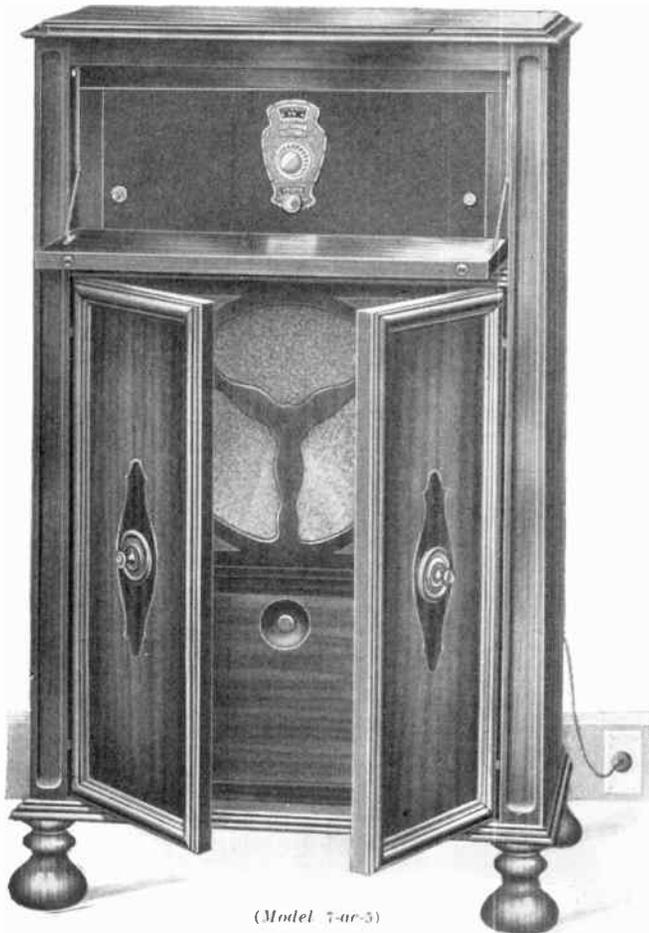
[Zetka's sensational new 6 volt 1-10 amp. tube for electric sets is ready]

ZETKA LABORATORIES, Inc., 73 Winthrop St., Newark, N. J.

ZETKA
The Clear Glass Tube

When writing Zetka Laboratories, Inc. please mention The Talking Machine JOURNAL.

Science wins!



(Model 7-40-5)

\$160.

Complete, nothing else to buy

The first cost
is the last cost.

THE much talked of AC Electric Radio Receiver is now a reality—with full credit due the Freshman Laboratories. No batteries—no accessories—no hum—full rich tone—extraordinary selectivity—wonderful range.

One-control—six tubes; one UX 112 RCA Power tube and five of the

New AC Tubes

solve the problem. Millions of people have been long awaiting this Electric Radio which is as great an advance in radio as the electric light over the candle.

The Freshman franchise is a valuable asset to any merchant who possesses adequate display space and who has the facilities to handle volume business. A few choice territories are still available. Wire or write for complete information about the most profitable franchise in radio.

Sold to Authorized Freshman Dealers only.

Six tubes ~ One Control
FRESHMAN
MASTERPIECE

Visit the Freshman display at the R.M.A. Trade Show, Hotel Stevens, Chicago—June 13th-18th—Booth No. 128.

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

When writing Chas. Freshman Co., Inc., please mention The Talking Machine JOURNAL

PERRYMAN

RADIO P TUBES

"DISTANCE WITHOUT DISTORTION"

How to make a good time—Better!

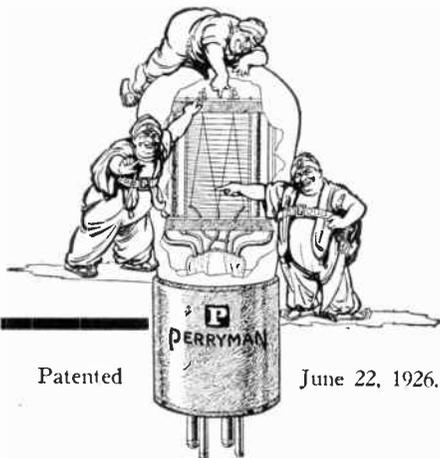
Be sure to visit our booth No. 48 at the First Annual Radio Trade Show and particularly our display room at the Hotel Stevens, during the show, and during the Third Annual R. M. A. Convention held at the Hotel Stevens in Chicago—June 13th to 17th.

*We'll be glad to see you—
and you'll be glad you saw us.*

PATENTED PERRYMAN BRIDGE

RIGID CONSTRUCTION

TENSION SPRINGS



PERRYMAN ELECTRIC COMPANY, INC.
 33 West 60th St., New York, N. Y.
 LABORATORIES—NORTH BERGEN, N. J.



COOMBS

for Cabinets

You are cordially invited to visit our display of the complete new line of Mastercraft Radio and Phonograph cabinets, and the Wolf-Crosley Cabinet line for Crosley Sets made by the Wolf Manufacturing Industries for the coming season.

HOTEL STEVENS
CHICAGO

Suite 550-A

June 13-18

Our special display will include Accredited Cabinets for Crosley Radio Sets. These cabinets were designed under the supervision of Powel Crosley, Jr. for the exclusive use of Crosley Jobbers and Dealers. Artistic designs in the latest styles, permitting simple quick installation of Crosley sets. These unusual cabinets meet all requirements of today's public demand.

H. L. COOMBS, INC.

Eastern Managers, Wolf Manufacturing Industries, Kokomo, Ind.

250 West 57th Street (Fisk Bldg.) New York

Factory—Kokomo, Ind.

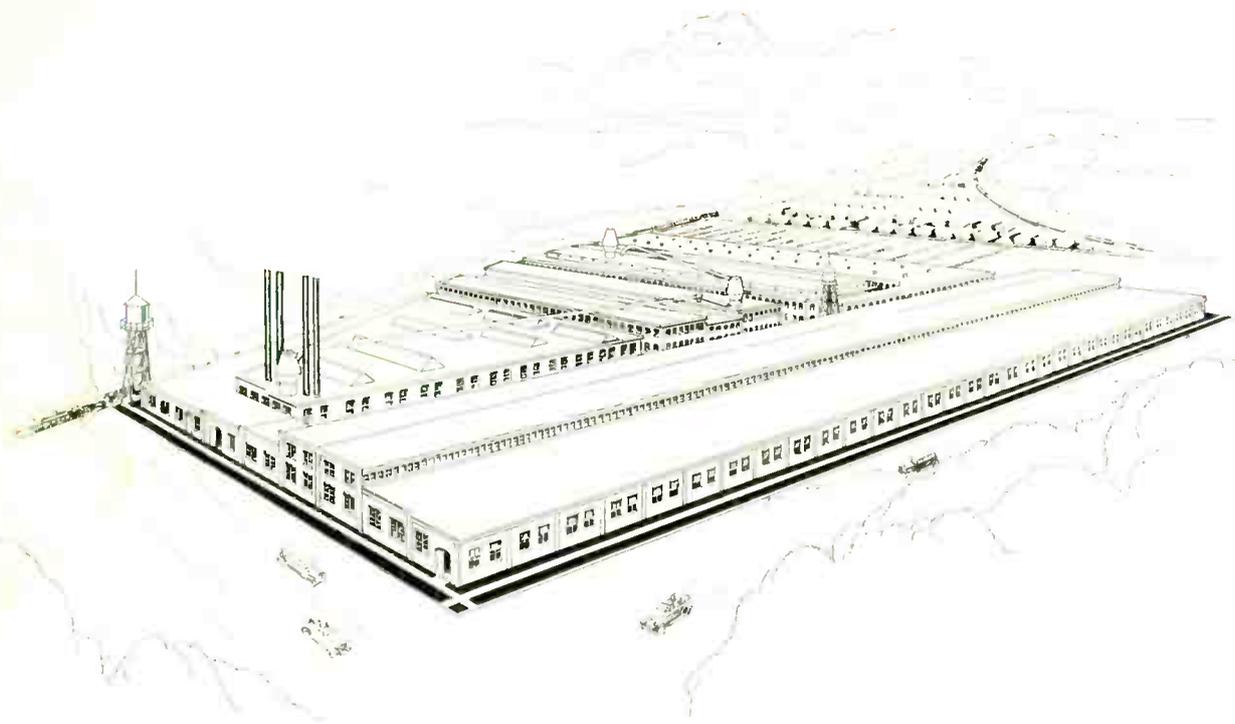


When writing H. L. Coombs, Inc. please mention The Talking Machine JOURNAL

*Another
Outstanding
Proof
of the
Rapidly Growing
Demand
for*



*Phonographs
and Radio Consoles...*



The Wolf Industries

Quincy Illinois
MANUFACTURERS OF



Phonographs . . . Radio Consoles

Announce

The removal of their
General Offices
and
Factories
to

Kokomo, Indiana

THE immense plant which now houses The Wolf Industries provides greatly increased manufacturing space and unexcelled transportation facilities which are in keeping with the rapid growth of the business.

The Wolf Industries . . . Kokomo, Indiana

ANNOUNCEMENT!

SUPERIOR CABINET CO.

Presents "Radio Cabinets Of Distinction"

About Our Facilities

THE Superior Cabinet Company has a large, modern factory which, until last year, was devoted to the manufacture of dining room furniture. We have enjoyed a reputation for producing one of the best medium-priced dining room furniture lines on the market both as to construction and finish, and we believe there is a real market for well-designed well-built radio cabinets to be sold through the jobbing trade. We therefore decided to set aside a considerable portion of our factory for this purpose. This, with our years of experience in manufacturing good furniture should enable us to supply the radio trade with cabinets not only acceptable in quality but to give splendid service in the way of shipments.

To the House that Is Interested in Deliveries—Merchandise of a Quality and Backed by a Record of Achievement and Reliability—We Have Something to Offer. Just a Few Models Made to Command Sales. See Us at the R.M.A. Show and Let Us Show You that Our Cabinets Will Sell Themselves to You.

BOOTH 110-A

R. M. A. TRADE SHOW, CHICAGO June 13—17th

Studner Cumming Co., Inc.

Exclusive Sales Agents to Radio Jobbers

67 W. 44th St.,

New York City

Superior Cabinet Co.

Muskegon, Mich.

When writing Superior Cabinet Co. please mention The Talking Machine JOURNAL



“I Will See You In Chicago”

Wherever you go among radio men, you hear them talking about the

First R.M.A. Radio Trade Show

Hotel Stevens - Chicago

June 13-17th Inclusive

being held in conjunction with the Radio Manufacturers' Association Third Annual Convention.

In addition to the displays of new 1927-28 merchandise by over 200 manufacturers, there will be many topics discussed of great interest to all in the trade such as—how patent litigation is affecting the industry and other subjects of vital interest and importance to every radio man.

Among the speakers during the week will be Hon. Herbert Hoover, Major Herbert H. Frost, M. H. Aylesworth, Hon. Frank D. Scott, Hon. Richard Lawrence, Paul B. Klugh, Sidney New, A. M. Edwards, R. W. Bennett and Dr. Alfred N. Goldsmith.

The First Annual Radio Trade Show therefore will be an event that no radio dealer or jobber can afford to miss. From all reports nearly all of them will be there—so if you haven't as yet decided to go—arrange now to do so. Learn at first hand what the industry is doing and of its future possibilities, so that you can get your own business in line for increased sales and profits.

For your convenience, we are giving you information regarding railroad fares, hotel accommodations, etc. If there is anything particular you want to know about the show write to

Radio Manufacturers' Association

32 West Randolph St. — — Chicago, Ill.

TRANSPORTATION:

Fare-and-one-half plan has been granted for this Convention by all Eastern and Western Railroads and Trunk Line connections. Secure a —CERTIFICATE—not a Receipt, from the Ticket Agent, when you purchase your Ticket to Chicago; present your certificate to the validating officer of the R. M. A., Mr. M. F. Flanagan, during the Convention; you can then purchase a return Ticket over the same line for one-half Fare.

SPECIAL TRAINS:

Special cars and special trains are being made up in practically every section of the country. Consult your local Passenger Agent for detailed information.

HOTEL RESERVATIONS:

If you wish to stay at the Hotel Stevens, the official Hotel, and have not made previous reservations, do so at once. Write or wire direct to the Stevens, attention Mr. Bowman, telling him that you are going to attend the R. M. A. Trade Show. You will then be located in the Radio Section of the Hotel. The Hotel will assign room numbers about June 1, notifying you direct.

**Important developments
in phonographs and radios
will be on display at the
Radio Manufacturers As-
sociation Space 107 and
the Music Trades Conven-
tions at Hotel Stevens,
Suite 818.**

S O N O R A

When writing Sonora Phonograph Co. please mention The Talking Machine JOURNAL

Talking Machine
Quotations

Radio Stock
Quotations

Financial

Summary of the month's financial developments in our industry

Columbia Nets \$270,000

The Columbia Phonograph Co., Inc., statement, giving the results of operations for the year ending February 28th, 1927, shows a net profit of \$270,000. The statement is a consolidated statement, owing to the fact that on November 1st, 1926, this company purchased the phonograph record business of the General Phonograph Company. This business has since been incorporated under the name of Okeh Phonograph Corporation which will continue to market the well-known brands of Okeh and Odeon records.

This Company owns the entire capital stock of the Okeh Phonograph Corporation. The net profit of \$270,000 for the year after charging against expense the cost of re-organizing Okeh Phonograph Corporation is a considerable improvement over the past few years.

ASSETS	
Cash in Banks and on Hand	\$ 877,737.53
Accounts and Notes Receivable, less Reserve	1,530,496.00
less Reserve	2,196,771.41
Total Current Assets	\$1,604,905.84
Property and Plant:	
Factories	\$1,408,208.07
Furniture and Fixtures	82,102.00
	\$1,490,310.07
Less: Reserve for Depreciation	174,668.16
Deferred Charges	1,315,641.91
	50,586.07
	\$5,971,133.82

LIABILITIES AND CAPITAL	
Current Liabilities:	
Accounts and Notes Payable, including Accruals and Reserve	\$ 873,721.75
Capital Stock:	
85,000 authorized shares of no par value, one class, issued at a value of \$6,000,000.00 (of which 2,476-11/100 shares now in Treasury are carried at no value)	6,000,000.00
Less Deficit	\$6,873,721.75
	902,587.93
	\$5,971,133.82

Contingent Liabilities:	
On Leases	\$16,312.50
On notes Guaranteed	3,919.62

CONSOLIDATED STATEMENT	
Profit from Operations, after providing for Bad Debts, Depreciation and Obsolete Records	\$ 230,119.25
Add: Other Income	40,093.56
Net profit for the fiscal year ended February 28, 1927	\$ 270,214.81
Less: Deficit at February 28, 1926	\$1,193,562.31
Less: Miscellaneous Credits to Surplus	20,739.57
	1,172,802.74
Deficit at February 28, 1927, per Balance Sheet	\$ 902,587.93

Sonora Discharges Bank Debt

The regular annual meeting of the Sonora Phonograph Company, Inc., was held on May 11th at its offices, 16 East Fortieth Street. All directors of the preceding year were re-elected, namely—Messrs. F. V. Goodman, R. B. Hindle, R. F. Hoyt, W. J. Keyes, S. O. Martin, T. L. Ryan, A. C. Sherwood, L. Watson and J. Wolff, who immediately re-appointed the officers of last year, namely—President, S. O. Martin; First Vice President, Joseph Wolff; Vice President, John Herzog; Secretary and Treasurer, W. J. Keyes; Assistant Treasurer, T. F. Gaensbauer and Assistant Secretary, K. L. Mahoney.

The president reported in comparing 1926 with 1925 an increase in both phonograph and radio sales also an increase in radio cabinet sales and a decline in speaker sales. The total gross profit on the products supplied to other manufacturers decreased. The total bearing the Sonora name increased and that on cabinets expense decreased.

The outstanding event of 1926 for the company was the final complete discharge of all bank indebtedness. The final amount of bank indebtedness paid off in 1926 was \$246,000 owed in some degree for over six years and at one time totalling practically \$2,000,000.

For the first two months of 1927 the increase of phonograph and radio sales over the sales for the corresponding period of the preceding year above noted continued but in March and April a decrease was recorded though the rate of gross profit increased. Improvement is shown for May and an increase in June over June last year is indicated with greater increases for succeeding months compared with the same months last year and the total number of dealers continues to increase.

Since it appears that substantial economies through reduction of costs and expense and closer coordination of manufacturing and selling can be effected thereby the headquarters of this company will be transferred shortly to the factory at Saginaw, Michigan. A sales office for the eastern market will be left in New York.

Morton Co. Stock Offered

G. A. Lindstrom & Co., San Francisco, are offering at 100 and div. \$500,000 8% cum. pref. (A. & D.) stock in the Robert Morton Organ Co.

Free from individual normal Federal income tax and tax-exempt in California. Non-callable. Dividends payable monthly. Transfer agent, Anglo California Trust Co., San Francisco.

Participating Feature.—Preferred stock is entitled to receive dividends at the rate of 8% per annum from the date of issue, and, in addition, to participate equally with the common stock (up to an additional 4% per annum) in all dividends paid in any year after the common stock has received dividends of 8% in such year.

Capitalization.—Authorized, Outstanding, 8% cumulative participating preferred stock \$500,000 \$500,000 Common stock 1,000,000 578,300

Company.—Is one of the largest and most successful manufacturers of pipe organs in the United States. Branch offices are maintained in New York, Chicago, Los Angeles, San Francisco and Portland, and in addition there are headquarters for factory sales and service representatives at Philadelphia, Boston, Kansas City, Atlanta and Cleveland. Many of the largest theatre corporation operating chains of theatres throughout the United States, including West Coast Theatres, Inc.; Loew's, Inc.; Prior Bros. & Leich; Universal Film Co.'s Theatres; Alexander Pantages and the Saenger Amusement Co., have adopted the Robert Morton Organ for a large percentage of their installations. The two latter companies, controlling with their affiliations about 210 theatres, use Robert Morton organs exclusively.

The factory is located at Van Nuys, Calif., covering the major part of a 3 1/2-acre site, owned in fee by the company. The plant consists of five modern, fire-proof, hollow-tile and steel buildings, with a total floor space of 88,500 sq. ft. All machinery and equipment are of latest design. Company engages about 300 employees at the plant.

Net Earnings after Deducting Deprec. (after Giving Effect to this Financing).

	Earnings.	Profits.	Earned on Pref. Stock
1924	\$687,653	\$80,614	\$16.12 per sh.
1925	817,254	120,607	24.12 per sh.
1926	1,114,851	140,874	28.17 per sh.

Purpose.—The purpose of this issue is to provide additional working capital commensurate with the growth of the business.

Doehler Issues 7 Per Cent Stock

An issue of Doehler Die Casting Co. of 10,000 shares, \$7 cum. preference stock (no par value) is being offered by Hemphill, Noyes & Co. and Shields & Co., Inc. (with common stock purchase warrants) in the form of allotment certificates at \$100 per share and dividend, 50% payable on delivery.

The preferences of the preference stock as to assets and dividends will be equal in rank to those of the preferred stock preferred as to cumulative dividends, at the rate of \$7 per share per annum, and upon involuntary dissolution or liquidation as to assets up to \$100 per share and divs., with \$3 per share additional in case of voluntary dissolution. Dividends payable quarterly, beginning July 1, 1927. Red. all or part by lot on July 1, 1929, or on any subsequent div. date on 30 days' notice at \$103 per sh. and divs. Sinking fund for the purchase or redemption of this preference stock commencing May 1, 1929. Dividends exempt from present normal Federal income tax.

Company.—Is the largest and most important manufacturer of die-castings in the world and in addition manufactures a steadily widening line of metal products. Its sales have increased from \$500,000 in 1912 to \$7,080,207 in 1926. Company produces die-castings from tin, lead, zinc and aluminum alloys, and manufactures by its own patented processes castings of brass and bronze alloys. Its castings are extensively used in many varied industries and are essential in the manufacture of electrical devices, vending machines, textile machinery, household utensils, soda fountain appliances, automobile parts and accessories, sporting goods, cutlery, musical and surgical instruments, radio parts and numerous other devices and appliances.

Net Sales and Net Profits (After Federal Income Taxes Paid)

Years Ended Dec. 31—	1926.	1925.	1924.
Net sales	\$7,080,207	\$6,749,647	\$5,530,384
Net profits	511,528	452,077	295,770

Such net profits for the 3 years ended Dec. 31 1926 average \$129,791 per annum, equivalent to more than 4.09 times the combined annual dividend requirements of \$103,000 on the \$1,000,000 7% preferred stock now outstanding and the 50% to be initially paid on account of the 10,000 shares of \$7 preference stock. Net profits as above for the year ended Dec. 31, 1926, are equivalent to more than 5.15 times such dividend requirements.

After deducting from above average net profits for the 3 years ended Dec. 31 1926, a sum equivalent to such dividend requirements, the balance would be equivalent to \$2.16 per share on the 150,000 shares of no par value common stock now outstanding, and after deducting a like sum from net profits as above for the year ended Dec. 31 1926, the balance would be equivalent to \$2.91 per share.

Balance Sheet as at Dec. 31 1926, adjusted to give effect to the recapitalization of the company and the issue of allotment certificates, 50% paid, representing 10,000 shares of preference stock, no par value, shows net tangible assets of \$3,796,539 applicable to the preferred and preference stocks, equivalent to over 253% of the combined par value of preferred stock now outstanding and the 50% to be initially paid an account of the preference stock. The same balance sheet shows net current assets of \$1,682,776 and a ratio of current assets to current liabilities of 7.99 to 1.

Capitalization—	Authorized.	Outstanding.
7% serial debenture bonds, 1927-1930	\$1,500,000	\$100,000
7% cum. pref. stock (par \$50)	1,000,000	1,000,000
7% cumulative preference stock (no par value)	10,000 sh.	a
Common stock (no par value)	b210,000 sh.	150,000 shs.

a The full amount of 10,000 shares represented by the allotment certificate will not be outstanding until the allotment price is paid in full. b 60,000 shares reserved for exercise of warrants.

American Bosch Earnings

Earnings of the American Bosch Magneto Corporation for the 3 months ending March 31 are as follows:

3 Mos. Ended Mar. 31—	1927.	1926.	1925.	1924.
Total sales	\$1,404,861	\$1,395,888	\$2,950,655	\$3,095,764
Operat. profits	95,334	190,217	171,268	245,503
Depreciation	52,552	51,309	49,636	50,474
Interest charges			45,000	47,500

Balance before taxes \$42,782 \$138,908 \$76,632 \$147,529 Net income before Federal taxes is equivalent to 21 cents a share on 207,399 shares of no par capital stock, against 67 a share in the corresponding quarter of 1926.—V. 124, p. 2123.

Skinner Organ Co. Stock

Minot, Kendall & Co., Inc., and Blake Bros. & Co., Boston, have sold at \$31 per share, 10,000 shares capital stock of Skinner Organ Co. (no par value). State Street Trust Co., transfer agents. Company has no funded debt or preferred stock. Dividends payable quarterly February, May, August, and Nov. 1.

Capital Stock.—Authorized and outstanding 50,000 shares of no par value.

Company.—Founded in 1905 as Ernest M. Skinner Co., which was succeeded in 1919 by present corporation. From the start the company has followed the rigid policy of building each organ as a distinctive, beautiful instrument of the finest material and workmanship. About 85% of the company's business is in organs for churches, clubs and public auditoriums. The main factory and general office and a studio of the company are at Dorchester, Mass., where about 150 men are employed. The Westfield, Mass., factory employs about 45 men. A studio and sales office are maintained at 677 Fifth Ave., N. Y. City.

Earnings—	1924.	1925.	1926.
Net profits	\$138,020	\$213,358	\$250,178
Earnings per share on this issue	2.76	4.26	5.00

Company is at present booked with future business through Oct. 1927.

Grimes-Cameo in Receivership

The David Grimes Radio & Cameo Record Corp., admits itself in financial straits and consented to the appointment of a receiver to carry on the business. The plaintiff in the suit is the Whittier Corp. The Grimes-Cameo company is headed by Henry Waterson, the music publisher, as its president. It is a reorganized firm, merging the David Grimes, Inc., with the Cameo Record Corp., after Grimes, Inc., had been forced into receivership on a previous occasion.

The Cameo company is considered a flourishing disk manufacturing concern, marketing a 39-cent record (three for \$1), and which was saddled with the Grimes, Inc., obligations. The Grimes concern manufactures a popular priced radio receiving set. Both companies are headquartered at 1571 Broadway, New York.

In the bill for receivership it is set forth that James F. Bell, James N. Mandeville and Charles F. Daly are the trustees; that 10-year, six percent bonds aggregating \$1,100,000 are outstanding, and that the total debts are \$1,200,000. The Grimes-Cameo concern is alleged being unable to meet current bills.

(Continued on Page 84)

No Tubes

Acoustical
Amplification

—that's the secret of the full, mellow tones that are produced by the Melofonic LB Speaker. It's built to withstand the powerful high, varying voltages being demanded now by leading set manufacturers. And in addition to all this it is a beautiful piece of furniture that will harmonize with most any color scheme.



Necessary!

DISTRIBUTORS

We are now negotiating for exclusive territories in all sections of the country. Write us at once for our Distributors' proposition.

MODEL LB

\$65

RETAIL PRICE

Slightly Higher in the West

POWER
Melofonic Radio Speakers

DEALERS:

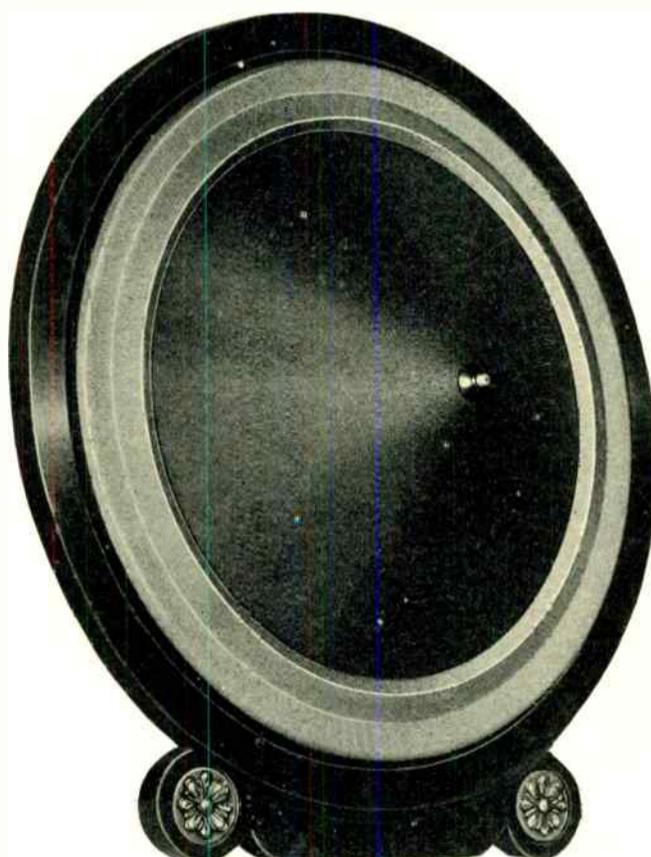
Ask your distributor for Melofonic Speakers. If he cannot supply you write us for name of distributor serving your territory.

MODEL M

\$28.50

RETAIL PRICE

Slightly Higher in the West



First in Tone
and
Appearance

—and you will say so too as soon as you have seen and heard the Melofonic M Speaker. High or low notes are reproduced equally as well and with absolute fidelity. Melofonic Speakers will improve the performance of any good receiver and positively assists in creating satisfied customers. Request samples today and perform the "Best by Comparative Test" in your own store.

PROGRESSIVE MUSICAL INSTRUMENT CORP.
319 Sixth Avenue New York City

When writing Progressive Musical Instrument Corp. please mention The Talking Machine JOURNAL

Year Round Sales Specialty of This New Company

Four Prominent Merchandising Experts
Organize Standard Home Utilities, Inc.



WITH the radio and phonograph industry, the greatest obstacle to the success of the retail dealer is that business is good for only six months of the year and must be bottle-fed for the other six months. A retailer must make enough money in the good season to carry his store through the intervening period.

To keep his losses during the summer months as low as possible, he must cut his organization to the bone, dropping men that it will be hard for him to replace when business picks up again. In addition, the dealer whose business is not profitable in the off season, reduces his working capital so much by the expense of keeping his store open that he seldom has really enough money to conduct his business in the most efficient way. He must cut down on advertising, hire cheap help, and keep his stocks so low that he actually loses sales.

So serious has this problem of an all year round business become that it has engaged the attention of a number of the leading men in the industry. Arthur D. Geissler, who sold his interests in the New York and Chicago Talking Machine companies about a year ago, has been devoting all his time and energy to the matter. United with him in his efforts are three well known figures in the industry, Hugh C. Ernst, Lloyd Everdeene, and P. A. Wilkinson. The result of the study and investigations of these four men is a new company, the Standard Home Utilities, Inc., an organization that will offer to a prominent group of dealers in the New York territory lines of merchandise dove-tailing in such a way that the off-season in one line will be balanced by good business in one or more of the other lines.

A thorough survey of the eastern and mid-western territories has revealed that there are four products that can be used to balance one another and take out the weak spots in the retailer's business year. These products are radio, portable phonographs, home motion picture cameras, and electric sewing machines. In addition to fitting well in the sales scheme, these four products are all of an electrical and mechanical nature and can be very well sold in the same store and by the same clerks. They can likewise all be serviced by the same department with a minimum of duplication in the personnel.

The line of radio products selected for the new enterprise has a price range from

\$50 to \$450 and embraces six to eight tubes, battery and electrical operation, and a fine line of cabinet models. The entire line will be marketed under an advantageous plan to the dealer. The manufacturer of the line ranks among the four largest in the industry, and a merchandising plan has been formulated that will offer profitable local advertising tie-ups and national advertising campaigns.

The portable phonographs are priced

and includes a new type of electrical home machine, practically noiseless and vibrationless, housed in attractive console cabinets and selling at prices from \$65 to \$155. Liberal discounts have been arranged and a complete marketing plan has been developed.

The entire purpose of the organization and the marketing plan under which it will function would seem to be epoch making in the wholesale field.

A. D. Geissler, the head of the new enterprise, has been active in the music and radio fields for twenty-one years. When he sold his interests about a year ago in the New York and Chicago Talking Machine companies, the two largest Victor outlets in the country, he intended to retire, but after a few months devoted to the pursuit of pleasure and rest, the old urge to get back into the game became too strong to be resisted. Freed from the irksome tasks of directing the sale of one product and no longer tied down by a daily round of duties, he commenced to lay plans for a new home utility jobbing organization that would function twelve months each year and thus enable the dealer to do the same.

His first concern was to secure one of the strongest sales executives in the field. In selecting Hugh C. Ernst he made a master stroke, for Mr. Ernst certainly has the qualifications necessary to properly handle the sales problems of the new company. Mr. Ernst, who is now vice-president and general manager of Standard Home Utilities, Inc., is one of the most popular executives in the business. When he was with the National Cash Register Company some years ago, the late John H. Patterson, president of that company, referred to him as the most interesting personality in his organization. He later became president of the Stenotype com-

pany of Indianapolis, and when that enterprise was ended by the war, he became sales manager of the New York Talking Machine company under Mr. Geissler, its president. The lure of gold took him to Paul Whiteman, and his work in presenting the king of jazz in the concert field will long be remembered. After two years, however, the call of merchandising brought him back to the retail business. For three years he directed the radio and music departments at Wanamakers and again made a name for himself.

His alliance with Mr. Geissler unquestionably makes one of the strongest combinations of executives in the trade, since both men are firm advocates of sound



A. D. Geissler

from \$10 to \$75, weigh only twelve pounds, and make use of an entirely new principle of sound reproduction. These phonographs will give the dealer a cash business during the summer months with a minimum overhead.

The line of home motion picture cameras and projectors selected is made by an internationally known firm. The price range of complete outfits is from \$90 to \$450. A rapidly increasing volume of business throughout the Fall and Christmas season and also during the spring and summer months is assured.

The greatest possibilities for the line of sewing machines is during the Spring and Fall seasons. The line is made by one of the oldest manufacturers in the business

merchandising, fair dealing, and modern sales and advertising policies.

After he had secured Mr. Ernst's cooperation, Mr. Geissler began to study the market. A thorough study of trade conditions was made and by a process of elimination the two men came to a conclusion about the products that would provide the dealer with the least sales resistance and give him the most profit with the lowest service costs. This task consumed about four months, but at its conclusion Mr. Geissler was convinced that the variety of lines selected would enable the Standard Home Utilities' dealer to enjoy a healthy, prosperous business the year round.

In securing the other key men for his company, Mr. Geissler combed the market for individuals who by past achievement could qualify as leaders in his new venture. In the appointment of Lloyd Everdeene as credit manager, he has shown his usual rare judgment, for Mr. Everdeene has had training and experience that it would be hard to duplicate in the industry. Associated with the Aeolian company for eighteen years, he has been



P. A. Wilkinson

through all the practical problems of accounting and credits and for the last ten years he has had direct charge of the accounts payable and credit departments.

Mr. Everdeene agrees with Mr. Geissler that a good credit man is one who can determine how much credit a dealer ought to have rather than how little. He will devote much of his time to calling on the

trade and considers that his most important duty will be to aid dealers in their finance problems and to suggest ways and means of overcoming the difficulties that beset the retailer at all times. His ability in giving practical help of this kind is well known to all those who have had any dealings with him in the past.

P. A. Wilkinson, who will have charge of advertising, sales promotion and general publicity, is a merchandising man of wide experience. His training has been along actual selling lines, in both retail



Lloyd Everdeene

and wholesale fields, so that he knows just what dealers need most to develop their business. Understanding marketing, advertising, and actual sales, he will be of great help to the clientele of his company. Sales promotion is one of the newer phases of distribution and in this competitive era is of the greatest help to the retailer.

Based on their many months of careful research, the executives of Standard Home Utilities are confident that they have at last solved the problem of a twelve months, all the year round, turnover. By leveling out the peaks and valleys in the dealer's sales curve, he will be assured of a steady volume and will, therefore, be able to build up a permanent organization with a minimum of overhead to serve the public on four essential commodities.

In the midst of much discussion in the trade of ways to solve the greatest of all dealers problems, this is felt to be the only real method of making the radio and



Hugh C. Ernst

phonograph retailer's place in the distributing scheme a sound one. Increased discounts to the dealer mean an increased final price to the consumer and may have a tendency to cut the actual volume of sales. The tendency of prices in all lines to-day is downward, with increased efficiency in manufacturing and selling the rule. Methods used in the manufacture of practically every product on the market have been studied so carefully by trained engineers that workshops are now models of precision. All waste is eliminated, by-products are used profitably, and machines of marvelous intricacy are being developed every day to still further improve the quality of the products and to lower the cost of producing them.

Similar advances have been made in the selling field but the achievements here will not bear comparison with those in manufacturing. In spite of modern advertising, and other interesting developments, the final step of getting the goods to the consumer is just about as hard to make as it ever was. In fact, in the opinion of some, it is not a step at all but a high jump with the bar so elevated that few can get over it.

The plans of this new firm, therefore, are of the utmost importance to the industry and to the country at large, for they strike at the very heart of one of our most serious business problems and bid fair to eliminate one of the greatest hazards that every retailer, whether he be large or small, must overcome.

PARAGON



Complete Socket Power Radio Receiver

Again Paragon Pioneers!

See the new Paragon at the Chicago Show, Booth 41-A.

Again Paragon leads with:

1. Paragon Double Impedance Amplification System—readily adapted for phonograph purposes.

2. Paragon A, B, C—Complete Socket Power.

3. Paragon completely equipped deluxe radio sets operating from socket power.

PARAGON
ELECTRIC CORPORATION
Upper Montclair, New Jersey

Write for complete information.

R. C. A. Licences Stromberg

Latter Has R. C. A., Hazeltine, Latour, and Radio Frequency Patent Rights

As a result of negotiations concluded between David Sarnoff, vice-president and general manager of the Radio Corporation of America, and W. Roy McCanne, president of the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., the Stromberg-Carlson Company becomes a licensee under 140 or more radio patents of the Radio Corporation of America, the General Electric Company, the Westinghouse Electric & Manufacturing Company and the American Telephone & Telegraph Company.

The following statement was issued by Mr. McCanne: "The Stromberg-Carlson Company's policy has always been one of providing complete patent protection for its users and its dealers. In keeping with this policy, it has sought licenses under all valid radio patents necessary in the manufacture of its equipment, and is now in the enviable position of being the only manufacturer having rights to operate under the patents of the Radio Corporation of America and

its associated companies and also under the patents of the Hazeltine Corporation, the Latour Corporation and the Radio Frequency Laboratories, Inc."

The Radio Corporation of America was the complainant in a suit against the Twentieth Century Radio Company, of Brooklyn, a dealer of the Garod Corporation, for the infringement of the Hartley

patent and the Rice patent relative to the neutralization of a radio receiver. All neutrodyne manufacturers were affected by the suit, including the Stromberg-Carlson Company. When the case was tried in the District Court, the Hartley patent and the Rice patent were declared invalid. The Radio Corporation appealed, and the Circuit Court of Appeals reversed the decision and held that the Rice and Hartley patents were valid and infringed. This decision for the Radio Corporation is believed to have strengthened materially the position of the Stromberg-Carlson Company as its licensee.

graphs made their debut in the Milwaukee market during 1926, bringing the total of different makes in that market to 182.

Though the total Greater Milwaukee families who owned a phonograph on January 15, 1927, was less than on January 15, 1926, this does not mean that there were no phonographs sold during the year. On the contrary, the latest analysis shows that 5.18 per cent of all of those families who owned a phonograph on January 15, 1927, bought their instruments during the year 1926.

The conclusion is that more than 4,900 Greater Milwaukee families who owned a phonograph on January 15, 1926, in some way disposed of their instruments.

This, however, is not difficult to understand when one considers that tremendous increase in the ownership of radio sets, figures for which are given in the radio section of The Journal's survey. In addition to ordinary radio competition, is the proposition advertised by some radio companies during 1926, offering a flat sum for any kind of phonograph traded in on the sale of a new radio receiving set.

Victor still maintains its lead in popularity in the Greater Milwaukee Market, with 44.93 per cent of the total sets owned.

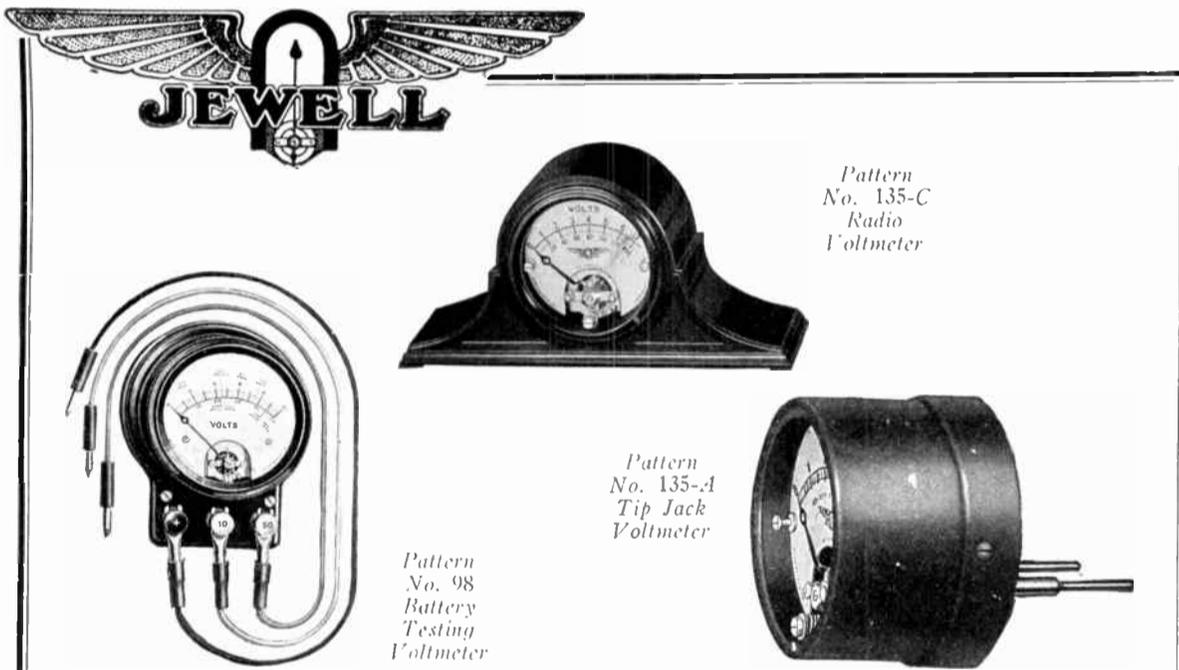
Phonograph Sales Boosted

Milwaukee Journal Survey Reveals New Machines as Cause of 1927 Sales Jump

Phonograph sales in the Greater Milwaukee territory, which had decreased in 1924 and 1925, were given new impetus during 1926 by the appearance and splendid reception of electrical phonograph recording, a survey of the consumer market, just completed by The Milwaukee Journal, reveals.

The big argument which Milwaukeeans advance in favor of phonograph music, according to The Journal's findings, is that "you can get the kind of music you want when you want it," and "a phonograph is independent of static conditions."

Thirty-one new makes of phono-



Instruments that the Set Owners ask for

Set owners asking for voltmeters invariably desire one of the three types illustrated above. They are the types that are used most and can be depended upon for reliable results.

Push Jewell products and watch your summer sales peak climb.

Pattern No. 98 meets the set owner's requirements for a battery testing voltmeter. It has a double scale of several range combinations, of which the 0-7.5-150 volt is most popular. It comes equipped with special colored leads and scales to aid in testing A and B batteries.

Pattern No. 135-C portable voltmeter "De Luxe" is used for making tests on either three or five volt tube sets and accessories. A high grade D'Arsonval movement with sapphire bearings is enclosed in a polished black bakelite case of miniature mantle clock design. The double scale of special radio ranges (0-7.5-150 volts) is silver etched with black characters. It sells on sight.

Pattern No. 135-A Tip Jack voltmeter for adjusting filament voltage, besides being an accurate instrument, has a special adjustment feature which allows the scale to be always horizontal regardless of the vertical or horizontal spacings of the panel jacks. Movement parts are all silvered and the scale is silver etched with black characters.

Radio Instruments Catalog No. 15-C describes each of the above instruments in detail. Write for it and ask for our discounts.

Jewell Electrical Instrument Co.

1650 Walnut St. - Chicago

"27 Years Making Good Instruments"

De Pinedo Records for Columbia

Colonel Francesco De Pinedo, the famous Italian aviator, has just made a record for the Columbia Phonograph company entitled, "A Message to the Italian People of America." In the record he gives the greetings and best wishes of Mussolini and urges Italians in America to work in perfect accord with the people of the country in which they live.

Starting from Rome, De Pinedo crossed the Atlantic Ocean to Argentina in the aeroplane, "Santa Maria," and then flew north to the United States. In Arizona his plane was accidentally burned, thus interrupting his flight, and while waiting for a new plane he came east to New York and Washington. When his new plane is ready he will visit some of the cities in the east and middle west and will then fly to Nova Scotia for his return flight to Italy.

Triangle Electric Takes New Quarters

Nathan L. Cohn, head of the Triangle Electric Co., Chicago, announces the lease by his firm of a new five-story building at the corner of Adams and Jefferson streets. There are 120,000 square feet of floor space in the building, which is being remodeled to meet the requirements of the company.

Mr. Cohn started his business in 1906. To-day his firm has grown until it is doing in the neighborhood of a million dollars a year. Much of this business is in Kolster radio sets, upon which the organization is concentrating exclusively.

SALESMEN—DOUBLE YOUR INCOME!

No conflict with your regular lines. Piano, Musical Instrument, Talking Machine and radio salesmen will find our lines of

Piano Benches—Music Roll Cabinets—Radio Cabinets and Furniture Novelties the quickest sellers!

We will consider your representing us exclusively or in addition to lines you now sell in certain territories now open.

Excellent opportunity for real hustlers to make permanent connection with large organization.

Reply immediately by mail only.

DAVID E. KAHN

Director of Sales
Rockford Sales Corporation,
Division of

Irving & Federal Furniture Factories
206 Lexington Avenue, N. Y.

Announcing . . .

The Sonatron A-C Tube

At the
R. M. A. SHOW
June 13-17 Inclusive
The Sonatron Tube Company will occupy Booth 110-B at the R.M.A. Show. You are cordially invited to visit us at this space.



THE Sonatron Tube Company announces the presentation at the June R. M. A. Show, of its newest laboratory development—the Sonatron A-C Tube . . . Together with the Sonatron SH-85, Sonatron Tubes are now available for complete electrical operation of receivers. Inquiry is invited.

SONATRON TUBE COMPANY

108 West Lake Street
CHICAGO

16 Hudson Street
NEW YORK

320 Lafayette Bldg.
DETROIT

NEWARK, N. J.

WINDSOR, ONT., CAN.

THE WORLD'S LARGEST

SONATRON

RADIO TUBE LINE

Standard Quality  Nationally Advertised

Reed Heads Federal Sales

*New Sales Manager of Ortho-Sonic
Has Been in Business Since Boyhood*

Kenneth E. Reed has been appointed sales manager of the Federal Radio Corporation, makers of Ortho-Sonic receivers, according to an announcement by the company. Mr. Reed joined the company in 1926 as territorial representative for metropolitan New York and his advancement in the Federal organization has been a rapid one.

Mr. Reed began his business career 17 years ago with M. Steinert and Sons of Boston, New England Victor distributors. Beginning as stock boy, he later took charge of the retail department at Steinert Hall, Boston, and was next appointed manager of the wholesale record department. During the early part of 1917 he assumed the duties of manager in the general wholesale department. Two years ago, Mr. Reed joined the Pathex company as representative for New England. When he joined the Fed-

eral company, he took over the supervision of the sales and advertising campaign in the metropolitan



K. E. Reed

territory and in December he was made special representative to Federal wholesalers.

N. C. Music Men Organize

*State Association of Music Merchants
Formed by Group of Well Known Dealers*

At a meeting at the King Cotton Hotel, Greensboro, N. C., a thoroughly representative group of North Carolina music merchants called together by C. S. Andrews of Charlotte, State Commissioner of the National Association, organized a State Association of Music Merchants, elected officers, and applied for a charter in the National Association. A legislative committee was also provided for to take up several important matters of state legislation. Another meeting will

probably be held in August.

The officers elected by the new association are: President, C. S. Andrews, Charlotte; first vice president, C. H. Stephenson, Raleigh; second vice president, W. R. Murray, Durham; secretary, S. W. Gardner, Gastonia; treasurer, H. A. Dunham, Asheville. The board of directors is made up of the following: C. W. Parker, Charlotte; Jess G. Bowen, Winston-Salem; J. S. McFayden, Fayetteville; J. F. Maynard, Salisbury.

When You Ship Radios—



Atlas Plywood Packing Cases are your best insurance for their safe arrival at

the other end. Dealers and jobbers appreciate the advantage of receiving radios without a mar or scratch on their finely finished cabinets and with every other part as perfect as when packed. Sturdy, rigid Atlas Plywood Packing Cases are sure shipping protectors of phonographs as well as radios.

May we figure on your case sizes?



Park Square Building
Boston, Mass.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building

Do not fail to see Amplion Exhibit at the Chicago Show

—again Amplion leads the field in new developments in radio reproduction.

The new models that were first demonstrated at the International Graham-Amplion Conference in London in May 1927, will be demonstrated to the American trade for the first time at the Music Trade and Radio Shows in Chicago.

Present at the London Conference were representatives of the International Amplion Corporations. For many years Graham-Amplion with its famous research laboratories has been the leader in the development and improvements of radio sound reproduction.

The new additions to the famous Amplion Line are bound to be of great interest to everyone demonstrating and selling radio equipment. We will be glad to welcome all radio dealers and wholesalers at our booth.

The Amplion Display is at Booth 147
 Demonstrations in Rooms 805-806
 Hotel Stevens, Chicago, Ill.



THE AMPLION CORPORATION OF AMERICA
 280 Madison Avenue, New York City



THE AMPLION CORPORATION OF CANADA, LTD.
 130 Richmond Street West
 Toronto, Ont.,
 Canada

Crosley Gets RCA License

Patent Agreement Arrived at with Radio Corp. and Associate Companies

Powel Crosley, Jr., president of the Crosley Radio Corporation, has entered into an agreement with the Radio Corporation of America

Co., and the American Telephone and Telegraph Co.

The agreement entitles Crosley to the use of more than 100 basic patents except those covering the principle of the super-heterodyne and super-regeneration. All future laboratory developments of RCA and its associated companies in the field of tuned radio frequency receivers will be available to him.

Overtures were made to Crosley by RCA interests some months ago. Culmination of recent litigation clearing up the patent situation is said to have prompted Crosley, who also controls Amrad Radio Corporation of Boston, and who is interested in De Forest Limited of Canada to take this step to bring stability, heretofore lacking, in the industry.

The contracts are said to provide for a 7½ per cent royalty based on sales. More than half a million dollars already are said to have been paid to RCA by the Crosley corporation.



Powel Crosley

whereby Crosley is licensed under many of the radio patents held by RCA, General Electric, Westinghouse Electric and Manufacturing

Motor-Driven Receiver

Day-Fan Perfects Motor-Generator Set Without Battery or Eliminator

A six-tube motor driven radio receiver that eliminates batteries and eliminators, and uses standard radio tubes, has been developed by the Day-Fan Electric Company and is now ready for the market.

The power for the set comes from a small generator driven by an electric motor. Practically no attention is required and the use of phosphor bronze bearings makes oiling once or twice a year all that is necessary. The power of the receiver is very great, as the motor-generator delivers 150 volts direct to the set. It

has excellent tone range and is highly selective. The amount of current consumed is about the same as that needed to light an ordinary lamp. The set can be used wherever electric current is available in 25 or 60 cycles.

The company has been working on the idea for a number of years and considers that many of the problems of radio receivers have been overcome. Sets have been out in various parts of the country for some time on test and their performance has been said to be excellent.

Hungerford Sales Manager

Well Known Radio Man Will Be at Chicago Convention for Paragon

R. T. Hungerford, who needs no introduction to the radio trade, has been appointed sales manager of the Paragon Electric Corporation, according to an announcement by P. Petroff, general manager of the company.

Mr. Hungerford has been traveling throughout the Pacific coast and far western states in the interests of the Paragon Corporation. Although there is still plenty of

work to be done in the western territory, the Chicago convention will bring him east in June. He expects to arrive in Chicago shortly before the convention opens, giving himself a little extra time to get through the large volume of work that will be waiting for him there. After the show, Mr. Hungerford, will go to Upper Montclair, N. J., where the Paragon factory is located.

ANNOUNCING

A NEW UNITED MOTOR
 PLAYS SIX TEN INCH RECORDS
 Very high quality at very low cost.

UNITED AIR CLEANER CO.

Phonograph Motor Division

9705 Cottage Grove Ave.,

Chicago

Summer Profits Are Waiting For You!

WITH

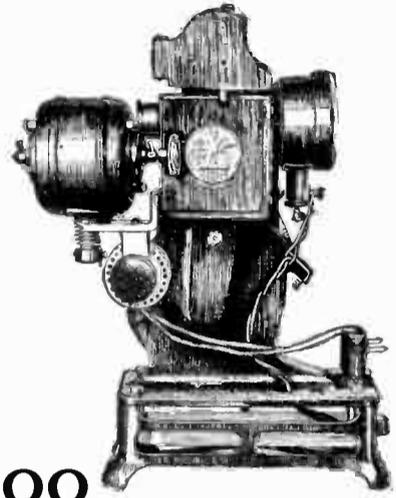
Pathex AUTOMATIC MOTION PICTURE CAMERA AND PROJECTOR



\$47.50

PATHEX AUTOMATIC CAMERA—

equipped with f3.5 lens—takes just 5 seconds to load—taking pictures with Pathex is as easy as snapshots and better. Daylight loading film magazines retail for \$1.75, developed free at Pathe Laboratories.



\$65.00

PATHEX ELECTRIC PROJECTOR—

contains 500 assorted reels—sold outright at \$1.00 and \$1.75 each—not rented. All up-to-date entertainment for young and old.

shows the amateur's own and Pathex library films easily and conveniently. Operates from ordinary lighting current. All Pathex film is non-inflammable.

THE BEST DEALER PROPOSITION IN THE AMATEUR MOTION PICTURE FIELD

INVESTIGATE! COMPARE!! ACT!!!

PATHEX, INC., 35 West 45th Street NEW YORK CITY

These illustrations were not re-touched—not even a line



All Curves!

—the Music comes forth as played.

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

Empironic Sound Boxes need only to be shown to be sold. Write for particulars.

The Empire Phono Parts Co. (Est. 1914)

Wm. J. McNamara, Pres.

Cleveland, Ohio

EMPIRONIC
SOUND
BOX

TONE ARM

—drawn brass—the “all curve” arm



Retails at
\$8

Hawley & Mackenzie Agent

Well-Known Radio and Talking Machine Men Form New Company

P. R. Hawley and Donald Mackenzie, both well known for many years in the radio and talking machine trades, have united under the name of Hawley and Mackenzie,



P. R. Hawley

with offices in the Jefferson Building, Philadelphia. The new organization will act as direct factory sales agents for a number of nationally known manufacturers, among which are Magnavox and Showers Brothers

Both Mr. Hawley and Mr. Mackenzie have had wide experience in

the industry. During the past six years, Mr. Hawley has managed the Girard Phonograph company, radio and phonograph distributors of Philadelphia. Mr. Mackenzie was at one time connected with the Reflex Radiophone Sales Company chain of De Forest retail establishments and



D. Mackenzie

entered the wholesale field three years ago. For some time he has represented the Magnavox and Ferguson lines in a large part of Pennsylvania.

The new firm will cover a large

section of the east and will have a large staff in the field, which will

be further increased as new lines are taken on.

Federal Retailers Meet

Beckwith Company Host to Dealers at Milwaukee Ortho-Sonic Gathering

The last of the Spring series of retailer-wholesaler meetings conducted by the Federal Radio Corporation occurred recently at Milwaukee. The Geo. C. Beckwith Company, Milwaukee branch of the well-known Minneapolis wholesale firm, and lately appointed wholesalers of Federal Ortho-sonic radio for Wisconsin, acted as host to sixty established Federal retailers at the new Elks' Club overlooking Lake Michigan. A fine dinner, enlivened by musical entertainment, was served at 6:30 P. M. The business meeting followed, with Kenneth Purdy, Milwaukee manager of the Beckwith company, presiding.

R. C. Colman, General Manager of the Beckwith organization, presented his conception of radio wholesale policy, and aroused considerable applause. He pointed out also the advantage to Federal retailers of a wholesaler in their own marketing territory, able to render

local service and reduce transportation expense.

R. H. Blair, territorial representative for Federal Ortho-sonic in Wisconsin, next made several announcements of great importance bearing upon proposed activity for the coming months. He was followed by A. C. Stearns, Advertising Manager, who outlined the progress of the Federal Company since the inception of the Ortho-sonic line in 1925. Mr. Stearns further elaborated upon the sales and service policy of his company, and reviewed the special publicity projects and cooperative advertising plans recently executed in conjunction with the retailers.

The last speaker from the Federal Radio Corporation was K. L. Henderson, Assistant to the Chief Engineer. After demonstrating a new balancing and ganging device constructed by his department for the use of Federal retailers, Mr. Henderson pointed out the necessity of prompt and efficient service methods which the retailer must follow in modern radio competition.

The open discussion following Mr. Henderson's talk lasted until 1:45 A. M., which more than three-quarters of the retailers present at that time. Among the delegates were some who had traveled to Milwaukee from Beloit, Mauston, Oconto, and other towns in the extreme northern part of Wisconsin.

Ray Thomas, Inc. Holds Window Contest

The Goodson Radio company of Fullerton, California, was awarded first prize in the window contest recently held by Ray Thomas, Inc., Southern California distributor of Atwater Kent radios, for the purpose of bringing out the beauty and adaptability of the Pooley radio cabinet. The prize winning window was trimmed as a living room with a Pooley cabinet in the center, beside which was seated a young woman operating the radio dial. The furnishing of the room, the pictures and decorations were all well selected and placed.

Other dealers who entered attractive windows were the Parmelee-Dorhmann company of San Diego, the San Diego company, the Stone Electric Supply company of Los Angeles, the Glendale Music company of Glendale, the Southern California Music company and the Collinge Hardware company, both of Los Angeles, and the Hancock Music company of Pasadena.

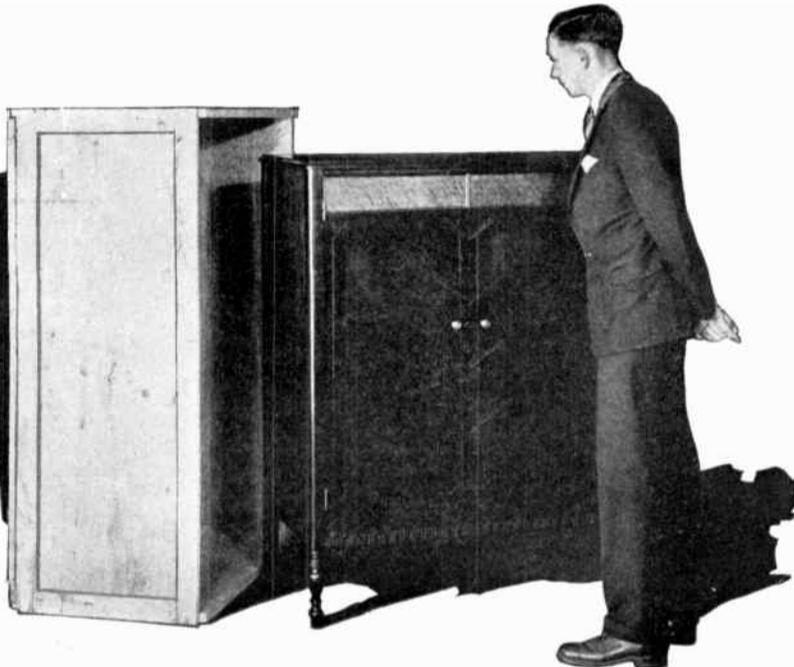
Gives Victor Concert for Hospital

J. R. Wilson Company, 929 N. Broad Street, Philadelphia, Victor dealers, gave an orthophonic concert recently at the home of Mrs. James P. E. Scott, at 1516 Girard Avenue, Philadelphia. The admission charge was \$1 and there were 119 guests. The proceeds of the entertainment went to the Hahnemann Hospital. As a result of the demonstration, two machine sales were made and many records were sold also.

Jiffycase

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

A sturdy packing case made from light tough plywood



Dealers like it!

The Jiffycase method of shipping furniture is the chance of a lifetime to cultivate dealer goodwill. Dealers like it and why shouldn't they? It wipes out completely the old bugaboo of refinishing, with its delays and adjustments, besides providing a case which is easily and quickly unpacked. But the Jiffycase achieves more than dealer goodwill for the manufacturer.

It puts this shipping department on the most scientific and economical basis possible. Jiffycase (knocked down) requires little storage space. Made in the sizes needed, and ready for instant assembling the work of packing is simple, fast and sure so that shipping room costs are reduced to the very minimum.

And the resulting box is a marvel of lightness and protection—clipping dollars from freight charges and positively guaranteeing safe shipments.

Complete details will be furnished on request. It's your move.

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.



"PEERLESS" MAPLE FLOORING AND LUMBER

VENEERS AND PLYWOOD

WANTED—Salesmen calling on musical trade. State territory you cover, present line, etc. We have an interesting proposition for live wires. Address Box 1, c/o The Talking Machine Journal, 3911 Grand Central Terminal, New York.

Announcing

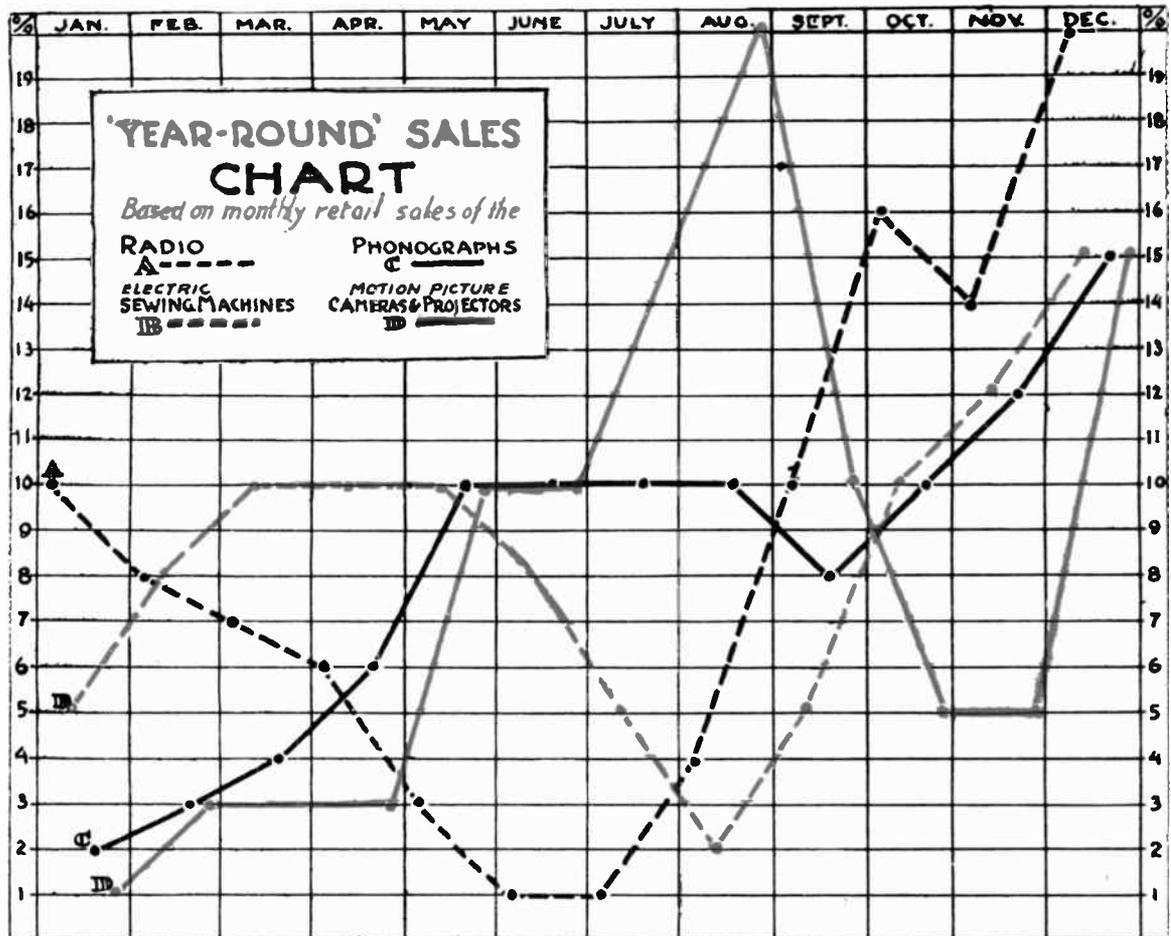
A Great Array of Products for Year-Round Profits

An achievement is attained by the formation of Standard Home Utilities, Inc. to distribute a group of products for the retail trade. These products have been gathered after long and careful study of various markets, and embrace:—

**RADIOS—PORTABLE PHONOGRAPHS—ELECTRIC SEWING MACHINES—
MOTION PICTURE CAMERAS & PROJECTORS**

Slack seasons have meant reduced profits for the retailer.

Standard Home Utilities, Inc. means a permanent year-round sales-volume for the retailer.



A cordial invitation is extended to the trade to attend the initial exhibition of these products at the new show rooms on Monday, Tuesday, Wednesday, June 20-21-22.

The manufacturers of these products are the leaders in their respective fields.

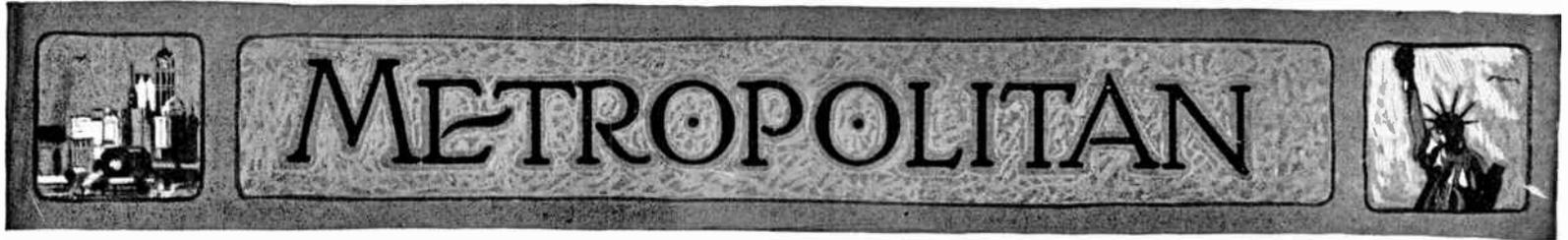
STANDARD HOME UTILITIES INC.

A. D. Geissler, President

ONE PARK AVENUE

NEW YORK CITY

When writing Standard Home Utilities, Inc., please mention The Talking Machine JOURNAL



Discuss Dealer Discounts

New York Talking Machine and Radio Men Investigate Important Problem

At the meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey, and Connecticut, held May 18 at the Cafe Boulevard, New York, the discussion on the subject of retail discounts was continued from the previous meeting. President Kurtz saw that everybody who had an opinion was given a chance to talk and as a result the discussion became very eloquent at times.

Various phases of the problem were brought out by the different speakers, most of whom were in favor of a larger discount but were not certain of the best way to get it. Mr. Gross of Gross-Brennan, pointed out that the problem was not as simple as it might seem since 80% of the dealers did not keep very accurate books, and several other speakers, including Joseph Mayers, showed how the cut-rate dealer made it difficult for legitimate merchants to make fair profits. It was also suggested that if dealers would take on additional lines such as electric refrigerators or cameras to carry them through the dull seasons, there would be less need

of larger discounts, which would raise the price to the customer and might curtail business. Marx Max brought out many of the points he



Irwin Kurtz

had made at the previous meeting and offered to see that accurate figures of dealers' operating costs were made available to the association. President Kurtz was then empowered to appoint a committee to investigate the problem and selected Gross, Marx Max, Joseph Mayers, L. J. Rooney, and Chester Abelowitz.

New York Agent for Grebe

Musical Products Distributing Co. to Push Receivers in Metropolitan Area

The Musical Products Distributing Company, New York, has been appointed distributor of the A. H. Grebe & Co. line of synchrophase receivers and accessories.

"Every indication points to an increasing demand for Grebe receivers," said B. D. Colen, president of the Musical Products Distributing Co. in making the announcement. "A survey of Metropolitan dealers disclosed the high regard in which Grebe radios were held and established conclusively that the Grebe line will play a very important part in this territory during the coming season. This forecast was further strengthened by the enthusiasm with which dealers have received the announce-

ment of the new seven tube synchrophase receiver and the reduction in price of the synchrophase five.

"We are now allotting dealer franchises and are sure that we shall have a very satisfactory and profitable business in the sale of Grebe equipment."

Some of the other well known lines distributed by Mr. Colen's company are: Cunningham tubes, Burgess batteries, Radio-Art cabinets, Philco products, and those of Sander, Ward-Leonard, Balkite, Herald, and Exide. The company is also exclusive distributor in metropolitan New York and northern New Jersey for the Federal Ortho-Sonic radio line.

E. A. Wildermuth at the Convention

E. A. Wildermuth, well-known distributor of radio from his headquarters in Brooklyn, was among those who attended the Atwater Kent meetings in Atlantic City to hear the plans for the coming season. It was understood that several important announcements would be made by Mr. Kent at this convention.

Mr. Wildermuth reports that Mr. Kent is particularly gratified with the growing popularity of his Sunday night concerts by grand opera stars. It is the custom of the Atwater Kent organization to announce to their distributors at this time any new lines or changes in the sets and speakers.

During the year ending May 1, according to Mr. Wildermuth, 600,000 radio sets were manufactured in the Philadelphia Atwater Kent factory.

New Victrola for \$75

Table Model Orthophonic for Small Homes Now Ready for Distribution

A table model Orthophonic Victrola retailing at \$75 has been announced by the Victor Talking Machine Company and is now ready for distribution. The new model, which is known as the one-ninety, is intended for small apartments or

homes where there is not enough space for the larger models or where price is important. The Orthophonic principle of reproduction is embodied in the new instrument and the cabinet work is of the same standard as that of the larger models.

C. E. Mountford Takes Larger Plant

C. E. Mountford, manufacturers of the well known line of Kroblak Resistors, have moved into new quarters at 30-32 Sullivan Street, New York City, where they have tripled their floor space and equipped their plant with the most modern time-saving and cost reducing machinery.

E. L. Cuendet Also a Realtor

It will interest friends in the phonograph field to know that E. L. Cuendet, owning Mermod & Company, 16 East 23rd St., New York, importers and manufacturers of motors and diamond needles has entered the real estate building business and is constructing homes at

Long Beach, L. I. and Deal, N. J. Mr. Cuendet has completed a twelve room house which will be occupied by Mrs. Cuendet and himself with suitable house opening ceremonies.

Mermod & Company is one of the old time houses in this business furnishing motors and have been actively associated with the phonograph trade for upwards of fifteen years. Before then the company handled music boxes.

Andy Becomes Manufacturer

Andrew P. Frangipane & Co. Enters Sound Box and Tone Arm Industry

Andy Frangipane, known everywhere in the trade as an authority on talking machine tone arms and sound-boxes, has formed his own company and opened a factory in

manufactured in this new plant. With his wealth of experience in producing acoustically correct accessories, backed up with his efficient factory and his knowledge



Andy's new factory

New Jersey. Andrew P. Frangipane & Co., Inc. as the new company is called, has already started manufacture on a line of tone arms and sound boxes and plans to shortly announce talking machine hardware.

Andy has been in the talking machine business since 1915 and knows every angle of merchandising and production. He is associated in the new venture with his father, Joseph, and his uncle, John Frangipane. The new company begins with a capital of \$50,000.

A new and fully modern factory has been equipped at 261 Warren Street, Lyndhurst, N. J., where two complete floors will be devoted to the production of Frangipane accessories. The trade will be sure of getting these products exactly the way Andy knows they should be made, for 90% of the complete tone arms and sound-boxes will be

of merchandising, Mr. Frangipane should have products worthy of attention.

Radio Trade Forms Association

An association consisting of radio dealers, jobbers and manufacturers was formed during the month under the name of the Radio Trade Association of Northern Ohio. Several meetings were held, the first one at the Hotel Hollenden, Cleveland, of a general nature and for the purpose of getting interested parties acquainted. The second meeting was held at the auditorium of the Cleveland News and a constitution and by-laws were adopted. H. J. Buehler, president of the Cleveland Products Co. is chairman of the body and G. B. Bodenhoff, secretary. The purposes of the organization are: To formulate and present in the proper quarters the attitude of the radio trade as it may apply to proposed legislation. To encourage good broadcasting and work for improved reception. To stimulate interest of the public in radio reception and experimentation.

The new association has approximately fifty members at the present time and a number of others have indicated their intention of joining.

Ross Moves to Own Building

The A. I. Ross Music Stores held a grand opening of their new store on Steinway Avenue, Astoria, on Saturday, May 14. This store had been located at 333 Steinway and was moved to the new Ross building.

The Ross store carries a complete stock of Orthophonic Victrolas, records, radios and musical instruments.

Wholesale Radio Sells Bosch Line

The Wholesale Radio Equipment Company, New York, has taken on the Bosch line of radio apparatus for distribution in Brooklyn, Long Island, Staten Island, Manhattan, and the counties of Westchester, Rockland, Putnam, and Orange. The company is also carrying the line exclusively in New Jersey.

LET'S GO!



Pearsall entries in the great radio race for dealer profits.

ENTRIES

- 1—FEDERAL
Ortho-sonic
- 2—SLEEPER
Electric
- 3—SPARTON
Kellogg Tubes
- 4—AMPLION SPEAKERS
- 5—O'NEIL CONE
- 6—R. C. A. TUBES
- 7—EVEREADY B BATTERY
- 8—PEARSALL A BATTERY
- 9—BRACH ACCESSORIES
A to Z in Radio—All Winners

"Ask any Pearsall Dealer, he'll tell you"

"Desire to Serve,



Plus Ability"

SILAS E. PEARSALL COMPANY

10 EAST 39th STREET

WHOLESALE

DISTRIBUTORS

ONLY

NEW YORK CITY

When writing Silas E. Pearsall Co. please mention The Talking Machine JOURNAL



Atlantic City Crowds View Brunswicks

The Brunswick-Balke-Collender Company is continuing its demonstration, which opened last month, at the Brunswick display room on the Boardwalk, Atlantic City. Much enthusiasm is greeting the innovation of the company for attracting customer interest to the new machines and Light-Ray records. I. H. Brooks, formerly with the M. Boyle Mark Company, Elmira, N.Y. is in charge of the demonstration rooms. W. C. Hutchins is assistant general sales manager, and C. D. MacKinnon is in charge of the record sales. The demonstration rooms were recently visited by F. R. Bensinger, vice-president of the company and S. C. Schwank, also vice-president.

Jersey Victor Dealer Growing Fast

The C. M. Ware Company, Victor dealers of Millville, N. J., added another building recently to the present one and extended the third floor of the original building. On the fourth floor of the new building they have built a model bungalow which is tully furnished. This exhibit has brought much attention to the company and sales have be-

come much better as a result. The twenty-fifth anniversary of the opening of the Ware store was celebrated May 25. The establishment was recently visited by 2,000 school children and other children are expected to be entertained.

Orthophonic Concerts for Charity

The following Victor dealers in and about Philadelphia have given orthophonic concerts recently to assist various charitable institutions: Azpells Music Store of Ardmore, Pa., who held their concert at the Bryn Mawr Theatre; J. C. Holtzby, Lansdowne, Pa., at Lennox Theatre; E. S. White, 4804 N. Broad Street, Philadelphia, at Logan Theatre; Emmert's Music Shop, 2626 Germantown Avenue, Philadelphia, Keystone Theatre.

Sonora Portables Move Fast

L. E. Hilduser, salesman for the up-state Pennsylvania territory of the Pennsylvania Phonograph Distributing Company reports that there is a splendid demand in his section for the new Sonora portable and that there has been difficulty in getting a sufficient supply of these small machines to meet current demand.

Plan Sonora Expansion in Philadelphia

John L. DuBreuil, district sales manager of the Pennsylvania Phonograph Distributing Company, Philadelphia, general agents for the Sonora Company, has been visiting the head office of the company in New York discussing plans for the enlargement of business in this territory. He states that business is excellent and despite the approach of the warm weather there is a splendid demand for Sonora products.

Victor Music for May Day

T. Connelly, 2631 Girard Avenue, Philadelphia, supplied the Victor Electrola which furnished the music for the May Day Festival at the Twenty-Ninth Ward Recreation Centre. Many children were entertained on that day.

Lyons at Music Men's Convention

George A. Lyons, district sales manager of the Brunswick-Balke-Collender Company, recently attended the convention of the Pennsylvania Music Men's Association which was held at Harrisburg, May 9 and 10.

Dealer Issues Music Paper

Walter Stainthorpe, 2073 Cheltenham Avenue, Philadelphia, issues a semi-monthly paper containing music notes of interest to the general public. In his publication, Mr. Stainthorpe talks of new record releases and musical affairs about town. This paper is distributed from door to door and greatly increases the sale of records.

Pushes Sonora Radios in Harrisburg

Troup Brothers, talking machine dealers in Harrisburg, Pa., recently conducted a very successful sale of Sonora model C-Highboy radios and gave a splendid concert on the new model Sonora reproducing instrument to a large group of interested customers.

Leaves Smoky City for Philadelphia

Miss Dorothy M. Deisher, for several years bookkeeper at the Pittsburgh office of the Pennsylvania Phonograph Distributing Company, has been transferred to the Philadelphia office where she will have charge of the bookkeeping department.

DEMONSTRATIONS

are the keynote for developing a satisfactory Orthophonic Victrola business. You have a line of instruments, priced to fit every pocketbook, that can be easily sold but to do so it is necessary for your prospect to hear them.

Go over your list of Customers, to whom you sold Victrolas several years ago, pick out a list of good prospects and demonstrate the Orthophonic to them. With the slight effort needed to do this Sales will result and you will have an increasing business for the Summer Months.

Philadelphia Victor Distributors, Inc.

835 Arch Street

Philadelphia

25th Anniversary Atwater Kent Co. Celebrated at 4th Meeting

500 Distributors and Guests of Atwater Kent Gather at Atlantic City

By John C. Hall



IS wonderful trans-atlantic air trip from New York to Paris by Captain Charles A. Lindbergh was achieved during and announced at the closing ceremonies of The

Fourth Annual Convention of the Atwater Kent distributors, and came as a fitting climax to the five days program of business and social activities, held at the Ambassador Hotel, Atlantic City, N. J., May 17th to May 21st. Five hundred Atwater Kent distributors, their wives and guests comprised the largest gathering of any Atwater Kent convention, and by a strange coincidence, at the same time was celebrated the twenty-fifth Anniversary of the founding of the company by A. Atwater Kent, who began in a "factory" about the area of a ten-cent piece and today owns an 18 acre plant on a ground area of 70 acres. During his career, Mr. Kent has never had an unprofitable year and a long time ago accumulated sufficient financial resources to retire. Mr. Kent is one of the few men who enjoys business with the enthusiasm of an amateur sportsman.

Since he has been in the radio business, Mr. Kent has taken great pleasure in being host to the Atwater Kent distributors, where the work of the past year is reviewed and the new products, plans and policies are discussed and decided. Mr. Kent takes the distributors in full confidence and a spirit of co-operation exists between factory and distributor that is most effectively mutual. The trade is familiar with the announcement of the 1,000,000th Atwater Kent set, and since then the production has been rolling on towards the second million, and the latter figures may be accomplished ere another year. Approximately half a million Atwater Kent sets were placed into the hands of the public, as with this company, sets are not considered "sold" until purchased by the retail buyer.

The business program was conducted by A. Atwater Kent, personally, ably assisted by Vernon W. Collamore, general sales manager. Sales, credits, advertising, publicity, time payments, as well as addresses by representatives of The Pooley Co., The Red Lion Co. and Conner Furniture Co. were included in the commercial activities. Two feature speakers were also on the program, Dr. Willis A. Sutton, Supt. Public Schools, Atlanta, Ga. and Dale Brown, director of Cleveland Better Business Bureau.

The 1927-28 line for Atwater Kent deal-

ers is as follows: Model 30, 6 tubes, 1 dial, complete, \$80; Model 30, panel only, \$70; Model 32, 7 tube set, \$110; Model 33, 6 tubes with vernier, \$90; Model 33, only panel, \$80; Model 35, 6 tubes, metal case, \$65, and Model 50, 7 tubes, completely shielded, \$150.

Radio Speakers, Model L, \$16; Model H, \$21; Model G, \$23 and Model E (cone

able. Quality of tone superior and giving entire range of scale with elimination of drumming effect. Of durable stamina and musical quality.

"B" Power Unit is 135 volt, 60 cycle, with no adjustments. Circuit of special design developed in own laboratories. Fool proof. Good condensers, unusual gas type rectifier tube, (life of 2,000 hours). Gives superior quality of tone. No hum. Represents three years work by company experts. Is said to be only B-power unit passed by the Board of Underwriters. Has relay.

Five new wholesale distributors were appointed: A. A. Schneiderhan Co., Sioux City; L. P. Courshan Co., Mason City, Ia., Radio Sales & Supply Co., Denver, Col., J. H. Burke Co., Boston and Straus-Frank Co., San Antonio.

The Pooley Co. radio cabinet line consists of Model 2700-R-E without set or speaker (designed for Model 30 and Model E Speaker at \$35, and Models 2400, 2700, 2030, 1600, 1900, 1700, 2300, 2500 and 2800.

Pooley cabinet speakers are Model 2100, 2300 and 2600.

Red Lion cabinet line comprise two desks at \$40 and \$45, one console at \$35, one table at \$10.50 and four models of cabinets to house Atwater Kent speakers, two being designed for the "E" Speaker.

Conner Furniture Co. line consists of desks.

A new financial plan was outlined in order to aid dealers to finance paper, this being done through the Bankers-Commer-

cial Security Co. at new reduced rates. Paper up to ten months is now accepted thus enabling dealers to finance more sales.

During the Wednesday afternoon session, a sensation was caused by Mr. Kent's announcement of The Atwater Kent Foundation which is his plan for finding undiscovered voices. Approximately \$100,000 is involved in this scientific and educational plan.

Every community in the United States will be given an opportunity, first to select by popular vote the best voices of young women and young men, and then to enter these singers in a competition of State, sectional and national auditions to be broadcast by radio.

Prizes aggregating \$17,500, with one and two years' tuition in an American conservatory for certain winners, will be offered as an incentive to young people to enter the contests, which will be held in each of the forty-eight States.

After a series of State and district auditions five young men and five young women will be brought to New York for a final audition, which will be broadcast



A. Atwater Kent.

An informal snap-shot of A. Atwater Kent, president of the Atwater Kent Mfg. Co. At the 4th Radio Convention, the Silver Anniversary of the founding of the Atwater Kent Co. was celebrated. Mr. Kent received from the distributors, a silver service made in 1800 in England.

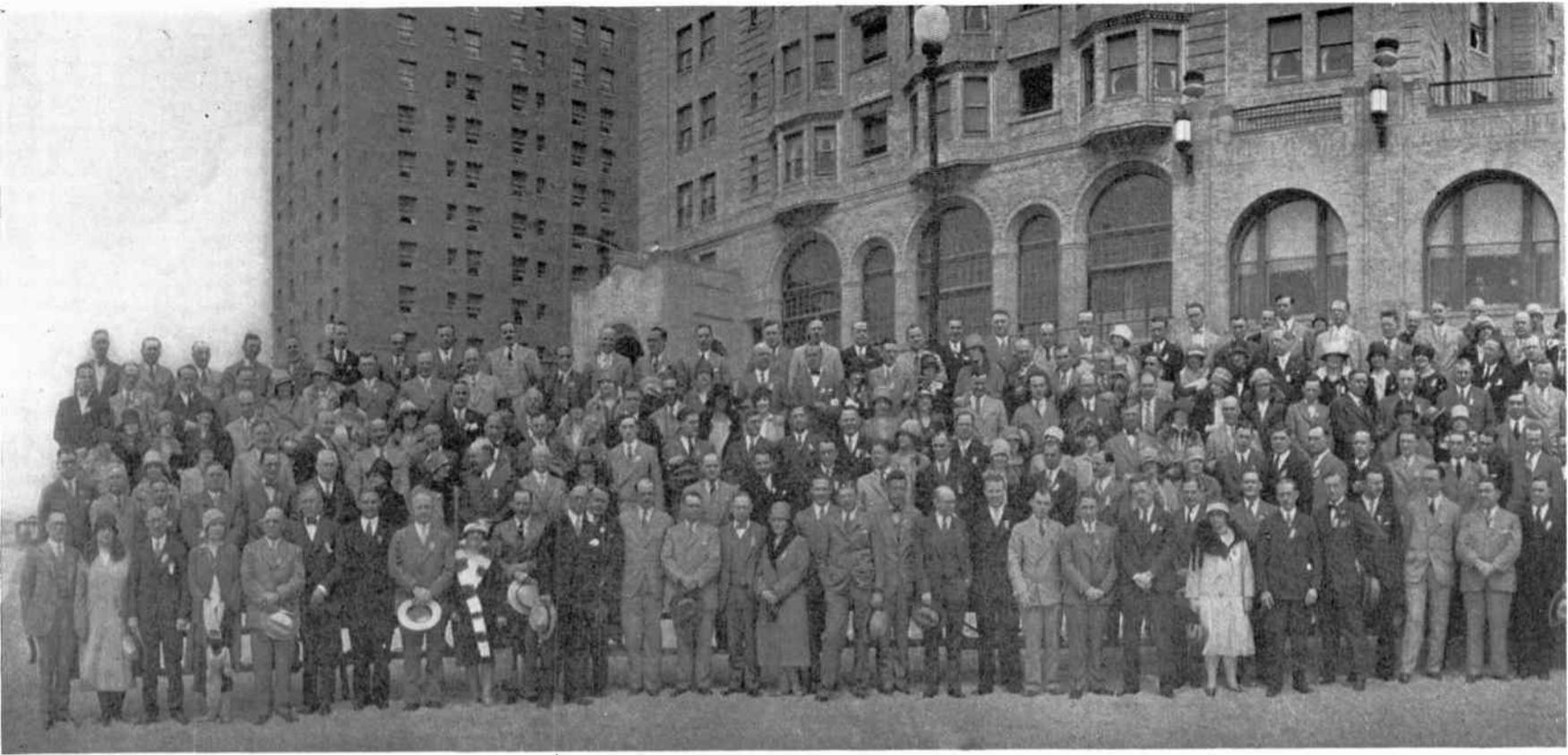
type) \$30. Atwater Kent "B" Power Unit, including relay and tube, \$50. Phonograph Unit, \$6.50.

The new model 33 has 4 condensers, 4 coils and 6 tubes, with a small condenser for antenna tuning. Very selective. Specially designed for sharp tuning in large cities.

Model 50, shielded, has 3 condensers with vernier, and is super-selective. It is larger and heavier than any Atwater Kent set, weighing 35 pounds. 7 tubes, with a quarter of a notch on the dial tuning out stations. Designed to run regardless of oil burners, refrigerators, lighting systems or any other disturbances that interfere with the operation of radio. Tone quality excellent, especially on distant stations.

All sets shipped with one metal cap or shield, with felt base, for the detector tube.

Model "E" Speaker is new—a cone type speaker containing a new different unit, and patented. Furnished in standard brown finish of one shade and one tint. Cast iron base. Grilled front. Non-adjust-



Photograph of guests at the 4th Annual Atwater Kent Convention. In the center of the group (white outline) is A. Atwater Kent, president, Convention manager. Directly back of Mr. Collamore is Glad Henderson, editor, *The Talking Machine Journal*. These Atwater Kent who sales of Atwater Kent sets alone for past twelve months into the hands of the public (inventory not counted) totaled 476,892.

over a nationwide network of stations.

In the finals—the national audition—five prizes will be awarded to women and five to men. The two winners of first place in the national audition—a man and a woman—will each receive a gold decoration, \$5,000 in cash and two years tuition in a leading conservatory.

Winners of second prizes will each receive \$2,000 in cash and one year's tuition.

Winners of third prizes will each receive \$1,000 and one year's tuition.

Winners of fourth prizes will each receive \$500.

Winners of fifth prizes will each receive \$250.

Under the plans announced to-day musical, civic and women's clubs in each community in each State will be invited to hold local contests to select the best young man and best young woman singer of their towns. These winners will then be certified to a State audition, which will be broadcast by a radio station in each State. A State winner of each sex will be chosen and will receive a silver medal.

The principal qualifications for contestants are as follows: They must not be over 25 years old; must never have been associated with a professional theatrical or operatic company; must never have been a paid principal in any concert held outside their own States; must declare an intention to follow a musical career and



Vernon Collamore and "Big Ben" Stauffer of Pooley

must be free from theatrical or musical contracts.

Preliminary organization for holding the auditions will start at once under the direction of the Atwater Kent Foundation. It is expected that the first State auditions will get under way early this fall, followed by the district auditions in November, with the finals in New York early in December.

As these distributors came from all over the United States and as they represent a nation wide opinion of both the radio business and the portion of it to be secured by Atwater Kent products, it is amazing to learn that the orders placed at the conclusion of the Convention, represent a substantial increase over the year just closed. Considering that the number of all radio sets sold last year totaled about 1,200,000 the Atwater Kent



A. Atwater Kent talking to the Convention Impresario

volume totaled nearly about 45% of the entire production. As most experts believe the coming year will see a falling off in the number of sets produced to about 1,000,000, and if the Atwater Kent growth continues in proportion, it would give this company an overwhelming percentage of the business—a figure that is hardly believable at this writing. There is an energy and a completeness of doing things without friction that is responsible for the Atwater Kent success. It's the Lindbergh spirit, so to speak, who does things while

all the professors and heavily laden scientific experts are "in conference" over the problem of whether or not it can be done.

Most magnificent was the entertainment provided for the guests. T. Wayne MacDowell out-MacDowellled himself over his success of last year, taking care of things social in his customary able manner.



Dave Bauer, advertising manager, and Mrs. Bauer. On right is T. W. MacDowell

Breakfasts, Luncheons, Teas, Dinners and Suppers, with theatre, cabaret, balls, dances, bathing, fortune telling, portrait sitting, bridge, golf, fishing, sailing, baseball and chair rides. Each guest found a paper from his home town pushed under the door in the morning, while souvenirs graced the room almost every time one returned. These gifts included boxes of Atwater Kent cigars, pipes, tobacco, cigarettes, silver cigarette case from Red Lion, Douglas lighter from Pooley, Parker desk set with fountain pen from Atwater Kent, flowers, candy and other gifts. Among those present were:

T. W. MacDowell, A. R. Gasslein, Miss B. Ruth, C. S. Coleman, Ray L. Speicher, Mr. and Mrs. Chas. A. Long, David C. Birdsell, Mr. and Mrs. Lewis Ganster, Matthew Hufnagle, Edw. Hall, James Quinlan, John Munz, John McGuigan, Jr., Mr. and Mrs. C. L. Van Zandt, A. M. Dilkes, Mr. and Mrs. O. E. Royal, Mr. and Mrs. R. H. Bechtol, G. E. Hallowell, H. R. Carlisle, J. H. McKee, Mr. and Mrs. H.



and host to the visitors. At Mr. Kent's left stands Vernon W. Collamore, general sales manager. At Mr. Kent's right is T. Wayne MacDowell, dealers and their guests came from all over the country and Canada and represent an aggregation of super-efficient distributors. Actual

J. Shurtle, Maud Segelman, W. W. Bennett, R. B. Gargett, Glad. Henderson.

Carolyn Kurz, B. R. Stauffer, R. E. Hunting, J. A. and R. B. Bennett, Mr. and Mrs. M. O. Vogt, J. Ernest Millen, Chas. A. Jayne, W. E. Batchellor, L. M.



Vernon Collamore astride the Convention Whiskery, Dick Smiley holding the horse.

Willis, Mr. and Mrs. D. A. Bauer, Mr. and Mrs. H. N. Iles, Lydia M. Streeper, Mr. and Mrs. E. G. Ten Eyke, Mr. and Mrs. R. E. Smiley, Mr. and Mrs. M. J. Elliott, Mrs. B. E. Pollard, W. W. Huffman, Mr. and Mrs. J. W. Williams, J. B. Connor, Mr. and Mrs. Troy B. Wildermuth, Mr. and Mrs. Thos. T. Warren, Mr. and Mrs. E. H. Kester, Jas. B. Watson, Geo. Ginsburg, J. B. Sechris,

Mrs. C. S. Coleman, Mr. and Mrs. J. F. McCoy, L. E. Murray, Henry O. Canda, Mr. and Mrs. P. C. Ford, Erwin L. Browl, Mr. and Mrs. V. W. Collamore, D. W. Burke, Ray Thomas, Mark E. Smith, J. J. Peatney, E. G. Packer, Mr. and Mrs. C. W. Clare, E. G. Stiefvater, A. C. Stiefvater, Mr. and Mrs. P. M. Price, Mr. and Mrs. H. T. Stockholm, A. A. Fair, Geo. D. Phillips, Mr. and Mrs. L. A. Pratt, O. F. Mehorney, L. B. McCreary, Carl I. Hartman, C. L. Hohman, Lewis Nardello.

Mr. and Mrs. W. F. Boynton, M. E. Harper, Mr. and Mrs. Thos. E. Chadwick, Mr. and Mrs. G. N. Tobias, Mr. and Mrs. A. C. Reinhard, L. S. Willenbrink, Geo. Buechel, H. E. Gee, E. C. Bell, Arthur E.

Buchholtz, Mr. and Mrs. Dale Brown, Mr. and Mrs. H. H. Reinhard, Chas. Weisser, Mr. and Mrs. J. G. Crawford, Geo. H. Jaud, John McGuigan, Jr., Mr. and Mrs. L. A. Charbonier, Mr. and Mrs. C. W. Smith, Phil H. Dorn, Richard A. Graver, R. W. Pigeon, C. A. Harris, W. H. Clarke, Jack Hagaman, Mr. and Mrs. W. E. Richards, S. Eliz Watts, H. B. Smithers, E. F. Meany.

C. O. Campbell, Earl Goodin, Wm. E. O'Connor, Mr. and Mrs. Ray Vaughn, D. J. Strauss, S. A. Hodges, Geo. H. Linder-muth, H. A. Arany, Mr. and Mrs. A. N. Doty, Albert B. Reid, Mr. and Mrs. Fred C. Auten, H. P. Humphrie, J. C. Pancoast, Chas. Weisser, F. C. Hall, J. H. McKee, J. B. Henry, F. Atlee, Mr. and Mrs. N. J. Avery, Mr. and Mrs. Chas. A. Butler, Mr. and Mrs. E. Dyson, Mr. and Mrs. C. S.



A. R. Gasslein and T. Wayne MacDowell—the boys who did it.

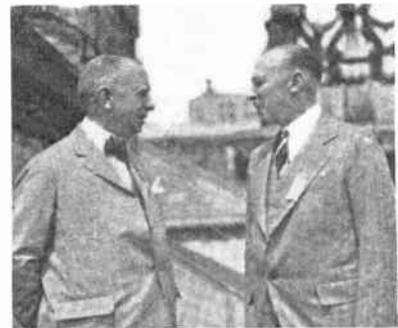
Hebden, Mr. and Mrs. John E. Delp, Jr., Mr. and Mrs. F. M. Miller, A. G. Coogan.

A. M. Dilkes, Mr. and Mrs. Chas. S. Craig, Marion Crosson, W. L. Gaet, Mr. and Mrs. L. S. Horning, E. H. Hatton, Louis Hock, John W. Lanfer, Mr. and Mrs. F. J. Foley, B. J. King, J. Harry Hickey, W. D. V. Hopkins, E. H. Edwards, J. G. Keech, H. Blumer, O. P. Embleton, J. M. Tooley, Geo. A. Moffit, J. A. Prestle, Mr. and Mrs. G. H. Zillig, Mr. and Mrs. Norman Brown, Dan Goodman, Mr. and Mrs. Fred A. Wiebe, N. C. Adams.

J. H. Rectar, Mr. and Mrs. H. B. Burr, R. B. True, Jr., F. R. Law, Adolf Wagner, E. W. Pooley, Mr. and Mrs. L. S. Ganster, F. E. Roth, Jas. M. Kelley, J. A. O'Brien, Mr. and Mrs. B. J. Oppenheimer, Mr. and Mrs. M. Elin, Mr. and Mrs. Lee Ross, E. S. Henry, Wm. Ewing, Jr., D. McKay, B. Sammis, Tom Savage, Frank Edwards, E. L. Hollingsworth, J. B. Harrison, Mr. and Mrs. W. E. Batchellor, G. Ray Hock, Ernest Ingold, Wm. F. Bell.

F. R. Hardy, J. C. Marden, A. H. Keleher, Mr. and Mrs. D. S. Brigham, Mr. and Mrs. B. D. Greenhouse, Mr. and Mrs. L. Hauser, Mr. and Mrs. J. Hultz, Mr. and Mrs. E. R. Goodwin, Mr. and Mrs. C. A. Delia, W. F. Bell, J. H. Bradford, Mr. and Mrs. Jones, C. W. Miller, A. A. Buehn, Mr. and Mrs. L. Buehn, Mr. and Mrs. G. Campbell, Mr. and Mrs. C. E. Sheppard, Gibbs Carl, Mr. and Mrs. L. E. Latham, Mr. and Mrs. E. A. Wildermuth, Mr. and Mrs. P. J. Landemier, Mr. and Mrs. C. Wilkening, Mr. and Mrs. A. Wilkening, Mr. and Mrs. D. T. Lansing.

O. H. Stiles, A. D. Wall, E. J. Cattell, Mr. and Mrs. M. L. Crowell, O. K. Crowell, Mr. and Mrs. E. A. Jackson, Mr. and Mrs. H. S. Hossmer, Leighton Elliott, J. H. Burke, Lloyd Hopkins, T. E. Burke, Howard Cushing, E. L. Millen, Mr. and Mrs. A. K. Sutton, Mr. and Mrs. Lee R. Howe, Mr. and Mrs. F. M. Sperry, W. A.



E. F. Pooley and Atwater Kent in conventional pose.

Distributors Pay Tribute to A. Atwater Kent

Presentation Address Is High
Point of the Annual Meeting

Text of Ernest Ingold's Address

Ladies and Gentlemen, and more particularly may I address you—Mr. Kent?

Each year we have enjoyed hospitality of an unusual sort here as your guests, and at the close of our visit you have taken us by the hand, said good-bye and wished us God-speed; but this year we purpose saying our own good-bye to you. Your Distributors feel that this year, the Twenty-Fifth since you established yourself in business—is excuse enough for reversing the usual order of parting.

There are many, many beautiful things in the life of a man. Perhaps the most beautiful is the contentment of a quiet home and the affection and love of a woman, or the love that goes with the clasp of a tiny hand and the trust that lies in the smiling face of a little child. All these you have had.

But you have had material success, too—heaped into measure overflowing in these twenty-five years. I have here in these few pages your first catalogue—it was owned by a boy of twelve, who has

now given it to us. Even as a youth he was sure that the man whose goods were so marvelously fashioned would at some future day turn his gifts to fields far larger. Your Distributors tender you this reminder of those early days—you did not know that such a curiosity as this existed.

But it is in a more lasting way we wish to speak our thoughts. More than a hundred years ago a workman fashioned this service from silver. Into it was built then those qualities of fine workmanship and upon it was laid those lines which made it worth while, an enduring reflection of its maker's ideals. So today you are building just as permanently, making everything you touch also a reflection of yourself.

Mr. Kent, it seems somewhat appropriate that one from the Pacific Coast should say these things to you. Can you imagine that from the far west between north and south and across the sweep of plain and mountain, your Distributors are stretching their hands to grasp yours? With these

hand clasps we express to you our congratulations, and in these few very simple words, spoken by us sincerely, we express our deep affection and respect.

Among Those Present

(Continued from page 64c)

Cohen, Mr. and Mrs. R. L. Hoeffler, Mr. and Mrs. D. J. Oppenheim, Mr. and Mrs. A. Van Anterwerpen, M. H. Roth, Mr. and Mrs. C. W. Geiser, G. P. Blake, J. N. Coady,

Mr. and Mrs. Hoffman, H. C. Rindfleisch, C. G. Keyes, H. L. Matthews, Mr. and Mrs. P. Sampson, Mr. and Mrs. G. Printier, H. R. Salmon, Jos. Graham, R. G. Gamble, Warren Milne, Mr. and Mrs. H. B. Hunt, Mr. and Mrs. G. H. Harper, Mr. and Mrs. J. H. Kennedy, E. L. Cooley, Mr. and Mrs. H. H. Blish, Mr. and Mrs. G. J. Timmerman, Mr. and Mrs. C. G. Taylor, L. P. Courshon, Mr. and Mrs. G. A. Benware, Mr. and Mrs. A. A. Schneiderhahn, Mr. and Mrs. D. H. Oelman.

J. B. Harrison, Mr. and Mrs. H. L. Dumm, Mary Williamson, Miss M. McKee, N. S. Castleberry, Mr. and Mrs. H. L. Bisnett, Mr. and Mrs. F. C. Ferber, J. O'Donnell, B. R. Hardy, J. Christadora, F. L. Edwards, Tom Savage, B. Sammis, Mr. and Mrs. H. B. Sixsmith, W. Lee White, R. W. Lawrence, Mr. and Mrs. S. R. Elliott and daughter, W. J. Straud, J. C. Marden, Mr. and Mrs. E. P. Allen, Mr. and Mrs. F. C. Elliott, W. H. Ramsay, Mr. and Mrs. C. S. Glover, Tom Wreun, Wm. DeRosa, Mr. and Mrs. H. C. Noll.

Mr. and Mrs. J. S. Dagney, Howard Lannin, Geo. Barth, Geo. Roberts, Max Bultman, Mr. and Mrs. C. W. Edmond, Mr. and Mrs. L. Brown, Mr. and Mrs. H. R. Carlisle, Jas. M. Kelly, Mr. and Mrs. H. J. Footer, Mrs. P. Carlin, H. A. Lines, L. D. Williams, J. D. Adams, T. Cronyn, T. R. Shipp, Mr. and Mrs. J. H. Spears, A. R. Woodworth, Herb Morgan, Mr. and Mrs. M. P. Newman, S. G. Parks, G. E. Hull.

R. B. Green, Wade S. Owens, E. Hagenlocher, Anna Hagenlocher, Chas. B. Allen, H. H. Hearnan, Mr. and Mrs. G. E. Smith, Neil Smith, A. Atwater Kent, Mr. and Mrs. J. H. Frazier, Mr. and Mrs. R. A. Barth, P. A. Ware, R. L. Semrad, C. L. Swartz, A. K. French, R. F. Beard, M. Clements, Mr. and Mrs. Harrison Smith, Mr. and Mrs. R. S. Davis, L. W. Batten, Jr., C. M. Seymour, N. E. Herring, R. S. Durstine, W. A. Sutton, J. Dieson.

Chas. Wadsworth, Mr. and Mrs. S. L. Witmer, Jack Matthews, W. T. Watters, G. C. Hawn, F. D. Pooley, C. L. Dennis, Mr. and Mrs. C. L. Dennis, Dr. A. M. Adams, H. H. Wallis, N. Leas, Theo. B. Lewis.



Ernest Ingold (at right) presents Silver Service, gift of Atwater Kent Wholesalers, to A. Atwater Kent (at left) commemorating Silver Anniversary of A. Atwater Kent Mfg. Co.

"You Can't Go Wrong With Any 'FEIST' Song"

The New Waltz Song by the writers of "Spanish Town!"

"CHEERIE-BEERIE-BE"
(In Sunny Italy)
by MABEL WAYNE, and LEWIS & YOUNG

"AT SUNDOWN"
Donaldson's Distinctive and Charming Ballad!

"HE'S THE LAST WORD"
Funny! Smart! And A Great Fox Trot!
by KAHN-DONALDSON

Comedy Fox Trot Song

"THERE'S A TRICK IN PICKIN'"
A CHICK-CHICK-CHICKEN
by CHARLIE TOBIAS, COLEMAN GOETZ and RUSSELL ROBINSON

"IF YOU SEE SALLY"
A Sensational Lyric-Marvelous Fox Trot Melody!
by KAHN, EGAN and DONALDSON

"THE DIXIE VAGABOND"
A Fox Trot Ballad That's Just A Little Different!
by KAHN and DONALDSON

LEO. FEIST, Inc.
FEIST BLDG.
231-5 W. 40TH ST.,
NEW YORK CITY



Valley "A" Power Unit

Makes it possible to completely electrify any set. Eliminates 6-volt storage battery by replacing both the "A" Battery and Charger. Contains no batteries, tubes or moving parts; no hum. Simply connect up Valley "A" Power Unit in place of the "A" Power Unit and you have a completely electrified set without disturbing or making any changes in your set and using your present tubes.

Consumes current from light socket only when set is in use. One switch on the Valley "A" Power Unit turns on both "A" and "B" Power. It is not necessary to use the switch on your set. Results are much more satisfactory than when storage battery is used.

Handsome black enamel, satin finish case, complete with cord and plug.

List Price \$39.50
f. o. b. St. Louis

Valley Automatic Charger

Combines the best able features of all other types of chargers. Thanks to the Raytheon Element and Valley engineering ingenuity, this automatic charger has in its favor every factor for making it one of the biggest and most popular selling items on the radio market in 1927. Charges at either 1½ or 2½ amperes. Equipped with automatic B power relay switch and battery charger control. We recommend it as far superior to trickle charges. Small, Compact. Black enameled case, satin finish. Comes complete with cord, plug, leads and clips.

List Price \$16.50 f. o. b. St. Louis



Valley B Power Unit



Model 10. Designed for use with radio receivers of 5 and 6 tubes or less. Supplies all B current necessary including extra B voltage and C voltage required when a UX-171 power tube is used.

The tube supplied with this unit is the standard Raytheon type B11 tube which is ideal for this service. Built compactly in black enameled case with C tap, detector and intermediate controls, and binding post on front panel.

List Price \$37.50 (including Raytheon Tube)
f. o. b. St. Louis

Valley B Power Unit

Model 60. The big Valley B Power Unit. Designed for all radio receivers up to 12-tube sets. Also supplies plate voltage necessary for a power unit or power tubes. The Raytheon Tube is used with this unit also, because of its long life and satisfactory performance. Toggle switch on the panel controls current from lighting circuit. Mounted in handsome black metal case.

List Price \$50.00 (including Raytheon Tube)
f. o. b. St. Louis



Charges Your Battery Overnight



The Valley ABC Charger operates at a 6-ampere rate with 6-volt batteries and is capable of recharging a storage battery between signing-off time tonight and listening-in time tomorrow.

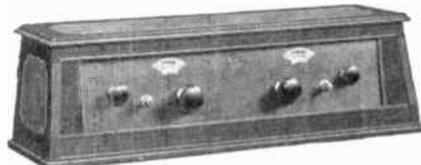
Only two working parts—the contacts, which can be replaced cheaply and quickly by anyone. Safe, dependable, economical. Comes complete with cord, plug, leads and clips.

List Price \$19.50, f. o. b. St. Louis

This Two-Bulb Charger is Noiseless

The Valley Charger is a bulb type rectifier. May be used with one bulb or two, to charge at either 2½ amperes or 5 amperes. Where a quiet charger is desired, the Valley Two-Bulb Charger will meet every requirement. No adjustments. Nothing to get out of order. Comes complete with cord, plug, leads and clips. Equipped with handle.

List Price (without tubes) \$15.00
Rectigon Tubes, each 4.00



Model 52. List Price \$90.00
Without Accessories

Made on the exclusive principal of potential balance, the Valleytone Radio Receiver has built among thousands of satisfied users a reputation for selectivity, tone quality, volume and range.

Valleytone Radio Receiver
On the left is shown the Valleytone No. 52, a two-dial control 5 tube receiver, and below is shown Valleytone No. 71, an advanced one-dial 7 tube receiving set.



Model 71. List Price \$95.00
Without Accessories

Valley Electric

Valley Electric Co., Radio Division, 4515 Shaw Avenue, St. Louis, Mo.
Visit the Valley Exhibit at the R. M. A. Show - Booth 131

IT is with pleasure that we announce to the trade that the ANDREW P. FRANGIPANE & COMPANY, INC., has been formed to participate in the manufacture of a line of high grade SOUND BOXES AND TONE ARMS.

Our new and fully equipped machine shop in our factory coupled with the fact that over 90% of the parts are manufactured in our own factory is assurance to our customers of the highest of quality in merchandise and the very best in service.

ANDREW P. FRANGIPANE & COMPANY, INC.

New York Office
32 Union Square, New York, N. Y.



Factory
261 Warren Street, Lyndhurst, N. J.

C L E V E L A N D

Radio Continues Big in Warm Months

With the approach of warm weather the radio trade in Cleveland is looking forward to continued business, and not the great slump that has occurred when summer came along. While radio sets are not selling as well as they do during the Fall and Winter, some sales are being made nevertheless. The trade have the newspapers to thank for disabusing the mind of the public regarding poor reception in warm weather, for they have consistently hammered home the fact that reception has been good

and on local stations is as good as in the winter, also that programs are improving right along. Just as soon as the public are convinced that they can get good reception in warm weather, business will improve. The sales of accessories are continuing good.

Phonograph business has been somewhat quiet. The reduction on certain models of Brunswick machines stirred up quite a lot of interest and resulted in a number of sales. In addition to a good sale of popular numbers, records of a classical nature also sold well due to the visit of the Metropolitan Opera Co. Small goods showed a decided gain.

Schultz Distributes Sonoras

The Sonora line of phonographs and radio that has been distributed in Cleveland and Northern Ohio for some time past by the Pennsylvania Phonograph Distributing Co. will from now on be distributed by H. O. Schultz, Inc., of Detroit, who have purchased the interests of the former company.

The Schultz Co. have taken a long term lease on a storeroom at Chester and East 18th Street, and are having this remodelled and redecorated. They will cover the same territory that their predecessors did, and in addition to phonographs and

radio will also carry a complete line of small goods. They will do a strictly wholesale business. It is understood that C. C. Price, who has been covering this territory will continue with the Schultz Co., also A. Semple, who has been looking after the office. The offices maintained by the Pennsylvania Phonograph Co. in Cleveland have been closed.

Cleveland Purchases Toledo Co.

The Cleveland Ignition Co., who are distributors for Atwater Kent have purchased the business of the Toledo Ignition Co. at Toledo, Ohio. This concern has a very fine place of business at 312 16th Street and are well and favorably known to the retail trade. C. W. Smith, connected with the sales organization of the Cleveland Ignition Co., has been appointed manager and will take up his duties on June 1st. Incidentally, his many friends in the trade will be surprised to know that he was married the latter part of the month and will set up house-keeping in Toledo.

Another important change in the organization of the Cleveland Ignition Co. that took place this month is the appointment of Tom Chadwick as sales promotion manager. He was formerly connected with the Hudson Co. of Detroit.

R. Q. Semrad, Ray Bechtol and Tom Chadwick attended the Atwater Kent distributors meeting at Atlantic City and returned full of enthusiasm.

Columbia Sales Get Big Boost

Cleveland Columbia dealers had a splendid tie-up with the appearance of Dickas Beela Gypsy Orchestra and Thomee Karoly, Columbia artists, who appeared in concert at the Masonic Auditorium. The dealers took a full page in the leading Hungarian newspapers to advertise the event and the artists records.

R. J. Mueller, district manager of the Columbia, took a trip down through Southern Ohio and West Virginia during the month and found conditions very encouraging. Columbia records have been selling very well throughout the territory.

The SUPREME Achievement



Automatic Orthophonic Victrola, Open

The Introduction of
THE
AUTOMATIC
ORTHOPHONIC
VICTROLA

will not only sell the automatic type but will stimulate the sales of all style Victrolas

H.A. WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

Victor Wholesalers

**Freshman Announces
Amplifier**

The Charles Freshman Company has developed and offered for sale a combination high quality amplifier and loud speaker housed in a small mahogany table. The combi-



Freshman Amplifier

nation, which is called the Freshman power speaker, is designed for use with any type of radio set having one stage of audio frequency amplification or the equivalent. The amplifier in the power speaker takes the place of the second stage of audio frequency in the radio set, thus eliminating the cause of 90 per cent of the distortion. The amplifier obtains its power directly from the 110-volt, 60-cycle lighting system.

The cone speaker supplied with the outfit is of the diaphragm type and is able to handle the great volume and fine quality obtained from the amplifier.

The power speaker can be used to improve old sets that have been condemned because of their distorted reproduction or can be used with sets of the latest design that are not provided with audio amplification. When used with old sets, it is said that the quality of the reproduction can be made to equal that of the newest sets on the market.

**Wholesale Radio
Jobs Federal**

The Wholesale Radio Equipment Company, Buffalo, N. Y., has been appointed distributor for the Federal Ortho-Sonic line in the territory including the thirteen western counties of New York, and the three Pennsylvania counties of Erie, Warren, and McKean.

In the two years that the Wholesale Radio Equipment company has been engaged in wholesale distribution in the Buffalo territory, it has had a remarkable growth. Such lines as Farrand, Balkite, Eveready, Cunningham, Kellog, Utah, and Federal give the firm leading position among the radio wholesalers of the country.

"We lay a large part of our success to the policy which we pursue in regard to the quotation of discounts to other than established dealers," said Thomas A. White, manager of the company. "We have never in our history quoted trade discounts to industrials, friends, individuals, or part time set builders. We anticipate a large volume of business during the coming season for all first rate dealers in our territory and are glad to report that business for less dealers is brisker now than it has been at this period at any time during the last two years."

In interest of its radio dealers, the company issues a house organ known as the Amplifier, which gives many practical suggestions that should prove of the greatest value to radio dealers.

A REAL ELECTRIC RADIO SENSATION!

THE 1927-28 MINERVA ELECTRIC CONSOLES

"A" Current Direct from Light Socket to Six A-C Tubes.

See And Hear

THIS MARVELOUS RADIO RECEIVER DURING THE MUSIC TRADES CONVENTION AND R. M. A. TRADE SHOW AT OUR SHOWROOMS. WE INVITE THE CAREFUL INSPECTION OF THE MUSIC DEALERS.

A "Minerva Quality"

Electric Set that has been

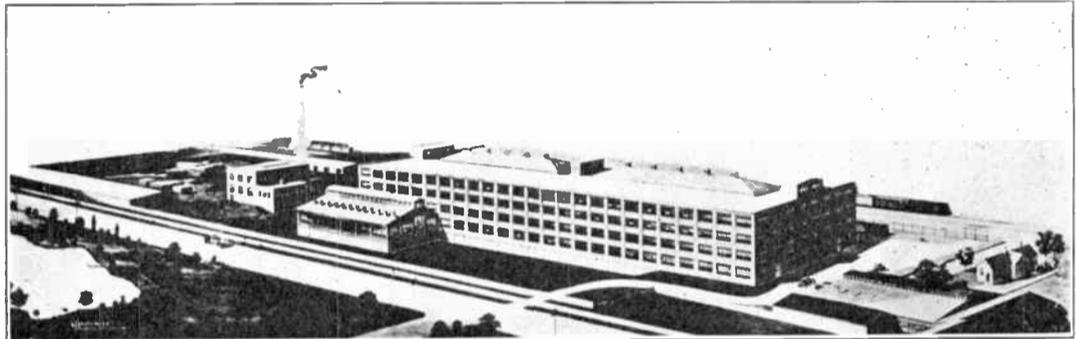
Proved Reliable

through more than a year's careful, practical test.

POPULARLY PRICED

Minerva Radio Co., — 154 East Erie St. — Chicago, Ill.

Telephone - Superior 7111



Send Davis your specifications for estimates on Radio or Phonograph Cabinets

The Davis Cabinet Factories are equipped with the latest type high-speed, ball-bearing, motor-driven machinery. The Kokomo unit has over 300,000 square feet of re-inforced concrete, daylight, manufacturing space, located near the main line of the Pennsylvania R. R., with switch track facilities and ideal labor conditions.

Well-rated concerns will find Davis Industries, Inc., a dependable source of supply for their special cabinets or other woodworking requirements, great or small.

Your inquiries addressed to Chicago office will be highly appreciated.

General Offices
314-324 W. 43rd St.
Chicago

DAVIS INDUSTRIES, Inc.
Capital, Surplus and Reserves over \$2,000,000.00

Plants:
Chicago, Ill.
Kokomo, Ind.

**"Two S-t-r-i-k-e-s---!"
and no "bawls" — — — —!**

Strike 1.—When you "hit up" with Vitanola service consisting of repair work, supplies and replacements for all types of phonographs.

Strike 2.—Prompt shipments and attention to all orders for famous Fischer products.

No "Bawls".—Our quick service warrants no "bawl-outs"!

Make a "Home-Run" With Vitanola!



11 East Austin Ave.

Chicago, Ill.

Supplies and replacement materials for all types of phonographs

With the Music Publishers

Sheet Music Dealers Convene

The fourteenth annual convention of the National Association of Sheet Music Dealers will be held in Chicago June 6, 7, and 8 at the Hotel Stephens. The sessions will be in conjunction with the convention of the Music Industries Chamber of Commerce.

One of the chief topics that will come up at the meeting is higher standards of business ethics. A committee on ethics will be established for the purpose of passing on all complaints of unfair practices, according to its preliminary plans, and the committee will go to the very bottom of all complaints and try to rid the industry of the underlying evils causing the trouble.

Other topics that will come up for discussion are: over-production of new publications; high prices of teaching material; preferential rates given by publishers; how the "T" prices are working out; monthly reports of business conditions in all parts of the country to be distributed to all members of the association; and the better use of advertising in stimulating public interest in music.

Delegates coming from sections of the country distant from Chicago, with their families and their employees, will be entitled to return tickets at half the regular fare, provided they secure certificates when purchasing the tickets

to Chicago. The certificates will be issued by the railroads because the sheet music dealers' convention is being held in connection with that of the Music Industries Chamber of Commerce. The delegates will be entitled to participate in the entertainment features arranged for by the Chamber.

In making their announcement of the plans for the convention, J. E. Harvey acting President, R. T. Stanton, Vice-President, and T. J. Donlan, Secretary said:

"It is becoming imperative that the sheet music trade co-operate in a greater measure than it has ever done before. Heretofore competition has been confined pretty much to concerns within the trade. In the future the entire music trade will be in direct competition with trades outside of music. Means must be found to make music and musical instruments hold their own in the world markets.

"Propaganda is the new weapon in war; also in trade. The public has to be induced to buy any article of commerce. General interest in music, like in everything else, will have to be promoted. The public has never been educated to the buying of music. Many people who studied music in their earlier years have dropped it altogether. Teachers, schools and music stu-

dents are being bewildered by endless changes in prices and in discounts.

"The demand for music is decreasing. The practice of sending out great quantities of music with the privilege of return at the end of the year is on the increase. To the sheet music retailer the so-call-

ed 'on sale plan' means slow death. It would be so none the less were he able to secure his stock in trade on a year's time with the privilege of returning the unsold portion. Progress in business depends on an increased volume sales, not on the metamorphosing a retail establishment into a circulating library."

Wendell Hall On His Own

Writer of 'It Ain't Gonna Rain No' Mo' Fame Now Publishing Under Own Name

Wendell Hall, "the red headed music maker," has gone into the music publishing business under his own name, with offices in the Loop End Bldg., Chicago. Monte Wilhite, the writer of "Yesterday," is in charge as general manager and the firm has ten representatives in different parts of the country. Radio and orchestra plugs are being concentrated on.

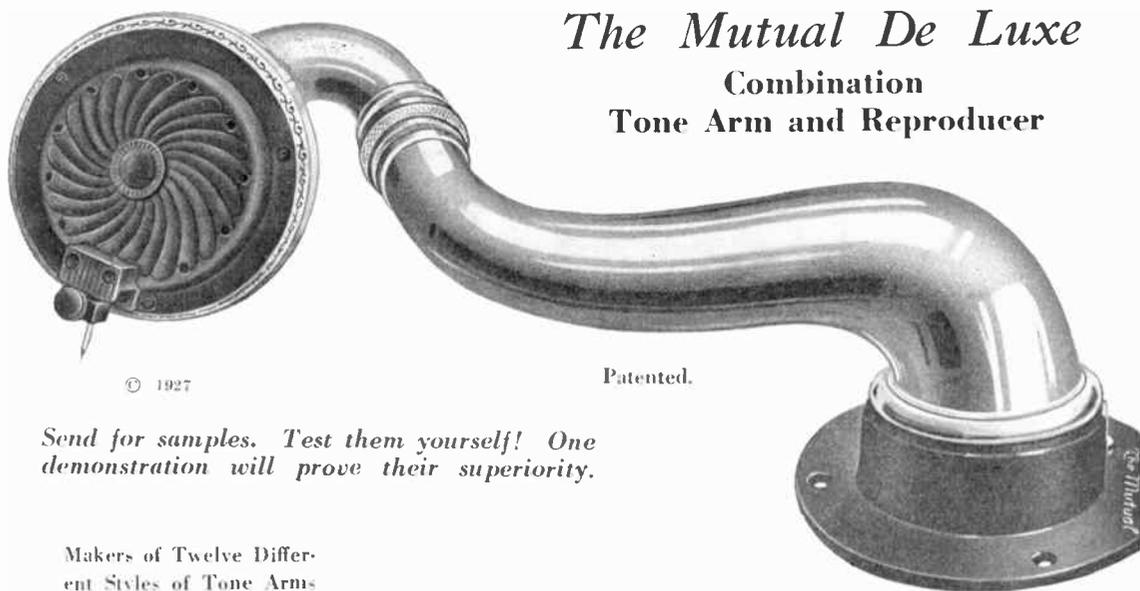
Mr. Hall has been publishing his own songs since 1918 but has generally turned them over to another publisher after he has started them. Under the name of Dellwoods Music House, he published such songs as "Underneath the Mellow Moon," and the famous "It Ain't Gonna

Rain No' Mo'" which made a million copy hit.

The catalogue of the new firm includes: "Hot Feet," with words and music by Wendell Hall, orchestration by Chas. L. Cooke; "Down Kentucky Way," a chatter song by Wendell Hall, Al. Gumble, and Haven Gillespie, orchestration by Frank Skinner; and "I Told You I'd Never Forget You," by May Singhi Breen, Peter Rose, and Wendell Hall, orchestration by Claude Lapham, quartette arrangement by Ed. Smalle.

These numbers are being featured on the radio. Mr. Hall has personally featured the catalogue on WJZ and in his act in Loew's De Luxe picture houses.

Manufacturers:—For your new line
be sure to specify
The Mutual De Luxe
Combination
Tone Arm and Reproducer



© 1927

Patented.

Send for samples. Test them yourself! One demonstration will prove their superiority.

Makers of Twelve Different Styles of Tone Arms and Reproducers to fit every Manufacturer's or Jobber's requirements.

"Everything is manufactured
in our own plant"

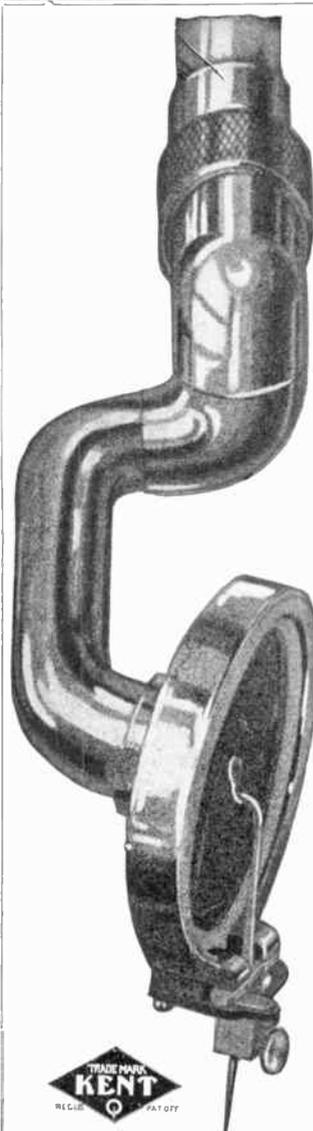
MAX TARG

Western Factory Representative
229 W. Randolph St., Chicago

DISTRIBUTORS:
Canadian Acme Screw & Gear, Ltd.
1209 King St., W., Toronto, Can.

The Mutual
PHONO PARTS MFG. CORP.
Factory and Sales Rooms
610 Broadway, New York

DISTRIBUTORS:
Industries Unidas, S. A. Balderas 110,
Mexico City, Mex.



Mr. Edison Man:—

Don't Say
"KANT"

Say
"KENT"

The KENT No. 1
With "S" Sound Box
Has given complete
satisfaction for
years

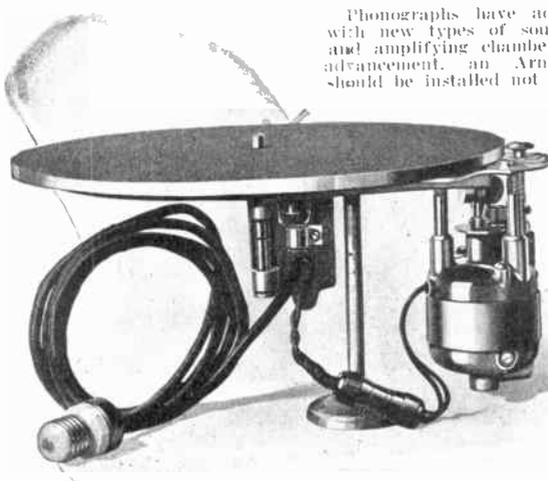
Write for
Catalog of
complete line

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

TRADE MARK
KENT
REG. U. S. PAT. OFF.

Reg. U. S. Pat. Off

Now—the **ELECTRIC** Phonograph



Phonographs have advanced considerably with new types of sound-boxes, tone arms and amplifying chambers. To complete the advancement, an Arnold electric motor should be installed not only because it adds to the appearance by eliminating the unsightly crank which means tiresome winding, but also because it is essential for playing the new records. The Arnold is a substantial motor which operates on either AC or DC current and delivers a uniform speed.

Write for prices and detailed description

LAKESIDE SUPPLY CO.
73 West Van Buren Street Chicago, Ill.

Gilfillan Radio

Sweetest tone - highest selectivity -
simplest operation

GILFILLAN BROS. INC.
1815 Venice Blvd., Los Angeles, Calif.

25 Wilbur Ave. Long Island City, N. Y. 2525 W. Penn Way, Kansas City, Mo.

"You Can't Go Wrong With Any 'FEIST' Song"

Salute The New Hit!

"SA-LU-TA"

Gus Kahn's Clever Lyric and Walter Donaldson's unique Italian 3/8 Fox Trot Melody made this a speedy and spontaneous **HIT!**

A Wide-Awake **FOX TROT SONG**

"SING ME A BABY SONG"

by GUS KAHN and WALTER DONALDSON

An Alluring Waltz Melody

"HONOLULU MOON"

by FRED LAWRENCE

"SAM, THE OLD ACCORDION MAN"

A DIFF' RENT DONALDSON NOVELTY!

An Idle, Indolent, Indigo Fox Trot Song

"LAZY WEATHER"

by JO' TRENT and Peter De Rose

"SHE'S GOT IT"

And it's got everything a Foxtrot Novelty should have!

by Benny Davis, Harry Akst and L. Wolfe Gilbert

LEO. FEIST, Inc.,
FEIST BLDG
231-235 W. 40th ST.,
NEW YORK, N.Y.



Who's Your Jobber?

THAT "Bruno" for almost one hundred years has served as a Beacon Light for independent music dealers everywhere, and because it has during that long period carried for their convenience the most extensive stock of musical merchandise, does not alone explain its eminent position in the trade.

It may be said that "Bruno" enjoys an exclusive reputation because its service is outstandingly good—better than the average. Because the merchandise which it supplies is par-excellence—never shoddy. Because it is exclusively wholesale and does not compete with its customers—the retail music dealers.

Yes, "Bruno" believes in and protects the dealer's interest and never uses him as a convenience.

Ask yourself, Mr. Music Dealer, what are you doing to support the jobber who supports you?

Think it over!

C. BRUNO & SON, Inc.

351-353 Fourth Ave.

New York

*Almost a Century of Dependable Service
to the Music Trade*



Entire Merchandise Industry Represented at Chicago

TO make business their pleasure seems to be the spirit motivating the members of the musical merchandise industry in formulating their plans for the Chicago convention June 6. Everybody expects to have a good time but attention to business will be the order of the day. The list of exhibitors includes practically every important member of the industry, and of the few who will not have regular exhibits, the majority will be at the convention and will be ready to talk business.

Most of the exhibitors are planning practical showings of their full lines and are sharpening up their pencils so that they will be ready to take all the orders that come their way. Every booth will be well manned and expert information about all the points of the respective products will be readily available.

The Cundy Bettoney company will feature the first complete silver woodwind exhibit in the history of the business and will also have a full line of their other instruments on view. The Continental Music company will have a large staff on duty under the direction of president Luellen and will show Weymann banjos, Pan-American instruments and others. Carl Fischer, Inc., will have a fine display of instruments and merchandise with a number of their staff in attendance, and Geib and Schaefer have taken a room for their regular line of cases. Gibson, Inc., will have their entire line of custom built instruments at the hotel and expect to do some real business. J. P. Grant and Irving Lohr of the Wm. L. Lange organization have several surprises in the way of new instruments that they think will draw the crowds to their exhibit and arouse general interest. The J. R. Stewart company will not be at the hotel but will welcome everybody to their offices where their full line will be on display. All the drums, bells, xylophones, etc. in the line of the Leedy Manufacturing Company will be shown at the hotel, as will the Liberty and Premier line of drums and banjos of the Liberty Musical Instrument company. Mr. Buescher will be in charge of the exhibit of the Buescher Band Instrument company. There will be no glass cases or "Do not touch signs" to make you think you are in a museum. Ludwig and Ludwig will be on hand of course with a live exhibit, and the local organization of Lyon and Healy has laid out a wonderful exhibit of pianos, harps, and string instruments. As stated before, C. P. Crawford of the Crawford-Rutan company will be on hand with his own perfect thirty-six. The V. C. Squier company does not expect to exhibit but Raymond Gould will be there, which is almost as good. B. R. Hunt of the B. R. Hunt Mfg. Company may have a few special new items with him, but C. Lomb, and John J. D. Taylor, of the Waverly Musical

Products company do not expect to bring any exhibits, although they will be there themselves. E. H. Uhl and Scott Williamson of the Southern California Music company will be on hand. The Martin Band Instrument Company will exhibit a full line and Mr. Bassett, president and Mr. Holtz, sales manager will be in charge. Cole and Dunas Music Company will be at the convention with both feet and a full line of small goods, phonographs and portables. A. W. Landay and Edward Biel of the Progressive Musical Instrument Corporation do not expect to bring any exhibits with them. The Pan American Band Instrument and Case Company have taken a room for their band instruments and cases. The Paragon Case company will have an unofficial exhibit. Harry Pedler and company, the J. Schwartz Music company, the Slingerland Banjo Mfg. Co., and the Henry Stadlmair company will be well represented and will have good exhibits. David L. Day of the Bacon Banjo company says he couldn't be kept away and will show the latest models of the B. & D. Silver Bell line. Imported and domestic instruments will be featured by Simson and Frey, the L. W. Shastock company will show mutes and music stands. S. Simon will have

strings and cases on display, and the House of Stathopoulos will exhibit their well known products. H. W. Weymann and H. P. Weymann, and possibly H. B. Weymann will represent H. A. Weymann and Son. Sherman Clay and company are not planning to exhibit, nor are Barth, Lutchen, and Feinberg, and the Standard Musical String & Mfg. Co. will have only a small exhibit. Walter Grover says that he will be present and that the A. D. Grover & Son products will be on many of the instruments in the various exhibits. The Targ and Dinner Music Company complete line will be out where everybody can see it. Armour and Company will not exhibit but everybody is invited out to their factory and H. H. Gable and C. G. Bjorkman will be at the convention. L. A. Elkington, Stronberg-Voisinet, and J. M. Sahlein will be represented but will not exhibit. Three of the most interesting displays will be those of the York Band Instrument company, Frank Holton and company, and Tank Bros. Other worth while exhibits will be those of the American Plating Mfg. Co., C. G. Conn., Ltd., which will have room 435 A, J. C. Deagan, Inc., who couldn't miss the exhibits if they wanted to because Chicago is their home town, the Globe Music Co., makers of

string instruments, Fridrich and Koch, E. & O. Mari, Inc., the Fred Gretsch Mfg. Co., and Gretsch and Brenner. The Gibson Musical String company will not have an exhibit but will be represented, the Harmony company of Chicago will welcome visitors to their factory, where they will have a display of their stringed instruments, Wm. Lewis & Son will have a good line of violins ready at their offices near the hotel, the Liberty Musical Instrument company want everybody to see their new factory, and the National Gut String Mfg. Co. plans to make callers welcome. The Regal Musical Instrument company will have a good display at their factory, and the Richter Mfg. Co., also of Chicago, are expecting many friends to come to see them. J. R. Stewart Co., Chicago, has a new guitar just recently brought out, the Vega company of Boston is sending W. W. Nelson, vice president with an informal exhibit, and the Vitak-Elsonic company, Chicago, will have a full line of concertinas ready.

From the look of things it will keep everybody busy seeing all the exhibits, and there are none that can very well be missed. Those few manufacturers, dealers, and jobbers who have been looking forward to the convention as a mild relaxation from their business had better tighten their belts and make up their minds that there is no rest for the weary.

Death of Hans Hohner

The music industry was shocked to hear of the death on May 18 of one of the outstanding members of the trade, Hans Hohner. Friends and business associates in every city in the country, as well as in Europe, feel a personal loss in the demise of this man who has done so much for the musical merchandise industry.

Mr. Hohner was one of the pioneers. Participating in the business with the firm of M. Hohner, Inc., which has made harmonicas one of the most popular of small musical instruments, he was later identified with C. Bruno & Son, Inc., one of the largest firms distributing musical merchandise and a leading Victor wholesaler. Until his death, Mr. Hohner was president of both these firms.

The shock of this man's death came suddenly upon the trade. Mr. Hohner left New York City on April 22nd, sailing on the S. S. Columbus on his regular annual business and pleasure trip to Europe. He had just purchased a beautiful estate in Southern Germany and was on his way for a vacation in his castle. En route, he stopped at Bad Rothenfelde, Teutoburgen Wald, to rest, and there was stricken. Mr. Hohner was only 57 years of age.

Mr. Hohner recently turned the more active part of the management of his companies to his associates, preparing to relax after his energetic and successful business career. Both M. Hohner, Inc., and C. Bruno & Son, Inc., will be continued by the same management, headed by William J. Haussler, Vice-president of the companies.

Utah Furniture House Adds Brunswick Line

The Granite Furniture company, one of the largest furniture concerns in Utah, have opened a music department in which they will feature the complete line of Brunswick Panatropes, Prismaticones, and Radiola combinations and the Light-Ray records. Mr. Rockwood, president of the company, said that R. G. Thomas, formerly assistant manager of Browning Bros. Co., Ogden, Utah, and who for some time was manager of their phonograph department, will be manager of this new department.

The Granite Furniture company operates a store at Sugar House, a suburb of Salt Lake City, and branch stores at Bingham and Murray.

Sells Complete Sonora Line

Joseph Zakarovicz, a Sonora dealer of Shenandoah, Pa., has just opened his new store after having completed extensive alterations. A complete line of all the new Sonora models that have so far been released are being shown in the newly decorated establishment and Mr. Zakarovicz reports that the renovation of his store and the installation of the complete Sonora line has materially assisted the development of his business.

Now Is The Time To Look After Young Graduates

Colleges all over the country will soon be pouring out thousands of young men who will become a part of the commercial and industrial world. They are already considering their life's calling.

Help Them And Help Yourself

by pointing out to the graduates in your vicinity what a musical career offers. Use the newspapers, your store windows and personal contact to prove to them that no field offers greater opportunity than that of music. Give demonstrations in your store to prove that the Buescher instruments are easy to play—that three months with a Buescher will equip the average young man to earn good money.

Buescher Band Instrument Co.
Elkhart, Indiana

BUESCHER
True Tone
Band and Orchestra
INSTRUMENTS

New Mutual Reproducer Announced

A new sound box particularly adapted for portables because of its small size and light weight has been developed by the Mutual Phono Parts Mfg. Corp. The tone of the new reproducer is said to be exceptionally full and clear.

Although the finest materials have been used in every part of the sound box, the price is low enough to appeal to owners of portables. The product is manufactured entirely in the company's own plant and a large stock will be carried on hand. By making every part of the sound box themselves, the Mutual company have absolute assurance that its quality will not fluctuate and endanger their guarantee.

The new sound box is especially practical for use with the 1A portable tone arms which are standard equipment with many leading portable manufacturers.

Appointed Distributor for Herbert Radio

Harold Herbert, Inc., of Long Island City, N. Y., announce the appointment of Weber-Rance Corp. as distributors of Herbert products in the New York Metropolitan territory.

The company also announces that on August 1 they will increase their present line of radio receivers

by the addition of a new chassis housed in two different types of cabinet, one a table model, and the other a console model with a loud speaker.

"SILVER-BELL" BANJOS

Played by Leading
Musicians and Orchestras

Send for New Illustrated
24-Page Booklet

FREE

BACON BANJO CO., Inc.
GROTON, CONN.

HÖHNER

HARMONICAS ACCORDIONS

Victor record No. 20377 is teaching people how to play the Hohner Harmonica. Are you able to supply the demand for the Hohner Harmonica?

Write us for our "Big Business Builders." They will help you.



M. HOHNER INC.
114-116 E. 16th ST. N.Y.C.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

Average Net
Paid Circulation — greater
than you expect.

JOURNAL TAB-loid

“A Yell for the Yellow”

EXTRA
FINAL
EDITION

VOL. XX No. XX

New York, June 1, 1927

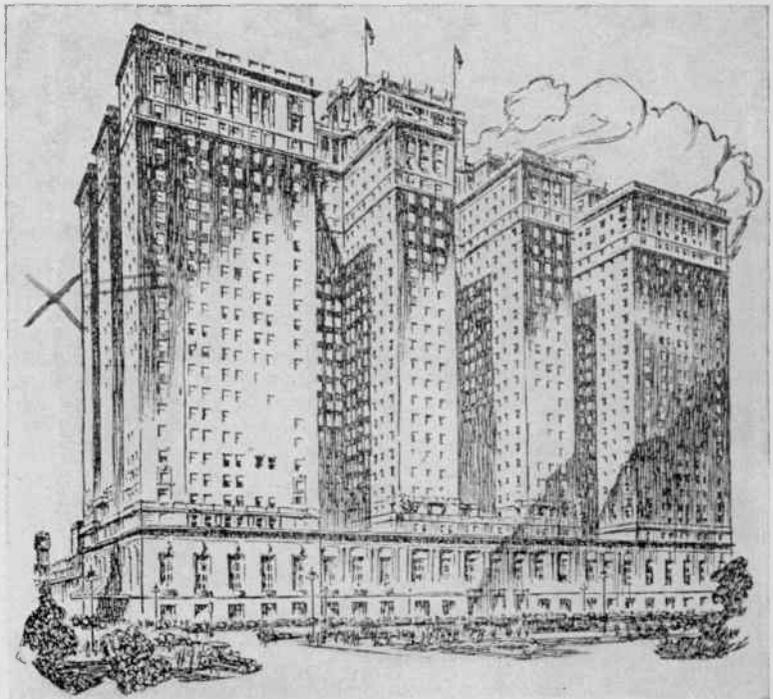
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IRMA WINCH BE-HEADED

— See Story, Page 2



Editor knocked out by late news bolt from a clear sky.



Hotel Stevens, fire proof and sound proof. Cross shows location of dandelion room.



Snapshot of editor after losing yellow paper for late news section.



Oh di mi! Do you mean to say that my yellow paper is lost at the last minute!

Conqueror Records Escape!

By Edward E. Paramore, Jr.

PINK SEALS

Trotzky, Leon (nee Bronstein) Bass

DON FRIJOLE—El giammai m'amo amas amat! (Love is the Bunk of a Busy Brain) In Czechish.

40 roubles
List price
6-in.
7775457

A tragic song. Philip the Philanderer of Spain has discovered that his queen, the madcap Suzette of Seville, has been elected to the Petrograd Soviet. Since he has married her for political reasons, in the hope of keeping his majority in the Madrid Junta, her sudden defection makes him an Elk in any language. Recitative passages describing the rise of the middle classes in Barcelona lead up to an aria of immense breadth, dignity and uncertain harmony.

Winch, Irma (Falsetto)



IRMA WINCH

Chanson du Chien Chaud
(From the opera "Just Folks") Accomp. by zither and therobo. In Belgian.

00002
5 millimeters
List price
too much

Brutal ferocity, tempered by hysteria and not a little delirium, is the key-note of this masterpiece sung by Miss Winch. It describes the wanderings of a young Texan in the Gobi desert in search of a long-lost brother. In the last stanza he discovers that he is an only child. One of the most ironic lyrics of the century.

Irish Ballads



ADOLPH SCHIMPF

The Clown of County Claire (Minsk and Mc-Oyster) Tenor solo with cello accomp. Sung by Adolph Schimpf.

Erin Go Bragh Or Anywhere Else (De Valera and Carson) Mezzo-Soprano solo. Sung by Adolph Schimpf.

1-006
2 by 4 in.
Free, with a year's subscription to Capt. Billy's "Whizz Bang."

The gift of the proper interpretation of Irish ballads is not given to every man. Adolph Schimpf is the true Irish artist among a thousand. Give yourself up to the spell of his voice as it lilts and croons, thunders and tremolos. The mental picture evoked will be among the funniest you ever had: comely colleens and gay gossoons picking shamrock; the lovely Lakes of Killarney being dragged for the bodies of Free Staters; Mother Macree hanging out the week's wash. The ideal record for returning immigrants.

figure evoked will be among the funniest you ever had: comely colleens and gay gossoons picking shamrock; the lovely Lakes of Killarney being dragged for the bodies of Free Staters; Mother Macree hanging out the week's wash. The ideal record for returning immigrants.

Instrumental



MURPHY

The March of the Morons (Hoyt and Schang). Jewsharp solo in E flat. Fox Trot and Formosan Folk Dance. Played by Garibaldi Murphy, aged 4.

Kawaihauki Aloha Kwa (Toots Papka and son). Hawaiian hand-saw solo, played by Tomi Tomi and substitutes.

What Paderewski is to the piano, what Jascha Heifetz is to the fiddle, what Mary Garden is to the larynx—Murphy is to the jews-harp! He has literally spent his life in developing, improving and perfecting this delicate instrument. Exclusive CONQUEROR recordings prove his success. In

the "March of the Morons" Murphy imitates all the effects of a full orchestra with startling nonchalance.

"Kawaihauki" (pronounced Kawaihauki) gives you the old native noises of Waikiki through the exquisite medium of the handsaw. It is a piece of surpassing musical balance, in the sacred pineapple motif of the old Hawaiian kings is set off by a superbly harmonized Hula melody played on the lower teeth of a saw.

Dance Records

Oh! How Mammy Mopes When Daddy's Dice Roll Wrong (Glutz and O'Shay) Fox Trot. Bozo Rafferty and His Six Georgia Jazzers.

Where the Harlem River Flows (Izzie Einstein and Moe Smith) Tango, Lancers, or what can you dance? Sailor Burke and His Mills Hotel Orchestra.

A-666½
10-in.
75c or 1.00 a dozen



BARN DANCE INSPIRATIONS

Bozo Rafferty and Sailor Burke offer this month two snappy jazz tunes from "Foolish Fleet," the latest brown skin, "high yella" musical show that Broadway has folded to its heart. Both numbers are double-decked, two-fisted, copper-riveted, go-getter, red-blooded, he-man records, guaranteed to give you musical meningitis and syncope the stiffest pair of shoulders into a perpetual shimmy.

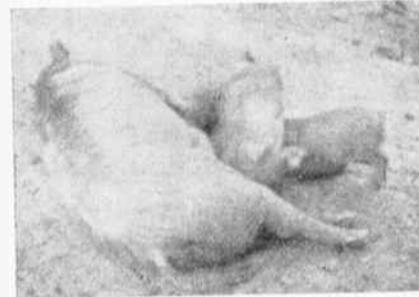
"Oh! How Mammy Mopes When Daddy's Dice Roll Wrong" starts appropriately with a fanfare of sax, clarinet, harp and broken bottles, shifting gradually into a mazurka on the Chinese oboe, and ending with a jazz-and-ginger rhapsody on dinner gongs and old wash-boilers. Step up, brother, fit a new needle, and give Grandma the best thrill she has had since Grandpap was shot at Chickamauga!

"Where the Harlem River Flows" is a dreamy, croony, spoony, Southern melody, right out of the Harlem Black Belt (135th St.), played on the alto sax and snare drum, with solo hors d'oeuvres on the second violin. Metropolitan conductors will recognize in the clip-clop of the xylophone, Brahms' Barn-dance in G major, but it is woven in so skillfully that even Brahms himself wouldn't know it. That's how good it is! Buy it for your sweetie: it will knock her for a row of canvas bananas!

Little Songs for Little Folks

Cradle Songs of Backward Countries—Part 7. Lullabies for defective kiddies.

Wee Songs for Wee Singers—No. 4. Drinking songs for children of arrested development.



SOME OF MISS YAFFEL'S ANIMAL FRIENDS

There is probably no one today in the field of Little Tots' Musical Educational who has spent more time in research and made more exhaustive study in selecting suitable jazz for children than Cora Anne Yaffel of New York, Calcutta, and Prides Purge, Ark. The songs on the right side of the record are based on the standard epics, sagas, and vedas that have lulled kiddies into obedience Throughout the Ages, sung with a simple running comment by harpsichord and sackbut in Miss Yaffel's most effective register. On the obverse or the left side of the disc are found such old favorites as "I love Little Pussy," "Rock-a-Bye Dollies, Daddy's at the Follies," "Frankie and Johnnie," and "Ein Fester Burg Ist Unser Gott." These records are style-built of durable, reinforced gutta-percha and make excellent spare wheels for go-carts in an emergency.

These records are style-built of durable, reinforced gutta-percha and make excellent spare wheels for go-carts in an emergency.

Medley of Old Timers

Medley of "Old Timers"—Part 1
Medley of "Old Timers"—Part 2

A-3784
10-inch
Titles to order or furnished on request.

"I can't sing the old songs, I cannot!
'Tis not that they're too devout;
'Tis that I can't remember what
And the hell they're all about

—Charles Stuart Calvary

Here's a record for sweet remembrance. To some of us the above quotation may not be as apt as usual, but every mother's son of us that loves Old Glory has at least one thing in common—a desire every now and then to take down from the shelf of memory some of the songs we used to sing in the days of "Auld Lang Syne" in bar-room or on mother's knee.



GANG SINGING IN SOUTH LYONS

Whether it be in winter, sitting before gas logs with the lights turned low, a biting wind biting outside, and the old "Jimmy" pipe lit, or in summer meandering under a low-hung moon—whenever the crowd gets "together" someone will start one of the old lovable barbershop melodies of long ago. That is why we affectionately call them "gang songs."—D. A. C. News.

Don't Give Ideas A Chinaman's Chance—Pickens

JOURNAL TAB-loid PLATFORM

- 1—Pave Lexington Avenue with Ideas.
- 2—Free Yeast Cakes for Editors
- 3—Ideas Must Be Imitated.
- 4—Recognition of the "Mouse-Trap" Theory.
- 5—Find Graybar—"The Prince of Swat."

1927 Millinery Fashions

Styles for trade paper dress for spring show a striking tendency to copy last year's models so artistically created and accurately presented by the designer of The Talking Machine Journal. Most praiseworthy is the resemblance of the originals as primarily adopted by The Journal creators and used by them for several years. The Lexington Avenue artists, in their endeavor to follow the style trend, have in some instances copied the works of The Journal masters, even to the style of the illustrated objets d'art. Motif of thought has been subordinated in the desire to adopt the successful, and the beauty of the pastel has been reproduced with amazing fidelity. The dominating yellow tint of paper is revealed in all its glory, especially in exhibits of "Late News of the Trade."

Horse Racing

If you want a good tip on a horse, place your money on Noon Hour, for it's a 12 to 1 shot. After carefully studying conditions, we offer the above selection as our one best bet, which is a sure winner on a clear track.

If the track is muddy, select Cowslip, which is the best bet from the latest news we can get. A second choice, should it be windy, is Canary. This is the new game of color betting, as they say on Lexington Avenue.

Fair and Warmer

Last minute news bulletin from the Weather Bureau informs us that forecasts are for lightning and colder. If there was any service to be performed by it, we would publish weather reports. But it's tough to have to judge your own innovations. Considering the fact that others papers could hardly serve their readers with weather reports, we have decided not to use them ourselves. Though there's always a last minute change of mind!

THE Talking Machine JOURNAL for June, 1927



What does this photo represent? \$17 in cash for best story of 10,000 words.

Squawks of the People

To the Editor.—Notice that The Journal has been publishing a yellow colored paper "late news" section for nearly a year, but recently another paper imitated this, even using yellow paper. Does this mean that "late news" is yellow and must be printed on yellow paper, or could pink, green or even purple paper be used?—Benj. Franklin.

Reply: It is embarrassing to us to receive your letter. Keep quiet and no one will ever know about it. Remember, yellow is yellow, and don't yell about it.

To the Editor.—Why do trade papers use wire to hold the pages together? Is paper itself unruly or is it just a custom? Will wire staples hold yellow paper equally as well as white?—Dud Bray.

Reply: Suspenders hold up short pants at the same degree of long pants. Loosening the tension of suspenders gives shifting of pressure. Aids editors in search of ideas.

To the Editor.—I have a tremendous burden on my mind. Does "late news" of talking machine and radio business have to be printed on yellow paper? I notice The Journal uses yellow, and another paper also took yellow for the same purpose. Also tell me, what is "late news."

Ans.: Don't be silly. Late news is the stuff that happens before The Journal "Last Word." Shoemaker, the famous bulletician, received world recognition when he said: "Sailor, stick to your last."

Don't Pay Any Attention to These

How do you feel, Jim? Guilty—I just swallowed some gold paint.

How do you feel, Jim? In the pink of condition. I've just eaten some salmon.

How do you feel, Jim? Awful—I've lost my yellow paper.

Don't Wait 61 Years to Read Musical Merchandise

ONE shudders to think how business could be transacted in these days of great activity without the telephone as the most valuable adjunct. Nevertheless when the 'phone was first thought of very few believed it could be made practical. This is indicated in a clipping of a Boston newspaper of 61 years ago, which is published in the monthly issue of the Pittsburgh Plate Glass Co. The item appearing in the Boston paper follows:

"A man about 46 years of age, giving the name of Joshua Coppersmith, has been arrested in New York for attempting to extort funds from ignorant and superstitious people by exhibiting a device which he says will convey the human voice any distance over metallic wires, so that it will be heard by the listener at the other end. He calls the instrument a 'telephone' which is obviously intended to imitate the world 'telegraph' and win the confidence of those who know of the success of the latter instrument without understanding the principles on which it is based.

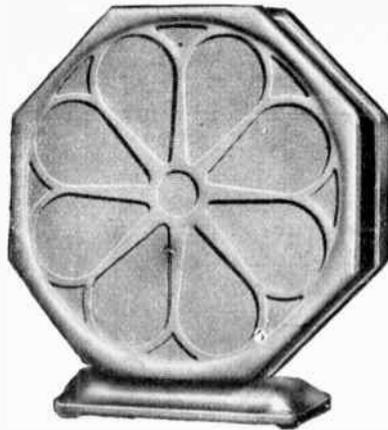
"Well informed people know that it is impossible to transmit the human voice over the wires as may be done with dots and dashes and signals of the Morse code, and that, were it possible to do so, the thing would be of no practical value. The authorities who apprehended this criminal are to be congratulated, and it is to be hoped that his punishment will be prompt and fitting, that it may serve as an example to other conscienceless schemers who enrich themselves at the expense of their fellow-creatures."

If you believe that this industry is now grown up and deserves a trade magazine of its own—use this coupon!

Musical Merchandise
5941 Grand Central Terminal
New York, N. Y.

COUPON

Name _____
Address _____
City _____
State _____



Octacone Gross Profit is Net Profit!

No servicing expense or loss to dealers in handling this superior type of loud speaker.

Protected, free edge full floating cone makes it practically indestructible. Two models. Table Model (illustrated) 19.50. Pedestal Model—29.50. Both models slightly higher west of the Rockies.

PAUSIN ENGINEERING
COMPANY
727 Frelinghuysen Ave.,
Newark, N. J.



THE NEW SHAMROCK MODELS

will be on
exhibition at

BOOTH No. 146

R. M. A.

TRADE SHOW

Models from
\$55—\$250

SHAMROCK
RADIO SETS
PIONEERS IN ONE DIAL CONTROL

SHAMROCK MANUFACTURING COMPANY
196 Waverly Ave. Newark, N. J.



List Price
\$97.50
without
tubes

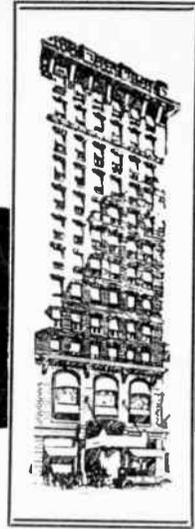
Reproduction that Defies Description

A demonstration of the Pacent Powerformer hooked between a good radio set and loud speaker, will give a reproduction in tonal quality, range and majestic volume, that will prove a revelation to the prospect.

Not only is it a Power Amplifier, but is a "B" Eliminator as well, furnishing sufficient plate current for the average set. Operates on 110 volt 50 cycle A. C. current, using a 216B rectifying tube and a 210 power tube.

Write for trade information.

Pacent Radio Corp.
156 West 16th Street, New York



Hotel Brevort Chicago

Madison St. East of La Salle

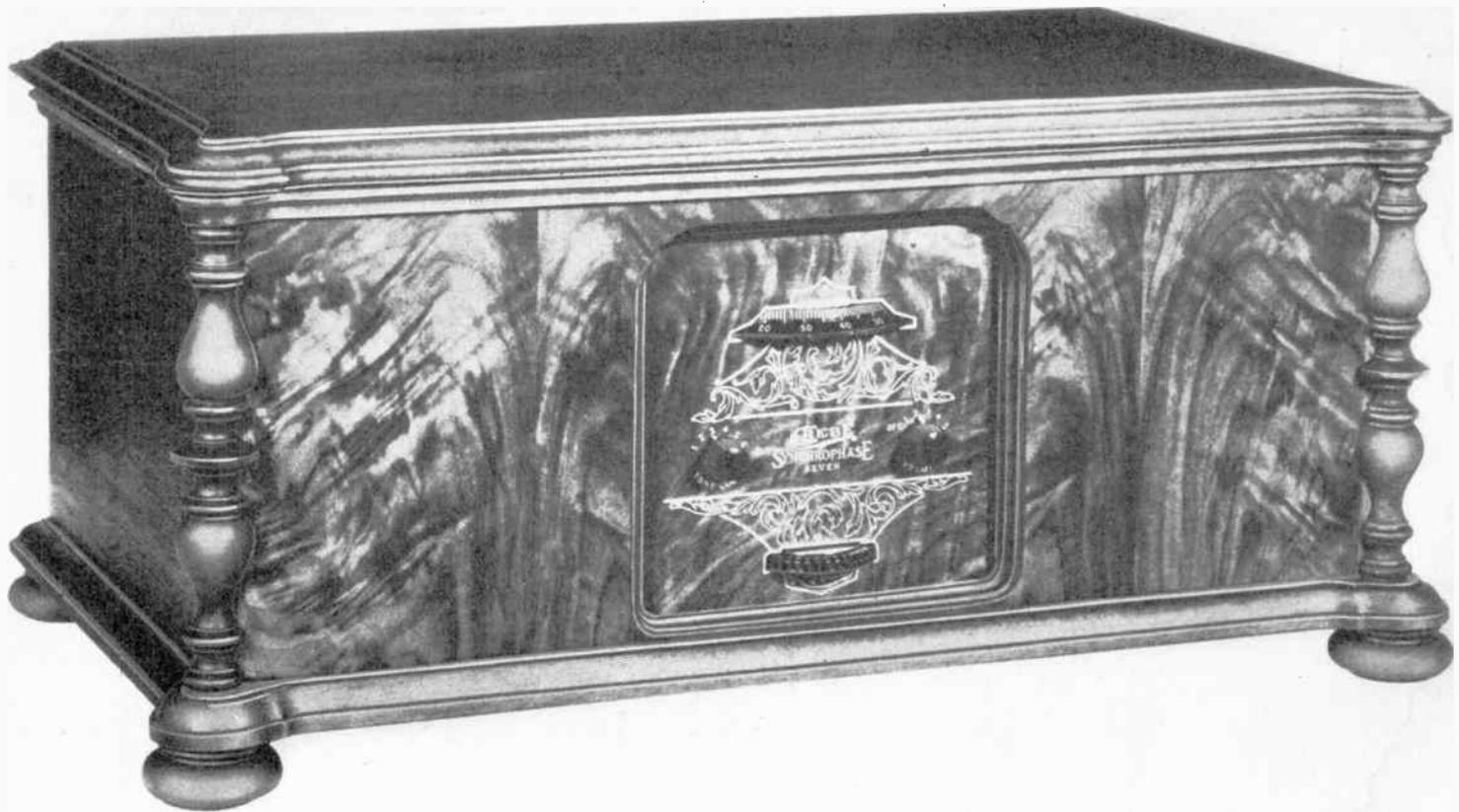
Here at this famous downtown hotel you can enjoy the fullest measure of comfort amid cheerful surroundings. Convenient to principal banks, stores, theaters and all classes of transportation.

And in the Brevoort's Main Restaurant and the Old English Grill you will find a quality of food and service unsurpassed in all Chicago. Moderate rates make this the hotel for family parties. Rooms \$2.50 and up.

The garage nearby extends special courtesies to Brevoort guests.

E. N. Mathews,
Pres.

R. E. Kelliher,
Mgr.



The Synchronphase Seven

New Grebe Set and Speaker Announced

A. H. Grebe & Co. have developed a new radio receiver, a new cone speaker, and a new socket power unit in which many important improvements have been embodied. All three products are the result of long and careful research work. The new cone speaker is the first acoustical product ever marketed by the company and has been developed because of the desire of Grebe executives to improve the tone quality and reliability of loud speakers, which play an important part in determining whether or not the operation of a receiver will be satisfactory to its owners.

In the new receiver, known as

the Synchronphase seven, greater and more uniform reception on all frequencies in the broadcast wave length band have been obtained by the use of a special Litz strand wire and tube isolating circuits. Five individual variable condensers have been used horizontally mounted, rigidly held in place by a metal bridgework, operated through a three point tuning drive, and connected to the tuning dial and tangent vernier. All the individual units are mounted on an aluminum deck, each unit having its own terminals projecting through the deck. All the wiring has been simplified as much as possible.

Two stages of audio frequency amplification are provided with the receiver, where provision is made for the use of type 171 power tube in the last stage. The system is designed to deliver a maximum of undistorted power to the loud speaker. The last stage is provided with the Colortone device which permits the listener to modify the frequency characteristics of the audio system.

The cabinet is of two tone walnut and mahogany, the face being of select figure butt walnut designed to blend with the dial panel, which is of French marquetry.

The new cone has a diameter of twenty inches and is in a twenty degree angle. It has a motor equipped with short, light weight driving rods, a new type armature known as the Butterfly armature, and an unusually large permanent magnet. The improvements in the tone of this new speaker are said to be readily noticeable.

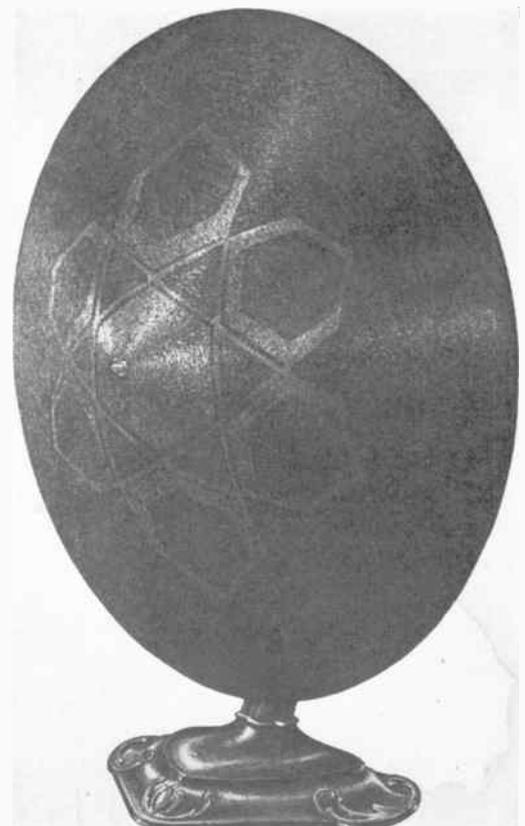
The new Butterfly armature, which is made of silicon steel, results in a decreased magnetic satur-

ation. Laminated silicon steel pole pieces reduce current losses, and by the use of large size wire with heavy insulation, short circuits or grounds are practically eliminated.

Specially treated paper is used in the body of the cone, which is finished in dark bronze with a slightly lighter colored design in the centre. A detachable base makes the speaker readily adaptable to either wall or table use. Because of the greater weight that is concentrated at the base, the cone will not tip over.

The other new product of the company, a socket power unit, supplies B and C voltages sufficient to operate radio receiving sets of from five to seven tubes, including the 171 type power amplifier. By the use of a special resistance and condenser, the new power unit, which is known as the type 671, will not permit the production of growl or "motor boating" interference in the receiver. Resistances used for dividing the voltages are of the full metallic wire wound variety, which insures quiet operation as well as constant voltage.

On the right is the new Grebe Cone speaker. Below is the socket power announced last month.



Leading Wholesalers of

Silas E. Pearsall Co., Inc.

Wholesale Distributors

FEDERAL ORTHO-SONIC RADIO

Metropolitan New York, Long Island, Northern New Jersey, Lower Hudson Valley and Connecticut

10 EAST 39th ST.,

NEW YORK, N. Y.

American Motor Equipment Co.

FEDERAL ORTHO-SONIC RADIO

Wholesalers in Massachusetts, Connecticut, Rhode Island, Maine, New Hampshire and Vermont

"Friendly Personal Service"

812 Commonwealth Ave., Brookline District, Boston, Mass.

Horrocks-Ibbotson Co.

FEDERAL ORTHO-SONIC RADIO

Wholesalers for Northern and Central New York Territory

7 Broad Street
UTICA, N. Y.

Harbison Mfg. Co.

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KANSAS CITY, MO.

HAMBURG BROS.

FEDERAL ORTHO-SONIC RADIO

Wholesalers in Pittsburgh Territory

442 Seventh Ave.

Pittsburgh, Pa.

The Harry Alter Co.

FEDERAL ORTHO-SONIC RADIO

Wholesalers in Chicago territory

18TH & MICHIGAN AVES.

CHICAGO

FEDERAL Ortho-sonic Radio

R. E. Tongue & Bros. Co., Inc.
ALLEGHENY AVE., AMBER & COLLINS STS.

FEDERAL ORTHO-SONIC RADIO

*Wholesalers in the
Philadelphia Territory*
PHILADELPHIA, PA.

The Wholesale Radio Equipment Co.
INCORPORATED

108 PEARL ST. BUFFALO, N. Y.

Distributors of Federal Ortho-Sonic Radio

Extends To

Federal Designated Retailers

Our Continued Support and Co-operation

And Invites

*Inquiries From Western New York and Northern Penn-
sylvania Dealers Interested in Becoming Designated,
Federal Retailers.*

S H A W ' S
INCORPORATED

FEDERAL ORTHO-SONIC RADIO

*Wholesalers for North Carolina
and South Carolina Territory*
CHARLOTTE, North Carolina

The Phonograph Co.

FEDERAL ORTHO-SONIC RADIO

*Wholesalers for Cleveland
Territory*

1240 Huron Road at Eudid Ave.
CLEVELAND

Why Leading Dealers Read The Talking Machine JOURNAL

1. Because of helpful articles, blazing the way to profits.
2. Because of the complete news coverage giving the latest happenings.
3. Because they have learned that the Blue Book of the Business gives them what they want.
4. Because of keen-minded editorials, discussing every phase of the talking machine and radio industry, written from inside knowledge.
5. Because of the high standards maintained in the advertising columns, to which they can turn for reliable information of products made by dependable firms.

Published by Glad. Henderson, 5941 Grand Central Terminal, New York City

TUBES

Costly Factors to Overlook in Radio Tubes

By William E. Duff

RECENTLY a certain distributor of radio goods lost 3,000 tubes—defectives that could not be replaced. The company from which the tubes had been bought had gone into bankruptcy. The monetary loss to this distributor was considerable of course, but it was not the worst part of the loss, for he lost customers, time, energy, and prestige as well.

The distributor had been induced to handle the line by the offer of an additional 10% discount. That

should have been the danger signal. The tubes proved to be the most expensive he ever bought.

The radio industry is slowly learning the lessons that have been painfully codified by the older trades. Radio merchants are beginning to understand that technical tests of a product are not the only ones needed for sound buying. The shrewd buyer looks deeper, he finds out who is behind the tube.

Of course in every line of business there are always ignorant and

inexperienced merchants and there are always people to prey on them. One of the most common deceptions is that of the seller who pretends to be a manufacturer. The pretended manufacturer makes no other investment than in the merchandise he sells. He may, in fact, become a "manufacturer" only long enough to dispose of a certain lot of goods. One concern recently represented itself to be the largest manufacturer of radio tubes in existence, when as a matter of fact, the company had no factory and merely bought tubes at cut prices.

Strangely enough many distributors pay no attention to such matters. They make no investigation before taking on a line, although

they could easily get the facts through the commercial agencies. The sooner these evils are wiped out, the sooner will the radio industry become more stable and profitable. Distributors can protect themselves against such losses by handling only the products of reputable manufacturers. They will thus be assured of a uniformly high quality of merchandise, of prompt replacements of defective tubes, and of real cooperation in advertising and dealer helps. It is impossible to make any money with thoughtless buying methods, but if distributors will use judgment in selecting their goods and will investigate the firms with which they are doing business, they will find that it pays and pays well.

New Raytheon Rectifier

Highly Efficient Non-Breakable Device
for Use on Chargers and A-Eliminators

A metal-clad, low-voltage, high-current rectifier of great efficiency has been developed by the Raytheon Manufacturing Company for rechargers and A-eliminators. The new rectifier, which is known as the Raytheon-"A," is essentially a copper finished cylinder no larger than a man's thumb, without delicate filaments, liquids or moving parts, sealed and fool-proof. It is said that a uni-directional conduction of remarkably high efficiency is afforded.

The remarkable efficiency of the new rectifier is due to a unique method of rectification, based on the principle of securing rectification by the close association of two metallic conductors suitably arranged with a non-conducting agent. This combination reduces the resistance to the flow of current in one direction to a very low point, while the resistance to the flow of current in the other direction is extremely high. The efficiency and economy obtained with the Raytheon "A" are said to approach closely the results that would be obtained theoretically with the ideal rectifier.

The rectifier is as handy and fool-proof as the ordinary cartridge fuse, and it is clipped into place in a suitable holder. It requires no attention of any kind and may be entirely forgotten once it is installed.

While the most important use for the rectifier is in low-voltage, high-current rectification suitable for A-elimination or filament supply practice, its immediate application is in the economical charging of storage batteries. For this work it has a most desirable characteristic in that it provides a taper charge, or one that is automatically adjusted to the condition of charge of the battery. Thus the charging rate is highest when the battery is at its lowest and when heavy current is required, but as the battery comes up to full charge the rate of charging becomes less and less. This method of charging tends to increase the life of the battery and reduces gassing and consequent liberation of excessive fumes from the battery. It also eliminates noisy reception due to gassing. With the Raytheon "A," the battery may be

left on charge for several days with no damage of any kind.

The efficiency of the Raytheon "A" makes it applicable to A-eliminator use, permitting a current to be supplied for the filaments of standard radio receivers if a suitable filter circuit is used.

Extensive life tests indicate that the life of the Raytheon "A" may be conservatively placed at 1000 hours when operating under the proper conditions. The greatest life is obtained when the rectifier is operated at a charging rate of from 1 to 2 amperes

Sylvania Dealers Convene

New Tube Shown to Distributors at
Hunting Camp in Pennsylvania Woods

The annual meeting of the distributors of the Sylvania Products Company was held in June at "Sylvania Lodge," a hunting camp in the western Pennsylvania woods, a few miles from the Sylvania tube factory at Emporium. During the meeting, which was attended by thirty distributors, four new tubes

were introduced: the SX-240, a high mu tube for use in resistance coupled amplifiers; SX-213 and SX-216-B rectifier tubes for use in B eliminators; and SX-210 for use in power amplifiers.

The distributors also saw for the first time the new Sylvania carton and the trademark, an S on a green oak leaf. A series of dealer displays, broadsides and trade paper advertisements have been constructed about this trade mark, and a broadcasting program and local newspaper publicity will also be used during the coming season.

Sonatron Tube Display At R. M. A. Show

The Sonatron Tube Company will exhibit a complete line of their tubes at the R. M. A. show in Chicago. Those who will attend in an official capacity are Harry Chirelstein, president and general manager, D. J. Quinn, general sales manager, A. E. Rodrigues, laboratory engineer, L. P. Mack, central states sales manager, R. L. Marshal, Detroit sales manager, T. Goldstein and F. B. Ellis of the Chicago office, L. Newman, New York sales manager, and S. B. Solinger, advertising manager.

A new A-C tube will be announced just in time for the show. The company has been experimenting with the A-C principle for the past year and the new tube is said to be an important advancement in the tube industry.

Pioneer Radio Changes Name

The Pioneer Radio Sales Company has changed its name to the Bialek Company. It will continue to act as eastern sales representatives for the Webster Company, manufacturers of the Webster A, A and B, B, and B and C socket power units, chargers, and automatic power control switches.

Radio Tube Makers

- | | |
|---|---|
| CeCo. C. E. Manufacturing Co., Providence, R. I. | Myers Radio Tube Corp., Cleveland, Ohio. |
| Cleartron Vacuum Tube Co., New York, N. Y. | Perryman Electric Co., New York, N. Y. |
| Cunningham, Inc., E. T. New York, N. Y. | Radiotron, Radio Corp. of America, New York, N. Y. |
| De Forest Radio Co. Jersey City, N. J. | Raytheon Mfg. Co., Cambridge, Mass. |
| Elektron Radio Tube Laboratories, Indianapolis, Ind. | Red Top, Q.R.S. Music Co., Chicago, Ill. |
| Gem Tube Co., 16 Hudson St., New York, N. Y. | Schickerling Products Mfg. Co., Newark, N. J. |
| Gold Seal Electrical Co., New York, N. Y. | Sonatron Tube Co., Chicago, Ill. |
| Hytron Corporation, 30 Oakland St., Salem, Mass. | Supertron Mfg. Co., Hoboken, N. J. |
| Lektrodio Corp., Lynn, Mass. | Sylvania Products Co., Emporium, Pa. |
| Magnavox Co., Oakland, Calif. | Ureco, United Radio & Electric Corp., Newark, N. J. |
| Magnatron, Conway Electric Laboratories, Hoboken, N. J. | Vogue, Allan Mfg. Co., Harrison, N. J. |
| | Zetka Laboratories, Inc., Newark, N. J. |

BUYER'S GUIDE for RADIO TUBES

Journal Information Bureau and Trade Directory of Dependable Products

"URECO" TUBES

"More Sensitive Than a Musician's Ear"

Manufactured by
UNITED RADIO & ELECTRIC CORP.
IRVINGTON NEW JERSEY

CLEARTRON
Manufacturers of the
MULTIVALVE
Patents Pending
Many tube performance at one tube cost.
CLEARTRON VACUUM TUBE CO.
28 WEST 44th STREET,
NEW YORK CITY

VOGUE NONPAREIL

WRITE ABOUT
RADIO TUBE INSURANCE
ALLAN MFG. CO.
HARRISON, N. J.
Immediate Delivery on West Coast
212 Chamber Commerce Bldg.,
Los Angeles, Cal.

"They Never Disappoint"



A complete standard line of highly rated tubes.
SYLVANIA PRODUCTS CO.
Emporium, Pennsylvania.

ELEKTRONS

"The most carefully tested tubes in America"

LEKTRODIO CORP.
Lynn, Mass.

There is a
MAGNATRON TUBE
for every radio need

CONNEWY ELEC. LABS.
MAGNATRON BUILDING,
Hoboken, New Jersey.

CLEARTRON VALVES
Sold with the iron-clad guarantee.
The right tube for each socket. Complete line of 11 types.

CLEARTRON VACUUM TUBE CO.
28 WEST 44th STREET,
NEW YORK CITY
Factories West New York, N. J.,
Birmingham, Eng.

PERRYMAN RADIO TUBES

"DISTANCE WITHOUT DISTORTION"
Three points of Superiority.

1. The Patented Perryman Bridge
2. The Double Filament
3. The Tension Springs

There is a Perryman radio tube for every Radio Purpose, for both storage and dry battery operation. They are priced from \$2.00 to \$9.00.

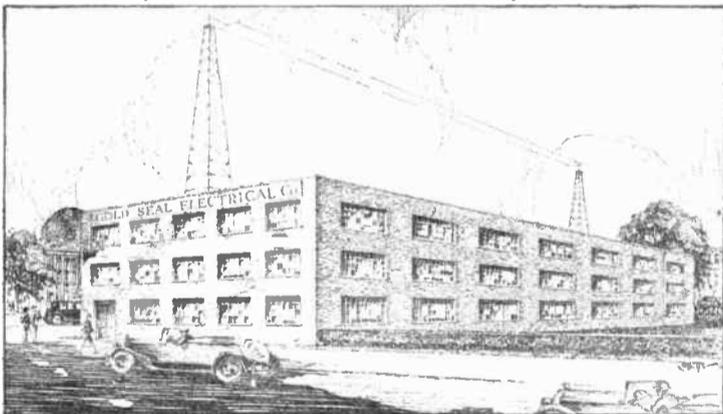
The Perryman Electric Co., Inc.
Executive Offices
33 West 60th St., New York
Laboratories and Plant
North Bergen, N. J.

Gold Seal in New Plant

Latest Efficiency Methods Increase Production Capacity of Tube Company

Gold Seal Electrical Co., Inc., manufacturers of Gold Seal radio tubes, are now getting settled in their new factory in Newark, N. J.

sident, is a well known authority on manufacturing processes, it is but natural to find that this new Gold Seal plant is a model tube



New Gold Seal factory

In many ways this is an ideal location, providing as it does 100% daylight on all floors and on all four sides. Since James J. Duff, the pre-

factory, equipped with the very latest machines and apparatus. Furthermore the plant is laid out in accordance with the most approved

VISITORS

*To The Allied Music Industries Convention
And The R. M. A. Convention*

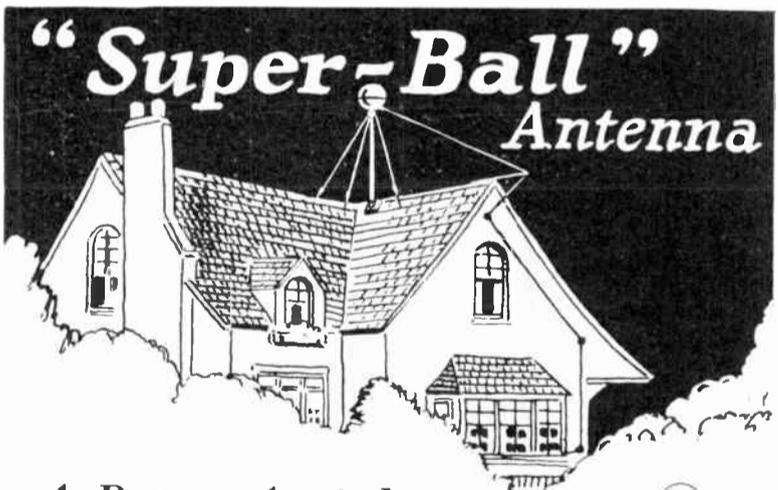
While in Chicago, do not fail to listen to a demonstration of the new electric pick-up and amplification unit made by the Phonograph Division of the United Air Cleaner Co.

You are cordially invited to visit our plant at 9705 Cottage Grove Avenue and listen to this marvelous instrument operate.

UNITED AIR CLEANER CO.
Chicago, Illinois

methods of modern factory efficiency, providing for an uninterrupted flow of operations from the raw material to the completed and tested tube and to the packing and shipping departments. Capacity with present equipment is 25,000 tubes

per day and there is ample room for expansion to accommodate the rapidly growing business of this thriving company. Its export business alone will take a large part of this increased output.



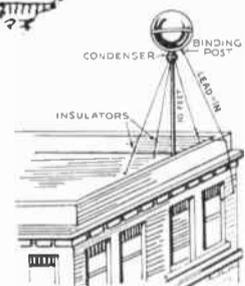
A Better Aerial

—More Sales

Thousands of dealers are enjoying profitable Super-Ball Antenna sales volume, due to the greater satisfaction this better aerial gives. Super-Ball Antenna popularity—and sales—are based on these outstanding features:

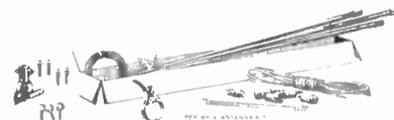
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|---------------------------|-----------------------|
| Greater selectivity | Attractive appearance |
| Non-directional | Sheds ice and snow |
| Receives all wave lengths | Not affected by heat |
| Clarifies tone | Easy to install |
| Minimizes static | Less cost to erect |

Improves Summer Reception



The Super-Ball Antenna is the ideal aerial for apartment house installation, as well as for individual homes.

Order from your jobber. Write us direct for descriptive details.



Super-Ball Antenna Accommodation Kit

Contains all materials (nationally advertised, quality, units) necessary for complete installations of Super-Ball Antenna, with complete directions for installation.

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MILWAUKEE INCORPORATED WISCONSIN

LEADING PHONOGRAPH JOBBERS
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<p>M. W. FANTLE CO. CINCINNATI</p> <p>Pal-Regal-Kompact Portables "Valley Forge" Repair Parts "Mastercraft Phonographs" Wall Kane-Brilliantone Needles ULTRA-phonoc Reproducers "Gennett Electrobeam" Records "Quality plus Service"</p>	<p>Arthur Brand & Co. 1618 Vine Street Cincinnati, Ohio</p> <p><i>Distributors of</i></p> <p>Honest Quaker Main Springs and Repair Parts Pal and Regal Portables Symphonic Reproducers Ultra Reproducers</p>	<p>The Philadelphia Victor Distributors, Inc.</p> <p>835 Arch St. Philadelphia</p> <p>ORTHOPHONIC VICTROLAS AND VICTOR RECORDS</p>	 <p>Factory Distributors PHONOGRAPHS ACCESSORIES RECORDS PARTS PITTSBURGH CLEVELAND</p>
<p>James K. Polk, Inc. ATLANTA RICHMOND DALLAS</p> <p><i>Wholesaling such well known lines as</i></p> <p>Sonora, Okeh, Honest Quaker Mastercraft, Carryola, Symphonic, Brilliantone Polk-Phone, Caswell</p>	<p>Consolidated Talking Machine Co.</p> <p>CHICAGO DETROIT MINNEAPOLIS</p> <p><i>Wholesalers of</i></p> <p>OKEH RECORDS</p>	<p>TAY SALES CO.</p> <p><i>Wholesalers in</i> 6 North Franklin Street Chicago</p> <p>Territory for SONORA Phonographs Chicago</p>	<p>Walter S. Gray Co.</p> <p>San Francisco Los Angeles Seattle</p> <p><i>The Pacific Coast's Longest Es- tablished Exclusively Wholesale</i></p> <p>DISTRIBUTORS <i>of</i> Phonographs and Records</p>
<p>C. Bruno & Son, Inc. <i>Victor Wholesaler Exclusively</i></p> <p>Over 92 Years of Depend- able Service to the Music Trade</p> <p>351 Fourth Avenue New York City</p>	<p>The Cleveland Talking Machine Co.</p> <p><i>Exclusive Distributors for Northern Ohio</i></p> <p>Victor Orthophonic Victrolas Electrolas and Radiola Combinations</p> <p>1125 Rockwell Ave., Cleveland</p>	<p>H. A. Weyman & Son Inc.</p> <p><i>Victor Wholesalers in Philadelphia</i></p> <p>1108 Chestnut Street Philadelphia, Pa.</p>	<p>Horton-Gallo-Creamer Company New Haven, Conn.</p> <p>VICTOR Wholesalers</p> <p>Serving in a concentrated area with a co-operative service.</p>

**New Magnavox Plant
Is Begun**

The Magnavox company has started work on the first unit of a new factory in Emeryville, California, on a property purchased by the company last fall. The new building will be of concrete, brick, and steel construction and the design will be influenced by the experience of the company in manufacturing radio and electrical devices. The buildings now on the property and formerly used by the Western Aluminum company, which is now owned and operated by the Magnavox company, will be remodeled to tie in with the new building. The whole structure will be subdivided into many divisions to facilitate the diversified manufacturing now carried on by the Magnavox company in addition to its radio production. When completed the new plant will be one of the best balanced manufacturing institutions on the Pacific Coast and will have a product so diversified that it will be kept uniformly busy at all seasons of the year.

Plans have been worked out for moving the present factory equipment from the Fruitvale property without causing a shut-down in the manufacture of the new radio devices which are now being produced for the coming season.

Sixteen years ago the Magnavox company started its first laboratory in Napa and moved to the Bay district of California shortly after. In 1919 the first unit of its present factory was built and additions were made in 1921 and 1922.



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Everybody's
TALKING MACHINE CO. INC.
PHILADELPHIA U.S.A.

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LEADING RADIO JOBBERS

Journal Information Bureau and Trade Directory of Wholesalers "Who Serve"

<p>SILAS E. PEARSALL CO. 10 East 39th Street New York</p> <p>Wholesale Distributors of the Leading Radio Products Made by the Best Manufacturers.</p> <p>"Desire to Serve Plus Ability"</p>	<p>RADIO DISTRIBUTING COMPANY DETROIT GRAND RAPIDS</p> <p>Distributors of ATWATER KENT</p> <p>Cunningham Tubes Eveready Batteries Balkite Products</p> <p>Pooley Cabinets</p>	<p>Wakem & McLaughlin, INC. 225 East Illinois St., CHICAGO, ILL.</p> <p>Distributors of</p> <p>Cunningham Tubes King Receivers Bremer-Tully Receivers Eveready Batteries Majestic B-Eliminators Peerless Speakers</p> <p>"We Ship Fast"</p>	<p>Troy B. Wildermuth THE FROMAR CO. HARRISBURG, PA.</p> <p>Atwater Kent Pooley Eveready Kings Electron Balkite Cunningham Fromar Red Lion</p> <p>Products</p> <p><i>Wholesale Only</i></p>
<p>The Cleveland Talking Machine Co. Northern Ohio Distributors</p> <p>Atwater Kent Radio Pooley Radio Cabinets Burgess Radio Batteries Exide Wet Batteries RCA Radiotrons</p> <p>1125 Rockwell Ave., Cleveland</p>	<p>NORTH AMERICAN RADIO CORP. 1845 Broadway NEW YORK</p> <p>Distributors of KING RECEIVERS</p> <p>Argus Electric Farrand Speakers Cunningham Tubes Eveready Batteries Phileo Power Units Peerless Speaker</p>	<p>D. W. MAY, Inc. 380 Central Ave., NEWARK, N. J.</p> <p>Northern N. J. Distributors</p> <p>Marti Electric Power Radio Shamrock Radio Crosley Radio Amrad Radio Phileo Socket Powers & Batteries Ray-o-Vac Batteries Pacent Speakers Superior Radio Cabinets De Forest Radio Tubes</p>	<p>R. H. McMANN, Inc. NEW YORK, N. Y.</p> <p>Distributors of</p> <p>Cunningham Tubes Burgess Batteries Magnavox Crosley</p> <p><i>And other Quality Products</i></p>
<p>"Trilling & Montague, wholesale radio merchandisers, Philadelphia, are recognized as one of the few wholesalers actually giving dealers service with a capital 'S.'—The Talking Machine Journal.</p> <p>Distributors of Zenith, Kolster, RCA Radiotrons, Grebe, Crosley</p> <p>Also nationally recognized radio accessories</p> <p>Trilling & Montague 49 NORTH 7TH STREET PHILADELPHIA, PA. "Grow With Us"</p>	<p>Sampson Electric Co. Chicago</p> <p>Distributors of ATWATER KENT</p> <p>Pooley Cabinets Cunningham Tubes Eveready Batteries Majestic B-Eliminators Willard Batteries Red Lion Cabinets Phileo Socket Powers Balkite Products</p>	<p>CYCLE AUTO & SUPPLY CO. BUFFALO, N. Y.</p> <p>Wholesale Distributors</p> <p>Mohawk Radio Sets Thorola Horns O'Neil Speakers Teletone Speakers Yale & Sturges B Batteries Phileo Socket Powers Valley Chargers</p>	<p>MUSICAL PRODUCTS DISTRIBUTING CO., INC. 22 West 19th St., New York</p> <p><i>Wholesale Distributor</i></p> <p>Radio Art Cabinets Cunningham Tubes Burgess Batteries Phileo Products Sandar Cones Herald Cones Balkite Products, etc.</p>
<p>Triangle Radio Supply Co., Inc. 120 West 23rd Street New York City</p> <p>Distributors of</p> <p>Fada, Crosley, Amrad Majestic Eliminators Cunningham Tubes And a Complete Line of Parts</p>	<p>ERNEST INGOLD, INC. San Francisco, Calif.</p> <p>Distributors</p> <p>Atwater Kent Radio Pooley Cabinets Cunningham Tubes</p>	<p>North Ward Radio Co., Inc. 367 Plane St., Newark, N. J.</p> <p>TALENT PLUS SERVICE</p> <p>Howard Neutrodyne Argus Electric Radio Cunningham Tubes Farrand Speakers Farrand Eliminators Burgess Batteries Phileo Eliminators Phileo Batteries Majestic Eliminators</p>	<p>E. M. Wilson & Son 11 Lafayette St. Newark, N. J. Phone Market 0300</p> <p>Distributors of</p> <p>Garod Receiver King Receivers Crosley Receivers and Speakers Cunningham Tubes Burgess Batteries Westinghouse Auto Power Timmons Amplifiers Sandar Speakers Weston Meters Balkite Products National Mazda Lamps</p>

BUYER'S GUIDE for B-ELIMINATORS

Journal Information Bureau and Trade Directory of Dependable Products

<p>EPOM ELECTRICAL PRODUCTS OF MERIT</p> <p>"B" Battery Power An Eliminator With All Trouble Eliminated.</p> <p>Built on Experience!</p> <p>Only fixed wire wound resistances used for control. All variable carbon pile resistances discarded.</p> <p>Price \$32.00 Epom Corp. 114 East 47th St., New York, N. Y.</p>	<p>—made by the makers of the famous <i>Farrand Speaker</i></p> <p>\$48.50 without tube</p> <p>Farrand B ELIMINATOR</p>	<p>MAJESTIC "B" Current Supply delivers pure direct current from the light socket.</p> <p>RADIO'S MOST POPULAR ACCESSORY</p> <p>GRIGSBY-GRUNOW-HINDS CO. Chicago, Ill.</p>	<p>A 400 Volt Heavy Duty "B" of finest Control and Smoothness PLUS A Complete Power Amplifier, ("A", "B", and "C" for UX210 and UX216 B)</p> <p>\$49.50 (\$51.50 West of Rockies)</p> <p>POWERIZER REG.</p> <p>Radio Receptor Co. 106-7th Ave., N. Y. C.</p>
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